Chances are you can recall some favorite teacher whose friendly interest helped shape your life, earned your affection. So, while the apples teachers get may be perishable, the fruits of their efforts with pupils are not.

In the communities they serve, the fruits of Fort Industry Stations' public service efforts are lasting, too.

More, as part and parcel of everyday life in their localities, the seven stations listed below have earned the same kind of affection that favorite teachers do... have become trusted and listened-to friends of their communities. To advertisers this means these stations speak with voices of authority.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.

National Sales Headquarters: 327 Lexington Ave., New York 17; Eldorado 5-2455
JOHN L. BUSS celebrates his 25th anniversary in the hardware business in Monticello, Indiana (pop. 3,153) this fall. His first boss hired him right out of high school—because he could speak German with the farm customers. Within a few years, he bought the business, in nearby Reynolds. He had stores in several other towns before settling down in Monticello 25 years ago.

Today he is one of the town's leading merchants, and he proudly says he has built his business on advertised brands—he won't stock substitutes.

Asked what radio station was listened to most in White county, he answered unhesitatingly, "Oh, I'd say WLS, easily." Continuing his remarks: "At home my wife has WLS on 75% of the time—everybody around here does."

WLS is (by BMB figures) the leading station in White county—97% day, 94% night. Number two station has only 80-84%. Mail returns, too, reflect intensive listening to WLS. Last year, this county's 4,120 radio homes sent us 4,687 letters—114% response!

Annual income is almost 15 million dollars... retail sales close to 11 million... food sales alone are 2½ million and drug sales over half a million dollars. Here's a rich market in only one county—one out of 567 counties credited to WLS by BMB, daytime.

For over 24 years, WLS has given people like these homely folks of Monticello and White county the information they needed, the entertainment they wanted. That is why they have such confidence in us today—the kind of confidence that insures advertising results.
YOU CAN SELL THESE PEOPLE Best THROUGH THEIR HOME-TOWN STATIONS

Regular visits — friendly visits to New England homes through a Yankee home-town station, build dealer and consumer acceptance on a firm foundation in any community.

Yankee’s 23 home-town stations give you the ready means for repeated visits to these homes in New England’s key markets. Through these stations you have direct access to city and suburban trading zones in six states. You reach not only the big downtown shopping centers but all the neighborhood shopping centers for miles around.

Coverage of 89.4% of New England’s radio homes. Local impact everywhere — friendly reception through the dealer’s own home-town station — support for your sales organization and dealer set-up that is sure to pay off in growing sales volume throughout the Yankee six-state market. It’s the Yankee way to attract Yankee buying.

Acceptance is The Yankee Network’s Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
**Upcoming**


July 29-30: NAB District 3 meeting, Bellevue-Stratford Hotel, Philadelphia.

Aug. 2-3: NAB District 1 meeting, Somerset Hotel, Boston.

Aug.5-6: NAB District 2 meeting, Hotel Sheraton, Rochester, N. C.

(Other Upcomings on page 64)

**Bulletins**

**WJZ-TV NEW YORK**, slated to start Aug. 10, has half-million dollars’ worth of commercial commitments, according to Murray B. Sutherland, NAB vice president in charge. Among 22 advertisers is Modern Industrial Bank, which will sponsor video version of America’s Town Meeting show to be offered to ABC’s TV affiliates for local sponsorship starting Oct. 5. Bank sponsors show on AM.

**ACTION** of ANPA in joining NAB in fight against Baltimore Gag (story page 24), “emphasizes once again that basic freedoms are indivisible,” NAB President Justin Miller said Friday. “NAB is pleased that even so unfortunate an affair, with its overtones of constitutional violation, has made it possible for his association and ANPA again to make common cause,” he added.

**TBA READY TO EXPAND SERVICE, SAYS POPPELE**

Full trade association service for nation’s TV outlets by TBA, with expanded staff operation, planned as TV industry develops, Jack Poppele, WOR New York, president of Television Broadcasters Assn., told Broadcasting Friday when asked about proposed NAB-television meeting Aug. 11 in Chicago (see meeting story page 27 and TBA regional committee story page 57).

Forecasting growth of TBA just as NAB developed for broadcast stations during quarter-century, Mr. Poppele said formation of regional committees and preparation of TV code are steps in expansion. He said non-member stations will be invited to attend opening autumn meetings of TBA regional committees. In past TBA has operated strictly in the East, with skeleton staff. Will Ballin is TBA secretary-treasurer.

**LEVER NAMES TWO TO ADVERTISING POSTS**

CHARLES N. CRITTENTON, former assistant sales manager, Toilet Articles Division Colgate-Palmolive-Peet Co., appointed to newly created position of general sales manager of Pepsodent Division, Lever Bros. Lawrence R. Leach, assistant brand advertising manager of San, Rinso and Lifebuoy Lever Bros. products, has been named assistant advertising manager of company, in charge of Surf, Lever’s newest product.

**FRENCH NET IN NEW OFFICE**

FRENCH Broadcasting System (Radiodiffusion Francaise) has opened new offices at 934 Fifth Ave., New York. Pierre Crenesse, director of FBS in North America served as host at inauguration of new quarters July 22.

**AMOCO SIGNS ABC SERIES**

AMERICAN OIL Co. has signed with ABC to sponsor Carnegie Hall on 96 stations beginning Oct. 26, Sundays 7:30-8 p.m. for 52 weeks. Arthur Fiedler to conduct 35-piece orchestra. Agency, Joseph Katz, New York Closed Circuit.

**Business Briefly**

S. O. S. BUYS CBS SHOWS • S. O. S. Co., San Francisco, has purchased two CBS programs starting in August for S. O. S. Cleaner and Soil-off. They are: Mr. Information, Mon.-Fri., 4:25-4:30 p.m. (PDST), starting Aug. 16 on 8 California stations; Knock Manning News, Mon.-Fri., 12:30-12:46 p.m. (PDST), starting Aug. 30 on 8 stations. Agency, McCann-Erickson, San Francisco.

DICKER FOR R.F.D. SHOW • Allis-Chalmers Manufacturing Co., Milwaukee, is dealing with Louis G. Cowan Inc., Chicago, for sponsorship of firm’s package, R.F.D. America, aired Sundays 8:30 p.m. (EDT) as summer replacement for Fred Allen show over NBC.

SPONSOR MURRAY ON KFI • Southern California Magazine Distributors, Los Angeles, Aug. 3 starts five-weekly, 15-minute Johnny Murray Talks It Over on KFI Los Angeles for 52 weeks. Agency, Hamilton, Whitney & Hurst Los Angeles.

COLGATE PLANS • Ted Bates Inc. considering for Colgate-Palmolive-Peet series shows, among them I Remember Mama, Our Miss Brooks and Bob Burns Show, to replace Kay Kyser show, dropped last season.

CURTIS RENEWS • Curtis Circulation Co has signed effective Aug. 2 52-week renewal for The Listening Post on ABC, Mon.-Wed. Fri., 10:45-11 a.m. Agency, BBD, New York.

NOW in preparation is FCC’s decision on money-giveaways involving Washington-area local, WARL Arlington Va., which is expected to set broad pattern for all giveaways, not excluding those on networks.

WHETHER transcription recording ban is settled by fall or not, Standard Transcriptions will send producer-engineer unit to Europe in September to pick up 300 tape numbers in London and Paris.

KWK Burbank, Calif., to be sold by majority owners Sam Kerner, Bill Grey and Carl Altman for about $100,000, subject to FCC approval. Buyers are George H. Bowles, Los Angeles advertising man, and J. Charles Sutherland, Los Angeles financier. Deal handled by Blackburn-Hamilton Co., station brokers.

HOW LONG present NARBA treaty will be extended apparently will be decided during international high-frequency conference in Mexico in October. That’s procedure wanted by Cuba, which remains adamant against 2-year extension (from March 28, 1949) suggested by Mexico or 18-month extension proposed by U. S. Cuba has protested new facil.

**Closed Circuit**

SHEFFIELD FARMS Co., using television on Small Fry, WABD New York weekday series, 6-6:30 p.m. as test, talking about definite video schedule following expiration of present contract in September. N. W. Ayer & Son, New York, is agency.

CELANCE Corp. of America, New York, spot user in 22 U. S. markets, now scanning women’s participation shows in case radio schedule is expanded. Ellington & Co., New York, is agency.

FRONT-PAGE news expected in fortnight or so involving hidden ownership elements in important market. Case involves both AM and TV grants, and FCC is pondering evidence to determine whether to institute revocation or show cause proceedings.

MAJOR beer account will make television debut early next month with quarter-hour program on four New York video stations.

BETTER BUSINESS Bureaus seeking to run down organization styling itself as network operation using key-name United, reputedly selling network announcements for livestock transactions to western ranchers.

POSSIBLE coming event—Judge Miller of NAB arguing before U. S. Supreme Court as counsel for broadcasters, should Baltimore stations be found guilty in contempt case (story page 24).

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TO: All Clients and Agencies
FROM: The Management of WBAP
WBAP-Frequency Modulation will go on the air sometime during September with a power of 50,000 watts at 100.5 megacycles.

THERE WILL BE NO RATE CARD!

We feel that WBAP-FM should be a bonus to our advertisers. Therefore, all programs, announcements, NBC and ABC network feeds carried on WBAP-570 and WBAP-820 will be broadcast simultaneously over WBAP-FM—at NO COST to you. Just another reason why WBAP is your best radio buy in the Southwest.

serving Fort Worth AND Dallas, the South’s richest single radio market.

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star Chain

Amos Carter, Pres.
Herald Haged, Dir.

George Cramton, Mgr.
Ray Scott, Asst. Mgr.

FREE & PETERS, INC. National Representatives
That's what a prominent national advertiser (name on request) wanted to know, as he was amazed at the size of the audience for his program in the KDYL area compared with listening trends across the nation.

Well, we have no secrets. We do have, however, long experience in programming, showmanship and promotion. These things we apply to every program. That's why KDYL is the popular station in Utah.

Salt Lake City, one of the Preferred Markets in America today, is worth cultivating. Alert advertisers use the station of proved popularity . . .

* *

![KDYL Logo]

National Representative: JOHN BLAIR & CO.
A dollar is 4 quarters or 10 dimes or 20 nickles or 100 pennies. But it is even more than that when used on WGN. It means an opportunity to reach old customers and new consumers at a lower cost per home than any other network Chicago station for the average local program.

In that all-important time from 8:00 A.M. to 6:00 P.M., Monday thru Saturday, the average quarter hour on WGN delivers 1069 homes for just one dollar, which is 60 to 200 homes better than other stations.

Why not let each of your dollars reach over a thousand Chicagoland homes by using weekday, daytime WGN?

NOTE: All data based on February-March, 1948, Nielsen ratings and published time rates only.
A PRETTY PICTURE

Buy WHB in Kansas City, and you get a known quantity. You get full value— and more—in tangible sales results. Sweet knowledge that, and simple as ABC. Know why?

a—10,000 watts carry your message to more than three million people in the five-state WHB coverage area, where the low frequency of 710 kilocycles assures clear, interference-free reception.
b—Day and night, WHB is winning new friends for your product. WHB promotion draws listeners, and WHB programming holds them. Locally-produced shows and fine Mutual network features blend into the New Listen in Kansas City radio.
c—Rates are unchanged. They’re low, and they include expert assistance in merchandising, promotion and advertising. Real agency service!
See your John Blair man for availabilities!

WHB
10,000 WATTS IN KANSAS
DON DAVIS
PRESIDENT
J. T. SCHILLING
GENERAL MANAGER
Represented by
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

HORTON MALLINSON joins Harry B. Cohen Agency, New York, as media director effective immediately. He was formerly with Badger, Browning & Hersey as vice president and radio business manager and prior to that with Paul H. Raymer Co. as manager of Chicago office.

JAMES MORGAN, radio director of Raymond R. Morgan Co., Los Angeles, elected agency vice president. He will supervise agency’s network shows and television activities. HARRY ENGEL, former business manager for Earl Carroll, joins Morgan Co., as sales promotion director.

FREDDIE INGALLS, former assistant advertising manager, General Petroleum Corp., Los Angeles, joins Ratcliff Adv., Dallas, as account executive.

MARVIN YOUNG, Ruthrauff & Ryan Hollywood business manager, named radio director replacing SAM PIERCE, resigned.

BURKE GILLIAM, manager of Dallas office of Watts, Payne Adv., elected vice president and member of board of directors.

DAN WHITE & Assoc. formed in El Paso, Tex., on July 1, simultaneously with dissolution of firm of Mithoff and White. Firm is headed by DAN T. WHITE and staff of former employes. Offices at 706 Martin Bldg.

Mr. Young

DAN RUBIN, former production director for Television Guild, joins Slans & Maury Adv., New York, as television and radio director.


GEORGE M. WOLFE, formerly of Ruthrauff & Ryan, Hollywood, joined West-Marquis Inc., Los Angeles, as account executive. MEL J. HICKMAN, formerly of Morgan agency, Phoenix, joins West-Marquis in San Francisco, as account executive.

E. THOMAS McBREEN appointed mechanical production director in Chicago office of J. Walter Thompson Co., where he has been employed in the mechanical department 26 years. He succeeds GEORGE W. SPEYER.


RANDY MEBANE, station promotion manager of Young & Rubicam New York radio publicity department, is in Hollywood for week conferring with agency’s publicity department there.

LUDA UROFF, formerly with Foote, Cone & Belding, Los Angeles, joins creative staff of Erwin, Wasey & Co., that city, specializing on copy for food, financial and household products.


NORMAN F. ELLIOTT, former assistant professor of journalism at Northwestern U., joins Chicago copy department of Young & Rubicam. He was previously with N. W. Ayer & Son, Chicago.

WES BATTERSEA resigns as radio director of Raymond Keane Adv., Los Angeles, to do his own radio programs. He is m.c. of CBS Free for All program and recently started Breakfast With Battersea.

M. HERBERT KING, formerly with Emerson Drug Co., New York, joins Sullivan, Stauffer, Colwell & Bayles, New York, as controller, and WINFIELD HATCH joins agency’s production department. Mr. Hatch was formerly with J. Walter Thompson Co., and Geyer, Newell & Ganger, both New York.

RICHARD BUSS, former account executive with Klingelmith & Co., Los Angeles, joins Western Adv., that city, in same capacity.

ROBERT McELWAINE resigns as publicity director and account executive of Makelim Assoc., Hollywood, to reopen his own publicity office.

Page 8 • July 26, 1948
Look at these figures...

On the top two (listener-wise) stations in Louisville

Approximate gross effective buying income within 5 mv/m contour.

<table>
<thead>
<tr>
<th></th>
<th>WHAS</th>
<th>Station B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>$4,911,325,000*</td>
<td>$1,113,644,000</td>
</tr>
</tbody>
</table>

Cost of 1-minute daytime announcement (One-time daytime rate from June SRDS listings)

<table>
<thead>
<tr>
<th></th>
<th>WHAS</th>
<th>Station B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$37.50</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

*Not included in this figure, though within the WHAS 5 mv/m contour, are the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Copright 1948). Further reproduction not licensed.

WHAS GIVES YOU MORE FOR YOUR MONEY!

Buying income reached per $1 spent for radio time:

<table>
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<tr>
<th></th>
<th>WHAS</th>
<th>STATION B</th>
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<tbody>
<tr>
<td>Income</td>
<td>$130,968,666</td>
<td>$55,682,200</td>
</tr>
</tbody>
</table>

It just makes sense, doesn't it, to spend your advertising dollar where you get the most in return. And in Kentuckiana the station that gives you the most for your money — the only station that reaches and sells all of Kentuckiana — is WHAS. Better check availabilities with your Petry man.

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

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

Victor A. Sholis, Director       J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

WHAS
Louisville, Kentucky

Reaching MORE for LESS
Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)

WHAS $130,968,666
STATION B $55,682,200

Ask Petry for PROOF
Pick a winner...

(WITHOUT TAKING A CHANCE)

Radio Sales has a file of 1,600,000 tabulating cards that can tell you everything about radio listening in your most important sales territories. Not only for Radio Sales represented stations—but also for all competing stations. Not only from 8:00 a.m. to 10:00 p.m.—but also for the early morning and late evening hours. Not only in the city—but out of town too. With this exclusive Radio Sales research—the most penetrating and resourceful in the spot field—you can take the gamble out of taking a chance with your advertising budget. And collect!

Radio Sales

RADIO STATIONS REPRESENTATIVE...CBS

KMOX St. Louis
WTOP Washington
KNX CPN Los Angeles
WCAU-TV Philadelphia
WBBM Chicago
WCBS WCBS-TV New York
THE USUAL procedure of an announcer, via the airwaves, invading the privacy of an audience's bedroom and breakfast nook has been profitably reversed by a Sioux Falls, S. D. announcer who drew listeners to his glass-front bedroom for intimate early morning shows.

It all started when Wayne Pritchard, who conducts the Top 'O the Morning show for KIHO Sioux Falls, gave vent to his feelings (Continued on page 84)

On All Accounts

If the number of shows Al has worked on successfully were laid end to end," said one New York agency man recently in discussing Al Scalpone, newly appointed manager of the radio department of McCann-Erickson, New York, "they would probably extend from here to Hollywood.

In describing most radio functionaries that enthusiastic observation would be tolerantly dismissed as an excusable exaggeration, yet in the case of Alfred James Scalpone the facts would indicate it as an outright understatement for Mr. Scalpone's record of 63 different and outstanding network programs has actually cut a star-crossed path from New York to Hollywood and back again.

Born in Manhattan, Aug. 23, 1913 and schooled at Columbia U., Mr. Scalpone secured his first job with Young & Rubicam tooting mail about the agency. Soon, however, he had advanced to opening his own mail while writing commercials on shows featuring Fred Allen, Eddie Cantor, Phil Baker and many others. It was in 1939 that he was transferred to Hollywood and was named commercial supervisor of Y&R's office in that city. While in this capacity he created the advertising campaign for Swan soap on the Burns & Allen show.

He also acted as editorial supervisor on Screen Guild Theatre. In the fall of 1940 he moved from commercial endeavors to comedy writing and the assistant producer- ship of the Burns & Allen Show and Tommy Riggs program. A few months later he was named assistant to Tom Lewis, then radio head of the agency.

In 1941 Mr. Scalpone helped create the Hollywood Advertising Council, which funnelled and allocated public service drives to the proper source. In addition to helping the Ad Council, Mr. Scalpone was consultant to the Army and Navy Welfare Committee and was named special consultant to the Secretary of War. In 1942 he took a leave of absence from the agency to become civilian assistant program director of Armed Forces Radio Services. While with AFRS he was in charge of more than 40 live shows.

His mission completed for the special services, Mr. Scalpone returned to Y&R as producer-supervisor. He worked in that capacity (Continued on page 78)
...every day... on all six WESTINGHOUSE stations

In buying time as in telling time, Bulova knows its business. And to reach some of the nation's greatest market-areas, Bulova buys time on Westinghouse radio stations... all six of them!

Bulova and other leading advertisers cover the densely-populated New England area through WBZ and WBZA. They reach the rich four-state Philadelphia trading area through KYW. They penetrate the tri-state Pittsburgh market through KDKA. They reach millions of Midwestern listeners over WOWO, Indiana's most powerful station. And they tap the fast-growing Pacific Northwest through Portland's KEX, the only 50,000 watt station in Oregon.

Within reach of the six Westinghouse stations live 30 million Americans... a substantial slice of the country's purchasing power! Ask our national representatives for costs and availabilities.

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.

*.. Since preparation of this ad they've bought WBZ-TV!
T. BABBITT Inc., New York, appoints Duane Jones Co., New York, to handle advertising of Gilm, newly acquired liquid household detergent. Botsford, Constand & Gardner will continue to handle Advertising of Gilm on West Coast.

SAMUEL GOLDWYN PRODUCTIONS appoints Monroe Greenthal Co., Hollywood, to handle advertising starting with picture titled “Enchantment.” Radio will be used.

STANDARD LABORATORIES Inc., New York, division of William R. Warner Co., appoints Kiesewetter, Wetterau & Baker Inc., New York, to handle its campaign for Sloan’s Liniment and Sloan’s Balm. Not expected that radio will be used immediately, but is anticipated for sometime next year.

SAM COSLON-NOEL CLARKE PRODUCTIONS appoints J. Walter Thompson Co., New York, to handle national campaign for new movie, “Samson,” to be released by United Artists. Campaign calls for agency to sit in on all phases of production to assure utmost exploitation value.

TILL’S “SOUTHERN DELIGHT” FRUIT CAKE Co., Baltimore, appoints Layne, Leene & Greene, New York agency dealing exclusively in television. National campaign to begin this fall, at first on test basis.


FABRICA De CALZADO “El Triunfo,” affiliate of General Shoe Corp., appoints McCann-Erickson’s office in Lima, Peru, to handle Peruvian shoe advertising. Radio will be used.

STRINGER-DRIVER Co., San Francisco (moving and storage), appoints Gerth-Pacific Agency, same city, to handle advertising. Radio will be used.

BISCEGLIA BROTHERS WINES Corp. appoints St. Georges & Keyes, New York, to handle advertising of Paradise Wine, effective Aug. 16.

LOS ANGELES NUT HOUSE, Los Angeles (peanut butter), appoints Bodine & Meissner, that city, to handle advertising. Radio will be used.

Network Accounts

E. J. BRACH & SONS, Chicago, (candy), signs 52-week contract with MBS for Superman, Mon.-Fri., 5:15 to 5:30 p.m. (CST), starting Aug. 30, through George H. Hartman Agency, Chicago. Marks firm’s return to Mutual after three-year absence.


OLGYVIE FLOUR MILLS Ltd., Montreal, Sept. 13 starts for 39 weeks Kate Atkinson commentary, Mon., Wed. and Fri. 10:30-10:45 a.m., with repeat to West Coast 5-5:15 p.m. on 33 Dominion Network stations. Agency: MacLaren Adv., Toronto.


ROBIN HOOD FLOUR MILLS, Toronto, Aug. 19 to Feb. 10 renews French-language show Les Talents de Chez Nous on 11 CBC French stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

CANADIAN BREWERIES Ltd., Montreal (beer), Sept 15 renews to (Continued on page 74)

NOW AVAILABLE in TULSA...

ART BAKER
AND HIS NOTEBOOK

The story-telling, humorous philosopher of the air waves from the West Coast to the Eastern Seaboard is now heard in Tulsa with his new show featuring live participations, over KTUL from 1:00 to 1:30 p.m. Monday through Friday.

Network Accounts

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BROADCASTING • Telecasting

Page 14 • July 26, 1948
K. S. SELLOGRAM

IN TOTAL RETAIL SALES, THE SALT LAKE WHOLESALE DISTRIBUTION AREA RANKS AMONG AMERICA'S TOP 13 CITIES.* GET YOUR FULL SHARE OF 853 MILLIONS IN SALES BY USING KSL — THE ONLY MEDIUM REACHING ALL OF THE MILLION BUYERS IN THIS MARKET.

KAY S. SELL

*1948 Sales Management Survey of Buying Power

KSL's DAYTIME 50-100% BMB market coincides almost exactly with the Salt Lake Wholesale Distribution Area of a million buyers. In these 69 counties, KSL is actually listened-to most frequently—morning, afternoon, and evening — by more people than any other station or regional network. Get details of Hooper's new Listening Area Coverage Index from Radio Sales.

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY
Represented by RADIO SALES, Radio Stations Representative, CBS
Open Mike

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

Merchants Program
EDITOR, BROADCASTING:
I enjoyed your story on “Merchants Unite” written by Glenn G. Whittier of WJRF Lenoir, N. C. However, Mr. Whittier doesn’t claim credit for a “first” I hope. Back in 1945, I managed WSSV Petersburg, Va. (23 miles south of Richmond). And on VJ day I got to thinking. Folks who had been kept close to the fireside for four years because of gasoline shortages would once again be driving. Unless something was done for Petersburg by Petersburg merchants, it was entirely possible that local folks and other folks in Southside Virginia would do a lot of shopping in Richmond.

So, I spoke it over with Max Jacobs, president of the Petersburg Retail Merchants Association. Max called a special meeting of some of the larger merchants.

As my solution, I recommended that the association sponsor two programs daily. Each afternoon at 12:30, a program of hillbilly music transcribed designed primarily to attract the folks living outside Petersburg. Copy was slanted towards ample parking, good restaurants, friendly merchants and good assortments of merchandise.

In addition, I proposed an evening half-hour recorded program titled Petersburg Dancing Party with the commercials on this one slanted at the home town folks.

Both programs were scheduled for WSSV. The cost ran to $7,000 for 52 weeks. And 114 merchants agreed to split the cost equally. It figured to about $1.25 per week per merchant.

I recall BROADCASTING using a press release of ours at the time and I received about 15 letters asking me how the thing was set up.

Cy Newman
Director of Radio
Menasha, Martin, & Seymour
Des Moines, Iowa

Liked Market Story
EDITOR, BROADCASTING:
I find your Study of Major Radio Markets most helpful, and I hope that they are going to be continued.

Bates Halsey
Weed & Co.
New York City

EDITOR, BROADCASTING:
I am sure that this piece will find its way into the files of every account executive and time buyer in the nation, as well as become a ready reference for everyone in Philadelphia radio.

J. J. (Chick) Kelly
WCAU Philadelphia

Navy Show Successful
EDITOR, BROADCASTING:
The season for the Naval Air Reserve Show’s running is pretty well shot and we are very happy, in fact, almost amazed at the results. The final count was 531 stations. The shows did a good recruiting job, but did not sell the product quite as readily as they would have, had the product been available at the corner drug store. The distribution idea of rotating platters worked to some degree of satisfaction, but was generally weak. Next year, every outlet gets its own supply.

The final tab on stations added as a direct result of your Study of Major Radio Markets is 531 stations, indicated by stars on the map.

(Continued on page 66)
1. SHADOWS-ON-THE-TECHE, ancestral home of artist Weeks Hall, New Iberia, Louisiana. Built in 1830, said to be most photographed home in the United States.

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

3. WWL’s COVERAGE OF THE DEEP SOUTH

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

The Greatest SELLING Power
in the South’s Greatest City

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

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.
FCC'S DECISION to review the qualifications of the major motion picture producers to be broadcast licensees — because of anti-trust violations — catches the producers at a time when the question of television's place in their corporate lives seemingly has been resolved in television's favor.

Film company executives, long concerned about the effects of the new sight-and-sound medium on their own business, in recent months have been demonstrating their desire to get on the television bandwagon by keeping a steady flow of applications going to the FCC. Now FCC's decision injects another unsettling note.

The question advanced by FCC involves, of course, only the companies which the Supreme Court found guilty of violating the anti-trust law [Broadcasting, June 21], and would relate only to their qualifications as broadcast licensees. But these are the major producers, who account for most of the television applications currently on file from movie interests.

The qualifications of only one of these has been formally questioned — Paramount in the KSO Des Moines transfer case — but authorities concede that the effect of the Supreme Court decision on all television plans in this field and defendant-licensees will be surveyed [Broadcasting, July 19].

Whatever the outcome, the companies' rights in non-licensee radio activities — producing films for television, for instance — presumably would not be affected. To date, some film firms are concentrating their television plans in this field.

In the station-ownership field, the movie industry's long-range plan is becoming clear-cut. The pattern is in line toward the use of a combination of owned stations, affiliations and buy-ins along with theatre hook-ups, all aimed at nation-wide coverage.

Among the major studios Paramount Pictures has taken the lead — through its owned stations in Hollywood (KTLA) and Chicago (WBKB) and applications for San Francisco, Tampa, Detroit and Boston. Paramount also owns 50% of WSMB New Orleans, and 29% of Allen B. DuMont Labs., which has three video stations and applications for two others. Whether its 29% in DuMont constitutes control is the subject of a pending FCC study.

ROK-Radio Pictures

With Howard Hughes acquiring control of RKO-Radio Pictures, that company's move into video is expected to be expanded further. Mr. Hughes has long been interested in TV. He formerly had applications for stations in Hollywood and San Francisco, but withdrew.

The studio's video program production subsidiary, RKO Television Corp., has been dormant since Ralph B. Austrian, executive vice president, resigned, to join Foot, Cone & Belding some months ago. Mr. Austrian continues in a television advisory capacity. His agency, incidentally, services the film company accounts.

Making a determined move to incorporate video into the film industry economy are also 20th Century-Fox, Warner Bros., Columbia Pictures, Universal - International, MGM, and others of major importance.

20th Century-Fox has bids in for San Francisco, Seattle, Boston and several other stations, and plans for one more application (St. Louis) to reach the FCC maximum of five. The studio also plans production of films and reportedly has a vast store on hand that can be quickly and readily adapted for video. 20th Century-Fox and National Theatres, its subsidiary, plan operation aimed at projection into homes and theatres.

Will Sell Films

Any inroad television might make on theatre box office will be offset through the sale of films to telecasters for home consumption. Spyros P. Skouras, 20th Century-Fox president, told the firm's stockholders recently that the film industry is experimenting with full-screen theatres. He envisioned a network of 200 to 500 theatres showing big televised stage shows in conventional theatres, with large screen television projector equipment in theatres thus would be greatly expanded. This will help get set owners out of their homes and into theatres, according to his thinking.

Warner Bros. plans to cap its rapidly-developing television program with video in various major cities. Applications already have been filed for Chicago and Boston. Subject to FCC consent, the film studio has bought Dorothy Thackrey's KYA San Francisco and KLAC Hollywood and thus will acquire a TV channel in the latter city. Warner Bros. owns AM station KFWB Hollywood and reportedly already has a buyer for KLAC, thus fulfilling dream.

Like 20th Century-Fox, technicians of Warner Bros. have been working with RCA on special large-screen television equipment aimed at projecting special video programming into theatres. Other phases of the 20th Century-Fox pattern are expected to be followed by Warner Bros.

Universal - International video planning is being kept under cover. Steve Alexander, video division executive of United World Films, a L.U.S. subsidiary, was in Hollywood in early summer to make a comprehensive survey of television film production facilities at all studios. Findings have been turned over to Matty Fox, head of UWF in New York for further study. Mr. Fox is a Universal vice president and board chairman of UWF.

Has 'Plans'

Although Columbia Pictures has television "plans," they are hush-hush. Studio is reported in the midst of research, but it is known that Louis B. Mayer is personally sparking the company's drive in

(Continued on page 71)

BMB Will Publish Set Owners Data

Sept. 1 Tentative Release Date; Later Report to Include TV Publication of Broadcast Measurement Bureau radio ownership information about Sept. 1 was approved at a joint meeting in New York last week of the bureau's board research and technical committees.

Television ownership data is to be published later, the committees further decided. Members urged that BMB formulate means whereby bureau data on all stations can be made available to advertisers and agencies.

Members in Attendance

Other projects and experimental studies for reporting station and network audience's next March were reviewed. Committee members who attended the meeting were: For AAA — Frederick Manchee, BBD; Hans Zeisel for Marion Harper Jr., McCann-Erickson, and Peter Nicholas for Charles Pooler, Benton & Bowles. For ANA — G. F. Brady, General Foods, and G. La Boda for Harry Wolfe, Colgate-Palmolive-Peet. For NAB—Kenneth Baker, NAB chairman; Robert Summers, WFAA Dallas; Harper Carraine, CBS, and Frank James for Edward Evans, ABC. For the BMB board research committee—O. E. Robinson, C. J. Le Rohe Co., chairman, and Albert Demepoff, Celanese Corp. of America. For the BMB staff — Hugh Felts, John Churchill, Philip Frank, Co., Langley, Richard Wyokoff, and Ralph Sharpe. Guests, Kenneth Greene, NBC; Richard Puff, MBS, and Edward Shurick, Free & Peters.
Baltimore gets news fast on WMAR-TV

When a late afternoon blaze burst from the paint room of a downtown Baltimore factory and sent a pillar of smoke towering over the city, WMAR-TV’s film crew went into action with the first fire company and had the pictures on Baltimore television screens while firemen were still pouring water on the smoking embers.

Three cameramen were sent to the assignment, two to the blaze itself and one to WMAR-TV’s own tower from which Alex Malashuk got a fine view of the Bikini-like tower of smoke and flame. Edward Nolan and Joseph DiPaola were within singeing-distance of the burning factory itself.

WMAR-TV’s quick-processor turned out the 600 feet of film used at 23 feet per minute. Film Director David V. R. Stickle edited and wrote the commentary, and the whole show was aired just as the Fire Department said the blaze was “under control.”

Through every season, WMAR-TV’s film cameramen cover Baltimore and the Chesapeake Basin, mirroring events of the state to the people who participate in them. “Sunpapers Television News” each evening is a community service that attracts the community’s widest attention.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVENUE • NEW YORK 18
WE DO "HEAP BIG" JOB FOR

POCAHONTAS!

POCAHONTAS
(not the historic
gal) made history in
Cleveland with three
spot announcements a
day over WHK!

What's unusual about that?
Plenty... when you consider that
Pocahontas makes automatic coal
stokers that sell from $500 to $1200!
In fact, it's the finest coal stoker of its type!

A one-month campaign over WHK pulled so
many inquiries directly traceable to our radio
audience... that a share of their advertising
appropriation was taken from other towns... so
that this campaign could be continued for an addi-
tional two months!

More PROOF that WHK does a solid selling job in
Cleveland!
By RUFUS CRATER

AN INVESTIGATION of the whole structure of station representation in the sale of national spot advertising—for AM, FM and TV—was ordered by FCC last week with a full-dress hearing set for Oct. 25.

Focal points of the probe will be directed at the networks: (1) Whether network representation of affiliates in non-network time sales violates the Commission’s network regulations, and (2) whether the regulations should be tightened in this respect even if there is no violation as the rules now stand.

The hearing, called on the basis of the National Assn. of Radio Station Representatives’ nine-month-old protest against CBS and other major networks [BROADCASTING, Oct. 6, 13, 1947], also will explore “the nature, scope and effect of present practices and agreements for the representation of broadcast licensees for the sale of national spot advertising.”

Confronts ABC

Simultaneously with the general hearing order, it was disclosed that the Commission had confronted ABC individually with complaints that the network had warned re-elicitarian stations to “change their policy and accept all the network programs offered them, or lose their affiliation contracts.”

FCC instructed ABC (text of letter, page 67) to submit “a complete statement as to past and present practices and policies of your network with respect to the right of affiliated stations to carry non-network programs during station option time, their right to reject any network programs which they believe are not in the public interest, and their right to ‘discontinue’ any of its local programs which they believe would better serve the public interest than the programs offered during such times by your network.”

The Commission also asked for full details on ABC’s negotiations for renewal of the affiliation contracts of three stations: WING Dayton, which protested a year ago against ABC insistence on a six-month cancellation clause; KPRO Riverside, Calif., and WJW Cleveland.

NARS R Protests

The NARS protest had been hanging fire since last October, and it was known that the Commission was becoming more and more concerned about affiliation relationships as the number of stations increased.

“Additional questions,” the Commission said in calling the October hearing, “are raised by the possible extension of such national spot representation of broadcastlicensees by networks in the FM and television services.”

The hearing was undoubtedly seen by James Lawrence Fly, FCC chairman when the network regulations were enacted, in the role of advocate of more stringent limitations on the activities of the networks. The former chairman has been outspoken in his views that the network rules need tightening. He and Paul D. Spearman, Washington attorney, represent NARS, which is headed by Paul H. Raymer.

The NARS protest was prompted by CBS Radio Sales’ entry into the field of station representation for affiliates other than its own stations. “Quite naturally,” NARS wrote the Commission, “the other networks are considering a comparable movement.”

The association claimed two provisions of the network regulations are violated when a network undertakes to handle the national spot sales of an affiliate: (1) the provision limiting the amount of (Continued on page 67)

ARMSTRONG SUES

RCA Target in FM Fight

By IRV MARDER

DR. EDWIN H. ARMSTRONG, inventor of FM, last week sued RCA and NBC for alleged infringement of five of his basic FM patents. The suit was filed last Thursday in the U. S. District Court at Wilmington, Del.

Dr. Armstrong accuses RCA of establishing a monopoly in the licensing of radio patents and patent rights, and licensing other U. S. firms to manufacture and sell radio transmitters, receivers and other equipment.

Rereiterates Familiar Charge

Dr. Armstrong reiterated his familiar charge that RCA and NBC “...deliberately set out to oppose (the growth and development of FM) ... and impair the value thereof by delaying the commercial development and public use of said inventions and to compel plaintiffs to sell and transfer control of said patents to RCA.”

He further charged that the defendants, RCA and NBC, its wholly owned subsidiary, issued public statements “belittling” and “misleading about his FM inventions; that they tried to induce the FCC to allocate to FM “so small a number of usable radio frequencies as to make its development and use on a national basis impossible”; insisted “groundless and obstructive interferences” in the Patent Office between two of Dr. Armstrong’s basic FM patents and two others owned by RCA.

Then, the plaintiff’s complaint continued, RCA “...finding that while they had delayed they had not been able to prevent public knowledge and appreciation of the value of said inventions, defendants, jointly and severally, wilfully and deliberately infringed upon plaintiff’s said patents, as hereinbefore alleged...” To obtain a license under plaintiff’s patents on the same terms as offered to and accepted by other manufacturers and broadcasters and insisted upon obtaining such a license either upon the basis of a lump-sum payment of money or upon the basis of giving RCA the right to sub-license others under such patents, either of which bases would have destroyed the licensing system which plaintiff had built up and was building up, would effectively have prevented plaintiff from deriving royalties on his inventions and would have removed him as a competitor of RCA in the business of granting licenses under radio patents in the U. S., thereby continuing and reinforcing RCA’s monopoly of that business.

Misrepresentation Charged

The complaint went on: “... RCA, for the purpose of inducing others to infringe upon and disregard said patents, falsely represented to the radio industry that RCA had devised a system of FM broadcasting which did not infringe plaintiff’s patents, falsely represented that a radio receiver (Continued on page 67)
RADIO and television moved into Philadelphia over the weekend to cover the founding convention of the new party—a gigantic re- 
medial operation performed on a routine basis by the experience gained on the same grounds by coverage of the GOP and Democratic Na- 
tional Conventions.

The three-day Wallace Convention was given national and interna- 
tional coverage over the air- 
planes, but the total effort did not reach the scope of the Repub- 
lican or Democratic coverage. Scores of the nation's top radio and television newsmen, however, were on hand.

In all, the number of newsmen accredited from radio and television organizations would be less than 250 when final figures were in, according to D. Harold Mc- 
Quaid, assistant director of the Senate Radio Gallery. The commen- 
tators and reporters represented the major networks and 32 independent stations.

During the GOP Convention 456 news analysts were accredited and the number during the Democratic Convention was 468. Many others, however, were present at all con- 
ventions without formal accreditation.

Same Facilities
Radio and television used the same facilities generally as during 
the first two conventions, but the effort was admittedly on a smaller scale—due to the fact that the Wallace Convention was briefer and was anti-climactic after the two bigger performances which immediately preceded it. Broadcast hours for it were proportion- 
ally fewer and the amount of time cancellations less.

Preliminaries of the Convention were not accorded the thorough coverage of the two earlier con- 
ventions. This was explained by many radio people as due to the fact that the suspense of pre- 
nominating fights was missing from the Third Party Convention.

Edward R. FISIBLE, radio and television director of the national Wallace for President Committee, expressed disappointment at the failure of networks to go for more pre-convention business on the air. He expressed dissatisfaction for the character of programs which were aired but lamented that there weren't more. He stressed that he was expressing no opinion on the coverage from convention floor or on the sidelines, which made good programming during the other conventions.

"We feel this convention was better adapted for such programs," he said, "because we feel there was more color in the stories our people had to tell and in the people themselves."

Decision of the party to hold acceptance speeches of the candi- 
dates in Shibe Park, instead of

**Third Party**

**Coverage Problems Routine**

Convention Hall, did not play havoc with television coverage, for WPTZ Philadelphia has its equip- 
ment regularly in the ball park for coverage of the major league baseball teams. At a meeting of 
video networks, it was agreed in advance that WPTZ technicians and equipment would handle the 
entire telecasting of the rally, scheduled for Saturday. WPTZ 
crewmen were scheduled to set up the new camera positions, lights, 
microphones and pool hookups right after the afternoon Athletics- 
Detroit game.

**Platform Drafting**

Convention preliminaries includ- 
ed considerable effort around plat- 
form drafting. The platform drafters, however, as BROADCAST- 

ing went to press, did not include 
any plank on freedom of press, 
radio and television, as did the 
Democratic Convention.

**Connolly Named Head Of Program Sales at CBS**

**THOMAS D. CONNOLLY, for-**

merly assistant manager of program sales in the CBS network sales department, has been promoted to man- 
ger, the network announced last week. Mr. Con- 

nolly replaces Robert M A N N, 

who is leaving the network. Mr. Con- 

nolly went to CBS in 1939 as a member in the 

sales promotion division. He was appointed assistant manager of 

program sales last February.

Newsmen who registered for convention coverage were expedi- 
tiously handled and were armed with a press kit containing back- 
ground material on the party and paragraph sketches of its leading personalities and every figure who was expected to take part in the 
proceedings.

The new party, however, did not accredit the radio and tele- 
vision technical and engineering staffs of the WFIL Philadelphia stations. In a news release, the convention explained it was deny- 
ning credentials to the WFIL men be- 
cause of the dispute between the stations and the American Com- 

cunications Association. Forty-three 

engineers of the station have been on strike since May 1.

In the release it was stated that WFIL may carry programs origi- 

nating with ABC, network with which the station is affiliated. This was with consent of the union, 

said the release, because the union did not wish to deny radio coverage comparable to that accorded the Democrats and the GOP.

**D'Arcy Agency Founder Succumbs in St. Louis**

**WILLIAM CHEEVER D'ARCY, 74, who founded D'Arcy Advertis-**

ing Agency in St. Louis, Mo., in 1906 and served as president until he retired about three years ago, 


died in St. Louis July 21. He had been ill for about a year.

Mr. D'Arcy, a native of Ireland, 

assisted in building the agency to 

a $20,000,000 a year business, and 

branch offices now are located in 

New York, Atlanta, Cleveland, To- 

ronto, Mexico City and Havana, in addition to the main headquar- 

ters in St. Louis.

Mr. Connelly is shown.

Connelly Named Head Of Program Sales at CBS

**Kaiser-Frazer Buys The Winchell Show**

WALTER WINCHELL's 15-min- 
ute weekly commentary on ABC 
was bought last week by Kaiser- 
Frazer Sales Corp., Willow Run, Mich., for two years. The price, for time and talent, was reported to be more than $2,500,000.

Kaiser-Frazer will pick up Mr. Winchell's staggering tab begin- 
ning next Jan. 2, at the expiration of his present contract with the Andrew Jergens Co. Mr. Winchell, it was said, will receive $1,950,000 
in salary from the auto company for his two-year contract.

The Jergens company announced several weeks ago it would drop Mr. Winchell at the end of his present contract because the cost of the show, heard Sundays 9-9:15 p.m., had risen too high. The com- 
mentator had been signed to a contract by ABC guaranteeing him 
$10,000 a week. The figure offered by Kaiser-Frazer and accepted by the network and Mr. Winchell was, of course, in considerable excess of 
that.

The Kaiser-Frazer account was placed by the William H. Wein- 
traub Co., New York. 

**GENERAL FOOD SHOWS**

**BIG NET SALES BOOST**

A NET SALES increase of almost 
$14,000,000 during the second quar- 
ter of 1948, as compared to the same period last year, was an- 
ounced recently by the General Foods Corp., New York. The 1948 figure is $104,540,000, and for 1947 was $86,840,000.

Net earnings for the second 
quarter of 1948, after taxes and 
charges, were $5,742,000, or 99 
cents a share on common stock, 
as against $1,900,000 or 31 cents a 
share, for the period in 1947.

Net sales and earnings for the first half of 1948 were $224,567,000 
and $13,897,000, respectively, equal to $2,41 a share on common stock. For last year net sales for the first half were $182,454,000, and earnings $8,136,000, or $1.46 a share.

For Broadcasting 

and Telecasting

Page 22 • July 26, 1948
**HERBERT M. CLARK**

**11 July**

**Dear Sol:**

In frantic haste and an attempt to get this to you in time for closing without the need of a cable repeat—

By cable of Friday morning was based on a hope about as vain as that of Thursday night: the boys were going to finish on Thursday, but didn’t, and were going to finish early on Saturday; actually, they wound up at a nice 0700 hours on Monday after a long, bitter, nail gnaw.

The resolution about Argentina was, of course, the highlight, Argentina, in the chair, kept stalling in hopes of being able to beat it off entirely. Ventures on the other side helped drag things out.

And, finally not for publication, there were even defections from the ranks: if Argentine had called for a vote on the resolution, it would have been defeated, because Brazil, Venezuela and two or three others began to waiver and even Morena was nowhere near as willing or forceful as in the clutch as he had been at the start.

...—usually went so far as acceptance of Argentine denial. *Denomination* (by a curious coincidence, the Argentine delegation) just happened to have a two-foot stack of documents, including charts in color, tending to prove that nothing never happened here and that if Peron’s political opponents couldn’t get on their air it was because they didn’t pay their bill! I’m told that was only off the cuff and that everyone now admits that it was all bad luck that the resolution itself is based on facts and must stand if it is to stand.

It all contributed, however, to delaying this mail report 14 hours beyond when I’d hoped to get it off. It should reach you, even so, by Wednesday at the latest. Let me kick it North—and then set up a cable sheet system so that we can protect against such incidents.

Still waiting for your letter, but what with holidays and such hardships the mail is pretty short, looking. Maybe tomorrow.

Love and kisses,

(s) Herb

---

**HERBERT M. CLARK**

**BUENOS AIRES, July 11 (Airmail)—**The Inter-American Broadcasting Association closed its first annual general assembly here early this morning with an imposing record of progress and one piece of unfinished business.

Accomplishments racked up during the meeting included a “Declaration” (opening at 10 o’clock Saturday morning, it ran straight through until 7 o’clock on Sunday) featuring approval of a code of ethics and adoption of freedom of the press, United Nations, 1948, general assembly, Buenos Aires.

The assembly closed its catalogued list of achievements, including repeal of the head tax on radio certificates; addition of 21 nations to the IABA, making the club a “virtual” executive board; and the IABA’s participation in the 1948 Second General Assembly to Venezuela.

The situation of Argentine broadcasting, and the relationship between Argentina and the IABA, is the complicated and unfinished hemispheric with the request that existing legislation be altered to conform and that new laws be drafted with the same bases in mind. They speak out clearly for freedom to speak and to listen and against both direct and indirect government interference, and demand exemption from special taxation as well as official stimulus of the manufacture and sale of radio equipment and parts.

In addition, the IABA elected Goar Mestre of Cuba as president to succeed Lorenzo Balero Sico of Uruguay; chose an Executive Committee composed of the United States, Uruguay, Mexico and Brazil; named Cuba as the site of the permanent office of the IABA, and, finally, awarded 1949 Second General Assembly to Venezuela, with the date to be fixed later.

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FREE SPEECH THREAT

By J. FRANK BEATTY

FIVE Baltimore stations, operating until Oct. 1 with the spectre of contempt of court citations hanging over them, have suffered martyrdom in what is developing into a battle of national proportions to protect basic radio and newspaper rights of free speech.

On that date the Baltimore Supreme Court will hold a hearing on a show-cause citation in which the stations are called into court for broadcasting wire service dispatches about the arrest and confession of a man charged with two murders. Basis of the court action is an English contempt policy discredited by the U.S. Supreme Court. The policy developed before the days of modern communication and is peculiar to Maryland, in this county.

Directly involved in the Oct. 1 hearing are the rights of free expression for all broadcasters and newspapers in Maryland, a commitment of Circuit Court judges having drafted a state-wide court rule embracing the same restraints of the city rule, known as the "Baltimore gag.

Organize Resistance

The organized fight to save radio and the press from the "iron curtain" tactics of the courts began to take shape at the weekend. When the five Baltimore stations and a Newman were cited by the local court, newspapers started to take up the fight editorially.

In the ring with both feet were the NAB, Maryland Press Assn., Montgomery County Press Assn. and the Prince Georges County Press Assn.

The Baltimore stations have taken preliminary steps to resist jointly the onslaught from the bench. They are expected to work out plans this week for a united front.

American Newspaper Publishers' Assn. joined the fight against the "Baltimore Gag." Elisha Hanson, ANPA counsel, announced he was asking the board of directors for authority to file a petition with the Maryland Court of Appeals attacking legality of the rule.

Mr. Hanson said there was little doubt a telegraph poll of the directors would lead to approval of the plan. He declared the rule is "absolutely in conflict" with Supreme Court decisions on freedom of the press and freedom of speech.

Even as the event was receiving wide newspaper attention, the Baltimore Sun showed its fear of the court by deleting in its morning issue of July 22 one sentence from a Washington Post editorial. The Sun explained that the sentence was "deleted in accordance with Rule 904 of the Supreme Bench of Baltimore."

Precedent Exists

One of the leading newspapers in the nation, the Sun, had a similar contempt citation hung on it a year ago by the same court. The trial was tried and found not guilty on the facts, the court holding it had not shown malice and had tried to comply with the rules.

The sentence deleted by the Sun follows:

"It meant a good deal to Washington parents to know that the person who signed the confessions of the staying of Carol Hardwell and Marsha Britil had been apprehended--a relief not extended to Baltimore parents."

The Baltimore court's action was based on newscasts by the stations during the period of July 8-11, when the District of Columbia Commissioner of Police announced that a man taken into custody had confessed to two murders, one in Washington and one in Baltimore.

Contrary to the general contempt rule, based on the principal of "clear and present danger" as handed down in several U.S. Supreme Court opinions, the Baltimore court sticks to the old "tendency" rule. By this policy it asserts the right to haul into court (Continued on page 68)

FURRIER'S SUCCESS

By FLORENCE SMALL

"Radio, more than any other medium, has helped build our firm from a small neighborhood operation to its present status as a regional enterprise with an annual sales return approaching $7,000,000." That was the observation of Sam Dornfeld, president of the Canadian Fur Co., New York retail furriers, made to Broadcasting last week as the company indicated its plans to enter television.

Mr. Dornfeld amplified his radio success theme with the revelation that for one period of ten years his firm had used no other outlet than radio. "Even today," Mr. Dornfeld pointed out, "though the average retail store usually allot about 15% of its annual budget to radio, our company is expending 50% of its appropriation to that medium."

The stores (there are two, one in New York and the other in Newark) were begun in 1922 with 12 employees and in 1924 the firm started its first radio campaign by sponsoring Jimmy Shear on WHBI Newark for two hours on Sundays. It was unquestionably an experiment," said Mr. Dornfeld. Radio was new at the time, but then so was our business and it seemed appropriate that we should join our luck with theirs."

The "experiment" proved so satisfactory that Canadian Fur began to expand its time purchases to embrace a variety of shows including farm and children's programs on WOV New York. The company continued this schedule until 1928 when it began sponsorship of Uncle Pete and Louise, which proved to be one of the most productive shows for the organization. The show was tendered free of charge to various church groups for use at church benefits and fairs.

Radio Gets Credit

The company sponsored this program for nearly 10 years on WAAAM New York, then the call letters of WNEW New York. Baltimore station WAAT was a veteran user of radio with a practical conviction of the efficacy of the medium. In that year it increased substantially its radio expenditure and embarked heavily on its present policy of using spot announcements. Today its impressive schedule of such programming includes shows on WAAAM, and WHOM WHN WMCA WNEW and WOV, all in New York.

Nor has Canadian Fur allowed the apparent seasonal nature of its business to interfere with year-round sales. Altering its spot messages to conform with cyclical needs, the company has established a sales pattern that makes for an active enterprise 52 weeks a year. In what was previously called the "off-season," the firm now promotes its fur pieces, scarves and similar light items. During the summer months, from mid-April to the end of June, its copy stresses fur storage, after which the announcements begin to suggest fur remodelling until the advent of the August fur sales.

To augment its success in radio, the Canadian Fur Co. is now contemplating entry into television as part of its fall advertising plans. The agency, Emil Mogul & Co., New York, has already been commissioned to audition a video show for the client. In addition to its interest in full scale television, the sponsor is also considering spot television announcements.

New NAB Board Members Inspect Headquarters

CATCHEMIS DAY was held Thursday at NAB as headquarters gave new board members instruction in association operations. Flanking NAB President Justin Miller in front row are (1 to r): Henry W. Slovic, WMC Memphis (District 6); Robert D. Enoch, KTKO Oklahoma City (District 12); Judge Miller; Clarence J. Smith, KFAC Los Angeles (District 16); Everett L. Dillard, KOZY Kansas City (FM-B). In back row are these officials: Royal V. Howard, C. E. Arney Jr., A. D. Willard Jr., Richard P. Doherty, Kenneth H. Baker, Robert K. Richards, Harold Fair. Absent were Edward Breen, KVFD Fort Dodge, Iowa (small stations); and William B. Quarters, WMJ Cedar Rapids Iowa. Harry Bennett, WWJ Detroit, is not in photo. 

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Chicago Test Indicates Color Films OK for TV

PROOF that color films for theatre advertising can be used successfully on the television screen was seen Tuesday in a special test conducted on WGN-TV, the Chicago Tribune, William A. B. Brownell, president of Beltone Hearing Aid Co., Chicago.

The agency, using an original photography technique, has developed seven pinhole sound and acoustic sound films to be used in theatres throughout the country. WGN-TV engineers and production chiefs, after seeing the test, felt the video screen, were impressed with the "gradation of color tones, the absorbing action and the ready adaptability to TV framing."

The films were produced by Alexander Film Co., Colorado Springs.

New Ad Agency

BERTLEY, Singer & Stonehill Inc., newly formed advertising agency at 119 W. 57th St., New York, is preparing radio and television copy for its clients. Accounts are general. Principal in the agency are Joseph Stonehill, president and advertising director; Robert G. Bertley, executive vice president and copy chief; and Edward Hebert Jr., account executive and space buyer.

Top Industry Quietly Cutting Discs

UNIFIED ACTION by record manufacturers to circumvent or relieve the American Federation of Musicians ban against their industry was believed near realization last week.

Complete agreement among major manufacturers was said to hinge only upon the assent of two of the biggest companies, RCA-Victor and Columbia Records. Some other firms were understood to be in favor of the early issuance of a strong statement of policy, the first to come from them since the A.F.M. struck work last Jan. 1.

It was understood the majority of the record makers had elected to embark on a vigorous plan to resume operations with non-union musicians or with those who, driven by economic necessity, would bolt the union. In fact, it was reported that some companies were already quietly negotiating and getting recording operations underway.

The hesitancy of RCA-Victor and Columbia to subscribe to this plan was said to be due to the hope that fruitful negotiations might be opened with James C. Petrillo, president of the A.F.M.

That this hope was grounded in more than wishful thinking was seen in the disclosure that Brig. Gen. David Sarnoff, president and chairman of the board of RCA, had met with Mr. Petrillo, and in an undisclosed recording session at the Columbia Studios.

It was believed that Gen. Sarnoff, as a result of this meeting, had refused to join with other manufacturers in abandoning all optimism regarding future negotiations with the union. Columbia Records, it was said, had decided also to withhold its immediate support of the joint action pending further discussion with RCA.

It was indicated, however, that RCA-Victor and Columbia were no more than temperately hopeful of opening negotiations with the A.F.M. Sources close to the manufacturers predicted that a joint statement would probably be forthcoming within two weeks, presumably to include RCA and Columbia.

The proposal of strong action against the ban was discussed at a meeting of the Industry Music Committee, which met last week. All representatives who attended the meeting were guarded in their references to what had gone on, but it was reliably reported that the members, save RCA and Columbia, expressed themselves as despairing of quick settlement with Mr. Petrillo and as favoring positive action against the ban.

GOP Telerating

TELERATING computed by C. E. Hooper Inc. for the Republican Convention's keynote speech topped a similar figure for the Democratic keynote session last Monday. The GOP rating during the period, 9:30-10 p.m. June 21, was 60.4, while the same period on the Demo crats on July 12 drew a te lerating of 46.4 (see page 18).

CONGRESSIONAL investigators last week reportedly had begun combing FCC files in an effort to determine the degree of justification, if any, for charges and complaints against the industry. The reported explorations are believed to mark the opening of a full-dress probe of the Commission, authorized in the closing hours of the second session of the 80th Congress by passage of a measure (H. Res. 619). The measure, introduced by Rep. Forest A. Harness (R-Ill.), provides for investigation of the Commission, its personnel and general operations and licensing and renewal policies.

Aid Ryan, agency conducted the test run on color films OK on the agency. The agency, having been formed since July 27, 1948, is being widely discussed.

That this effort was a second session of the Congressional committee investigating the situation, investigators permitted the agency, is being widely discussed.

Congressman Harness had indicated earlier that additional administrative funds to supplement the original grant of $25,000 will be secured by the committee should evidence be uncovered to warrant projection of the investigation.

There were strong indications that the Select Committee might be called together for its second meeting.

SPADEWORK on FCC probe by Select House Investigating Committee is reported quietly underway with investigators concentrating efforts on own indoctrination and study of Commission personnel the return of Chairman Harness to Washington tomorrow (July 27). The vigor with which the committee would immediately pursue the investigation would depend largely upon the program and strategy decided upon during the meetings of Republican policy makers this part of the week, it was believed.

The preliminary staff investigation is not expected to encompass policy matters of the Commission. However, the agency, when the FCC which is sure to command heavy attention at a later date is the Commission's Blue Book. The hearing, was establishing the Select Committee specifies that legislators determine if censorship is being invoked by the Commission.

Staff investigators are reported to be studying the FCC's action in issuing five grants within a period of two weeks to Edward Lamb, Toledo attorney and Ohio Congressman's campaign fund publisher. Mr. Lamb had been severely criticized on the House floor by Rep. F. Edward Hebert (D-D.,) who continously tried to link the agency with Communist associations and activities.

Smear Victim, Lamb Says Mr. Lamb, in a letter to Congressman Harness June 29 [BROADCASTING, July 5], that additional administrative funds to supplement the original grant of $25,000 will be secured by the committee should evidence be uncovered to warrant projection of the investigation.

The possibility that a Senate inquiry might open into the agency might immediately assume the proportions of anything beyond a general study appeared remote last week.

Ordered by Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee, the inquiry deals with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities so far as broadcasting is concerned. The Senate committee has insisted FCC has the right to review program performance of stations and this tenet was written into the White Bill (S-1330).

The Senate subcommittee is engaged with subpoena powers and it has funds available, a fact that has produced much speculation that the character of the inquiry might be alterned by the recall of Congress.

Herbert Brownell, GOP Nominee Dewey's campaign manager, in Washington last week, stimulated speculation that the special session might be quite brief.

"The Republican platform," Mr. Brownell said, "calls for enactment of a program by a Republican Congress under leadership of a Republican President. Obviously, this cannot be done at a rump session held at a time when the nation is divided on political purposes in the heat of a political campaign."

Mr. Brownell declined to affirm that the statement was intended as a direct challenge to Democratic con gressional leaders to call an immediate adjournment, or that his statement carried Governor Dewey's sentiments, but he did acknowledge that he has "discussed the substance" of the statement with the Republican Presidential candidate.

The statement "speaks for itself," Mr. Brownell said.
Cooper Made FCC Hearing Examiner

New Post for Legal Staff Member Announced by Commission

BASIL P. COOPER, with the legal staff of FCC since 1935, has been appointed hearing examiner, the Commission announced last Wednesday.

One of nine FCC hearing examiners, who preside over investigations of station applicants and other administrative proceedings under provisions of the Administrative Procedure Act which went into effect about a year ago [BROADCASTING, June 16, 23, 1947], Mr. Cooper has served at FCC in both the common carrier and broadcast fields.

Prior to joining the Commission, Mr. Cooper had been assistant to the Attorney General of Kentucky and engaged in private practice for several years. In January 1941 he entered the Army, the first five months of which was spent in France and Germany. He returned to civilian life in January 1945 and was military government officer at St. Lo, Nantes and Reims.

While in the Pacific area Mr. Cooper was the law member of a military commission which was called before the court of trial of certain high ranking Japanese military and naval personnel who were charged with commission of war crimes.

A native of Kentucky, Mr. Cooper is a graduate of Virginia Military Institute. He received his LLB from Harvard Law School in 1931 and his LLM from George Washington University in 1937. He was admitted to the Kentucky bar in 1929.

Mr. Cooper is married and has three children, Basil, 6; John, 4, and Susan, 2.

GAB HOLDS TWO DAY MEETING IN ATLANTA

Rapid-Fire series of discussions covering current broadcast problems preceded the Tuesday-Sunday meeting of the Georgia Ass'n of Broadcasters, held at the Henry Grady Hotel, Atlanta.

John Fulton, WGST Atlanta, was named as new president of the association. He replaces Allen M. Woodall, WDAK Columbus, who along with the retiring secretary, Edwin Mullinax, WLAC Nashville, was given a vote of thanks.

New stations joining the association were WERD and WQXI Atlanta, and DeKalb Broadcasting Co., Decatur.

Other new officers are Dean Covington, WROM Rome, vice president; Tom Carr, DeKalb Broadcasting Co., secretary-treasurer; Allen Woodall, WDAK Columbus, and Lewis Docter, WGAU Athens, directors.

The fall meeting will be held in Rome.

Speakers at the two-day session included Neville Miller, radio attorney, on FCC regulations; Cy Langlois, Langlois Copyright; Hugh M. P. Higgins, NAB, sales; John M. Outler Jr., WSB Atlanta, and Ben Akerman, WGST Atlanta, reported on the NAB Los Angeles convention, Banquet atavision was Warren Foster, Coca-Cola Co.

Mr. Cooper is 44 years of age and is a graduate of Virginia Military Institute. He received his LLB from Harvard Law School in 1931 and his LLM from George Washington University in 1937. He was admitted to the Kentucky bar in 1929.

Mr. Cooper is married and has three children, Basil, 6; John, 4, and Susan, 2.

Mr. Duffy (center) confers with representatives of the various AAAA media committees (l to r): Mr. Franco; T. Norman Tucker, of Erwin Wasey & Co., member of committee on magazines and farm papers; Mr. Elliott, and M. L. Kiebler, Benton & Bowles, vice chairman of committee on outdoor and transportation advertising.

MAY TIME SALES

FOUR national networks grossed $17,920,770 in time sales last May and $85,490,976 in the first five months of 1948, according to latest tabulations of the Publishers Information Bureau. This is the second in a series of monthly PIIB reports on network grosses and product breakdowns published by BROADCASTING as a special service to time sellers and buyers and other radio executives.

Comparative figures for May 1947 and 1946 showed gross time sales of $16,009,025 and $16,822,405 respectively. Percentagewise, May 1948 marked increases of 5.2% and 2.9% over the same month in 1947 and 1946. May’s total sales represent an increase of $244,051, or 1.4% over April’s figure of $17,957,719.

Five month total for 1948 exceeds $79,934,941 for that period last year by $6,524,934 or 8.2% and surpasses 1946’s five month figure of $83,744,660 by $2,715,215 or 3.2%.

Once again food, toiletry and drug categories led all other product groups in time sales, with advertising for cleansers and polishers, and smoking materials closely behind. Totals of each of the five product groups ran into the million dollar column and together they accounted for $12,530,744 or more than 70% of network sales for May.

Runnerup groups: Household equipment and supplies, in sixth slot; automotive accessories and equipment, seventh; confectionery and soft drinks, eighth; gasoline, lubricants and other fuels, ninth; and insurance, tenth.

In the light of April gross time sales, five classes of business took drops, some of them appreciable. Tobacco fell off roughly $75,000, and was the automobile and food classifications dropped about $40,000 each. Other decreases were registered in the horticulture and radio groups. Notwithstanding their drops, food, toiletries and household maintained their one-two rankings in monthly and cumulative columns.

Cumulative listings of other classes remain unchanged since PIIB’s first published report [BROADCASTING, June 23, 1947].

PIB Report Shows Gain Over 1947

RCA TV in Spain

RCA, attempting to acquaint the Spanish people with American television, has begun a series of demonstrations in Madrid, opening with a private showing for Gen. Francisco Franco and his staff in Government Palace. The demonstrations include teletas of Spanish dances, Moorish guard review, and presentations of American motion picture. Ten RCA color video receivers are being displayed as two mobile units operate on the streets.

Duffy Heads AAAA’s New Committee

A NEW COMMITTEE on media relations, organized to coordinate and strengthen its activities with advertising agencies, has been appointed by the American Ass'n of Advertising Agencies. The committee also has been designated to coordinate the committees, whose chairs are members of the association’s five individual media groups (radio, television, newspapers, magazines and farm papers); Carlos Franco, Young & Rubicam, New York (chairman, committee on radio and television broadcasting); J. J. Hargrave, Campbell-Ewald Co., Detroit (chairman, committee on outdoor and transportation advertising); H. H. Kynett, The Atkin-Kynett Co., Philadelphia (chairman, committee on newspapers), and Guy Richards, Compton Advertising, New York (chairman, committee on magazines and farm papers).


Ex-officio members are: E. A. Elliott, Fletcher D. Richards Inc., New York (chairman, committee on business papers); Carlos Franco, Young & Rubicam, New York (chairman, committee on radio and television broadcasting); J. J. Hargrave, Campbell-Ewald Co., Detroit (chairman, committee on outdoor and transportation advertising); H. H. Kynett, The Atkin-Kynett Co., Philadelphia (chairman, committee on newspapers), and Guy Richards, Compton Advertising, New York (chairman, committee on magazines and farm papers).

Class

May 1948

Agricultural & Farming $ 130,355
Apparel, Footwear & Accessories 152,403
Automotive, Automotive Accessories & Equipment 461,541
Aviation, Aviation Accessories & Equipment 109,124
Beer, Wine & Liquor 111,464
Building Materials, Equipment & Fixtures 3,276,708
Beverages 232,552
Bottled Water 1,218,114
Drugs & Remedies 232,326
Entertainment & Amusements 4,206,713
Food & Food Products 21,355,223
Gasoline, Lubricants & Other Fuels 322,326
Horticulture 2,556,727
Household Furnishings 730,338
Industrial Materials 109,718
Insurance 378,190
Jewelry, Optician Goods & Confections 391,133
Office Equipment, Stationary & Writing Supplies 1,143,694
Packing, Wrapping & Related 2,890,589
Radios, Phonographs, Musical Instruments & Accessories 901,563
Retail Stores & Shops 1,245,667
Smoking Materials & Cigarettes 8,437,952
Soaps, Cleansers & Polishers 1,774,641
Sporting Goods & Toys 1,871,644
Tobacciana 1,142,634
Traveling, Travel & Resorts 706,790
TOTAL 58,459,875

Source: Publishers Information Bureau
**TELEVISION-TV or TBA?**

TELEVISION station operators, swamped by new and critical problems, are awaiting a call from NAB President Justin Miller for a meeting tentatively set for Aug. 11. At that time they are to decide what to do about their trade-association future.

The meeting would be held in Chicago, sandwiched between the NAB District 7-8 area meeting (Aug. 9-10, French Lick, Ind.) and the District 9 session (Aug. 12-13, Chicago).

Spearheading the TV project is Walter J. Damm, vice president and director of radio of the Milwaukee Journal—WTMJ, WTMJ-TV and WTMJ-FM of Milwaukee. A former NAB president, Mr. Damm two years ago had suggested the NAB Management Conference plan to replace the industry-wide convention.

**NAB Ready to Discuss Idea**

Supporting Mr. Damm's move to give TV stations full trade association service are at least a dozen TV operators, including some members of the NAB board. Judge Miller has informed Mr. Damm the association is ready to discuss the idea with TV operators and to meet with them Aug. 11.

In the exchange of letters, some others have developed over who should call the Chicago session—Judge Miller or Mr. Damm. It was expected this difficulty would be cleared up in a few days to provide time for the necessary meeting arrangements.

Three main courses are suggested:

1. Set up an autonomous TV section in the NAB, perhaps changing the association's name to include the word "television."  
2. Expand TBA to provide complete trade association service entirely outside NAB.  
3. Work out a joint NAB-TBA operating committee.

NAB in the past has been cold to the idea of a television section or department but yielded to demands of FM stations when it absorbed the old Frequency Modulation Broadcasters Inc.

On the ground that it was organized to represent broadcasters as a whole, and not promote any one segment of the industry, NAB has resisted efforts to set up a TV department.

However, it amended its By-Laws to give board representation to TV, FM and facsimile when 25 or more stations are members. FM has one Class A and one Class B member.

At present NAB has four television members on its board.

Mr. Damm proposes "a completely separate section of the NAB, separately financed and staffed and completely undominated by a board of AM broadcasters." He argues that more and more broadcasters are going into TV, but I know from experience that they do not really know until after they have commenced operations what they are heading for. I have it to film the broadcaster going into television who can him- self to believe, until too late, that broadcastiing and television are to differ only in lack of call letters.

Judge Miller told Mr. Damm that NAB board members have shown new interest in doing something about TV since the May meeting at Los Angeles. Next board meeting is scheduled in mid-November at Washington.

The NAB head agreed it is time to act. But he added: "I am not hesitant to spend money for TV development but noted AM operators are becoming increasingly interested in the visual medium.

The proposed Chicago meeting Aug. 11 would arouse interest of NAB members and show need of action. Judge Miller informed Mr. Damm, and could work out ways of giving TV stations the service they desire. Two courses are open, he suggested: First, persuade the NAB board to act; second, offer a proposed amendment to the By-Laws. A third plan, he added, would be for TBA and NAB to attempt to work out a joint operation.

**By-Laws Could Be Amended**

If the NAB board acted, amendment of the By-Laws to permit membership in NAB on behalf of any TV licensee who is already an FM or AM member would be simple, according to Judge Miller. The act could be taken in the case of FM, when some 500 came in at one time following dissolution of FMBI.

The common problems of TV stations are really "the Damm issue," Mr. Damm said in a letter to video operators. Concerned with programming, they have passed over business problems that demand attention. He presented the problems as:

1. Copyright.  
2. A reasonable and fair contract form covering proper protection on film rentals.

**FARM VIDEO**

THE U. S. Dept. of Agriculture last week formally recognized television as a means of contacting farm and city people by announcing approval of a TV research project [BROADCASTING, July 19].

Radio service has been conducting a preliminary inquiry into TV's impact. Last week's action formalizes the study.

Under the Research & Marketing Act, the Radio Service will probe TV "as a means of bringing to farm and city people the benefits of agricultural and home economics research."

Directing the research project are Kenneth M. Gapin, assistant director of information in charge of radio and television; Dana D. Rebolds, in charge of operations, Radio Service; who directs the agricultural extension work cooperatively with National County Agent Syndicate and now television information specialist working mainly on research, and Maynard Spence, formerly U. of Minnesota, who will concentrate on programming.

"Television offers promise of being a highly effective medium to carry out our objectives for the Research & Marketing Act," the Department said, "to bring to consumers and others information to encourage more effective use, and increase consumption, of agricultural products. The project will be conducted by the Radio Service in cooperation with television networks and stations, State extension services and other public and private agencies."

Kinds of information suitable to telecasting, and types of programming will be studied, along with means of using farm specialists for reports to the public via TV. The cost factor of television will be given "careful attention." Survey of listener reaction to program techniques will be observed.

Early studies will deal with programs for the general TV audience and stressing facts useful to consumers. As TV service spreads to smaller areas and farmers install sets the study will deal with programs directly serving farm people, especially as ships, processors, merchandisers and others who handle farm products.

**Miller-Video Operators to Meet**

**Television stories, on other pages, in this issue:**

- New York Video Findings  
- How's TV?  
- Chicago Test Indicates Color Films OK for Video  
- TV Sponsor Identification High in Milwaukee  
- Introduction of TV Pennsylvania Set  
- Electric Assn. Reports 27,000 Chicago TV Sets  
- TV Channel Relocation Hearing in Final Phases  
- TBA To Name 4 Regional Committees  
- 'Picture Frame' Video Set to Be on Market Soon  
- TV Rolls Along, But Other Entertainment  
- TV Information Service Opened in New York  
- NBC Gets OK to Raise Capitol TV Tower Height  
- For television personnel changes, programs, etc., see various notes departments in this issue

**U. S. Starts Probe As Rural Aid**

"It has come to our attention that ASCAP is thinking in the most fantastic terms about licensing television operators. As I get it, a flat rate is proposed based on gross business for off-screen performances. And one is to be included on the performance of numbers for four or less people without words. This is for the performance of numbers with the performer in costume, and still another for performances by more than four. I have the latter group to be on an individually negotiated basis. Then there is the matter of the limits on the number of songs from a show or picture that can be performed on any one program.

"Not only that, I also understand that the ASCAP G-Collection Committee (Music Advisory Committee) has tentatively expressed approval of these general ideas. Frankly, I am scared."

"What we do now, or rather, what television in New York does now, will determine how much broadcast television and performing rights will have to be paid. We have to know what the other fellow is doing. Each is the other's precedents. One network, NBC, recently paid $290 for the privilege of using certain show tunes. I understand also that it is common practice to pay from $150 to $290. How are the independent operators going to get a break with this kind of activity going on?"

"Get me straight. I am not stamps for another association, but the NAB is not concerned itself with television."

Mr. Damm reminded the National Television Film Council was formed June 17 to take up contract and other neglected problems in the film industry. He suggested TV operators might put up funds to be segregated by NAB to work on television. He then proposed that if NAB isn't willing to meet TV requirements, then ask TBA "where it proposes to go."

Finally, he suggested that if TBA sets up to do the TV job, TBA and NAB work together as happened in the case of FMBI.

Of a dozen comments received from TV stations by Mr. Damm, I feel the most pertinent to his basic ideas. The dissenting reply praised work of TBA and suggested it be expanded.
THORNIEST problem encountered by architects of the communications chapter of the civilian defense plan, the bulk of which has been submitted to Civil Defense Planning Chief Russell J. Hopley, reportedly was the advisability of imposing radio silence in the event this nation is attacked.

An associate of Mr. Hopley advised Broadcasting July 21 that the communications section of the civilian defense plan had been "informally placed on Mr. Hopley's desk" this week. It was explained this meant that the greater portion of the communications section, describing the part AM, FM and TV would be called upon to play in the event of a national emergency, had already been presented to the civil defense chief. Some few remaining sections, it was explained, were still being redrafted.

Hopley to Get Full Plan

Herbert J. Schroll, CDP communications expert, told Broadcasting that the entire plan would be in the hands of Mr. Hopley "any day" and said his division was "progressing very well" with the report.

An industry advisory board, consisting of ten representatives of AM, FM and TV broadcasting, offered their recommendations during an all-day Pentagon meeting July 9 [Broadcasting, July 12]. After sifting by defense officials their recommendations were considered for incorporation into the communications section.

A great deal of discussion between defense and industry representatives centered about the advisability of silencing broadcasting facilities if the homeland is attacked, informed quarters say. Broadcasters reportedly placed emphasis on the industry's outstanding record of self-regulation and pointed out that the theory that radio signals provide a guide-post to enemy raiders had been exploded.

Military authorities promised to weigh closely the advantages and disadvantages of sustained broadcasting during attacks.

Advancements in the industry, such as FM and TV, were given considerable attention during discussions in an effort to draft a plan with maximum utilization of facilities.

Follows World War II Plan

Basically, the overall plan for the radio industry is expected to resemble, with modifications to bring it abreast of scientific developments, the World War II plan.

Plans devised during World War II, providing for electronics alarming and alert systems, emergency power supplies, public instruction methods and other measures, served as the framework for the current plans.

Mr. Hopley is also receiving drafts of plans of other divisions. These and the communications plan will be reviewed and possibly revised by Mr. Hopley. He will then submit them to the master plan for presentation to Defense Secretary James V. Forrestal. A target date of July 31 has been fixed by Mr. Hopley for completion of the complete plan to Secretary Forrestal.

Recommendations for legislation required to effect stand-by measures to prepare the civil defense structure will be recommended to the Congress by the Secretary of Defense. The role of broadcasters is not expected to require any legislation, however. Instead, broadcasters would be asked to implement their part of the plan up its acceptance by Secretary Forrestal.

It is expected that the communications section of a plan will be made public en toto after it receives the Secretary's stamp of approval because it reportedly contains no material of a secret character.

A THOROUGH study of radio rate structures looking toward the discovery and correction of outmoded or unrealistic schedules has been undertaken by Mutual after consultation with the radio-television committee of the American Assn. of Advertising Agencies.

The project, first proposed by Edgar Kobak, MBS president, and under consideration for several weeks [Closed Circuit, July 21] will be presented to Mutual, to be carried on by Mutual with whatever assistance and suggestions agencies, advertisers and other broadcasters care to make.

Mutual has made it plain that it invites participation in the study. In a letter written to Carlos Franco, Young & Rubicam associate radio director and chairman of the AAAA radio-television committee, E. H. James, MBS vice president, said:

"... Our main thought is to establish what is wrong with the present rate structure and then cooperate with everybody concerned to put it right."

Mr. James' letter promised that if Mutual were "able to work out some suggestions which will be of value to the other networks and to the whole radio industry, we shall be very glad." He said that Mutual would "give the results of our study to the industry."

The project was originally broached by Mr. Kobak and Mr. James at a meeting a month ago with Mr. Franco's committee which, it was learned, looked upon such a proposal favorably. It was believed that the agency leaders would cooperate with the study to the extent of suggestions which it ought to cover and specify details of particular interest to them.

Major Points

In his letter to Mr. Franco, written after the meeting, Mr. James restated major points which had been discussed. Among them:

1. Advertising rates of all media are under closer scrutiny now than in recent years owing to shifts in the economic situation.

2. No major rate revisions have been made by networks since 1934 "when networks first placed rates on a scale bearing some relationship to coverage. They described the growth since then of hundreds of stations and new phases of broadcasting—television and FM."

"After 25 years of broadcast advertising, it seems to us that advertising sales people should pay us to review past practice and look forward to future needs. It is good for any industry to re-examine its ways of doing business from time to time. Habits become established, sometimes for good reasons, but often enough the reasons change. Correspondingly mistakes are made in the customs. Certain established practices which may have been good in the past may no longer be justified..."

Rate Study by MBS

A AAAA, Other Groups Cooperate

Callahan Associates, the group which has been negotiating with the advertising agencies to secure support for an over-all rate study, in combination with Callahan, is AAAA, associations, the American Press Institute, AAA SOFTWARE, and the National Assn. of Broadcasters.

In making its call for participation in the rate study, AAAA President S. M. Young said: "... The study of radio rates is a timely one, with the industry under great competitive conditions and a rate structure which, in some areas, has not been revised since 1934. "Advertising rates of all media are under closer scrutiny now than they have been for some years past. Rising production costs in all fields have caused the costs of distribution to become greatly increased, particularly to the network and station operators. So far, the advertising media have not been able to keep up with manufacturer's and distributor's costs."

Mr. Young said, "Fact: The cost of radio advertising has increased while the cost of all other media has not gone up."

Mr. Young said the rate structure needs studying. This need had been emphasized by the rate study recently begun by the Callahan Associates and was making the rounds of the advertising industry.

The various agencies are participating by offering their reports of what rates should be charged. Each agency is examining its own rates in the light of what the study might show.

The Callahan Associates were asked to keep the group advised of the status of the study and to make recommendations to the agencies on an over-all basis, when recommendations would be offered.

The group hopes to have the results of the study some time during the fall and to hold a meeting of the Callahan Associates and the agencies to go over the recommendations, which all the agencies would then consider in the light of their own rate structure. The agencies, it is believed, will make rate changes in all media simultaneously to keep up with the other media.

"... It is also hoped that the results of the study may cover some other aspects of radio policy, such as "spot-booking," the practice which all agencies believe is necessary to maintain a high standard of advertising."

AAAO, Other Groups Cooperate

W Bunker, Barr Get Y & R Promotions

Two Hollywood Managers Become Agency Vice Presidents

ELEVATION of Walter Bunker, Hollywood radio manager, and Don Barr, vice president of the Manhatten agency, to vice presidencies was announced in Hollywood last week by Sigurd S. Laron, Young & Rubicam president.

On the question of Hollywood's place in the agency's television operations, Mr. Laron said that Sylvester "Pete" Weaver, Y&R vice president, would handle television.

On broadcast programs, Mr. Laron said, "Mr. Bunker, Mr. Barr, Mr. Weaver will handle broadcast programs on this fall as it has radio programs, and possibly more."

In no way, he stated, would his agency's operation in television seek to duplicate film production facilities already existing, stating, "I think this was unwise and uneconomical. But he emphasized that every agency must supervise any such production in the best interests of the client concerned."

Since television is graphic and offers movement, Broadcasting asked Mr. Laron whether its very great growth would not tend to lead to a version of newspaper and/or magazine appropriations. He recognized this possibility, but cited the greater potential for growth as a sales factor which might well keep all media healthy and yet provide video with a dominant source of appropriation instead of re-directing it, as they are doing medias in other countries.

Above all he stressed that television is currently an uneconomical buy and as an advertising medium posed many questions which will only be known after ample research.

The importance of the medium's future is not to be underrated, he said, but its present campaign effectiveness is seriously doubted on plans level of the agency, he concluded.
GIVEAWAY FEVER
Prizes Hit 6 Figures Weekly

By JOHN OSBON

CASH and merchandise giveaway values on network programs currently are running into six figures each week and approximating the $1,000,000 mark every six weeks. These facts, hitherto suspected but never adequately verified, are based on a BROADCASTING survey of prize availabilities during the week June 5-11 when the four networks and sponsors were prepared to ladle out close to $165,000 worth of handouts.

With the avalanche amounting to as much as $150,000 on one single show, the total amount of prizes increased over a reverse scale. A Huntington, W. Va., cable splicer, Jack L. Adams, won $7,300 on MBS Three for the True or False July 17. Oddly enough, the winning listener doesn't have to listen to cash in.

While latest figures were unavailable on Take a Number, handouts of $5,000 or $6,000 aren't unusual and a $20,000 jackpot is within realm of possibility.

Listeners with a flair for music might do well on What's the Name of That Song, Hollywood-originated program. When unclaimed, the prizes run between $200 and $300, with a $30 top for each correct answer. Altogether the show has awarded about $54,000 over a six-year period, it is understood.

Fishing and Hunting Club averages $2,500 in merchandise prizes each broadcast.

ABC Grand Slam

ABC's bellwether, Stop the Music, produced another grand prize winner on the July 15 stanza when Mrs. S. K. Heard of Shreveport, La., won $17,000 in merchandise. Four weeks ago the program, which was expected to give Fred Allen a Hooper-nigrone headache, paid out $20,000 to a Manhattan housewife [BROADCASTING, July 5]. That same week Break the Bank was unbreakable and soared to $2,400, but a listener put the bit on What's My Name? for $4,000.

Last week the network also announced the addition of still another from the early to mid 1940s.

WNEF Proposal

JACK ADAMS, who first refused, then reluctantly accepted the $7,000 jackpot on Mutual's Three for the Money, has been invited to appear on WNEF New York's newly-launched You Can Lose Your Shirt. Station officials gleefully pointed out: "If Adams is worried about income tax brackets, or our show can help. Money lost on it is deductible because all goes to charities." To relieve him of his $7,300 headache, WNEF said it would lift $100 limit on money a contestant can lose.

The correct answer by doing library research on historical lovers. Then she came to New York, wangled a ticket and managed to get herself chosen as contestant out of 800 people. Notwithstanding the diminishing element of surprise on giveaways, she found out who was first.

That giveaways might not be worth the strain and tension listeners undergo to win them, was demonstrated last week, too, on a reverse scale. A Huntington, W. Va., cable splicer, Jack L. Adams, won $7,300 on MBS Three for the True or False July 17. Oddly enough, the winning listener doesn't have to listen to cash in.

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THERE'S ALL AGES and from all income brackets, these radio contest winners. Here are a few which are typical.

Top photo shows Mrs. Besse Lawrence, her eyes closed, hands clasped, asking Edward May, president of KMA Shennandoah, Iowa, "Am I dreaming?" He had just informed her she had won $30,000 in the Abbott & Costello "Kid Show" contest.

Second from top, the Rev. Norman E. Kuck III, pastor of two Michigan churches, becomes a flying parson as he and Mrs. Kuck are presented with their Ercoupe by Joe Redding, Ercoupe sales manager. The minister won the plane for his prize jingles in a Mutual contest.

Center photo, Mr. and Mrs. Milton Hill are served breakfast in bed by Marc Leon II and Eddie Vann of WGCN Gulfport, Miss. Mrs. Hill's winning answer on Mr. Vann's "Gee Whiz! Let's Quit!" prompted the service.

Second from bottom, Mrs. Wadsworth Clarke (r) is interviewed by Dorothy Wood, woman editor of WFTM Mayville, Ky., on her prize essay on the Influence of Swedish Settlers on a Community or Region Contest, sponsored by Swedish-American Steamship Line, awarded her trip to Scandinavian countries.

Bottom photo, E. J. "Mike" Huber, general manager of WGL Goleta, Ill., congratulates winners in an amateur contest held on that station in cooperation with the Junior Chamber of Commerce.
TELEVISION viewers are developing a keen faculty for sponsor identification, a factor providing a powerful selling point for video time salesmen. This fact was revealed last year in a comprehensive survey of the television situation in Milwaukee, conducted for WTMJ-TV.

Officials of the Cramer-Krasselt Agency, Milwaukee, which commissioned an independent research organization to take the survey, were confident that the results of the survey could be accurately projected to the total Milwaukee television audience.

A 12% sample of the 3,780 (July 20, 1948 figure) television set owners of Milwaukee was taken during 445 personal interviews, of which 98, 24.7% public and 2,779, 75.3% private installations.

The first television survey by the Cramer-Krasselt Co. was conducted in Milwaukee last February when 950 television set owners were given personal interviews. Without the benefit of any form of prompting or listings, 241 of the 950 set owners were interviewed during the July survey were able to recall, strictly from memory, products, services and stores they had heard of or seen on their video sets. The seven advertisers mentioned most frequently included sponsors of sports programs, live shows, film and spot announcements.

Sponsorship Identification

A total of 201, or 83.4% of the 245 interviewees interviewed Boston Store as a sponsor. Schuster's was identified by 197, or 81.7%; Ford Motor Co., 191, 78.2%; Gimbel Brothers, 190, 78.2%; Cigarettes, 176, 73.8%, and Gettelman Brewing Co., 172, 71.3%.

Also considered significant was the high degree of correct association of sponsors with their programs. A total of 271, or 88.8%, named Gettelman as the sponsor of the Thursday wrestling match telecasts. Thirty-four did not identify the sponsor. Ford Motor Co. was recognized as the sponsor of the Milwaukee baseball game telecasts by 262, or 65.5% of the viewers, while 35 failed to identify the sponsoring company.

Viewers were asked to rate their recent WTMJ-TV programs as either better than, as good as, or not so good as they had expected. They were rated as good as or better than had been anticipated by 92.3%. Of the 512 respondents to the question, 17 were not receiving full value, 188 said the programs were about as good as expected and 100 felt they exceeded expectations.

The agency was of the opinion that responses to questions on child viewers substantiated claims in television circles as to the medium's high educational benefits. A total of 251 viewers said children had seen WTMJ-TV programs in their homes.

Men comprised the majority of public nighttime viewers and better than half the nighttime home audience. Composition of audiences viewing public installations during nighttime was 79.9% men, 20.1% women and at home 56.3% men, 31.8% women and 11.9% children.

It can be assumed, the agency said, that actually there are variations in listenership between days, caused by outside activities, varying weather and other circumstances. But generally speaking, agency officials declared, the home owners show no preference for any particular night. The replies of 305 home set owners who were asked which nights (Wednesday through Sunday) their television sets were normally in use furnished these figures, Wednesday, 299; Friday, 161; Saturday, 299; Sunday, 300.

Walter J. Damm, general manager of WTMJ and vice president of The Journal Co., licensee of WTMJ-FM-TV, in commenting on the survey told Broadcasting July 20 that there is a "vital need for similar material in all of the markets in which television stations are now operating."

Mr. Damm said he was advised by Cramer-Krasselt that the agency would be able to sell substantial television campaigns to a number of other clients if similar information was available from all of the television markets.

The sets, in the vast majority of cases, were tuned in at 7 p.m. beginning a 6% little turnover in the home audience during nighttime television broadcasts. The sets, in the vast majority of cases, were tuned in at 7 p.m. beginning a 6% little turnover in the home audience during nighttime television broadcasts. The sets, in the vast majority of cases, were tuned in at 7 p.m. beginning a 6% little turnover in the home audience during nighttime television broadcasts.

In public viewing places the audience was at its peak at 9 p.m. and began to taper off at approximately 10 p.m. Figures for the "average audience" at public places were taken because the turn-over factor is about 2.5 with the average viewer remaining one hour.

SET QUESTION SUPPORT

C. of C. Joins Drive

Support of the U. S. Chamber of Commerce has been thrown behind the move by broadcasters, advertisers, agencies, BMB, NAB and others to obtain a radio set census in the 1950 decimal census.

Though the C. of C. at one time had been opposed to the radio question on the ground that everyone has a radio anyhow," it has reversed its position, according to F. Stuart Fitzpatrick, director of the Construction and Civic Development Dept.

Mr. Fitzpatrick is a member of the Census Bureau's Housing Census Advisory Committee, a technical group which had indicated lack of interest in a set question at its last meeting a month ago.

"The committee will reconsider its policy at its next meeting," Mr. Fitzpatrick told Broadcasting.

"I personally feel the radio question will provide information of great value to business and industry. Ownership data on radio sets will provide new bench-mark information to replace the eight-year-old facts obtained in the last census."

The other technical committee officially on record against inclusion of a radio set question—Census Advisory Committee of the American Marketing Assn.—is expected to reconsider its action in the near future. This committee also had acted in the belief that radio had attained "saturation," but it is understood that at least two or three of its members would like to discuss the matter further.

Legislative Hurdle

One legislative hurdle has not been overcome if the 1950 census is to include a radio question. The Senate-passed Taft Bill (S-1950) to authorize the housing census as one-half of the 1950 census has been frozen in the House Committee on Post Office and Civil Service by Chairman Edward H. Rees (R-Kan.).

Though the Taft Bill passed the Senate unanimously and has no opposition, Chairman Rees has held up its progress. Effort will be made by persons interested in the 1950 census to point out need for the legislation, since all planning for the nationwide tabulation hinges on it. This planning should be underway, according to officials at the Census Bureau. The bill merely provides formal authorization.

Hope has been expressed that Chairman Rees will move the bill into the House during the special session of Congress.

Latest association petition to the Census Bureau to include a radio question in the 1950 count is the Kentucky Broadcasters Assn. At its recent meeting the association adopted a resolution pointing out that "in case of a national emergency it should obviously be vital to know how many families knew to accurately the nature and degree of distribution of radio receivers among the public." It added that new types of radio transmission have become important factors in dissemination of news, information and entertainment.

Hugh O. Potter, WOMI Owensboro, KBA secretary, received from the Census Bureau the form letter sent to all who have asked for a 1950 radio question.

Charles Sawyer, Secretary of Commerce, declared Wednesday that the bureau has discussed with school officials the idea of enlisting 600 boys as census enumerators in the spring of 1950. The plan is being studied by school groups and boards of education.

Secretary Sawyer pointed out that teachers are well equipped to do the work and that the problem of recruiting a staff of enumerators may be serious should present economic conditions prevail in 1950.
ON May 7, the coveted Honor Award of the University of Missouri’s School of Journalism was given to Jack Shelley "for Distinguished Service in Journalism." It was the first time in history that this honor had been accorded to any individual for radio activities exclusively.

The citation reads in part: "... for his outstanding work in organizing and developing a great newsgathering and newscasting department in a leading radio station ...".

Under Jack Shelley’s direction the WHO News Department is indeed "great." The 13-man staff has a cumulative background of 99 years in journalistic work, and 13 college degrees. Every newscast is completely rewritten by up to four newsmen per broadcast, from seven leased wires (two AP, two UP, three INS circuits), and from a staff of 70 local correspondents in Iowa and Missouri. These local correspondents are in constant touch with WHO, by telephone and telegraph, often "scooping" every other medium by hours.

Jack Shelley’s WHO News Department wins Awards from listeners, too. The 1947 Iowa Radio Audience Survey proved that of all Iowa families listening to newscasts, 56% usually listen to WHO news. The balance is divided among 14 other stations. Let us—or Free & Peters—tell you more about WHO's news and other departments. It’s an amazing story of Station WHO’s Public Service—which automatically means "Advertiser Service," too!

WHO

+ for Iowa PLUS +

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

**Judge Levels Monopoly Charge**

“ALMOST every part of the structure” of the American Society of Composers, Authors and Publishers involves violations of federal antitrust laws, according to findings of the U. S. District Court of New York made public July 19. The opinion was handed down by Judge Vincent L. Leibell in a suit filed April 9, 1942, by 164 operators of movie houses in the New York metropolitan area. The case was dormant from 1943 until August 1946, and finally came to trial last March.

ASCAP had been charged by the plaintiffs with monopolistically levying theatre license fees for the presentation of ASCAP-controlled music incorporated in the films. The theatre men asked relief from this practice, and demanded treble damages from ASCAP.

Judge Leibell ruled out the damage claim but granted the plaintiffs an injunction under which ASCAP was ordered to “divest itself of all rights of public performance through the exhibition of motion picture films, of musical compositions which have been synchronized with motion picture films and to assign said performance rights to owners of the copyright.”

“I have concluded that ASCAP has violated the antitrust laws . . . ” the judge wrote in a lengthy, detailed decision. “That ASCAP is a monopoly . . . was clearly established . . . the combination of the members of ASCAP in transferring all their non-dramatic performing rights to ASCAP is a combination in restraint of interstate trade and commerce . . . ”

The court also found ASCAP guilty of conspiring with movie producers by including in exhibitor contracts a clause requiring exhibitors to obtain ASCAP licenses, without which they would not be supplied with films. “The fact that ASCAP is a membership association gives it no immunity,” the judge held.

Although ASCAP was generally expected to file an appeal from the district court decision, an attorney for the society said last Wednesday that no action toward such an appeal had yet been undertaken. The ASCAP attorney voiced a doubt that the theatre men would regard the court decision as a complete victory and said that they rather than ASCAP might enter an appeal for reopening of the case.

**Better Frequency Allocation Needed**

Faults Are Presented in Article
By Jeremiah Courtney

A NEED for FCC to “post-audit” frequency assignments—monitoring to determine whether the various services make full use of the frequencies assigned to them—is seen by Jeremiah Courtney, Washington radio attorney, in an article in the current issue of Electronics magazine.

The article criticizes the waste of spectrum space by both government and non-government services and the “faulty” allocations practices to which this waste is attributed.

Mr. Courtney also takes the view that all allocations should be supervised by a single agency, so that government and non-government needs may be weighed against each other and decided on merit. Additionally, he said, FCC should make its assignments to the various services “sufficiently flexible to permit use by another service when not used or likely to be used by the service for which originally assigned.”

In his article, “What's Wrong With U. S. Frequency Allocations?” Mr. Courtney enumerates four “bad faults,” as follows:

1. The dual system of allocations pursuant to which the Interdepartment Radio Advisory Committee (IRAC) is empowered to assign frequencies to government radio stations while the FCC does likewise for non-government stations, both agencies exercising equal and plenary authority over the entire spectrum.

2. The practice of IRAC in making frequency assignments on the basis of Government-agency statements of frequency need without any or sufficient proof of need, and without independent examination of frequency utilization by such agencies.

3. The practice of FCC in making frequency assignments on the basis of paper showings of prospective need, but specifically restricted in the light of the actual frequency utilization thereby independently determined by the monitoring staff.

4. The practice of the FCC in assigning blocks of frequencies for the use of particular services on a national basis, without providing for their use by other services in areas where such assignments are not used or likely to be used by the service to which they were originally assigned.

CHALFONT-HADDON HALL, one of Atlantic City's oldest beachfront hotels, has become first resort hotel to advertise in Philadelphia via television. It inaugurated a spot campaign on WPIT Philadelphia through the W. Wallace Orr agency.
Peace 'n quiet

This fellow's figured out one way to get peace and quiet. He's just folded up by the roadside and gone to sleep.

But that won't do down here in Baltimore. Business is brisk. Competition is tough. You've got to make every advertising dollar count in this rich market—the 6th largest in the U.S.A. Still, there's a way for time-buyers to have peace and quiet without going to sleep on the job.

They just buy W-I-T-H. W-I-T-H isn't the most powerful station in town. But, dollar for dollar, it's the best buy. W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

That's why more and more smart time-buyers are putting W-I-T-H way up high on their schedules. Are you using this BIG independent with the BIG audience? If not, better call in that Headley-Reed man today.

Tom Tinsley, President  Represented by Headley-Reed  July 26, 1948  Page 33
Complete returns from the new 1948 CBS-KMOX Listener Diary show that 50,000-watt KMOX has won another landslide victory in mid-America... is the 6 to 1 favorite of listeners throughout KMOX's 70-county 50-100% Penetration Area.

With balloting conducted by Benson & Benson, Inc., this comprehensive and impartial measurement of listening habits records the '48 vote as follows...

**DAYTIME** (6:00 a.m. to 6:00 p.m.) KMOX has the biggest audience during 83% of the 336 daytime quarter-hours—more than ten times as many "first place" programs as any other St. Louis station!

**NIGHTTIME** (6:00 p.m. to Midnight) KMOX has more listeners than any other St. Louis station during 68% of the 168 nighttime quarter-hours—nearly two and a half times as many "firsts" as any other "candidate."

**DURING THE ENTIRE WEEK** ...KMOX is out in front during 395 of the 504 quarter-hours... the 4 to 1 favorite over the entire field and the 6 to 1 favorite over any other St. Louis station!

Again, in '48, KMOX—"The Voice of St. Louis"—is the people's choice in mid-America. To make your product a successful candidate in KMOX's two billion dollar market, get on the bandwagon—call us or Radio Sales.

**KMOX** "THE VOICE OF ST. LOUIS". CBS
Few Changes Are Made

Egg in Their Beer!

CHEESE MARKET in Philadelphia suddenly became very tight during the three national conventions, all because of the appetites of voting men and need and the generosity of the Pennsylvania Railroad. The Pennsy provided a lounge on the second floor of Convention Hall where free samples of cheese could go for a snack, drink and relaxation. It was authoritative learned that the three conventions cost the railroad about $40,000. Beer bill alone was over $8,000 for the Democratic and Republican Conventions. So much cheese was consumed by the media men that the hotels in Philadelphia found it to be a scarce commodity.

Affair was catered by Holland, a Philadelphia firm.

NAB COMMITTEES

New committees of the NAB, to serve during 1948-49, were announced last week by NAB President Justin Miller.

Membership of the new committees varies little from the membership of committees appointed last late last year, NAB headquarters taking note of the fact that the switch from fall to spring conventions had given those serving on committees only brief terms.

Following custom, committee members were appointed to attain best distribution by station size, geographical location and network status.

Cott Chairman

The new Non-Affiliates Committee setup has not been completed, it was stated at NAB headquarters. Ted Cott, WNEW New York, who spearheaded non-affiliate participation in writing of the NAB Standards of Practice, will be chairman of the committee, it was explained. Mr. Cott had urged that non-affiliates be represented on the NAB board, but this project did not materialize.

Membership of the committees follows:

ADVISORY COMMITTEE ON INTERNATIONAL AFFAIRS—John J. Gillin Jr., WJZ New York, chairman; Campbell Arnold, WJAR; WJYQ; WJW; WJZ; Athletics; WJZ; WCBS; WJZ; WHOR; WJZ; WMZ; WJZ; WHOR; WJZ; NAB.

EMPLOYER-EMPLOYER RELATIONS EXECUTIVE COMMITTEE—Highland Johnson, WBBZ Rock Island, Ill., chairman; John Reed, WBBZ; Charles Crutchfield, WBBZ; Winfred Charles, WBBZ; Taylor, KGNC Amarillo, Tex.; L. Thomas, WBBZ; Leo Travers, WABC; Boston; William Pabet, KFRC San Francisco. Board Liaison—Calvin J. Smith, KFAC Los Angeles; Henry P. Johnston, WSBN Birmingham. Network Advisory—Joseph McDonald, ABC; Howard L. Hausman, CBS; Robert D. Swezey, MBS; Ernest de los Ojos, NBC.

ENGINEERING EXECUTIVE COMMITTEE—A. James Ebel, WMBD Peoria, Ill., chairman; G. W. Fowyer, WHA; Louisville; E. K. Jett, WMAR Baltimore; Oscar C. Hinch, EYFS Cape Girardeau; Mo. J. R. Poppele, WOR New York; W. F. Prine, KFBL Wichita; John H. DeWitt, WMN Nashville. Board Liaison—T. A. M. Craven, WO; Washington; Charles Shafer, WOS Columbus, Ohio; Robert Waite, WKBW Buffalo; Frank Marx, ARC; Earl Johnson, MBS; O. B. Hanson, NAB. Non-Voting Associate Members—George Adair, consultant, Washington; Paul deMars, Rayovac, Milwaukee Inc. Washington; Dizey McKee, Dizey B. McKee & Associates.

FM EXECUTIVE COMMITTEE—Leonard Allen, WFAA Dallas; chairman; Matthew H. Bonebrake, WDAY; John E. Campbell, WMUR; J. Leich, WMCL Evansville, Ind.; Cecil D. Mattin, WNB-PB Binghamton.

KFSF delivers a market that can’t be covered from Outside Ft. Smith!

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

Sales from manufacturing averages over 33 million of dollars per year... retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 per capita! A great market... and all yours through KFSF.... Fort Smith.

Phonovation Soon, Says Zenith, IBT

Introduction of TV-Phonovision Receivers Expected by Fall

ILLINOIS BELL Telephone Co. has the accounting and billing setps to take up of phonovision fees, an official of the company said last week.

"The same thing is done every day with ship-to-shore telephone, long distance calls and even with telegrams.

The IBT executive said his company has many suggestions every year about ways to increase revenue "but they always boil down to tying up cash, which are badly needed for regular service."

'Chance for Added Revenue'

"Phonovision gives us a chance for added revenue by finding a new use of existing facilities without interrupting their normal service," he said.

In October recently, Comrdr. E. P. McDonald Jr., president of Zenith Radio Corp., originator of phonovision, said he expects to introduce next fall combination radio television set of receiving, broadcasting television and phonovision. The television set of the future will be a dual purpose receiver, he said, which would receive both conventional television and also be connected to the telephone line for entertainment by phonovision.

"It will be comparable to today’s radio phone combination, which receives radio broadcasts free and plays records for which you pay," he observed. "Standard television transmitter can be modified to broadcast both conventional TV and phonovision."

SUPPLEMENT...
The BIGGEST four-leaf clover in the world symbolizes 4-H Clubs. In step with Nebraska's progressive 4-H program is the BIG radio station KFAB and KFAB's Farm Service Director, Bill Macdonald, who covers events from county poultry shows to the BIGGEST 4-H Baby Beef Exposition in the world held annually at Omaha's Ak-Sar-Ben. And each year KFAB sponsors a public speaking contest for 4-H members. To make sure of BIG results in this BIG area and BIG market, use the BIG radio station, KFAB.

50,000 WATTS
KFAB
Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
FOR COOPERATION of Huntington, W. Va., stations during Independence Week, Junior Chamber of Commerce presents them certificates. Participants are (1 to r): Omer Baker, William Adkins, Jaycees; Truman Morris, Jaycees president; Jay Caldwell, WPLH; Robert Spencer, Jaycees; Marshall Rosene, WSAX; Mike Laman, WHTN.

ABC'S HALF ACRE of studio for TV activities, as it is conceived by an artist. At a cost of $1,000,000, the new "world's largest" Television Center will be located off Central Park West, between 66th and 67th Streets. Operation will begin in August [BROADCASTING, July 19].

"WADDY WEEK" in Amarillo brings out the Western garb of KAMQ personnel (l to r) Jack Petrie, commercial manager; J. L. Adams, salesman; Ray Whitworth, program director; W. J. Dickerson, manager.

GOING ALL OUT for station relations, WTOL Toledo announcers Carl Emslie (l) and Don Miller spent opening day of Douglas Shoe store waiting on customers—and trying on a few. Douglas, of course, is a WTOL sponsor.

SOUTHERN hospitality welcomes FM in Cincinnati area busses. Imbibing of "hospitality" are (l to r): William O'Neill, president of WJW Cleveland; Guy C. Hecker, American Transit Assn.; Harry Reid, ATA president; P. G. Vondersmith, president, The Green Line; Richard Cristler, Transit Radio Inc.; Hulbert Taft Jr., Transit Radio president and head of WCTS (FM) and WKRC Cincinnati.

ONE HOUR's notice was all WENE Endicott, N. Y., had to broadcast the address of Gen. Dwight D. Eisenhower July 14 at IBM plant in Endicott. After a mad dash, WENE made the deadline and got an exclusive.

This is what Arthur Godfrey (l) gets for stuffing the name of a CBS outlet during his Chesterfield program on CBS. To right the wrong, he flew his plane to Troy, the home of WTRY, station he should have named. He was met by some of WTRY staff headed by Promotion Manager Jim Baker (center).

FOUR LEAF clovers by the dozens came in after Program Manager Ben Hobley III of WHNB North Adams, Mass., offered a record for each. Technician Bill Delley (center) and Manager Gordon Keyworth wrap packages.
COMICS ON PARADE... mimic Danny Webb... read The New York News funny every day.

TROT'TING RACES... harness racing at Roosevelt Raceway, exclusive with WPIX... twice weekly.

ALEXANDER Korda FILMS... twenty-four full length features with international stars... weekly.

Program notes
(for TV prospectors!)

With twenty-four regularly scheduled shows... a wide range of remote pickups and studio productions that includes entertainment for children, sports events, practical help for the homemaker... complete and comprehensive coverage of the news, on-spot reporting of special events... movies, drama, comedy... WPIX offers a variety of vehicles for any alert advertiser interested in TV—a new major market... big enough for attention now and growing so fast it rates attention from now on!

For full facts on production costs and time rates of currently available programs... write or phone, WPIX... 220 E. 42nd St., New York City... or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N.Y.C.
FM Channel Reallocation Adds One at Pittsburgh

FCC has reallocated FM Channel 273 from Washington, Pa., to Pittsburgh, effective Aug. 19, and announced this channel will be considered available for assignment in the pending Pittsburgh FM case (two applicants, one channel) unless another Pittsburgh applicant applies for it before Sept. 20.

WSAP Portsmouth, Va., meanwhile, was granted modification of FM permit for Class B operation, Channel 259 (99.7 mc), 100 kw effective radiated power, 350-foot antenna height. The Globe-Democrat's authorized KGWD (FM) St. Louis was given an extension of completion date to Dec. 31, on condition it commence operation by that time.

WMIX New York was scheduled to televise on July 22 at 8 p.m., the benefit baseball game at the Polo Grounds between the Flat Tires (leg amputees) and Broken Wings (arm amputees).

WSIX closes the deal

When a man needs a loan WSIX helps him remember the advantages of dealing with long-established building and loan companies. And the borrower already feels at ease; is almost sold when he comes in to talk over needs and terms. After using a strip of quarter-hour shows for over six years continuously, one outstanding firm is sure that it takes WSIX to close the deal. Whether it is a 5c candy bar or an automobile, let WSIX help close your deals in Nashville’s 51-county retail trade area.

ABC AFFILATE
5000 WATTS 980 KC

AND WSIX-FM
71,000 W. 97.5 MC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy!
Meet the RFDeacon—Robert F. Doubleday, Central New York's great farm personality—"the only hired man in the great northeast wired for sound."

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

And his listeners know Deacon Doubleday. They see him at fairs, stock shows, auctions...as a licensed starter of the U. S. Trotter Association...as secretary of the N. Y. State Beef and Dairy Cattle Association...as a member of 14 volunteer fire departments...as Director of Boy Scouts of America...as a member of the N. Y. Dairy and Beef Society...as a member of the State Horsemen's Association. He made 217 personal appearances last year, 21 so far this year.

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

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

Robert F. Doubleday's two hour RFDeacon show was sold out to 21 participating sponsors the first day on the air over WSYR...June 28. Twenty-one participating sponsors know that when the Deacon starts speakin' at 5:00 A.M. six days a week, sales of the products he advertises go up.

Here's another of WSYR's success stories. Radio programs tailored to the rich Central New York market combined with broad coverage adds up to more sales. Another proof that WSYR's leadership is earned.

570 kc—5000 watts—NBC Affiliate in Central New York

Headley-Reed, National Representatives
NAMES of possible appointees to the directorship of the NAB Dept.
of Broadcast Advertising were discussed Monday at a special meeting
of the newly appointed Sales Managers Executive Committee, of which
Eugene S. Thomas, WOR New York, is chairman.

A dozen names were mentioned during the meeting, which had been
called by NAB President Justin Miller, but no definite action was
taken. The post has been vacant since last February when Frank
E. Pellegrin resigned to direct operation of the new KSTL St.
Louis.

Progress of the campaign to raise funds for the All Industry
Presentation film promotion project was reviewed by Gordon R.
Gray, WIP Philadelphia, and Mr. Thomas. It is understood some 250
pledges have been received from stations. Hugh M. P. Higgins, NAB
assistant director of broadcast advertising, will present the project
to stations during the district meeting series starting today (July 26).
The committee approved Mr. Higgins’ presentation after hearing a
recording of his talk.

Advisory and associate members of the committee did not take part
in the session. Regular members attending, besides Messrs. Thomas
and Gray, were J. Robert Gillick, WGAL Lancaster, Pa.; John W.
Kennedy Jr., WHAM Rochester; Joseph B. Matthews, WIRK West
Palm Beach, Fla.; Absent were Ray Baker, KOMO Seattle; Odin S.
Ramslad, KDAL Duluth, and Mr. Pellegrin. A. D. Willard Jr., NAB
executive vice president, and other staff members participated.

**WLEU-FM Opened**

WLEU-FM Erie, Pa., started full time program service on July 15.
The new station is owned by the WLEU Broadcasting Corp. and
operates on Channel 250, 97.9 mc, with 3 kw. WLEU was established
in 1933 and is a 250-w ABC MBS station on 1450 kc.

**Management**

JOHN C. TIEDEMAN, assistant NBC
budget officer, has been named bud-
et officer, effective Sept. 1, replacing
ROBERT MYERS, who has been
promoted to administrative assistant to
the director of NBC television opera-
tions.

GUY B. FARNsworth, former man-
ger of WHKE Sheboygan, Ind., has
been appointed manager of KIMT
Hutchinson, Minn. He had managed
WSRK since it be-
gan operation. Pre-
viously he had been
manager of WATO
Ash-
land, Ohio.

T. FRANK SMITH, general manager
of KRIS Corpus Christi
and KDAL Brown-
wood, Tex., will be
host July 30 to
management represen-
tatives of Texas
Quality Network
stations meeting in
Corpus Christi to review fall pros-
tects and schedules. Plans to at-
tend are: MARTIN B. CAMPBELL, gen-
eral manager, WFAP Dallas, and WILLIAM C. ELLIS, WFAP facilities engi-
neer; JACK HARRIS, general manager,
KPRC Houston, and JACK McREW,
KPRC commercial manager; HUGH A.
HALFF, president, and JACK KEASLER,
commercial manager, WOAI San An-
tonio.

CARL M. EVerson, general manager of
WHKE Columbus, Ohio, was subject of
recent article with sketches of his life
and career in radio business in "Men
in Business" column of "Columbus Da-
patch.

WILLIAM D. WAGNER, secretary of
Central and Tri-City Broadcasting com-
panies, operating WHO Dubuque, and
WOC Davenport, has been elected di-
rector of National Assn. of Cost Ac-
countants.

WILLIAM FRANKLIN, general program
manager of KYA San Francisco, and his
wife Ruth, former women’s editor of
KLK Oakland, are the parents of a girl.

HAROLD B. MERRILL, general manager of
WLA Lawrence, Mass., has received
certificate of appreciation for station’s
outstanding service to Crusade for Chi-
ldren, American Overseas Aid, and
United Nations Appeal for Children.

**Several Discussed For Post**

During the first six months of 1948,
the gross revenue of KMAC-KISS was
32.6% ahead of any previous year!
That is what KMAC-KISS are doing with
the Mutual Network in San Antonio, the
27th market of the nation.

The new 5000-watt KMAC, at 630 on
the dial, with unlimited time, will reach
1,250,000 listeners.

Let Pearson tell you what we can do
for you.

**KMAC-KISS**

San Antonio’s Mutual Stations

H O W A R D  W .  D A V I S  
O W N E R

Nationally represented by

J O H N  E .  P E A R S O N  C O M P A N Y

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

In business there's a lot more to that calling card than formal presentation of a name. It means someone no farther away than your receptionist is here...right now... to see you personally.

And if the card carries the name of a Weed and Company representative, it means even more. It tells you:

1. that the product represented is Spot Radio — one of the most profitable and most flexible of all forms of advertising.
2. that the salesman of that product has taken the trouble to learn about your business before coming to talk about his own.
3. that — like all Weed and Company men — he has over 250 years of combined experience behind him... with all it implies in terms of practical skill in an enormously complex medium where skill is at its highest premium... and...
4. that this skill was produced by two basic factors: extensive knowledge and plain hard work. They always pay off... in any business. They are indispensable in Spot Radio. They are, in short, the two major reasons why Weed and Company service has proved so valuable to so many successful advertisers.
IN BAL

WBAL and

OFFERS

The Greatest Shows in Radio are on WBAL

WBAL 50,000 Watts • NBC Affiliate
2610 N. Charles St., Baltimore 18, Md.
Represented by Edward Petry & Co., Inc.
IMORE only WBAL's BOTH!

The Greatest Shows in Television are on WBAL-TV

WBAL-TV • Channel 11 • NBC Affiliate
32,600 Watts (Effective Radiated Power)
2610 N. Charles St., Baltimore 18, Md.
Editorial

Courting Contempt

A BLOW at the vitals of American freedom has been struck by a city court in—of all places—the Free State of Maryland.

That proud boast of freedom, supported by a heritage spawned in the minds and hearts of the writers of the Constitution, must have shrunk to a whisper last week as two City of Baltimore judges called on the carpet five radio stations and a newspaper for their broadcasts of news about a confessed murderer.

What had they broadcast? Such news as statements of the Washington, D. C. Commission of Police, which not only made the jurisdiction of the court and apparently safe from harm if he avoids the municipal precees. Maryland courts are noted for their zealous use of the contempt powers, which are conceived as a means of protecting rights of citizens. The Baltimore tribunal seems to have lost sight of the fact that the key element in assuring independence to the courts is a free radio press; without a free radio and press there can be no freedom in the courts.

In picking the present incident as a chance to throw its weight around, the Balti- more court must know, by the time the incident becomes recorded history, just who's in contempt of whom.

Retail Radio Wholesale

THE persistent upward trend in the volume of air time used by retailers, historically white-space-minded, has brightened the business prospects for those who have been fretting about the growing number of stations searching for new advertising dollars.

Within the last three years broadcast executives have been watching the gradual weaning of store advertising directors from their long diet of black-and-white media. Starting with its then-daring Joske's of Texas clinical test of radio, Allied StoresCorp. has given impetus to this trend by pioneering and refining new techniques in retail advertising. Now Walt Dennis, once a broadcaster and now Allied's radio-television director, divulges the latest in retail radio—a system of checking results from use of air time [Broadcasting, July 19].

Anxious to know what it is getting for its advertising dollars, Allied has come up with a method of diagnosing the state of its promotion program from week to week, and year to year.

A simple chart tells the story as accurately as any retail sales story can be told. After all, an important segment of a store's sales comes from traffic through its aisles, and this traffic is attracted not only by advertising but by many other factors.

Does radio pay? Where comparative results on an air program were studied for preceding and following weeks, Mr. Dennis says: "In most every case I know of where this has been done the week in which the advertising was run has produced larger volume."

Allied has found that radio pays, and it is showing the way to other retailers. What Allied has learned, others will learn when they take advantage of the power of the spoken sales word, as graphically demonstrated in the IABA '48 Award Sweepstakes. Part of this publicity was the study of price-winning retail broadcasts [Broadcasting, July 12].

Our Respects To—

CHARLES HARRISON TOPMILLER

W HILE other boys his age gleefully project themselves into fantasy roles of intrepid gangbusters, cowboy heroes, daring pilots and even United States President, Charles H. Topmiller was pre-occupied drawing realistic, but equally ambitious, plans for his future in radio.

Mr. Topmiller, now manager of WCKY, Cincinnati independent, is one of those comparatively rare individuals who did not drift into radio on a stream of unexpected events or graduate to it by sheer accident from some other profession or pursuit. His footsteps were deliberately pointed in the direction of radio.

His hometown playmates in Bowling Green, Ky., rotated their ambitions with the frequency and rapidity of a feminine change of mind. But not Charles Harrison Topmiller. He clung steadfastly to one—and only one—vision. Since the nearest radio station was then a two-day muleback ride from his elementary school, this was considered by his elders as representative of stout determination and remarkable adolescent foresight.

Close friends of Mr. Topmiller facetiously recall that he teetothed on insolators and played with coils, resistors, switches and a conglomeration of other electrical paraphernalia in preference to the conventional alphabet blocks. His youthful enthusiasm for the then relatively new field stemmed in large part from the inspiration afforded by his father, a stationary engine fitter.

Planting healthy roots in the field, Mr. Topmiller received his professional baptism as a technician, working with Tropical Radio Telegraph Co., common carrier subsidiary of United Fruit Co., and small Southern stations. He had just passed the last age in the "teen-age" bracket when he became affiliated with the transmitter staff of WCKY Cincinnati in 1930.

He was as sure-footed as a telephone lineman in negotiating the lower rungs of radio's ladder of progress, but he wanted a faster route to the top. He proved to be as studious as he was industrious as he proceeded to mentally vacuum every source of technical and professional knowledge available in the WCKY studios. At the close of his working day he soothed his insatiable appetite for knowledge by burning midnight oil at the U. of Cin- cinnati Engineering College.

L. B. Wilson, president and general manager of WCKY, recognized the outstanding talents and energy of Mr. Topmiller, who after three years' service with the station, found himself

(Continued on page 48)

(Continued on page 48)

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Scotch-Taped Letter

THIS journal is in the middle of an international incident. As you'll read elsewhere in this issue, Broadcasting and Argentine Dictator Peron don't get along.

This seething incident stems from our effort to cover, in the customary American way, the Inter-American Broadcasting Assn. conference in Buenos Aires. Herbert M. Clark, a top-flight newsmen who had distinguished himself as a radio correspondent during World War II, had our assignment. He reported objectively and dispassionately the proceedings of IABA, including the rebuke handed the Peron Government for making a mockery of freedom of the air.

Of course, President Peron and his information ministry used the well-known lines about complete freedom reigning in Argentina, branding as mirage and invention the talk of censorship.

We are accustomed to a certain degree of finesse in international diplomacy. But not with Peron. From first-hand experience we can now give you a living, breathing, unvarnished account of invasion of privacy, distortion and disinformation that are the daily fare.

On July 11, Mr. Clark gathered his windup story on the sessions, along with a covering letter to Broadcasting's editor. But instead of waging its way to Washington, the content, by the Argentina Information Office, was out on the Cortez transmitter, a Peron-controlled newspaper, under a banner head, and embellished with an editorial charging dire things. Mr. Clark was called names along with us. The Government radio and press thereafter picked up the crusade quoting both the letter to the editor and the dispatch.

The July 11 letter reached our Washington headquarters on Monday, July 19. It had been re-sealed with tape. There was no notation that it had been opened or censored. The first we heard of it was from the Associated Press, which notified us of the publication of the private correspondence on page one of Democrau.

The New York Times of last Wednesday, in a special dispatch from Buenos Aires reported the incident. It described the "technique as one used often enough to form a definite pattern the Peron government seems to have learned: to embarrass internal trouble arises, or when Argentina is criticized or bypassed in any way, the regime seems always to have foreigners handy upon whom the blame can be placed and against whom popular resentment can be directed."

The propaganda office, formally called the "Under-Secretariat of Information," with light-hearted abandon, granted that the publication of a "private letter" might have a disagreeable effect in the United States, but insisted that it had fallen into the hands of the newspaper "through private channels."

Not even the bound and gagged citizens of Argentina would fall for such poppycock. For it is evident that not only radio and the press are under the Peron dictatorial thumb, but that even personal mail is not excluded.

All credit to IABA for its courage in condemning the Peron Government. Cuba's Goar Mestre and our Glomar off-the-coast of a NA beverage, spearheaded this effort, which took a long time to fortitude indeed, for the action was taken in Peron's own capital city.

It is abundantly clear now that the fight for radio freedom extends beyond our immediate borders. The IABA deserves the kind of national support and moral backing that will make it the Pan American Union of radio.
How does your product stack up against competition in New York's choice WQXR market? If yours is one of the products listed here...it will pay you to find out.

Because whatever brands WQXR's families buy...they buy a lot. As advertisers know who have met them, WQXR's families are the active above-average-income families in your biggest and busiest market. And there are more than 500,000 of these families...so devoted to the fine music of WQXR, no other station can reach them so effectively.

Get your copy of this new survey now. Just drop us a note today.

WQXR

Radio Stations of The New York Times
730 Fifth Avenue, New York 19, N.Y.

WHAT DO YOU SELL?
- Beer
- Bread
- Boxed Candy
- Canned Meat
- Chewing Gum
- Cigarettes
- Cigars
- Coffee
- Dog Food
- Floor Wax
- Hair Tonic
- Ice Cream
- Perfume
- Prepared Desserts
- Salad Dressing
- Shampoo
- Sparkling Water
- Tea
- Tooth Powder
- Tooth Paste
- Wine

Send today for WQXR's 1948 Consumer Brand Preference Survey...and find out how good-income New Yorkers buy.
Respects
(Continued from page 46)
off to a flying start as chief engineer.
With Mr. Wilson he planned the station's development. It was brought from a 5-kw daytime to a 10-kw fulltime operation in 1936, and then to its present power of 50 kw in 1939.
Mr. Topmiller's executive capacity and remarkable versatility were constantly sought by various departments of the WCKY organization and soon, piece by piece, his overall knowledge blossomed. Young Mr. Topmiller had become the statistician of selling, the technician of engineering and the advisor of promotion and sales. Increased work and responsibilities only brightened his congenial personality and radiant outlook on life. Colleagues enjoy relating the story of how installation of a transmitter was delayed by the soft-hearted chief engineer who discovered a nest with a Mama Wren and her five tiny eggs in the panel of the apparatus that was to be installed. Mr. Topmiller gave instructions that the panel be left undisturbed until the young birds grew strong enough to fly from their nest.
In its search during the war for the outstanding radio personnel the Office of War Information did not bypass WCKY's then chief engineer. Mr. Topmiller was "borrowed" in 1944 by the OWI and served for two years as chief engineer of the radio section of Psychological Warfare in the Mediterranean and Southwest Pacific Theaters.
Discomforts and hazards experienced in line of duty receive no conversational attention from Mr. Topmiller. But it is not an out-of-character performance when Mr. Topmiller reveals his good-natured qualities with recitations of humorous episodes which occurred during his war service.
Open arms greeted Mr. Topmiller when he returned from his "hitch" with the government agency in December 1945. He was reinstalled as chief engineer at WCKY. Later he served as general manager of WZIP Covington, Ky. In August 1947 he was named WCKY station manager to succeed Kenneth W. Church, who then became manager of WIBC Indianapolis.
At WCKY in April 1947 Mr. Topmiller found himself in great demand when an engineer-announcer walkout was called. The station's investment in the versatile young man was repaid multi-fold during that trying period.
Station officials consider the 37-year-old manager, who has acquired the affectionate moniker "Top," as one of the youngest as well as one of the most thoroughly trained 50-kw station managers in the nation.
Mr. Wilson offers probably the most simple, yet eloquent, appraisal of Mr. Topmiller: "He's smart and the most honest guy in the world and not noisy about either," Mr. Wilson observes, "he is a swell guy and as devoted to you as anyone I know," is typical of praise for Mr. Topmiller that reaches his superior.
Mr. Topmiller's one regret for having channeled all his energies into the industry is simply that he has devoted only 45.98% of his life to his calling.
The former Alma Ashcraft is Mrs. Charles H. Topmiller. They live in Park Hills, Ky., a suburb of Cincinnati, and have a 7-year-old daughter, Diana.
Despite heavy responsibilities and long working hours, Mr. Topmiller still finds time for church, fraternal and religious activities. In addition to his hobby of photography, believe it or not, Mr. Topmiller also pursues radio as an avocation.
Mr. Topmiller is an associate member of the Institute of Radio Engineers and past chairman of the Cincinnati Section of IRE.

for nine consecutive years

CHATTANOOGA MEDICINE CO. has been advertising on station WMC MEMPHIS

* A "spot" advertiser with 1,053 quarter hour programs during this period.

WMC
Television coming soon

WMCT

Television coming soon

WMCF
First FM station in the Mid-South

Save With TV

TELEVISION in the home will lessen the electric bill, rather than up it, George Fyler, engineer for Motorola Inc., Chicago, said last week. "For one thing, few other appliances are likely to be used during periods of video entertainment, and, in most cases, fewer lights will be turned on as the family gathers around the TV set." A circuit design now featured in one of the firm's table models requires less current than is used by two 100-watt light bulbs, Mr. Fyler said.

HOW TO REACH THE SOUTH’S FIRST INDUSTRIAL AND FARM MARKET

PICK KPRC, THE SOUTH’S FIRST STATION!...

Yes, KPRC is FIRST! FIRST in Houston, "hub of the Southwestern boom in oil and farming!" FIRST IN THE SOUTH'S FIRST MARKET!... And, KPRC has increased its dominant position over other radio stations in this market, as 1948 listening surveys show:

1947
KPRC over Station "B"... 28.8% 46.8%
KPRC over Station "C"... 31.5% 59.7%
KPRC over Station "D"... 37.5% 37.5%

1948
KPRC over Station "B"... 28.8% 46.8%
KPRC over Station "C"... 31.5% 59.7%
KPRC over Station "D"... 37.5% 37.5%

Put your client's message where it will reach the most listeners in this thriving industrial and farm market of the Southwest. KPRC, now! For availabilities call Perry or write us.

* For copy national survey, write KPRC

NATIONAL MAGAZINES
FEATURE HOUSTON AS HUB OF SOUTHWESTERN BOOM IN OIL, FARMING

April 15 — Subscribers to national magazines this month will get an up-to-the-minute account of big business in Texas and the Southwest part of the nation.

1948
KPRC over Station "B"... 28.8% 46.8%
KPRC over Station "C"... 31.5% 59.7%
KPRC over Station "D"... 37.5% 37.5%

5000 WATTS 1320 K.E.

FIRST
IN HOOPER RATING FIRST
IN B.M.B. RATING FIRST
IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON
950 Kilocycles 5000 Watts
National Representatives: Edward Peery and Company...Affiliated with NBC and TON...Jack Harris, General Manager

BROADCASTING • Telecasting
WMT makes news (and Iowa listeners) with one of the nation's most complete NEWS CENTERS

No other newspaper or radio station in Iowa has a more intensive news coverage setup than WMT. In addition to the six leased wires of AP, UP, and INS, a steady flow of regional Iowa news (largely exclusively) is channelled into WMT's News Center from its correspondents.

WMT's staff of six veteran newsmen handle a total volume of nearly a half million words every day—the equivalent of 250 average-size books. Alert news experts keep WMT listeners up-to-date with informative newscasts, farm broadcasts, and sportscasts. On-the-spot coverage of important events rounds out WMT's news production—and insures loyal listening around the clock.

Make your own sales news by telling your advertising story via WMT—Eastern Iowa's only CBS outlet—and the News Center of Iowa. The Katz Agency will give you the facts.
PERU, URUGUAY VYING FOR CONFERENCE SITE

PERU and Uruguay are reportedly leading contenders as the site for the Fourth Inter-American Telecommunications Conference to be held in early 1949.

The conference is concerned with the allocation of frequencies on a hemisphere basis and aids the work of the Provisional Frequency Board in Geneva.

ARTHUR W. LINDSAY, former general manager and vice president of KWWB Walla Walla, Wash., has joined sales department of WKY Oklahoma City. He previously was with KPO San Francisco, KFI Los Angeles, KOW Portland, KOMO Seattle and NBC in San Francisco.

FORJOE & Co., national representative firm, has opened new office in St. Louis. It, Paul Brown Bldg., 818 Olive St.

LEE P. WARE has been named St. Louis general manager.

EDITH KIRBY, formerly of old Blue Network, ABC and NBC, has joined KGO San Francisco, as manager of traffic department. She served as auditor of KGO from 1943 to 1946. She replaced ELEANOR HIGBY, who resigned after 20 years service with KGO.

STAN LEE REED, formerly with Young & Rubicam, and Theodore Newhoff Adv., has been named salesman for WMAJ-PFM Baltimore, Md.

JOHN J. HULL, former copywriter of First American, has been appointed sales coordinator and account executive for WCAM, N. Y.

WALTER A. BASS, who has been in sales at WOOD Grand Rapids, Mich., for past 13 years, has been promoted to commercial manager. He previously spent five years at WIBA Madison, and one year at WCLO Janesville, Wis.

HARRY C. WRAY of Wilkerson has opened a new sales office at WROL Knoxville, in the father of girl, Lynda Alyce, born July 11.

BEN WILSON, continuity director and EDWIN FISHER, sales promotion manager at KMOX St. Louis, have joined KMOX sales staff. Messrs. Wilson and Fisher were incorrectly identified in BROADCASTING, July 5.

JOHN TASNADY, formerly with KUGN Portland, has joined KOVO Missoula, Mont., as account executive, announcer and writer.

JOE FIFE, commercial manager of WVJS Owensboro, Ky., has taken up his offices in Chicago where he will represent WVJS, through special arrangements with William G. Rambeau.

KSTP-TV Minneapolis-St. Paul has issued Rate Card No. 1, which became effective June 1.

MELCHOR GUZMAN Co. Inc., has been appointed U. S. and Canadian representative of BM Aquaductue, Panama.

R. C. ACKER, formerly of KKEV Visalia, Calif., has joined KEEN San Jose, as account executive.

IRENE FOWLER, traffic manager of KFI Los Angeles since 1944, has been named secretary to HAAH J. TYLER, program manager and coordinator of television. CHARLENE AUMACK, formerly with KVAN Vancouver, replaces Miss Fowler.

LARRY KRASSNER, Los Angeles manager of Forjoe & Co., national radio representative, and Adele Flabett have announced their marriage.

BOB JOHNSON, NBC Hollywood accountant, is the father of a boy, Robert.

ROY BACH, commercial manager of WAFB Fort Worth, is on the Fort Worth Community Chest publicity committee, chairman.

NORRIS MacKENZIE, program division, All-Canada Radio Facilities, Toronto, is the father of a girl, Constance Carther, born July 11, and BRUCE ALLOWAY, time division, All-Canada Radio Facilities, is the father of a girl, Susan Lynn, born July 9.

OREN MATTISSON, auditor of KMPC Hollywood, has been appointed to board of governors of Los Angeles Credit Managers' Assn.

BETTY FLINT, copywriter for KIDQ Boise, and Charles Rodgers have announced their marriage.

NINA KIRBY, regional sales manager of WLAW and WLAW-FM Lawrence, Mass., in charge of Boston offices, has been accepted for membership in Boston Chamber of Commerce.

CEB-PF Kitchener, Ont., made its debut on the air June 29 on 96.7 mc with 500 w, according to a report of Radio Branch, Dept. of Transport, Ottawa. CHLP Montreal, has increased power to 1 kw in July 11, and CHVC Niagara Falls, has changed corporate name to Radio Station CHVC Limited; CHJB Guelph, has changed corporate name to CHJB Limited; CEKB Kitchener, has changed corporate name to Kitchener-Waterloo Broadcasting Co. Ltd., and CKAC Montreal, has increased power to 10 kw daytime, 5 kw nighttime on 730 kc, according to same report.
Now—is when you should get your remote equipment for that big sports and political season that's almost here. Do it best by ordering Gates remotes right now.

Four models are in stock,—the Foursome with the four channel mixer,—the Compact with VU meter for single channel jobs,—the Dynamote three channel unit, long the favorite of hundreds of stations,—and the Conditioner, the most popular single channel remote amplifier in broadcasting. Gates remotes are the “mainstay” in most radio stations because they give that “new” performance for years. Operators like them because they have maximum facilities and portability.

Models are in stock to work with your microphones— just write or wire for complete information. Your next jobs will be easier with Gates remotes.
AM GRANTS

GRANTS for a new regional station at Annapolis, Md., and new locals were anticipated by FCC in proposed decisions handed down last week.

The decisions, each involving mutually exclusive applications, proposed for (1) non-newspaper applicants, and (2) applicants whose stockholders have diversified community and business interests. Between the remaining applicants, Community Broadcasting and Erie Broadcasting, the majority chose Erie because of "the higher degree of community ownership with the actual management and day-to-day operation of the station."


Proposed Decisions Given In Three Cases

WBOC Stockholders

Among the 38 stockholders of Capital Broadcasting, nominated for a grant at Annapolis and planning to affiliate with Mutual, are a group who control WBOC Salisbury, Md., (53.5%) and who have 24.6% of the stock of Tri-State Broadcasting, which lost the proposed decision for Cumberland.

The Commission chose Capital over Mr. Kramer, a real estate man, on grounds that Annapolis (two daytime stations) needs the additional local outlet more than Cambridge (one fulltime station). The local-ownership factor also was cited, in view of Mr. Kramer's residence at Annapolis and his concession that he is not yet "thoroughly familiar" with the needs of Cambridge.

In the Cumberland case, the majority preferred Mr. Raese, one-time U. of West Virginia basketball coach and now vice president of Greer Steel Co. at Morgantown, Va., on the grounds that his application was superior to that of Tri-State Broadcasting from the standpoint of local ownership and integration of ownership and management. Mr. Raese, it was noted, is familiar with Cumberland despite his residence at Morgantown, whereas two-thirds of Tri-State's stockholders, representing about one-half of its stock, would be "absentee owners."

Mr. Raese would be Manager

Mr. Raese is the son-in-law of Mrs. A. J. R. Greer, owner of WAJR and WAJR-FM Morgantown, WDNE Elkins, W. Va., and WKJF (FM) Pittsburgh. He has taken part in the affairs of the licensee company (West Virginia Radio Corp.), supervised construction of the Elkins and Pittsburgh stations, and has participated in operations of WAJR. He would be manager of his proposed Cumberland station, which would be a Mutual affiliate.

Tri-State is owned by 47 stockholders, headed by Charles A. Piper, Cumberland banker. Other officers include John W. Downing, president and a major stockholder of WBOC Salisbury; W. D. Smith, owner of a chain of retail shoe stores; Robert L. Stallings, president of a local coal mining company. Approximately 42% of the stock is owned by persons who have 73.4% of WBOC; 18 of this group own 25.7% of the stock of Capital Broadcasting, proposed grantee at Annapolis, and some of the subscribers have a minority interest in WCAO Baltimore. Largest single stockholder (25%) is the Cumberland News-Times.

Paves Capital Chief

Capital is headed by Alfred G. Paves, Westinghouse engineer, with Mr. Downing, head of WBOC, as vice president. There are 38 stockholders including the group with overlapping interests in WBOC and Tri-State.

Erie Broadcasting, proposed grantee for Erie, is owned by Thomas Phillips Jr., chief engineer of WKPT Kingsport, Tenn., who would hold a similar position with the proposed station (30%); William M. Schuster, wholesale radio businessman, and his wife Frances (5%); Conrad, Elfenbein, businessman, and his brother Cecil, attorney, (1 5% each); and Sylvia Galinsky, sister of Mrs. Schuster (10%).

Majority Are Veterans

The principal owners of Community include John A. Blackmore, president, and Edward G. Petrillo, both local attorneys; Jeane R. Blackmore, W. Raymond Sawday, Chester W. Zerbe, Dan S. Raye, and Allen R. Davidson, all local business and professional people. All of the directors and most of the stockholders are war veterans.

The Commission's proposed decision in each instance followed substantially the report and recommendations of the hearing examiner. In the Cumberland case, however, FCC overruled Examiner Jack P. Blome's recommendation that Mr. Raese be preferred for the additional reason that some of the stockholders of the rival Tri-State have radio interests in Salisbury and Baltimore. Examiner J. Fred Johnson Jr. wrote the recommended decision in the Erie case, and Examiner Hugh B. Hutchinson in the Annapolis-Cambridge case.

Announced in next week's BROADCASTING

FYI The fall feature hit

FYI With universal appeal

FYI Three quarter-hour platters a week

FYI For all the family

PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.

WASH., D. C. • RE: 4312

KFYR

500 KC 5000 WATTS

NBC AFFILIATE

BISMARCK, NO. DAKOTA

Yes comes in loud and clear in a larger area than any other station in the U. S. A.*

ALL I KNOW IS WE'RE OVER ONE OF FIVE STATES OR CANADA — I CAN HEAR KFYR LOUD AND CLEAR

*ASK ANY JOHN BLAIR MAN TO PROVE IT

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BROADCASTING • Telecasting
So much of everything you want packed into this 10-inch speaker!

The new
Western Electric
756A

20 watts capacity
Superb quality of reproduction
Compact and simple to install
Available for immediate delivery

Before you select any speaker for your studios or transmitter building, look at the 756A and listen to its brilliant tonal quality.

The 756A is just one of a line of new Western Electric speakers with power capacities from 8 watts to 30 watts. Get the full story on all of them from your Graybar representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

New Commercial TV Outlets Asked
Three More File for Channels During Week

APPLICATIONS for new commercial television stations were filed last week at FCC by The Gable Broadcasting Co., licensee WFBG, Altoona, Pa.; Grandview, Inc., Manchester, N. H., new firm composed of well known radio figures, and Lufkin Amusement Co., Beaumont, Tex., theatre investment firm.

WFBG seeks Channel 9 (196-198 mc) with effective radiated power of 7 kw visual and 150 kw aural. Antenna height above average terrain is 1,048 ft. estimated. Estimated cost of construction is $184,000 with first year operating cost estimated as $25,000. Revenue expected is unknown.

Lufkin Amusement Co. seeks Channel 10 (192-198 mc) with 28 kw visual and 14.2 kw aural power and antenna height of 455 ft. Total construction cost is given as $276,908 with first year operating cost $75,005 and revenue $20,000.

Grandview Inc. requests Channel 12 (204-210 mc) at Manchester with power of 10 kw visual and 5 kw aural. Antenna height is 965 ft. Effective visual range is $110,000 with first year operating costs totaling $50,000 and revenue $10,000.

The owners of Grandview include: John W. Guider, having Washington, D. C., real estate interests and vice-president-treasurer; and 50% owner Workshop Cards Inc., Little John, N. J., greeting card maker, president and 30% owner; William J. Barkley, president and 33.8% owner WKBK Manchester and executive vice-president Collins Radio Co., broadcast equipment firm, vice-president, 10%; William F. Rust Jr., treasurer-general manager and 40.4% owner WKBK, treasurer, 11.9%; H. Scott Kilgore, Collins sales representative, 5%; James W. Valentine, sales engineer for Allen B. DuMont Labs. and WKBK vice president, 6.9%; Ernest Lufkin and Lufkin Independent WPIX (TV) New York and 40% owner Telecast Films Inc., distributor, 6.9%; Otis S. Freeman Jr., assistant chief engineer WKBK, 24.8%; James B. Thurtle, DuMont sales engineer, 11.8%; Herbert Schor, assistant to the manager of DuMont, 5%, and Thad H. Brown, Washington radio attorney, 5%.

KSCB GETS UNDERWAY; LANDON IS AN OWNER
KSCB, new 1-kw daytimer on 1270 kc, was slated to begin operations this week (July 25) at Liberal, Kan. The station, licensed to Ward County Broadcasting Co., is owned by Alf M. Landon, former Kansas governor and 1936 Republican Presidential candidate, and three Liberal residents, Lee Larabee, Ralph Colvin and Vernon Griffith.

KSCB has new Collins equipment and a new building housing studios, offices and transmitter, according to Leon S. Salathiel, manager.

Mr. Salathiel has been in radio since 1923, except for an interval during World War II, first in St. Paul and then for 15 years with NBC and CBS in New York.

Women's Wear Industry Advised of TV Potential
GEORGE MOSKOVICS, manager of sales development for CBS television, last week advised representatives of the women's garment industry to waste no time in learning the great potentialities of video in all phases of merchandising.

Mr. Moskovics, who was the keynote luncheon speaker at a luncheon meeting of the Fashion Group Inc., in New York, estimated that nearly 14 million television sets will be in use in the TV signal by the end of 1952, based on forecasts by the CBS engineering staff.

Discussing video time buying, he said that nationally distributed lines could eventually be used to advantage in television network advertising. He also advised women's manufacturers to become familiar with the small stores that deal in women's clothing and to attempt to use television as a tool to reach that public.

Electric Assn. Reports 27,000 Chicago TV Sets
MORE THAN 27,000 television receivers were installed and in use in the greater Chicago area as of July 16, according to a report issued last week by the Electric Assn., Chicago, sponsor of the National Television and Electrical Living Show at the Chicago Coliseum Sept. 18-26.

Of the 27,159 sets reported operating within the normal TV range of Chicago, 78% were in private homes, 17% in public places and 5% in dealers' showrooms.

In a monthly report issued in mid-June the association revealed 24,922 sets operating in the same area.

Davis Joins Maxon
TYLER DAVIS, specialist in food and package goods advertising, has joined the New York staff of Maxon Inc. Mr. Davis was formerly associated with the Kudner Agency, BBDO, J. Walter Thompson and Kenyon & Eckhardt. In his new capacity, he has been assigned to Clinton Industries Inc. and Snow Crop Marketers accounts.

CCBS Reaffirming Stand, Says Sholis
Opposes Any Legislation to Put Ceiling on High Power
UNLESS the U. S. provides for improved radio service to rural areas through use of high power on clear channels the nation's farmers are confronted with a "serious danger" of losing more of their facilities to other North American countries, Victor A. Sholis, director of the Clear Channel Broadcasting Service, said Monday after a meeting of CCSB at Chicago's Palmer House.

"We reaffirmed our opposition to any Congressional legislation putting a ceiling on power, or legislation leading to duplication of clear channels," Mr. Sholis said. "We reiterated once again that the only way to improve service to rural areas and small stations is through use of high power."

Hough Re-elected
Twenty members of the organization in attendance re-elected Harold V. Hough, director of WABP Fort Worth as treasurer. They also set up a committee to interview several prospects for the position of CBS director, now held by Mr. Sholis, who asked to be relieved of the post last year when he was named director of WHAS Louisville. Members of the committee are Frank P. Schreiber, WGN Chicago; James Shouse, WLW Cincinnati; John H. De Witt, WSM Nashville; Glenn Snyder, WLS Chicago, and Mr. Sholis.

It was also announced at the meeting that NARBA, at its 1949 meeting, may be expected to grant Mexico and Canada the right to broadcast to this country on existing clear channels unless higher power is assigned the CCBS. Cuba already has been authorized to go on four channels.

Other implications of the 1949 NARBA conference also were discussed.

Barnes Heads Radio-TV Department, Dorland Inc.
HOWARD G. BARNES has been named director of the newly-formed radio and television department of Dorland Inc., New York. Mr. Barnes was formerly with WOR-Mutual New York, CBS, and the Mutual Broadcasting System. During the war he produced and wrote Navy training and propaganda films.

The new department under Mr. Barnes will build radio television programs for Dorland clients, and in addition, plans to package video shows for other agencies and their clients.
THEY KNEW WHAT THEY WANTED

And, like many other radio engineers, they also knew where to bring their plans for successful completion.

Among recent Blaw-Knox installations is this rugged 500 ft. Special Heavy Duty H 40 Tower for the Crosley Broadcasting Corporation's Station WLWT, supporting a 5-section RCA Television Antenna.

Tower-building experience dating back to the days of "wireless" is at your disposal when you enlist the services of Blaw-Knox engineers.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

3030 FARMERS BANK BUILDING • PITTSBURGH 22, PA.
FINAL CHANNEL REALLOCATION
Arguments Continue

WITH Westinghouse testimony on its Stratovision system of airborne relays slated for the lead-off spot, FCC today (Monday) goes into the final phases of its nation-wide video channel reallocation hearing.

Oral argument covering the entire proceeding—including such controversial questions as the wisdom and legality of the hearing itself, and the validity of the tentative U.S.-Canadian agreement on TV channel allocation along the border [BROADCASTING, July 12]—meanwhile was set last week for Aug. 16.

The Aug. 16 session also will include arguments by representatives of the Federal Communications Bar Assn., protesting the procedures contemplated by FCC in its proposal to rely on rule-making for changes in the television channel allocations table [BROADCASTING, March 29, July 19]. The FCBA

KHBG, KPDR Sales Await FCC Consent

Donald W. Reynolds Buys Okmulgee Station

SALES of KHBG Okmulgee, Okla., for $125,000 to Times Pub. Co., a Donald W. Reynolds interest, and KPDR and KDPJ Alexandria, La., for $24,000 to Louisiana Baptist Convention were reported last week in applications for FCC approval.

KHBG, 250 w fulltime Mutual outlet on 1240 kc, is acquired by Times Publishing from Lucille Ross Buford and Paschal Buford, 49% owner each, and Sam W. Ross, 2% owner. Publisher of daily Times and Sunday Times-Democrat, Times Pub. is 100% subsidiary of Southwestern Pub. Co., owned principally by Mr. Reynolds. FCC permittee at Okmulgee and licensee of KFSA Fort Smith, Ark. He also holds 60% of WIKK Erie, Pa. Southwestern Pub. Co. is permittee of KFSA-FM Fort Smith and applicant for television at Tulsa and Oklahoma City. Mr. Reynolds has an AM application pending at Oklahoma City, which he will dismiss if the acquisition of KHBG is approved.

KPDR, Mutual affiliate on 970 kc with 1 kw day, 500 w night, fulltime, also has permit for KDPJ at Alexandria. Transaction includes sale by Eugene Levy, president, of all his 440 shares, representing 55% interest, while other 12 stockholders dispose each of one-half of their present holdings. Total interest of 77.5% is sold to the Baptist group. Other stockholders and their present holdings are: Sidney B. Pearce and George S. Stanley, 50 shares each; Paul A. Gilham Jr., 80 shares; Julius B. N. Nakanishi and Isaac Wahlder, 30 shares each; Philip Seifalano, Abe A. Rubin, Julia H. Payne, Carl L. Dunn and Luther M. Lewis, 20 shares each, and William T. Morgan and George I. Maston, 10 shares each.
Committees of TBA
On Regional Basis

New Plan Aims to Have Members Share More in Group's Work

FOUR COMMITTEES, to serve respective regions in the U. S. on industry problems, will be established by fall by the Television Broadcasters Assn. Purpose of the plan, TBA says, is to give members a greater role in TBA activities.

Each committee will have a chairman, who also will serve on an executive committee that will act as an advisory group to the board of directors. Committees will meet quarterly.

The regions, set up on the basis of current membership—70 organizations—have been established as follows:


Midwest—Fort Wayne, Ind., Cincinnati, Detroit, Chicago, Milwaukee, St. Louis and Kansas City.

Southern—Atlanta, Charlotte, N. C., New Orleans and Dallas.

West Coast—Los Angeles and San Francisco.

FM STATIONS SPENDING BIGGEST AMOUNT, FMA says, for equipment by FM broadcasters in the first quarter of 1948 was reported last week by the FM Assn. in Washington.

Keeping his figures on equipment sales reported by RMA [Broadcasting, July 19], J. N. (Bill) Bailey, FMA executive director, estimated that FM broadcasters bought $2,666,616 worth of equipment for new station operations compared to $1,682,615 by TV and $1,179,614 by AM. Using dollar volume figures, Mr. Bailey figured that FM spent accounted for 49.9% of the total, television for 29.4% and AM for 20.7%.

"Inasmuch as FM equipment is much less expensive than that for television," said the FMA director, "the sales figure for the first three months of this year points to a tremendous expansion for FM broadcasting."

"Television is growing," Mr. Bailey stated, "but on a much more restricted basis than FM."

He pointed out that there are 150 commercial and 22 noncommercial FM stations serving more than 350 communities. On the other hand, he said, television, because of its cost, is confined to larger cities and can only be seen in 11 communities at present.

POLIO FILIBUSTER
Southern Stations Join in Fund Campaign

- To Combat Epidemic-

WITH the polio epidemic reaching great proportions in the Southern states, stations are contributing their facilities to aid the drive for additional funds and hospital space in Greensboro, N. C., WBIG has raised more than $31,000 and is still going strong.

Most of these funds have been collected through the efforts of Mr. Jones, well known for his Grooves by Jones show. In June Mr. Jones received word that the Greensboro Polio hospital needed a refrigerator, so he made an appeal on his program. A refrigerator was soon contributed. Next word came that a washing machine was needed and The Grooves started a singing filibuster. Without the aid of music he sang for an hour and 15 minutes until enough money was raised to buy the machine and "stop the racket." His Bob Jones Polio Fund is now aiming at a $40,000 goal.

Contributions for the Greensboro Polio Hospital also are being raised in nearby Reidsville through the joint drive of WFRF and the local Junior Chamber of Commerce. On July 16 WFRF turned its facilities over to the JCC and for three hours listeners were urged to pick up their phones and just say "polo." Telephone operators gave them the numbers of WFRF where donors left their names and addresses.

Cars manned by JCC members called for the donations. More than $2,300 was collected during the broadcast and more is coming in. All money will be used to build a modern polio hospital in Greens-

boro, which also will serve Reids-
ville.

WNOX Knoxville, Tenn., also has done its part in the Infantile Paralysis Campaign Fund drive. Station reports that a statement from the county campaign fund treasurer shows that WNOX collected $4,628.75—almost 14% of the total collected in the entire county. Lowell Blanchard was the chief contribution-drawer at WNOX. Mr. Blanchard, who is m. c. of Midday Merry-Go-Round and Musical Clock, used both programs in the drive. On the former show he staged a contest to determine the relative popularity of the four acts of the show. Votes cost a penny each and 86,046 votes were cast. On the Musical Clock, Mr. Blanchard played request numbers in recognition of a contribution of a dime or more, from 7 to 9 a.m. Small coins rolled in, as did checks for $100 and $25. All money was turned over to the 1948 Infantile Paralysis Campaign Fund for Knox County.

NLRB ELECTIONS SET AT EL PASO STATIONS

ELECTIONS to determine if the American Federation of Radio Artists should be designated their collective bargaining agent were authorized for announcers of three El Paso, Tex., stations in a ruling issued last Thursday by the National Labor Relations Board in Washington.

Principals in the case were Rod- erick Broadcasting Corp. (KROD), Paso Broadcasting Co. Inc. (KELP), Tri-State Broadcasting Co. Inc. (KTSM) and AFRA.

Must Vote Within 30 Days

Accepting the hearing officer's rulings, the three-man board issued a decision directing that elections be held, by secret ballot, within 30 days of the issuance of the directive, under supervision of the NLRB Regional Director to ascertain if employees wished to be represented, for purposes of collective bargaining, by AFRA.

Appropriate units affected by the ruling at KROD included the news editor. Program directors and supervisory employees at the three stations were excluded from participation in elections, with the exception of Caryl Downey at KELP.

Specifically excluded from participation at KTSM was the music librarian.
'TIMES - MIRROR' TOLD TO START FM OUTLET

TIMES-MIRROR Co., permittee of television station KTTV Los Angeles and FM grantee there, was advised by FCC last week in effect to get its FM outlet on the air or relinquish its facility. The FM authorization initially had been made in November 1946. TIMES-MIRROR had asked the Commission that its FM permit be allowed to remain status quo until it had determined whether or not it wished to go ahead with its plans for an FM operation. Firm recently has negotiated with CBS to assure 49% interest in its video venture.

FCC advised the newspaper publisher that no further extensions of time to complete construction would be allowed unless it was shown the firm planned "expeditiously" to complete the station or to promptly commence interim operation.

The Commission said: FCC has received several similar requests from FM permittees and has uniformly denied them. What you are in effect requesting is that an FM channel be reserved for you for an indefinite period of time and that you not be required to make any use of the channel in the meantime. The Commission believes that a grant of such a request would be contrary to the intent of the Communications Act... and against the public interest that the public might thereby be denied an FM service which could otherwise be provided by another applicant who is now ready to go ahead. In this situation it should be noted that five applications are now pending for the four Class B channels remaining available for assignment in the Los Angeles area."

NEW MISSOURI OUTLET GRANTED; KVER SHIFT NEW DAYTIME station on 730 kc with 250 w was authorized last Monday by FCC for Warrenton, Mo., and change of frequency for KVER Albuquerque, N. M., from 1490 kc to 1340 kc was granted. Actions were taken July 16.

Recipient of Warrenton assignment is W. T. Zimmerman, owner-manager of local Vita Theatre and owner of Green Pastures Estate, including airport and air school. Estimated cost of construction for the new station was given as $14,000.

KVER, licensed to Intermountain Broadcasting Co., is assigned 250 w fulltime and is a Mutual affiliate.

At the same time the Commission ordered that its earlier grant of 1 kw day on 690 kc to KSTL St. Louis be modified so that it is subject to the condition that station must fulfill all legitimate complaints of blanket interference, including external cross-modulation, occurring within 250 mw of contour of WTMV E. St. Louis, III. WTMV petition opposing KSTL grant was dismissed. Station is on 1490 kc with 250 w fulltime.

MARKET OPENING

23 Quarter Hours in One Day

To Promote Event

UNUSUAL purchase of 23 quarter hours, constituting 16 programs in one day, August 14, was disclosed by Alpha Beta Markets Inc. Los Angeles, to be aired by KNX Hollywood.

Coinciding with firm's opening of a new market in Santa Ana, the CBS outlet will send a team of talent and producers to the community where programs will come from a specially constructed outdoor stage. The entire community is to join in the "salute" with further participation by service clubs, Chamber of Commerce, two newspapers and even other stores joining in promotion of event. Besides the programs, a heavy spot schedule will be used in advance.

Alpha Beta operates 20 super-markets in 18 other cities of the greater Los Angeles region and tie-in announcements will advise listeners that those not accessible to Santa Ana will find comparable buys at any of the chain's other stores.

Placed through Warren P. Fehlman Adv. Co., Los Angeles, deal was negotiated for CBS by R. C. Lockman, account executive.
New AM Permits Are Issued by FCC
Grants Go to Chico, Calif.,
And Kittanning, Pa.

NEW STANDARD stations were granted last week by FCC for Kittanning, Pa., and Chico, Calif., while improved facilities were awarded to three existing outlets.

Julian Louis Liebman received assignment of 1 kw daytime on 1600 kc at Kittanning while Sacramento Broadcasters Inc., licensee to KXOA Sacramento, Calif., received Chico facilities of 1 kw fulltime on 1150 kc with directional array at night.

KHSI Chico was granted power increase on 1290 kc from 1 kw to 5 kw, using modified directional antenna. WEAM Arlington, Va., received power boost from 1 kw day on 1380 kc to 5 kw fulltime, directional. KQDM Stockton, Calif., was authorized increase of power from 5 kw to 10 kw on 1140 kc, fulltime. Station will modify its directional array.

WKAZ Norfolk, Va., was granted modification of permit to change frequency from 1220 kc to 1230 kc and change hours of operation from daytime only to fulltime. Power assigned is 250 kw. On this action Comms. Wayne Coy and Paul A. Walker voted for hearing.

At the same time it was reported that WLAY Muscle Shoals, Ala., operating on 1450 kc with 250 w., was granted change of studio and transmitter site from Muscle Shoals to Sheffield, Ala., and KFAR Fairbanks, Alaska, was granted extension of special service authorization for 10 kw fulltime operation on 660 kc until May 1, 1949.

All of the grants except KFAR and WKAZ involve engineering conditions.

Mr. Liebman, Kittanning grantee, is a speech and dramatics student at Allegheny College and during the summer works in the retail store of his grandfather, Philip Mervis, who has agreed to give him $25,000 to build and operate the station. Estimated cost of construction is $21,500.

Sacramento Broadcasters, Chico grantee, is owned by Lincoln Dellar, who is president and 90% owner of Valley Broadcasting Co., licensee to KXOB Stockton, Calif. Estimated cost of the Chico station was given as $24,500.

John K. Goodkind
JOHN KENNETH GOODKIND, 12-year-old son of the founder of Goodkind, Joice & Morgan Agency, Chicago, was killed last Monday afternoon in Jackson, Wyo., when struck by a lighting bolt. The youth, who had been vacationing at a dude ranch, was hit as he ran through sagebrush toward shelter during a thunderstorm. His father, M. Lewis Goodkind, died July 21, 1946. The boy's mother and a sister, Anne, 15, survive.

KAGH Opens AM Station
At Pasadena on 1300 kc

KAGH Pasadena, Calif., began AM operation July 22, with Pete Watts as general manager. Mr. Watts formerly was general manager of KYOR San Diego.

Mr. Watts

KAGH is owned by Andrew G. Haley, Washington radio attorney, and operates on 1300 kc with 1 kw daytime. Studios and transmitter are at 800 Sierra Madre Villa, Pasadena. Operated solely as an FM station in the past, KAGH will use AM and FM simultaneously.

Joining Mr. Watts as chief engineer is Ben Leff, who served in a similar capacity at KYOR Los Angeles. Warren Williamson, of KLAS Las Vegas, is chief announcer.

REMOTE PICKUP PLAN
OPPOSED BY LINK CO.

FCC'S PROPOSAL to move remote pickup broadcasting out of the 152-162 mc band will "stifle" the growth of this service and to the disadvantage of broadcasters, manufacturers, and the public, Link Radio Corp. told the Commission last week.

Link's views on the 152-162 mc allocation, presented by Chief Engineer Frederick T. Budelman in a written statement, were in line with those of a number of broadcasters who have protested the proposed move [Broadcasting, July 19]. Mr. Budelman wrote:

Previous action of the Commission has forced this service [remote pickup broadcast] from its former frequencies in the 30-40 mc band and required the expenditure of large sums of money by both manufacturers and broadcasting companies. Now that the 30-40 mc equipment has been obsolete and amortized, and 152-162 mc equipment fully developed and put into wide usage, the deletion of appropriate channels for its use will immediately stifle any expansion of the remote pickup broadcast service for a long period of time and work a severe hardship on both manufacturers and broadcasters. More important, the public will be deprived of a very valuable service . . . .

The Link company felt the alternate assignments proposed by FCC in the 25-28 and 450-460 mc bands will not permit service comparable to that in the 152-162 mc area. Link also protested FCC failure to provide experimental channels in the 44-50 and 152-162 mc bands, declaring this omission "will greatly retard the ability of manufacturers to continue to improve the equipment needed for these bands . . . ."

Weir Promotes Neave
RALPH NEAVE JR., who has been associated with Walter Weir Inc., New York, as director of research since the agency was founded in 1946, has been elected vice president in charge of research for the agency, Walter Weir, president, announced last week.

When the WSBA Broadcasting Company, York, Pennsylvania, planned its completely new and modern transmitter building, it also selected the very best in modern radio tower design. WSBA uses a 380 ft. high Truscon Self-Supporting Steel Radio Tower, to support a 2-bay RCA FM Pylon.

This splendid new tower is typical of the sturdy design, quality materials and skilled workmanship in hundreds of Truscon Radio Towers in America and foreign lands . . . each tower built to exactly meet specific requirements.

Truscon can engineer any type of tower you desire . . . guyed or self-supporting, either taper or uniform with a tall or small AM, FM or TV. Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON RADIO TOWERS
are Modern-to-meet-Modern Needs

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers... Uniform Cross-Section Guyed Radio Towers... Copper Mesh Ground Screen... Steel Building Products.

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**TV ROLLS ALONG**

**WOC**

**FIRST in the QUAD CITIES**

The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

**WOC WOC-FM**
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Burl Y. Lofridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

**But Other Entertainment Is Off**

WHILE other phases of the American entertainment industry are gradually slipping from their wartime peaks, television appears to be growing like Topsy, and radio income continues to increase.

In terms of profit, radio has fared better than other segments of the entertainment field. While 1947 figures for the others were lower than in 1946, net time sales for radio increased 7.5% or almost $25,000,000. National network sales slipped 1.1%, but they were offset by boosts of 16.4%, 8.1% and 0.9% in local, national non-network and regional network sales, respectively [BROADCASTING, Feb. 15].

Some of the big-name radio stars, however, are not signing up this fall and those who do, in most cases, will probably take salary cuts. Few guest-star appearances are planned and those which do take place are expected to be for smaller sums.

And, like movie producers, many radio sponsors are leaning toward lower-budgeted shows. The upsurge in give-aways, which cost little to produce yet attract listeners, is an indication of this trend. Reduction in the price of package shows is another sign that radio, too, is tightening its belt.

This summer's decline in movies

WGN-TV Selling Spots; Harvey Takes New Post

THIRTY-SECOND and one minute spots are being sold for the first time on WGN-TV, the Chicago Tribune video station, William A. McGuiness, WGN Inc. sales manager, announced last Tuesday, coincident with arrival of George Harvey as television sales manager.

Mr. Harvey, who has worked many years for the Tribune and WGN, formerly was eastern sales manager for the station.

A one minute live spot on WGN-TV costs $60. Spot charges scale down to $57 each for 13-time contract and $45 each for 312 times. One minute film spots cost $50 one time, to $37.50 for 312 times. Thirty-second spots range from $40 to $30 each.

KFI to Appeal Refusal To Hear Damage Action

KFI Los Angeles will appeal ruling by Judge Ben Harrison that his court lacked jurisdiction in the $150,000 suit against Superior Court Judge Kenneth E. Morrison, of Santa Ana, Calif., and KVOE Santa Ana.

The station contends Judge Morrison and KVOE conspired to deny its constitutional right when reporters were denied entry to broadcast a murder trial. Judge Harrison held state law gives Judge Morrison control of his courtroom and that the action was not one of Federal jurisdiction.

stage shows, night clubs, records and sheet music reportedly is far worse than that of last summer. There is a fear in the industry that even the usual pickup in the fall will not be able to reverse the downturn.

TV Rise Seems Phenomenal

In view of these circumstances the rise in television seems all the more phenomenal in contrast. According to the New York Times' Murray Schumach, who made a study of the situation, "Television has become virtually the only major entertainment field—with the possible exception of some concert programs—to show continued growth. Yet, despite the accelerated pace of video's progress it has not yet begun operating at a profit."

Motion picture executives have been denying that TV has any effect on their business, but as Mr. Schumach points out, "they (movie executives) have made repeated attempts to introduce video screens and many well-known Hollywood figures have already boarded the television 'band-wagon.'"

Although the movie industry still shows a profit, statements of the leading studio show as much as 50% drop in the margin for 1947 compared to 1946.

On Broadway there are fewer shows this summer than last and several are reported ready to fold.

Night clubs have resorted to numerous tactics to cope with the situation. Summer closings are in abundance.

Some night clubs have tried doing away with minimums to attract business and others have replaced name stars with unknowns to reduce costs.

Tax collections from the sale of records declined 9% in the 1948 fiscal year while the sheet music drop is estimated at 40%.

Reasons for Slump Cited

Beats for the slump, in the opinion of industry and union officials are:

(1) Increased cost of living has forced people to cut down on luxury and entertainment expenditures.

(2) Return of long-scarce commodities such as cars and household appliances to compete for the dollar. Return of automobile buying is also felt to be a factor against entertainment.

(3) Greater choice of diversions available to the public, including television and night baseball.

(4) Higher costs the industry has had to pay but has not been able to pass along.

Walker Quits WHN

RUSSEL WALKER Jr. has resigned as senior sales executive with WHN New York, to join the sales staff of John E. Pearson, station representative New York office. Prior to his association with WHN, Mr. Walker was with WQXR new York.

MEMO to STAN PULVER—

Dancer Fitzgerald Sample:

WCKY's "Old Time Vaudeville" with a rating of 8.8 was the ONLY local show to make the top ten Saturday daytime shows* in Cincinnati.

50,000 WATTS OF SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

BROADCASTING • Telecasting

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*Pulse, Mar.-Apr. 1948
Dennis Named Assistant Program Chief for WGN
APPOINTMENT of Bruce Dennis, public relations director of WGN, The Chicago Tribune station, as assistant program director in charge of operations was announced last Thursday by Frank P. Schreiber, WGN manager, in the wake of the resignation of Buckingham Gunn as program director.

A report earlier this month [BROADCASTING, July 5] that Walter J. Preston, commercial program director, succeeds Mr. Gunn was confirmed. James G. Hanlon, assistant public relations director, assumes Mr. Dennis' duties. All appointments are effective Aug. 2.

Mr. Dennis has been public relations director since 1940, except for 39 months in the Navy during World War II. Mr. Preston had been manager of WGN since January when he left WBBM Chicago where he was in charge of program operations seven years. Mr. Hanlon has been a member of the public relations staff since 1943 and assistant director since 1946.

ZIV Increase
AN UP SWING in business is reported by the Frederick W. Ziv Co., transcription firm with offices in Cincinnati, New York, Chicago and Hollywood. An end-of-the-month survey indicated that the firm sold at least one program every day during June. Receipt of contracts for July, August and September further indicates a new sales record.

NEW RCA TRANSMITTER, ANTENNA FOR WCBS-TV
A NEW RCA transmitter and special antenna have been purchased by WCBS-TV, New York television outlet of CBS, it was announced last Tuesday. The new antenna will be an array of 16 dipoles mounted on the spire of the Chrysler Bldg. Installation of transmitter and antenna, pending grant by FCC of construction permit, will be completed well before the end of the year, according to William E. Lodge, CBS vice president in charge of general engineering.

Meanwhile CBS-TV headquarters at Grand Central Terminal Bldg., New York, are undergoing complete reconstruction, with new studios being added and other technical equipment already installed.

Proposed TV Reallocation Plan Is Corrected by FCC
FCC July 16 corrected its "typographical errors" in its proposed television channel reallocations plan [BROADCASTING, May 10], and said it will accept comments on revised portions until Aug. 2 and answers to these comments until Aug. 9. Reallocations table, FCC said, should be corrected as follows ("c" denotes community channel):

Belleville, Ill., omit Channel 11-c; Cherokee, Iowa, change 2 to 4-c; Iowa City, change No. 11 to 11-c; Hendrerson, Ky., change No. 4 to 4-c; Owensboro, Ky., change No. 9 to No. 8; Columbus, Ohio, change No. 5 to 5-c; Rocky Mount, N. C., change No. 5 to 5-c; Portsmouth, Ohio, change No. 12 to 12-c; Ponca City, Okla., change No. 11 to 11-c; Sioux Falls, S. D., omit No. 5.

Price Mention Plan
NEWLY formed British Columbia Assn. of Broadcasters is suggesting a new price mention formula to Canadian broadcasters, to become effective Sept. 1. Price mention in commercials was approved recently by CBC [BROADCASTING, July 19]. British Columbia Assn. is suggesting, through CAB, that price mention be limited "to one price mention, or range of prices, per commercial." One repetition of same price is included also. Other resolutions urged that British Columbia Assn. be given additional representation on CAB board and that radio be advanced in British Columbia through appointment of a promotion committee.

WORKSHOP ON CHURCH RADIO OPENS AUG. 2
THIRTY-FIVE religious radio directors, ministers and educational leaders will meet on the U. of Chicago campus Aug. 2-7 for the Third Annual Religious Radio Workshop.

Among guest speakers will be Arnold Marquis of the NBCU, of California Radio Institute; Frank Papp, director of NBC's Eternal Light; Ola Hiller, radio director in Pontiac, Mich., public schools; Buel Gallagher of the Chicago School of Religion; Davis Edwards of the U. of Chicago and George Probst, director of the U. of Chicago's Round Table.

The conference, sponsored by the Joint Religious Radio Committee in cooperation with the university, will focus lecture sessions on five topics related to religious broadcasting—goals and policies, writing and production, educational church work, relations with the listening public, and training the broadcaster in both the community and the seminary.

New Video Information Service Opened in N. Y.
TELEVISION INFORMATION Service, a subsidiary of Robert S. Keller Inc., radio sales promotion firm, has been opened in New York. Robert Keller, president of the firm, announced its objective as a central source of current information on the facilities, markets and potential audience of commercial television stations.

Questions of subscribers will be answered by telephone, Mr. Keller said, and no attempt will be made to assemble technical data on engineering or production problems. Inquiries on rates and other inquiries will be referred to station representatives. Information on set distribution, station equipment, market, program format etc. will constitute the bulk of the material, according to Mr. Keller.

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Business Address:
WINZ BUILDING 304 LINCOLN RD. MIAMI BEACH

Studies:
MIAMI, MIAMI BEACH and HOLLYWOOD

Main Studio:
HOLLYWOOD BEACH HOTEL

Jonas Weiland, President

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**Baltimore Gag**

(Continued from page 24)

any station or newspaper that says anything that might in any way influence a court proceeding.

Justin Miller, NAB president, told Broadcasting the Maryland courts always have asserted wider contempt powers than those in other states. He declared the case will be fought through the highest state court and then the Supreme Court of the U.S.

"As has been evident from my own public utterances, and from the appearances of broadcasters before Congress and various Federal regulatory bodies, the, the broadcasters of America have a vital interest in any threat to freedom of speech, regardless of its source," Judge Miller said.

Not Constitutional?

"The Supreme Court of the United States already has indicated in several decisions that the old English rule with regard to contempt, as practiced in Baltimore, does not have proper application under the Constitution of the United States."

Don Petty, NAB general counsel, conferred Wednesday with Baltimore station officials. Further conferences are planned with counsel representing the cited stations—WITH, WBAL, WCBM and WFBR, in Baltimore; WSID...

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**Pryor Assists Fry**

DON PRYOR, CBS newsman for the past seven years, has joined the Democratic National Committee as assistant to Kennedy D. Fry, the Committee's radio director. Mr. Pryor had covered the Pacific war areas for CBS and had served on European assignments, returning this country a year ago. Before joining CBS, he had been editor of a chain of small newspapers in Pennsylvania and predicted he made that three years with United Press.

Exx. Md., and James Connolly, with news editor. The court citations, handed station by the State's Attorney's office after the action had been widely publicized, are vague in their terms. Previously the stations had been asked by the State's Attorney's office to supply scripts for the early July period. Anselm Sodaro, assistant State's Attorney, had made an investigation at the direction of two Baltimore Supreme Court judges—Emory H. Niles and John T. Tucker.

The citation orders were filed in Criminal Court. They require the stations to show cause by Oct. 15, why they should not be adjudged in contempt of court. Originally the date had been set for Aug. 16 but it was postponed when the court deferred trial of Eugene H. James, the accused murderer, from Aug. 3 to Sept. 20. The stations are cited for "embarrassing the administration of justice."

WCBM's Roeders Hit Action

George H. Roeder, general manager of WCBM, and Charles A. Roeder, program director, were among broadcasters who spoke openly in criticism of the court's action, calling it a "quirk of censorship."

Joseph L. Brechner, general manager of WAGY Silver Spring, Md., head of a joint committee of the Maryland State, Montgomery, County and Prince Georges associations, pledged the support of the groups in the proceedings.

A formal resolution protesting the plan of the Maryland appellate court committee to make the contempt gag rule statewide in application was adopted last June (Broadcasting, June 28).

Phil Austensen, president of the Prince Georges association, and John W. Coffman Jr., president of the Montgomery group, wired WCBM they would join the fight and offered the services of their attorney, Joseph M. Mathias.

A third Baltimore Supreme Court judge, Joseph Sherbow, in a ruling before the Maryland and State Bar Assn. June 24, advocated some easing of Section 9 of the proposed statewide contempt rules. This section contains gag rules similar to those of the city court.

Judge Sherbow said the contempt language is general and so broad it may be misunderstood. He suggested publications should exercise self-discipline in the interests of justice.

Speaking of broadcasting, Judge Sherbow said:

"A new medium, radio, has entered the Federal jurisdiction. Radio commentators have large listening audiences. Statistics show the air, with every sentence the equivalent of a headline. Radio's impression is loud and clear and the broadcast cannot be measured."

Ordinarily these media of expression and comment must not influence the courts. A day-long trial may be disposed of in a few minutes. The newspaper or a moment's comment on the air, displaying its listening audiences with only a partial correct impression of what actually took place in court."

Judge Sherbow pointed out that Maryland law guarantees an impartial trial of constructive contempt proceedings, since they are not heard by the judge who institutes the charges. Right of appeal to the Court of Appeals exists in these cases, he said.

Rule's Basis for Contempt

The "Baltimore gag" (Rule 904), which has the practical effect of a duly-enacted law, specifies as basis for contempt:

"(c) The issuance by the police authorities, the prosecutor, counsel for the defense, or any other person having connection with the case, of any statement relative to the case, for the purpose of injecting, or of injuring, ... any party or any other matter bearing upon the issues to be tried."

"(d) The issuance of any statement or forecast as to the future course of, or of any proceeding, of the administration of the rules or with the administration of justice."

"The publication of any matter which may prejudice a fair trial, or improperly influence the court of the jury, or tend in any manner to interfere with the administration of justice..."

"The publication of any matter obtained as a result of a violation of this rule..."

(The rule is construed as applicable only after the person charged with the crime is in the custody of police or other authorities, or before or after indictment, according to Judge Sherbow.)

The Washington Post editorial chided the court for "the utter futility of the Chinese wall of insulation" it has attempted to build. It said the public is entitled to know the facts in legal proceedings whereas the judges would impose on all of Maryland "the same condition that prevails behind the iron curtain, with the people deprived of accurate news of the functioning of their institutions on what information can pierce the barrier from the outside."
Peron
(Continued from page 23)

11 session, was the authority for this statement. The three-year-old association, if it is to continue to operate successfully, must see to it that the free-speech principles of American radio are maintained, he declared.

The New York Times dispatch, after the first paragraph, said: "The technique in the present insinuation has been used here often enough to form a definite pattern that foreign correspondents have learned to expect: when embarrassing internal trouble rises, or when Argentina is criticized or by-passed in any way, the regime seems always to have foreigners handy upon whom the blame can be placed and against whom popular resentment can be directed.

The present outburst against Herbert M. Clark, the United States reporter, whose letter and mail dispatch were opened," the dispatch continued, "would appear to have been inspired by a desire of the Peron regime to make the declaration signed by 14 delegations of the present IABA conference here, deploring the lack of freedom of the air in Argentina, seem the work of plotters, especially North American plotters."

The letter to the "editor of a radio magazine in Washington" [BROADCASTING], said the Times story, was "reproduced this morning on the front page of Democracia under a banner headline, 'International Intriguers Plot Against the Country.'" The Times dispatch continued:

"In the accompanying diatribe covering the better part of two pages, Mr. Clark, a correspondent for the Chicago Sunday Times, is described as 'a filthy Communist planted in our capital city.' Democracia added that his letter and dispatch were being sent to his 'North American accomplices.'

"Carlos Pereyra Rozas, acting chief of the Under-Secretariat of Information, granted tonight that publication of a private letter of a North American citizen might have a disagreeable effect in the United States, but he insisted that it had fallen into the hands of a Buenos Aires newspaper through private channels.

"Senor Pereyra Rozas suggested that the Under Secretariat had been just as surprised by the Clark story as anyone else, and emphasized he had any private letter whose text constituted 'interference in Argentine affairs' would be news here if it happened to fall into the hands of an enterprising newspaper.

"The United Press dispatch said the "official editorial" recited that the "plot" was revealed by "unquestionable documents," presumably the Clark dispatch to BROADCASTING, and that it was made possible through the help of "Argentine reactionaries ousted by the 1945 revolution."

The UP dispatch continued:

"Branding the plot as "treacherous and premeditated," the government said it was "unworthy of the high sense of solidarity and fraternity displayed by Argentina in all international organizations where it is active.,..it will be severely judged by our Latin American brothers."

"The multiplicity of North American capitalists, not hesitating to use their government as a battering ram against our national construction, has its anti-Argentine interventionist attempts on our current history, first by a blockade of our general activity later by a lamentable pseudo-democratic diplomacy which is evidently had neighborhood and negates every honest Pan American ideal, and now through the direct action of the same trusts and monopolies, in complicity with..unworthy Argentines.""

Goar Mestre, Cuban delegate to the broadcasting congress, issued a statement tracing the course of the resolution which brought about the government barrage.

He said it had been "drawn up by the board of the Inter-American Association of Broadcasters, with the direct participation of each and every one of the fourteen heads of delegations who signed it."

"It was meant to bring out the fact that Argentine broadcasters are complying with the letter or the spirit of American radio law by denying time to opposition parties," Mestre said.

"In no way was it directed to the Argentine government and I was amazed when he was submitted by the foreign minister this afternoon, in the presence of the Cuban Charge d’Affaires, now acting as Ambassador."

"The foreign minister, in courteous but explicit terms informed me to a note which the board of the Association had sent to President Juan D. Peron with a copy of the resolution and offering to explain or clarify the terms of the latter, if he so wished."

"The note was rejected and returned to me because it was considered offensive to Argentina," Mestre said.

"This meeting lasted an hour and a half, and I tried to explain to his Excellency (the foreign minister) the principles and aims of the Inter-American Association of Broadcasters, reassuring him that the joint declaration was addressed exclusively to Argentine broadcasters, whom we considered bound to comply with the letter and spirit of our statutes defending private and free radio and freedom of expression on the air."

ABC

Before you decide on FALL SCHEDULES in the DETROIT AREA . . . see how much MORE you get on CKLW

June 26, 1948

5,000 WATTS • MUTUAL SYSTEM
Clark Story

friendly and helpful consideration.

The delegates also voted to present testimonials to NBC and CBS praising their Latin-American programs. The resolution, a back-handed slap at the State Department’s “Voice of America” broadcasts, was presented by the Mexican delegation, though members admit it was written by John Royal, vice president of NBC.

Intervening in the debate over the resolution condemning Argentinian, Mr. Nunn said:

“The broadcasters of the United States of America, whom I have the pleasure of representing, have commissioned me to enter into the debates of this convention and to speak with confidence the truth of our convictions. Progressive and courageous membership, dedicated to the defense of the American way of radio.

“We at NBC are proud to be a member of what is already a well-conceived, solidly-constructed, capable-directed organization, and shall do everything in our power to contribute to its success. The success of this association is the confidence of our convictions and the power of our convictions through the energies of free men. We hope that it will continue to be a force in freedom of expression over the airwaves. These concepts are maintained.

“The principles of this association are set forth in high purpose. They are what is right, clear-cut, and need to be understood. It is necessary for them to be understood. Freedom in all of its varied and formed forms is the keynote of our declarations. Should it ever be compromised or even challenged, purposely or by accident, the survival is ours to defend. We, as an association, are to justify our existence.

“Let it be that there has been a lack of understanding of the association’s approach to what most of us consider a full compliance with the IABA’s declaration of principles, including freedom of the air. If so, I am certain all concerned desire and will welcome the opportunity to make what efforts are necessary to accomplish the proper rapprochements with Argentinians toward establishing and maintaining a solid front in the art and practice of radio broadcasting on this Hemisphere.

“I can only assure each and every member of this assembly of a desire on the part of the United States broadcasters, while supporting the resolutions adopted by the Executive Committee, to work toward the end of complete readjustment— with an open mind and with every support. I have the assurance of the American broadcasters in Argentina that they will welcome and support the resolutions of this convention. The Argentine broadcasters are proud to be members of the IABA.

“We will welcome the sentiments expressed in the resolution of the Select House Committee of the House of Representatives to the effect that the Argentine government has been "laid down in the statute book of the IABA and is in nowise to be regarded as an intervention in the internal affairs of any government, since the sovereign right of self-determination is recognized; and

“The delegation carried the signatures of the United States, Mexico, Cuba, Costa Rica, El Salvador, Panama, Guatemala, Venezuela, Brazil, Uruguay, Chile, Puerto Rico and Ecuador.

Your Sales Will Rise
with the climbing rural income
of the GREAT AMERICAN WHEAT-BELT!

Your Sales Will Rise
with the climbing rural income
of the GREAT AMERICAN WHEAT-BELT!

Lamb Expects to Launch Erie TV Outlet by Xmas

EDWARD LAMB, majority owner of WTOD and WTOD-AM Toledo, during a speech last Wednesday before the Erie, Pa., Rotary Club, advised members his company hopes to have its commercial television station, for which a grant has been issued, in operation by Christmas.

The Erie Dispatch, licensee of WTOD and WTOD-AM and permittee of the Erie video outlet, Mr. Lamb said, intends to build a radio city development to house its television and aural facilities. A site has been purchased, plans and building plans have left the architects’ drawing boards, Mr. Lamb said. It is expected that the building will be completed in November, when equipment will be delivered. “One or more” network affiliations have been offered for the video stations, Mr. Lamb told Rotarians.

Currently, a Select House Committee is reportedly planning to investigate the action of the FCC in issuing five grants, within two States, to broadcasters who have been the target of Congressional criticism for alleged Communist associations (See story page 25).
Giveaways

(Continued from page 28)

giveaway quiz—Get Rich Quick. The original jackpot Monday was a paltry $500, but that's just a start. Go for the House offers a six-room house with lot and other prizes. The value is of course, inestimable.

The perennial quiz show, Prof. Quiz, awards lighters and fountain pens, in addition to $500 in cash and a set of books. ABC's daily Ladies Be Seated averages between $1,000 and $2,000 weekly in merchandise, and the Abbott and Costello kid show offers $300 in a letter-writing contest every Saturday. (Recently an Iowa housewife garnered $20,000 for writing on juvenile delinquency.) Betty Crocker dishes out $500 a week for "ideal homemaker" essays during her Magazine of the Air.

Others include Personal Auto-graphs, which awards about $50 worth of record albums, and Shopper's Special, with from $10 to $40 per contestant, sum of which could run into about $500. A listener to Hitching Post, who submits before July 24 the best letter on "Why I Would Like to Own a Shetland Pony" will come up with the abbreviated horse or $600 in cash.

The Romance Angle

The romance angle is not overlooked. ABC has Bride and Groom, for example. Each day it awards to newlyweds an all-expense wedding trip and presents worth up to $1,000. A similar feature is Second Honeymoon, which also passes out a trip and merchandise worth $400 to $500. Based on letters from listeners, the show is a natural for those who never had a honeymoon in the first place. It's on the tear-jerking side.

All in all, ABC offered about $20,000 during the period July 12-18 inclusive, which hiked its figure close to that of MBS in the giveaway gallery. Together they comprised about $115,000 and $120,000 of the total offered that week.

NBC's contributions currently are at a minimum, largely because two of its topnotchers in that category—Truth or Consequences and People Are Funny—are dormant for the summer. But there was Dr. I. Q. with a jackpot of $6,000 in the balance (famous quotation contest) and Dr. I. Q. Jr., which offers the kiddies $20 each.

Other averages: Take It or Leave It, $500; Double or Nothing, $180; Horace Heidi's show, $250 top; Bob Hawk's show, $275; and Quiz Kids, which throws out four $100 savings bonds to lucky kids. Another, RDF America, gives away between $50 and $150 in merchandise, while still another (aired on a limited hookup), Mind Your Manners, nets a $25 prize.

CBS prime pots have been Hit the Jackpot and Sing It Again. Former was at $11,000 July 20, while the latter was broken at $13,000 on the July 17 broadcast.

The network figures its eight other shows approximate a cool $10,000 each week. Four are daily programs—Hit Hunt, Grand Slam, House Party, and Winner Take All—averaging $300 per broadcast per program.

Four others—County Fair, Strike It Rich, Everybody Wins, and Take—each average from $500 to $900 per week.

Last week WNEW New York, in whimsical reaction to such give-aways-over, undertook to do the coup de grace [BROADCASTING, July 12]. Its "scheme" would require participants to have in their possession at least $100, parts or all of which they stand to lose to charity. Titled You Can Lose Your Shirt, it only proves the rule.

Where will radio's excursions into buy-the-listener land end? What counter-attraction will finally silence the jingling of cash registers and blur out the sight of stages bulging with merchandise?

As it stands now, if Mr. and Mrs. John Q. Public wish to break the bank or strike it rich, or just stop the music, they need only take a number to go for the house. They can take it or leave it. In the case of giveaways, there applies in reverse a well-worn adage: "You pay no money and you take your choice."

As long as everybody hits the jackpot, are people funny wanting to get rich quick?

SIX FM CPs Issued;
ONE FOR NEW OUTLET

CONSTRUCTION PERMIT for a Class B FM station on Channel 248 (97.5 mc) was granted last week by the FCC to Joe L. Smith Jr., Charleston, Va., for WKNM-AM there. CPs in lieu of previous conditions were issued by the Commission to five other FM outlets.

Mr. Smith, licensee of WKNM Charleston, received assignment of 22 kw effective radiated power for his AM outlet with antenna height above average terrain of 185 ft.

Following were issued CPs in lieu of previous conditions:

KGO-FM American Broadcasting Co., San Francisco—To change power from 54 kw to 56 kw (ERP), and antenna height from 120 ft. to 1200 ft. (Channel 291, 106.3 mc).

WCOH-FM Newman Broadcasting Co., Newman, Ga.—To change power from 5 kw to 2 kw (ERP), and antenna height from 360 ft. to 240 ft. (Channel 222, 107.3 mc).

WMNZ-FM Ashbacker Radio Corp., Muskegon, Mich.—To change power from 5 kw to 3 kw (ERP), and antenna height from 170 ft. to 250 ft. (Channel 292, 106.3 mc).

WABF-FM Yankee Network Poynter, Woonsocket, Mass.—To change power from 5 kw to 3 kw (ERP), and antenna height from 825 ft. to 825 ft. (Channel 226, 95.1 mc).

WMFD-FM Richard Austin Dunleavy, Burlington, N. C.—To change power from 16 kw to 11 kw (ERP), and antenna height from 345 ft. to 345 ft. (Channel 243, 104.3 mc).

WJZ-TV Test Pattern

WJZ-TV New York, ABC television outlet scheduled to commence regular programming Aug. 10, has begun test patterns daily on Channel 7 (174-180 mc). Tests are transmitted from 10 a.m. to 10 p.m. weekdays and 6 a.m. to 6 p.m. Sundays.
Open Mike
(Continued from page 16)
story totalled 128. So you can see that your support was responsible for approximately 24% of our distribution. That support is appreciated...
Lt. Comdr. W. H. Kimmell
Director of Radio
U. S. Naval Air Station
Glenview, Ill.

Radio Vs. Papers
EDITOR, BROADCASTING:
A pat on the back for Harry
Becker of KIMO for his splendid
letter in the July 5th issue of
BROADCASTING.
Unfortunately it would appear that
the radio industry doesn't take
its own sales promotion seri-
osely. It is my belief that RADIO
DAYS CAN GIVE... that
radio is not dependent upon news-
paper ad to produce tangible re-

CEREAL INGREDIENTS
BROADCASTING
1111 - 13th Street, N.W.
WASHINGTON, D. C.

Announced in next week's
BROADCASTING

The fall feature hit

With universal appeal

Three quarter-hour platters a week

For all the family

PRODUCED BY
Ed Hart & Associates
1737 H STREET, N.W.
WASH., D. C. • RE. 4312

Golf Prize
COMBINATION AM-FM
receiver, donated as a golf
prize by Ed Wheeler, owner
of WEAW (FM) Evanston, Ill.,
was won July 14 by
Angus Pfaff, part owner and
manager of WNMP, Evan-
ton's AM station. In making
the presentation Mr. Pfaff said,
"With hundreds of people
waiting to be converted to FM, imagine my chagrin when the prize went to a
worthy AM rival."
Mr. Wheeler's feelings were not
helped when Mr. Pfaff re-
plicated, "Mr. Wheeler's gener-
ous gift has overwhelmed me.
I still haven't made up my
mind whether to use it in
WNMP's reception room."

hours per week at 200% compared
with a single program lasting one
and one-quarter hours at 100% are
eight points which will undoubtedly come
to the mind of any committeeman when we
go into this phase.
2. The arbitrariness of setting night
rates at one-half of night rates is another
subject which we think needs a thor-
ough going-over. For one thing, this
relationship was set before the days
when we know what comparisons
between day coverage and night coverage
is all over the place. It was set before
the days when we had reliable data about
the market. We say that if we had
many more such comparisons com-
pared with general magazines; in fact it
might be that there is no relationship to
cept the idea that there were pre-
sumptions that night rates in the
average family in the evenings and only
one adult at home in the day-
time. Average ratings for day programs
versus night programs certainly don't
enter into it, although such aver-
age comparisons have been made as a
general justification for the present
practice. As we now know, some sta-
tions' are worth more in the day-
time than they are in the evening, while
in many other cases, it is very ques-
tionable whether the day rate should
be exactly half of the night rate. This
might also be the place to re-
consider so-called "transition" rates.
3. Rate protection, the effective dates
of rate increases, and other similar
rate card provisions could also stand
consideration at this time.
We have commenced a thorough-

ing survey of this whole subject, and we
welcome your cooperation and help-
ful interest. Such a study will take
time, of course, and we do not tend
to jump to any conclusions. That
is why we are asking you to
at least raise the possibility.
All of these matters in an open-
nended form can be discussed
at the time and

be of service to others.

been expedient or necessary at one
time, may now no longer be
expedient or necessary. Discounts, an-
ual rebates and other special induc-
ements which have become part of
accepted practice may now be partly
or totally obsolete.
Notwithstanding claims relating to
the use of full networks, full groups,
supplementaries and bonus stations,
together with provisions for so-called
"full network" discounts, may well
be an indicator of terms of their effect
upon advertisers in different categories
and with different distribution prob-
lems. The whole system of buying by
bazaar, as in the case of Pacifica, and
other territorial groups might be weighed
and compared with the system of free-
station selection. Discounts on a
straight dollar volume basis have been
studied. Minimum purchases, qualifi-
cations for the exercise of "full network"
station selection, contingent rates and multi-product rates are all
being studied. What, we believe,
will be our guiding principle at this
time is the relationship of time periods
to each other, such as the 100-40-60
relationship, a single subject which we be-
lieve bears some examination. Other
more complicated relationships of this
type, such as the cost of five quarter

Station Transfers
Get FCC Approval
Total of $64,000 is Involved
in Three Transactions
THREE STATION sales trans-
actions, involving WLJB Lunareos,
S. C.; WIGM Medford, Wis., and
WXNJ-FM Glenbrook Township,
N. J., were approved last Wed-
nesday by the FCC.
WLJB was granted voluntary
transfer of control from L. C.
Barksdale and associates to James
C. Todd for $8,000. Mr. Todd al-
ready owns 5% interest in sta-
tion, obtains other holdings at par.
Sellers: L. C. Barksdale, 7.8%;
Robert L Easley, 33.3%; Kenneth
Baker, 13%; W. C. Barksdale, E.
D. Eastberry, H. B. Gray, L. G.
Galle, C. P. Roper and R. H. Rop-
er, each 7.7%. WLJB is assigned
250 W day on 860 kc.
WIGM received consent to vol-
tuntary assignment of license from
Dairylands Broadcasting Service
Inc. to George F. Meyer, 20% own-
er of Dairylands, for consideration
of $30,000. Mr. Meyer includes his
one-fifth interest in assignee, valued
at $20,000. Dairylands is licensee of
WDLB Marshfield, Wis., where it
holds an FM license. Other owners of
assignee, each with equal interest, are
Lloyd L. Felker, Lyman A. Copp, Carl M.
Doege and Corin A. Kraus. WIGM is
assigned 250 W fulltime on 1490 kc.
In WXNJ-FM transaction, Har-
old O. Bishop, sole owner, assigns
permanently its interest in a new firm
in which he holds one-third interest
as president, for $26,000 consider-
ation. He invests $8,000 in as-
signee. WXNJ Inc. also is owned one-third by W. T. Wright, vice
president, having oil and textile
interests, and one-third by Stavid
Engineering Inc., New Jersey
firm. P. R. Russ, chairman and
19.6% owner of Stavid, is sec-
retary of WXNJ Inc. WXNJ-FM is
assigned Channel 280 (103.3 mc).

Joins Kiesewetter
ORMONDE RUSSELL, former ac-
count executive and in the copy
department of Goold & Tierney
Inc., New York, has joined Kies-
wetter, Wetterau & Baker Inc.,
New York, in a similar capacity.
which RCA named the "Ratio Detector" did not operate according to the teachings of plaintiff's patents and thereby caused a large part of the radio industry to infringe upon and disregard plaintiff's patents, all with the deliberate intention of inflicting the maximum damage and with the effect of preventing plaintiff from obtaining a fair and reasonable reward for the inventions covered by said patents."

Temporary Injunction Asked

The complaint asked the court to grant a temporary injunction permitting the outcome of the suit and thereupon a permanent injunction "against all further infringement of said patents... and foreclosed any action which had caused to plaintiff by defendants infringement of said patents... for a judgement for a sum three times the amount found as actual damages sustained by plaintiff, for the recovery and award of costs and attorneys fees against defendants, and for such other and further relief as this court may deem just and proper.

The suit was filed for Dr. Armstrong by the law firms of Cravath, Swaine, Moore and Byerly, and Townsend & Watson, both New York, and William Pickett, Wilmington, Del.

Dr. Armstrong issued the following statement in announcing filing of the suit:

"In 1933, when the basic patents were issued, the invention of the FM system, it was accepted as not only having the best engineers in radio that static, but also the public would, like the poor, always be with us.

Today, as FM is coming into general use, its listeners know that static is no longer a 'necessary evil' of radio. That fact was immediately demonstrated recently, when an ill-timed thunderstorm virtually blanketed out reception by ordinary radio of Mr. Dewey, in the presidential campaign. In many areas along the Eastern seaboard, FM listeners on FM radios could actually hear program announcements, mobile police and emergency services, as well as FM broadcasting in railroad transportation and commercial communications.

"It is now in process of displacing the land telegraph lines. The Western Union Telegraph Company is erecting a large number of communication channels over FM relays between New York and Philadelphia and has embarked on a nation-wide program of replacing its wire lines with FM radio lines.

"Once the success of FM was assured, by the efforts of others than itself, RCA came out with the virtues of FM, and not only began making licenses available on a large scale but commenced offering to license others to produce an "RCA" receiver.

"Therefore, in protection of my rights, and interests of improving the public, the invention has been used. It will be vigorously prosecuted because RCA's attempt to appropriate my inventions at the very soul of the right of all inventors and those companies who, under patent laws of the land, are entitled to profit thereon.

EDWARD C. BONIA, general sales manager of Bendix Radio and Television, has announced district merchandiser appointments closing important markets. This leaves only a few national territories as yet unannounced in new direct factory-to-dealer merchandising program recently inaugurated.

Dr. ARMSTRONG

Representation (Continued from page 21)

a station's time a network may control by option, and (2) the provision for network broadcasting to fix the radio stations which may be ruled for network advertising.

'Cloaked' Control Charged

The association argued that if the network is permitted to act as sales agent for its affiliates, it obtains effective operating control over all hours of the broadcasting day, and that it can and does exercise the right of control by having the network tie in the stations for national network operations...

At the same time NARS/R, the independent network, sent a copy to the Justice Dept., charging that the practice of requiring a station to pay a premium price for network operation denied the network's right to the air time... the inhibition was that the network would be required to pay a premium price for the network operation...

In calling the hearing, which will be held before the Commission en banc, FCC named NARS/R, the four major networks and DuMont Television Co., operator of a television network, as parties to the proceeding. Any other person who wishes to take part may do so if he notifies the Commission not later than Sept. 20.

Pressure Complaints Cited

FCC's echo of ABC bluntly reiterates the basic network pressures, citing specific network policies and vague dates and numbering "threats" allegedly made by the networks to some of its affiliates. Text of the letter follows:

The Commission has received a number of complaints alleging that the American Broadcasting Co., through its network, has formulated and engaged in conduct designed to induce affiliated stations to enter into the virtues of FM, and not only began making licenses available on a large scale but commenced offering to license others to produce an "RCA" receiver.

"Therefore, in protection of my rights, and interests of improving the public, the invention has been used. It will be vigorously prosecuted because RCA's attempt to appropriate my inventions at the very soul of the right of all inventors and those companies who, under patent laws of the land, are entitled to profit thereon.

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AMONG "folks who do not like radio" may be numbered the "oldtimer bunch," writes Harold Hough, radio director of WAP, Cleveland, Ohio, in his "Hired Hand" column in the station's monthly promotion newspaper.

"I know," says Mr. Hough, "because in the beginning I became tangled with the mike and it took me nearly ten years to unravel. But broadcasting grew up and the boys were(Continued from page 20)
William Webb Gets New Promotion Post at NBC

WILLIAM E. WEBB, former manager of television and institutional advertising for NBC, has been named to the new post of manager of NBC audience promotion for both television and radio.

Mr. Webb has been appointed manager of advertising and promotion of the national spot sales for both television and radio. The positions were created under the network's expansion program of television operations.

N. D. Games on WCLF

ENTIRE schedule of Notre Dame football games, except for the one with Navy, will be broadcast by WCLF, Chicago Federation of Labor station, Howard T. Keegan, general manager, announced Wednesday.

Schedule includes: Sept. 25, Purdue; Oct. 9, Michigan State; Nov. 13, Northwestern; Nov. 20, Wisconsin; Nov. 27, Detroit; Dec. 4, Southern California. The Navy game will be played Oct. 30.

Text

(Continued from page 21)
effect of present practices and agreements for control of broadcast licenses for the sale of national spot advertising.

2. To determine whether any contract, agreement or understanding express or implied, between any broadcast licensee and any network organization with which such licensees conduct their activities is an affiliation contract, by which the network organization acts as exclusive or non-exclusive, to represent the licensees in all matters related to sales, programming and other matters related to broadcast advertising or any other advertising or commercial time on the air. Any such affiliation contract with a network organization that is not in the public interest, convenience or necessity should be terminated. Such determination should be made in the light of the public interest, convenience or necessity.

3. To determine, in the event that such an affiliation agreement is found to be in violation of the foregoing sections of the Commission's Rules and Regulations, whether it is the best interest of the public to modify such agreements in any way contrary to the public interest, and whether the Commission should acknowledge, amend, modify or add to its Rules and Regulations with respect to any such affiliation agreements, arrangements or understandings.

AND IT IS FURTHER ORDERED, that the Federal Radio Telephone Association of Radio Station Representatives, the Columbia Broadcasting System, the National Broadcasting Company, the American Broadcasting Company, Inc., the DuMont Television Company, Inc., and the DuMont Television Company, BE AND THEY HEREBY are made parties to any proceeding before the Commission, and are hereby directed to file such papers as the Commission, in its discretion, may require.

4. To determine, in the event that such an affiliation agreement is found to be in violation of the foregoing sections of the Commission's Rules and Regulations, whether it is the best interest of the public to modify such agreements in any way contrary to the public interest, and whether the Commission should acknowledge, amend, modify or add to its Rules and Regulations with respect to any such affiliation agreements, arrangements or understandings.

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In the Public Interest . . . .

REBUILDING a church which will cost $400,000 is a big job, but Bertha Huse, the "Polly" of Shopping With Polly program over WLAW Lawrence, Mass., thinks it can be done, and she is putting her efforts into the project. Early this year the Calvary Baptist Church, where Mrs. Huse is superintendent of the junior department, had a total loss by fire. To begin her rebuilding campaign, Mrs. Huse put each of the 40 children in her department to work, selling raffle tickets at 50 cents per bar. In a short time they had raised $500 and they are still working. Next she organized a fashion show and with the help of one of her radio sponsors, A. G. Pollard Co., the event drew 3,500 guests. Series of speaking engagements before church groups, businesses and professional women's clubs and other organizations was her next step. For these appearances she receives a special fee and voluntary contributions from her expenses. On the first of each month, a special fund is added to the building fund which is growing daily.

CKNW Serves Flood Area

AIR TIME, service of employees working long overtime, and money were contributed by CKNW New Westminster, B. C., during that area's worst flood in over 50 years. Emergency messages were sent throughout the day every day, informing listeners in the stricken areas where they could receive aid. Some $1,343 in donations to the Flood Relief Fund was received by CKNW in the first five days and forwarded to the local Board of Trade. Twenty-four newscasts were aired daily with special flood bulletins. CKNW's sponsors also contributed time and money. Owners of the Fort's Furniture, Forst's Ltd., broadcast special announcements to all in the flooded area who have accounts with them to the effect that their accounts could be chrgered automatically off the books.

Win Service Award

IT DOESN'T take years of operation to become an "in the public interest" station, as proved by WXQI Atlanta, Ga. After its third week on the air WXQI was awarded the silver medallion for meritorious service and outstanding cooperation by the Georgia division of the American Cancer Society. WXQI not only scheduled numerous spot announcements and programs for the drive, but it also produced two special broadcasts, featuring Anita Cooby, Фредa, and Graham Jackson. During these shows, each 2 1/2 hours long, the station accepted telephone requests from listeners who would pledge $1 or more to the Cancer Society. Pledges came in at an average of more than 200 an hour and, as a result of the shows, Graham Jackson was awarded a silver medallion for outstanding individual achievement.

Workshop Speakers

IN PERSON will be featured at the activity speakers.
Three basic elements of design determine how easy your transmitter is to inspect... safety, accessibility and visibility.

Here's how these features stack up in the new Westinghouse FM transmitters.

**Safety...** All front and rear access doors are electrically interlocked and provided with high-voltage grounding for safety of operating personnel.

**Accessibility...** All key circuits are contained in 2 drawer-type chassis, accessible from the front of the transmitter.

The centralized control panels drop forward, exposing components and wiring. All components are accessible through full-length rear doors.

**Visibility...** All tubes are seen from the front of the transmitter. Log meters are at eye level. They have 270° anti-parallax scales with white on black numerals. Large windows in the rear doors permit quick, easy visual inspection.

Here’s how these features benefit you: or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

It's these features that protect your investment and forestall obsolescence... simplify maintenance and inspection... and keep you on the air.

Your Westinghouse salesman is anxious to show you how these features benefit you; or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

**Here are more features...**
- replace tubes in a matter of seconds.
- "finger-tip reach" for all tubes from FRONT of transmitter.
- only one control to adjust output power.
- S. W. R. indicator monitors operating conditions of transmitter line and antenna.

Mr. C. C. Smith can help you in the Southeastern area. Your Westinghouse transmitter salesman has at his finger tips all the facilities to help you solve all your broadcast problems... from planning to operation.

Mr. C. C. Smith, one of several Westinghouse Electronic Sales Engineers assists him throughout the Southeastern area. Since his student days at Georgia Tech, he has spent twelve years with the Westinghouse Radio Division, assuming his present duties in 1946.
The Collins 212Y is a well designed, extremely compact, completely accessible single channel unit suitable for dance orchestras and newscast pick-ups, sports broadcasts and any other applications where fast setup and breakdown is important. The low cost of the 212Y also suggests its permanent installation at points where pickups are made regularly.

Because of its simple construction, installation and operation, the 212Y can be handled by non-technical personnel without fear of program failure. The 212Y is normally a-c operated. If d-c operation is also required, it can be accomplished with a Collins 412C-2 battery box and batteries. Merely exchanging the d-c battery box plug for the a-c plug permits quick change from one type of operation to the other.

212U 2-channel Remote Amplifier

The 212U consists of a 212Y amplifier and a Collins 60H mixer, both mounted in a single aluminum cabinet. The mixing controls are ladder type attenuators, having db calibrations on the front panel. The master gain is the volume control on the 212Y. The 212U may be either a-c operated, or d-c operated by means of a Collins 412C-2 battery box and interconnecting cable.

For more complete specifications, write for the Collins Speech Equipment and Accessories book.

**Production**

**Collins 212Y Remote Amplifier**

**HIGH FIDELITY SINGLE CHANNEL**

John McClay, former program director at WPFN Philadelphia, has been appointed program coordinator at WCAU-TV Philadelphia. He succeeds Donald S. McCay, resigned, after ten years in radio. Mr. McClay began his career as an announcer at WFO Atlantic City, and was general manager of WRAJ Atlantic City.

AL BRAUMONT has joined WTMJ-TV Milwaukee, as staff director. Other new personnel added to television staff include: JOE FOX, artist; ART UHRMANN, photographer. J. E. SHERIDAN and JOHN KLEIST, television floor managers.

REG ROOS, former announcer and news editor of KKEO Everett, Wash., has joined KILO Lewiston, Idaho, as program director.

EDWIN JACOBS, former assistant to continuity director of KFAI Lincoln, Neb., has joined script department of WTAO Worcester, Mass.

LOU ROSS, chief announcer of WCCM Lawrence, Mass., has joined WCAX Burlington, Vt.

LAWRENCE E. FRAZER, formerly with WBBA Charleston, Md., has joined continental department of WJMK Detroit.

EDDIE GALLUCCI, disc jockey and announcer of WTOP Washington, will be on the morning show for another year. His change from one hour to two hours each morning, was decided by ARTHUR GODFREY, m. o. of show. Mr. Godfrey will return to a two-hour program later in the year.

LYDA FLANDERS, home economist, has joined WBAO Buffalo, N. Y., as host of "Modern Kitchen" program.

CURTIS MATTIES, former chief operating officer of KX-GT TV, has been appointed full-time instructor in radio department of Butler U. He had been teaching on a part-time basis.

GRACE MITCHELL has joined WMART-TV Springfield, Mo., as television script writer.

JACK CLARK, announcer, formerly with KXIP-FM San Francisco, has joined KROW Oakland, Calif.

TOM STINSON, program manager for WBAA Jackson, Miss., has resigned to enter Graduate School at U. of California.

ROBERT HESTAND, production manager of KFI Los Angeles, has been named producer-director in charge of auditions for KFI-TV and will be replaced by KFI by Paul Cartwright, full-time producer.

BARBARA CORRELL, former copywriter with KOEN Boise, and WCOB Columbia, S. C., has joined KDDO Boise, in advance of opening of CAROL WILSON, daughter of Rep. Norris Poulsen who resigned to assist her father in his campaign for re-election.

ROGER STEUBEN, formerly with WOFF-PM Oswego, N. Y., has joined announcing staff of WJTN and WJTN-FM Jamestown, N. Y.

WALT NIELSON, program director of WWOC Hartford, Conn., recently underwent operation, but continued his morning show from hospital. JOE GRAND, WCCO disc jockey, also has been hospitalized for tonsil operation.

ELDER MICHAUX, well known radio personality, is now heard over WASH FM Washington, Sunday, 7:30 p.m.

THOMAS H. COWAN, senior announcer for WNYC New York, who has been with the station since 1924, last week was awarded plaque and citation by Mayor O’Dwyer for his coverage of the "New York at Work" parade on June 12.

ROD KLISE, former announcer at WIND Chicago and KIQ Spokane, who since 1940 with KING and KOL Seattle, has rejoined, staff of KING.

JAMES HENNESSY, announcer at KKXX St. Louis and HELEN HAGEN, of KXJO news department, were married July 17.

JOHN HUMBLE, staff announcer of WBT Charlotte, N. C., has organized Tri-State Basketball Radio Association. Classes are held evenings twice a week and offer courses in all phases of radio announcing.

Appointed KFRV has resigned from KFVD Los Angeles announcing staff. He has announced no future plans.

**In the News**

**DURING recent "Community News" program over KXKG Fort Madison, Iowa, announced Hal Hampton was handed a flash. In his best, professional style he related to listeners that an automobile was on fire downtown in front of the station. Fire department had situation under control and was looking for owner of blue Ford, license No. 20-3531. There was a pause—then announcer Hal Exclaimed: "Good gravy, that’s my car."

**THOELMA RITTER**, radio actress and wife of JOSEPH MORAN, vice president and associate radio director of Young & Rubicam, New York, is in Hollywood for role in "Letter To Three Women," currently in production at Twentieth Century Fox studios.

**JIM CAPUTO** has joined announcing staff of KEEK San Jose, Calif.

**GEORGE SNELL**, program manager of KEEK San Jose, Calif., has been transferred to KEO San Francisco, in charge of television staff.

**VERNOR WHITE**, formerly of KAPII San Francisco, is doing two-hour morning show on KXIO San Jose, known as "Vernon’s Variety Hour." **GEORGE DVORAK** and **ROLLIE THOMAS**, announcers of KFI announcers, have been promoted to announcer-producer. WACO.

**L. A. ‘Speed’ RIGGS**; "tobacco auctioneer," has just joined KABC and "Your Hit Parade," was recently named honorary mayor of Reedsa, Calif.

**Broadcasters in Nevada To Meet Semi-annually**

ARTICLES of incorporation have been filed for the newly organized Nevada State Broadcasters’ Assn., founded July 7 at a meeting in Reno. By-laws were approved and officers elected, with meetings to be held semi-annually at Reno and Las Vegas.

Officers elected were: H. G. Wells, KOLO Reno, president; R. E. Goeble, KLAS Las Vegas, vice president; Merrill Inch, KWRN Reno, secretary-treasurer. Also represented at the organization meeting were KOH Reno; KXXL Reno; KATO Reno; KENO Las Vegas and KRAM Las Vegas.

**1948** — 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.

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**P. O. Box 1224**  
**Waterbury 63, Conn.**

BROADCASTING • Telecasting

Glen Ross and Lenore cut tenth anniversary cake during luncheon given by WOOD.

**10th ANNIVERSARY**

Glen and Lenore Credited

With Over 3,000 Shows
Impromptu Show

WLK Versailles, Ky., a Mutual affiliate, inadvertently spent a few brief moments on NBC July 14. Gordon Brown, disc spinner on Club Burley closed his local show early to permit the station to join Mutual for a word picture of Convention proceedings. Instead, NBC’s Just Plain Bill introduced to the Mutual audience. Club Burley was quickly resumed and continued until AT&T got the lines untangled.

RCA Distributing Large Screen Video Projectors

TELEVISION projectors which produce life-size images, demonstrated by RCA Victor during the Republican National Convention and Louis-Walcoff fight, are now being distributed to areas served by the video networks, RCA declared last week.

Designed specifically for large audiences, the sets produce pictures that may be tailored to suit screen sizes ranging from three by four feet to approximately seven by nine feet. RCA Engineering Products Department developed the projectors, which are now in quantity production.

Telestatus

(Continued from page 18)

video. Like 20th Century-Fox and U-I, MGM is reported to be looking over Earle C. Anthony TV operations in Los Angeles (KFI-TV) with an eye to affiliation or buy-in. MGM operates FM station KMGM Los Angeles and also controls WHN New York (Marcus Loew Booking Agency).

Several of the more astute independent name producers such as Hal Roach, Harry O. Selznick, John Ford and Cecil B. De Mille have indicated specific plans to produce motion pictures especially for television. Other top executives are safeguarding their industry positions by buying into television companies. Producer Edward Laske individually has applications pending for Denver, Salt Lake City, Seattle, Fresno, and Portland, Ore.

The film industry as a whole has done little television research, depending upon outside interests to carry on that work, and thus came in for severe criticism during the recent Society of Motion Picture Engineers’ convention at Santa Monica, Calif. Motion picture technicians on their own, however, have been studying with keen interest the possible relation of their field to video. There have been frequent seminars with film studio and also TV engineers as authoritative speakers.

The movie industry has also been cautioned on numerous occasions by various of its leaders to “accept television and cooperate” or get lost in the shuffle.

There are many who believe that the motion picture industry holds the controlling reins — a combination of production facilities which can be easily adapted to make special video films. The chief factor is programming and the money to push rapidly through a television entertainment format to meet the growing demands of the public.

Samuel Goldwyn has frequently championed the cause of video. At a recent luncheon for Mark Woods, ABC president, and other members of the network at Goldwyn Studios, conversation had a direct bearing on the future working relations of motion pictures, aural radio and the new visual medium.

“Television will have a twofold advantageous effect for pictures and radio,” Mr. Goldwyn declared. “It will force the elimination of many of the poor films from which this industry suffers, because people will not desert their television receivers to see anything but the best that the motion picture theatres can offer. And, by the same token, it will eliminate many inferior radio programs, because television audiences will demand entertainment vastly superior to anything that has been asked of radio.”

Jesse Lasky, pioneer film producer, feels “that films, instead of viewing video as an enemy, should consider it an adjunct.” Enthusiastic about video as a medium for plugging and building up new stars and pictures, he recently cautioned that “the film industry had better get very close with television soon, somewhere, somehow.”

Television may become the much sought-after means of attracting the nation’s 55 million non-habitual film goers to theatres, in the opinion of Frank Capra, ace producer-director. The film industry will be losing a good bet if it doesn’t take advantage of opportunities offered by television, he declares.

"Answer this question, Homer Street,
And you’ll be living on Easy Street!"

WIN A MILLION

Emcee: “How much does it cost, by Air Express
To ship 10 pounds 1200 miles, no less?”
Homer: “Why didn’t you ask me that before?
All it costs is $3.84!

“I use it many times each day—
It’s the fastest possible way to make hay!
Easy Street’s already my address,
Thanks to Scheduled Airline Air Express.

“What’s more you get door-to-door service, too
—And all at no extra cost to you.
In these days of price inflation
Air Express rates are cause for elation!”

Specify Air Express—World’s fastest Shipping Service

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

True case history: Truck and auto parts comprise big portion of Air Express shipments. Keep equipment rolling! Typical 36-lb. shipment picked up Detroit late afternoon, delivered Salt Lake City noon the next day. 1507 miles, Air Express charge $16.58. Any distance similarly inexpensive. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

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

BROADCASTING • Telecasting

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I uS series WORLD VIDEO
ANTHONY CAPONE, by weekly newsreel announced feature Prosecutor
Hollywood, previously with Benton dio has been engaged EXECutive
EXECutive FREQUENCY Chevrolet dealers in Toledo, Ohio.
Toledo, Ohio. Exact Consulting 6100 S. GEORGE Fisher, to
Fisher, to direct & FAIRBANKS PRODUCTIONS, Los Angeles 11,
Engineering Consultant SYSTEMS & FM Towers, an executive assistant to
Radio Towers Erected Antennas are located in Chicago and Los Angeles.

On All Accounts
(Continued from page 18)
on the Gregory Hood program, and was producer and director on the Ozzie & Harriet show. When the agency was appointed to handle the Hunt Foods account, Mr. Scalpone forsook production for contact work on the account. But in 1946 he returned to the talent orbit and was named manager of radio production of the Hollywood office. He remained in that capacity until Oct. 1, 1947, when he resigned from the agency and took what he terms a long needed vacation.

On July 1, 1948, Mr. Scalpone completed the circuit to New York to join McCann-Erickson as manager of that agency's radio production. The Scalpones have been married for eight years and have a daughter Suzanne, 6, and a son Russell, 3. The family lives in Greenwich, Conn.

Al Scalpone spends his leisure time taking motion pictures of his children and occasionally goes fencing for recreation. He is also an excellent cook, excelling in Chinese and Italian dishes as well as continental dishes—the continent in this case being North America.

WHEN the projected Statler Hotel in Los Angeles is completed, it is expected to save a television set to every room. In the Hotel chain itself it was first to have a television set in every room. In the Statler Hotel its management has been to have bath in every room and television's first is expected to be likewise enjoyed by the chain.

ST. LOUIS TO TRY FM IN TROLLEYS, BUSSES
MORE THAN a thousand busses and streetcars of the St. Louis Public Service Co. may be equipped with FM receivers to pick up, on a regular basis, specialized radio fare from KXOK-FM St. Louis, if tests announced August prove successful.

Officials of the transit firm have agreed to install receivers of Transit Radio Inc. of Cincinnati in 20 busses for experimental serv

Radio Engineers to Hold Coast Session Sept. 30
ANNUAL West Coast convention of radio engineers will be held Sept. 30 at Biltmore Hotel, Los Angeles. More than 1,000 are expected to attend, according to Lloyd Sigmon, KMPC Los Angeles chief engineer and general convention chairman.

Program will include an audio symposium, six technical sessions on broadcasting, computers, measurements and measuring instruments, electronic devices and military equipment, and the presentation of papers by 29 outstanding speakers on latest advances in techniques, equipment, ideas and materials.

Movie and radio studio visits and fashion teases are planned for wives of convention delegates.

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Invasion of Privacy Violation of Copyright Plagiarism
These daily hazards can be INSURED.
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICIES are adequate, effective and inexpensive. Write for details and quotations.

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Atlanta, Ga.
ATwood 3328

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ANDERSON & MERRYMAN
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New Orleans
22 W. Elkhorn Lake Charan, La.
6-1680

GUY C. HUTCHESON
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AM - Allocations & Field Engineering - FM
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CONSULTING RADIO ENGINEERS

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TWICE as many important features
...no penalty in price

TRYLON vertical radiators are designed, engineered, fabricated and installed by one organization. A single contract agreement with one reliable supplier, at one price, covers your entire antenna requirement. In addition, TRYLON owners enjoy the "extra bonus" of all these important structural advantages:

1. Prefabricated "Pres-rite" guy wire connections.
2. Three Steatite insulators with "Erib-Temp" base section.
3. Lowestresistance, no bonding or brazing necessary at the splice.
4. "Easy-to-climb" ladder on each tower.
5. Hot dip galvanizing to rigid Army and Navy specifications.
6. "Palmats" for every bolt.

And, not shown, concrete on metal anchors - a safety "must."

WALTER MURPHY, former assistant manager of magazine division of RCA Press Information, has been appointed director of press relations of Columbia Records Inc.

ROY A. UNGER of Frederic W. Zie Co. and GUY HERBERT and SPENCE CALLAWAY, of All-Canada Radio Facilities Ltd., Ziv Canadian distributor held conference recently in Toronto to make plans for distribution of Ziv television films in Canada. Ziv New York office has announced that D. N. Holmes Co., New Orleans department store, has renamed Ziv's "Favorite Story" for second year over WDSU New Orleans.

OLIVER W. NICOLL, vice president and national director for U. S. of Towers of London, international transcription firm, who recently returned from London where he directed number of dramatic shows aimed for U. S. transcription market (BROADCASTING, June 7), announces firm has started "Record of the Month Club" program over Radio Luxembourg.

NBC RECORDS SERIES, "Touchdown Tips with Sam Hayes," had been bought by 26 stations last week, with stations fall for 13 weeks. Stations include: WALA Mobile, WAFX Montgomery, Ala.; KPPW Fort Smith; KARK Little Rock, Ark.; KGUD Anchorage, Alaska; KBOI Boise, Idaho; WLAK Lakeland; WBDO Orlando; WKEA Minneapolis, Minn.; WNEW Macon, Ga.; KIPA Hilo, KHDN Honolulu, Hawaii; KANS Wichita, Kan.; KFKL Lakewood, Calif.; WSKY Kansas City, Mo.; KQGO Missoula, Mont.; WFPS Buffalo; WHFR Raleigh, N. C.; WOR New York; WOR Pittsburgh, Pa.; WBAL Baltimore; WORR Columbus, Ohio; WORC Harrisburg, Pa.; WGST Chattanooga, Tenn.; WBBN Chicago; WIXT Memphis; WHAM Rochester; WBEA Hilo, Hawaii; WJNO New York; WJZ Baltimore; and WOA Albuquerque, N. Mex.

BRUNSWICK RECORD CORP., wholly owned subsidiary of Brunswick Corp., has been formed to market phonograph records through independent distributors. New firm's location is 50 W. 57th St., New York.

**Technical**

FRANK HARR, former consultant and engineer of WJZ, Niagra Falls, N. Y., and WOR, Spartanburg, S. C., has been appointed technical director of KGOV Missoula, and KANA Anaconda, Mont.

WILLIAM J. LOYD Jr., has joined engineering department of WBB Atlanta, as control room operator.

MAX DAY, formerly with KIDO Boise on air, and recently at Boise Junior College, has rejoined station in similar capacity.

WILLIAM ROSE JR., formerly with WQOR New York, Mass., has joined WCQF Boston, as control room engineer.

PAUL H. LEE, chief engineer of WHOM Jersey City, N. J., has resigned to return to West Coast duty as lieutenant in RCA TUBE Dept., Camden, N. J., has announced that Klystron tubes, of importance in ultra-high-frequency microwave work, are now available for commercial use from RCA tube distributors.

First of type to be offered are type 2K38 and 2K39, now used principally in microwave relay equipment for television transmission. Klystrons may be used to transmit or receive microwave signals.

HARRY MASON, chief engineer of KCSJ Pueblo, Colo., and his wife, Lee, formerly in charge of women's activities, are the parents of a girl, Katherine Lee.

TRANSPORT LTD., London, Eng., has announced availability for export of the Co-axial space-processed articulated R.F. cables. These are specially designed for all purposes of research and production where extremely low loss and attenuation values are essential. Armored or types offered are "A" and "M" general purpose frequencies. Immediate delivery is available for export.

**Turntable**

WILLIS WHITE, former assistant advertising manager of Swift, Chicago, named associate advertising manager of Gaines Div., General Foods Corp.

ED L. MORRIS, vice president in charge of advertising for Pabst Sales Co., Chicago, transfers as vice president in charge of sales and advertising for Los Angeles Brewing Co. (Eastside Beer), recently acquired by Pabst.

HENRY R. STERLING resigns as advertising and sales promotion manager of Pacific Coast Div., United Cigar-Whelan Stores, to return to agency field.

Truman Acceptance Talk Sent Out to 77 Stations

DEMOCRATIC National Committee last week sent out 77 transcriptions of President Truman's acceptance speech for use on stations around the country. Due to the lateness of the hour at which it was originally broadcast, many stations were not able to carry the speech at the time, although some carried it rebroadcast the following day.

The transcriptions, carrying an open and close by Wallace Gade, assistant radio director of the Committee, were sent to state and local Democratic organizations which in turn will place them on local stations. Some stations have signified their intent to carry the speech as a public service, while others feel that it can no longer be classed as a public service broadcast once the nominating convention is over and the campaign is on.

ANA Program Chairman DONOVAN B. STEETER, advertising director of Standard Brands Inc., has been appointed program chairman for the 55th annual meeting of the Amos of National Advertisers, set for Oct. 25-27 in New York's Waldorf-Astoria Hotel. The first two days will be restricted to association members and invited advertiser guests, with the final day open to representatives of advertising media and agencies.

New Business
(Continued from page 14)

June 8, Radio Carabins on 11 CBC French stations, Wed. 9-10 p.m. Agency: Spitzer & Mills Ltd., Toronto.

**Adpeople • • •**

WILLIS WHITE, former assistant advertising manager of Swift, Chicago, named associate advertising manager of Gaines Div., General Foods Corp.

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**When It's BMI It's Yours**

Another BMI "Pin Up" Hit—Published by Marks

On Transcriptions: LANGWORTH—Airline Trio, Trío, Kipp & Sap and Solde Trio; WORLD—Mariam Könneke; BOSTON—Standard; Dennis Day; ASSOCIATED—Ray Casagat.


BROADCAST MUSIC INC. 180 FIFTH AVENUE NEW YORK 19, N. Y.
Programs

RECORD SHOW with a studio audience is highlight feature of WNAP, Providence, R.I., and it is an unusual disc jockey program with a local photo shop, Union Photo, program's newest gimmick is "shooting" the audience. Mark Stieler, disc jockey of "Mark Remarks," takes pictures of his studio audience when they are caught off guard. Another feature of this disc show is audience competition for such prizes as free camera and film.

Swim for Missing

PERSONS missing questions asked by quizzers on new WCFL-FM, Columbus, Ind., interview program are literally "swimming," as one man can be seen in the Olympic pool at his leisure. A new form of entertainment which has started to take off is in a city's public swimming pool, "You Can Be a Hit." Program originates from Columbus municipal pool. Park, and consists of interviews with people visiting the pool and park. Participants missing questions are given a chance to "swim" off in the pool to try to answer them.

First in Sports

SLOGAN of "First in Sports" was aptly illustrated recently by WJJS and WJUS-PW Owensboro, Ky., when one of the evening stations carried three feature sport events from separately located towns. Starting at 7 p.m., listeners were switched to each station for a brief show furnished WJJS with description of Olympic hockey game, WJUS-PW with description of football game, and OWB with description of basketball game. A Owensboro boy was participating. Following trials, local boy was interviewed. At 8 p.m., Province 80 was picked up from Clarksville, Tenn., where attraction was an opening of two baseball games between U. of Kentucky and Phillips 66 Oil. This was an air baseball game.

Firemen Report

HONORARY membership in 55 Central New York State volunteer fire department was earned by Fire Chief Robert F. Doubling of WSYR Syracuse, enjoying the country's early morning fire in Phoenix, N.Y. Shortly after he had signed WSYR on the air, Chief Doubling received telephone bulletin from fireman friend who was calling to report fire. Ten minutes later out of town fireman called with all details. These men had just returned from the fire and immediate action was taken on the fire. This was an opening of dramatic coverage to fire. Later two other fire departments called friends to call in on their radio.

Name Tune, Four Ways

UNUSUAL record show which will feature four tuna during entire program starts over WTOF Washington. Titled "Variations on a Theme," it will feature one popular song as theme each day. Carl L. Vickery will play four versions of song as recorded by various artists. Between records he will talk about history of tuna and discuss events behind each version of tune. Show may be used as "Date with Jerry." It's written by Larry Beckerman and produced by Edwin Halbert.

Freedman Series

DOCUMENTS carried in the Freedom Series are a series of eight quarterly films showing the London Museum, Sundays at 12:30 p.m. The series is expected to run for about six months. The series will be carried on all CBS stations.

Aired on Shortwave

SHORTWAVE broadcast of "The Greatest Story Ever Told," a CBS series sponsored last year on ABC by Goodyear Tire & Rubber Co., to begin July 25 by World Wide Broadcast, Program is to be heard in foreign countries, Sundays at 4:45 p.m., eastern time, and is expected to run for six months. The series will be carried on all CBS stations.

Sports Show

SOUTHWEST Sports and Vacation Show, to be held Aug. 30 to Sept. 3, 1949, in Dallas, Tex., will be co-sponsored by WFAA Dallas and WFAA-TV Dallas. Show is to be aired on KXAS, channel 11, with station reporters. Intended only to encourage outdoors recreation and physical fitness, WFAA will originate broadcast from show, which will include sports celebrities.

LATEST RECORD HITS

from RCA VICTOR!

SAMMY KAYE

Tonight

Tonight

RCA Victor 20-1025

TONY MARTIN

RCA Victor 20-2862

TOMMY DORSEY & HIS ORCHESTRA

RCA Victor 20-3053

DON BUDDE MORENO

RCA Victor 20-2998

PATTY DORSEY

RCA Victor 20-2998

DEEP RIVER BOYS

That's What You Need to Succeed

AIN'T MISBEHAVIN

RCA Victor 20-2998

ROONEY

Pee Wee King

Pee Wee King

Pee Wee King

ROVER ROY

Don't Fence Me In

RCA Victor 20-2995

A GUY RANCHER

RCA Victor 20-2995

JOE LOSS

A Tree in the Meadow

RCA Victor 20-2995

RCA VICTOR RECORDS

Page 75
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted: 10c per word—$1 minimum. Help Wanted: 20c per word—$2 minimum. No charge for blind box number. $5 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for unsolicited manuscripts, transcriptions, photographs, scripts, etc. forwarded to box numbers.

Help Wanted
Managerial

Commercial manager wanted for station on Midwest coast. Excellent opportunity for right man. Box 121, BROADCASTING.

Manager wanted for 250 watt daytime with 1000 watt FM in good midwest city. Excellent prospects, needs a man with several years experience and proven ability and success in station management. Replies will be held strictly confidential. Box 150, BROADCASTING.

General manager wanted by large midwest station serving entire state. Must have at least five years managerial experience. State age, experience, salary, etc. in first letter. All our personnel now full timeads. Write Box 158, BROADCASTING.

Manager for independent station in the Klamath Falls, Oregon area. Minimum $2500-4700 plus part of profits. Box 138, BROADCASTING.

Salesmen

Wanted. Experienced salesman, also good continuity writer for spot announcements. Write Box 996, BROADCASTING.

Salesman contacting radio stations to sell advertising. Box 912, BROADCASTING.

Aggressive salesman—lively 350 watt station in California. Salary and commission or commission only. Managers, box 101, BROADCASTING.

Result-producing salesman. Regional representative wanted. Excellent opportunity. Send photo and expected commission. Box 893, BROADCASTING.

ANNOUNCERS

Announcer, G.I. Immediate position. Send disc to WAND, Canton Ohio.

Sportscaster. Top salary for top announcer. Excellent opportunity. All phases handling play-by-play football. Apply by return mail to WIP, Dallas Texas.

Wanted announcer. If you’ve got what we want you’ve got a good job. We need an announcer to fill a good opening on a 500 watt NBC station in midwest city. Apply Box 107, BROADCASTING.

DIRECT SELLER

Direct Sales announcer needed by 5 k, mid-west net affiliates with established mail-call rep. If you can pull mail orders, send disc (preferably air-check) on photos, and facts to BOX 965, BROADCASTING.

Situation Wanted
Managerial

Wanted: A general manager, 15 years experience all phases of management with proven ability. A large network station. Write Box 900, BROADCASTING.

Owners, managers, dept. heads - I’d like to become your assistant and am qualified by wide broadcasting experience including NBC-ABC network experience, new business and sales relations and sales. If you can augment my career by offering me an opportunity to continue in your organization for a dependable, permanent employee, please contact me. Box 982, BROADCASTING.

Situations Wanted (Cont’d)

Situation Wanted
Managerial

Wanted: Salesman, 15 years experience. Excellent opportunity. Box 108, BROADCASTING.

Assistant program director wanted. Excellent experience. Immediate box 159, BROADCASTING.

NEED MORE BILLING? WANT MORE PROFITS?

Have management and sales management experience with 250, 10,000 and 50,000 watt market stations. Will boost your income and will decrease your costs. Salary plus a share of profits. Available immediately. Box 163, BROADCASTING.

Commercial manager. I have an outstanding record, first as a salesman and now as a sales manager. My past record proves that I know how to build and operate a sales department that will show results. Box 176, BROADCASTING.

Station manager desires change. Net work; city. Box 178, BROADCASTING.

Situations Wanted (Cont’d)

Situation Wanted
Managerial

Manager, - Eleven years competitive management experience in a successful network and independent operation, with emphasis on buying and selling. Available for challenging opportunity at major market station. Contact in confidence. Box 113, BROAD-CASTING.

Manager, - Fully qualified in producing profitable operation. Highly successful manager of a medium size network station. Prefer established network station. Salary in all phases. Box 155, BROADCASTING.

Manager, - Very experienced in all phases of business management. Seek general manager. Seeks permanent position. Box 156, BROADCASTING.

Manager—now employed successful east coast. Available for personal interview. Box 186, BROADCASTING.

Salesmen

Experience salesman wants position in progressive station. Good references. Box 136, BROADCASTING.

ANNOUNCERS


Announcer, disc jockey, ex program dir. Wanted a back in the sunny climes of California. Either AM or FM. Box 187, WSSV, 1075 Third Ave., New York 17, N. Y.

If located near college, announcer seeking experience 250 to 5000 watt station. Also desire to handle radio college. Write for wire, phone Paul Lehmann, 793 Oakland St., Detroit 2, Mich., or 336 Central Ave., Minneapolis 5, Minn.

Announcer, now employed 50 kw clear channel, married, desires change of position. Box 182, BROADCASTING.

Announcer—Sportscaster. Experienced staff and play-by-play sportscaster. Go anywhere. Box 183, BROADCASTING.

Announcer, ambitious, 29 years old. Desires work with an affiliated 5000 or 10000 watt station. Job is experience. News, commercial copy, sportscasts, interments, etc. Must be reliable, dependable. Good references. Box 112, BROADCASTING, 360 N. Michigan Ave., Chicago 1, Ill.

Announcer, college background wants experience. Graduate of School of Radio Broadcasting, City College. Will work any part of doing all phases of broadcasting. Write for further details at Box 11, BROADCASTING.

Announcer, immediate availability. College background in Radio Technique. Experience news casts and sportscasts. Also able to handle travel. Disc, photo on request. Box 110, BROADCASTING.

Announcer, Presently employed, available July 15th. Skilled in all phases, strong on play-by-play. Excellent manager. Box 109, BROADCASTING.

Announcer, 5 year experience. Now looking for more progressive situation. Disc jockey, sportscaster, MC. Excellent references. Box 108, BROADCASTING.


Commercial manager. I have an excellent background in all phases of management. Will handle any size station. Box 140, BROADCASTING.

Announcer—salesman: Desires permanent position to build career. Thoroughly straight staff announcer and experienced. Desires permanent position with a known school of broadcasting. Will work, disc, photo, business and character references. Box 137, BROAD-CASTING.
Situations Wanted (Cont'd)

- Experienced announcer, newsreader and disc-jockey. Married, vet, open to all offers. Disc and photo on request. Box 173, BROADCASTING.

- Announcer; who is personable and ambi-
tuous, looking for newspaper, commercial, news, sports, promotion, or public relation- tion. Graduate of announcing school at Radio City in N.Y., 2 years experience. Box 186, BROADCASTING.

- Experienced drama announcer. Disc, photo on request. Box 172, BROADCASTING.

- Experienced staff announcer, board operator, sports color man. Want opportunity to work. Disc and photo available. Box 182, BROADCASTING.

- Experienced, capable travel. Experienced staff announcer. Disc, photo on request. Box 183, BROADCASTING.

- Announcer. Experienced in commercials, newscasts, disc shows, and TV. Will accept operator large amount of copy material and references. Box 162, BROADCASTING.

- Announcer. Experienced in commercials, newscasts, disc shows, and TV. Will accept operator. Box 50, BROADCASTING.

- Experienced writer, producer, director, publicist. Department head. Will accept operator large amount of copy material. Box 161, BROADCASTING.

- Will go into radio sales, sales management. Disc, photo available. Box 150, BROADCASTING.

- Technician. Combination man, veteran, married, one year experience, desires change to Chicago area. Has National award winner, professional background. Box 135, BROADCASTING.

- Chief engineer of 1 kw station desires new position in Panama. Pred. Dornery, construction of 2 kw program. Accredited engineer. Box 135, BROADCASTING.

- Engineer-control and transmitter, 50 kw experience. Will go anywhere. Have car. Box 128, BROADCASTING.

- For qualified technicians, write or phone: Employment Department, Metro Radio Television Institute, 15 West 46th St., New York, N.Y. Box 111, BROADCASTING.

- Chief engineer. Employed chief engi-

neer in Florida with fifteen years ex-
perience. Excellent references. FM, new station construction, manufac-
turing, installation, desires change for better opportunity. Will prefer Florida. Box 58, BROADCASTING.

Situations Wanted (Cont'd)

- Capable announcer, strong on news, com-

- Calif-Arizona stations! now avail-

able for immediate announcing. Topnotch announcing, voice and character. Commercial and newscasting, 1,000 watt daytimer. Box 178, BROAD-
CASTING, 360 N. Michigan, Chicago.


- Attention Western states! Chicago disc jockeys available. Skilled announcer now available. Want to move to warmer climate because my baby needs sunshine. Minimum, $65 per week. Disc and photo available. Box 163, BROADCASTING, 360 N. Michigan Ave, Chicago.


- Exhibition writer, experi-

enced all phases of announcing. Ex-

perienced, versatile, veteran. Box 154, BROAD-
CASTING, 360 N. Michigan Ave, Chi-

cago.

- Attention Western states! Chicago disc jockeys available. Skilled announcer now available. Want to move to warmer climate because my baby needs sunshine. Minimum, $65 per week. Disc and photo available. Box 163, BROADCASTING, 360 N. Michigan Ave, Chicago.

- Experienced writer, producer, director, publicist. Department head. Will accept operator large amount of copy material. Box 161, BROADCASTING.

- Two good announcers available. 50 kw and 10 kw stations, any type program including play-by-play sports. Commercial writing, sales and interested in programming-produ-

ction. Via interchange. Write Box 149, BROADCASTING.

- Announcer—two years experience, all phases. Both networks and independent stations. Presently employed as sports directions and studio announcer and voiceman for several play-by-play, play-with-play, play-by-play, radio stations, Chicago. Minimum $65 per week. Disc and photo available. Box 150, BROADCASTING.

- Announcer—Wants station in southwest part of the country. Has photo, write, sell. Box 184, BROADCASTING.

- A little knowledge is a dangerous thing. Therefore, I feel this new position is a great danger, this announcer desires to fur-

ther his education and is looking in handling all types of commercials, news, and all other types of copy material. Thoroughly conversant in sports broadcasting. Rela-

tionship: Field engineer. No drinker; no floater. Graduate lead-

ing announcers school Radio City, N. Y. Will accept operator. Box 171, BROAD-
CASTING.

- From little acorns big oak trees grow. Little acorns grow into big oaks. This announcer wishes to attach himself to a solid oak tree and grow with it. He desires to em-

brace the pose of "growing together." Experienced in commercials, news, and all other types of copy material. Thoroughly conversant in sports broadcasting. No drinker; no floater. Graduate lead-

ing announcers school Radio City, N. Y. Will accept operator. Box 171, BROAD-
CASTING.

- One of the things that make life worth-

while is to work in harmony with your mind. No drinker; no floater. Graduate lead-

ing announcers school Radio City, N. Y. Will accept operator. Box 171, BROAD-
CASTING.

- Young, experienced staff announcer, board operator, sports color man. Want opportunity to work. Disc and photo available. Box 182, BROADCASTING.

- Experienced staff announcer, board operator, sports color man. Want opportunity to work. Disc and photo available. Box 182, BROADCASTING.

- Experienced announcer, newsreader and disc-jockey. Married, vet, open to all offers. Disc and photo on request. Box 173, BROADCASTING.

- Announcer who is personable and ambi-
tuous, looking for newspaper, commercial, news, sports, promotion, or public relation-
tion. Graduate of announcing school at Radio City in N.Y., 2 years experience. Box 186, BROADCASTING.

- Experienced drama announcer. Disc, photo on request. Box 172, BROADCASTING.

- Experienced staff announcer, board operator, sports color man. Want opportunity to work. Disc and photo available. Box 182, BROADCASTING.

- Experienced announcer, newsreader and disc-jockey. Married, vet, open to all offers. Disc and photo on request. Box 173, BROADCASTING.

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- Experienced drama announcer. Disc, photo on request. Box 172, BROADCASTING.

- Experienced staff announcer, board operator, sports color man. Want opportunity to work. Disc and photo available. Box 182, BROADCASTING.
Personal Income Figures Are Up, Says Commerce
TERMINATION of railroad and mass transit disputes resulted in a slight increase of personal income in May to an annual rate of $208.1 billion, compared to $207.4 billion in the previous month, the Department of Commerce announced July 20.

According to the report of the Office of Business Economics, personal income during the first five months of 1948 was at an annual rate of $207.6 billion, compared with $189.7 billion for the corresponding period of 1947, and an average annual rate of $185.2 billion for the full year of 1947.

Hartigan Heads AAAA
Transportation Ad Group
J. J. HARTIGAN of Campbell-Ewald Co., Detroit, has been appointed chairman of the newly created Committee on Outdoor and Radio Advertising of the American Assn. of Advertising Agencies. Vice chairman is M. L. Kiebler, Benton & Bowles, New York City.

Other members are:

WANTED
Western Electric D93306
Vertical Reproducers
Any Condition
Send Postage to
P. O. Box 82
Floral Park, L. I., N. Y.

MISCELLANEOUS

RADIO BROADCAST STATIONS
BUYERS SELLERS
List
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 S. Western Ave., Los Angeles 7, Calif.

Small Market Station Managers
Increase your business, audience and listenable public service. Now you can obtain expert, practical advice; guaranteed. Information given on an experienced, successful program manager, thoroughly acquainted with the Small Market Picture. One station per month. Not to exceed $12.00 expenditure after Initial $25.00. For information contact:

BOX 145, BROADCASTING

FOR SALE
WEST COAST FULLTIME STATION

Here is an opportunity to live in one of the west coast's very attractive smaller markets and own a valuable radio station.

This station has a bonus network contract that provides top-notch programming. Present modest profits can be considerably increased. An aggressive capable owner can develop this property rapidly and profitably. Priced for quick sale, $47,500. Financing arranged. WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackham
1011 New Hampshire Ave., N. W.
WIRELESS NATIONAL 7465

WANTED
Western Electric D93306
Vertical Reproducers
Any Condition
Send Postage to
P. O. Box 82
Floral Park, L. I., N. Y.

MISCELLANEOUS

RADIO BROADCAST STATIONS
BUYERS SELLERS
List
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 S. Western Ave., Los Angeles 7, Calif.

Small Market Station Managers
Increase your business, audience and listenable public service. Now you can obtain expert, practical advice; guaranteed. Information given on an experienced, successful program manager, thoroughly acquainted with the Small Market Picture. One station per month. Not to exceed $12.00 expenditure after Initial $25.00. For information contact:

BOX 145, BROADCASTING

For Sale
For sale: New 250 watt station in excluisive Montana territory, has 7 acres and beautiful city. Address Earl F. O'Connell, Lewistown, Montana.

For Sale
Truxon 350 transmitter $200.00. General radio 721B modulator monitor $250.00. Dadieitu FDIA frequency monitor $100.00. This equipment is in excellent condition and out satisfactory service. Can also be used as a complete 250 watt station if needed; rock, limiting unit included. Contact George Weiss, WBBQ, Augusta, Georgia.

FOR SALE:
Used General Electric 250 watt FM transmission monitor, for FM monitor, 460 feet ¾ inch transmission line, new, with bay mast for 800 feet, leads for GE antenna, 400 feet used. With 2 bay mast throughout with matching section 94.5 MC.

BOX 174, BROADCASTING


BOX 184, BROADCASTING

157 ft. Truxon triangular self-supporting tower with lights, good as new. Assembled for immediate shipment, $2250.00 WBBQ Duluth, Iowa.

5 kw AM Transmitter
FOR SALE
Western Electric 5 kw type D9646T, can be used on any frequency from 550 to 1600 kc. Immedum equipment available. Make offer. Address F. N. Kennedy, Ivan Lee Broadcasting Co., 1813 N. Vine St., Hollywood 28, Calif.

Scott dynamic static suppressor. Box 192, BROADCASTING.


For sale: All interest in fulltime network station in large, prosperous, industrial city and modalating com- munities. Station making good profits. Box 195, BROADCASTING.

RANGEFINDER TOWERS
AM - FM - TV
NOW AVAILABLE FOR IMMEDIATE DELIVERY
All services-painting erection dismounting-ground systems
ALEXANDER STACK & TOWER
323 E. River Blvd. Marion, Ind.
DURR TELLS SEATTLE FCC IS UNDERSTAFFED INVESTIGATIONS by legislative un-American activities committees, whether federal or state, do more harm than good, and may in fact drive people to membership in the Communist Party, Clifford J. Durr declared in Seattle Monday. He addressed a Freedom Forum sponsored by the Civil Liberties Council of Washington.

While in Seattle, Mr. Durr appeared on the unrehearsed News Conference presented by the Washington State Press Club on KJR. Interviewed by Loren Bone, manager of KIRO; Robert E. Fried, manager of KRSC; Jerry Col-lard, Ruthrauff and Ryan, and Margaret Barry, Barry-Sherman Radio Productions, Mr. Durr freely answered questions about the Blue Book, the Port Huron decision and the relationship of commercial radio to public service programming generally.

The check on local station programs maintained by the FCC is not satisfactory, Mr. Durr asserted in the broadcast, because the Commission does not have an adequate staff. As a result, he added, the program analysis is largely statistical. He indicated that the ideal ratio of commercial to public service time cannot be determined by formula. Indeed, he noted, commercial programs often provide the revenue which enables a station to do a good public service job. If a station is almost 100% commercial, however, Mr. Durr felt that should raise a serious question as to its public interest activities.

KDYL-TV Joins NBC
KDYL-TV Salt Lake City, which began commercial operations July 7, has been signed as an NBC video affiliate. The station and KDLT, NBC AM outlet in Salt Lake City, are owned by the Intermountain Broadcasting Corp.

‘OREGONIAN’ STATIONS NEW STUDIOS OPENED

Mr. Coz (r) shows noiseless door catches on new KGW and KGW-FM studios to Arden X. Fangborn, former general manager of KGW and now business manager of all Oregonian properties.

KGW and KGW-FM Portland, Ore., owned by the Oregonian Publishing Co., now are operating from new studios occupying more than two-thirds of the fourth floor of the Oregonian's new block-square building in downtown Portland. The public, as well as representatives of advertising agencies, sponsors, and station and network personnel, viewed the new broadcasting plant at a three-day open house July 16-18.

The five studios designed by KGW's chief engineer, Harold Singleton, are of floating construction and use the modified poly-cylindrical acoustic treatment. Amplifying equipment and microphones were made by RCA. The master control room is backed by 11 cabinet-type equipment racks and includes seven fixed frequency receivers and four FM monitoring receivers.

In addition to the fourth floor studios and offices, the Oregonian stations have a shop at street level with a loading driveway. Here portable remote pickup equipment is stored for quick dispatch.

Preparations for television have been made in the new plant, according to H. Quentin Cox, general manager of KGW and KGW-FM. A large auditorium studio is ready to be completed, coastal cables have been installed in the master control room, and an ample power source has been provided for television lights.

KGW is a fulltime NBC outlet operating with 5 kw on 650 kc. KGW-FM operates on Channel 262 (100.3 mc).

Ziv TV Package
AN UNANNOUNCED "major" film company is negotiating with Ziv Television Programs Inc., New York, for theatre use of Ziv's new 16-minute video film covering news highlights, Yesterday's Newsreel, the transcription producer announced last week. Ziv Television, subsidiary of Frederic W. Ziv Co., has prepared the film series especially for television, and is offering it to U.S. video stations and sponsors on a 52-week basis.

KFMB Sells San Diego

...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people.

KFMB

Selling San Diego

BROADCASTING • Telecasting

MIB

KBIW

ANY WAY
YOU LOOK AT IT

KNOXVILLE'S
BEST BET

is

WIBK

July 26, 1948 • Page 79
YOU CAN DOMINATE WEST ALL MICHIGAN WITH WLAV AND WLAV-FM

GRAND RAPIDS

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details... facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. C.P. 57,000.

ABC Network

WLAV and WLAV-FM

KEELER BUILDING, GRAND RAPIDS, MICHIGAN

FRIENDS

“Fifty years from now, people will say, ‘I remember when they were farmers in Kansas and adjoining states. We made them our friend.’”

FAMOUS "Roosevelt Smile" is flashed by Jimmy Roosevelt at Democratic Convention from behind a KYW fan. KYW Philadelphia distributed the fans, which carried inscription, “I’m a KYW fan,” throughout Convention Hall.

Page 80 • July 26, 1948
July 16 Decisions...

DOCKET CASE ACTIONS

AM—1300 kc
Announced preliminary order granting permission to commence construction of Cleveland Bestg. Inc. for new station Cleveland on 1300 kc kw, util. DA, and denial of application of Scripps-Howard Co., Inc. for same.

BY THE COMMISSION

Amended rules, Part I, Sec. 1144, to permit Secretary to act on requests for cancellation of AM, FM and TV authorizations.

BY COMMISSION EN BANC

Portsmouth Radio Corp., Portsmouth, Va.—Granted MD, FM CP as follows: Class B, Channel 259 (97.7 mc), 100 kw, 350 ft.

Extension Granted

KWGD St. Louis—Granted extension of construction date to Dec. 31, subject to cond. that on or before that date either construction or completion will be commenced in accordance with terms of CP, or station construction will be abandoned.

Allocation Change

Ordered that, effective Aug. 19, revised tentative allocation plan for Class B FM stations is amended so that Channel 273 is deleted from Washington, Pa., and added to Pittsburgh. Further ordered that Channel 273 at Pittsburgh shall be deemed available for assignment to applicants only, pending the filing of the applications of CP applicants.

APPLICATIONS ON MOTIONS

By Commissioner Sterling


Stanislaus County Broadcasters Inc., Modesto, Calif.—Granted petition, insofar as it requests leave to appeal in hearing on condition that application may be amended to specify Station 1300 kc.

Capital Radio Inc., Columbus, Ohio.—Granted petition, insofar as it requests to dismiss without prejudice AM application.

Neptune Bestg. Corp., Atlantic City, N. J.—Granted petition for leave to amend TV application to show change in type number of ant., etc. Also granted petition for leave to amend application to add name of two new stockholders.


Wisconsin Bestg. System, Milwaukee—Granted petition for leave to amend TV application to show revised estimate of initial costs, revised financial plan and changes in equipment.


AMENDMENT OF RULES

Ordered that, effective Aug. 19, revised tentative allocation plan for Class B FM stations is amended so that Channel 273 is deleted from Washington, Pa., and added to Pittsburgh. Further ordered that Channel 273 at Pittsburgh shall be deemed available for assignment to applicants only, pending the filing of the applications of CP applicants.
FCC Actions
(Continued from page 81)

Decisions Cont.: AM—2349 kc.
KVER Albuquerque, N. M.—Granted CP to change frequency from 1490 to 1500 kc.

Hearing Modified
WMSJ TV, Compton, Calif., was granted a CP to change frequency from 1500 to 1510 kc. in a hearing involving applications of KMIE to change frequency from 1500 to 1510 kc. and of KVER to change frequency from 1500 to 1510 kc.

Applications Withdrawn
WIFM TV, Fairview Heights, III.—Withdrawn.

Applications Approved
KQV TV, Fairview Heights, III.—Approved.

Applications Dismissed
AM—1509 kc.
Johnson Communications, Inc., Owasso, Okla.—CP new station approved on 1950 kc., 500 w. License to Cover.

July 20 Decisions

DOCKET CASE ACTIONS

PM—89.9 mc.
Announced proposed decision looking towards grant of application of WIP-FM, Del. for non-commercial educational station.

FM—102.9 mc.
Announced proposed decision looking towards grant of application of KROC-FM, Chicago, III., for new FM station.

FM—105 mc.
Announced proposed decision looking towards grant of application of WDEL-FM, Del., for new FM station.

FM—200 mc.
Announced proposed decision looking towards grant of application of WDEL-FM, Del., for new FM station.

FM—205 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—210 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—215 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—220 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—225 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—230 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—235 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—240 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—245 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—250 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—255 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—260 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—265 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—270 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—275 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—280 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—285 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—290 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—295 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—300 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—305 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—310 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—315 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—320 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—325 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—330 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—335 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—340 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—345 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—350 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—355 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—360 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—365 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—370 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—375 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—380 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—385 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—390 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—395 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.

FM—400 mc.
Announced proposed decision looking towards grant of application of WKY-FM, Okla., for new FM station.
Covering main studio and cense
Wis., Falls, Cleveland, to (cond.); WHIS Bluefield, exp. 1-49; WWOD 16-48; was which petition for extension of license to FALM. 0975.

Following were granted mod. CFs for extension of completion dates as shown: KXZV, PA.; WBIW, Wis., Aug. 1-48; KHJ, Hl., CA.; KRVN, KY.; KSN, MO.; KYC, Ind.; KCY, PA.; KJMA, KS.; KTO, Ark.; KJO, SD.; KEKPO, Portland, Ore., to 19-48.

KEPO El Paso, Tex., granted vol. assignment of license to Griffith Brisco,

Editions Denied

Time - Mirror Co., Los Angeles - Denied for extension of time in which to construct FM station in Los Angeles.

BROADCASTING

KCLW Hamilton, Tex.-Granted li-

license for new station 950 250 w D.

KOWL Twin Falls, Id., Granted license covering new station 1500 1 kw D.

KWBO Sulphur Springs, Fla.-Granted license new station 1500 250 w D.

KOWL San Antonio, Tex., Granted license covering new station 1500 1 kw D.

When granting were followed.

Covering main studio and cense
Wis., Falls, Cleveland, to (cond.); WHIS Bluefield, exp. 1-49; WWOD 16-48; was which petition for extension of license to FALM. 0975.

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over the housing plight through the want ad columns of a local newspaper.

"My wife," Mr. Pritchard pleaded in the ad, "likes to think when I hang up my hat at night that it will be there in the morning. In other words, we need a place to live. So do dozens of other GI's in Sioux Falls. Got a home? An apartment? A barn? Silo? Vacant attic? Empty store window?"

A local department store, Shriver Johnson Co., had the empty store window. In an advertisement which followed his by 24 hours, the store offered to let him "live like a king" rent-free in its store window for a week.

Mr. Pritchard accepted and the store prepared his elegant apartment. Twin beds were installed. Dining room furniture, mahogany chests, smoking stands, easy chairs, lamps and heavy carpeting were added. Nor were pictures and wall decorations overlooked.

His meals, courtesy of the store, were served by a uniformed maid. During his off hours in the afternoon, friends visited him in the improvised quarters to chat, play cards, eat lunch or dinner, or just join him in a refreshing lemonade.

After broadcasting reports of the baseball games from his special "home-studio" during the evenings Mr. Pritchard donned slipper and robe and read the evening paper to the amusement of crowds gathered outside his living room window.

He even aired the farewell party he gave for friends when his week in the goldfish bowl had drawn to a close.

A housewife joined in the spirit of the last store window meal and was rewarded with a $25 merchandise certificate from the store.

All concerned in "Operation Housing" seemed to benefit. Mr. Pritchard received ten offers from people who had seen him in his store window apartment and had sympathized. Veterans, as a group, profited also. After he had located suitable, and more private, quarters, Mr. Pritchard used his store window appearances as part of his campaign to assist other homeless veterans.

Video Films

TWO new television film productions have been undertaken by Bonded Television Productions, Hollywood, according to Anson Bond, president and head of production. One, a 27-minute series to be known as Efficiency, will be an audience participation program; the other is a 124-minute series, The Trick of the Week. The firm has been showcasing several other program film properties. Prices of the various packages range, according to Mr. Bond, from $3,500 to $8,500 for showing rights for one year.

Feature

(Continued from page 18)

News

JOHN W. BILLINGSLEY has joined KSFA Nacogdoches, Tex., as news editor and announcer.

CARL AKERS Jr., recent graduate of Missouri U. School of Journalism, has joined KZL Denver news editing and announcing staff. While attending Missouri, he worked on staff of KRKU Columbia, Mo.

FREDERICK FREED, freelance writer, has joined reporting staff of BILL LEONARD'S "This Is New York" program, WCBS New York.

SIEGMUND (Sieg) SMITH, sports announcer on WOR Buffalo, leaves for London by plane July 27 to cover Olympics for WOR. He will shortwave daily commentary from London for broadcast on his sports show.

ROBERT ERICKSON, U. of Missouri Journalism graduate, has joined news staff of WTVN and WJTN-FM James-town, N. Y.

Occupyng the governor's chair is Lucille Hastings, news writer for KZ Denver. Colorado Governor Lee Knous congratulates her for her fourth consecutive winning of the National Federation of Press Women's top award for preparation of a radio newscast.

RULON BRADLEY, news editor of KIDO Boise, is the father of a girl, Lauralee.

THREE Los Angeles sportscasters, BOB KELLEY, EMPI, TOM HARMON, KFI, and HARRY WISMER, ABC, have been signed for radio announcer roles in forthcoming Columbia Pictures' production "Triple Threat."

CANADIAN PRESS will move into its new building at University Ave. and King St., Toronto, late in August, and PRESS NEWS LTD., CP's radio news subsidiary, will occupy part of second floor of building.

BOB GARRARD, CBS Radio newscaster, is the father of a boy, James Dallas, born July 12.

SIXTEEN television stations, KDKL-TV Salt Lake City, has signed up Telefilm Inc. Hollywood's ten minute film series, "Snapshots."

New Discount Schedule

For Alaska Broadcasters

BEGINNING August 1, network discounts up to 30% will be allowed advertisers on the Alaska Broadcasting System. The new rate structure, as it will apply to all five of the ABS stations, provides that advertisers buying time on two stations will receive a 10% discount; three stations, 17½%; four stations, 25%; and all five stations, 30%.

Direct connections with the U. S. are now available through the Army Communication System at reduced rates, ABS said last week. The ABS stations are KFQD Anchorage, KINY Juneau, KTKN Ketchikan, KFRB Fairbanks and KIBH Seward, which will soon be in operation.

College FM Station

MARY HARDIN-BAYLOR College, Belton, Tex., has begun operation of KMH-BF-M, and has announced a new course, "Radio Workshop," open to members of every department at the college. Two air-conditioned studios have been built with a reception room, director's office and control room. A 342-foot tower is in use. KMH-BF eventually will be part of a Baptist FM network forming in Texas.
**FCC Actions**

(Continued from page 88)

**Applications Cont.**

new FM station, to change type station from Class A to Class B frequency to block proposed change at frequency to Class B frequency to block proposed change at frequency to Class A frequency.

**Application DISMISSED**

**FCC Box Score**

FCC BOX Score of actions as of last Thursday stands as follows:

- Standard Stations: 1,705 licensed, 331 construction permits, 290 applications in 500 new standard stations in 500 new station applications in hearing; FM - 143 licensed, 104 conditional grants, 766 CPs (of which 425 and 10 under special temporary authority) 41 applications pending, 44 applications in hearing; television - seven licensed, 15 CPs (of which 10 under a temporary license) 30 new applications pending of which 10 are in hearing.

**APPLICATION RETURNED**

Transfer of Control

KWAM Mansfield, Ohio - Involuntary trust - change of ownership, to be filed by J. W. Davis, J. K. Beretta and Mrs. J. K. Beretta to Mark Perkins.

**License Renewal**

License renewal applications filed for WMMS (Provo, Utah), WSTV-FM Steuben, Ohio; WBOE (education) change of location.

**Modification of CP**

Den Lee Best, System, Hollywood, Calif. - Approved new CP to change frequency to change power to change power to block proposed application.

**KECA-TV Los Angeles - MOD. CP new commercial TV station for extension of completion date.

**License Renewal**

License renewal applications filed for KUSU (Amboy, Calif.), WSTV-FM Steuben, Ohio; WBOE (education) change of location.

**KECA-TV Los Angeles - MOD. CP new commercial TV station for extension of completion date.

**WSEE St. Petersburg, Fla. - Same**

**RKO Oakland, Calif. - MOD. CP new station frequency to be changed from 540 to 540 plus 10 kHz.

**Assignment of License**

WLBC DeKalb, Ill. - VOL. assignment of license from Mesabi Broadcasting to Roland Williams, a partnership of d/b/a Davis and DeKalb Radio Studios to DeKalb Radio Studios Inc.

**Modification of CP**

WIDQ Stroudsburg, Pa. - MOD. CP new standard station for extension of completion date.

**APPLICATION DISMISSED**

- CP new station standard on 1360 kc 300 w D. DISMISSED July 16.
- McDowell County, W. Va. - License to cover CP new non-commercial educational station.
- Modification of CP

**applications**

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At Deadline...

KPRC FILES SECOND SUIT ASKING PORT HURON TEST
SECOND SUIT filed by KPRC Houston Friday asking U. S. District Court at Houston to convene three-judge panel for court test of FCC's WHLS Port Huron decision interpreting law on political broadcasters.

New case is similar to original (early story page 68; also Broadcasting, July 19), except it asks trial by three-judge statutory court rather than District Court itself, and seeks to have FCC interpretations set aside instead of declaratory judgment on subject.

New suit, which presumably will supersede original, was regarded as expedient maneuver since decisions of three-judge courts may be appealed straight to U. S. Supreme Court.

Frank W. Woxencraft, Washington counsel, and Jack Binion, Houston attorney, handling case for KPRC. Mr. Woxencraft expressed hope that three-judge court might hear case by end of month, in order to get interpretation of political-broadcast law as early in campaign season as possible. July 30 seemed likely hearing date rather than Aug. 2, previously fixed.

Meanwhile, motion for dismissal of first suit was filed by Justice Dept.

Dismissal plea, signed by William D. McFarlane, special assistant to U. S. Attorney General, is based largely on jurisdictional grounds.

WOI CHARGES FCC FAILED TO FOLLOW EVIDENCE
Iowa State College (WOI Ames) charged FCC Friday with going contrary to record facts in issuing its order abolishing AM special temporary authorizations [Broadcasting, July 6].

In petition filed by Marcus Cohn, Washing- ton counsel, college asked Commission to set aside its order and either call further hearing or refuse to adopt rule. Noting that college asked for hearing to support rule, while nine attorneys appeared against it, petition continued:

As the Commission's Report and Order stands, it is public policy that station irrespective of the testimony introduced or the argument made at any proposed rule-making proceeding, the Commission may disregard completely the record before it and come to a conclusion of the record as it may appear to the unanimous set of facts set forth in the record.

Elementary notions of administrative processes, fair play, and due process make it mandatory that the Commission give consideration and weight to, and base its conclusions upon the record in its rule-making proceedings. Had the Commission itself presented testimony at the proceeding or had it received counsel made argument, there would have been something in the record on which the Commission could base its proposed rule. The result of the Commission's proposed rule-making in this matter is to make the entire proceeding a sham and an empty formality at complete variance with the Administrative Procedure Act and elementary concepts of due process.

KFRU SOLD TO WATERS

Sale of KFRU Columbia, Mo., by Elsey Roberts, publisher of St. Louis Star-Times, and owner of KXOK St. Louis, to H. J. Waters Jr., publisher of Tribune and Mahlon R. Aldridge Jr., station manager, for $85,000, announced Friday subject to customary FCC approval. Station established in 1937 and operates on 1400 kc with 250 w. It is ABC affiliate along with KXK. Deal handled by Phil Jackson, of Blackburn-Hamilton Co.

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SAGINAW PROPOSES GRANT GOES TO BOOTH STATIONS

PROPOSED decision announced by FCC Friday to grant new station at Saginaw, Mich., 1 kw fulltime, directonal, on 790 kc to Booth Radio Stations Inc., licensee WJLB Detroit and WBBC Flint. Commission would deny mutually exclusive requests of Federated Publications Inc. WELL, Battle Creek licensees, for new station in Lansing, and Saginaw Broadcasting Co. to switch WSAM Saginaw from 260 w on 1400 kc.


FCC majority favored Saginaw over Lansing in view Sec. 307(b) of Communications Act, fair distribution of facilities law, and disqualified WSAM on grounds its directional antenna proposal was "substantially inferior" to requirements of standards. On issue of 30% daytime rural overlap between Booth's proposed Saginaw outlet and its WBBC, majority ruled duplicate base should not be applied as service from several other outlets available and in consideration of other comparative factors.

WIBK GETS EXTENSION TO CONTEST RULING

WIBK Knoxville Friday granted extension of time by FCC to Aug. 15 to request oral argument and file exceptions to initial decision of ex-Comnr. Clifford J. Durr which in effect would delete outlet [Broadcasting, July 5].


WSPD-TV SIGNS WITH NBC

WSPD-TV TOLEDO, owned by Fort Industry Co., signed as NBC television affiliate. Station went on air July 21. It will become inter-connected with NBC Midwest video network Sept. 20.

E. T. MORRIS named by Westinghouse Electric Corp. as Westinghouse Manager of Stratovision, projected nationwide airborne TV system developed jointly with Glenn L. Martin Co. He is assistant to Vice President Walter Evans.

ARGENTINE BROADCASTERS ASSN. QUITS IABA

(Summary story Page 11 and Editorial Page 10)
ARGENTINE Broadcasters Assn. may quit Inter-American Broadcasters Assn. unless Goar Mestre resigns presidency of hemispheric group according to word from Buenos Aires Friday.

As a result of publication in Peron newspapers of private letter from Herbert M. Clark, covering IABA sessions for Broadcasting, to Sol Taishoff, Mr. Clark said he had received telephoned threats to his safety.

Presentation in Argentine Congress of bill to force government to "make freedom of information a reality for the country's radio" is foreseen.

Paul Porter AIDS TRUMAN IN ANTI-INFILTRATION PROGRAM

PAUL A. PORTER, former FCC chairman and later OPA Administrator, temporarily re-called Friday by President Truman to government service as non-paid special Presidential assistant to prepare explanation of anti-infiltroation program for presentation to Congressional committees during special session.

Appointment of Mr. Porter was made after he attended cabinet meeting when special session program was outlined.

WTHI TERRE HAUTE SOLD

APPROVAL of acquisition of control of WTHI and WTHI-FM Terre Haute, Ind., by Anton Hulman Jr. for $2,62,020 asked in applications filed Friday at FCC. He buys holdings of Frank E. McKinney, ABC vice president Robert H. Hinkley, and associates.

KJSC LAS VEGAS DELETED

KJSC Las Vegas, Nev., deleted by FCC Friday at request of applicants, R. K. Wittenberg and R. L. Stoddards, partners doing business as San Joaquin Broadcasters. Station had been assigned 1340 kc, 250 w fulltime; first granted Dec. 1947.

HIGH POINT TV PROJECT

APPLICATION for new commercial television station on Channel 12 (204-210 mc) filed Friday at FCC by WFMP High Point, N. C. Effective radiated power 1 kw visual, 0.651 kwaural; antenna height above average terrain 375.6 ft. Total cost $90,000, first year operating cost $35,000, revenue unknown.

(Continued from page 4)

Tities grants in Florida and Puerto Rico, presumably is angling for concessions. Not even Cuba opposes postponement of NARBA conference from next month to Sept. 13, 1949. Only nation not heard from is Canada, conference host; she's expected to come through.

FULLTIME grant to WEAM Arlington, Va., is forerunner of similar authorizations for scores of stations in same category, other than those now on Class I (Glenn) channels. Fate of latter depends upon outcome of daytime sky-wave aspect of overall clear channel duplication issue.

NEED of TV station operators for trade association service meeting their special needs to be considered in near future by new NAB board Television Subcommittee, set to be named (see stories pages 4 and 27).

Goar Mestre, Cuban station owner and delegate to IABA and its newly elected president, decided to leave, country as result of official suggestions.

Observers agreed most significant underlying issue is fact seizure of mail and interference with press dispatch violate civil rights which Argentina is committed to guarantee under several international treaties.

Pointing out that Peronist newspaper attacks on Mr. Clark and Broadcasting were absurd, American Embassy in Buenos Aires failed to intervene officially despite wide interest in incident.

BROADCASTING • Telecasting
Buying radio programs on the basis of percentages alone is closely akin to "buying a pig in a poke". Markets are people, not percentages. Ratings have meaning only in terms of homes reached, and ratings are projectable only to the segment of the population represented in the sample.

That's why WLW—with its 4-state Merchandisable Area almost evenly divided between rural and urban listeners—adopted the Nielsen Radio Index. And that's how advertisers know exactly what they are getting for their advertising dollar on WLW.

The NRI is an accurate cross section of all the nearly 3 1/4 million radio homes within WLW-Land. It provides a scientifically accurate picture of all listening, minute-by-minute. Thus an advertiser knows the total listening audience, his share of the audience, and the total number of homes reached per broadcast.

But that isn't all. Nielsen also reveals the Cumulative Audience—the number of different homes reached by one or more programs in a series of broadcasts. It is not the same people who listen to successive broadcasts—the audience is fluid. With each successive broadcast the advertiser reaches new listeners, as well as many of the same listeners. That is the manner in which radio is bought and sold, and the manner in which people listen to it.

That's why the Cumulative Audience is of extreme importance to the advertiser. It enables him to know the total number of home impressions made by this advertis-
THESE PROGRAMS (ONCE MUTUAL SUSTAINERS) ARE HELPING INCREASE SALES FOR THEIR SPONSORS

HEART'S DESIRE
HOUSE OF MYSTERY
JUVENILE JURY
NICK CARTER
OFFICIAL DETECTIVE
QUEEN FOR A DAY
TAKE A NUMBER
TRUE DETECTIVE
TRUE OR FALSE
TWENTY QUESTIONS

PHILIP MORRIS & CO., LTD.
GENERAL FOODS SALES CO., INC.
GENERAL FOODS SALES CO., INC.
CUHAY PACKING CO.
PHARMA CO., INC.
ARMOUR & COMPANY
INTERNATIONAL MILLING CO.
MILES LABORATORIES, INC.
PHILIP MORRIS & CO., LTD.
UNITED STATES TOBACCO CO.
WILLIAMSON CANDY COMPANY
SHOTWELL MANUFACTURING CO.
RONSON ART METAL WORKS

CONSIDER THESE POINTS:
1. Mutual sustainers are tested before they go on the air and those offered here are "tried and true."
2. The sponsor who buys these sustainers does not have to build a show and he has an audience ready-made. (We will be glad to give you rating stories.)
3. Most Mutual sustainers are low in price and all represent unusual dollar value for the sponsor.

THESE MUTUAL SUSTAINERS HAVE THAT "COMMERCIAL AROMA"

We'll be glad to give you the details on each... and show you how they can help your sales curve.

ADVENTURES OF THE FALCON
ADVENTURE PARADE
LUNCHEON AT SARDI'S
SUPERMAN
HIGH ADVENTURE
IT'S A GREAT TOWN
LEAVE IT TO THE GIRLS
MYSTERIOUS TRAVELLER
STOP ME IF YOU'VE HEARD THIS
TWIN VIEWS OF THE NEWS

THE CASEBOOK OF GREGORY HOOD
MUTUAL NEWSREEL
SECRET MISSION
MEET YOUR LUCKY PARTNER
IT'S A LIVING
THREE FOR THE MONEY
HAPPY GANG
BEHIND THE 8-BALL
TALENT JACKPOT
HEART'S DESIRE

WHAT'S THE NAME OF THAT SONG