BEDFORD'S Limestone Centennial was a big Indiana occasion. So big, in fact, that the WLS National Barn Dance was invited to broadcast the entire 4-hour Saturday night program right from Bedford's public square. Lawrence County has a population of less than 35,000—yet, according to state and local police, approximately 50,000 people jammed the streets of Bedford to hear and watch their favorite WLS entertainers. This friendliness...this neighborliness...this listener loyalty to WLS prevails throughout the Midwest—and on listener loyalty depends advertising RESULTS.

Another 50,000 people said HELLO!
You spend hard cold cash to put your sales message on the air. That money should be spent with the station that gives you the most per dollar—most listeners, most buying income and most in sales returns.

We invite you to compare stations in Louisville—compare their rates, and compare the markets they serve. If you do, you'll find that only WHAS gives you complete coverage in the important Louisville market plus primary coverage throughout the rest of the Kentucky and Southern Indiana market reached by its 50,000 watt, 1-A clear channel signal. Compare, and you'll buy the large economy size.
Your message is

....HOME DELIVERED
THROUGHOUT NEW ENGLAND

via

THE YANKEE NETWORK

Home delivery by home-town stations is the basis of Yankee's local acceptance and impact throughout New England.

With Yankee — and with no other New England regional network — you can get local delivery in 23 principal markets in six states.

Every Yankee home-town station is a locally successful station solidly identified with local enterprise and of proven effectiveness as an advertising medium for local merchants.

Close to 90% of New England's radio homes are within the service areas of Yankee's 23 stations. This coverage from a local source reaches more homes more effectively, both city and suburban, throughout the six-state market.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
**Upcoming**

Aug. 9-10: NAB Districts 7-8 meeting, French Lick Springs Hotel, French Lick, Ind.

(Other Upcomings on page 77)

**Bulletins**

**George L. Harrison**, board chairman of N. Y. Life Insurance Co., elected to RCA board Friday, replacing Bertram Cutler, retired. Mr. Harrison also elected to RCA Communications Inc., and NBC boards.

**Warwick & Legler**, New York, agency for Farnsworth Television and Radio Corp., said Friday Metropolitan Auditions of the Air definitely to be aired next season despite cancellation of plans by Metropolitan Opera Assn. (See story page 20.) Agency said show may be expanded and possibly televised, AM show to start Sunday, Oct. 17, on ABC, 4:30-5 p.m.

**Package Firm Revived**

**William Von Zehle**, head of New York agency bearing his name, revived Package Shows Inc., radio producing company, to prepare shows both for his clients and open market. Firm, organized in Hollywood before war, was shelved when Mr. von Zeleh opened agency in 1944.

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**Business Briefly**

**Football for Chevy** • Local Chevrolet Dealers Assn., New York, in addition to sponsoring New York Yankee games this season, will back first football game of season to be played Aug. 12 between New York Yankees and Buffalo Bills of All-America Conference. Charity game will be televised on WABD, New York DuMont station, beginning 9 p.m. with Bill Slater as sportscaster and Mel Allen at the half-time as m.c. Proceeds go to Boys Club of Newark. Agency, Campbell-Ewald, N. Y.


**Revere Expanding** • Revere Camera Co., Chicago, to expand The All Star Review effective Aug. 12 to 9:30 p.m. Thursday on MBS. Currently heard 9:30-9:45 p.m. Agency, Roche, Williams & Cleary, Chicago.

**Lorillard Plans Radio for 'Embassy'**


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**Port Huron Axe Nipped by House Committee**

BROADCASTERS' fears of punitive action as result of political broadcasts were substantially allayed last Friday when FCC Chairman Wayne Coy concurred in Congressional Committee view that Port Huron decision was not intended as rule or regulation and common sense processing of material would provide safety. Fairness will be yardstick.

Relief for perplexed broadcasters came in second day of Port Huron hearings by House Select Committee investigating FCC, in wake of suggestion by Joseph H. Ream, CBS executive vice president, for return to status quo enjoyed before FCC issuance of final decision in WHLS Port Huron renewal case (early story pg. 23).

Chairman Forest Harness (R-Ind.) of Select Committee announced after executive session and open hearing that Mr. Coy "specifically agreed with me and the committee that for the time being, at least until the matter is settled, the honest and conscientious broadcaster who uses common sense in trying to prevent ob-scene, slanderous or libelous statements from going over the air need not fear any capri-cious action."

Don Petty, NAB general counsel, said afterward he felt stations could use Harness state-ment as guide in handling political broadcasts until Congress or courts take further action. But as in past, he suggested all stations fac-ing political-broadcast problem should consult competent legal counsel to help them determine whether material is defamatory or not.

Mr. Ream said his network opposed giving broadcasters immunity from libel or slander suits, because it would be "against the public interest to make it easy to broadcast defama-tion."

CBS official felt "a return to the status quo before the Commission issued its Port Huron decision would take care of us at least in the immediate future."

Chairman Harness advised Mr. Ream that this was precise reason Chairman Coy had been recalled.

Before opening afternoon session Chairman Harness and other members of his com-mitte met with Mr. Coy, Benedict P. Cotto- tone, FCC general counsel, and Richard Solo-man, chief of Litigation Section, to map out interim relief program for broadcasters.

In open hearing following executive conference Chairman Coy replied "I think that's right," when Chairman Harness asked if he felt any broadcasters using sound and honest judgment need not fear revocation of license.

"I don't want anything construed to mean the broadcaster has a right to censor material," he indicated he had no objection if broad- (Continued on page 98)
Three Beauties of the Deep South

1. "BEAUVOIR", historic residence of the Confederacy's only president, Jefferson Davis. A beautifully preserved ante-bellum home on the Mississippi Gulf Coast.

2. BILOXI FISHERIES on the Gulf of Mexico — largest shippers of shrimp and oysters in the world. Seafood is another industry that puts WWL-land ahead of 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 NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

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

50,000 WATTS · CLEAR CHANNEL
CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
SELLING A COLD REMEDY?

More than one million three hundred thousand listeners can hear WFMB with their ears stopped up! (That’s our half-millivolt coverage.)

When watery eyes can’t read fine print, WFMB announcers can pour your sales message into 400,000 loud speakers—in bell-shaped tones.

More than 600 drug stores within the range of WFMB’s transmitter provide easy access to your radio-advertised product.

WFMB merchandising service helps with point-of-sale displays and personal contact with the man-behind-the-counter.

Build profits that aren’t to be sneezed at! Take advantage of WFMB’s listener loyalty, convincing oral delivery, consistent circulation, and sales-aids where they count most.

WFMB is “First in Indiana” any way you look at it!

WFMB INDIANAPOLIS
BASIC AFFILIATE: Columbia Broadcasting System
Associated with: WFDF Flint—WOOD Grand Rapids—WEOA Evansville

Page 6 • August 9, 1948
This letter to Ed Petry answers questions that time-buyers and radio people are asking about 1948 listening audiences. In Houston, the answer is that KPRC continues conclusively FIRST. FIRST by yardsticks that count: audience rating . . . network affiliations . . . local programs. The facts speak for themselves. Put your client in touch with the biggest audience in Houston and the Gulfcoast area, today! Call Petry or write us for availabilities.

<table>
<thead>
<tr>
<th>Station</th>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;B&quot;</td>
<td>33.8</td>
<td>32.3</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>26.4</td>
<td>22.0</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
<td>12.4</td>
<td>20.2</td>
</tr>
</tbody>
</table>

And KPRC's small loss is offset by a 1.3 gain in Sets-In-Use. That's pretty impressive, but what follows is outright dramatic. In the time its competitors, as these percentages show:

- KPRC over Station "B" 38.03% 46.09%
- KPRC over Station "C" 31.5% 20.0%
- KPRC over Station "D" 172.5% 293.9%

It all adds up to this: the radio audience is doing more "shopping around" these days, but still recognizes the best "buy" in town.

Sincerely,

Jack Harris, Manager

NATIONAL REPRESENTATIVES: Edward Petry & Company • Affiliated with NBC and TGN • Jack Harris, Manager

KPRC
HOUSTON
950 KILOCYCLES • 5000 WATTS

BROADCASTING • Telecasting
August 9, 1948 • Page 7
It takes the right kind of bait...

And in Boston, it's WEEI!

Here's proof: WEEI's E. B. Rideout— for 23 years "the weatherman" to New England listeners—talked about Rusco storm windows for E. A. Parlee Company, at 6:45 three mornings a week. His first nine broadcasts netted 1,500 new orders. A haul of exactly $37,500 in sales!

No wonder more Boston advertisers invest more money—and make more sales—on WEEI than on any other station!

"COLUMBIA'S FRIENDLY VOICE IN BOSTON"

Represented by Radio Sales... Radio Stations Representative, CBS
WILLIAM R. SETH, former advertising and promotion manager for NBC Spot Sales Division, named radio director of Kotula Co., New York agency.

AUBREY ESCOE resigns as manager of KLIF Dallas, to become vice president and director of radio of Madden-Barrett Inc., Dallas agency. He helped launch KLIF, and previously was with KAND Corsicana and KTBC Austin.

RUTH DELAN, former assistant to president of Eversharp Inc., and director of public relations for Eastman Assoc., joins Flint Adv. Assoc., New York, as director of public relations in charge of television.

WILLIAM WITHERELL, BBDO radio and television copywriter for past 2 1/2 years, resigned Aug. 6 to become active partner in Video Films, Detroit. In addition to his regular BBDO assignments, Mr. Witherell produced seven comedy films for various conventions, including American Assn. of Adv. Agencies Convention at Virginia Beach. At Video Films, he will be in charge of spot film commercials department.


BENNETT, PETESCH & O'CONNOR Inc., new Chicago agency, moves from its 333 N. Michigan Ave. offices to 75 E. Wacker Dr. Agency, which expects to bill $750,000 within next year, is planning to use radio for following accounts: Continental Corp., Zip Pressure Plunger Co., Century Vitreous Enamel Co., Woodburn Manufacturing Co. and Power Trailer Corp., all Chicago. A. S. HECHT Jr., former account executive with Kuttner & Kuttner, Chicago, named merchandising director and account executive for new firm. JEAN GUILD is handling media and fashion advertising.

HOWARD G. BARNES, former producer-director of CBS for eight years, joins Dorland Inc., New York, as director of newly-formed radio and television department.

HAZELLE BEAVER, former script writer and actress at KMYR Denver, joins Glenn Brill Adv., that city.


JOHN J. TORMEY, formerly with Foote, Cone & Belding, New York, as vice president and account executive, joins Geyer, Newell & Ganger, New York, as account executive.

HARRY J. WENDLAND dissolves Los Angeles agency bearing his name and joins Edward S. Kellogg Co., that city, as account executive.

PARK A. WOODS and VAL SAMUELSON also transfer in their capacities as account executive and art director, respectively.


MARY HENRY, formerly with West-Marquis Inc., San Francisco, joins Campbell-Ewald Co., that city, as production manager.

JEAN VIOLA of J. Walter Thompson Co., named head of agency's radio traffic department, New York office, succeeding LOUISE SPALDING, resigned. Miss Viola will supervise clearing and scheduling of radio and television commercials and handling of long term talent contracts.

J. F. OBERWINDER, president, d'Arcy Adv., St. Louis, appointed to National Distribution Council by Secretary of Commerce Sawyer. Council is to help industry improve its efficiency in distributing goods.

TED BLISS named producer of CBS Sweeney & March show for Young & Rubicam, Hollywood.

MORRIS F. SWANEY Adv. announces following new appointments: To account staffs—R. L. WALKER Jr., former associate member of William Scott Assoc., to Detroit office; THOMAS WASON, former ac-

(Continued on page 52)
MAYBE you think that illustration is a gag. If so, you ought to come out and see our hayseeds drag in the dough!

In WDAY's Red River Valley, the average family has an Effective Buying Income of $4491 (1947). The average in “booming” California is $3771. In Indiana it’s $3699! In the parts of North Dakota not served by WDAY, it’s $3810!

WDAY is one of the few stations even heard throughout the Red River Valley. In Fargo, our share of the audience was 3½ times that of Station B. In our primary area, our share of the audience was 5 times that of Fargo Station B. (Conlan, May, 1948). Do you think maybe our story deserves your—er—consideration?
Feature of the Week

THE FAME of French postcards is soon to be outmoded by the fame of French television, if plans of Radiodiffusion Francaise come true.

According to the French Broadcasting System in North America, the new French television will relay shows at 840 lines as compared to the 525 lines now standard in the U.S. Operations are expected to begin next January from the transmitter on Paris' Eiffel Tower.

French video engineers also are manufacturing a new TV camera tube, which, they claim, is even more sensitive than the image orthicon of the U.S. The tube is said to eliminate many of the blasing lights that make being telecast so uncomfortable.

Although television in France ceased entirely during the war, French technicians worked underground during the Nazi occupation to design and construct new equipment.

By next year the industry expects to have eight studios, two of them outdoor. One has a swimming pool for underwater scenes and re-

On All Accounts

IT TOOK Roy Willard McLaughlin a long time to make up his mind to desert black-and-white for radio in 1943.

A newspaper had given him his first job when he was 14. Newspaper work had been his livelihood for 34 years. But Roy, former Western national advertising manager for Hearst's Chicago Herald-Examiner, and "descendant of Murthaugh, first Christian king of Ireland," went into radio "at the drop of a hat" after he had reached middle-age.

His conversion to the medium against which he had competed for nearly 20 years must have been complete, for Roy went to work for NBC's old Blue Network at half the salary paid him by the newspaper. Today five years later — Roy is none the worse for his decision. He is station manager of WENR Chicago, and Chicago spot sales manager for ABC. During the first half of 1948, WENR billings were 51.1% more than for the same period last year.

Born over a grocery store on Chicago's near North Side, Roy was only 5 years old when his father was killed in an interurban line accident. When he was 10, and a pupil in Nathaniel Haw-thon Public school, he started selling papers at Grace and Broadway, one of the North Side's busiest intersections.

At 14, instead of looking forward to high school, he was looking for a steady job downtown. He landed in the circulation department of the old Chicago Examiner, but found it more evoking to frequent the editorial rooms.

With the help of "the editors" he got a job as a copy boy and during off-hours gradually took the rough edges off of some of his own compositions. Being fond of automobiles, especially those driven by Eddie Rickenbacker, he decided to turn out some sample auto racing columns. One of these early efforts landed on the city desk of the Kansas City Post so Roy McLaughlin found it necessary to move to the Missouri metropolis to get his first by-line. Two years later, when the Chicago Herald merged with the Examiner, Roy was called "home" to become automobile editor of the combined papers.

When the advertising manager of the Herald-Examiner learned that young McLaughlin knew countless Chicago businessmen by (Continued on page 40)
HERE IS ONE of the finest high-quality amplifiers yet designed for remote services. Distortion is less than 1 per cent over the complete frequency range of the instrument. High-level mixing reduces general noise level by at least 15 to 20 db. Stabilized feedback holds program quality steady over a wide range of operating conditions. Each of the three amplifier channels provides an over-all gain of 92.5 db—enough to help high-quality microphones through nearly any situation.

The BN2A is plenty flexible, too. You can feed the program to the output channel and the public address system simultaneously. You can isolate the remote amplifier and feed the cue circuit into the PA direct. You can monitor both circuits. You can switch in as many as four microphones—through the four microphone inputs provided (inputs 3 and 4 are switchable to mixer 3). And you can run the BN2A from a battery simply by removing the power line connector—and plugging in the battery cord. Weighing only 29 pounds, and completely self-contained for a-c operation, this sturdy remote amplifier carries as lightly as a brief case. More about the BN2A from your RCA Broadcast Sales Engineer. Or drop us a card. Dept. 19 HA.

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Mixing Channels</th>
<th>Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microphone Input Combinations</td>
<td>Four</td>
</tr>
<tr>
<td>Freq. Response (±1.0 db)</td>
<td>30-15000 cycles</td>
</tr>
<tr>
<td>Noise Level</td>
<td>-70 db below +18 dbm</td>
</tr>
<tr>
<td>Distortion</td>
<td>Less than 1% rms</td>
</tr>
<tr>
<td>Rated Output Level</td>
<td>+18 dbm</td>
</tr>
<tr>
<td>Power Source</td>
<td>105-125 v. a. c. (or battery)</td>
</tr>
<tr>
<td>Size</td>
<td>14½&quot;L, 9½&quot;D., 10&quot;H.</td>
</tr>
<tr>
<td>Weight</td>
<td>29 lbs. (complete with a-c cable and spare tubes)</td>
</tr>
</tbody>
</table>

**High-Fidelity Remotes**

-30 to 15,000 cps!

Here is one of the finest high-quality amplifiers yet designed for remote services. Distortion is less than 1 per cent over the complete frequency range of the instrument. High-level mixing reduces general noise level by at least 15 to 20 db. Stabilized feedback holds program quality steady over a wide range of operating conditions. Each of the three amplifier channels provides an over-all gain of 92.5 db—enough to help high-quality microphones through nearly any situation.

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</tbody>
</table>
When Piedmont people go to market, they have $1,054,811,000 to spend.

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

5,000 Watts—950 Ks.
Spartanburg, South Carolina

Represented by John Blair
CBS Station for the Spartanburg-Greenville Market

*The proof’s in the Hooper—and here’s what he has to say:

HOOPER STATION LISTENING INDEX Spartanburg, S. C., Winter, 1948

<table>
<thead>
<tr>
<th>TIME</th>
<th>sets in use</th>
<th>WSPA</th>
<th>station A</th>
<th>station B</th>
<th>station C</th>
<th>other</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM-12:00 N MON. THRU FRI.</td>
<td>28.5</td>
<td>72.2</td>
<td>2.5</td>
<td>2.0</td>
<td>22.9</td>
<td>0.4</td>
</tr>
<tr>
<td>12:00 N-6:00 PM MON. THRU FRI.</td>
<td>27.0</td>
<td>55.4</td>
<td>7.3</td>
<td>2.5</td>
<td>33.9</td>
<td>0.9</td>
</tr>
<tr>
<td>6:00 PM-10:00 PM SUN. THRU SAT.</td>
<td>38.8</td>
<td>72.6</td>
<td>0.7</td>
<td>2.6</td>
<td>21.2</td>
<td>2.0</td>
</tr>
</tbody>
</table>

DISNEY HATS, New York through Grey Adv., New York, Sept. 5 starts sponsorship of 10-minute NBC news reviews on 17 video stations in 17 cities. Company plans to add new stations in new cities as they go on the air. Series will be sponsored at various times on Sunday night. Will be heard at 7:20-7:30 p.m. in New York.


THEOBALD INDUSTRIES, Kearney, N. R., starts radio campaign in Baltimore and Washington, using spots and local programs, to introduce Hum, new heavy-duty all-purpose soda. Schedule will be expanded into several other markets, as yet unannounced, following Labor Day. Agency: Franklin Bruck Adv., New York.


VALMART EQUIPMENT Distributors Inc. (deep freeze units) and MAXSON FOOD Systems Inc. (frozen foods), both New York, Aug. 4 started Neatest Trick of the Week, five-minute transcription series, on WABD(TV) New York. Televised Wed., 9-9:05 p.m., preceding pickup of boxing bouts at Jamaica Arena; sales message is directed solely to tavern owners. Series transcribed by DuMont’s Teletranscriptions. Agency for Maxson is Tracy Kent Co., New York. Valmart placed direct.

YAMI YOGURT PRODUCTS, Los Angeles (cultured milk), Aug. 7 started radio expansion program with 52-week quarter-hour weekly sponsorship of Saturday Chef on KFI Los Angeles. Aug. 9 firm starts two weekly quarter-hour sponsorship of Sally Deane 52 weeks on KSID San Diego, weekly participation for 52 weeks on Norma Young on KHJ Los Angeles, contemplating program purchases from two Minnesota stations soon.

H. N. HEUSNER & Son, Hanover, Pa. (City Club Cigars), appoints Kronstadt Agency, Washington, to handle 13-week radio advertising campaign in Washington. Spot radio and television will be used.

HOUK and EDDY MOTOR SALES Co., Columbus, Ind. (used car dealer), signs one year contract with WCSI (FM) that city, for spot announcements before and after all broadcasts of sporting events for coming season. This is the first time the firm has used radio.


LOUIS MILANI FOODS Inc., Los Angeles and Chicago, appoints Los Angeles office of C. J. Laroche & Co. to handle advertising on complete line of Milani Products, effective Sept. 1. Agency is already formulating plans for introduction of Milani’s newest product, De Cisco Dressing, in Los Angeles, Atlanta, Portland and Chicago markets during next few weeks.

CYCLOID Corp., Chicago (sports equipment), begins three-a-week one-minute spot campaign for four weeks on WGN-TV, Chicago Tribune video station, through Bennett, Petesch & O’Connor, also Chicago. Film spots produced by agency will precede station sports shows.

MILLIRON’S, Los Angeles department store, started spending $2,000 budget for four week spot campaign on 44 spots running two weekly on five Los Angeles stations, KHJ KEKA KFI KNX KFWB. Agency: Hunter Adv., Los Angeles.

LOFT CANDY SHOPS announces sharp increase in schedule of spot announcements in New York and Philadelphia. Spot announcements heard approximately 50 times weekly and increasing each week. Some stations

(Continued on page 44)

BROADCASTING • Telecasting
Markets are People with Jobs!

People with jobs make markets, not people, alone! In Tulsa there is less unemployment today than at any time since the end of the war reconversion period. As the graph above shows, 14,100 were unemployed as of the end of November, 1945, with 81,750 net available employables. Today, as of the end of May, 1948, only 1,125 are unemployed with 95,475 net available employables*!

Markets are people with jobs and spendable income! This combination is present in the Tulsa market in real abundance today. Proof? The U. S. Department of Commerce in its April, 1948 report, shows Tulsa leading all cities in the West South Central area in retail trade gains with a 27% gain, over all, April 1948 over April, 1947. Oklahoma's second market shows a gain of only 17%.

Advertising dollars buy more in the Tulsa market . . .

Advertising dollars buy more radio advertising when they buy KVOO, Oklahoma's Greatest Station!

*Oklahoma State Employment Service Report

RADIO STATION KVOO

50,000 WATTS
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.
LOVE AT FIRST

One significant fact to come out of the field of television programming is the active (and consistent) enthusiasm of the critics for CBS-TV showmanship.

As each of the major CBS-originated and produced Television shows has hit the air (and met the critic’s eye) the response has been immediate—a case of love at first sight. It is applause not only for purpose, but for fulfillment; for both ingenuity and technique—in news as in music, in variety-comedy and in “remote” broadcasting.

Of far greater significance is this fact. In a medium which is still in its infancy, these CBS-TV programs emerge as fully matured productions on their very first airing—as the following comments clearly reveal.
TOAST OF THE TOWN Sunday, 9:30-10:30 pm
"Television seemed to advance five years, at least...Sparked by Ed Sullivan hitting a new high as an affable emcee, the video show maintained a speedway pace...With this show, CBS moves ahead of the crowd as the leader in putting together Grade A Variety fare."

CBS-TV NEWS Monday thru Friday, 7:30-7:45 pm
"Much better than the feature-type newscast employed by other video broadcasters." (Also the American Television Society's annual news award for "the station with the year's outstanding news program."

WHAT'S IT WORTH? Friday, 9:00-9:30 pm
"Prime television programming...It has visual and auditory appeal, eachabetting the other. Its content is intriguing and devoid of monotony, and its format is pleasurably informal...There's a tremendous wealth of anecdote and human interest in the program."

PLACES, PLEASE Mon., Wed., Fri., 7:45-8:00 pm
"This new backstage tele series, giving featured performers, bit players and chorines from Broadway a chance at some individual stuff, has a warming informal quality that makes attractive video...Barry Wood as producer-singer-emcee...hits it satisfyingly."

FACE THE MUSIC Mon. thru Fri., 7:15-7:30 pm
"Here's one of the neatest little musical packages to be wrapped up for television." "(producer)...has wisely dressed the show with sufficient visual mountings and has given the singers bits of business to do. Latter factor gave the show that all-important movement."

TO THE QUEEN'S TASTE Monday, 8:05-8:30 pm
"Most TV recipe shows are as flat as stale beer, but one stands out like a glistening grape in a flavorless aspic. Mrs. Dione Lucas...has husbands drooling...is something of a television sensation."

THE MISSUS GOES A-SHOPPING With John Reed King Wednesday, 1:30-2:00 pm
"Best proof...of staging certain types of television shows 'on location'." Television version "added plenty of color and authenticity."

The audience backed up the critics
Certainly of equal importance with critical acclaim is the response of the audience. Here, too, CBS-TV established clear-cut leadership at the very outset.

On its first rated broadcast Gulf Oil's WE THE PEOPLE won a Hooper Telerating of 46.0, becoming the No. 1 program in the New York area.

On its first rated broadcast TOAST OF THE TOWN (9:30-10:00 pm) won a 56.5 share of audience, or more than half of all television viewers at the time.

And CBS TELEVISION NEWS, only two months on the air, was the first and only news program to produce a broadcast with a rating in the "top 10."

Finally, the July Hooper Telerating Report reveals that 3 of the "top 5" programs (excluding political convention broadcasts) were on CBS-TV—two other stations were represented by one program apiece.

Praise from network affiliates
A major measure of effective network programming is its appeal in other cities. Two affiliates testify to the local effectiveness of CBS-TV programs.

"I am sure you will be interested to know that from the comments and letters we receive, it is clear that CBS, day after day, is doing an outstanding job in Television News. It is programming of this type that helps build large and increasingly loyal audiences to our station."

C. BENNETT LARSON, WCAU-TV, Philadelphia

"Congratulations. I think 'Toast of The Town' ranks with the top Television entertainment on the air. It's certainly the kind of programming stations need to build audiences."

E. K. JETT, WMAR-TV, Baltimore

For advertisers today these universal tributes to CBS-TV programming have sharply practical implications. To explore them to your profit call CBS Television.
As an advertising medium, television has demonstrated its tremendous impact and the success of radio in advertising history encourages comparable projections for video that are very favorable." So states a survey just released by Audience Research Inc., also conductors of the famed Gallup Poll. Audience Research goes on to say that although the direction of future television activities is only a "vague onward," a considerable number of people in the broadcasting, motion picture and advertising world are terribly eager to climb aboard and go along.

This second digest covering the progress of television, Television Has Happened, was prepared "to assimilate news and information about television from all reliable sources to provide a ready reference for those who are interested in the advertising and entertainment potentialities of the video medium."

An appraisal of the television situation as it stood several weeks ago, when the book was compiled, is supplemented with numerous charts and graphs. Difficulty of obtaining an up-to-date report in this ever-changing field, of course, apparent, it is stated. In compiling the statistics, Audience Research found many contradictory reports, as borne out by the statement, "For one month alone we consulted five sources to determine the number of operating stations and obtained four different answers." To eliminate this confusion, station managers were contacted by Audience Research to get the answers direct.

The facilities picture as of June 15 showed 29 video stations in operation in 18 different areas. Seventy-two construction permits had been granted and 256 applications were pending. If granted they will cover 112 market areas. By the end of 1948 industry spokesmen indicate between 50 and 60 stations will be operating in about 35 markets, Audience Research says. At the same time 14 cities are expected to be linked by coaxial cable or microwave relay.

Of the operating stations on June 15 there was a wide variance in the number of hours of service per week rendered by each (see chart). The minimum operation was 15 hours, while WBBR Chicago topped the list with 45 hours a week. The average video station was broadcasting 29 hours per week. In contrast, A.M. broadcasting extends practically around the clock with networks operating well over 100 hours a week.

As of February, the time reported on by Audience Research for the division of commercial video time, sports more than half of the sponsored presentations. In second place, but consuming only 15% of the time, as compared with the 53% taken by sports, were variety programs. Children's programs consumed 13% of the sponsored time to qualify for third place. Among the very low scores were the sponsored list were feature films, home service and discussion. Each had only 1%.

12-Fold Sponsor Increase

Over a period of the last 18 months, to June 1945, the list of sponsors in the video field had a 12-fold increase. In January 1947 only 31 advertisers were presenting their message through the medium of television. That figure had jumped to 401 different sponsors by June of this year. Operating stations reported 601 clients but many of them were using the facilities of more than one outlet.

A large number of categories were represented by the advertisers using TV. According to figures quoted by Audience Research, the largest classification was retail outlets, department stores and appliance stores totaling 76 clients. Home instruments, furnishings and houseswares ran a close second with 65 advertisers. In third place was automobile dealers and manufacturers, with 36 advertisers in the field. Continuing down the list, beer and wine had 21; foods and groceries, 22; clothing and apparel, 17; real estate, building materials and supplies, 16, and cigarettes, 6. Numerous other categories were listed with six or less clients for a total of 336.

Overall Evaluation

A lengthy discussion on the pros and cons of television was presented in a completely objective light. The progress in broadcasting facilities, set manufacturing and distribution, and in promoting and selling video was termed "spectacular." The programming end was still the object of criticism but reasons for the lack of advancement were presented and reasons why advances in the future must be made were outlined.

In evaluating the all important impact of the medium on television, Audience Research states: "The combined advertising virtues of motion picture and radio plus television's own ingredient — motion — produces an impact on viewers unparalleled in any other medium." Several examples are given to the response to television including NBC's Howdy Doody puppet show which drew 58,000 responses to an offer made for "Howdy Doody-For-President" buttons.

Sets-in-use in television homes are shown to be consistently much higher than radio sets-in-use figures. However, the warning is presented that this high level probably will not be maintained as the home audience has more hours of broadcasting over which to spread its interest in television. To point up this fact a comparison was made between television sets in use and comparable figures for radio. In the two months checked, a median of 60% was reached for television sets in use and 35% for radio. However, it is pointed out that radio service was available for well over 100 hours a week while television was being presented for only about 25 hours.

Figures quoted from a Hooper survey conducted in New York last March showed that in television homes 75% were at home viewing television or listening to the radio. Of that 76%, 94% were looking at television, 3% were listening to the radio and 3% had both the radio and TV set going.

When CBS telecast the circus, Hooper figures showed that it acquired an average rating of 67.2 while the average evening radio rating during the same time was only 10 with the highest rating 24.5.

In television homes checked by Hooper, Jack Benny's rating was down to 6 while non-television homes it was 24.

In an evaluation of these facts Audience Research said, "By all accounts, television is beating the ears off radio in the competition for the audience's attention."

This, however, is only half the story, the organization states, pointing to the other side of the ledger:

Despite the great impact television has on the viewer — it is of course, necessary to have a viewer there. The availability of viewers hinges on two factors, the consumer price trend of TV sets and availability of telecasting. Audience Research states, on the basis of field studies it conducted, that about half the families in areas now served by television are ready to buy a home set at an average price of around $200. However, at the time the report was made, the average set cost almost $400.

The availability of television program service is growing every day, not only in the hours of operation of the present stations, but (Continued on page 82)
In Maryland, WMAR-TV is tops in sports!

WMAR-TV's Channel Two is first choice for thousands of sports fans. They look to this station regularly for:

**WRESTLING**
Once a week from the Baltimore Coliseum.

**BASEBALL**
Two night games a week of the Baltimore Orioles.

**FOOTBALL**
Navy's scheduled games with Missouri, Cornell, California. The Baltimore Colts professional football team's games both at home and in New York and Brooklyn.

**RACING**
Feature race and one other daily from Pimlico and Laurel.

**BASKETBALL**
All home games of the famous Baltimore Bullets, last year's B.A.A. champions.

Plus full coverage of: Yacht races on Chesapeake Bay, tennis matches, bowling, swimming meets, polo matches, boxing, soccer, lacrosse, track meets, and other sports events.

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

The peerless propagation of Channel Two carries programs from major networks via the television station of the Sunpapers of Baltimore to televiewers in the Chesapeake Basin.

WMAR-TV's own coverage of sports and special events—civic, patriotic, and cultural—is unequalled in this rich, productive area.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVE. * NEW YORK 18
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE
AND NORTH CAROLINA'S Number 1 Salesman is WPTF

50,000 WATTS 680 KC. NBC AFFILIATE • RALEIGH, N. C.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
GIVEAWAY CRACKDOWN

By RUFUS CRATER

A CRIPPLING BLOW intended to break the back of the giveaway craze was unleashed by FCC last Thursday in proposed rules which would put millions of dollars worth of radio programs off the air for violation of the lottery law.

Commission authorities said virtually all of the network "big-money" giveaway programs would be hit, except for some of those which depend upon studio audience-participation alone. These apparently are not the main target.

The Commission made clear that each program would be judged separately, but proposed four tests to determine whether a show is or is not in violation of the lottery provision (Sec. 316) of the Communications Act (proposed rule on page 76).

Under this proposal—which is left open to protest until Sept. 20 and will then almost assuredly be set down for oral argument—any giveaway program would be deemed to violate the lottery section if the winner's selection "is dependent in any manner upon lot or chance," and if any one of the following conditions prevails:

- If the winner or winners are required to furnish "any money or thing of value" or to have in their possession any product made or handled by any advertiser on the station;
- If the winner or winners are required to listen to the program in question or watching it on television;
- If the winner or winners are required to answer a question whose answer—or aid in answering—is given on a program broadcast over the station;
- If the winner or winners "are required to answer the phone or write a letter, if the phone conversation or contents of the letter (or substance thereof) are broadcast by the station."

The Commission's proposal came at a time when the giveaway fever is at its height. Network programs alone run into figures a week hitting around the $3,000,000 mark every six weeks.

NAB President Justin Miller greeted the proposal with a statement that FCC was exercising a duty, that each program should be considered individually, and that NAB will request any changes which it may find are necessary.

The NAB's new Code opposes programming designed to "buy" audiences, and frowns on contests in which chance, rather than skill or ability, is the determining factor. The networks did not immediately indicate their reaction to the Commission's proposal, but they have announced they will comply with the NAB Code.

FCC's action produced no great surprise, for FCC has recurrently been reported concerned with the upsurgence of programs of this type. Its news release announcing the proposed rules called attention to "the growing number of 'money' programs on the radio."

Issued Simultaneously

The proposal was issued simultaneously with FCC hearing examiner's report on an investigation of a giveaway program of WARD Arlington, Va., which the examiner, J. D. Bond, adjudged to be a violation of the ban on lottery shows. The Commission said it was "in agreement" with Mr. Bond's findings and conclusions, but before taking any final action gave WARD 20 days to file exceptions and a request for oral argument before the Commission on banc. FCC said it was following this course "in view of the important legal question" involved.

The WARD program was Dollars for Answers. It has been discontinued by the sponsor since the proceeding originated, but FCC refused WARD's request that the case be dropped for that reason.

Summarizing his views, Examiner Bond said in his recommended report:

"It is our opinion that the 'Dollars for Answers' program, admittedly possessing the prize and chance features, admittedly intended to capture and profit from the potential listening audience by reason of the money prize award, which can be obtained only by those favored by luck is a contemplated appeal to the human speculative propensity, the gambling spirit."

This appeal is intentionally made for the purpose of securing gain to the respondent, etc., increased radio property value. It cannot be found void of consideration as the law knows such to be. That there is benefit to the respondent admits of no reasonable doubt. That the benefit is both declared and requested by the respondent cannot be denied. That legal detriment to the respondent follows, has been shown. That the circumstances amount to legal consideration is apparent. We conclude that the broadcasting of this program violates the anti-lottery law.

NARSR

Status Grows; Flanagan Named

FULL-FLEDGED trade association status for the National Assn. of Radio Station Representatives was awarded last week with appointment of Thomas F. Flanagan, chairman of the Associated Tobacco Manufacturers, as managing director, effective today. Association headquarters have been established at 101 Park Ave., New York City.

Announcement of the appointment by Paul H. Raymer, NARSR president, followed a meeting of the association's membership in New York last Thursday. It came on the heels of the FCC's action last month ordering an investigation of the whole station representation structure in the sale of national spot. This inquiry was undertaken upon petition of NARSR, formed last September as a trend toward network representation of affiliates in non-network sales took shape.

The association's credo is to foster development of spot radio through more aggressive promotion, higher standards, greater economic stability, and more individual station control over programming and commercial policies.

Mr. Flanagan, 55, is well-known in manufacturing, trade association and radio circles. As a top executive of Penn Tobacco Co., of Wilkes-Barre, Pa., of which he was president until three years ago, he purchased substantial non-network time nationally, largely in behalf of Kentucky Club tobacco. The company was sold to the Bloch Bros. Tobacco Co., Wheeling, W. Va., in 1945.

As chairman of the Associated Tobacco Manufacturers, Mr. Flanagan has directed trade association activity in that field. He became its chairman in 1943, when it was created during the days of the Office of Price Administration. In that activity, he familiarized himself with Washington regulatory operations.

Mr. Flanagan told Broadcasting he felt the NARSR post afforded an opportunity for genuine

(Continued on page 76)
WITHOUT regard to the legality of its action, let's applaud the FCC for its forthright approach to the snow-balling money-giveaway parasite.

The ruse of "judicial law-making," wherein program reforms or restrictions were smuggled into favorable decisions, was avoided. There are no malicious Blue Book or Port Huron implications in the release of the proposed regulations, which, as written, would knock out most of the fabulous network money and merchandise programs, as well as those locally originated. An open hearing is provided for.

Section 316 of the law is specific in banning lotteries, gift enterprises and similar schemes. It uses the same language embraced in the postal regulation. One other provision of the law—and only one—gives the FCC specific authority over programs, and that ban use of obscene, profane or indecent language over the air. It also was adapted from the postal regulations.

Whether the FCC, with propriety, can lay down regulations of the breadth and scope of those proposed is a matter for strict judicial interpretation. We have always understood that each case must be considered on individual merits because of the hair-line balance between what is and is not "lot" or "chance."

The FCC in the past has thought so too, because invariably it has referred such cases to the Department of Justice. And in each such instance the Department has ruled that the cases were "unprosecutable," implying that it wouldn't risk losing in the courts.

In proposing to lay down hard and fast rules, the FCC appears to be venturing into dangerous territory. It literally has thrown the book at broadcasters and sponsors alike. The broadcaster, however, has his station license on the line, whereas the advertiser simply must mend his ways. The proposed rules go far beyond the anti-giveaway language of the NAB Code.

Reaction, as always, will depend upon whose ox is gored. ABC, with skyrocketing Hoopers, because of its heavy prize contest programming, can be expected to contend that the proposed rules go far beyond the law. Unquestionably it had cleared as far as it could with the postal authorities before scheduling the programs. NBC, CBS and probably Mutual can be expected to view the FCC's not unexpected action with equanimity.

One immediately salutary effect will be to dampen the ardor of advertisers and networks for the giveaway pattern. Why build up a program if its fate may be extinction? It will tend to open up a host of prospects for radio—both network and spot—advertisers who are getting free rides via the commodity giveaways.

The NAB code, by way of self-regulation, can do this job. It would be far better for radio itself to set the guideposts than to have an agency of Government undertake it. But, though we find ourselves in the unique position of applauding an FCC move having direct bearing upon programming, we do so with the frank recognition that the law itself biases lotteries.

And, we submit, it would not have evolved this way without a man of the stature of Wayne Coy as the FCC chairman. Or stated another way, if Left-Winger Clifford J. Durr were still on the Commission.

**ZIV BUYS 'WORLD'**

FRITZRED W. ZIV'S purchase of the World Broadcasting System from Decca Records last week for a reported $1,500,000 united the nation's largest producer of transcribed radio shows and the oldest and largest transcription library in the industry. [CLOSED CIRCUIT, July 26.]

The deal was the latest in a series of shrewd and boldly-planned business coups that have buttressed the Ziv Company's steady, increasing pre-eminence in the packaged show field.

World Broadcasting, which includes World Features, World Feature Library, and World Programs, becomes a wholly-owned subsidiary of the Ziv Co. It will be reorganized as an Ohio corporation, with a board of directors including Mr. Ziv, John L. Sinn, executive vice-president of the Ziv Co., and Maurice H. Koodish, Ziv attorney. It was understood that WBS headquarters will remain in New York for the present.

No personnel changes within the World organization are planned, according to a joint announcement from the Ziv Co. and Decca. The WBS offices in New York, Chicago and Hollywood will keep their separate identity for the present but later will merge with the Ziv offices in those cities.

Commenting on the company's latest acquisition, Mr. Sinn said on Friday: "the World library has always been considered the finest library from the standpoint of quality and talent and it is our intention to maintain this high standard and to enlarge and expand the service to the stations. We believe it is a natural tie-up for the Ziv Company to own and operate World Broadcasting because now we can serve the stations with a library, programs and television—a completely rounded service."

Expansion of the World library and other services is planned, according to Mr. Sinn, with the addition of many well-known performers now under contract to the Ziv Co. Subscribers to the World library now total 670 AM, FM, and television stations.

A spokesman in the WBS New York office indicated that a new position in the Ziv organization is planned for A. J. Kendrick, now general manager of World, with headquarters in New York.

Herb Gordon who left WBS early this summer and is now an administrative executive with the Ziv Co. "will be actively associated with the administration of the World library..." Al Sambrook will continue in charge of station relations for World, with Maynard Margaret heading the Hollywood office and W. C. Hutchings as head of the Chicago office.

Decca bought World Broadcasting System in July 1943 for an undisclosed sum from Percy L. Deutsch, who in 1929 had formed WBS and Sound Studios, later merged as a single organization.

When Mr. Deutsch formed WBS he became one of the first recording executives to enter the field of making transcriptions specifically for broadcast use. In 1931 the vertical cutting method developed by Electrical Research Products Inc. (now Electrical Products Division of Western Electric) was adopted by World under leasing arrangement.

World was reorganized in 1936 with ERP1 holding all of its preferred stock (3,000 shares at a par value of $100 a share) and 5,845 shares (about 18%) of the WBS common stock. However, the ERP1 holdings were transferred to Decca at the time of the 1943 sale, giving it full control. The WBS physical properties at that time included recording studios in

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**Decca Firm Sued By Anti-Trust Div.**

**Government Charges Conspiracy To Control Record Market**

DECCA RECORDS Inc., New York, and Decca Records Co., Ltd., of Great Britain, were sued by the anti-trust division of the Department of Justice on Tuesday, Aug. 3, for allegedly conspiring to control the world record market.

The detailed complaint filed against Decca in U. S. District Court, Southern District of New York, last week alleged that the defendants (Decca and Decca Ltd.) and "the co-conspirators" (Elecrite and Musical Industries Ltd., Great Britain) have been engaged in an illegal combination and conspiracy in restraint of trade in records in the U. S. and abroad since 1942.

Such activities, the government charges, are in violation of Sections 1 and 3 of the Sherman (anti-trust) Act.

The three firms are accused of plotting to divide the world's rec.

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By ED KEYS

A SENATORIAL microscope is focused sharply on the entire radio industry by a subcommittee of the Senate Interstate and Foreign Commerce Committee, intent upon subjecting every phase of the nation's communications to an exhaustive examination.

The scope of the gigantic undertaking was revealed in a tentative agenda released yesterday (Sunday) by the subcommittee. The broad study of broadcasting and non-broadcasting matters originally was ordered by Sen. Wallace H. White Jr. (R-Mo.), chairman of the Senate Commerce Committee, who is retiring from Congress [BROADCASTING, June 28].

A glance at the Senate subcommittee agenda and observation of activities currently underway by a House Select Committee investigating the FCC (See story below) furnished one foolproof conclusion for the Senate: Congress would hear ample reasons why the Communications Act should be shorn of some of its antiquated features and given a new look.

For some personalities in the radio industry the ambitious study held promise of relief from annoying problems and increased opportunities. Others would learn it presaged troublesome times.

Paramount issues to be studied by the subcommittee, headed by Sen. Charles W. Tobey (R-N.H.) and including Sens. Albert W. Hawkins (R-N.J.) and Earnest W. McFarland (D-Ariz.) were considered to be the following:

- Investigation of alleged industry patent controls would be made.
- A series of conferences among subcommittee members and a discussion with FCC Chairman Wayne Coy preceded the issuance of the voluminous agenda. Sen. Tobey indicated that his chief concern was with problems relating about international common carrier communications, but he also directed attention to radio phases of the study.

- Assents Interest

"Speaking for myself," Sen. Tobey said, "I also am very much interested in the non-common carrier phases of the study. I have followed closely Commission decisions relating to allocations of frequency space for the various types of services and I know that it (FCC) has before it, in the immediate future, the problem of more space for television so that a monopoly-free, nation-wide service may be provided."

Although he failed to identify the personnel or Commissioners in question, Sen. Tobey remarked he was "very much impressed with some of the new blood in the FCC," adding that he was "confident that some mistakes of the past will not be repeated."

The resignation July 30 of Sen. White as chairman of the subcommittee signaled accelerated activities by that body [BROADCASTING, Aug. 2]. It was authoritatively learned that Sen. White played no part in the composition of the agenda. It was developed and announced after he had resigned his subcommittee post.

Nearing hearings on the study subjects are expected during the next few months and possibly not during the remainder of the year. However, data will be assembled during the Congressional recess, under the direction of Edward Cooper, the committee's communications expert.

The fuse which touched off the lobbying inquiry has been burning for more than a year. NAB President Justin Miller is believed to have ignited it in an appearance before the Senate Interstate Commerce Committee last year when he minced no words in giving the NAB's position on the White Bill (S-1335) to rewrite the Communications Act. His bold enunciation of the NAB position reportedly shamed animosity between Sen. White and committee colleagues and Judge Miller.

Smoldering committee resentment burst into flame at a June


go on (Continued on page 78)
PERON'S BRASS CURTAIN

MORE OF THE INSIDE story on the international "in- cident" caused by the Argentine government's opening and publishing of private dispatches to Broadcasting from its Buenos Aires cor- respondent, came to light last week as an active investi- gation of the incident got underway.

Foremost among developments was a report from Sao Paulo, Brazil, that the executive council of the Inter-American Broadcasters Assn. had voted to drop the Argentine Broadcasters Assn. from membership.

The expulsion was an aftermath of the Joint Declaration by 14 na- tions at IABA's first assembly in Buenos Aires on July 10 condemning the alleged lack of freedom of speech in Argentina.

The council's action was immediately repudiated by the Brazilian Radio Assn., according to a UP report. The action may also bring about the resignation of several other countries who are either frightened by, or economically dependant upon, Argentina, it is felt.

Also significant was the return to Washington from Argentina of U. S. Ambassador James Bruce. The return of Ambassador Bruce, who reportedly protested the mail violation to Argentine Foreign Minister Bramuglia and also asked police protection for Correspondent Herbert M. Clark, whose life had been threatened by phone, was regarded by the New York Times as "of potentially great importance to United States and Argentine rela- tions."

Salt in Sores

The Times reports that lack of agreement on the basis of ECA purchases in Argentina has embittered relations "that were already deteriorating because of the inci- dent of the opening and publishing of the Clark letter."

A request by the Senate Inter- state & Foreign Commerce Committee that the State Dept. investi- gate and tell "what steps, if any, have or might be taken to avoid recurrence..." is now pending. The request appears to have brought Peron's civil rights policy into the open in this country.

According to the Times, the civil rights issue "remains a hurdle in other negotiations. Some diplo- mats, it said, have stated pri- vately that their own mail is scrutin- ized and businessmen who deplore the word "dictatorship" often go across to Montevideo in Uruguay to post important letters.

The Peronista paper Epoca, de- fending the actions of Madam Peron's Democra- cia, which first published the letter to Broadcasting, declared last week that Mr. Clark was negligent and should have paid more attention to where he left his letter or to whom he en- trusted it.

Mr. Clark, however, maintains that he mailed it in a large branch post-office directly across the street from the government press office, thus refuting the Argentine claim that the letter fell into the hands of an afternoon paper through pri- vate channels and was subsequently "reacted to" as a matter of news interest.

Mr. Clark has not been heard from since the incident took place, all the more evidence of the lack of freedom in Argentina.

Goar Mestre, Cuban broadcaster and newly elected IABA president, who was also attacked by the Argentine press and radio, was forced to leave Argentina shortly after the IABA assembly because of threat of physical harm.

Following up the Democra- cia "expose," the paper Critica ran Mr. Mestre's picture on the front page denouncing him as a "sinister agent," and carried Mr. Clark's letter to Sol Taishoff calling him (Clark) a "secret foreign agent."

The letter from Mr. Clark was interpreted as being addressed to "a woman named Sol," no doubt because it began with "Dear Sol," and facetiously concluded with "Love and Kisses, Herb."

The next day seven more newspa- pers carried similar stories with pictures of Gilmore Nunn, U. S. broadcaster and delegate to IABA; John Royal and Mr. Mestre. With the stories were fantastic accusa- tions to the effect that they were all foreign agents at the service of North American capitalists de- siring of discrediting Argentina and General Peron.

'Plot' Is Spotlighted

Simultaneously, all Argentine radio stations, hooked into a single network, released similar ver- sions of the "international plot" against Argentina. The attacks continued for a week with the inci- dent reportedly mentioned 15 to 20 times a day in five-minute broadcasts.

As for the internal situation in Argentina, a reliable source re- ported to Broadcasting that Gen. Peron's government during the past year has purchased all but three of the 80 odd stations in the country.

The purchase were allegedly made in a secret, underhand fashion in an attempt to mislead the general public into believing that radio broadcasting was still in private hands. In most cases, former owners of the stations have reportedly been retained as man-agers or directors of stations which they formerly owned, but they now receive orders from the government while pretending to be the owners.

When the Argentine govern- (Continued on page 68)

FLEECERS

By BILL THOMPSON

TWO MEN, alleged to be members of a ring of fraudulent radio time salesmen who have been fleecing western farmers and stock breed- ers of cash after giving verbal promises of spots on network farm programs, are in the Denver County Jail under bonds of $5,000 each.

They are formally charged with operating a confidence game and conspiracy to commit fraud in con- nexion with the passing of $2,000 worth of bad checks, but Chief Investigator Tom Patrick of the

Alleged Confidence Men Held in Denver

Denver district attorney's office told Broadcasting Thursday:

"There is no doubt in my mind that these men, and an accomplice with whom we are familiar, are the same operators who have taken down payments for broadcast advertising from many farmers and stockmen in this area. We would have a third man in jail right now if we could pin a charge on him."

Mr. Patrick said they held radio stations and networks have given the district attorney's office "ex- ceptional cooperation."

The men were arrested July 25 in Minneapolis on a Colorado war- rant. They waived extradition and were returned to Denver early last week. Warnings that they were at large in the West had been carried to the U. S. Dept. of Agriculture weekly newsletter and in the monthly newsletter of the Na- tional Assn. of Rural Farm Di- rectors.

W. H. Fabriz, chief of the crimi- nal division of the Hennepin County (Minneapolis) sheriff's office, said the two were apprehended in Minneapolis' Radisson Hotel. They were picked up minutes after

(Continued on page 66)
Hennock Presides

LESS than a month after she became FCC's first woman member, Mrs. Doris R. Hennock last week became, for a day, the Commission's acting chairman. She found herself in that capacity Monday, due to a combination of circumstances which had all of her seniors out of town simultaneously. Chairman Wayne F. Jones, who had not returned from a speaking engagement in Indiana [BROADCASTING, Aug. 2], Comr. Robert F. Jones was on vacation, and the other members—Paul A. Walker, Rosel H. Hyde, E. M. Webster and George E. Sterling—were in New York viewing developments of Bell Telephone Labs.

Bingley Joins Bamberger
As Chief Video Engineer

F. J. BINGLEY, chief television engineer of the Philco Corp., on August 16 was named to succeed New York and WOIC Washington as their chief television engineer. Both stations, under construction, are to go on the air in the next few months as Mutual affiliates.

Mr. Bingley will be responsible for all engineering details and will supervise operations of the transmitters, microwave relay stations, video studios and network operations.

His television career started in London, in 1927, when he joined Baird Television as technical assistant. At Philco he was credited with designing and testing Philco's first television transmitter.

FCC SLAP
Texas Court Dismisses KPRC Suit

A THREE-JUDGE COURT in Houston last week dismissed KPRC Houston's suit against the FCC Port Huron decision on jurisdictional grounds, but gave both the Commission and its interpretation of the political broadcast law a back-handed slap in the process.

The dismissal was on grounds that the decision was nonreviewable because it is not a rule or order of the Commission. In reaching this conclusion the court relied not only on the FCC's admission that the case was not a rule, but also on the belief that it is "judicially inconceivable" that the views enunciated in the decision could have been intended to be a general regulation.

Legal observers could not immediately forecast the ultimate effect of the court's decision, handed down Thursday afternoon, two days after the hearing [BROADCASTING, Aug. 2]. With the suit dismissed, the Port Huron ruling still stands, though obviously with its reputation in the air.

It seemed almost certain that KPRC—which brought the suit in an effort to settle the question of continuing legal problems in a decision handed down last week by the FCC's vigorousness in its attack on its own definition of "censorship" and "libel"—would carry the case to the U.S. Supreme Court.

The court found the decision "susceptible of no other reasonable construction" than that, as FCC counsel declared in the hearing, it imposed no "regulation" rule, but merely expressed FCC's views on the obligations imposed by the law on political broadcasters.

Those views—which were also the subject of a House Select Committee hearing last week (see story page 23)—were that the federal law forbids censorship of political broadcasts even for libel and slander, and that therefore broadcasters will not be held liable under state laws for any defamation contained in political speeches over their stations.

"We do not pass upon the question," wrote the Court, "intended to go as far as the Commission declares it did." That question, the decision held, was not at issue. But both the court and FCC did cast doubt on FCC's rule to issue a binding power of the Port Huron character.

Terms Issue Delicate

For its view that the decision is not an order, the court found "ample support in the form and context of the pronouncement considered entirely apart from the merit of the case." The whole court's report reads: "Since there is a question of the greatest difficulty and delicacy," Its decision asserted in part:

"Texas, formerly a protectorate of the United States, had authoritative so construed the law [In accordance with FCC's views the broadcasters can't censor libel or slander but will be given immunity from suit libel suits!]; it's short of this, there was a body of decisions unformly so construing it; If, in general, prohibitions against censorship had been uniformly so construed, the control of language as beyond the scope of guarantees of free speech; or, for example, legislative history of the section clearly indicates that the law to be construed as the Commission, in its opinion, has had, there might be some basis for the claim that..." the pronouncement was in fact and in law intended to be, and was, an order laying down a positive rule of law.

"When, however, it appears that the Supreme Court has not construed the section; that there is no body of judicial opinion interpreting it as the "judicially inconceivable" reference, it is directly to the contrary, that the court and the Commission and its interpretation that censorship have been uniformly held not to prevent the control of language which is beyond the scope of guarantees of free speech, the view that the Commission's opinion is not an order and seems to give an opinion seems quite unfounded.

When further it appears from the consistent legislative history of the Communications Act not that Congress has, in any clear indication that in using the word "censorship," in Section 315, it intended to give it the meaning and effect accorded to it by the Court of First Instance, the contention that the expression "censorship" in a context in which a controversial and difficult matter was at hand was an order... seems far fetched.

"And in the uncertain and doubtful state of the law as to the intent of Congress, in enacting the section to exclude the operation of libel laws, we think it judicially inconceivable that the Commission, a body of public servants entrusted by Congress with powers of supervision over communications by radio, could, with considerations fairly and definitively stated in mind, have so ordered.

"We are not, however, called upon to determine here the power of the Commission to make such an order. In determining the character of the action in the Commission's action we are not bound to determine whether either beyond its powers or unjustly beyond them, and unless compelled to find otherwise, we must find that it did not.

With this guiding principle in mind, we have no difficulty in determining (Continued on page 82)

POPULATION GAINS
California Is Up 42.1%

A POPULATION gain of 42.1% for California, for the largest in the United States for the period between April 1, 1940, and July 1, 1947, was shown in a survey released Friday by the Bureau of the Census. This figure represents an increase for California from 6,070,000 to about 9,812,000, or about 2,905,000 people.

During the same period the population of the United States, excluding persons in the armed forces, increased by about 11,744,000, or 8.9% the Bureau reported.

The principal factors contributing to the national increase as a whole was the natural increase—the excess of births over deaths—and civilian immigration from abroad. Internal migration, however, was the most important component in population changes.

Largest regional increase noted by the Census Bureau was in the West where the population rose from 13,714,000 to about 18,107,000, an increase of 2,789,000. This increase, 20.1%, was noted by the Bureau to be in the Pacific Divi-
THE HEAT of the coming political campaign, coupled with confusion caused by the FCC's Port Huron decision, confronts broadcasters with difficult policy problems, the NAB District 1 meeting was told last week.

With 103 members registered from the six New England states, the district went into problems posed by prize giveaway programs, the NAB Standards of Practice and labor relations.

The Aug. 2-3 meeting was held at the Somerset Hotel, Boston, third in the NAB summer-fall series. Harold E. Fellows, WEEI Boston, district director, presided.

No panacea for political problems was offered, but several suggestions were brought out. These included: Get a good lawyer; take out libel insurance; set aside special hours for political broadcasts; follow a uniform policy; check scripts carefully and watch discussion programs carefully; talk over problems with candidates.

NAB officials were criticized for their handling of the Silver Shovel campaign to raise funds for radio sets in German schools. They said in defense that apparently stations were not reading NAB Reports, judging by the slow public response. The campaign is designed to raise $150,000.

In reviewing the political broadcast situation, Mr. Fellows said WEEI had just adopted a new policy, permitting sale of its facilities for controversial issue discussions when they are on the air for the referendum voter. Sale of time had not been permitted at all in the past, he said.

Answering a question by Gerald Harrison, WMAS Springfield, Mr. Fellows said dramatization of broadcasts was one of the tough problems in writing the Standards of Practice, with the final version containing no ban on this method of programming. A showing of hands revealed that about half of those present sell time for political announcements; nearly half sell time for controversial issue programs whether political or not; some charge more for political than other time; some charge the national rate for local political broadcasts.

Paul W. Morency, WFTC Hartford, a director-at-large, opposed use of spot announcements by politicians, recalling dramatized spots carried on some Connecticut stations during the last Congressional campaign, in which a legislator's record was depicted by repetition of "no" and "absent."

Hervey Carter, WMUR Manchester, N. H., asked: "How can we refuse in political campaigns the service we ordinarily offer for sale?" Mr. Morency suggested each station should have a clear policy for all, and perhaps set aside specific hours for politics.

Mr. Fellows described the Connecticut political announcements as dramatic but not dramatized spots, with some others not enacted but announced.

Murray Carpenter, WPOR Portland, Me., said there appeared to be confusion between political commercials and commercial commercials. "Why shouldn't we let politicians be as effective as anyone else?" he asked.

The giveaway debate started when Mr. Carter asked what could be done about the problem.

Harold Fair, NAB program director, said the networks are more worried than stations. The NAB code includes in commercial time any copy describing a product. If prize donors no longer can get a "free ride on the gravy train," he suggested, the problem may be solved.

The free prize business is in the million-dollar class now, he said, and proposed broadcasters should "take a look before it tips us over." He concluded The Music is entertaining but figured it would be even more entertaining if chance copy were reduced. Ted Jones, WHOB Gardner, Mass., suggested prizes should not be accepted unless the donor is a sponsor on the station.

Rising labor costs coupled with growing competition for the radio dollar make station economic problems more serious, Richard P. Doherty, NAB employee-employer relations director, told the opening session. He feared unsound restrictions on working conditions might delay development of television.

Irvin Shapiro, of Sugarman & Snyder, labor counsellors, discussed effect of the Supreme Court's longshoremen's decision on station operations.

As director-at-large Mr. Morency introduced NAB President Justin Miller at the Monday luncheon. Judge Miller again reviewed the international frequency crisis.

(Continued on page 68)
By IRV MARDER

"DON'T LOOK NOW, but you're sitting on a gold mine," excited television set owners said, in fact, in letters to the Pioneer Scientific Corp., New York, a few months ago.

But Pioneer swiveled its corporate head and did, look, and presently thought of other video set owners were looking and listening. Focus of all this agitated attention was the Polaroid Television Filter, a gadget being approximated as fast as ice cream cones in the Mojave Desert.

Six months ago the Polaroid Filter had not even been conceived. Today more than 50,000 have been sold to individual television set owners, according to Pioneer. Obviously a monumental selling job was done. How? Talk a lot, give it all away with mirrors, and lenses, in short, with video itself.

Polaroid First Use

To backtrack briefly: what had excited video set owners was this—someone who had a strip of Polaroid film had placed the latter over the screen of his home television set. Delighted with the nearly-enhanced clarity and sharpness of the image, he told his friends about it.

Finally, the letters began coming to the Pioneer Scientific Corp., who manufactured sure glasses, photographic filters and laboratory products as an exclusive licensee of the Polaroid Corp., producers of the film. Pioneer, feeling with some justification that it might thus inadvertently make itself a fortune in this new field, arose from its corporate seat as if stung, and began to move.

It was obvious from the start that video was the ideal medium for advertising the Polaroid Filter, since every owner of a poten-
tial customer, and there would thus be no waste circulation.

Strategy Planned

This was pointed out by Pioneer's agency, Cayton Inc., which set out to help plan and package the product, and to outline the basic merchandising strategy.

Lough Nordin, producers of 15-mm. film, was commissioned to make a one-minute selling film with an open end, for dealer ties. Dealers featured included such prominent New York names as R. H. Macy, Dynamic, and Davega.

The backbone of the entire program was the television spot commercial, according to Bill Cayton, Jr. For the largest number of others who may be planning to use spot video, Mr. Cayton gives this insight on the planning of the Filter campaign:

"In the New York market, where ratings of shows were available, we selected our spots to follow immediately the highest rated shows we were aware of. The reason for immediately following, rather than immediately preceding, was that audiences tend to build up as the show goes along even more on television than in radio. In most spots, however, no ratings were available. But we used the knowledge we had gained from our intensive study of ratings to select spots immediately following shows similar in format to those getting the largest home listening audience in rated markets.

"Schedule of Spots"

The current list of Polaroid Television Filter spots includes the Thursday night wrestling bout on WABD New York with Dennis James, a segment of the Holody Doody Show on WNBT New York, one-minute spot following the Ed Sullivan show on WCBS-TV New York, other spots following the Genoa Opera on WPTZ Philadelphia and We the People on CBS-TV, and many others.

The type of commercial used has been very successful, the Pioneer officials point out.

A word about our first film might be in order," Mr. Cayton says, "for it was not a 'cute' picture such as you frequently see in television now. It was a straight-selling, complete merchandising approach that we used. We describe the Polaroid Television Filter, show how it is attached, give close-up views of the filter on a typical set, show how the picture improves, show the greater contrast without glare or color distortion, give the various prices, the sizes of each ($15.00 for 7-inch tube to $55 for 20-inch tube), and end it with a complete sales story."

"Trial Offer"

A giveaway offer was made as a trial-balloons on the popular Holody Doody Show. To get a "Polaroid Magic Picture," demonstrated for the "small fry" by Bob Smith, children viewers were urged to needle their parents into buying a Polaroid Filter. With each filter they get a little booklet which they mail to Howdy Doody, who mails them the Magic Picture. Fifty were mailed as the first Ricky commercial on Howdy Doody, and more than 100 after the second. "It is our thinking," Mr. Cayton says, "that although television is a new medium, the hard and fast and tried methods of selling still must apply. And that while enter-
tainment may be the keynote, a complete sales presentation, with forced selling copy and good descriptive pictures which dramatize the consumer advantages of the product should be used to sell your product effectively and to make the promotion pay off."

Prior to introduction of stars. Later a representative of FCC will speak from the studios of WMAL-TV Washington. Television pickups from ABC's affiliates in Washington, Boston and Philadelphia, will be interspersed during the program.

The entertainment schedule comprises folk-dancing on the streets by the city's various national groups, interviews, a procession, a fashion parade, and appearance of vaudeville, motion picture and radio stars, who will rewrite some of their acts of other years. A major portion of the program, scheduled from 7 to 11 p.m., will consist of "The Catalay," a Broadway variety house, before an invited audience of business, industrial and civic leaders. ABC's Candid Microphone will be televised.

Full cast of entertainers lined up for the program at The Palace includes Beatrice Lilly, Ella Logan, Paul Whiteman and 30-piece orchestra, Carlton Emes, Jimmy Barton, Pat Rooney Sr., Mary Raye and Naldi, Buck and Bubbles, and Willi West and McClinty. Ray Bolger will act as mc. Table pickups at ABC studios will flash images of such news personalities as Elmer Davis, Drew Pearson, Edgar Bergen, Earl Godwin and Martin Agronsky; sportscasters Bill Corum, Don Dunphy and Harry Wiemser, and others related. The crowds of Times Square and the lights of Broadway will serve as a backdrop for the street dancing and processions. Inaugural will be climaxd with a surprise ending as the Dolly Square in Dolly Square pay musical selection symbolic of the history of the city.
A sales program is discussed by (1 to v) Mr. Dannenbaum, Ernest B. Loveman, vice president and general manager of WPTZ, and Mr. McLean.

NEW commercial manager of WPTZ, Philco Corp.'s Philadelphia television station, is Alexander Dannenbaum Jr. [CLOSED CIRCUIT, Aug. 2], who left a similar post at WPEN Philadelphia early this month to head the WPTZ sales force.

Mr. Dannenbaum succeeds James D. McLean, who had been commercial manager of WPTZ since May 1947. Mr. McLean is now associated with the national operations of Philco and has been placed in charge of microwave television and communications radio relay equipment.

Mr. Dannenbaum, 36, is a veteran in Philadelphia radio. He joined the staff of WDAS in the Pennsylvania metropolis in 1935 and was with that station as secretary, treasurer and commercial manager, except for four years in the service, until he became associated with WPEN in December 1947.

Top Hooper Teleratings For July Are Announced

NBC television network weekly series, Texaco Star Theatre, won the top Hooper Telerating for sponsored programs during July. It secured a 40.5 rating.

The 9:30-10 p.m. period of the Democratic Convention on July 12 pulled a 46.4 Telerating. All New York City video stations were telecasting the Convention that half hour.

To Start Test Spots

MISS SWANK Inc., New York (slips, pajamas and blouses), will start a test spot radio campaign in New York Aug. 16 over WMCA WNEW WINS and WHN, in anticipation of a regional spot campaign covering several key markets. Ben Sackheim Inc., New York, is the agency.

P & G Scanning TV

PROCTOR & GAMBLE, through its agency, Compton Adv., New York, is continuing its search for television programs and is surveying formats for possible sponsorship. Decision on video plans is expected to be made in about a month.

ABC COMMUNIST DOCUMENTARY
'The Daily Worker' Took a Dim View. . . . Other Responses Reported Very Favorable

(See Editorial, page 58)

RADIO critic of The Daily Worker, who habitually chokes on the capricious air, last week had an editorial fit over a documentary program broadcast last Monday evening by ABC.

The program, he said, was "filled with misrepresentations, calculated dishonesties and malicious distortions," and it exhibited "the high moral standards of a goat."

What set The Daily Worker's teeth on edge was an hour-long program which took an unmistakably dim view of Communism in America. Communism—U. S. Brand laid bare the asserted methods of Marxist infiltration. Except for The Daily Worker's and a scattering of other complaints, the show was warmly received.

Robert Saudek, vice president in charge of public affairs of ABC, reported that within two days after the broadcast, and before mail from other portions of the U. S. could reach headquarters, more than 1,000 letters and telegrams had been received in New York. Of these 10 were adverse criticism.

In addition, uncounted telephone calls, of which even fewer than 10 were derogatory, were received at network headquarters. So great was the response not only from listeners but also from affiliated stations, that the network elected to repeat the show yesterday (Sunday 9:30-10:30 p.m.).

Communism—U. S. Brand was more than a year in preparation, Mr. Saudek said. The script was written by Morton Wishengrad, a former education director of the International Ladies Garment Workers Union and a well known radio writer.

Robert M. Maclver, Lieber professor of political philosophy and sociology at Columbia U., served as consultant. The material used in the broadcast—a dramatization of how one man became a Communist and undertook party work in labor unions and various organizations—was taken from Marxist and party publications, from records of the House Un-American Activities Committee, from numerous general periodicals and from Professor Maclver's own voluminous records of party activities. The FBI was not consulted.

Mr. Saudek said that none of the complaints, save two, which came to the attention of the network were from persons of more than ordinary importance. The Daily Worker confined its bitter criticism to its editorial pages. The other objection of note was a telegram received from The Dispatch, the fortnightly publication of the San Francisco International Longshoremen's and Warehousemen's Union, whose chief is Harry Bridges.

Warren Campaign Aided By Two Radio Executives

JOHN THOMPSON, director of news and special events for KNBC San Francisco, starts a leave of absence August 16 to become radio director of California's Governor Earl Warren's campaign for vice president. He will serve the Republican National Committee and will be assigned exclusively to Gov. Warren.

George McElwain, NBC field engineering supervisor at San Francisco, likewise is taking leave of absence to join Gov. Warren's nationwide campaign tour, as technical supervisor of radio broadcasts by the California candidate.

Income Statement Released by CBS

First Six Months Indicate Decline From Same Period Last Year

NET income of CBS for the 26-week period ending July 3, 1948, declined $651,570 below the figure for the corresponding period of 1947, the consolidated income statement for the network and its domestic subsidiaries indicates.

The statement, issued last week, showed net income of $2,288,237 for the 1948 period and $2,919,857 for the 26 weeks ending June 26, 1947.

Gross income of $48,816,986 for the 1948 period likewise represented a decrease from that shown for the six months (26 weeks) ending June 26, 1947—$51,411,386. Income before federal income taxes in period ending July 3, 1948, also was below that of the 1947 period—$3,723,237 as against $4,718,707.

Earnings per share fell from $1.70 to $1.33 in the comparative 26-week periods. (The $1.33 earnings for the 1947 period were calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of July 3.)

Simultaneous with release of the consolidated income statement, the CBS board of directors declared a cash dividend of 50 cents a share on the present Class A and B stock of $2.50 par value. Dividend is payable Sept. 15, 1948, to stockholders of record at the close of business Aug. 20, 1948.

CBS outlay during the 1948 period for time discount and agency commissions, record returns, allowances and discounts amounted to $14,053,460. Deductions for operating expenses and cost of goods sold totaled $22,735,074. Other deductions for stock fees, selling, general and administrative expenses; $510,420 for provisions for depreciation and amortization.

Mayo Promoted by WOR To Sales Manager's Post

WOR New York last week announced that Robert C. Mayo, account executive since 1940, has been named sales manager to replace Eugene S. Thomas, who resigned in July, 1948, to stock- prepare to become general manager of WOIC, Washington television station. [BROADCASTING, Aug. 2].

Mr. Mayo, who will assume his new position Sept. 1, before joining WOR in 1940 was assistant to the sales manager of CBS sales division, and a member of the WCBS New York sales department. He was on leave from WOR from 1942 to 1946, when he served as a lieutenant Senior grade in the U. S. Navy.
AFM URGES REMOVAL OF AMUSEMENT TAX

MEMBERS of the American Federation of Musicians were asked last week by President James C. Petrillo to write their congressmen urging immediate repeal of the 20% federal amusement tax.

According to Mr. Petrillo, the tax has furthered "the current decline in the entertainment industry," and lessened job opportunities for union musicians. The AFM pledged itself for repeal of the levy in a resolution passed early in the summer at the Asbury Park convention.

The AFM president said in letters to the union's 700 odd locals..."...the American Federation of Musicians has protested in the past against this tax and we have secured the cooperation of the American Federation of Labor, the 20% cabaret tax committee, state federations of labor, central trades and labor union, and many international organizations affiliated with the AFL...we have received communications from congressmen and senators who assure us that they will support the repeal of this tax..."

Excise Tax Cut

CANADIAN excise tax on radio sets and tubes was changed at midnight July 31 from 25% to 10%. Finance Minister Douglas Abbott announced in Ottawa. The 25% tax had been in effect since Nov. 17, 1947. Import restrictions, to conserve U. S. dollars, on a wide range of products, including radio equipment, remained, however. Dealers holding stocks on which the 25% tax was paid do not receive refund. Tax is paid by manufacturers, passed on in price to dealers.

FREE TIME

IN THE opinion of Neville Miller, pressing question facing broadcasters is the elimination of special radio programs designed to persuade listeners to contribute money to radio stations.

This prediction was sounded by Second Annual Small Market Radio Clinic July 30. Mr. Miller is conducting the first week's session on radio law concerning the local station manager.

"The heightening political campaign will present many novel legal questions for the broadcaster," Mr. Miller observed. He pointed out that with Congress in special session during a campaign period it will be difficult to determine if a man is speaking as an incumbent Senator or as a congressman or as a candidate for re-election.

Mr. Miller declared that, in view of FCC rulings on equal political time, many station managers will have to closely watch the words of legislators in their home districts. If a candidate injects a plug for his re-election, opposition candidates will demand equal time, Mr. Miller warned.

MEMBERS of the NAB Engineering Executive Committee and guests who attended the Tuesday session of last week's All-Industry Engineering Planning Group (see story below) are pictured at the luncheon affair that day. Seated, l to r: T. A. M. Craven, ventilation, Cowles Broadcasting Co. and NAB board liaison member; FCC Comm. James Ebel, technical director, WMBD Peoria and WDZ Tuscola, Ill.; FCC Comm. George E. Sterling, and J. R. Poppele, vice president and chief engineer, WOR New York. Standing, l to r: Neal McNaughten, assistant director, NAB Engineering Dept.; K. W. Pyle, technical director, KFBW White; E. M. Johnson, director of general engineering, MBS; Jay W. Wright, CBS; Dixie B. McKey, consultant; Royal V. Howard, director, NAB Engineering Dept.; Oscar C. Hirsch, owner-manager, KFVS Cape Girardeau, Mo.; William Dethero, NBC; John H. DeWitt, president, WSM Nashville; J. W. Preston, ABC, and C. E. Arney Jr., NAB secretary-treasurer.

PROBLEMS related to higher frequencies for television and standards for tape recording were discussed last week at the first meeting of the NAB All-Industry Engineering Planning Group, held at NAB headquarters in Washington.

The planning group, made up of NAB Engineering Executive Committee, its network and consultant advisors, and representatives of all phases of the radio industry, is set up to provide engineering counsel and advice on broadcasting matters. It was formed as a result of a recommendation by the NAB Convention in Los Angeles last May.

The group explored the "state of present knowledge" of propagation characteristics and allocation problems, giving special attention to the 475-890 mc TV band. The status of TV's present 12 channels and the propagation problems of Channel 13 also were reviewed.

Details of the discussion were not announced but the consensus of opinion reportedly was to the effect that not enough is known about the high band, particularly the amount of power that would be necessary. Most of the group felt that the lower channels were stable. It was also agreed that should there be an upward shift, the same standards should be retained as to not to make sets obsolete.

Adopts Study Plan

In the related field of allocations for remote and mobile pickups, the group adopted the suggestions of Curtis Plummer, chief of FCC Engineering Dept.'s Television Broadcast Div., that an overall study should be made by NAB.

What is necessary, Mr. Plummer told the group, is "an integrated study of what you need and how you want it done and the possibility of integrating the whole thing with a minimum amount of frequencies, and last of all, the order of frequencies is needed."

To make the study, Mr. Howard appointed a committee headed by John H. DeWitt, president, WSM Nashville, and consisting of Oscar C. Hirsch, owner-manager, KFVS Cape Girardeau, Mo.; E. M. Johnson, director of general engineering, MBS, and E. K. Jett, vice president and director of radio for the Baltimore Sunpapers. The committee will investigate frequency allocation problems for broadcast, fixed and mobile services.

Reverse Stand on Tape

Reversing previous stands, the group came out in favor of two standards for tape recording, instead of one. It was felt that tape speeds should be held as low as possible and that high speed must have the characteristics to meet high-fidelity requirements in the 60-15,000 cycle range with distortion of less than 2%.

A minimum playing time of 34 minutes was discussed and it was felt that speed variations should not depart more than five seconds in 30 minutes.

In order to effect economy of tape and a reduction of weight for portable equipment it was suggested that a second standard speed should be adopted which would be capable of reproducing up to 7,500 cycles.

It was expected that a high fidelity tape speed will be established within the range between 15 and 22.5 inches per second. This was deemed practical in view of improvements made in the German magnetophon at 30 inches per second.

Those attending the sessions in addition to the ones shown in the accompanying picture were Fred Trimmer, of the State Dept's International Broadcast Div.; Paul DeMars, Washington consultant, and Mr. Jett.

TV FREQUENCIES

Engineer Group Studies

DENVER Clinic Speaker Warns of Pitfalls

former NAB president, the most in coming weeks will be the inter-


A station problem is explained to clinic participants by Mr. Miller.
Baltimore

Papers Join Stations In Gag Rule Melee

WHILE five Baltimore stations awaited Oct. 1 contempt hearings for broadcasting crime news [BROADCASTING, July 26, Aug. 2], two Baltimore newspapers entered the spotlight last week for their treatment of a murder case.

One paper, the News-Post, following orders of an associate justice of the Baltimore Supreme Court, deleted key portions of its newspaper -- a stranglehold on an 18-year-old girl alleged by her fiance.

The newspaper had asked the justice his opinion of what could be done about the case without violating the court's strict rules regarding reporting of crime news. The jurist advised the paper that the reported confession, police statements and pictures of the death car could not be used because such information might be used in court trial.

The Baltimore Evening Sun, however, sought no opinion and carried a full account of the girl's slaying. It was thought that the paper could play a chance on escaping contempt charges in printing those portions which the News-Post explained in previous issues could not be printed. The News-Post also ran a box printing the controversial court Rule 904 and explaining how it prevented publication of details.

Both newspapers had carried full accounts of the crime in early editions on the assumption that it was committed outside of the Baltimore limits and therefore outside the jurisdiction of the censorship rules.

When a later report revealed that the suspect told police the murder was committed in Baltimore, the News-Post then sought the jurist's opinion rather than risk violating the "gag rule." The Sun, though it made no deletions, claimed to have done some "self-censoring" of statements which appeared in its early story.

The Sun ran WJZ, WBAL, WCBM and WFBF in Baltimore and WSID Essex, Md.—and James Connolly, with WJZ, said he would contest [BROADCASTING, July 26] the gag rule on the basis of a local rule prohibiting disclosure of statements made by an accused person after his arrest and also restricting publication and broadcast of other crime news.

Though the rule is new, local area counsel is underway by a committee of Circuit Court judges to make the ban statewide in Maryland. The policy upon which the rule is based has been discussed with the U. S. Supreme Court in the past.

Meanwhile, the board of governors of the Maryland Press Assn. at its July 31 meeting voted to disapprove of the term, deeming it unconstitutional and "dangerous.

Adding its voice to that of NABANPA and others, the association also expressed its support of the five Baltimore stations cited for contempt.

Representatives of some 20 Maryland weekly and daily newspapers attended the session called by Glenn T. James of the Center-

BROADCASTING, July 19. The telephone company said that if FCC regards another conference as desirable, "we shall, of course, be glad to participate."

Discussing the availability of 15,000-cycle facilities, AT&T said three terminals of the 1941 type and six of the new type are now available. Installation of four of the new type was completed last month, the letter noted: "Two in New York and one at Wash-

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BROADCASTING • Telecasting
NOW you can know what stations are listened to most in ALL THE 116 COUNTIES IN "IOWA PLUS"—as well as in Polk County (Des Moines), which accounts for only 6% of the area's population.

C. E. Hooper, Inc. polled a scientific cross-section with the question: "To what stations do you and your family listen most frequently or the most time?" The resulting Report lists the percentage of mentions given each station with 1% or more.

AFTERNOONS, WHO GETS 27%
NEXT STATION GETS 8%!

For the period 12:00 Noon to 6:00 PM, WHO was rated first by 27% of respondents. Eleven other Iowa commercial stations polled 1% or more. The combined rating for all these stations totalled 32%.

We believe these figures from the Winter 1948 Listening Area Coverage Index support WHO's philosophy that People listen most to that station whose programming pleases them best, whose Public Service arouses their greatest loyalty, and whose commercial necessities are handled most sensibly.

Write for availabilities—or ask Free & Peters.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
B. J. Palmer, President  •  P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
L&M TV SURVEY

"THE 49'ers of television have stirred up an excitement that is a fitting centennial for the original gold prospectors and there will undoubtedly be many parallels between these two heroic events, including the grief as well as the gold"—so observes Lennen & Mitchell in a foreword to its brief though comprehensive appraisal of current and future TV facilities, programs and audience (as of July 15).

Of the gold, L&M says: "A surprising amount of money has been put down on the table and the wheel is spinning. We are positive that nobody knows where it will stop."

It is the "grief" leading to that bonanza, however, with which the agency's study concerns itself primarily. Thus, the same wheel becomes at once a vicious circle.

Key factors in a nugget, the study points out, are these: Increased TV set circulation, better programming (television's veritable "stepchild"), operative leadership by networks, a reappraisal of talent costs, and purchases by mass market advertisers of choice network time franchises in the near future, or at least immediate consideration of television as an advertising-selling medium.

Key Factors

L&M prefaced its survey with these glittering nuggets:

- Cost estimates for the next several years covering stations and sets alone (exclusive of program tabs) are expected to approximate $800,000,000, a figure which also represents "the public's admission costs in the form of set investments."
- Ten percent, or $80,000,000 represents construction cost covering allocation of TV stations.
- Advertisers—335 of them in mass markets (who have doubled since last October)—will put up not less than $10,000,000 for programs this year. Amount is small compared to radio advertising placed last year ($447,000,000), but it's the trend that's significant. NBC alone, which envisions video as a six billion dollar-a-year business, expects to realize a 376% increase, according to L&M.

AM-TV Comparison

The use of television, whose rapidity of growth has surpassed that of radio in comparable years of 1922 and 1923, has catapulted it far ahead of "blind" radio in homes owning both TV and radio sets, the agency maintains. Such is the advantage that mediocre or poor TV programs offer stiff competition and results. The future of television looks promising. Basis for the contention are figures from surveys by Pulse Inc. and C. E. Hooper Inc. "Television packs sales dynamite, and the evidence proves it," says the agency in quoting figures on actual listenerhip, high sponsor identification and reported purchase stemming from video commercials.

For that reason advertisers are warned: "We believe the only safe and fundamental viewpoint to take is that television is going to be with us—and with you—whether you want it or not."

Some not so glittering statistics: (1) 39,800,100 people live within range of operating stations; (2) 2,315,500 are reported to be regular viewers, and (3) 384,550 sets (76% in and around eastern network cities, 50% in New York alone). Set boost (from 8-10,000 in June 1946) is impressive but infinitesimal alongside radio's 65 million radio sets in 37 million homes.

Coverage Not Great

Percentage-wise television's coverage is less than impressive: Less than 6% of the population are viewers (coverage of New York's population is no better than 10%), while as much as 28% of total population lives under the umbrella of TV coverage. The survey poses the obvious problem: Placement of more sets as the "quickest means of expanding circulation."

The prospect for such a set boost (or a steady drop in average set prices from $600 now to $150 four years hence) is encouraging if not rose-hued. The forecast: 870,000 sets by the end of 1948; 2,470,000 by 1949, and no more than 13,570,000 by 1952. (Manufacturers have increased from five in 1946 to the present 46.)

Expansion Question

What of territorial expansion? Television, now reaching 130 market areas with 29 stations, has a ceiling of 400 stations covering 140 select markets of 50,000 or more population—a coverage of 99,400,000 is ultimately possible. Total coverage of the U. S. would be between 40% and 50%. Within six months, a figure of 45,000, or 28% of the U. S. total, is predicted. As for prospective station operators and advertisers, the current rush into television reflects their conviction that "if they are to get into television at all they had better get into it in a hurry," according to the study. Reasoning is

Envisions Gold and Grief

ABC AFFILIATE
5000 W • 980 KC

National Representatives
THE KATZ AGENCY, Inc.

WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy

Page 32 • August 9, 1948
He Likes An Audience

Jo-jo, the 2-year old chimp in the picture, is unhappy. He loves bananas, but nobody’s watching him eat this one. And without an audience, life just doesn’t seem worth living to poor Jo-jo.

Radio advertisers are pretty much that way, too. Except that they want a BIG audience at a LOW cost.

Maybe that explains the phenomenal success of station W-I-T-H in Baltimore, the BIG independent with the BIG audience. For 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.

So if you’re not using W-I-T-H now, and you want low-cost results from radio in Baltimore, call in that Headley-Reed man today and get the whole wonderful story!
THE LOTHARIO on the left, is John Gambling as he was 25 years ago when he first came to WOR. Today he has more chin and does more chinning with his listeners in the 14 states where WOR can be heard in the daytime. His 7:15 A.M. "Musical Clock" show, a homey chowder of jokes, joshing and jive-less tunes that touch the heartstrings, is probably the oldest program in radio. During John Gambling's day, many a personality has flashed into popularity and dived back into oblivion. Not John. His listeners stick. So do sponsors. Bond Clothes has sponsored him on WOR for 9 straight, long, productive years. In 23 years, the WOR "Musical Clock" has almost never had to go sustaining; a record rare in radio. The experienced radio advertiser knows that John's grip on the affections of people, is worth its weight in signed contracts.
The way WOR's John Gambling makes money for sponsors is a radio epic.

causes, crusades and cash

When Bloomfield, New Jersey, held its "Salute to Bloomfield Day", the town corralled "a number one drawing card" to emcee the big shindig. "Number One" was WOR'S John Gambling. Fifteen-thousand people had their insteps gouged trying to get a squint at him. They felt they knew him like a brother.

Little Mamie and Mom had been listening to him on WOR almost all their lives. Grandma has been coddling eggs to the sound of his voice for 25 years. John Gambling had a good time in Bloomfield, too.

He steered the tiller wheel on the hook and ladder.

The Bloomfield safari was nothing new to WOR's John. He gets round 'N' round, 'N' round. Appears at causes. Appears at sales meetings, testimonial dinners and dealer get-togethers for sponsors. The salesman in him knows that the more friends he makes for WOR and John Gambling, the more CASH he rolls up in sales for his advertisers.

continued
""JOHN’S OTHER LIFE"" continued

""we named him
John, for you!"

Others have had babies named for them; WOR’s John Gambling’s prize “take” was a bull. For the farm woman who christened her critter “John Gambling”, it was a singular sign of affection.

Less spectacular, but touching, are the tributes John Gambling receives from a mass of the 29,300,000 people who can hear WOR in the daytime. He gets well over 1,000 letters a week from people who just want to tell him things. Most begin “Dear John”. Listeners nag WOR’s program boys for more of John, so he has a 6:30 A.M. show, too — and usually does a few afternoon stints, as well, which is nice for everybody, including advertisers. For WOR listeners take Gambling’s word as gospel. If he recommends a product, they breeze right out and buy it.

molars and music

Thousands of school kids thump their toothbrushes to John Gambling’s 7:15 A.M. music

over WOR. The uncomplimentary reason? To hear whether he announces “no school today”.

As “public institution number one” John Gambling is official school-closer for some 500 schools hereabouts; in case of epidemic or epileptic weather. He once broadcast “no school” by mistake and 90% of the scholars stayed home. A milkman heard him and failed to deliver. All of which gives us a thought; some maker of a children’s product could cash in mightily by advertising on John Gambling’s WOR show.
by special decree

WOR's John Gambling recently received a scroll which reads: "For many years John B. Gambling has resided in the hearts of the citizens of the town of Bloomfield, and by means of his "Musical Alarm Clock" has sped them to their many and sundry duties". Over the past 25 years, John's WOR programs have sped millions of citizens into stores. He has sold everything from hash, to crackers, to clothes, to razors.

When he first advertised a canned meat product, the whole eastern seaboard broke out in a rash of hash. In the first six months, hash sales increased 500% over the comparable period of the previous year! A few weeks ago, WOR's John Gambling offered any listener 5 free razor blades. He pulled 8,000 requests in 5 days.

— heard by the most people

where the most people are

WOR

mutual
LARGEST "FAMILY" of broadcasters at NAB 4th District meeting was headed by Harold Thoms (at head of table), stockholder in Inter City Advertising Co., EWAYS Charlotte, N. C., WKIX Columbus, S. C., WCOG Greensboro, N. C., and owner of WISE Asheville, N. C., WHHT Durham, N. C., WEAM Arlington, Va. Clockwise, from Mr. Thoms, are Mrs. Thoms; Joe Herget, WHHT manager; Horton Doughton of Inter City; B. T. (Beve) Whitmore, Inter City and manager of WBF Greeneville, S. C.; Mrs. Goan; Walter Goan, manager of WAYS and WCOG; Mr. Graves, a non-broadcaster; Mrs. Moore; Durham Moore, manager of WKIX.

THE COW looks unconcerned, but the audience was impressed with the first livestock market report on KELO Sioux Falls, S. D., by Les Harding (r). He is congratulated by Ted Matthews, KELO v. p. and commercial manager.

PROUD of their new RCA 50-kw AM transmitter for WGBS Miami are George B. Storer (l), president of Fort Industry Co., licensee, and Stanon P. Kettler, managing director of WGBS. The Miami station lays claim to having the first and only 50-kw transmitter in the state.

NEW TRANSMITTING plant for WIBA-FM Madison, Wis., has been completed at Blue Mounds, 26 miles west of Madison on the second highest point of land in the state. The station, operated by the Badger Broadcasting Co., uses a 345-ft. Blow-Knox tower with 8-bay Western Electric "cloverleaf" antenna. WIBA-FM operates on 101.5 mc, Channel 26B, with effective radiated power of 45,000 w. WIBA-FM is the sister station of the 5 kw AM WIBA in Madison.

NEW Magnecorder is demonstrated by Leroy Beier (second from left) to (l to r) H. A. Engel, WHA Madison, Wis.; Al Satterfield, Radio Supply Co.; H. B. McCarty, WHA station director; D. J. Voegeli, WHA.


LIONS CLUB citation for community service is accepted by Milton Bacon (r), assistant to the general manager of WCBX New York, on behalf of the station. Alexander Wells, past international Lions Club president, presents the plaque.

RESULTS of a trip into the wilds of Wyoming are these trout held by (l to r) DeWitt Landis, manager of KFYQ Lub- beck, Tex.; Barney Ogle, KBGV Weslaco, Tex., and O. L. (Ted) Taylor, Taylor-Howe-Snowden.

A $5,000 check for Bob Jones Polio Hospital Building Fund goes to Bob Jones (at microphone), m.c. of WBIG Greensboro, N. C., from George Baldwin, executive V. P. of Textile Workers Union of America (CIO); Mr. Jones' fund, one of the many radio-polio activities, had raised well over $50,000 at last report.
Twenty-four TV programs...a variety of studio presentations and remote pickups that include practical help for the homemaker, teen age entertainment, lively children's shows...comprehensive coverage of the news, special events, sports...movies, drama, comedy...provide WPIX with a wide range of presentations to intrigue the interest of viewers—or advertisers!...in a major market big enough now to make the medium mandatory for any advertiser concerned with creating comment among customers, building business and better sales!

For details, time rates and production costs on currently available programs...call or write, WPIX, 220 E. 42nd St., New York 17...or WPIX representatives out of New York, Free & Peters, 444 Madison Ave., New York, 22.
Progress Reported On Tape Standards

SUBSTANTIAL progress toward establishment of standards for tape recording was reported at a meeting of NAB's Recording and Reproducing Standards Committee in New York July 30.

Dr. S. J. Begun, of the Brush Development Co. and chief of Project Group D of the NAB committee, which is assigned to develop tape recording standards, made the report. Dr. Begun's group was urged by Royal V. Howard, NAB Engineering Dept. director, to complete work on the project at the earliest possible date. The group was also asked to investigate the lowest possible tape speed which would meet high-fidelity NAB standards.

Dr. Begun's group is composed of Price Fish, Columbia Recording; Dr. G. C. Hare, Dearing-Millerken Research; W. E. Stewart, RCA Victor; Col. H. H. Ranger, Ranger tone; R. H. Roys, RCA; M. J. Stolaroff, Ampex; R. F. Bigwood, ABC; C. G. Baker, Magnecord; and R. Marchant, Minnesota Mining & Manufacturing Co.

Present at the executive committee meeting were Chairman Howard: Robert M. Morris, ABC, executive committee chairman; J. C. LeBeL, Audio Devices Inc.; Howard A. Chinn, CBS; C. R. Sawyer, Western Electric; Roland A. Lynn, NBC; George M. Nixon, NBC; Neil McNaughten, NAB, and Dr. Begun.

Semi-Annual Mississipi Group Meeting at Biloxi

MISSISSIPPI Broadcasters Assn. will hold its semi-annual meeting Oct. 9-10 at Biloxi, the association's executive committee decided at a meeting held July 25 in Jackson. The group also completed the schedule of U. of Mississippi and Mississippi State College football games to be carried by member stations this fall.

Attending the meeting were: Hugh Smith, WLAU Laurel; Bob Wright, WATOR Meridian; Bob Evans, WLOU Tupelo; Wiley Harris, WJDX Jackson; Bob McRaney, WCBI Columbus; Mac Cona, WSLI Jackson; Chuck Wright, WOR Hattiesburg; Emmett McMurry, WIPR Greenville, and Gene Tibbett, WLOX Biloxi.

Kaltenborn Scholarship

H. V. KALTENBORN, veteran news commentator, has established a $500 yearly scholarship at the U. of Wisconsin, with emphasis on news presentation and analysis. To encourage study in radio, Mr. Kaltenborn has created a $15,000 trust fund, earnings from which will go yearly to a junior or senior year student who can qualify on the basis of financial need, scholarship, special aptitudes and interest in the phase of radio-broadcasting. The first scholarship will be awarded for the fall term.

FARM FIELD DAY

Grassland Farming Stressed

-- In WMT Demonstration --

CLIMAX to a year of promotion for better farming by WMT Cedar Rapids, Iowa, was reached Aug. 6 at its third annual National Farm Field Day. Emphasis was placed on grassland farming—attention to more and better forage crops.

For years, the station reports, the big push in farming has been more corn, more wheat, more oats, more soybeans, more pigs. Hay and pasture have been neglected in cornbelt farming.

For the past year WMT, with the help of Iowa State College and soil conservation experts, has been stimulating new interest in more and better forage. Last winter over 1,000 farmers gathered at WMT's invitation to discuss the place of better forage in modern farming.

WMT reports that nearly 50,000 people gathered last Friday to see the grassland farming demonstration, including every phase from seeding to drying. Leading manufacturers displayed close to half a million dollars worth of equipment and prizes were given for the best home-made farm machinery.

Feature of Week

(Continued from page 12) their first names—many of them carryovers from his days as a newsie—he lured Roy into sales. After he had served on Hearst's Western national advertising set-up for several years, Roy looked for a new challenge. He found it in radio.

A year in Blue Network spot sales under Gil Berry, former All-American football star at the U. of Illinois, prepared him for Mr. Berry's job when the latter was promoted to network sales manager in 1944. When the Blue became ABC, Roy was named manager of WENR, a network-owned and-operated station.

L. & H in Radio

The McLaughlin touch was best demonstrated last year when Roy brought Lyon and Healy, Chicago's famous music store, into radio for the first time. He sold L. & H., then 82 years old, an hour of time to advertise the opening of its new store in suburban Evanston on Chicago's North Shore. Lyon and Healy later bought a half-hour program for 26 weeks, special Thanksgiving and Christmas hourly shows, and an hour announcing the opening of its new North Michigan Ave. retail outlet.

"You can inject personality in radio," says Roy McLaughlin.
"You can never put it into cold type."

"CURTAIN TIME," Chicago-originated Mars candy bar show, will shift from Wednesday nights at 7:30 p.m. (CDT) spot Oct. 6 to Wednesdays at 9:30 p.m. (BROADCASTING, July 12). Grant Adv., Chicago, is agency.
WNOX is the O-N-L-Y Knoxville station not trying to buy an audience with telephone giveaways—and—despite countless local telephone stunts of every kind ON ALL OTHER Knoxville stations—WNOX is now—AS ALWAYS—in first place DAY and NIGHT according to the latest Knoxville Hooper Report (Winter-Spring). For smart time buying—see the Winter-Spring Knoxville Hooper. Learn more about the loyal WNOX audience that cannot be BOUGHT or Bribed by other stations. ALSO, see how WNOX programs beat the big shows on the other major network Sunday night.
FCC Upholds WJBW's Denial of License

FCC last week refused to back down from its decision to deny license renewal applications of WJBW New Orleans and granting the application of the licensee's divorced wife for a new station using WJBW's assignment [Broadcasting, May 3].

The action clears the way for an appeal to the courts. Spokesmen for Charles C. Carlson, the licensee and founder of WJBW, have served notice they would take this course if necessary.

FCC's denial of renewal was based on engineering grounds. In its ruling last week, the Commission refused to grant Mr. Carlson's requests for rehearing, reconsideration and grant, further hearing, or oral argument on his application for rehearing and, or re-argument of the case.

WJBW is currently operating on temporary license which expires Aug. 31. Mrs. Louise C. Carlson, former wife of WJBW owner, has a grant for use of the facilities, 1200 kw, 220 w, full time.

Meeting of Agency Group Set for Spokane Aug. 18

A SERIES of discussion groups on television, radio, agency operation and media selection will highlight the annual three-day meeting of the Affiliated Advertising Agencies Network, beginning Aug. 18 in Spokane, Wash.

Virgil A. Warren, head of the Spokane agency bearing his name, will be moderator of the series.

Representatives of the 37 agencies who are members of the Network will participate in the discussions. Other members of the meeting committee include Adolph L. Bloch of the Adolph L. Bloch Adv. Agency, Portland; Robert B. Young, of the Robert B. Young Adv. Agency, Seattle; and Baker H. Bush, who heads his own agency in Yakima, Wash.

Parade Crowds on TV

CROWDS which jammed the curb along the parade route during the Minneapolis Aquatennial festivities July 23-Aug. 1 saw themselves on television as the parade proceeded. A television Lab's mobile unit passed by. The unit is a large bus with television equipment inside.

A camera using 6-inch and 20-inch television lenses was mounted atop the bus. Persons along the parade route saw their pictures on two 15-inch DuMont television sets on the side of the bus. Inside the vehicle was a 5,000-w generator which supplied power to the television equipment. A way inter-communications set kept cameraman, engineer and bus driver in constant touch with each other.

TV Potential in Public Schools Great—Knowles

AMERICA'S 30,000,000 public school children represent the greatest potential daytime television audience, William H. Knowles, general manager of RCA Victor's educational sales department, told 350 educators, advertising and public relations executives and students at a television seminar sponsored by WWJ-TV Detroit and Wayne U. July 29 at Detroit.

Mr. Knowles predicted that eventually there would be a TV receiver in every classroom and that television programs would be seen and heard as a definite part of the curriculum. There will be commercially sponsored school programs, programs with health, domestic science, home budgeting and similar subjects, he said. Now is the time for local telecasters, educators and potential sponsors to get together and discuss their future roles in educational television, Mr. Knowles asserted.

The Television boom has exceeded even expectations of the most optimistic industry leaders, according to an appraisal of the field made last Wednesday by Frank M. Folsom, executive vice president of the Broadcasting Corporation of America in charge of the RCA-Victor Division in Camden, N.J.

Mr. Folsom told those attending the Western Radio and Appliance Trade Dinner, held in connection with the Western Summer Fair, in San Francisco, that he expected the industry to produce more than 850,000 receivers and thought that more than 60 video stations will be operating by the end of the year. Currently, he said, about 500,000 television sets are in the hands of the public and 81 television stations have taken the air.

As the result of the public's enthusiastic acceptance of video, Mr. Folsom said that the industry in 1949 could be expected to turn out 1,500,000 receivers, representing a potential retail business of more than $400,000,000. This, he maintained, was a conservative estimate.

A further sign of the increasing use of television was the opening of two television stations in San Francisco this fall and a third before the year is over, Mr. Folsom, who is in charge of the RCA Victor Division's sales and radio and appliance distributors and dealers attending the dinner.

He disclosed that an RCA Victor survey indicated that San Francisco in 1949 can be expected to have a receiver business with a retail dollar volume of more than $10,000,000.

The foundation of television's success, Mr. Folsom said, is service to the public such as the coverage of the national political conventions recently concluded in Philadelphia, providing television in their homes and public places a better view of the proceedings than could be had by delegates in Convention Hall. About 10 million people "sat in" on these conventions by television.

The Supreme Court of the United States, he added, is expected to rule on the feasibility of commercial television this fall. "If television is declared a public necessity, it will be more than ever to contribute to our country's present and future welfare."

"In the field of education, television promises to be a long-sought method for the teaching of medicine and surgery," the RCA Victor executive stated. He cited the statement of Dean J. Roscoe Miller, of New York University School of Medicine, "after RCA televised surgical operations for about 12,000 physicians and surgeons at the American Medical Assn. Convention in Chicago last June, that 'a revolution in teaching methods is in sight. With television, all students see exactly what the demonstrating surgeon wishes them to see.'"

Video in Education

"Organizations interested in adult education have also found television an effective tool by familiarizing hundreds of thousands of members of the television audience with what goes on in the other fellow's church, it can greatly contribute to our inter-religious understanding," Mr. Folsom observed.

In this connection, Mr. Folsom said, Bishop L. S. Scaife, of the Episcopal Diocese of Western New York, whose organization subscribed to an audience of 30,000 in Buffalo churches, has declared that television "can vitally supplement and enhance religious teachings. I can see these television receivers in places of worship, parish houses, and other departments of the church where they will prove an invaluable educational medium."

"Our culture and knowledge have been advanced through television visits to museums, art centers, and the theatre, opera, and ballet," Mr. Folsom declared. "The 'personal theatres' of television have made entertainment much more bearable to men in veterans' hospitals and to other shut-ins."

Asserting that the press reaction to television is another important indication of its present stature and future prospects, Mr. Folsom pointed out that major newspapers in virtually all television areas have already devoted special sec-

Folsom Puts on Input At 1 1/2 Million Sets

TELESCIRBER, a new video gadget which makes it possible to draw and write at the time it is being done without showing the artist's hand or pen or shadow from either, has been developed by the production staff at WSFD-Toledo. Not only is it possible to make letters and drawings appear as if from nowhere but, the station reports, it is also possible to pull the paper smoothly in any direction while the Telescriber is on the air. The name Telescriber has been copyrighted, and the gadget itself is in the process of being patented.

The power increase proposed for KCVR, the Commission found, would increase the station's primary service from its present 1,017-square-mile area with a population of 28,850 persons, to an area of 3,419 square miles with 156,000 population.

The grant would be subject to the condition that KCVR make "prompt adjustment of all reasonable complaints with respect to any blanketing which may arise within its 250 millivolt contour." KCVR is owned by Herbert W. and David A. Brown, partners doing business as Central Valley Co.

FCC's proposed decision was in line with the recommendations of the hearing examiner, Miss Elizabeth C. Smith, which were released simultaneously with the Commission's proposal.
Tuesday, August 10—a red-letter day in ABC television. Why? Because ABC's key station, WJZ-TV goes on the air in New York... on Channel 7, right smack in the middle of the dial.

For years ABC has been working, planning for network television. (During the early days of telecasting ABC produced more commercial programs, in more cities, for more sponsors, than any other group working in this new medium.) As time went along, ABC assembled a staff of top video experts, and now, at long last, is completely geared for full-schedule, nation-wide television.

On the following pages, you will find the full story of how an exciting, new television network has come into being...
STATIONS

NEW YORK WJZ-TV

is ABC's first owned-and-operated station to go on the air. The ultra-modern transmitter and antenna are atop the Hotel Pierre, one of New York's tallest buildings. This mid-Manhattan location on Central Park is far removed from other high structures and gives WJZ-TV an unobstructed transmission path to all the greater New York market.

CHICAGO WENR-TV

will be telecasting in the nation's number two market next month. Located on top of the Civic Opera Building in the heart of the Loop district, WENR-TV's antenna rises 1271 feet above sea level, providing sharp, clear reception for all Chicago's business and residential sections.

DETROIT WXYZ-TV

will be on the air in October, transmitting from the Maccabees Building on Woodward Avenue. With an antenna 1100 feet above sea level, WXYZ-TV's transmissions will cover the Detroit area without interference from other tall structures.

LOS ANGELES KECA-TV

begins transmission in November. ABC's transmitter in Los Angeles will be on top of Mt. Wilson, 6,000 feet above sea level, overlooking all greater Los Angeles and its populous neighboring communities — the perfect location to assure clear reception.

SAN FRANCISCO KGO-TV

will be on the air in December, transmitting from Mount Sutro. A 500-foot tower brings the total antenna height to 1360 feet above sea level, a point high enough to provide maximum television service to all The Bay Area's rolling residential sections.

All five of these key stations are owned and operated by the network... and all five occupy Channel 7, in the middle of the television dial. Their importance as major markets... and (in the case of New York, Hollywood and Chicago) as the major origination points for talent... is of the greatest possible importance in building a strong television network.

In addition to the above stations, ABC has affiliates in

Philadelphia, WFIL-TV
Boston, WNAC-TV
Washington, WMAL-TV
Baltimore, WAAM
Minneapolis, WTCN-TV
San Diego, KFMB-TV
New Orleans, WDSU-TV
Toledo, WSPh-TV
Syracuse, WAGE-TV
Fort Worth, WBAP-TV
St. Petersburg-Tampa, WSEE

By the end of 1948, ABC will have a network of from thirty to forty television stations!
In television, even more than in AM radio, program appeal counts for everything. That's because in television, stations in any one locality have approximately even coverage. This means that television stations and television networks will compete for their audiences on the merits of their programs.

ABC-TV network programming has two all-important advantages: first, long years of experience back in the horse-and-buggy days of television . . . and second, outstanding success in AM radio programming.

Here are but a few examples of the good, solid entertainment that is available to audiences—and to advertisers—on WJZ-TV and the ABC-TV Eastern regional network that covers all the Central Atlantic States—

**Hollywood Screen Test**

Talented young artists take a movie test while talent scouts look on! Bert Lytell emcees as a different Hollywood star plays opposite the newcomers each week. Here's a video show loaded with thrills, comedy, drama and music—plus big names to give it added appeal! *Sunday 8:00–8:30 PM EDT.*

**Three About Town**

Two girls and a boy—Phyllis Wood, Betsi Allison, and Bill Harrington—spark this sprightly quarter-hour show twice each week. Aided by two spinet pianos, this talented trio entertains with lively songs and exchanges gay patter about the theatrical world. *Monday and Friday 7:00–7:15 PM EDT.*

**That Reminds Me**

Walter Kiernan, weaver of homespun philosophy and droll tales of life on a hundred American Main Streets, has as his colleagues on the show Ex-Governor Harold Hoffman of New Jersey, Tex O'Rourke, swashbuckling soldier of fortune, and "Uncle Jim" Harkins, radio actor. *Monday 9:00–9:30 PM EDT.*

**You're Invited**

Romo Vincent greets the video audience at his front door and invites them in to see his lively, informal variety show. Singing comedian Vincent, an experienced Broadway musical comedy star, is adept at tying the acts together and keeping the show on its toes! *Wednesday 8:00–8:30 PM EDT.*

**Cartoon Teletales**

A unique television program that keeps the kiddies spellbound! Brother Chuck, the cartoonist, and Brother Jack, the narrator, combine their efforts to describe the antics of their animal world characters—Pinto the Pony, Cletus the Caterpillar and Alice the Alligator. *Monday & Wednesday 5:30–6:00 PM EDT.*
The American Broadcasting Company can boast the outstanding video staff in the business. Here is one of the best-trained, best-rounded groups of television experts in the country. They have a combined total of more than 75 years in the telecasting business—practical, commercial experience—in telecasting and in broadcasting, too. To mention only a few...

Paul Mowrey, National Director of Television. His position as perhaps the best-known figure in television has enabled him to assemble an outstanding staff.

Richard Rawls, Manager of Television Operations. Formerly manager of television studio operations with another network. 9 years in television.

Lawrence R. Algeo, Jr., Eastern Television Program Manager. 5 years at WRGB. Working with him are Richard Goggin, recently television program director with WFIL-TV; Ralph Warren, well-known television director; Bobbie Henry, with 9 years in television.

Burke Crotty, Director of Television News and Special Events. 7 years of network television experience, more recently television director of WMAL-TV, Washington, D.C.

Charles Holden, Television Production Manager. Has supervised nearly 3,000 network television shows.

James McNaughton, Television Art Director, 6 years with two other television networks, followed by 2 years as head of production for WATV.

Marshal Diskin, Director. During the past 6 years he handled the camera work on more than 2800 television programs.

This is the time for all sponsors interested in television to nail down valuable time periods for present and future use. Compared with AM time availabilities, television franchises are very restricted, and will continue so for a long time to come.

ABC has the video facilities, experience, and know-how you are looking for. A remarkable opportunity is yours on ABC-TV if you act now.

Make this a red-letter day for your sales-by-television. Begin by making your plans today. Ask for the complete story of ABC television.

ABC-TV  For What's Worth Watching  
American Broadcasting Company
A NEW Texas Independent Broadcasters Assn., representing primarily small-station interests, was formed at an organizing meeting in Dallas Aug. 2.

Elected temporary officers were: president, Bill Laurie, KEBE Harrisburg; secretary-treasurer, W. R. A. Williamsport; and Harrell V. Shepard, KDNT Denton, treasurer.

Action to organize came at the end of an all-day program, including talks and informal discussion on general problems of station operations, engineering and programming.

About 35 station managers and owners attended, and about a dozen others sent regrets along with expressions endorsing the association idea.

Mr. Krueger, who sent out the original letters to 60 stations proposing the organization in June, told the group:

"Our group has proved conclusively that small stations in Texas are in common understanding on the need for an association through which they would mutually help another and better serve the public interest. This group has the power to meet that need."

Surveys Are Urged

Sentiment was strongly voiced from the floor in favor of the association's arranging for surveys which would establish the listening audience of small stations in their local areas. One proposal was that BMM be engaged to do the job. Another suggestion was that research facilities of the U. of Texas be employed.

Speakers included Don Clark, assistant professor of radio at the U. of Oklahoma; Guy C. Hutcheson, Dallas consulting radio engineer, and Gordon McLeod, general manager of KLIP Dallas.

Prof. Clark recommended that the new association set up a program advisory committee and also an advertising and promotion committee to serve the cause of all the Texas small stations.

"You should seek to sell the independent broadcasting stations as a package to agencies," he said.

He also suggested close "pooling" of information and techniques in handling the personnel problem.

Mr. Hutcheson advised daytime owners to consider the possibility of receiving FCC authority to stay on the air a couple of hours more in the evening where there is no conflict with the dominant frequency.

Following adjournment the temporary officers chose four others to serve with them on a steering committee. They were: Tom Whitehead, KWHI Brenham; George W. Smith, KMAE McKinney; Ross Prescott, KTAE Taylor, and Mr. Hutcheson. A meeting of the steering committee was called for Aug. 7 at McKinney.

Sessions were held in the pent...
DON'T SINGE YOURSELF ON BURNING FORK (Ky.)!

If you're getting set to bite down on Kentucky, via radio, we at WAVE respectfully suggest that you Emily Post yourself on this State's economic etiquette:

Burning Fork is a real Kentucky town, all right, but if you want business instead of burnt fingers, Sir—well, you'd better eat, sleep and advertise with the Louisville Trading Area—alone!

The Louisville Area is Kentucky's one best market—spends more dough than all the rest of the State combined, and is covered completely by WAVE. In fact, WAVE is the ONLY Louisville station whose 50% BMB pattern is an almost perfect map of the Area. Shall we send you all the facts—or will you take bandages and balm?

LOUISVILLE'S WAVE

NATIONAL REPRESENTATIVES
FREE & PETERS, INC.

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New Business (Continued from page 14)

carrying spots are WOR WJZ WNEW in New York, and WCAU and WFIL in Philadelphia. Loft has more than doubled its spots campaign since March.

MODGLIN Co., Los Angeles (Dura-Broom and Perma-Broom), appoints W. Earl Bothwell Inc., that city, to handle advertising. Radio will be used.

HELMS BAKERIES, Los Angeles, Aug. 2 started for two weeks to daily Olym. sportscasts from London by Thomas Freebairn-Smit. Bakeries recently started four-week spot campaign, six weekly on 9 Los Angeles area stations. Thirty spots are being presented daily o KFAC KMPC KHJ KFI KNX KFOX KLAC KECA KFWB Los Angeles; KAHG KWKW Pasadena, and KGIL San Fernando. Agency: Dana Jones Co., Los Angeles.


ARDEN FARMS Co., Los Angeles (dairies), through Allied Adv., same city, Aug 2 started four weeks spot campaign on six local stations. Spots totalling 25 a week will run six weekly on KFAC KFVD KLAC.

J. W. ROBINSON Co., Los Angeles department store, Aug 2 started two week spot campaign totalling 50 spots, for promotion of autumn clearance sale, on four Los Angeles stations—KFWB KMPC KLAC.

G. P. REGAN & SONS, Burlingame, Calif. (harmonicas), appoints Roy S. Durstine Inc., San Francisco, to handle advertising. Radio may be used.

Network Accounts • • •

GROVE LABORATORIES Inc., St. Louis, through Gardner Adv., same city, starts three weekly sponsorship of Breakfast Time on full Don Lee Network, Mon., Wed., Fri., 6:15-8:30 a.m. (PDST), for 26 weeks.


J. A. FOLGAR & Co., San Francisco (Folger Coffee), Aug. 6 renewed its three weekly sponsorship of Frank Hemingway's morning and afternoon newscasts on full Don Lee Network, Arizona stations KOOL Phoenix and KCNA Tucson, and 15 stations of Mutual Intermountain group, plus KRAM Las Vegas, Nev. (Afternoon renewal effective today, Aug 8.) Folger alternates weekly with co-sponsor, White King Soap Co. (May 2, Wed., 8), with spots beginning July 7-8, Mon. to Fri., 7:15-7:16 a.m. (PDST), and Tues., Thurs., Sat. 3:45-4:30 p.m. PDST, one week, and alternate days the next). Agency: Raymond R. Morgan Co., Hollywood.

Coca-Cola Co. and ARMOUR & Co. sign 52-week-renewals on CBS for The Pause That Refreshes on the Air through D'Arcy Adv. and Hint Hunt, through Poole, Cone & Belding Inc., respectively. Coca-Cola program is heard Sun., 6:30-7 p.m., with contract effective Aug. 15. Hint Hunt, whose renewal is effective Aug. 16, is heard Mon.-Fri. 4-4:25 p.m.

GEORGE WESTON Ltd., Toronto (biscuits), Oct. 2 starts to Dec. 25 French-language Variety Show on 6 CBC French network stations, Sat. 8:30-9 p.m., and Jan. 6 starts to March 31 series of Operetta on 30 Dominion Network stations, Thurs. 9:30-10 p.m. Agency: Harry E. Foster Agencies, Toronto and Montreal.

BORDEN Co., Toronto (milk products), Sept. 28 renewes to April 26 Canadian Cavalcade on 30 Trans-Canada Network stations, Tues. 8:30-9 p.m. Agency: Young & Rubicam, Toronto.

Discuss UN Coverage

PRESIDENTS of the four major networks and other executives met with Benjamin Cohen, assistant secretary-general, Department of Public Information of the United Nations, in New York last week to discuss coverage of the United Nations. It is expected that as a result of the meeting, specific plans will be announced soon. About 450 stations have signified their interest in receiving programs from Lake Success.

Out for Season

WALTER (RED) BARBER, CBS sports director who is recuperating in New York Hospital from a severe stomach ailment, probably will be lost to the network for the remainder of the baseball season, it was indicated last week. He was stricken in Pittsburgh July 23. According to CBS, Mr. Barber probably will remain in hospital four to six weeks more.
Any engineer or smart time buyer will tell you that a station's actual coverage is determined more by frequency than by power alone. WSAV's 5,000 watts on the extremely favorable frequency of 630, gives this station a powerful reach equivalent to 140,000 watts at the other end of the dial. That's why we cover 4 times more area, 3½ times more people than any other station in this market. If you want to pass your products to a million eager listeners in 79 prosperous counties of this great $320 million retail sales area, hop on 630 in Savannah and we'll take you where the sales are.

It's 630 \( \bigcirc \) in Savannah WSAV

Represented by Hellingbery
FM, TV VIEWED
(Also see stories on Districts One and Two in this issue.)

By HERMAN BRANDSCHEIN

FM and television were dissected Friday, July 30, at the closing session of the Third District NAB meeting in Philadelphia [Broadcasting, Aug. 2] as a panel of experts and district members speaking from the floor traded opinions. Executives of big city stations seemed more prone to discount the importance of FM than did managers from smaller communities. All seemed agreed on the future of TV, but opinions differed as to whether it would replace AM.

John D. Scheuer Jr., WFIL Philadelphia, as moderator of the panel, stimulated the FM discussion, aided by questions from the floor by Victor C. Diehm, WAZL Hazleton, and Walter J. Rothenie, WSBA York. Both Mr. Diehm and Mr. Rothenie were of the opinion that FM is important in baseball and other types of broadcasts—particularly when programs cannot be heard on AM because of atmospheric or other reasons.

The viewpoint of big city stations was expressed by Edward G. Obrist, WPEN Philadelphia, member of the panel, who said that in the three years WPEN has operated FM he could not point to a single AM sponsor won or lost because of FM. He added that the $1,500 a month his station is spending on FM is of considerable concern to him.

Rover W. Clipp, general manager of WFIL Philadelphia and a member of the panel, said he would prefer to see an eventual switch from AM to FM, but he, too, said he did not expect FM to have much of an impact until it had more circulation. He said that since engineers have been on strike at his station since May 1, WFIL has had to curtail its FM operations. "We have not received a single letter asking why," he added.

Small Station Viewpoint

Just the opposite experience was reported by Houser R. Smith, WKOK and WKOK-FM Sunbury, who said that during a power failure, his station was flooded with calls. He emphasized that FM is important for carrying sports and for picking up marginal listeners. "Agencies," he concluded, "should become acquainted with the fact FM is important in the sticks."

Harold Fair, director, NAB Program Department, said he believed FM "had gotten off on the wrong foot by trying to sell high fidelity. He reported the words of a prominent agency timebuyer who told him: "We don't buy high fidelity—we buy listeners." He urged FM to program its output in such a way as to make listeners.

On television, discussion centered around programming and around the medium's future. Julian F. Skinnel, WLBR Lebanon, expressed the view that in ten years TV would put AM out of business. Mr. Clipp expressed the view that television, by its nature, was a high-priced medium, leaving room for advertisers to seek lower-priced media which, he continued, "... stressed the importance of "getting into television or getting out of broadcasting."

Herbert Horton, program man at WPIL-TV, urged broadcasters not to make a hasty decision on the value of video programming and asked: "If television programming is in the category of 1920 AM radio, as has been said, how is it that we have so many listeners?"

Mr. Diehm answered: "We weren't that bad in AM radio in 1920."

Resolutions

Following the panel discussion, the following resolutions were unanimously adopted:

1. To support the NAB board and NAB President Justin Miller in solving the problem of voluntary industry observance of the Standards of Practice.

2. To urge the Census Bureau to include AM, FM and TV set ownership questions in the 1950 census.

3. To endorse the All Radio Presentation project and to recommend active participation by member stations.

4. To commend President Miller for his defense of radio's right to free speech and to urge all broadcasters to support his campaign in their behalf.

5. To urge support of provisions of the Standards of Practice which encourage the industry support movements devoted to conservation of natural resources.

Because of the heat and vacation conflicts, a sixth resolution urged future district meeting dates be in the fall and at some resort hotel if possible.

The meeting voted thanks to George Coleman, district director, to Clair McCollough, director-at-large, and to Philadelphia stations WDAS WPIL WHAT WIP and WPEN, "who have been our genial hosts on this occasion."

Those attending were:


(Continued on page 91)
ADVERTISING should pay off . . . and it does for advertisers using 50,000-watt WGY . . . the only major station in eastern and central New York.

WGY has an enviable record of achievement in pulling mail response and in producing tangible sales results. Today . . . that record is better than ever. In the year just past, WGY received more mail than in any previous year in its history*. In the last few weeks eight announcements produced orders for 38,400 strawberry plants . . . 1483 mail orders were received by an early morning show, at a cost to the sponsor of only 15 cents per order, for an article costing $3.98! These are typical examples of the kind of selling job which has made WGY one of the nation's most-used stations.

Results are the fruits of planned programming . . . and programs which produce results are available at the General Electric station in Schenectady.

*Over 200,000 cards and letters.

Represented Nationally by NBC Spot Sales

WGY

Frequency Modulation

50,000 WATTS

SCHENECTADY, N. Y.

GENERAL ELECTRIC
"I heard (saw) it on KDYL..."

That's a phrase you hear a hundred times a day in Salt Lake City, a Preferred-City businesswise.

KDYL's colorful coverage of local events of interest keeps Salt Lake and Utah listeners up to date on what's happening in the Intermountain West's largest city — keeps KDYL out front as Utah's POPULAR station.

Now, first with television, KDYL and KDYL-W6XIS become the eyes and the ears for the biggest segment of Utah's buying power!

EDWARD HOFFMAN, 50, president and owner of WMIN Minneapolis-St. Paul, died July 31. Death came suddenly after Mr. Hoffman collapsed at his summer home in Mahtomedi, Minn., as he was preparing to go out for the evening. He had a heart condition.

Mr. Hoffman had headed WMIN since it went on the air as an independent in 1935, being one of the first stations at that time to feature "news of the hour, on the hour." Born in St. Paul, Feb. 28, 1898, he was graduated from Mechanic Arts High School. In 1910 he got a law degree from St. Paul College of Law. From 1919 to 1929 he managed furniture stores, and shortly thereafter became the owner of a retail furniture outlet bearing his name.

Mr. Hoffman was a member of the Twin Cities Radio Stations and Newspapers Assn., the NAB, Scottish Rite, B'nai B'rith and Danish Temple Shriners.

Surviving Mr. Hoffman, who was unmarried, are his mother and one sister.

Under Mr. Hoffman's direction WMIN enjoyed a rapid and consistent growth in popularity throughout the area. The station passed a milestone in February when it completed the erection of a new transmitter building and a 450-ft. AM-FM antenna topped by 12 bays. The transmitter building houses a 250-watt AM transmitter and 10-kw FM transmitter.
...but 7 out of the top 15 local programs* in Chicago on WGN

The A. C. Nielsen Co. compiled a list of locally sponsored programs of any frequency and duration, and the outstanding record made by WGN is that 4 of the top 5 were on WGN. 7 of the top 15 were on WGN.

WGN says it can do a job and then proves it can because Middlewest listeners have the WGN habit. We offer you the full facilities of our engineering, program, commercial and promotion departments to do the best radio job that can be done.

*Nielsen Average Audience, February-March, 1948
mouse trap inventors

That old adage about the world beating a path to the door of the man who invents a better mouse trap doesn't hold true today. Instead, you must beat a path to the homes of people who buy mouse traps.

However, in the seven markets listed below, that path is already smooth and easy to follow. Each of the seven Fort Industry Stations listed, you see, renders public services to such an extent that it is regarded as a community friend and institution.

Thus, these seven Fort Industry Stations provide an ideal medium in their markets for the sale of better mouse traps, or anything else.

THE FORT INDUSTRY COMPANY

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

"You can bank on a Fort Industry Station"
Editorial

Peron P(h)ony (Ex)Press

STEP by step, the intrigue and mischief behind the Argentine radio-censorship explosion of last month comes to light. For sheer fantasy, nothing equals it in the annals of radio.

The Peron dictatorship, after intercepting and publishing in its kept press private dispatches to this journal, now alleges that its radio is free and that the Inter-American-Broadcasters Assn. is meddling in the affairs of a sovereign nation. The passion whipped up by the newspaper blasts and over the "free Argentine radio" brought threats of bodily harm to Goor Mestre, Cuban broad- caster and new president of IABA, and to Herbert M. Clark, our special correspondent.

Since the publication of the intercepted dispatches in mid-July things have happened. The IABA executive council meeting in Brazil—a safe distance from Buenos Aires—has expelled the Argentine Broadcasters Assn. from membership. Our State Dept. has been asked by Acting Chairman Tobey (R-N. H.) and Sen. McFarland (D-Ariz.) for light on the "reprehensible" interception and prior publication of dispatches to Broadcasting. Our Ambassador, James Bruce, has flown to Washington to report. It now is learned that he had protested without avail to the Argentine government.

Mr. Mestre, who left Argentina after a tumultuous carpet-session at the foreign office, is carrying on from Montevideo. He brands the Peron accusations as "grotesque and absurd," and says: "Talk of 'loyalty'!"

Is Argentine radio free? The IABA knew a year ago that all except three of Argentina's 80-odd stations have been surreptitiously purchased by the government.

The NAB declared at its recent convention, that for him a ring anyway. When "Argentina Imperialism" is invented in a dictatorship.

The IABA grows in stature because of this incident. Indignation runs high among the other Latin nations. That is a new spirit of unity. Goor Mestre has had the courage to stick to his tenets.

The report of Ambassador Bruce and the State Dept.'s reply to the Senate Inter-state Commerce Committee are awaited with avid interest. Argentina has demonstrated that it exercises all-out censorship—radio, the press, and even private correspondence. That's the way it started in Berlin and Rome a scant few years ago.

(Continued on page 54)

Our Respects To—

WILLIAM PEIRCE ROBINSON

FOUR years ago Bill Robinson was a time salesman. Today he is vice president of the Crosley Broadcasting Corp. in charge of WLW Cincinnati programs. He was named to the executive post last year June 15 he rounded out 21 years in radio.

A native of Cincinnati, where he was born Feb. 14, 1909, Mr. Robinson started taking piano lessons at the age of 6. By the time he was 18 he was an accomplished pianist and organist. In fact his first connection with radio was in 1927 as pianist-vocalist with the hamony duo, "Reynolds and Robinson."

After the team separated following several years on the air and in personal appearances, Mr. Robinson became program director of KWBG Hutchinson, Kan. He soon discovered that the station was hard-pressed for time salesmen and asked for a chance at selling.

Within a short time he was devoting his full time to selling and soon added two other salesmen. The increase in the station's billing shortly led to Mr. Robinson's appointment as sales manager. In 1938 Mr. Robinson returned to Cincinnati and was appointed time salesman for WSAI, then owned by the Crosley Corp. After a year of successful operation with WSAI, he transferred to the sales staff of WLW, WSAI sister station at that time.

From 1940 to 1943 he covered WLW's four-state area, Ohio, Indiana, Kentucky and West Virginia, as special sales representative. His first four major accounts, signed in 1940, still are WLW time users. In addition to servicing the four-state area, Mr. Robinson opened new territories in the South and Southwest, including Dallas, New Orleans, San Antonio, Atlanta and Memphis.

He was transferred to the Chicago sales office of WLW in 1943 and within a year was appointed manager of the WLW Western Sales Division, which embraces nine states and such major markets as Chicago, Milwaukee, Des Moines, Kansas City and St. Louis.

When the Crosley Broadcasting Corp. acquired WNS New York from Hearst Radio in 1946, Mr. Robinson was named sales manager of the new Crosley property. That he was able to establish a sound sales program for WINS and substantially increase its billing is one of the reasons that Bill Robinson is

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BROADCASTING • Telecasting
RHODODENDRONS like this grow profusely in Western Washington. They are the official Washington state flower.

BUYING time on KJR, you reach 1,178,303 listeners in one of the richest-per-capita markets in the world.

KJR's 5000 watts at 950 k c. covers the important area that any 50,000 watts would reach, (check your B.M.B.) and in Seattle, KJR leads ALL OTHERS in daytime Hooper!* 

"And the beauty of it is," KJR gives you these values at an extremely low cost.

FOR more "Beautiful" Facts, talk with AVERY-KNODEL, INC.

*Dec. '47 - Apr. '48, Seattle City Hooper Index.

A Marshall Field Station 5000 WATTS AT 950 k c.

for Seattle and Western Washington
An Affiliate of the American Broadcasting Company.
now a vice president of Crosley Broadcasting Corp.

Always ready to pass along a good story—often at his own expense—he recalls that in his early days as salesman for WLW, Robert E. Dunville, now vice president and general manager, then sales manager, asked him to run over to Ashland one day to see a client. Getting there as quickly as possible, Mr. Robinson spent two hours trying to find a company by that name. He had no success. So he called his chief in Cincinnati.

"Fine work," said Mr. Dunville. "You're only 300 miles from where you ought to be."

He had gone to Ashland, Ky. The client was in Ashland, Ohio. His leadership asserted itself early. When he was 15, he founded the "Garden and Lawn Maintenance Co.," composed of boys in his neighborhood. As head of the organization he solicited business and hired friends to mow lawns, shovel snow, and generally help neighbors keep their premises in trim. Bill Robinson personally inspected every job. He used his own commissions to finance his music lessons.

During the past 20 years he has been active in the alumni affairs of the high school fraternity to which he belongs, and has served as head of the alumni body for nine terms. He is a member of the Radio Executive Club of New York, The New York Athletic Club, the Cincinnati Cuvier Press Club, Variety Club, Cincinnati Advertisers Club and is a Chevalier of the Confrerie du Tastevin. He is also a 32nd Degree Mason and a Shriner.

His chief hobby is astronomy. Another recreational outlet is his piano, with which he is still in touch, in both popular and classical veins.

Mr. Robinson is unmarried and lives with his mother in Cincinnati.

WHITNEY WARREN, member of WLOG Logan, W. Va., commercial staff since 1945, has been appointed commercial manager, ANGELINE GALLION, with WLOG as women's program director and copywriter for two years, has been named traffic manager.

RALPH E. MCKINNIE, former national sales manager of WOXY Cincinnati, stationed in its New York office, has been appointed member of sales staff of WABD New York. DuMont television station.

JOSEPH R. FIFE has joined sales staff of Wilham G. Rambeau Co., Chicago, after working as sales manager of WJS Owensboro, Ky. Mr. Fife was previously an account executive for WEOA Evansville, Ind., and owner of an advertising agency.

TRACY MOORE has been re-appointed West Coast representative for Crosley Broadcasting Corp. and will handle interests of the firm on the Coast, including WLW, WLWA(FM) and WLWT (TV) Cincinnati, WINS New York, and others.

ADAM J. YOUNG Jr. Inc. has been appointed exclusive U. S. representative for WTD and WTRP(FM) Toledo.

RAY CONLEY has joined sales staff of KGY Philadelphia.

STANLEY SPERO, former WHAK Akron account executive, joined KPXC Los Angeles, in similar capacity.

ROSA LEE SAMUELS has been promoted from traffic manager at WCI to account executive and traffic manager at KPXJ Grand Junction, Colo. Mrs. Samuel has been with KPXC since 1944 in various positions.

BRAHAM CO., New York, has been appointed national representative for WDEP Chattanooga, Tenn. Appointment was effective Aug. 1.

JO PERRIN, formerly with KSFT St. Paul, has joined KMTB Denver, as assistant traffic director.

RICHARD C. DANNARY has joined sales department of WBBB Buffalo.

NELCHOR GUZMAN, New York, has been appointed U. S. and Canadian representative by OAX4B Cerro de Pasco, Peru.

MILTON LASKER, former account executive of WHN New York, has joined WYJN Newark, N. J., new 5 kW station on 1480 kc to go on air Sept. 1, in same capacity.

LEO PALMER, KYW Philadelphia accounting department, in the father of a boy, David Pickering.


PAN AMERICAN BROADCASTING Co. has been appointed representative in the U. S. and Canada for La Voz de Guatemalana (Todo-Todo) in Guatemala.

BARRON HOWARD, business manager of WBVA Richmond, is the father of a boy, Guatemalan.

PEGGY McGANNON, formerly of CFAC Calgary and CKCR Winnipeg, has been appointed Montreal office representative of CFDC Montreal.

TEXAS PLEA IS DENIED; INTERFERENCE RULED

ON GROUNDS of excessive interference to existing stations, FCC proposed last week to deny the application of Bee Broadcasting Co. for a new station at Beeville, Tex. on 1490 kc with 250 w.

Bee Broadcasting is a co-partnership of V. L. Rossi, Corpus Christi oil man, and John D. Rossi, who had planned to take charge of day-to-day operations of the proposed station.

Following the recommendations of the hearing examiner, Miss Elizabeth C. Smith, the Commission ruled that the proposed operation would "substantially" invade the normally protected daytime contours of KPAB Laredo, KSNW Austin, and KYOU Uvalde, all of which operate on 1490 kc.

Nor could the Commission find "substantial reason to justify sanction of the exceptions to the Standards which would result from the proposed operation." The application was for the frequency vacated by Keys Corpus Christi when it moved to 1440 kc.

*550 kc, too — radio's most favorable wave length
They're atop the WCAU television tower 735 feet above the street in Philadelphia... America's third largest city and second largest in the number of set owners... WCAU-TV with its combination of height and power reaches into thousands of homes. Its program popularity puts pull into that reach, making television a potent advertising medium.

on WCAU you're in Philadelphia

THE PHILADELPHIA BULLETIN STATIONS
AGAIN IN '48
KMOX SWEEPS
FARM AND CITY VOTE
From the rich minelands of Missouri to the fertile fields of Illinois, "The Voice of St. Louis" is again the overwhelming choice of the people of mid-America. According to the new CBS-KMOX Listener Diary Study, KMOX captured both the Metropolitan and Outstate vote in 1948.

**IN METROPOLITAN ST. LOUIS**, KMOX won the lion's share of the audience during almost two-thirds of the total 504 quarter-hours throughout the entire week—with more than 3 times as many "first place" quarter-hours as any other station!

**IN THE OUTSIDE AREA**, listeners gave "The Voice of St. Louis" the greatest plurality in its history—an average share of audience more than twice that of any competitor ... more than ten times as many "firsts" as any other St. Louis station ... and the largest audience during more than 85% of the total quarter-hours throughout the entire week!

These '48 returns offer clear-cut proof of KMOX's 50,000-watt vote-getting, sales-building popularity in two equally important markets ... Metropolitan St. Louis, with retail sales of nearly one billion dollars—and all mid-America, with 1947 retail sales totaling close to two billion dollars.*

To reach listeners in St. Louis or in the outside area—or both—just look at the record. Make your choice the people's choice....

*Conducted by Benson & Benson, Inc.
**Sales Management, May 1948
WOC

5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Burlington Leighton, Mgr.
Davenport, Iowa
National Representatives:
FREE & PETERS, Inc.

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First to broadcast to "shut-ins!""
SELL SPONSORS TAILOR-MADE SHOWS

Capitol Transcriptions give you today's popular artists for profitable time sales. Stars like Peggy Lee, King Cole Trio, Jan Garber, Frank DeVol... shows like Music From Hollywood, Hayloft Jamboree, Sunday Serenade.

You make up your own programs for local sponsors—shows you can sell because you tailor-make them to fit individual tastes and needs.

Capitol Transcriptions backs you up with 30 hours additional entertainment weekly, plus artists' voice tracks, musical backgrounds, show "formats" and indexes.

Here's technical quality that's tops, for AM or FM.

Illustrated booklet and sample transcription will be sent promptly on request.

Capitol Transcriptions
Sunset and Vine, Dept. B89
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name__________________________
Station______________________Position__________________________
Street________________________
City________________________State____________________________
NEW RATES for WWJ, WWJ-FM and WWJ-TV Detroit were announced July 29 by Harry Berte
gridge, general sales manager for the stations. Effective date for the change will be Sept. 1.

Hourly rate for WWJ and WWJ-FM will be raised from $700 to $800. New Class A rate on WWJ-
TV will be $420 per hour and $60 for announcements. Rate for Class B time is $350 per hour and $50 for announcements.

All three stations are owned and operated by the Detroit News.

FM Tower for WRR PURCHASE of an FM tower for city-owned WRR Dallas has been approved by the Dallas City Coun-
cil. Low bid of $1,043 was received from Collins Radio Co., approxi-
mately $12,000 less than next bid. Variance in price was questioned
at first by some council members but the council chairman, Mr.
Tucker, WRR chief engineer, said his investigation showed the tower would be satisfactory.

St. Louis Chapter Joins AAAA Central Council THE ST. LOUIS chapter of the American Assn. of Advertising Agencies has formed the fifth unit in the central council of the AAAA. There are five other regional councils, in which chapters may be organized on initiative of three or more local members.

Oakleigh R. French of Oakleigh R. French & Assoc. has been appointed temporary chairman. Membership includes all seven offi-
cers of AAAA member agencies in St. Louis.

Begins FM Construction WLOG Logan, W. Va., has an-
nounced that construction of its FM station will begin immediately. FM antenna will be erected atop Ward Rock Mt., where a tower will be set on.

The station will be of all-year base and 15 feet in width with a grade of not over 15%. Upon completion of the road, construction of a transmitter house, complete with living quarters, will be started on the peak. When erec-
tion of the FM tower installation is completed, it will be the highest point in Logan county, the station reports, towering 700 feet above average terrain.

TV Demonstration RCA VICTOR will present a tele-
vision demonstration during the Monroe County Fair, Aug. 18-21, in Bloomington, Ind. A staff of technical and production ex-
per

Philly TV Survey On Night Baseball 70% of Area's Set Owners Tuned To Doubleheader Games SURVEY in Philadelphia Mon-
day, July 19, revealed that 70% of the television set owners were tuned to the Athletics-Chicago White Sox doubleheader and that most of them favored night games over day games.

The survey was made informally by WCAU and Philadelphia, while two other local stations were on the air. It was conducted to de-
termine viewers' preference in night and day televising of base-
ball doubleheader games. The doubleheader of last Monday was chosen as the attraction to base the poll on since it allowed the viewer to watch a telecast made under natural light and one made under artificial light.

While half those polled said they liked the night game better, only 30% actually expressed the belief that the game was clearer or sharper under the lights. That compared with 20% who felt the natural light presented a better image.

Remainder of those in favor of night baseball television had personal reasons for their preference —such as being free from work, the fast children are in bed, more relaxing hour, etc.

Of those answering, 30% believed there was little or no difference in the picture.

Those who favored the night picture, two out of ten for personal reasons. Two of ten were partial to the day picture and three of ten felt there was no difference.

Night picture advocates, how-
ever, were more persistent the ball is easier to follow on the screen under artificial lights. Ironically, a local sports writer commented recently that stars like Ted Wil-
liams say they find the ball harder to follow at night and that night games ultimately would affect the ratings adversely. Other performers, particularly in minor leagues, have claimed that the pitch seems ten feet nearer at night.

$300 Average TV Price Next Year Is Prediction TELEVISION prices next year will drop to an average below $300 per set, predicted John M. Outlar Jr., general manager of WSB and WSB-TV Atlanta, late last month before the Atlanta Kiwanis Club. TV prices have already gone down from more than $600 to between $550 and $600, he reminded the group. The occasion of the talk was the first broadcast by WSB-TV to the civic club.

"As an element in American business," Mr. Outlar said, "tele-
vision has [the] tendency to assume billion dollar proportions within another 12 months—the first postwar baby to join the industrial elite of this country."
There is a big difference between the old way and the Gatesway of maintaining your equipment. The Gatesway is to put the new SA line of studio equipment in your station and save engineer's time, do the job better and easier, and at less expense.

Here's why. You work from the front on SA amplifiers. Don't drag tools around to the back of your cabinets, string extension lights where they were never meant to be, try to work in cramped space—instead do your work where it is most convenient, where there is plenty of light, tools are handy—the easy way. The SA line has all these good features.

Write or wire for information on it today. Whatever your studio equipment need is, the SA line has a unit to fill it.
VIDEO PLANS OF KSL SALT LAKE ANNOUNCED

TELEVISION plans of KSL Salt Lake City, which recently received a video construction permit, include the beginning of work on station's TV transmitter but probably not until 1940, according to Ivo Sharp, vice president and general manager of the 50-kw CBS outlet.

In the meantime, the KSL video equipment, purchased last spring and used for the first time to televise the general conference of the Church of Jesus Christ of Latter-day Saints (Mormons) in April, will be used to telecast educational telecasts in the ZCMI Salt Lake City store. Seven video screens are located in strategic spots around the store.

For the past three years KSL technicians have been experimenting in an effort to determine the best location for the station's TV transmitter. The top of the University Pacific Bldg. is the spot currently designated, but other locations are being considered, according to station officials.

The KSL television station will operate on Channel 5 (76-82 me).
ONE BROADCASTER TELLS ANOTHER

"IT'S G-E FOR ME!"

FOR 4 BIG REASONS!

ACCEPTANCE "Our long standing confidence in General Electric equipment is further strengthened by the excellent performance of our new G-E FM Transmitter." M. H. Vrooman, General Manager, KFXM-FM, San Bernardino, Calif.

Completeness In television, G-E equipment covers every phase of station operation, from camera channels to transmitters and antennas. Pictured here is the Master Control Desk, an exclusive G-E development.

PERFORMANCE "There's no chance for operating errors with the G-E Consolette because of its simplified planning, push-button system and arrangement of control." Fritz S. Updike, General Manager, WRUN-FM, Rome, N. Y.

SERVICE "The straight-forward, clear-cut design and layout of our General Electric FM Transmitter makes for ease in maintenance and reliable operation." Ross A. Utter, Chief Engineer, WEFM, Chicago, Ill.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

BROADCASTING • Telecasting

August 9, 1948 • Page 63
Radio Week Plans Related to RMA

TWO major projects have been announced by the RMA for National Radio Week, Nov. 14-20, in which the radio dealer will play a vital role.

The first is a repetition of the "Voice of Democracy" radio speaking contest for high school students. Preliminary contests will be held locally by Junior Chamber of Commerce chapters, aided by local broadcasters and radio dealers. Following the local and state elimination contests, four national winners will be selected and brought to Washington by RMA and NAB to receive college or university scholarships.

RMA plans now call for radio dealers to donate radio receivers to the high school in each community which produces the boy or girl selected as the "Voice of Democracy." The second project as reported by RMA will bring to a climax the year-round "Radio-in-Every-Room...Radio-for-Everyone" sales campaign in which broadcasters are cooperating.

Robert K. Richards, NAB public relations director, is in charge of the "Voice of Democracy" contest. Herbert F. Guerin Jr., RCA-Victor Division, Camden, N. J., is head of the subcommittee of the National Radio Week Committee directing the "Radio-in-Every-Room" program.

Applauds TV Feature
EDITORS, BROADCASTING:
Readers (of) broadcasting...get more than just the news—they get all of the important details of the news in broadcasting, both radio and television.

A special round of applause for the weekly TELEPHATUS REPORT. I wouldn't miss it. This section is an excellent source for information to be passed along to clients to keep them TV-minded...

Fran Harris Director, TV & Motion Pictures
Ruthrauff & Ryan Chicago

WAGA-TV Facts
EDITOR, BROADCASTING: "We all" raise our heads long enough from the wailing wall to point a wakening finger at page 28 of BROADCASTING of Aug. 2.

We note through tear-stained eyes that WAGA-TV Atlanta is now on the air. It must be a new type of television the Commission doesn't know about. Here are the unhappy details.

WAGA-TV has a STA but no antenna. Our engineers assure me that it is impossible to transmit without an antenna. Not being an engineer, I assume they are right.

WSB-TV has no STA but does have an antenna—568 feet of it, and $9,000 worth of it. WSB test pattern goes on the air Aug. 14 with T-Day in Atlanta set for Sept. 29. We quote BROADCASTING of May 24, June 21, July 19. Aug. 2. Incidentally, we will get the STA next week when it will do us some good.

Byron Reinhart
Manager, Director Cox Stations

Open Mike

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

50,000 WATTS ON 680 KC.

Both ABC and top local shows

Texas' outstanding merchandising department

equals your best buy in South Texas

American Broadcasting Co. Texas Broadcasting System
National Representative, John Blair

Teletranscriptions Fees Schedule Set

DuMont System Transcribes Video Shows Off Cathode Ray Tube

DuMONT television network officials announced a price schedule last week for Teletranscriptions, a system of transcribing video programs off the face of a cathode-ray tube. Teletranscriptions, according to DuMont, are expected to prove especially useful for television outlets not within reach of network facilities.

The price schedule, prepared under the direction of Mortimer W. Loewi, executive assistant to the DuMont network president, outlines the four major commercial uses of Teletranscriptions, and their rates, as follows:

1. Teletranscriptions of live shows to be used as an extension of networking. The sponsor buys time on DuMont affiliated stations, including WABD New York, and the network will transcribe the show as aired by WABD, free of charge, supplying the sponsor with a transcription for each three affiliated stations elected. If the program is to be telearcast in all selected markets within a shorter space of time than is possible with one print for each three stations, additional prints will be made at the following prices per print: 60 minutes—$60; 45 minutes—$45; 30 minutes—$30; 15 minutes—$20, and anything less than 15 minutes—$15.

2. Teletranscriptions of live shows to be used for reference and file purposes only. DuMont will supply a first print on the basis of $8 per minute, with a minimum price of $40. The schedule is as follows: 60 minutes—$480; 45 minutes—$360; 30 minutes—$240; 15 minutes—$120; 10 minutes—$80; 5 minutes—$40 and 1 minute—$40.

3. Teletranscriptions of closed circuit recording sessions for reference, file, and audit purposes only. The fee is on the $8 per minute basis for the first print, with a $40 minimum.

4. Teletranscriptions of one-minute commercials for future telearcast purposes.

Results?
That's us!

ChnS

Halifax Nova Scotia

Maritime Busiest Station

5000 Watts — Now!

Interested? Ask

JOS. WOOD & CO.

350 Madison Ave., New York

Page 64 • August 9, 1948

Broadcasting • Telecasting
For the last word in complete, up-to-the-minute facilities
...or simple, low-cost equipment to suit your limited requirements...

Look to RAYTHEON for All Your Needs

RC-11 STUDIO CONSOLE
NOW WITH CUE POTS FOR TWO TURNTABLES
Provides complete high-fidelity speech input facilities with all control, amplifying and monitoring equipment in one cabinet. Seven built-in pre-amplifiers, nine mixer positions, cue attenuators for two turntables. Simple, positive controls reduce operational errors. Frequency response—2 DB from 30 to 15,000 cycles; Distortion—less than 1% from 50 to 10,000 cycles; Noise Level—minus 65 DB's or better. Meets all FCC requirements for FM.

RPC-40 PORTABLE CONSOLETTE
Ideal for remote pickups yet complete enough to serve as a studio console. Four input channels for microphones or turntables, high level mixing, two output lines. Two RPC-40's interconnected provide 8-channel mixing—a feature of special interest to new TV stations, planning future expansion.

RR-10 REMOTE AMPLIFIER
SINGLE CHANNEL
A complete, self-contained unit with built-in power supply. An excellent low-cost amplifier for remote pickups requiring only one high-fidelity channel.

RR-30 REMOTE AMPLIFIER
3 CHANNEL
A lightweight, easy-to-carry combination of amplifier and power supply—simple and quick to set up. Provides three high-fidelity channels, excellent frequency response, high over-all gain.

RL-10 VOLUME LIMITER
Engineered for high-fidelity AM, FM or TV speech input. Increases average percentage modulation without distortion.

RZ-10 PRE-AMPLIFIER
A plug-in type pre-amplifier or booster for microphones or turntables. Handles high input level. Noise level below 85 db from 0 vu output. Low distortion. Plug-in construction permits using one to four units for maximum flexibility.

RP-10 PROGRAM AMPLIFIER
A high-fidelity, single-unit amplifier and power supply. Over-all gain, 65 db; frequency response flat from 30 to 15,000 cps; distortion less than 2% at +30 vu. Designed for rack or cabinet mounting.

RPL-10 LINE AMPLIFIER
A single-control, two-stage amplifier featuring wide frequency response, low distortion, low noise level, freedom from RF pickup. Push-pull throughout. Mounts in standard rack or cabinet.
AM APPROVALS

EIGHT new standard stations and previously deleted were approved by FCC last week. WWSW Pitts- 
burgh was granted power boost from 2.5 kw, 5 kw day to 5 kw fulltime on 970. Other outlets: 

Among new AM grantees are Rep. Roy Clippinger (R-Ill.), president of Carmi Broadcasting Co., 
Carmi, III, which received 1 kw daytime on 1460 kc, and oil pro- 
ducer, printer, member of Broadcast Co., Center, Texas, which won 1 kw daytime on 930 kc. Mr. Potter's 
Pittsburgh, El Dorado, Kan., also received reinstatement of 1 kw daytime assignment on 1360 kc. 

Other outlet reinstated was WHL Hammond, La., owned by Superior Enterprises, 

New station grants and respective ownership details follow:

Roy Clippinger (R-Ill.), 31% owner, editor and treasurer; William H. Smith, 34% owner; Vladimir E. 
Hill, 31% owner; William J. O'Brien, trustee; and Herbert G. Ayer, treasurer. 

Center, Tex.—Center Broadcasting Co., 540 kc, 5 kw, daytime; estimated cost $25,580. Principal: Tom E. Fonest, oil producer; 50% owner, Lacy-Foster Televi- 

cision, Inc., Dallas, permittee KSMI Seminole, Okla., 40%, and KXN El Dorado, Kan., newly 

reinstated; and Tom E. Foster, Andrew Dowdy, treasurer. 

Fairmont, Minn.—Fairmont Broadcast- 

ing Co., 1370 kc, 1 kw, fulltime, di- 

erctional; estimated cost $31,824. Principal: Forest H. Self, attorney and bank- 

er, president and 26-2/3; Allen H. Hatchery, president; Herbert E. Nelson, ex- 

Army captain, secretary; Fred Krueger, attorney and banker, treasurer. 

Middletown, Conn.—The Middletown 

Broadcasting Co., 1150 kc, 500 w, di- 

time, conditions; estimated cost $23, 

000. Principal: William H. Williams, Middletown Press Pub. Co., publisher daily Pr- 


Glenville, N.Y.—Glenville Press, Inc., 

is also owner.president. 


Newport, R. I.—Voice of Little Rhody, 1390 kc, 500 w, fulltime, di- 

time, conditions; estimated cost $23, 

000. Principal: John T. H. Scott, grocer; 

D. O. Thompson, dentist, and W. 

Frank Scott, banker and real estate broker. 

Sarasota, Fla.—Sarasota Broadcasting 

Co., 1540 kc, 1 kw, daytime condi- 

tions; estimated cost $12,499. Co- 

partners: John E. and Irene A. Malloy, owners women's apparel shop, Irene of Capital Hill, 

Washington, D.C. 

Mall, Washington 1453-1946 was editor of 

wire copy for FCC's Foreign Broadcast 

Intelligence Service. 

Pineville, Ky.—Kentucky Broadcast- 

ing Co., 1500 kc 500 w, fulltime, con- 

ditions; estimated cost $18,800. Co- 

partnership: John T. H. Scott, grocer, 

D. W. Thompson, dentist, and W. 

Frank Scott, banker and real estate broker. 

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Washington, D.C. 

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wire copy for FCC's Foreign Broadcast 

Intelligence Service.
Add hot-dip galvanizing to Blaw-Knox construction, and you’ve got the utmost in tower performance with maintenance costs close to zero. Illustrated is a new Blaw-Knox Type N-16 insulated, self-supporting tower with "lifetime" protection of a heavy zinc coating on all members as well as on inside climbing ladder and Electroforged Grating platforms. Painting to conform with CAA regulations is all that is required.

Hot-dip galvanizing is available on Blaw-Knox Antenna Towers of any height. We invite discussion on your plans for future station improvement.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building - Pittsburgh 22, Pa.
District One
(Continued from page 26)

noting that Russia and Great Britain, with government-controlled radio systems, use the largest amount of spectrum space. NAB is cooperating with the State Dept. in solving the frequency shortage, he said, and indicated he soon will name a policy-level official to work with him and with A. D. Willard Jr., NAB executive vice president, in coping with the matter.

Judge Miller criticized U. S. government hogging of frequencies, many of which it never uses and needn't account for to anyone.

He said the joint NAB-Radio Mfrs. Assn. Committee will meet shortly to discuss television's spectrum problem. NAB's primary function is to prevent confiscation of licenses and to aid in providing the medium with channels. The special NAB board Television Committee will meet soon, he said, and sharply criticized "unscientific allocation of the spectrum."

As to NAB's policy toward TV members, he said the scheduled Chicago meeting this week may provide helpful suggestions on the association's future course. He reviewed the Standards of Practice, enforcement problems and praised Mr. Fellows for his role during the early drafting days.

Mr. Fair called for careful and intelligent production by stations and discussed retail use of the medium.

Boston stations were hosts at a cocktail party Monday evening.

Sales clinic was conducted Tuesday morning by Herb L. Krueger, WTAG Worcester, Mass., district sales managers chairman. He reviewed sales discussions at the Los Angeles convention and traced current problems. Hugh M. P. Higgin, NAB assistant director of broadcast advertising, called for support of the All-Industry Presentation project. A. E. Spokes, WJJOY Burlington, Vt., small stations chairman for the district, presided at a discussion of small station problems, including competitive aspects of TV's progress. Kenneth H. Baker, NAB research director, conducted a clinic on industry trends and audience analysis.

At the Tuesday luncheon Walter Haase, WDRC Hartford, presided as a member of the NAB Music Advisory Committee. He presented Kolin Hager, SESAC, and Carl Haverlin, BMI, who outlined current copyright developments.

At a closed session Mr. Haase read an editorial in the Aug. 7 BROADCASTING, suggesting that management keep careful supervision of recorded programs to prevent "payola" practice from influencing selection of numbers and records. Pressure of recording companies was cited during discussion, along with an example of a "payola" attempt.

Suggestion was made that managers check answering of questionnaire dealing with performances.

Resolutions were adopted, including recommendation that a radio set question be included in the 1950 census; commending Judge Miller for his efforts upon behalf of radio freedom; urging support of the All-Industry Presentation; lauding Sen. Wallace White (R-Mo.) for his efforts on behalf of broadcasting during his long legislative career; urging passage of legislation preventing the FCC from exercising control over program content or policies.

At the BMB session conducted by Harold Fellis, BMB president, J. H. Gilbert, radio director of Harold Cabot & Co., explained BMB's value in buying time. Miss Gilbert cited for example that BMB's reports were being used in buying newspaper space to support a radio campaign for Boston & Maine railroad.

The panel session was held Tuesday afternoon with Linus Travers, Yankee Network executive vice president, presiding. Charles A. Batson, NAB information director, gave TV analysis. [BROADCASTING, July 26].

A panel session on Horizons Unlimited was held, with Mr. Travers in the chair.

NAB CONCLAVES Revised Second Series Schedule Announced

REVISED dates for the second series of NAB district meetings were announced last week by C. E. Arney Jr., NAB secretary-treasurer, who arranges the schedules.

The first series of meetings, now with the 11th District meeting at Minneapolis. It will be followed by the second series of Far West meetings, climaxing with the 14th District at Mammoth Hotel, Yellowstone National Park, Sept. 8-9.

Next comes the 17th District meeting at the Davenport Hotel, Spokane, Wash., Sunday and Monday, Sept. 12-13. The first session of this meeting was set for Sunday to avoid conflict with the Washington state primary on Tuesday, Sept. 14.

From Spokane, Los Angeles is next with the 16th District meeting Sept. 14-16 at the Ambassador Hotel. Since there is just a lapse between the 17th and 16th District meets, some of the NAB party will have to leave Spokane early to start the Los Angeles session.

Final stop will be San Francisco Sept. 16-17 for the 15th District meet at the St. Francis Hotel. Scheduling of three conferences in one week period was made necessary by the NBC affiliates meeting, which is set for Sept. 22 at Sun Valley, Idaho.

A third series of district meetings throughout the southern states is also in the offering with the exact schedule to be announced this week.

Following is the schedule of remaining district meetings arranged in progress, will wind up Aug. 20

<table>
<thead>
<tr>
<th>Dates</th>
<th>District</th>
<th>City</th>
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<td>Aug. 9-10</td>
<td>District 7-8</td>
<td>Boston, Me.</td>
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<tr>
<td>Aug. 12-13</td>
<td>District 9</td>
<td>Palm House, Chicago</td>
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<td>Aug. 16-17</td>
<td>District 10 and 12</td>
<td>Muehlebach Hotel, Kansas City</td>
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<td>Aug. 19-20</td>
<td>District 11</td>
<td>Redisson Hotel, Minneapolis</td>
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<td>Sept. 8-9</td>
<td>District 14</td>
<td>Mammoth Hotel, Yellowstone National Park, Wyo.</td>
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<td>Sept. 12-13</td>
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<td>Davenport Hotel, Spokane, Wash.</td>
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<td>Sept. 14-15-16</td>
<td>District 16</td>
<td>Ambassador Hotel, Los Angeles</td>
</tr>
<tr>
<td>Sept. 17-18</td>
<td>District 15</td>
<td>St. Francis Hotel, San Francisco</td>
</tr>
</tbody>
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A.W.TRIGGS JR. MGR.

AREA REP. TALLCORN NETWORK, GEORGE W.WEBBER

MEMBERSHIP of new Boston Radio Executives Club increased rapidly as tentative enrollees at NAB District meeting signed over 150 members. Enrollees were 11 to 14: Jan Gilbert, radio director of Harold Cabot & Co., acting secretary of club, and Nono Kirby, WLAB Lawrence.

Pneumonia Hits Aflas

H. LESLIE ATLAS, vice president of CBS Central division and general manager of WBBM Chicago, was being treated for pneumonia late last week at Little Travelers Hospital, Petoskey, Mich., where he was taken after becoming ill on a fishing trip aboard his yacht. He and members of his family left Chicago a fortnight ago for the Upper Great Lakes area.

WHAT A COMBINATION!

When you smoke a Camel, in your Hones Underwear, under a Chatham blanket, you join the world's millions in keeping Winston-Salem one of the world's great markets...and you help keep our workers supplied with cash to buy the products they hear about over WALT.

WINSTON-WALEN

North Carolina Representatives: The Walker Co.

Page 68 • August 9, 1948
REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBB-advertised goods.

WIBB
The Voice of Kansas in TOPEKA

1st District Registration

A
Addison Amor, NBC; D. C. Ayer, WMUR Manchester, N. H.

B

C

D
William N. Davidson, ABC New York; C. O. Delaney, WHTF Hartford; Charles N. Deloach, WGBS Providence, R. I.; R. F. Doherthy, NAB; Franklin M. Dooley, WDRC Hartford; Herbert D. Dorshur, WEEI Boston; Cy Douglas, AP Boston.

E
Ray C. Ellis, Raytheon, Waltham, Mass.

F
Herald Fair, NAB; Harold E. Fellows, WEEI Boston; Frank Fox, NBC New York; William Findley, WLAM Lewiston, Me.; Charles A. Fuller, WBBT Brockton, Mass.

G

H

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P

R

S

T-Z

Harold L. Vigne, WTVL Waterville, Me.


William E. Young, Capitol Transcriptions, Hollywood.

11 More Dropping FM Authorizations

Economic Factors, Limited Number Of Sets Cited

ECONOMIC factors and limited numbers of FM receivers were indicated as chief reasons last week among 11 FM grantees who returned their authorizations to FCC for cancellation. Six of the group are AM station operators.

FCC reported that the respective construction permits were surrendered for cancellation upon request by each station. The FM stations deleted and reasons given, according to the Commission are:

- KGXX-FM Springfield, Mo.—Springfield Broadcasting Co., licensee AM station KGXX there; indicated could not meet conditions specified by FCC; Channel 279.5 (292 mc).

- WHFT-FM New Bern, N. C.—Catalist Broadcasting Co., licensee WHFT; exists economic conditions; Channel 279.5 (292 mc).

- KFVD-FM Los Angeles—Standard Broadcasting Co., licensee KFVD; can’t meet conditions specified by FCC; Channel 279.5 (292 mc).

- WMBQ-Columbus, Ohio—Catalist Radio Inc.; stockholders have decided not to continue; Channel 279.5 (280 mc).

- WMAY Central, Calif.—California Broadcasting Group, appellant has not completed construction within time set by FCC in permit; Channel 279.5 (280 mc).

- KSRB Santa Rosa, Calif.—The People of the Broadcasting Co., personas; trouble, few FM sets in area, local competitive factors; Channel 278 (537.7 mc).

- WEXY-FM Milwaukee—WEXY Inc., licensee WEXY; does not desire to proceed; Channel 279.5 (292 mc).

- WGGT Glen Falls, N. Y.—Warren Broadcasting Corp., stockholders wish to continue; Channel 279.5 (280 mc).

- KUGC Keokuk, Iowa—The Gate City Co., financially impractical; Channel 279.5 (280 mc).

- WCWM-FM Abilene, Tex.—Citizens Broadcasting Co., licensee WFFA; completion is impossible; Channel 279.5 (280 mc).

- KVXO-FM Fargo, N. D.—KVXO Broadcasting, licensee KVXO; can not construct completely new tower which presently is not feasible but will file again later; Channel 260 (98.9 mc).

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

Wire, Write or Phone for Complete Details

The Texas Rangers transcriptions were recently signed up for their fourth year on WGBI, Scranton, Pa. And for the same sponsor, too! On WGBI they reached a 274.4 Hooper during 1947 on their 13-minute Monday through Friday program from 6:30-6:45 p. m.

Amnesty's foremost Weekly playing and singing group—as well as the largest . . . The Texas Rangers also offers your greatest number of high fidelity, vertical cut recorded tunes. Fuser for FM as well as AM.

"Cowboy Hymns," by The Texas Rangers is the first album of its kind. This exciting new album by Bibleton, features six outstanding cowboy hymn selections.
Investigation
(Continued from page 23)

enactment of a uniform defamation-by-law radio, while Mr. Rich-
ard, reiterating that his state's libel laws are still in effect, felt a
satisfactory solution might be provided by setting up a law de-
defining criminal libel and giving stations the right to censor it out
of broadcasts.

In the background, but due to be put into the record, was the
Houston court's decision which dismissed the KFRC Houston suit
against the Port Huron decision on jurisdictional grounds and yet,
at the same time, took a slap at the decision.

Legislation Sought

Rep. Forrest A. Harness (R-Ind.), chairman of the Select Com-
mittee, made it clear that the pur-
pose of the hearing—which opened
Thursday and was to be completed Friday (see late story, page 4)—
was "to consider possible legisla-
tion that can correct what appears
to be an intolerable situation and feel
that seems to be in conflict with the
public interest."

He served notice that the Port Huron study was "but one phase" of
the committee's probe, that a "complete and searching investiga-
tion of all branches and activities" of the Commission would be made,
and that the committee's staff has been instructed "to proceed with-
out delay in an overall investiga-
tion." Further hearings, he said,
will be held during the Congress-
sional adjournment.

The committee showed a definite interest in the fact that FCC's
Law Bureau generally prepares
drafts of decisions before the Com-
mission itself has considered the
questions involved, which led Rep.
Leonard W. Hall (R-N. Y.) and
Rep. Charles H. Elston (R-Ohio)
to request the "backgrounds" of
all attorneys who write decisions.
At another point Rep. Elston in-
terjected that the final Port Huron
decision appeared to be in accord
with CIO's views and contrary to
to those of "everybody else."

But the opening-day session pro-
duced none of the fireworks which
marked the 1943-44 Cox Commit-
tee investigation of FCC. The
questioning from both the com-
mittee and its general counsel,
Frank T. Bow, was generally calm
and even-tenored. Even officials
of the Commission, though under
fire, appeared pleased by the com-
mittee's attitude.

All four committee members
—Reps. Harness, Hall, Elston, and
Oren Harris (D-Ark.)—raised
questions frequently, but the major
share of the examination was
borne by Mr. Bow. Rep. Percy
Priest (D-Tenn.), fifth member of
the committee, was not present.

Running account of the Thurs-
day session follows (for Friday
account, see late story page 4): Chairman Coy aroused some
pointed questioning at the out-
set with his disclosure that the
first draft of the Port Huron
decision—like most other deci-
sions—originated in the Law Bu-
reau without prior consideration
by the Commission.

"How did the law department
know how to write the decision until they knew the views of
the Commission?" Rep. Elston
wanted to know.

Mr. Coy replied that the Law
Bureau prepares drafts reflecting
its own recommendations, which
the Commission accepts or revises
and frequently rejects.

To another question from Rep.
Elston, he said he did not per-
sonally know of any other govern-
ment agency where this procedure
is followed. General Counsel Cot-
tone, however, said a little later
that it was the standard procedure
in all agencies where he had worked.

Justifies Views

In justification of the views of
the Port Huron decision, Mr.
Coy cited the pending White Bill
(S-1335), which has a provision
forbidding censorship but exempt-
ing broadcasters from liability
for anything broadcast in discus-
sions of political or controver-
sial issues.

"That is a pending bill—not yet
law," Chairman Harness noted.

Referring to court decisions for
support of the Commission's view
that Congress had occupied the
field of political censorship and
that therefore conflicting state
laws will not apply, Mr. Coy main-
tained that the essential conflict
between federal and state laws
would still persist even if the
White Bill were enacted. The
controversy will be settled only
by an ultimate ruling by the Su-
preme Court, he contended.

The FCC chairman agreed with
Mr. Bow that FCC in the past
has taken the position that there
should be legislation on the sub-
ject, and declared himself "very
much in favor" of the White Bill's
version.

Mr. Coy said he didn't think
the Port Huron decision "neces-
sarily" would relieve broadcasters
of liability for political defama-
tion.

Mr. Coy was asked bluntly what
happens to broadcasters who don't
follow the Port Huron principles.
He said this raised a "difficult
problem," but that thus far the
Commission has granted renewals,
having respect for the conflict
of state and Federal law and the
fact that, before Port Huron, there
was no interpretation of the politi-
cal law to guide broadcasters.

Asked whether licensees wouldn't
be required to observe the decision,
he said broadcasters don't always
follow FCC's decisions. He called
attention to the "dilemma" con-
fronting stations in Texas, and
said he had no doubt those sta-
tions will do all they can to "pro-
tect themselves."

Elston Retort

"So the final decision was in ac-
cord with the views of the CIO
and against those of everybody

"I wouldn't say that," Mr. Cot-
tone replied, noting that Mr. Pier-
son agreed with at least a part of
the decision.

Rep. Hall made a point of the
2½-year period which lapsed be-
tween the filing of the Port Huron
decision and the issuance of the
decision. The FCC general counsel offered to
cite cases that took longer.

To other questions, Mr. Cot-
tone cited the Port Huron decision
was written by Mr. Solomon, and
that he himself ultimately signed it
for submission to the Commis-
sion.

At this point Rep. Hall suggested
that Mr. Solomon's "background"—
and that of Harry M. Plotkin,
assistant general counsel, who had
a hand in writing the decision—
should be "spread on the record"
for the investigating committee.

Rep. Elston interjected that the
committee should have the back-
...
grounds "of all these people" who write decisions.

Mr. Solomon, who had not been slated to testify, told the committee he was a native of New York City, a graduate of Harvard College and Yale Law School, and a member of the New York bar, and had since been with FCC except for about three and a half years' military service.

He said the Port Huron case was assigned to him with instructions to come up with a recommendation. He said he prepared a draft which was reviewed and revised by Max Golomb, then chief of the Litigation Section, and now acting assistant general counsel in charge of litigation and administration; that he then re-wrote the recommended decision and submitted it to Mr. Plotkin, who also made some changes. It then went to Mr. Cottone and was submitted to the Commission, which, he said, made "fairly substantial changes."

Pierson Testimony

Mr. Pierson, following the FCC group's revised version of the position the FCC had taken during the Commission's oral argument on the decision: The theory that Congress has occupied the field and therefore has nullified state libel and slander laws is "weak"; "confusion will reign" until the situation is clarified by Congress or the courts; the quickest, end to the confusion can be accomplished by enactment of a new law, and FCC should "forego any threat of reprisals against existing licensees and recommend Congressional enactment of a uniform defamation-by-radio law outlining broadcasters' responsibilities and "clearly" invalidating state laws which conflict with it.

He said he was sure the Port Huron decision has had an adverse effect on stations' operations in the public interest.

His own advice to clients, he said, has been to (1) abide by the decision and "not restrain utterances," or (2) ignore FCC's views and continue to "restrain utterances" that seem defamatory. Most of his clients, he said, have chosen the first course.

He was questioned at length about insurance policies against libel and slander. He felt that many of them are of questionable value where political broadcasts are concerned, though he said that some companies have adjusted their policies since the issuance of the Port Huron ruling.

Mr. Pierson viewed the White Bill's political section as sufficient in its protection of broadcasters but said he thought more could be done to clarify the question of who is to be held responsible for libelous broadcasts. He thought it would be less desirable, but that Congress could remove some of the present conflict by specifically providing that broadcasters may eliminate material which appears defamatory.

Mr. Richards, speaking for the Texas Attorney General, said his office took the view that the Port Huron decision "becomes an absolute rule unless invalidated by the courts," but that Texas stations will be prosecuted for violations of the state's libel and slander laws.

He said he felt FCC was wrong in its idea that Congress has "occupied the whole field." He also felt the Supreme Court would uphold the political broadcast section of the White Bill.

Rep. Elston insisted that "the only safe course [for a broadcaster] is to refuse all political broadcasts, and that's not in the interest of the public." Mr. Rich-ardson agreed. He construed the law's ban on censorship as a prohibition against censorship of political views, not censorship of defamation.
executive session of the committee when Sen. White discussed the possibility of investigating the NAB to ascertain if President Miller did, in fact, speak for NAB's station membership. Only his retirement from Congress is believed to have forestalled such an investigation with Sen. White, himself, at the helm [Cronzo Circuit, June 21].

Although committee members currently refused to discuss in detail their plans for probing lobbying activities, they did emphasize that the matter would be given particular attention. In addition to determining whether the NAB spoke for its 2,000 stations, the subcommittee was expected to raise the question of whether Judge Miller should be registered as a lobbyist.

Two representatives of the association were registered during the last session under the Lobbying Act. They are Don Pety, general counsel, and A. D. Willard Jr., executive vice president [Broadcasting, Aug. 2].

Committee spokesmen explained that the group planned to conduct a survey of the influence and pressures exerted within the industry upon Congress and the FCC by individuals, corporations and organizations. This included trade organizations as related to administrative and legislative branches of government; the extent to which trade organizations properly represented industry and the status of trade organizations as defined by the Lobbying Act and anti-trust statutes.

It appeared also that the subcommittee was ready to climb into the ring for a return bout with RCA. Sen. Tobey, who ranks high among the spectacular and aggressive probers, appeared to be sharpening his hatchet when he announced that during the probe he would give further attention to the question of patent controls in the industry.

Some sparks may fly when the investigators launch their survey of Commission authority and policies in determining qualifications, character and performance of new applicants and existing licensees in connection with the public-interest clause of the Communications Act. A digest of specific cases, bearing on these points, will be made. During this phase of the study the subcommittee will seek a definition for the phrase, "in the public interest." This section of the study will also encompass an analysis designed to show whether the FCC's scope of authority should be narrowed or broadened.

Question of Treaties

Sen. Tobey indicated close attention is expected to be paid communications treaties and conventions. It was deemed significant that the subcommittee program called for a specific study of State Department procedure in negotiation agreements, the trend being to determine whether basic organic communications laws had been modified or breached.

The State Department has furnished Sen. Tobey, in response to a request, answers to a series of questions revealing the experience and background of all communications officials as well as an analysis of all commercial and private interests represented at international conferences for some years, it was learned. The agency was asked to outline the present policies followed in making frequency allocations for all services. It will be asked to cite its present and probable future demands for frequency space.

The agency will be asked to specify what new services or enlargements of present services are anticipated and their general effect on and value to the public interest. The FCC's procedure in handling applications for licenses for broadcast, common carrier, safety and special service facilities will be also considered.

The agency will be asked to outline the agency's plans for the future, in planning new facilities and new services, and for the next ten years. It will be asked to estimate the probable effect of the agency's plans on the economy, the public interest and the public welfare.

Ruling of Jones Set Aside by FCC

Further Hearing on 1490 kc Case Cancelled by Commission

FCC RULED last week that to inject the question of availability of a totally different frequency into a hearing on two mutually exclusive applications is tantamount to a violation of the Commission's rule against "multiple applications."

The ruling was handed down in an opinion by Commissioner Robert F. Jones' approval, in a motions hearing of a petition to reopen the Grand Haven-Muskegon, Mich., 1490-kc case and consider the availability of 1340 kc at Grand Haven.

The petition to reopen was filed by WMUS Muskegon, which is competing with Grand Haven Broadcasting Co. for 1490 kc with 250 w fulltime. WMUS sought to show that 1240 kc could be used by the Grand Haven applicant, which would leave 1490 kc for WMUS, now on 1090 kc with 1 kw, daytime only. WMUS had failed in two earlier attempts to have the record reopened for evidence on alternate frequencies at Grand Haven.

In reversing Comr. Jones and cancelling the further hearing on the matter, the Commission held that the WMUS petition was not filed within the time specified by FCC rules, and that, since the hearing has been completed, reopening the record would be "contrary to orderly administration."

Further, the opinion noted, FCC rules provide that the Commission "will not consider two applications from one party for different frequencies serving the same area."

The "spirit and purpose" of this regulation would be violated by granting the WMUS request, FCC said, because in effect it would result in Grand Haven Broadcasting Co. and having applications for both 1240 and 1490 kc. The reversal of Comr. Jones' ruling was on petition of the Grand Haven applicant.
Yes, your message on one station... WOWO... boosts your distribution in almost 5,000 food stores, in a 3-state, 59-county area!

They know that WOWO, Hooper-wise, is far and away the leading station not only in the city of Fort Wayne, but throughout this rich Midwest market.

They know that programs such as the Modern Home Forum... now close to its 2,900th broadcast... get response from 658,600 families, whose annual food bills total more than $400 million.

And... look at the other outlets you reach with WOWO's popular signal: 726 drug stores; 728 general merchandise stores; 1,015 apparel stores; 331 shoe stores; 1,128 furniture stores; 1,172 automotive stores; 4,125 filling stations.

It all adds up to an annual $1,693,539,000 in retail sales, in an area easily reached by Indiana's most powerful station. For availabilities and costs, get in touch with WOWO or NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc
KYW KDRA KEX WBZ WBZA WOWO WBZ-TV
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
WHN Call Letters To Become WMGM

50-kw Outlet Is Moving to New Million-Dollar Quarters

WHN New York will change its call letters to WMGM, following FCC approval last week, when it formally opens its new million-dollar quarters at 711 Fifth Ave. on Sept. 15.

The station's 18-kw FM outlet also will have a new name, WMGM-FM after it transfers from its current location at WIN 1640 Broadway. Effective with the formal opening WMGM-FM will start duplication of the 20-hour AM program schedule.

WIN, which has operated for more than 25 years atop Loew's State Theater Bldg., is affiliated with Metro-Goldwyn-Mayer that will be accommodated by Loew's Inc. It is believed, station officials said, that MGM Hollywood studios will play a greater part in programming structure. The station will operate under its present call letters until the formal opening, although personnel will occupy the new quarters by Sept. 1.

NBC, followed by World Broadcasting System, occupied the 13th, 14th, 15th and 16th floors of the new location which have been completely remodeled and refurbished to house WMGM and WMGM-FM. About 36,000 net square feet of space have been devoted to six studios, artists' quarters, news rooms, library, audition, recording and sponsor rooms, and other office space. The rent for the new quarters reportedly will total more than a million dollars during the 10-year lease period.

Main Studio

The main studio has been designed on the 15th floor to accommodate about 350 persons. At the south side of the 25 ft. deep platform on an 11 x 17 ft. control room with the sponsors' booth built in the back of the studio, one floor above. The "Green Room," to be used by performers, is adjacent to the main studio.

The second largest broadcasting unit, Studio B, is on the 13th floor, and will accommodate 150 persons. The room contains a control room and sponsors' booth. Studios C and D, and their respective control rooms and sponsors' booths, are all on the 14th floor, as are studios E and F. All are isolated from adjoining construction to eliminate outside noise or vibration.

WMGM’s recording library, news room, announcer’s, program and operations staff offices, the sports department and Ted Husing’s Bandstand office are also on the 15th floor. The floor above, in addition to housing the master control room, has three large rooms for program recording, an engineering shop, accounting department, staff musicians, music library, quarters for copyists and arrangers, and power and telephone rooms. Executive offices and a conference room will be housed on the 16th floor.

John J. McNamara, New York architect, designed the studio, and the Rheinstein Construction Co. built them.

WHN originated in 1923 as a

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MEMO to L. F. McCARTHY—

L. F. McCarthy Co., Cincinnati, Ohio

The 6:00 PM News for Hudepohl Brewing Company on WCKY leads all competition in rating with a 7.9%.

*Pulse, May-June 1948

50,000 WATTS OF SELLING POWER

L. B. WILSON

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY
Seven Now Organized By Radio, AP Men

Three new state or regional Associated Press broadcasters' associations have been set up within the last ten days, augmenting the four organizations already established to study the AP radio news service and make recommendations for betterment of service.

States having such a group in operation are Alabama, Georgia, West Virginia and Kentucky, and organizational plans are now under way in other states, Oliver Granlund, AP assistant general manager in charge of radio, said last week.


Leland C. Rickford, editor-in-chief of the Yankee Network News Service, is chairman of the New England Assn., with Arthur Rothafel, WFEE Manchester, N. H., vice chairman; and Cy Douglas, chief of the AP bureau in Boston, secretary. Board members are Al Spokes, WJOY Burlington, Vt.; Murray Carpenter, WPOR Portland, Me.; and Bernard Morey, WPBR Providence, R. I. The association was formed at the NAB New England district meeting Aug. 2.

Maryland-D. C. Meet

Radio stations in Maryland and the District of Columbia, meeting July 29, organized the Chesapeake AP Radio Assn., and elected William C. Hardy, manager of WFWM Frederick, Md., as chairman. Ben Strouse, executive vice president and general manager of WWDC Washington, and R. J. Embry, vice president of WBT Baltimore, were elected vice chairman. Max Fuller, AP bureau chief in Baltimore, is secretary.

Two committees were named by Mr. Hardy. The news group to study AP's radio news report and make recommendations is headed by James P. Connolly Jr., WTM Baltimore. Other members are T. F. Coop, WTOP Washington, Charles J. Fruit, WBDC Salisbury; William Conhurst, WCAO Baltimore; William J. Paulsgrove, WJWJ Hagerstown; William Folger, WINK Washington; Albert Warner, WOL Washington, and Fred Hoffman, WWDC Washington.

Heading a committee on cooperation among stations is Stewart Phillips, manager of WARK Hartford. Other members are L. Waters Milbourne, WCAO Baltimore; W. R. McAndrew, WRC Washington; Harold C. Burke, WBAL Baltimore, and Mrs. Aurelia Becker, WBTO, Cumberland.

Meeting July 29 in Philadelphia, Pennsylvania and Delaware broadcasters elected Joe Baudino, KDKA Pittsburgh, president; George Coleman, WGBI Scranton, first vice president; Ed Obrist, WPN Philadelphia, second vice president; Jack Hooper, WHGB Harrisburg, third vice president, and Joe Snyder, Pennsylvania AP bureau chief, secretary.

A committee to study cooperation in gathering the AP report also was appointed, composed of William A. Banks, WHAT Philadelphia, Paul Breining, WPBZ Lock Haven, and Leo Onelan, WLEU Erie.

Another committee, to study the report itself, is composed of Bob Badger, WEDO McKeesport; Fred Joyner, WWSW Pittsburgh; Homer Smith, WHOK Sunbury; William Frank, WILM Wilmington; Harold Hadley, WCAU Philadelphia, and Ed K. Smith, WCMC Lemooyne.

The broadcasters met in conjunction with the NAB district convention.

H. C. Greer, 71, Passes; W. Va. Radio Corp. Head

Col. H. C. Greer, 71, president of West Virginia Radio Corp. and identified with its ownership, died at his home near Morgantown, W. Va., last Thursday. He had been in ill health for several months.

West Virginia Radio Corp. owns WAJR and WAJR-FM Morgantown, WDNE Elkins, W. Va., and an FM outlet in Pittsburgh, WKPJ.

Mr. Greer was publisher of the Morgantown Dominion News and the Morgantown Post. In addition to his newspaper properties and his radio interests, he also had interests in several other businesses, including steel, coal and power.

W

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W

Speech Input Console

The Collins 212A-1 speech input console provides maximum versatility for audio control in AM, FM, and TV broadcasting.

Facilities are provided for auditioning or rehearsing, cueing and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines. Two program amplifiers are included, making it possible to feed two independent programs at once, or by operating the line reversal switch, providing an emergency amplifier for normal use.

The frequency response curve of the 212A-1 is flat within 2 dp total variation from 30 to 15,000 cycles per second at normal gain control settings. Distortion, and hum and noise levels, are extremely low.

The mechanical construction of the 212A-1 is outstandingly rugged. The end plates are castings. There is no weave or wobble, even when the chassis is tilted, by means of an ingenious rotating arrangement, for servicing the underside.

There are three pages of description, specifications, pictures, and block diagram of the 212A-1, in the new Collins speech equipment and accessories book. Write us for your copy.

Collins Radio Company

CECERAPIDS, IOWA

11 West 45nd Street
New York 18, New York

458 South Spring Street
Los Angeles 13, Calif.

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Collins Radio Company
Giveaways
(Continued from page 81)
or inconvenience, even of a slight degree'."

The report also asserted:

The respondent is the promoter who broadcasts its offers to distribute the escalating money prizes. Is there benef-
fit to the promoter? We do not find it necessary to go beyond the ex-

plicit testimony of the respondent's president to find the affirmative an-
swer. The only competition in the broadcast station without listeners is of little or no consequence. Its capital, worth and income-producing value increases as its listening audience grows. The respondent's president so testified.

Is the increased audience sought after, requested, appealed to and in-
tentionally induced by the respondent? Is it bargained for? The brief of [WARL] argues that it is not. We believe it is. Here again we need only to point to the evidence for an affirmative answer. It is intended, as stated by the witnesses, that this program shall attract listeners; that it shall persuade and induce them to become or remain WARL listeners.

The examiner also rejected the argument of the station, half owned by Frank U. Fletcher, Washington radio attorney, that the program was "a competition of skill".

He pointed out that in one period 2,722 questions brought 128 correct and 2,594 incorrect an-
swers, and that during the hearing that this lax attitude was to be expected, whereas the winner in a game of chance "wins" the award.

The mass appeal of lottery schemes is rooted in the individual's belief that he has an equal chance with all other participants to become a winner, coupled with a hope that the hazard will favor him. The psychologists may have more profoundly expressed it and the mathematicians may have more exactly determined the propensities, but this human trait may be properly denominated as the gambling spirit. The evils of capitalizing upon that spirit are recognized in the statute and have been frequently denounced in judicial decisions. . . .

In announcing its proposed rules of program broadcast licensees, which the Commission said they are "intended to afford broadcast licensees with as specific advance information as is possible as to the various types of programs which the Commission considers are in violation of the law."

Text of the proposed regulation is as follows:

Section 3.192

Programs covered by Section 316 of the Communications Act—

(a) Sections 315 and 316 of the Communications Act of 1934 provides in part that no radio station shall knowingly per-
mit the broadcasting of any advertise-
ments of, or solicitations for, enter-
prise, lottery, gift enterprise, or similar forms of gambling in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift, enterprise, or scheme, whether said list contains any part or all of such prizes.

(b) The determination as to whether a particular program violates the pro-
visions of Section 316 of the Com-

munications Act of 1934 depends on the station's owners and operators or any part thereof. The Commission will in any event consider a station to be in violation of Section 316 if in combination with such program the aggregate value of the prizes of any one person is equal to or exceed 1% of the net value of all prizes distributed in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift, enterprise, or scheme, whether said list contains any part or all of such prizes.

Sections 3.192 and 3.192 proposed to be issued with respect to FM and Tele-

vision broadcasting would read in the same manner as Section 3.192 set out above.

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WHOM Moving to Larger New York City Quarters

WHOM, New York City independent specializing in foreign language programs, will move late this summer to its present location at 29 W. 57th St. to new and larger quarters at 136 W. 66th St.

The move was made by Fortune Pope, WHOM's vice president and general manager, following FCC's authorization to the station to increase its power immediately from 1 kw day and 500 w night to 5 kw day and night. WHOM, which broadcasts in seven foreign languages as well as English, is on 1480 kc.

Greatly expanded program operations are contemplated in the new location, Mr. Pope said.

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COMMISSION APPROVES 2 CONTROL CHANGES

SALES of part interests in KNKS Hanford, Calif., and WSGC El-

berton, Ga., were approved last week by FCC.

Hanford Pub. Co., permittee of KNKS, was granted assignment from W. Keith Topping and Stan-

ley S. Beaubaire, each 50% owner, to new partnership of Mr. Top-

paire and Samuel M. Beaubaire. Mr. Topping sells one-half of his holding to each of the Messrs. Beaubaire for total consideration of $47,130. Mr. Topping indicated he must move to another city be-

cause of illness in his family, KNKS is assigned 1 kw on 1200 kc.

Transfer of control of Elberton Broadcasting Co., WSGC licensee, was granted from Harry G. Thor-

nton and Gradua T. Christian, each 50% owner, to Mr. Christian, who buys Mr. Thornton's interest for consideration of $7,750. Mr. Thor-

nton indicated he could not devote time to station in view of demands of his other interests, as WSGC oper-

ates on 1400 kc with 250 w.

---

LIBEL and SLANDER

Invasion of Privacy

Violation of Copyright

These daily hazards can be

INSURED.

We pioneered this field and now serve Newspapers and Broad-

casters nationwide. OUR EXCESS COVERAGE IS EFFECTIVE and inexpensive. Write for de-

tails and quotations.

EMLOYEES

REINSURANCE

CORPORATION

INSURANCE EXCHANGE BLDG.

KANSAS CITY, MISSOURI

BROADCASTING • Telecasting
Some BMB Figures Dropped By Mutual
Reports Outdated for 292 Stations, Network Says.

MUTUAL formally notified advertisers and agencies last week that it was discontinuing its use of existing Broadcast Measurement Bureau audience figures which it asserted did not apply to the 292 MBS stations which have joined the network or improved their facilities since the BMB survey was made.

Until the issuance of BMB's next report, in the winter of 1949-50, Mutual will supply its own "Listenability" coverage measurements in presentations to clients and agencies. It hopes to have "Listenability" figures for all major networks and for day and night by next fall.

"We subscribed to BMB because we believe in the principle for which it was established," said E. P. James, MBS vice president, in a letter to advertisers and agencies, "but you understand that in view of the serious out-of-daterliness of the available material, we cannot continue to use existing BMB figures to present the story of Mutual's audience or coverage."

Mr. James said it was "extremely difficult, if not impossible, for agencies and advertisers to make reliable BMB audience comparisons between the Mutual network and competing networks."

"When BMB Study No. 1 was made way back in March 1946, some 296 Mutual stations were included in the measurements," Mr. James' letter read. "Figures for 78 of these are no longer usable. Some have increased their power, penetration and audience far beyond 1946 levels; others have been replaced."

"Beside these, more than 200 new cities have been added to our line-up. Today there are 510 Mutual affiliates--but no applicable BMB figures for the 292 Mutual stations added or improved since March 1946. Most of these 292 stations have established themselves solidly and are doing a great job in their own communities. They are no longer 'new' stations in the true sense of the word, and yet it will be a year and a half before they can be reflected in the overall BMB picture for Mutual."

Upcoming

Aug. 16-17: NAB Districts 10-12 meeting, Minnehaha Hotel, Kansas City.
Aug. 16-17: Missouri Broadcasters Assn., 1st annual meeting, Minnehaha Hotel, Kansas City.
Aug. 19-20: NAB District 11 meeting, Radisson Hotel, Minneapolis.
Aug. 23-25: Western Assn. of Broadcasters annual convention, Biltmore Hotel, San Francisco.
Sept. 9-11: NAB District 14 meeting, Mammoth Hotel, Yellowstone National Park.
Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.
Sept. 18-24: National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Sept. 27-29: FM Assn. annual convention, Hotel Sheraton, Chicago.
Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.
Oct. 5-7: American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.

ORAL ARGUMENT SET ON STUDIO LOCATION

ORAL ARGUMENT was set for Oct. 11 by FCC last week on proposed rule to require main studies of AM or FM stations to be located in cities wherein such outlets are licensed. Rule in effect would require stations to air majority of their non-network shows from their specified main studio.

Under present rules stations as an alternative may broadcast from main studios the majority of station announcements of "programs originating at remote points." [BROADCASTING, March 1]. Proposal is said to be directed to situations where a station licensed for a community on the fringe of a metropolitan district originates most of its non-network programs from the main city and thus neglects local community service.

WHOM New York, foreign-language outlet, termed proposed rule "basically sound" but not applicable to its situation since Gene

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moreso Pope and associates who when they acquired outlet in 1946 specifically told FCC they planned to program station for metropolitan New York and not Jersey City, where main studios are located [BROADCASTING, March 22]. Similar representations were made in subsequent applications for power increase and license renewal, both approved.

... very pleased with the work you did on the tower for our 1000 watt station...

... we would like to place an additional order ... contingent upon permit grant ... for four 220 ft towers of the same type you erected for us at Newington. ..."

—WALTER M. WINDSOR
Station Manager, Station WKNB
New Britain, Conn.

For delivery on schedule and complete satisfaction depend and "Look to Lingo" and these 5 important 'exclusives':

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data
We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.
Grant for Jackson Is Reversed, 3-2

IN A 3-TO-2 reversal, FCC Thurs-
day proposed to grant application of
Jackson Broadcasting Co. for new
local station on 1490 kc with
250 w fulltime at Jackson, Tenn.,
and deny requests of Mayor
George Arthur Smith, previously
preferred, and Hub City Broad-
casting Co. for the same facilities.
The case has been pending two
years.

The Commission majority switch-
ed its preference to Jackson
Broadcasting, the report indicated,
upon finding at further hearing
early this year that Mr. Smith be-
lieved only 0.2 hours of his time a
day may be required to keep the
station going. He originally was
granted the assignment on the
basis of integrated ownership and
operation. The finding showed
locally-owned Jackson Broad-
casting would have a fulltime part
owner-manager plus diversifica-
tion of ownership.

Chairman Way Coy favored
Hub City over either Mr. Smith
or Jackson Broadcasting while
Comr. Rosel H. Hyde indicated in
his view he was prompted by the proposi-
tion and a related memorandum opin-
ion that Mr. Smith had not been
granted fair opportunity to meet
the issue. Comrs. Robert F. Jones
and Frieda B. Hennock did not
participate.

Heard in 1946

The applications originally had
been heard in 1946 with a proposed
decision and final decision favoring
Mr. Smith issued in 1947. Petitions
of the losing parties for rehearing
were subsequently granted in De-
cember with further hearing
designated to determine what Mr.
Smith’s actual participation in
the daily operations of his station
would be in view of the demands
of his public office and other busi-
ness interest, a funeral home. The
erlier grant also was set aside.

Local opinion of the Commission
majority denied Mr. Smith’s petition seek-
ing clarification or modification of the
issues in the further hearing
held in February and to strike pro-
posed findings of Hub City.

Ownership of applicants:
Jackson Broadcasting Co.—Principals:
P. W. Russell, 20%; W. B. Davis, 20%;
Oscar Black, 20%; George Arthur
Smith, 10%; Robert W. Russell, 10%;
William J. Roper, 10%; George O. Black,
10%; Lloyd W. Gilmore, 10%;
William H. Smith, 10%; A. J. Martin,
10%; Robert H. Coy, 10%; Robert W.
Rogers, 10%; and William T. Hennock,
10%.

NAB

(Continued from page 21)

service to the public and to radio.
Non-network radio, he asserted, is
designed to achieve greater heights
in the years ahead, with both tele-
vision and FM as potent factors in
this development.

In addition to his background as
a grand advertising and trade asso-
ciation executive, Mr. Flanagan
comes to radio with advertising
agency and newspaper experience
as well. From 1914 to 1919 he was
vice president and a director of
the Charles W. Hoyt Co., in New
York, and earlier had served his appren-
ticeship as a reporter on the Cour-
ant, in his native Hartford, Conn.

In 1937, while president of Penn
Tobacco, Mr. Flanagan indicated
his avid interest in development of
non-network broadcasting in an
address before the Sales Managers
Division of the NAB in Chicago. He
criticized broadcasters for their “complac-
ency” in allowing “the networks and
transcription manufacturers” of that
day to “mould the stations’ program
structures.” He then urged station
executives to develop a local character by building pro-
gram structures of their own in
turn would build listener loyalty.

Penn’s success in radio, Mr.
Flanagan told the NAB audience
11 years ago, “has been based on
buying locally tested programs
with ready made audiences. He was
an enthusiastic backer of play-by-
play baseball sponsorship, as well
as news, sports and other locally
devolved programs.

The first NARS Managing di-
rector, it is understood, has been
retained for a one-year tenure. His
salary is for $25,000 annual
range. He will establish an office
organization in New York. There
are no present plans for Washing-
ton headquarters.

In addition to preparation for
the FCC hearings, to get under
way Oct. 25, in which he will work
with James Lawrence Fly, NARS
general counsel and former FCC
Chairman, Mr. Flanagan will re-
lease the first NARS sales pre-
sentation, developed by O’Brien &
Derrance, New York sales promo-
tion specialists. This is ear-marked
for release next month.

Selection of the managing di-
rector was entrusted to the NARS
executive committee, comprising
H. Preston Peters, president of
Free & Peters Inc., chairman, and
vice president of the association;
President Hennock, vice chairman;
Edward Petry, president of Ed-
ward Petry & Co.; Joseph J. Weed,
president of Weed & Co., secre-
etary; Lew Avery, president of
Avery-Knodel, treasurer, and Adam
J. Young, head of the firm of the
same name.

Consideration also had been
given to establishment of NARS
headquarters in Washington. This
plan presumably was abandoned
in favor of the New York operation,
and with emphasis on affirmative
selling of selective broadcasting
in the hub of radio’s commercial
activity.

May Tighten Regulations

The FCC inquiry will be de-
ricted at the networks, to deter-
mine whether network representa-
tion of affiliates in non-network
time sales violates the Commis-
sion’s network regulations, and
(2) whether the regulations should
be tightened in this respect even
if there is no violation of the rules
as written.

Coincident with its complaint to
FCC filed nine months ago, NARS
also asked the Department of
Justice to invoke the anti-trust
laws against network representa-
tion of stations. The Department
still has this petition under advise-
ment.

NARS was organized last Sep-
tember “to promote spot radio,”
at a meeting called by Messrs.
Raymer and Petry. There are a
couple of members from the associa-
tion, embracing all leading station
representatives other than those
subsidiary to the networks.

Thomas Francis Flanagan, who
became the first fulltime paid
executive in NARS, was born in
Hartford on Aug. 2, 1890. He
received his A. B. degree at Trinity College, Hartford, in 1912, and has maintained close ties with his alma mater. Two months ago, he was awarded the school's Eigenbrot Gold Medal as the outstanding alumnum of 1948. He married Margaret E. Allen in 1917. They have one son, Allen. He was a reporter on the Hartford Courant from 1910-1912. From 1912-1919, he was secretary of the Alpha Chi Rho. In 1914 he became general sales and advertising manager of Pyrene Mfg. Co., and the next five years was in the same position as Charles W. Hoy Agency in New York. In 1920, Mr. Flanagan became vice president of Penn Tobacco Co., and was elected president in 1934, serving up that capacity until the company was sold to Bloch Bros. three years ago. Simultaneously, he served as treasurer of Aberdeen Corp., and as a director of Bloch Bros.

Mr. Flanagan served as chairman of the board of Fellows of Trinity College from 1939-42, and has served as a board member since. He is also a member of the Harrison (N.Y.) Community Chest from 1941-42, and maintains his home in Harrison where he is also a police commissioner.


**PATTERSON RETAINED TO REPRESENT ASCAP**

**RETENTION of Robert P. Patterson, former Secretary of War, to represent ASCAP in its defense against a federal allegation that it has violated the anti-trust laws in its licensing of motion picture houses.** [Broadcasting, July 28] was announced by the society last week.

The announcement was made by Fred E. Ahlert, ASCAP’s president, who said the society's board of directors has held a preliminary meeting in New York with Mr. Patterson.

Federal Judge Vincent L. Leibell ruled on July 20, in a suit filed in 1942 by 154 operators of New York movie theatres, that “almost every part of the structure” of ASCAP involves violation of sections of the Sherman (anti-trust) Act.

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**Decca**

(Continued on page 28)

Decca maintained its last three months’ earnings by attacking the record markets with mutual agreements in which each agreed to sell certain geographic areas to another, but only to the other. They are further charged with “agreeing upon the resale prices to be charged consumers in the U. S. and its territories for records made by the British company or EMI and sold by Decca.”

Officials of the anti-trust division insist that, in addition to removing “arti- ficial barriers to foreign trade and commerce,” the Justice Dept. is seeking by its suit against Decca “to eliminate any contractual ar- rangements which interfere with or prevent the free interchange of information among the several nations.”

The formal complaint said . . . “Following the advent of radio broadcasting, the public demand for records diminished temporarily. Beginning in or about 1937, however, and continuously thereafter, there has been a gradual increase in the popularity of and demand for such records. In 1947, approximately 275,000,000 records were manufactured and sold in the U. S. During that year, the dollar volume of sales at the manufacturer’s level amounted to approximately $88,000,000, and the dollar volume of sales at the retailer’s level was in excess of $190,000,000.”

According to the Justice Dept. complaint, Decca was organized in the state of New York in August 1934, by the British company. From 1934 until “about 1939” the parent firm held a majority of the Decca stock. The British company’s stock holdings in Decca diminished steadily between 1938 and 1940, and at the end of 1940 the British firm disposed of its remaining U. S. Decca shares.

A consolidated net profit statement issued last Wednesday by Decca, for the six months ended June 30, 1948, showed a gain of $427,212 (unaudited) after deduction of $261,339 for all estimated income taxes.

Milton K. Racksell, executive vice president of Decca Records Inc., issued this statement: "The Government yesterday filed a civil anti-trust action against Decca Records Inc. The complaint charges that Decca, in violation of the anti-trust law, has engaged in a conspiracy to restrain trade and commerce among foreign countries.

"Our income from this source is negligible and our operations in this country are in no wise affected. The alleged agreement has been in existence since 1934 when our business had barely begun and they have not until now been criti- cized. The purpose of the govern- ment appears to be to require the same freedom of action for us abroad as we enjoy here, and we are hopeful that we shall be able to adjust any allegedly restricted practices which, upon fuller con- sideration, may be found to exist."
L&M
(Continued from page 52)

based on these grounds: (1) 365
of the 400 station channels already
are under application and (2) the
probability is that TV program
schedules, far shorter than those
of audio stations, will remain so
for some time to come.

Improved Program Need

Further need for more good
programming is essential, too, ac-
cording to L&M, for "ultimately the
tone and growth of the medium
will depend upon its 'box office
appeal'!" It cites the New York
area as an illustration in point:

"Television sets...are not a
new thing in New York...So
long as television is nothing to
offer but tired little pranks in the
studio and 20-year-old movie
shorts and other scrapings from
the barrel of the entertainment
world, the interest of set owners
was so nearly nil that many sets
were not even hooked up...Once
New York stations came through
with such features as the Louis
Schatz baseball, various events from
Madison Square Garden—in short,
some program features of real and
honest appeal—public interest was
electrified and the demand for sets
swamped the trade."

Television is apparently, then,
on its way toward providing such
"box office appeal." Inasmuch as
advertisers are laying it on the
line and the public's only cost is
that of invention, the question has
been posed in some quarters:
Is this not a definitive answer to
the proponents of pay-as-you-see
video who long have maintained
that television needed a "box of
office" for special attractions and
that advertisers wouldn't support
the medium?

The fact seems to be that it is
an answer—but only a partial one.
Costs for this type of program-
ing, admittedly greater, are more
comparable to those of movie
production than radio, conjure one
of the industry's most sobering
problems. Television is dramatizing
the pressing need for multiplying
the audience "greatly and quickly" if
costs per thousands are to be cur-
tailed within affordable range of
the would-be sponsors. Cost amor-
tization, then, is perhaps the dev-
astating answer—and solution.

Items in Expansion

Ingenuity and skill in developing
low-priced programs supplies only
a part of the amortization process,
L&M contends. So does film. The
real factor is network operation
which will play several roles in aiding
the industry's ex-
pansion. It will enable prime
attractions to be brought to the pub-
lic at reasonable rates due to
amortization of talent costs. And,
consequently, better profits will
stimulate growth of set ownership.

L&M examines critically the
three existing TV networks, as to
population coverage, set usage,
estimated audience, costs and
planned facilities (see adjoining
tables).

Of primary concern to L&M in
the matter of those costs—grant-
ing that TV programming is just
beginning to hit its stride—is the
belief that much remains to be
done to bring down to a souther
level costs of more promising
shows. Many of the current prices,
viewed against the backdrop of
limited audiences, are "utterly out
of line," the agency notes.

Yet, there are still a number of
good programs which await spon-
sorship by advertisers in mass
markets—shows of hour and half-
hour duration down to choice short
features and low rentals. Typical
examples (prices include talent,
direction, properties but not stu-
dio rentals or airtime):

A 15-minute, once-a-week situ-
ation comedy (cast of four or five),
for less than $600; a 15-minute
Hollywood-type show, $265; a 15-
minute newscast, five times weekly,
$400.

L&M's recommendations to mass
market advertisers, based on the
advisability of establishing early
time franchises, are aimed at those
prospective sponsors who feel the
medium is suited to their advertis-
ing needs. The time to get into it,
the agency reasons, will depend
upon "how much of a penal-
ty you are willing to risk to ob-
tain a position of leadership, or
at least dominance in...franchises."

The recommendations: (1) Es-
tablish a good time franchise on
one of the networks now, (2) es-
tablish low-cost, high circulation,
"spot" operation on a second net-
work, and (3) begin experimenta-
tion now for a leading television
show.

Suggested Improvements

A half or full hour time segment,
carrying one show of potential
leadership quality, should be sup-
ported by several brand names,
it is urged. Fundamentally, the
study points out, the actual frus-
tration is still more important than
the use made of it, for a program
can be developed during the in-
terim to increase audience in-
crease. Representation on a second
network for a daily spot show is
also advocated.

Three states of programming—
sports, children's shows and drama
hold the best promise, according
to L&M. Of these, sports is not
recommended for long-range bene-
fit of all advertisers, and children's
shows limit themselves to a selected
audience. The agency strongly
recommends entrance into the dra-
ma—either comedy or serial field,
with a view to building it into the
proportions of those which have
dominated the radio field for years.

Overall it lists a table (see ad-
joining column) showing costs of
tree of typical properties available
on the three TV networks, for ad-
vertisers who would spread-eagle
their time and outlets. Talent costs
are only approximations, of course,
and are subject to further negotia-
tion. On the other hand, network
costs will be increased as more sta-
tions are booked up and become
"required stations."

\* Positively subject to negotiation.

\* Positively subject to negotiation.

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CURRENT NBC NETWORK CIRCULATION

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Sets in Use</th>
<th>Est. Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>11,678,900</td>
<td>240,000</td>
<td>1,320,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>1,344,000</td>
<td>12,500</td>
<td>109,500</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>3,260,000</td>
<td>45,000</td>
<td>279,000</td>
</tr>
<tr>
<td>Boston</td>
<td>2,855,700</td>
<td>6,000</td>
<td>17,949,900</td>
</tr>
<tr>
<td>Richmond</td>
<td>330,200</td>
<td>1,500</td>
<td>13,000</td>
</tr>
<tr>
<td>Washington</td>
<td>1,490,300</td>
<td>5,100</td>
<td>330,200</td>
</tr>
<tr>
<td>Schenectady</td>
<td>427,400</td>
<td>5,100</td>
<td>330,200</td>
</tr>
<tr>
<td>TOTALS</td>
<td>12,384,500</td>
<td>323,100</td>
<td>1,811,000</td>
</tr>
</tbody>
</table>

Cost:

- Cost: one hour
  - Time "Live" Studio Charge $1,900
  - TOTAL $2,900*

- Cost: half hour
  - Time "Live" Studio Charge $1,140
  - TOTAL $1,740*

Network programming other than the above, will be done solely by kinescope recording (film), as is currently being done at affiliate stations in Cincinnati, Milwaukee, Detroit, and Minneapolis.

* Includes cable charge.

CURRENT DUMONT NETWORK CIRCULATION

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Sets in Use</th>
<th>Est. Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>11,678,900</td>
<td>240,000</td>
<td>1,320,000</td>
</tr>
<tr>
<td>New Haven</td>
<td>279,700</td>
<td>3,000</td>
<td>13,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>3,260,000</td>
<td>45,000</td>
<td>279,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>1,344,000</td>
<td>12,500</td>
<td>109,500</td>
</tr>
<tr>
<td>Washington</td>
<td>1,490,300</td>
<td>13,000</td>
<td>330,200</td>
</tr>
<tr>
<td>TOTALS</td>
<td>17,949,900</td>
<td>275,000</td>
<td>1,545,000</td>
</tr>
</tbody>
</table>

Cost:

- Cost: one hour
  - Time Cable Charge $1,900
  - TOTAL $2,550

- Cost: half hour
  - Time Cable Charge $1,140
  - TOTAL $1,440

Network facilities will extend from New Haven to Washington, via relay and cable, to include New York and occasionally Philadelphia and Baltimore. There are plans for "Tele-transcriptions" (film) to serve their Pittsburgh station and added Dumont affiliates. All programming is to be filmed for package distribution to TV outlets other than the East seaboard network.

CURRENT CBS NETWORK CIRCULATION

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Sets in Use</th>
<th>Est. Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>11,678,900</td>
<td>240,000</td>
<td>1,320,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>3,260,000</td>
<td>45,000</td>
<td>279,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>1,344,000</td>
<td>12,500</td>
<td>109,500</td>
</tr>
<tr>
<td>TOTALS</td>
<td>16,280,900</td>
<td>297,500</td>
<td>1,705,500</td>
</tr>
</tbody>
</table>

Cost:

- Cost: one hour
  - Time Studio Charge $1,150
  - TOTAL $1,300*

- Cost: half hour
  - Time Studio Charge $600
  - TOTAL $1,000*

Eastern-seaboard network will be used. Extending from Boston (WNAC-TV, a planned Mutual outlet, has a working agreement with CBS) to Baltimore. Nothing has been released regarding the CBS Film plans.

* Includes cable charge.

THIRTEEN-WEEK COSTS ON THE THREE OUTSTANDING TELEVISION AVAILABILITIES

<table>
<thead>
<tr>
<th>'Theatre Guild'—9:00-10:30 p.m. Sunday (NBC 7 Station Network)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Per Week:</td>
</tr>
<tr>
<td>Talent: $9,000.00</td>
</tr>
<tr>
<td>Time: 1,602.50</td>
</tr>
<tr>
<td>Total: $10,602.50</td>
</tr>
</tbody>
</table>

Cost Per 13 Weeks: $171,600.00

Eight shows—includes guest talent and audience

Five Minute News—Monday thru Friday (CBS 4 Station Network)

Cost Per Week: $2,890.00

Total: $4,150.00

Cost Per 13 Weeks: $35,880.00

Total: $62,052.00

One Minute Spot—7:00 p.m. Monday thru Friday (DuMont 5 Station Network)

Cost Per Week: $1,108.30

Cost Per 13 Weeks: $14,141.00

1948
Chief Engineer M. J. Minor of WBT, Charlotte, N. C., retires two Federal 862-A tubes after more than 30,000 hours of service.

WBT – an outstanding 50,000-watter in the Southeast–adds to our growing “achievement file” on long-life Federal tubes. Their experienced engineering staff has hung up a notable record—by careful, expert operation and by their choice of Federal transmitting tubes.

Years of actual service have established a long life expectancy for these tubes. Their use brings you economy in both initial cost and operation.

Federal tubes for broadcast service are backed by more than 39 years of continuous experience in the development and manufacture of superior electronic components. From raw materials to the finished product, every Federal vacuum tube is checked and double-checked to assure the utmost in electrical and mechanical perfection. For complete information on F-862, write to Dept. K-209.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY


Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

DONALD REED, formerly with Gearon & Reed as partner, joins New York office of J. Walter Thompson Co. as account executive. EDWARD N. ROBINSON Jr. rejoins JWT's New York office.

BOB CORRELL, formerly with Foster & Kleiser Outdoor Adv., Los Angeles, joins Tullis Co., Hollywood, as account executive.

TED ROBERTSON, former director on ABC Lone Ranger and Green Hornet programs, joins McCann-Erickson, Hollywood, as director of Don Lee Straight Arrow.

MRS. MARY WILLIAMS, secretary of J. Walter Thompson Co.'s plan board, was one of winners of recent Horace Greeley Essay Contest, sponsored by George Burton Hotchkiss Chapter of Alpha Delta Sigma, national professional advertising fraternity, and New York Herald Tribune.

NANCY PURCINE, formerly assistant advertising manager, Buffums Dept. Store, Long Beach, Calif., joins Patch & Curtis, same city, as account executive.

ESTELLE COLBY, formerly with KHUM Eureka, Calif., and DOROTHY NOLTE join Arthur W. Stowe Adv., Los Angeles, in copy and art departments, respectively.

MOSS Assoc. Adv., New York, appoints RICHARD H. ROFFMAN as its publicity consultant. Mr. Roffman, instructor in public relations and promotion at City College of New York and lecturer on public affairs for American Federation Bureau, recently opened own public relations office in New York.

ALBERT E. COFFEY Jr., publicity director, Harry Bennett Adv., Los Angeles, left Aug. 2 for month's business trip during which he will visit the capitals of 11 Western states.

NEWELL-EMMETT Co., Hollywood, moves local headquarters to new one story building leased at 8420 Sunset Blvd.

FRANK BULL, secretary-treasurer, Smith, Bull & McCready, Hollywood, is in New York for three weeks conferring on latest TV developments and overseeing advertising for Hambletonian Classic race.

TERRENCE CLYNE, account executive on Bulova Watch Co. account for Blow Co., New York, is the father of a boy, Terrence Jr., born July 29.

Telestatus
(Continued from page 18)
also in the number of stations coming on the air. As the program fare increases, the demand for better programs is going to become more evident. Whereas now it is often felt that people will look at anything on television, "Only the most compliant ... will maintain that this situation will endure indefinitely." When a large sum is invested in a TV set, "The demand for a return on that investment in terms of entertainment is not unreasonable."

The likelihood of a qualitative comparison by a televiewer between what he sees on a motion picture screen and what comes to him on his television set is pointed out. This, says Audience Research, "is obviously an invidious (comparison) for television.

With the cost of a grade A motion picture roughly $1,400-000, the prohibitive cost of a comparable production for video, is, of course, obvious. With many advertisers charging that present costs in television are out of line with circulation or audience availability, this cost factor "brings up the serious question of whether television can compete on a dollar basis with other media in delivering mass markets."

To this, Audience Research says, "Obviously, the network is the answer, as it was in radio."

To the end of better network programs—with the four major AM networks and DuMont now competing for affiliates—the comment of Audience Research is: "It is significant that two of the most active television operators, NBC and DuMont, have large interests in manufacturing of receivers and transmitting equipment. This provides a healthy economic urge toward farsighted investment in programming that will make television attractive to great masses of consumers."

Networks Growing
Although inter-connected network video facilities are limited at present to stations on the East Coast, the web of coaxial cables and microwave relays is bringing more and more stations together. At present many of the non-inter-connected affiliates are being served with film.

Network affiliation cannot, however, be the entire answer to better programming. It will be up to local stations to advance their own programming to a great extent. Here the economic factor enters again, with Audience Research pointing out that 'at least 80% of the funds that have gone into the development of the medium have been absorbed in engineering and technological problems.'

However despite the factual criticism leveled at television, it is a growing medium—in audience, in stations, in set distribution, and in advertisers. All factors taken in consideration, "lead to the inescapable fact that television is here to stay."

WHRV Signs Elliott

CHALMERS ELLIOTT, former U. of Michigan football star, has been signed by WHRV, Ann Arbor, to handle play-by-play description of U. of Michigan football games. Mr. Elliott was winner of the Chicago Tribune award as the most valuable player in the Big Ten during the 1947 season. The station reports it plans to make the broadcasts available on a commercial or sustaining basis to a network of Michigan stations.
I

Cassidy Show," appeal to housewives, ville breed each week.

Paul Ward's of five apartment, BROADCASTING o

s<br

Cassidy Show, is broadcast direct from Lea-

Peveril by Dr. Meigs, noted geographer and lecturer, sketches WMAL -TV, 8:45 -9

Arthur Peveril geographer for Dr. Meigs, Washington correspond-
Help Wanted

Managerial

Commercial manager for new 250 watt station. Excellent opportunity for right man. Reply Chicago Manager, P. O. Box 192, Front Royal, Virginia.


Salezmen

Florida local needs salesmen and young lady for copy, traffic and secretarial work. Miami WAMX, Miami, Fla.

No man and wife teams please. Box 196, BROADCASTING.

Wanted by 250 watt Mutual station, time salesman. Generous commission and salary. VYEX, Albuquerque, New Mexico.

SALESMAN WANTED

Expanded operation in radio and television calls for adding an additional salesman to the local selling staff of progressive western station. This is an opportunity for a capable, experienced man. Send full particulars including references and photographs.

Box 907, BROADCASTING.

Network station substantial western city needs salesman. Need not have had great deal experience in selling. No man and wife teams please. Box 228, BROADCASTING.

Salezman contacting radio stations to sell radio productions. Commission. Box 251, BROADCASTING.

Experienced salesmen wanted by Mutual outlet in El Paso, Texas. Write Bill Mickel, KBBR.

Salezman wanted, Radio Station WINZ, Miami Beach, Florida.

Transcription salesman—All sections. Popular line of Jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

Salezman—Experienced, energetic man with good sales record. Young man, independent in major Connecticut market. Salary sales commission. Box 330, BROADCASTING.

Salaries, must be bonded. Proposition pay good to 50% commission. Executives, or drinkards need apply. Write David Ratliff, Stamford, Texas.

Announcers

Announcer with first class license for Florida io. Write or phone Fred D. Wamba, WYTS, Marianna, Florida.

Sportcaster. Top salary for top announcer in outstanding small market. Planner, photo, details now; interview late October. KFW-N-ARC, Kismath Falls, Oregon.

Staff announcer wanted for Mutual outlet in St. Paul. Send disc and photo to Bill Mickel, KGET.

Announcer-sportcaster wanted by growing station in central Ohio—holdover and talent, detail experience. Box 285, BROADCASTING.

Help Wanted (Cont'd)

Transmitter engineer for Pennsylvania FM—only station opening about September 1st. Must own own transportation. Write full details, including salary expected to Chief Engineer, 193 South George St., York, Penna.

Chief Operator at West Coast network regional with directional array. Station has everything, except personnel, to build construction program. Position demands man with directional engineering and professional background, experience as chief. Starting salary $4000. Box 275, BROADCASTING.

Need two engineer-an-

neon to open new 250 watt station in eastern Mon- tana, September 15th. Write Box 251, BROADCASTING.

Production-Programming, others

Wanted: Girl, as continuity writer, part-time announcer for women's programs. Programming and management experience. Box 235, BROADCASTING.

Community-minded program director by N.E. AM-FM net-affiliated stations. Inquire with ideas making station integral factor all family entertainment. Salary negotiable. State starting salary. Box 248, BROADCASTING.

Continuity writer about September 1. Man thoroughly experienced in writing and scriptting. Also capable of making local jingles. Send resume for interview. State starting salary. Box 248, BROADCASTING.

Situations Wanted

Managerial

Experienced manager. Eleven years network and independent operations. First class license, excellent announcer and salesman. Box 4500, San Francisco, 1, California.

Needed—$6,000.00 annually, supervise entire engineering and management and all phases of business. Box 291, BROADCASTING.

General manager available. 15 years experience all phases of station operation. Family man. Experience all areas, top record, references. South only. Box 250, BROADCASTING.

Executive officer-manager with 20 years profitable operating all phases of FM radio. TV training desires only one more change with better climate and financial opportunity. Will develop FM-FM-TV property on profitable basis. Present employer offers highest recommendation. Box 127, BROADCASTING.

EXECUTIVE OF FAMOUS CHICAGO STATION

Wants management with part ownership of station. For past five years Poroest Director of 50,000-watt clear-channel midwest operation. Previously Radio Director for leading national advertising agency. Only interested in exceptional opportunity.

Box 320 BROADCASTING 360 N. Michigan Ave. Chicago

Announcers


Combination—1 phone staff an- nouncer and FM disc jockey- maintenance positions: interested in making a career in this area. Work with either independent or network operation where strong air personality and adverdisers are on staff. Salary and benefits to result in an income of $10,000 or more a year. Reply to Box 321, BROADCASTING.

Canadian moving to U.S.A. September first, needs position in news-casting or production. Send details now. Details at Box 290, BROADCASTING.

Experienced manager available immediately. Over 5 years management, 1 kw FM and remote. Prefer large city. Hard worker. Good programming and sales. Box 171, BROADCASTING.

Available September 1st. Radio time salesman with outstanding record of results. Progressive network affiliating stations: interested in making a career in this line. Work with either independent or network operation where strong air personality and adverdisers are on staff. Salary and benefits to result in an income of $10,000 or more a year. Reply to Box 321, BROADCASTING.

BROADCASTING • Telecasting

Capable announcer, strong on news, commercials. Experienced 1,000 watt station. Ohio. Disc jockey, smooth adlib. Newspaper background, 10 years. Present location, Chicago, Ill. Inquire. Box 225, BROADCASTING.

Newscaster, 24, single, veteran, college graduate. Present news editor 250 net. Experienced over 5 years, mastered all phases of newspapering. Present location, New York, N.Y. Has outstanding references. Box 232, BROADCASTING.

Announcer-program-director-special events narrator. Young married man professionally trained. Experience extensive independent in competitive market, formerly featured newscaster. Eastern metropolitan newspaper affiliate. Interested in announcing position or station of programming or recognizability. Will guarantee minimum $500. New location, Chicago, Ill. Box 236, BROADCASTING.

Continuity writer. Bright gal, 24, with experience, imagination, versatility; "a rare talent". Seeking opportunity with active metropolitan station. Presently living by my home. Box 235, BROADCASTING.

Conscientious female traffic manager, fourteen years experience. Can handle programming, promotion. Box 221, BROADCASTING.

Engineer. Pinty 50 kw experience, op- erating, maintaining, preparing for sale. Warm, professional, turntables; non- smoking. Box 237, BROADCASTING.

Program director-sportscaster. Familiar with all phases of announcing, production and sports play-by-play. Presently employed, but seeking better opportunity. Five years in radio. Box 234, BROADCASTING.

Immediate availability. Desires job with an affiliated station. Located in central Pennsylvania. Presently employed. Box 236, BROADCASTING.

Choral director desires position new station, advertising agency, record company, etc. Has top-notch, low-cost shows, live or on film. 33, single, Vet, equiv. 3 years college, experience. Must have national promotion, publicity, talent, sales. Good voice. Addressed to Box 223, BROADCASTING.

Two for one—a salesman who can dis- guise his voice, and a producer who can sell. Young, aggressive ex- perience. Has contacts in both departments wants spot with a metropolitan station. Needs a job or a prima donna, but a man who is interested. Reply to Box 224, BROADCASTING.

For sale: 2 Bliley crystals type BSCFT for 1600 box complete with thermometer. We are breaking up to build new homes as new. Make an offer. Radio Station KBCF, San Crop, Wis.

180 foot self-supporting tower in good condition, complete with lighting equipment. 4000 kw. Price $10,000. WMNT, Dublin, Georgia.

For sale two Par Metal G-3044 cabinets. Overall dimensions 54 x 18 x 24 inches; doors, screen ventilation louvres, black porcelain finish, good condition. AR-5000 watts, 70 inches. These panels brand new, never used. Address: C.P., F.O.B. Waterbury, Vermont. WDEV.


Public Relations

WANTED

Jobs for graduates of “California’s Finest School of Broadcasting.” Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood’s outstanding professionals!

HAL STYLES SCHOOL OF RADIO
8800 Wilshire Blvd.
Beverly Hills, California

NOTE: Station Managers and Program Directors are salary men and are married with personal...
For Sale (Cont'd)

New RCA equipment, original cartons, 98% discount current price. Included one RCA 76-B4 speech input console, two RCA variable line equalizers, eight RCA 8A-1A pragrammable amplifiers, one RCA 8B-1A line amplifier, two RCA 8A-3C program amplifier, two RCA BR-84B and two BR-864 program racks, three RCA LC-1C-1 monitoring speakers 1200-000 for sale. Anti-drown bare copper wire, three Austin 3 K giving tower lighting transformers and many other new items. Used equipment: One Western Electric 210-B 250-watt transmitter, excellent condition; one Western Electric 253-B speech input console, two Blaw-Knox 185 ft. self-supporting steel towers. For details list of above and other items, write or wire Henry F. Fletcher, K5OF, Pocatello, Idaho. Ship-ments within 24 hours after purchase.


Preto K8 recorder, like new, buy. For best offer. Call Wisconsin 0670 or contact Johnny Lanning, 3941 Newdale, Chey Chase, Md.

For sale—Half interest in accredited established broadcasting school. Box 345, BROADCASTING.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE

Exact Measurements—at any time.

RCA COMMUNICATIONS, INC.
64 Broad Street, New York 6, N. Y.

TOWER SALES & ERECTING CO.

Radio Towers
Erection, lighting, painting & Ground Systems.

1600 N. E. Columbus Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone 7R 7303

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 2851
1833 M STREET, N. W.
Executive 1220
WASHINGTON 6, D. C.

RADIO TOWERS

Ground Systems & FM Antennas
Erected, Painted & Serviced

ADVANCE RADIO TOWER CONSTRUCTION CO.

4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1409
MISSOULA, MONTANA
PHONE 8562

Radio Towers Erected
Painted and Serviced

Ground Systems
Transmission Lines Instal-lation

CLAY PLYMATE COMPANY, INC.

1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

LEE E. BAKER
CONSULTING RADIO ENGINEER

FRITZ BAUER, Associate

236-28 Landers Bldg.—Ph. 2041
SPRINGFIELD, MISSOURI

Radio Towers Erected
Any type, anywhere, anytime
Crews Always Available
Write, wire or phone 8583
GREEN TOWERS CO.

Southern Pines, N. C.

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 radio-station owners and managers, chief engineers and technical personnel for AM, FM, Television and facsimile facilities. Write or wire BROADCASTING

LATE CLASSIFIEDS

Help Wanted

Announcers
Large southern station has excellent employment opportunity for experienced announcer capable handling position described. Must be able to telephone giveaway, some DJ shows, and interviews. Some type of announcer as used in 8W and western stations. Good opportunity advancement. Write fully. Box 735, BROADCASTING.

Production-Programming, others
Prominent southeastern station will give DJ announce school graduate opportunity if eligible on-job training and can do accurate detail work as combination traffic manager and announcing or writing. Typing ability required. Send small photo and your story to Box 351, BROADCASTING.

Techniques

Transmitter operators. No experience necessary. Small southern town. Cost of living low. Starting $35.00 plus for combination men. Apply Box 325, BROADCASTING.

Situations Wanted

Announcers-producer, all-round experience, special events, copywriter, salesmen, return to Pacific Coast. Box 334, BROADCASTING.

Have Job. Want better one. Single, twenty seven, five years radio plus APB in Pacific, branch of a steady, reliable announcer. Disc jockey who wants to build a future. Large Disc, photo references. Box 335, BROADCASTING.

Technical

Personable, wide experience to 10 kw and change of directional installation. AM, FM, Responsible, family. Prefer South, reasonable notice. Ernest Green, 2805 N. Sixth, Lubbock, Texas, 2-3091. First class engineer-announcer wants position progressive station anywhere. Average requirements. Box 346, BROADCASTING.

First class operator-announcer-play-by-play. Prefer South. Contact Box 815 Union St., The Dalles, Oregon. Engineer. Experienced control and transmitter, anxious to locate near N. W. or E.溃ice Caravela, WSBV, Peters- burg, Va.

Production-Programming, others

Would like to work in Hawaii. I'm free to travel and willing to work. Picture, copy and plans available for new owner's show. Box 346, BROADCASTING.

Navy lieutennant graduated experienced in phases of broadcasting. Good voice, appearance. Recommendation from employ- er. Box 2062, BROADCASTING. Disc and photo available.

Assistant editor of national woman's special copywriting and re- searcher. 28. Wish to locate in south- west or overseas for originality, adaptable to unusual situations. Box 346, BROADCASTING.

MIDWEST MAJORITY...INTEREST

A successful midwest independent—the only station in its city will sell controlling interest to a qualified buyer who is capable of assuming active management.

This station is making money and at its present rate of development will soon be a much more valuable property. Management contract included. Cash required for majority interest $25,000, balance can be financed.

WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.

RADIO STATION BROKERS

DALLAS

SAN FRANCISCO

BLACKBURN, 1811 New Hampshire
HAMILTON

TAYLOR-PETRO BLDG.

SAN FRANCISCO

National 7485

235 Montgomery

Central 1177

Saxbro 2-5072

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BROADCASTING • Teletcasting
Represented, Owned,

**BASIC**

full

now

**managed**

in the

this

every

**WLAV**

1490 kc

DIEGO, CALIF.

this

covers the

advertiser

**ABC**

Network

JACK

DOMINATE

WEST

because,

us

With our

figures.

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City

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of Aug.

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petition

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petition

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petition

petition

petition

(Continued on page 90)

**July 30 Decisions . . .**

BY COMMISSIONER EN BANC

Petition Denied

WDAK Tampa, Fla.—Denied petition to grant, without hearing, application to change facilities from 1250 to 810 kc, etc.

AM—1340 kc

Rexoro Bestg. Co., Rexboro, N. C.—Denied petition to request new stations 1500 kc 500 w D.

Dunkirk Bestg. Co., Dunkirk, and White Plains, N. Y.—Denied petition for hearing, application for Dunkirk 1500 kc 500 w unlit, consolidated proceeding with application for change of station from 1470 kc 1 kw D to 1419 kc 1 kw unlit.

Petition Denied


Hanover Bestg. Co., Hanover, Pa.—Denied petition requesting disqualification of the application; and Company on its own motion, to withdraw the application (Comr. Webster dissenting)

Petition Granted

Manifold Radio Co., Youngstown, Ohio—Granted petitions for acceptance of late appearance in proceeding in re WPAT, East Cleveland, Ohio, apparent May 28 together with assent of applicants, complete file in stockholders, etc., were accepted.

Dakota Bestg. Co., Rapid City, South Dakota—Petition filed by Vindictive Printing Co. for change of station from 2080 kc, 2 kw, to 2500 kc, 2 kw (Comr. Webster dissenting) to change facilities of station in Youngstown, Ohio.

Petition Granted

WNLJ-N, Chicago, Ill.—Granted petition to change power from 2 kw to 1 kw.

Petition Granted

Palm Beach Bestg. Co., North Palm Beach, Fla.—Granted petition to change facilities of station in North Palm Beach, Fla.

Petition Granted

KJMA, North Platte, Nebr.—Granted petition to change hours of operation of station.

Petition Granted

KARK, Los Angeles, Calif.—Granted petition to change frequency from 1250 kc to 1490 kc, etc., for good cause.

Petition Granted

KMBR, Houston, Texas—Granted petition to change hours of operation of station.

Petition Granted

KSDS, St. Louis, Mo.—Granted petition to change frequency from 50 kw to 25 kw, for good cause.

Petition Granted

KSL, Salt Lake City, Utah—Graanted petition to include certain filing.

**July 30 Applications . . .**

**ACCEPTED FOR FILING**

AM—1490 kc


AM—1370 kc

Prairie Radio Corp., Lincoln, Neb.—New standard station 1770 kc 500 w D.

AM—1590 kc

Johnson County Bestg. Co., Olathe, Kan.—New standard station 1590 kc 500 w D.

WDEL-TV, Wilmington, Del.—Same.

**LICENSES**

AM—1600 kc

WJLK, Springfield, Ohio—New standard station 1570 kc 500 w D.

WVAR-FM, Huntington, W. Va.—Same.

**LICENSES**

WJBL-FM, Detroit, Mich.—Same.

WJR-FM, Detroit, Mich.—Same.

Experimental TV

John H. Foote, 605 E. Hollywood, Calif.—Petition to create new experimental TV station and include certain filing.

**LICENSES**

WDRM, Beaumont, Tex.—Same.

**APPLICATIONS**

WJLN-FM, Canton, Ohio—Same.

WSGN-FM, Birmingham, Ala.—Same.

WSX-FM, White Plains, N. Y.—Same.

WCVS-FM, Springfield, Ill.—Same.

WMAR—FM Baltimore—Same.

License for CP

WEEI-FM, New Bedford, Mass.—Same.

**LICENSES**

WMSA-FM Massena, N. Y.—Same.

**LICENSES**

WQOS-FM, Bridgeport, Conn.—Same.

WAVH-FM, New Haven, Conn.—Same.

WJZ-FM, Baltimore—Same.

**LICENSES**

WB-AM—288 w and station.

**License for CP**

KNSB, Salt Lake City, Utah—Same.

**LICENSES**

KRKL, Kansas City, Mo.—Same.
Have you ever seen handsomer equipment than this Western Electric "Transview" 1 kw beauty? Of course, eye-appeal is its least important attribute. The full-length, hinged glass door gives the operator easy access to all tubes and panels. But performance is where this honey is smoothest of all. With Western Electric Synchronized FM, it stays precisely on frequency—automatically—constantly. Like the rest of the line - 3 kw, 10 kw, and 50 kw - the 1 kw delivers the program as you and your listeners want it . . . clearly, consistently, economically.

Styled by one of America's foremost industrial designers, this Western Electric 1 kw AM transmitter has large doors front and rear that provide easy access to every electrical component. It can be used also for 500-watt operation. Other units in this flexible line are the 250-watter (which can be operated at 100 watts); the 5 kw (which is easily convertible, with supplementary components, to 10 kw); the 10 kw; and the 50 kw. From 500 watts up, each transmitter includes the high-efficiency circuit which effects savings in operating power and vacuum tubes.

Graybar has all the other facts you want to know about the whole line of Western Electric broadcast equipment. Graybar, in fact, has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way— for a small maintenance job or a complete new station— call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Graybar recommends 
Western Electric 
TRANSMITTERS 

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT: 
Amplifiers (1) (See key to numbers right) 
Antenna Equipment (1) 
Cabinets (2) 
Consoles (1) 
Loudspeakers and Accessories (1, 3) 
Microphones, Stands, and Accessories (1, 3, 6, 7, 8) 
Monitors (1, 4) 
Recorders and Accessories (9) 
Speech Input Equipment (1) 
Test Equipment (4, 10) 
Transmitters, AM and FM (1) 
Towers (4, 10) 
Vertical Radiators (11) 
Tower Lighting Equipment (3, 12) 
Transmission Line and Accessories (13) 
Wiring Supplies and Devices (3, 14, 15, 16, 17)

via Graybar

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

NEW YORK  R. C. Sweeney, Watkins 4-3000
  F. C. Sweeney, Waterfield 4-3500
BOSTON  J. F. Lynch, Kenmore 6-4577
ATLANTA  E. W. Stone, Cypress 1731
PHILADELPHIA  G. I. Jones, Walnut 2-5405
CHICAGO  E. H. Taylor, Canal 4704
CINCINNATI  J. R. Thompson, Main 0600
CINCINNATI  J. F. Lynch, Kenmore 4-3500
JACKSONVILLE  W. C. Winfree, Jacksonville 5-6785
ST. LOUIS  J. P. Lenkard, Newstead 4700
TOWNSHIP  P. L. Gundy, Temple 1-5500
LOS ANGELES  R. B. Thompson, Trinity 3301
MINNEAPOLIS  W. G. Pexton, Geneva 1631
DALLAS  C. C. Ross, Central 6454
ST. LOUIS  J. F. Lynch, Kenmore 4-3500
CHICAGO  E. H. Taylor, Canal 4704
KANSAS CITY, MO.  R. B. Uhrig, Grand 0324
LOS ANGELES  R. B. Thompson, Trinity 3301
SEATTLE  D. I. Craig, Main 4633

August 9, 1948  Page 89
FCC Actions

AM-1370 kc Prairie Radio Corp., Lincoln, Ill.—CP new standard station on 1570 kc, 500 w D.

AM-1350 kc Gene Kirby, Marysville, Ohio—CP new standard station on 1350 kc, power not specified, fee.

AM-1470 kc KYHL Pauls Valley, Okla.—CP change hours from D to unm. using power of 250 w on 1470 kc.

Modification of CP

WEBN-TV Buffalo, N. Y.—Mod. CP new standard station on Channel 3, 5, 13. Specify power of 0.2 w, 0.1 kw in unm. AMENDED to specify power of 0.2 w, 0.1 kw in unm. AMENDED to designate studio loc. at 2878 W. 8th St., Cleveland, Ohio, N. C.

Modification of CP

WDTT, Madison—Mod. CP new commercial television station, increase ERP from 9 kw, 1,230.125 mc to 160 kw, aur. 8.3 kw and change type ant.

WTHV, Richmond—Mod. CP new commercial television station to change classification of station from a metropolitan to rural station.

T.V. 189-186 mc

Wisconsin Broadcast Service Inc., Milwaukee, Wis.—CP new commercial television station on Channel 8, 180-186 mc, ERP via 26 kw, aur. 12 kw unm. AMENDED change equipment and ant.

Experimental T.V. Relays

The Associated Betras, Inc., San Francisco—CP new experimental T.V. relay station on 6975-8000, 8900-9025, 9075-7000, 9250-9275 mc, 0.1 w, emission for AN, hours in accordance with Sec. 4.111(b) and 4.403.

License for CP


Remote Pickup Station

Broadcasting Corp. of America, Richmond, Va.—CP new remote pickup station on 152.75, 153.47 mc, 15 w, emission A and hours in accordance with Sec. 4.403.

Pueblo Radio Co., Inc., Pueblo, Col.—CP new remote pickup station on 152, 250, 260, 270 kc, 2 kw, emission A3 and broadcast hours in accordance with Sec. 4.403. AMENDED change power from 8 w to 20 w and change equipment.

Pueblo Radio Co., Inc., Pueblo, Col.—CP new remote pickup station on 152, 250, 260, 270 kc, 2 kw, emission A3 and broadcast hours in accordance with Sec. 4.403. AMENDED change power from 8 w to 20 w and change equipment.

Tri-State Best Co., Inc., El Paso, Tex.—CP new remote pickup station on 152, 250, 260, 270 kc, 2 kw, emission A3 and broadcast hours in accordance with Sec. 4.403.

Halifax Best Co., South Boston, Va.—CP new remote pickup station on 30,820 mc, 22.3 w, emission special for FM and hours in accordance with Sec. 4.403.

Halifax Best Co., South Boston, Va.—CP new remote pickup station on 33,740 mc, 22.5 w, emission special for FM and hours in accordance with Sec. 4.403.

STL—949.5 mc

Cattauwa Valley Best Co., Inc., Hickory, N. C.—CP new AM station on 949.5 mc 10 w, emission special for FM and unm.

TENDED for FILING

AM—1490 kc

San Luis Valley Best Co., Alamosa, Colo.—CP new standard station on 1490 kc, 250 w unm.

AM—1450 kc

KIW Alamosa, Colo.—Mod. license change hours from special to limited time.

Assignment of CP

WLIN FM, Latrobe, Fla.—Consent to assignment of CP to George D. Gallant.

WIVY Jacksonville, Fla.—Consent to assignment of CP to WIVY Inc.

AM—1380 kc

KRIX Twin Falls, Idaho—CP change frequency from 1340 to 1380 kc, power from 500 w to 1 kw, broadcast hours from 6 a.m. to 12 noon, and install DA-N (contingent upon change in facilities of KIDO and KBCD).

AM—1400 kc


August 2 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc


Modification of License

KYHL Pauls Valley, Okla.—Mod. license to change hours from D to unm., using power of 250 w on 1470 kc.

AM—1410 kc

Victoria Best Co., Victoria, Texas.—CP new standard station on 1410 kc, 500 w unm.

License Renewal

WKNE Corp., Keene, N. H.—Application for renewal of standard broadcast license filed for WKNE.

Modification of CP

KROWN-FM Oakland, Calif.—Mod. CP new FM station for extension of completion date.

KWFR—FM Cape Girardeau, Mo.—Same.

WORG—FM New York—Mod. CP change ERP from 15 kw to 3.6 kw, increase ant. height above average terrain to 1,667 ft.

WALS—FM Beckley, W. Va.—Mod. CP new FM station to change ERP from 31.7 kw to 36.8 kw, increase ant. height above average terrain to 1,507 ft.

WBKR Chicago—Mod. CP new commercial television station for extension of completion date.

CP to Reassignment

WXKR, The Cincinatti, Television Assn., Inc., Lancaster County, Pa.—CP reassignment of CP which authorized retransmission of television program, frequency 590-610 mc power 250 w, emission A3 and hours in accordance with Sec. 4.403.

TENDED for FILING

FM—89.3 mc

Omar G. Bisbee and Grover N. Hul- ton D/f as Davidson Best Co., Lexington, N. C.—CP new FM station 94.3 mc 0.39 kw (Class A).

Modification of CP

WDXJ Jackson, Tenn.—CP to change from 1 kw to 0 kw and install NA and trans. to install DA-N (Class A).

APPLICATION RETURNED

Modification of License

KGIW Alamosa, Colo.—Mod. license change hours from special to limited time.

Gone Kirby, Marysville, Ohio—CP new standard station on 1520 kw power not specified, returned for modification.

August 2 Decisions . . .

DOCKET CASE ACTIONS

Petition Granted

Announced memorandum opinion and order denying petition for reconsideration of Motion of Commissioners' order of March 23, granting and using application for CP and application of Grand Haven Best Co., to change frequency of station, new frequency of 920 kc, at Grand Haven, denied petition; further, cancelled said further hearing ordered by Motions Commissioners' order of June 14, 1948 on above-mentioned applications.

Petition Denied

Announced memorandum opinion and order denying petition for rehearing filed by Charles C. Carlson (WJWB), New Orleans, directed against Commissioners' decision of Oct. 28, 1948, denying petitioner's application for renewal of license on WJWB and granting application of Louise Carlson for a CP new station at New Orleans.

Announced memorandum opinion and order denying petition, made by Commonwealth Best Co., Corp. (WLOW), Norfolk, Va., to have its application to change hours of proposed sale of 1140 kc 5 kw from D to unm. in D, for waiver of Sec. 1.361(a), and for reconsideration, on basis of present record, and of Commission's proposed decision looking toward grant of application of Radio Television of Baltimore, Inc., Baltimore, and denial of petitioner's application.

Announced order denying petition of Unity Best Corp., of New York, requesting rehearing of consideration of channel assignments made by Commission in its decision of April 7, in New York FM cases.

AM—1570 kc

Announced proposed decision looking toward grant of application for a new station at Chef Irma, Calif., increase power KCVI-Lotl, Calif., from 230 w to 1,150 kc, D, and install new trans. and to deny application of Del Paso Broadcasting Co., of Sacramento, Calif., to change hours from D to unm. on North Sacramento 1580 kc 250 w.

August 2 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc


Modification of License

KYHL Pauls Valley, Okla.—Mod. license to change hours from D to unm.

AM—1410 kc

Victoria Best Co., Victoria, Texas.—CP new standard station on 1410 kc, 500 w unm.

License Renewal

WKNE Corp., Keene, N. H.—Application for renewal of standard broadcast license filed for WKNE.

Modification of CP

KROWN-FM Oakland, Calif.—Mod. CP new FM station for extension of completion date.

KWFR—FM Cape Girardeau, Mo.—Same.

WORG—FM New York—Mod. CP change ERP from 15 kw to 3.6 kw, increase ant. height above average terrain to 1,667 ft.

WALS—FM Beckley, W. Va.—Mod. CP new FM station to change ERP from 31.7 kw to 36.8 kw, increase ant. height above average terrain to 1,507 ft.

WBKR Chicago—Mod. CP new commercial television station for extension of completion date.

CP to Reassignment

WXKR, The Cincinatti, Television Assn., Inc., Lancaster County, Pa.—CP reassignment of CP which authorized retransmission of television program, frequency 590-610 mc power 250 w, emission A3 and hours in accordance with Sec. 4.403.

TENDED for FILING

FM—89.3 mc

Omar G. Bisbee and Grover N. Hul- ton D/f as Davidson Best Co., Lex-ington, N. C.—CP new FM station 94.3 mc 0.39 kw (Class A).

Modification of CP

WDXJ Jackson, Tenn.—CP to change from 1 kw to 0 kw and install NA and trans. to install DA-N (Class A).

APPLICATION RETURNED

Modification of License

KGIW Alamosa, Colo.—Mod. license change hours from special to limited time.

Gone Kirby, Marysville, Ohio—CP new standard station on 1520 kw power not specified, returned for modification.

August 2 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Announced proposed decision looking toward denial of application of Bee
TV Sets in Capital
WASHINGTON, D. C., metropolitan area had a total of 15,500 television sets in-stalled and operating as of Aug. 1, the Washington Television Circulation Committee figures shown to the committee, which represents Sam Cooke Diiges, WMAL-TV; Gordon Wil-liamson, WTTG, and James Sellel, WNDW. Estimates are based on figures supplied by Electric Institute of Washington and other sources.

WGWG, Bcstg., Washington, D. C., Granted license for new station 1600 kc 500 w; and sales studio location.

WGWD Gadsden, Ala., Granted license for new station 970 kc 250 w; and sales studio location. The Mount Carmel Bestc. Co., Mount Carmel, III., Granted mod. CP to change type trans. and mount new tower. Following were extended completion dates as shown: WVIP-CFP Chicago, Ill., to 1-28-49; WRRR-CFP South Chicago, Ill., to 1-28-49; WBBR-CFP New London, Conn., to 11-12-48; WADK-FM New London, Conn., to 11-12-48; WAWB Miami, Fla., to 11-20-48; WORB Utica, N. Y., to 11-28-48; WNAD Norman, Okla., to 11-1-48; KROW Oakland, Calif., to 5-1-49. National Bestc. Co., Inc., Toledo, Ohio, Granted CP and license for new exp. TV relay station. The Atlanta Journal Co., Area Atlanta, Ga., Granted license covering changes in AM station.

August 4 Decisions . . . .
BY COMMISSION EN BANC
 oral Argument Set At request of interested parties, Com-
259,797,000

Only station saturating rich Western Washington market!

WCON
5000 WATTS
550 KC

The Pioneer
50,000 Watt Station of the Pacific Northwest
"Now you can hear KURF's coverage area with 600,000 watt power. All transmitted from our main studio in 1943."

ASK HEADLEY REED

Coverage at Low Cost of Youngstown Ohio's 3rd Market

with WFMJ - WF MJ-FM ABC

Population ............................................. 520,300
Retail Sales (Est. 1947) ........................... $406,090,000
"Copyright 1948, Sales Management Survey of Buying Power"

Bostg. Co. for new station at Beeville, Tex., 1490 kc 250 w unl.

BY THE SECRETARY
WWSF South Bend, Ind., Granted license covering changes in existing FM station.

WYFJFindlay, Ohio, Granted license to install new ant. and mounting FM ant. on AM tower.

WUVN Chattanooga, Tenn., Granted license for new FM station.

WHOD-FM Orlando, Fla., Same.

WSLS-FM Roanoke, Va., Same.

WCQF Lewiston, Me., Same.

WMPF Chicago, Ill., Same.

WPAY-Portsmouth, Ohio., Same.

KRBC-Aibiene, Tex., Same.

KVEC-San Luis Obispo, Calif., Same.

KJLA Los Angeles, Same.

WBSC-FM Salisbury, Md., Same.

WASA Havre de Grace, Md., Granted license for new station 1600 kc 500 w; and sales studio location.

WGWD Gadsden, Ala., Granted license for new station 970 kc 250 w; and sales studio location. WGWD, Bcstg., Washington, D. C., Granted license for new station 1600 kc 500 w; and sales studio location. Following were granted licenses for new FM stations: WBHS-CFP Blackhorse, N. J., Granted mod. CP for extension of completion date to 12-1-48. Chris Bestr. Inc., Cleveland, Granted petition requesting extension of time for Montpulciano, Grundy's, Inc., and conclusions of law in re Dockets 463, et al., was extended to 9-1-48 (Action taken by Com. Chairman, Shirley).

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Following were granted licenses for new FM stations: WBHS-CFP Huntsville, Ala., Granted CP to change type trans. and location. WBHS-CFP Hunt-
...and now the new Westinghouse FM 10

1 DRIVER

... standard Westinghouse FM 3 Transmitter with all features including "draw-out" MO and MP units.

2 RECTIFIER

... six 872A tubes, capable of supplying 5,000 volts to the plates, are normally operated below 4,000 volts for 10-kw output.
AMPLIFIER

... uses grounded grid tubes. All operating tuning controls are motor-driven, operated from control panel. Rectifier controls are on amplifier control panel... allow for installation flexibility. Rectifier can be located remote to amplifier.

Complete supervisory control system for the rectifier and amplifier cubicles is located on amplifier control panel.

Safeguards your investment 4 ways...

- For future expansion... driving unit for the new Westinghouse 50-kw FM.
- Insures basic investment... incorporates the Westinghouse 3-kw FM as its driver cubicle.
- Forestalls obsolescence... all key circuits are in two drawers for immediate replacement to allow for new FM developments.
- Keeps you on the air... “On call” Westinghouse service, nation-wide.

Here are more Westinghouse FM 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
- unit cubicle construction
- S. W. R. indicator monitors operating conditions of transmitter line and antenna.

Your Westinghouse Salesman is anxious to give you the full details on the new Westinghouse FM 10. Or, write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
Here's a two-way market of top listening in this rich urban-rural market. WTAD and WTAD-FM assure more listeners ... more sales and profits. Use these dominant stations to tell and sell!

WTAD-FM
930 KW 1000 Watts
Channel 238.
54,000 Watts.
Covers 44 Mississippi Valley Counties
core of productive Illinois—Missouri—Texas
agricultural regions, WTAD-FM carries AM
programming, with 15,000 watts ERP a
whopping hit in its area feature.
Represented by WEED & COMPANY

FM, TV Viewed
(Continued from page 46)
FCC Actions

(Continued from page 91)

mission has scheduled oral argument for Oct. 10 on proposed rules, issued Feb. 28 which would require main studios of AM and FM stations to be located in cities and states wherein such stations are licensed.

Call Assignment


Assignment of CP

KNGS Hartford, Calif.—Granted consent to voluntary assignment of CP of station KGBS from W. Keith Topping and Stanley S. Beaubaire (equal partnership) to Stanley S. Beaubaire and Samuel M. Beaubaire (partnership in which Stanley S. Beaubaire will have 75% and Samuel M. 25% interests); topping to sell his 50% interest for $47,130.

Transfer of Control

WSGC Elberton, Ga.—Granted consent to voluntary transfer of control of Elberton Bestg. Co. by sale of 50% of outstanding stock from Harry G. Thornton to Otradus T. Christian (already 50% stockholder) for $7,750.

License Renewal

WGOW Valdosta, Ga.—Granted renewal of license for period ending Feb. 1, 1951.

Hearing Designated

Riverside Bests. Riversdale, and Airtime Co. Santa Ana, Calif.—Designated for consolidated hearing against consolidated hearing against Riverside Bests. for new station at Riverside Call. 900 kc 250 W D. and Airtime Co. for new station at Santa Ana 850 kc 350 W D. in consolidated proceeding with applications of Orange County Bests. Co., Santa Ana, and KKWV Pasadena, Calif. Further ordered that II, as rerat of consolidated hearing, it appearing that there were no issues pending in hearing regarding day time skywave transmissions and Commission's policy pertaining thereto announced May 4, 1947, public interest would be best served by grant of one of the above-applied applications other than that of Riverside Bests., then such application will be returned to pending file until after conclusion of said hearing regarding day time skywave transmission.

AM—1510 kc


Hearing Designated


AM—1240 kc

East Kentucky Bestg. Co. Pikeville, Ky.—Adopted order granting petition for reconsideration, removal from hearing, and grant application for new station 1240 kc 250 w un.; said grant is subject to filing, within 60 days, of application for mod. CP specifying trans. site and ant. system meeting requirements of standards; estimated cost $16,800.

AM—1540 kc

Sarasota Bestg. Co., Sarasota, Fla.—Granted CP new station 1540 kc 1 kw D; estimated cost $15,499; engineering cond.

AM—1460 kc

Center Bestg. Co., Center, Tex.—Granted CP new station 1460 kc 1 kw D; estimated cost $12,200; engineering cond.

AM—1460 kc

Carmi Bestg. Co., Carmi, Ill.—Granted new station 1460 kc 1 kw D; estimated cost $9,561.

AM—1540 kc

Voice of Little Rhody Newport, R. I.—Granted new station 1540 kc 1 kw D; estimated cost $6,959.

AM—1470 kc

Fairmont Bestg. Co., Fairmont, Minn.—Granted new station 1570 kc 1 kw un.; DA; estimated cost $34,812.

Modification of CP

WWSW Pittsburgh—Granted mod. CP to change power from 2.5 kw-N. 5 kw-LS, to 5 kw-D. Change trans. and make change in DA, operating frequency.

CP Reinstated

El Dorado Bestg. Co., El Dorado, Kan.—Granted reinstatement of CP of which authorized new station 1560 kc 1 kw D.

Extension of Permit

Mutual Bestg. System Inc., Chicago—Granted extension of permit to use studios and apparatus for production of programs for transmission to certain Canadian stations for broadcast purposes.

License for CP

WCKZ Alton, III.—Granted license for new station 1570 kc 1 kw D.

August 4 Applications

Accepted for Filing

License for CP

KOY Phoenix, Ariz.—License to cover CP increase power etc.

Assignment of CP

WIVY Jacksonville, Fla.—Voluntary assignment of CP from Frank L. Denton and L. Frank Jones, partnership d/b/a Denton & Jones Bests. to WIVY Inc.

Modification of CP

WATL Atlanta, Ga.—Involuntary CP change frequency, increase power etc. for extension of completion date.

KLX Twin Falls, Ida.—CP change frequency from 1340 to 1330 kc, increase power from 500 to 1,500 w, install DA-N. Contingent upon KIDO and KBCD being granted change of facilities.

Acquisition of Control


Disc Jockey Battle

NEW hour-long program, THE BATTLE OF THE DISC Jockeys, has been started on WING Dayton, Ohio. The two participants are "Jazzy," presented, the sweet, sentimental music, and Gene Barry, an advocate of swing and variety in his records. Each contestant has 15 minutes, in alternating segments. In the first four days, station reports it has received 976 pieces of small contains, votes to decide the winner in the "battle." Lead-off spot is alternated every other day. The participants both have their own shows on WING.

Modification of CP

WWEZ New Orleans, La.—Mod. CP change hours etc. for extension of completion date.

License for CP

KFVS Cape Girardeau, Mo.—License to cover CP which authorized change frequency, increase power etc.

AM—1480 kc

KGCX Sidney, Mont.—CP increase power from 3 kw DN. to 5 kw DA. voluntary改变 of license for 3 kw to 1 kw-N 5 kw-D without DA.

FM—915 mc

WFTL Providence, R. I.—CP to change ERP from 2.5 kw to 2,880 w and make change in ant. system.

License Renewal

Application for renewal of FM broadcast license WKBW Beulon, Ws., and WJTO-FM Green Bay, Ws.

TENDERED FOR FILING

94.6 mc

Orlando Daily Newsletters Inc. Orlando, Fla.—CP new commercial TV station Channel 3, 500-600 mc, ERP via 143.2 kc, aur. 7.45 kc.

TV—186-192 mc


TV—1270 kc

Assoc. Bestg. Corp. New Bedford, Mass.—CP new standard station 1270 kw, 500 w D.

License for CP

WSTV Clayton, N. H.—License to cover CP new standard station.

Assignment of CP

KECR Albuquerque, N. M.—Voluntary assignment of CP and license from In- ternational Bestg. Co. to KABK

KSEM Moses Lake, Wash.—Voluntary assignment of CP from Edward J. Jansen, Jesse L. Longton, C. V. Reeder and L. Berneice Bnhowd d/b/a Com- Cumbia Basin Bests. to KSER Inc.

FM—101.3 mc

KWKB Inc. Buffalo, N. Y.—CP new FM station Channel 101.7 mc, ERP 15 kw D. aur. height above average terrain 394 ft.

AM—430 kc

KKOX St. Louis, Mo.—CP change from DA-DN to DA-N.

Application of License

WGWO Ashboro, N. C.—Consent to assignment of license to Ashboro Bestg. Co. Inc.

KOCO West Salem, Ore.—Consent to assignment of license to B. J. Schmidt.

APPLICATION DISMISSAL

Application of KARM St. Paul, Minn.

EGIL San Fernando, Calif.—Voluntary transfer of control of licensee corporation from Helen R. Ellis, executrix of estate of C. F. M. Allen (deceased), to Jo C. Fairchild, DISMISSED July 26.

TV—40-66 mc

Columbus Bestg. Co., Columbus, Ga.—CP new commercial television station Channel 4, 60-66 mc, ERP Via, 1.734 kw, aur. 867 kw Univ. DISMISSED Aug. 2.

(Continued on page 97)
August 5 Decisions...

DOCKET CASE ACTIONS

WARL Case

Commission announced proposed decision looking toward grant of application of John C. Co for new standard station in Jackson, N. C., 1490 ke, 250 w. D., and denial of applications of Hub City Co. and George Smith for facilities. (Comms. Jones and Hennock not participating.) Decision is not paper.

Connington, who was appeared for a reconsideration order to make decisions on hearing examiner's report. It is not paper, and to request oral argument before Commission en banc to show why findings and conclusions set out in the decision are not correct. In connection with this paper, it is not paper.

August 5 Applications

ACCEPTED FOR FILING

Assignment of License

WDBD The Valley Broadcasts, Russellville, Ark.—Voluntary assignment of license from Clyde R. Horne and Jerrel A. Shepherd, owners, to The Valley Broadcasts to Valley Inc.

License for CP

WHOM Cairo City, Ill.—License to cover CP increase power, etc.

License to cover CP increase power, etc.

KMAE McKinney, Tex.—Modification of CP to increase power from 500 w to 1 kw WAWK....

Barrell Bost Co., Madison, Wis.—CP station 250 w, AM, and DDR, to request hearing for change in frequency from 970 to 1270 ke.

WMMI Gordon H. Brozek, Marquette, Mich.—License to cover CP new standard station. DISMISSED July 31.

WHBS-FM Huntville, Ala.—CP change ERP from 10 kw to 15 kw.

WATL-AM Atlanta, Ga.—License to cover CP new FM station.

WYFW-FM Waynesboro, Va.—License to cover CP for changes in existing ERP.

Acquisition of Control

WTHI-AM Terre Haute, Ind.—Voluntary assignment of control of station to corporation from Frank E. McKinney, Robert Robinson, and David A. Lewis to Anthony E. P. Thomas.

Modification of CP

KPBW-FM Lincoln, Neb.—Mod. CP new station for extension of license.

WFBM-FM Ashbury Park, N. J.—License to cover CP new station.

WGBR-FM Syracuse, N. Y.—License to cover CP new FM station to cover CP new standard station.

SUMMARY TO AUG. 5

Class Licensed

AM STATIONS 1,770

FM STATIONS 7

TV STATIONS 110

198 are on air, 25 are on air, 22 are on air.

TELEVISION APPLICATIONS

Charleston, W. Va.—Charleston Broadcasting Co., Channel 11 (110-116 mc), effective radiation power 21.2 kw, effective antenna height 404 ft. Above average terrain 302 ft; estimated cost $78,000; estimated construction cost $30,000; estimated operating cost $42,000, revenue $45,000, profit $3,000. License issued to Charleston and 4%, owner, WBOZ Charleston, W. Va., for Aug.

Grand Rapids, Mich.—Grandwood Broadcasting Co., Channel 9 (184-192 mc), ERP 21.2 kw visual, 211 kw audio, antenna height 48 ft; estimated cost $264,000, estimated construction cost $100,000, estimated operating cost $184,000, estimated revenue $170,000, estimated profit $14,000. License issued to Wood Grand Rapids and is associated in ownership with WFBM in Minneapolis, partnership of 60/40.

Orlando, Fla.—Sunshine Television Corp., Channel 10 (184-192 mc), ERP 21.2 kw visual, 1,564 kw audio, antenna height 420 ft; estimated cost $460,000, estimated construction cost $200,000, estimated operating cost $250,000, estimated revenue $280,000, estimated profit $30,000. To be satellite station to station proposed for TV outlet at St. Petersburg, FL, for which is held Construction Permit to cover channel 17 (170-181 mc). Sun- shine Television Corp. is headed by Louis M. Krueger, B. Guthrie, Allied Stores Corp. director, and is 50% owned by each of Louis and B. Earl Puckett, president of Allied Stores Corp. and 50% owned by owner, Fie. Aug.

TV Stations Telecasting in 1078, 64-72 mc., ER 19 kw visual, 6 kw audio, antenna height 291 ft; estimated cost $150,000, first year estimated operating cost $47,000, estimated profit $9,000. To be owned by Scripps Newspapers Inc. and licensed to KPEN Seattle and KXVI Cœur d'Alene, Idaho, in partnership of Scripps Newspapers Inc. and licensee KXVI. KPEN is licensed to KXVI.

STANDARD APPLICATIONS

Alamosa, Calif.—San Luis Valley Broadcasting Co., 1490 mc, 250 w, unlimited territory; owned by Ray Howes, publisher and president, and Marion H. Howes, owner; Dorothy Mae Fletcher, 50% owner, and Richard A. Babb, 50% owner. Total estimated revenue 17 kw, 27 kw, antenna height above average terrain 334 ft. Applicant is organization WDBD Associated Stations, Inc. Aug.


Filings:


WFPX-FM Petoskey, Mich.—CP new FM station for extension of license.

WATL-AM Atlanta, Ga.—License to cover CP new FM station.

WYFW-FM Waynesboro, Va.—License to cover CP changes in existing ERP.

Acquisition of Control

WTHI-AM Terre Haute, Ind.—Voluntary assignment of control of station to corporation from Frank E. McKinney, Robert Robinson, and David A. Lewis to Anthony E. P. Thomas.

Modification of CP

KPBW-FM Lincoln, Neb.—Mod. CP new station for extension of license.

WFBM-FM Ashbury Park, N. J.—License to cover CP new station.

WGBR-FM Syracuse, N. Y.—License to cover CP new FM station to cover CP new standard station.

2.8 kw to 10 kw, change type trans and makes change in ant. system.

WPFA-FM Potomac, Md.—Mod. CP new FM station for extension of license.

APPLICATION DISMISSED

FM—104.3 mc

Madsen Broadcasting Co., Inc., Madison, Ky.—CP new standard station (Class A) on 104.3 mc. Channel 385, ERP 0.675 kw and ant. height above terrain 381 ft.

APPLICATION DISMISSED

WMMI Gordon H. Brozek, Radio Sta- tions WMMI, Marquette, Mich.—Application for grant of license held in abeyance and call letters cancelled.

Hearings Before FCC

WPHU-FM Cutting, N. M.—Mod. CP new FM station for extension of license.

SUMMARY TO AUG. 5

Class Licensed

AM STATIONS 1,770

FM STATIONS 7

TV STATIONS 110

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TABLE 1

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R. R. Group Scans 3 Network Offers

THE Assn. of American Railroads, through its agency, Benton & Benton, is again offering from MBS, ABC and CBS for time for its program of musical-comedy adaptations starring Dick Haymes.

Representatives of the advertiser and the agency met last Monday in separate caucuses with Z. C. Barnes, vice president in charge of sales for MBS, then with Mark Wexler, president, and later with Frank Stanton, president of CBS. It was understood that the client was most interested in the Monday night 8 p.m. period.

It was also understood that the association planned to sponsor the program for three-quarters of an hour during the winter season, cutting down to a half hour during a year and a half during the next year and a half. The cost for time and talent is estimated at $1,000,200 on a 52-week basis.

It was said that the agency had recommended the Monday, 8:45 p.m. period. The railroad's deadline no decision by the advertiser had been made.

WPTR, Owned by Theatre Chain, Plans for 1950

INITIAL program of WPTP, new station at Albany, N. Y., was presented Aug. 6. The hour-long broadcast, beginning at 8 p.m., originated in Albany 2:45 p.m. WPTP is on 1640 ke with 10 kw unlimited. It is licensed to the Patterson Broadcasting Co. Inc. and owned by Schine Chain Theatres.
DIST. 2 WANTS POLITICOS TO STATE FREE RADIO VIEWS

**NAB is asked to urge candidates for political office to state publicly how they feel about the question of free radio in a resolution adopted at closing sessions of NAB District 2 meeting at Rochester, N. Y. (see story page 26). More than 100 delegates voted adoption of resolution, introduced by Arthur Hull Hayes, WCBS New York.**

**In other related District 2 members endorsed All-Radio Presentation, encouraged continued support of Broadcast Measurement Bureau and Broadcast Music Inc., called upon Census Bureau to include set ownership question in its decennial study and praised Justin Miller NAB president for his leadership.**

**Closed Circuit**

(Continued from page 4)

Jr., will be No. 1 man at NBC. He takes over plan for 7:20-7:30 p.m. slot from NBC-owned WJW, New York, after seven weekends. NBC, however, said it "welcomes the action of the FCC in proposing definite standards for the determination of the legality of 'giveaway' programs," and will accept no additional programs of type questioned until law is clarified. Mutual said little of its programming would be affected by such rules. CBS reserved comment. Theodore C. Streibert, president of WOR New York, condemned rash of giveaways on air and said WOR "welcomes a clarification and interpretation of the law related to giveaways." An ABC spokesman said late Friday that the rule would be studied and that ABC counsel was examining contests being broadcast on ABC and was in full accord with provisions of Communications Act. ABC has more of these shows than any other network.

**NBC 'WELCOMES' PROPOSED RULING ON GIVEAWAYS**

**MIXED REACTIONS reported in various network headquarters to FCC proposed rule on giveaway shows (see story page 21). Most reserved official comment pending further study of proposal.**

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**MILLER NAMES COMMITTEE TO STUDY TELEVISION**

**INCREASING ACTIVITY of NAB in television field reflected in Friday announcement that seven-man committee of NAB Board had been named by President Justin Miller to extend work of board committees into video area. To hold first meeting Friday at Palmer House in Chicago, advisory group composed of: Harry Bannister, WWJ Detroit; T. A. Craven, WOL Washington; G. Richard Shafts, WIS Columbia, S. C.; Robert Enoch, KTOP Oklahoma City; Michael Hanna, WICU Itasca; Clair McCullough, WQAL Lancaster; Calvin J. Smith, KFAC Los Angeles. Friday session comes two days after Chicago meeting of NAB television-broadcaster members to discuss further NAB work in this field with President Miller.**

**RDG CONSIDERS TV**

**RADIO Directors Guild at second annual meeting in Hollywood Friday considered television strategy, freelance recognition, agency recognition, and cost of living increases for staff men, with confusion over standing of AM directors in TV.**

**FM HELPS AM**

**IT HAS BEEN whispered that AM is keeping FM, but down Winston-Salem way it turned 'tuther way round. Southern Bell Telephone repair crew accidently dug through main cable carrying NBC circuit to WSJS there and line went dead seven hours. But FM saved the day as WMIT (FM) Mt. Mitchell rebroadcast NBC programs from WFBC-FM Greenville, S. C., and WKPT-FM Kingsport, Tenn. WMIT was picked up by WSJS-FM and show went on as usual.**

**PORT HURON**

(Continued from page 4)

**Casters required advance texts and scripts for political broadcasts, emphasizing this was essential to timing and other operations. "The decision on 315 (Section)," Comr. Coy declared, "was not a rule or regulation of the Commission." It merely represented an interpretation of the law, the FCC chairman stated, and suggested Commission attitude toward WGOV Valdosta (Section 315) and WMUL Port Huron cases would be safe guide for broadcasters because "we did not find they were doing any less than they could in view of conflict with state libel laws."**

Rep. Harpers removed in Coy from home, where he was confined with throat infection, so "we could resolve this dilemma at least until the courts or Congress could act on it at the next session. He felt Texas decision (see story p. 25) might alter opinion of Commission."**

Chairman Coy sounded warning: "When a broadcaster uses a public frequency to advantage of a particular candidate or party he approaches very serious trouble."

In press statement Chairman Harress said his committee had received assurances from Comr. Coy that licensees need no fear of revocation of licenses if they use common sense in selection of defamatory, libelous or slanderous statements from political broadcasters.

Some observers felt Committee statement was too liberal in view of Comr. Coy's expressed views. Chairman and his general counsel, however, declined to comment. Mr. Petty testified that "before Sec. 315 comes into operation you must have a political candidate who has used station facilities." This was not true in the Port Huron case, which he called "an absurd decision."

Louis G. Caldwell, Washington attorney appearing for MBS, said network offered two remedies: (1) allow broadcasters to censor all speeches for defamation; (2) prohibit broadcasters from censoring and also relieve them of liability.

Speaking for himself, Mr. Caldwell said he was not sure the first time FCC had attempted to establish rules that were precedent.

Chairman Harress assured Mr. Caldwell that he, also, wanted FCC to have minimum of regulatory power. Joseph McDonald, ABC vice president and general attorney, thought broadcasters should not be held liable for slanderous material in political broadcasts. He agreed with Committee Counsel Frank T. Bow that Port Huron decision might encourage crackpots and radicals to demand time in which to slander and libel persons.

Gustav B. Margraf, NBC vice president and general attorney, recommended enactment of Sec. 14 of the Act that station licensees are protected against liability. He said decision had not affected operations of NBC, which "has been operating over 20 years and has probably had 15,000 or 20,000 broadcasts and I can say with confidence, as yet, found ourselves in a serious situation."

**PHONE WORKERS' NEW DEMAND**

**NEW WAGE DEMANDS will be made on eight Bell Telephone companies Aug. 16 by Communications Workers of America, John D. Beirne, president of union, told newsmen Friday. Mr. Beirne, who estimated union's contract with Bell cover 87,000 telephone workers, said current "job and conditions demand""s have been worked out, but warned that if no agreement is reached on higher wages union would be free to strike Oct. 16.**
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