why should advertisers give a hoot
about Barbara Welles’ new hat?

If you make anything that women buy, please check the ad inside this issue of Broadcasting. It tells about the star of “The Barbara Welles Show” on WOR... and her new Sally Victor hat. It typifies the woman-wise kind of programming that Miss Welles does.

All of WOR’s women stars keep on top of the glamour news for their listeners. In doing so, they create an atmosphere of commercial provocativeness that sells and sells and sells. Any advertiser or his agent who is now planning a fall campaign, should look into WOR’s fast-selling lineup of women’s shows. And the costs are breathtakingly low.

—heard by the most people
where the most people are

please turn to pages 40 and 41
Howard Clodfelter is probably the busiest merchant in Monticello, Illinois (pop. 2,523), 160 miles south of Chicago.

Starting with the Dodge-Plymouth dealership in 1940, he later turned his place into a war factory, really began expanding in retail lines in 1940 when he took on a full stock of electrical appliances—all nationally-advertised brands. Somewhere along the way he added the Allis-Chalmers farm equipment line.

The store, called simply "Howard's," is also outlet for Youngstown kitchens—includes, too, a complete cabinet-making shop for custom built work. In nearby Cisco, another Howard's store carries similar lines, except that farm equipment is International Harvester.

Clodfelter himself is a national advertiser. He has a manufacturing business in Monticello which makes children's furniture—extensively advertised in the better women's magazines. He spends several hundred dollars monthly on his own radio program over a nearby local station. He's also on the board of directors and chairman of the retail sales division of the Chamber of Commerce—and runs a 600-acre farm!

Several times customers have specified brands they heard about on WLS... Philco on "Breakfast Club," for example. Merchants throughout Piatt county, where Monticello is located, must also feel the impact of WLS advertising—for WLS is the leading station in the county, according to BMB (87.6% days, 89% nights). Last year, the 3,610 radio homes of Piatt county sent us 2,900 letters, 80% response.

This one county, selected from 567 counties in the WLS daytime BMB area, is alone a big market. It is 82% rural, has a buying income of $1.5 million dollars, annual retail sales of seven million—about two million dollars in food sales alone.

Consider these market figures—and the fact they apply to only 3,610 out of more than 5 million families in the WLS area! And of these 5 million, more than half actually listen to WLS! It shows they like WLS programming—the entertainment, service and information we have been giving them for almost 25 years. For more details—for proof of advertising results—ask any John Blair man.

Howard Clodfelter is the Appliance and Implement dealer in Monticello, Illinois.
Memo

TO TIME BUYERS
AND ALERT ADVERTISERS

Don't fail to consider WWVA
in Wheeling, West Virginia, with
50,000 Watts, covering an area of
more than eight million people in
Eastern Ohio, Western Pennsylvania,
West Virginia and Virginia --
where industrial and mining
payrolls are the nation's largest
-- and where the retail sales
total four and one-half billion dollars annually. Best of all
you can reach this great area
with this one station, one cost,
one billing. For more details,
write or call WWVA, or --

The Edward Petry Co.

WWVA

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

IT'S certain FCC will be asked to make concessions on its proposed anti-lottery rules whenever programs aid bona fide charity organizations. It's almost equally certain, according to present thinking, that FCC will refuse; during war, it's noted, Commission made no exception even for war bonds, if lottery-law violation was apparent. Estimates of funds raised for charities via giveaway shows run into several millions.

PRESIDENT TRUMAN will name R. Henry Norweb, career diplomat, radio "ham" and former Ambassador to Cuba, as chairman of American delegation to High Frequency Broadcasting Conference at Mexico City. He headed American delegation to original "Havana Treaty" Conference of 1937, which spawned first NARBA for allocation of AM broadcast channels. Sessions start Sept. 15; five power deliberations Oct. 1 and full 76 national conference Oct. 27.

U. S. BROADCASTERS fear upcoming 78-nation Mexico City Conference may bode trouble. Russia is pressing proposal that allocations be based on education need, area, language diversity, and related factors. She also wants HF domestically. Even if Russia loses, she is expected to throw her bloc behind French proposal to grant commercial broadcasters last priorities on frequencies, aimed directly at our private system.

LIKELY appointee to new post of advisor on international policy to NAB President Justin Miller is Forney Rankin, associate chief of State Dept. International Broadcasting Division. Former top-flight radio writer and producer, Mr. Rankin held executive status in Nelson Rockefeller's wartime propaganda agency and was chairman of U. S. delegation to International Frequency Conference in Geneva several months ago. Report is Mr. Rankin will assume NAB post about Oct. 1.

PHILIP MORRIS is currently negotiating through its agency, Cecil & Presbrey, New York, with MBS for show to replace Heart's Desire, heard on Mutual Monday through Friday, 11:45 a.m.-12 noon. Client said to be satisfied with rating.

EDWIN R. BORROFF, who left ABC as vice president in charge of Central Division two months ago, will announce within next week his association with Chicago station representative business.

THERE'S some high-level thinking within FCC that its Sept. 20 hearing on opening of 475-896 mc television band should be postponed to permit compilation of more data. But postponement, if it comes, probably won't go beyond first of year. Alternative would be to start as planned and recess.

DEAL BETWEEN Kudner Agency, repres-
(Continued on page 91)

Upcoming

Aug. 16-17: NAB Districts 10-12, Muehlbach Hotel, Kansas City.
Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Muehlbach Hotel, Kansas City.
Aug. 19-20: NAB District 11, Roddison Hotel, Minneapolis.

(Bulletins)

ASSN. of American Railroads late Friday signed contract with ABC for Monday, 8-8:45 p.m. evening time to present their musical comedy show. Benton & Bowles, N. Y., is agency.

DEMOCRATIC National Committee's contract for 1948 political campaign has been transferred from Blow Co. to Warwick & Legler, Sen. J. Howard McGrath, Committee chairman, announced Friday, Agency, with New York and Hollywood offices, will handle placing of radio and television programs. Sam Youngheart, agency executive vice president, will direct operation with assistance of Lester Malita, vice president in charge of media, and Donald Gibbs, in charge of creative activities.

WARL Arlington, Va., given till Sept. 10 to file exceptions to FCC examiner's report which held station's former Dollars for Dollars program was violation of lottery law [BROADCASTING, Aug. 9]. Deadline formerly was Aug. 25.

VIDEO affiliation contract between NBC and WBAL-TV Baltimore announced by network Friday. Station, owned by Hearst Radio Inc., went on air March 11.

PHILCO, 'MONITOR' RENEW ON ABC; KRANK ADDED
ABC announced two 52-week renewals on network and one new full-year order covering Pacific Coast stations.
Consolidated Royal Chemical Co. (Krank Shave Kream) begins sponsorship of Bob Hope on the Century over 21 ABC stations Sept. 13. Contract for 52 weeks, placed through Arthur Meyerhoff Co., calls for five programs per week, 7:30-7:45 a.m.

Business Briefly

LUDEN'S RENEWS - Luden's Inc. (Fifth Avenue candy bar and other products) resumes sponsorship Sunday, Aug. 29, of CBS quiz series Strike It Rich. Concurrent with five weeks hiatus which began July 4, series moved from 10:30-11 p.m. to 9:30-10 p.m., which it will retain until after Oct. 3. Agency, J. M. Mathes Inc., N. Y.

CEREAL SHOW - Cream of Wheat Corp., Minneapolis, has renewed Let's Pretend, Saturday, 11:05-11:30 a.m. on CBS, for 52 weeks effective Sept. 18. Agency, BBDO, Minneapolis.

BIG FM TIMEBUY - Independent Grocers Assn., Chicago, purchased 9 a.m.-6 p.m. six days weekly on WEAW (FM), Evanston, Ill., effective Oct. 1, with commercials to be directed especially to food shoppers on more than 400 FM sets placed in IGA stores throughout Chicago area by Store Broadcasting Inc. As IGA contract goes into effect, WEAW's air time will increase to 7 a.m.-midnight seven days weekly.

TV TIME-SHARING PROPOSAL ADVANCED
TELEVISION time-sharing agreement, said to be first of its kind filed with FCC, was submitted Friday by two Allentown-Easton (Pa.) applicants, who propose to use same channel but operate on alternate days.
Proposal was filed by Easton Publishing Co. (Easton Express) and Lehigh Valley Broadcasting Co. (associated in ownership with Allentown Call-Chronicle), two of five applicants for only channel (No. 8) allocated for that area. Two companies would have separate stations. Lehigh would broadcast first day, operation with Easton Publishing Co. would operate second, and thereafter they would alternate. Both would apply for fulltime "if and when additional channels" become available.
Companies asked FCC permission to amend their respective applications to reflect time-sharing plan. Previously they'd requested that issues on forthcoming hearing be enlarged to include question of whether grant to them on time-sharing basis would be desirable, but this request was denied without prejudice to their approaching question via petition to amend their applications. Hearing on all five Allentown - Easton - Bethlehem applications slated to start Sept. 13.

NAB VIDEO BOARD
THREE-MAN NAB board committee on television elected late Friday at District 9 Chicago meeting Group includes Walter Damm, WTMJ Milwaukee, chairman; Clair McCollough, WGAL Lancaster, Pa., and A. D. (Jess) Willard Jr., NAB executive vice president. NAB group slated to meet with similar TBA committee soon after last convention, scheduled to meet this week in New York, makes appointments.

BROADCASTING • Telecasting
Response from listeners throughout 6-state Mid-America area indicates audience approval of KCMO's diversified programming. Mail response—(shaded area on map)—has come from 415 counties in 6 states, plus 22 other states not shown above!

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

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

---

KCMO

... and KCFM—94.9 megacycles
KANSAS CITY, MISSOURI
Basic ABC Station for Mid-America

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

National Representative: John E. Pearson Co.
Builder of Champions*

A championship business is known as a profitable, successful business.

That's why WHM feels it is a great business builder of championship calibre results. Results pay off at the cash register and that's where WHM advertisers see the answer.

MORE LISTENERS
PER DOLLAR
IN MEMPHIS

Who Could Want Anything More!

WHM
Independent—but not aloof
MEMPHIS, TENNESSEE

PATT McDonald, manager
FORJ特别是 & CO., representatives

*Studebaker Paved the Way on This.
*Just ask your Raymer representative
PRACTICAL experience in radio communications will be gained during the next six months at stations of the United Broadcasting Co. by Sachindra Mohan Sen of India. He will make his headquarters at WHK Cleveland, the station reports, but will travel to WHHK Akron and WHKC Columbus to visit and study these other stations of the company.

Mr. Sen, who was sent to this country by the Indian government to acquire more knowledge and experience in preparation for a position with the Indian Government Radio, received his B.S. degree in physics from the U. of Dacca (India) in 1941. In 1942 he earned a diploma from the same institution and in 1945 earned a degree in electrical engineering from the Indian Institute of Science. Practical experience has been gained by Mr. Sen at several organizations in India including Indian Radio and Cable Communications in Bombay.

Mr. Sen will work with Carl Smith, vice president of United Broadcasting.

On All Accounts

WHAT Macy's didn't tell Gimbel's could hardly be more guard than what Pepsi will never communicate to Coca-Cola, that is. Yet Ernest Anderson, newly appointed account executive for the Biow Agency, New York, on the recently acquired Pepsi-Cola account, once also held the hand of the advertising's principal and that rival soft drink firm. Nor is that a very surprising turn for the man who brought swing music to speaking terms with Carnegie Hall.

Ernie Anderson is the person who beat tradition to death as jazzman Fats Waller did the same to a piano in the marbled halls named for the philanthropic Scotman. Yet music has been only the counterpoint in the career of Mr. Anderson. He began his business cycle as a newspaper man during his school years, working with his father who was then advertising director of the Buffalo Evening News.

After leaving Massachusetts Institute of Technology he traveled to Europe as Paris representative of the Chicago Tribune. Three years later, Mr. Anderson returned to America as eastern editor of Advertising Age. He joined his first advertising firm, Richard- son, Alley & Richards, in 1936 as assistant to the creative head of the agency, but he returned to the printed medium two years later as sales promotion manager for True Story.

Radio beckoned inevitably and Mr. Anderson answered the beck, joining CBS in the Detroit office as assistant sales manager. About a year later he returned to New York with the Blue network (now ABC) to work in sales promotion. While with Blue he and G. T. C. Fry, now ABC eastern sales manager, set up the presentation for the D'Arcy agency of the Spotlight Bands program. When the package went on the air for Coca-Cola, Mr. Anderson was included as one of its less expendable contents, and eventually was named assistant to Alfred Steele, then vice president of D'Arcy. He remained with the firm for two years before joining the music publishing firm of G. Schirmer Inc., New York, as advertising manager.

He married the publisher until June 28, 1948, when he was recalled to the agency field and his present post as account executive for Pepsi-Cola, in which capacity he is in charge of an intensive spot campaign with an overall budget said to amount to approximately five million dollars annually.

In his extra-agency function as musical impresario, Mr. Anderson has since followed his Fats Waller concert with similar Carnegie presentations of Billie Hol-

(Continued on page 84)
GET DOMINANT COVERAGE
OF RICH MIDWEST MARKETS WITH

kglo and WTAD

MASON CITY, IOWA
QUINCY, ILLINOIS

You can reach a greater number of potential buyers over Lee Stations' kglo and WTAD in their areas than over all other stations combined. With dominant coverage — both rural and urban — you get real sales push. And the Lee Station listeners have the buying power that comes from the richer part of the rich cornbelt. See the brief outline of facts showing the dominant coverage of kglo and WTAD. For complete details and availability write, wire or call Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois or call your WEED & COMPANY representative!

kglo MASON CITY IOWA
WTAD QUINCY ILLINOIS

1300 K.C., 5000 Watts - CBS Affiliate
930 K.C., 1,000 Watts - CBS Affiliate
COVERAGE—29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Agriculture produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGO-AM • 101.1 MC
WTAD-FM • 99.5 MC
Channel 266 ERP 16,000 Watts
Channel 258 ERP 53,000 Watts

REPRESENTED BY WEED & COMPANY: NEW YORK • CHICAGO
DETOIT • BOSTON • ATLANTA • HOLLYWOOD • SAN FRANCISCO
WMAL-TV TELEVISIONS THE IMPORTANT SPORTS EVENTS IN WASHINGTON. There is nothing like "Redskin fever" in Washington. And for this important sports must, WMAL-TV has the sportscaster who is a must—Harry Wismer, ably assisted by Jim Gibbons. Sponsored on AM and TV by The American Oil Company on a special Redskin Network.

ALWAYS A TOP EVENT, boxing from Turner's Arena every Monday night during the indoor season provides thrills and excitement equal to that in any ring in the country. Jim Gibbons gives the blow-by-blow from ringside—plus those commercials that hit the spot for good old Arrow Beer (Globe Brewing Co. of Baltimore).

JOHN H. SHELTON, with Geyer, Newell & Ganger Inc., New York, since 1944, elected a vice president. He previously was account executive and copywriter with Ruthrauff & Ryan, Detroit, and before that with MacManus, John & Adams, in a similar capacity.

TED BYRON, television supervisor of N. W. Ayer & Son, Hollywood, resigns to serve as consultant on video film commercials with offices at 8917 Holly Place, Los Angeles. Telephone: Hudson 25801.

W. CLEMENS BENTLEY, vice president and account executive of Badger and Browning & Hersey Inc., New York, joins Morris F. Swaney Inc., New York, in similar capacity. GLEN E. SHEARS, former account executive and copy director at Hill-Blackett, named creative director for Swaney. He will direct firm's coast-to-coast creative writing operations from Chicago office. GINI FLORIO appointed to New York staff as radio writer, and MELVIN LEWIS, formerly with production staff of Esquire Magazine, named production manager in New York office.

TRELL YOCUM, a vice president and director of Champlain-Valley Broadcasting Co., Albany, N.Y., joins Fletcher D. Richards Inc., New York, as vice president and a member of plans board. He formerly was with Young & Rubicam and Compton Adv.

HAROLD WEISLOW acquires total interests of Columbian Adv., Los Angeles, with former partner PAUL GRANNING, joining Machinecraft Mfg. Co., that city, as sales manager. Agency name will be retained.

MILTON H. SCHWARTZ and WILLIAM K. ZIEGFELD named vice presidents of Foote, Cone & Belding, Chicago. Mr. Schwartz is director of radio copy and Mr. Ziegfeld heads printed copy for group of Chicago accounts.

BARNARD L. SACKETT Television Agency, Philadelphia, opens branch office at 254 West 54 St., New York City.

GENE FRANKE, former account executive with McCarty Co., Los Angeles, opens own offices as Advertising and Sales Consultants Agency at 2404 West 7th Street, Los Angeles. Telephone is Drexel 5281. Assisting Mr. Franke in charge of art and production is GEORGE BURT, formerly with Courtland-Peirce, Washington. New agency's accounts include Western Stove Co., Culver City, Calif.; Arrowhead Brass Products, Alhambra, Calif.

CHARLES J. EASTMAN and DON E. DeLONE, account executives of Ralph Yambert Organization, Hollywood, named vice presidents. ROBERT S. TIGERMAN, former salesman for "Tarzana Times," Tarzana, Calif., joins agency as production manager.

VIRGINIA FLANNERY, formerly on copy staff of Stubbs and Montgomery Inc., joins copy staff of Earle Ludgin Co., Chicago.

HERBERT LORENTZEN, account executive for Needham & Grohmann, New York, joins Birmingham, Castlemans & Pierce Inc., New York, as an account executive.


C. W. McGIBBON, formerly of Associated Broadcasting Co. and Walter P. Downs Ltd., Montreal, appointed manager of Montreal office of J. J. Gibbons Ltd.

R. CARVEL HESTER, with Spencer Curtiss Inc., Indianapolis, also appointed president of Syndicate Adv., same city, promoting new copyrighted radio and TV program, Lucky Bid Secret Auction.

EVERS WHYTE, Los Angeles, moves to new offices at 3300 Temple St. New phone is Fairfax 2188.

HARTFORD has $7,560 per family compared to the U.S.A.'s average $4,309.

GREATER BUYING POWER!

According to Sales Management's 1948 Survey of Buying Power, Hartford has the highest Effective Buying Income per family of any city over 100,000 population. Advertising moneys invested on WDRC in spot schedules will pay dividends for a long time to come.

BONUS — $3,251 EXTRA IN EFFECTIVE BUYING INCOME!

GREATER CIRCULATION!

WDRC-FM broadcasts the full schedule of WDRC's programs, at no increase in cost to the advertiser. WDRC-FM, operating from atop Meriden Mountain, also gives the advertiser a large additional Primary Area of coverage throughout Southern New England.

BONUS — 50,000 FM SETS*
*Estimate from distributors' reports

WDRC  CBS - 5000 Watts
HARTFORD 4 CONNECTICUT
AM • FM

Represented by Raymex

Connecticut's Pioneer Broadcaster
William F. Malo
Commercial Manager
Replace your old AM transmitter

with RCA's new 50 kw...

The revolutionary, new power triod RCA-5671. This tube takes about one third the filament power of conventional triodes used in the older transmitter. It reduces hum modulation below FCC requirements—even without r-f feedback.

The two 5671's in the r-f power amplifier and the two in the class B modulator of this 50-kw transmitter save up to $1200 yearly in filament power alone.
The finest transmitter ever built...the RCA type BTA-50F1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment!

Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

It's a fact—as one high-power broadcaster recently discovered to his complete satisfaction. Now, he has replaced his old transmitter with an RCA "fifty"—and it's paying its way.

HERE'S WHY.

Using revolutionary new RCA-5671 power triodes that take about one-third the filament power of conventional types, this RCA "fifty" saves up to $1.75 an hour in power savings over former transmitters—$12,000 a year, based on daily operation at 19 hours a day.

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance—and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 450-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

Dept. 19HC, RCA Engineering Products, Camden, New Jersey.
Open Mike
(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

WIBBW
---"hay-baler" for Kansas Sales

Ever see a hay baler? It sweeps across the fields... picks up loose hay and delivers it in tightly bound bales... ready to be sold.

A hay baler serves the farmer as WIBBW serves the advertiser. WIBBW reaches across the rich fields of five states... gathers together half-formed purchasing plans of thousands of farm families... binds them together into one compact buying urge... easily sold by the nearest distributor.

Open Mike

WIBBW is the best dog-gone "baler" of farm customers you can use in Kansas and adjoining states... and we can PROVE it with RESULTS.

Proposes New Time Plan
EDITOR, BROADCASTING:
Now that the nation’s networks are rounding out their second year of operating on a delayed basis for affiliates outside the Eastern Daylight Savings Time zone, it might be well to give serious consideration to the merits of the "delayed" plan.

While the transcribed network plan has one great advantage, it also has a large number of disadvantages. The one advantage is the fact that it isn’t necessary to re-shuffle local program schedules twice each year. Listening habits are not disturbed, it’s true.

The disadvantages are numerous. First, many listeners are able to hear the powerful Eastern clear-channel stations. Then, dialing around one hour later, the same program is again heard from a Standard Time outlet. Second, with the many news developments of the present, it is practically impossible to delay a newscast for one hour.

To millions of listeners of network quiz shows are actually being played for perfect fools. They gather beside the loudspeaker hoping for a telephone call, when the program has been off the air for a full hour! Maybe the FCC is taking this into consideration in investigating quiz shows.

It seems to me that Easterners could change their work hours by one hour, and accomplish the same result as the Daylight Savings Plan. In other words, during the summer months, start the work day one hour earlier—and end it the same way.

Edwin Mullinax
General Manager
WLAG LaGrange, Ga.

Improvement With Age
EDITOR, BROADCASTING:
I’m a cover-to-cover reader of BROADCASTING and I have been meaning to write you for some time relative to the many improvements in both typography and editorial content during these last several years. BROADCASTING continues to progress with the ever-moving broadcasting industry.

Ben Strouse
General Manager
WWDC Washington.

Standards Disregarded
EDITOR, BROADCASTING:
Perhaps some one can tell me how a local FM station such as WEAW is expected to get sponsors to limit their commercial time to the maximums suggested by the NAB Standards of Practice, when the Chicago network-owned 50 kilowatt stations show no regard whatsoever for the Standards.

At the present time a network-owned 50 kilowatt Chicago station is using six and a half minutes of commercial in one particular 15 minute program. This is a locally

(Continued on page 60)
ONCE AGAIN WE ASK . . . WHY PAY  
MORE TO REACH THE WORCESTER MARKET!

WHAT'S THE PERCENTAGE?

Independent WNEB costs you less than any one of 4 competing Network Stations. Yet look at these terrific WNEB ratings . . . made without "gimmicks" or "give-away" programs.

HOOPER STATION LISTENING INDEX

SHARE OF AUDIENCE  

<table>
<thead>
<tr>
<th>TIME</th>
<th>WNEB</th>
<th>Network Station A—FM</th>
<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
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<td>Weekday Morning</td>
<td>24.9</td>
<td>36.2</td>
<td>26.2</td>
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<td>Weekday Afternoon</td>
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<td>41.7</td>
<td>10.8</td>
<td>8.0</td>
<td>4.9</td>
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<td>Mon. thru Fri. 12:00 Noon-6:00 P.M.</td>
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<td>Evening</td>
<td>28.3</td>
<td>39.9</td>
<td>15.4</td>
<td>9.3</td>
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<td>Sun. thru Sat. 6:00 P.M.-10:00 P.M.</td>
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<td>Sunday Afternoon</td>
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<td>16.2</td>
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<td>Saturday Daytime</td>
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<td>32.7</td>
<td>7.3</td>
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<td>TOTAL RATED TIME PERIODS</td>
<td>31.9</td>
<td>37.9</td>
<td>14.4</td>
<td>8.2</td>
<td>5.1</td>
</tr>
</tbody>
</table>

Call in our representative today and get the whole story. Compare rates . . . compare ratings . . . see for yourself that WNEB gives you

MORE LISTENERS FOR YOUR RADIO DOLLAR

WNEB

WORCESTER SERVING NEW ENGLAND'S THIRD LARGEST CITY MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.
J ust ignore the need for optioned time during the mid-evening hours for the department store, the national advertiser and other important non-network clients.

No advertiser whether local or national will put a big budget show at a time where it can be moved.

And these advertisers cannot be ignored because it is from these advertisers that a television station will get full card rates—and not a small fraction of the rates.

The television stations must get together on this problem of National Spot optioned time and Local optioned time during the peak listening hours. Otherwise—and our figures prove this—you may always be in the red in television. Better find out about the Adam Young service by writing us today . . . and be sure of staying in the black!

ADMIRAL RADIO Corp., Los Angeles (radio, television sets), expanding in TV with 13-weeks sponsorship of So This Is Hollywood, one-hour participation show weekly on KTLA Los Angeles. Admiral is also sponsoring quarter-hour film of Major Bowes amateurs for 13 weeks on KDYL-TV Salt Lake City, and planning live quarter-hour vaudeville show on KGO San Francisco, to start in October.

THE REAL JUICE Co., Dallas (Woozie's root beer), purchases Pepsi-Cola Bottling Co., Dallas, franchise holder in 21 Texas counties. Expanded advertising budgets, including radio, contemplated for both drinks. Agency to be appointed.

WETTLAUFER Mfg. Co., Detroit (product design and development), signs first television contract on WXYZ-TV Detroit, planning an October opening. E. G. Wettlauffer, firm president, will telecast "something unique" along sportscasting lines. Firm makes no tangible goods and is believed to be first organization of its kind to buy TV.

MODLIN Co., Inc., Los Angeles (brooms), through W. Earl Bothwell Adv., same city, today (Aug. 16) starts five weekly quarter-hour newscasts on KFSD San Diego for four weeks as test campaign. Company plans radio expansion on West Coast depending on results of campaign.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., (Camel Cigarettes), signs with WBAP-TV Fort Worth, Tex., for TV newscast. Others signing with station, which is to go on air about Sept. 22, are: LEONARD'S, Fort Worth department store, to sponsor telecasts of high school football games Thurs., Fri. and Sat. nights; W. C. STRIPLING Co., local department store, for full-length Alexander Korda movie Wed. nights.

SPORTS EXTRA, new weekly sports newspaper to begin Sept. 15, will use radio in large-scale promotional campaign.

PERMASEPTIC Corp. New York (dry-cleaning and laundry chemical), appoints W. B. Geissinger & Co., Los Angeles, to handle national and regional advertising.

INTERNATIONAL HARVESTER EXPORT Co. appoints McCann-Erickson as its agency to handle overseas advertising on all product lines. Transfer of account from J. Roland Kay Inc. becomes effective Oct. 31.

CHARLES E. HIRES Co. appoints N. W. Ayer & Son, New York and Philadelphia, as advertising counsel for all Hires promotion and advertising. Agency heretofore has handled radio activities for soft drink firm.

MARTIN R. KLITTEN Inc. currently running 13-week video spot campaign on KTSL Los Angeles. Campaign reportedly marks first time advertising agency has used television to advertise itself on Pacific Coast.

SYNDICATE MORTGAGE Co. and GEORGE ALKINS Co. (real estate), both Los Angeles, appoint Robert F. Dennis Inc., same city, to handle advertising. Both will use radio.

Network Accounts • • •

HELBROS WATCH Co., through William Weintraub Co., New York, Sept. 5 renews for 52 weeks Quick as a Flash on MBS, Sun., 5:30-6 p.m.

CARGILL FEEDS, Minneapolis, resumes Nutrema Hi Flyers Oct. 1 on seven stations of Texas State Network, Mon.-Wed.-Fri., 12:15-12:30 p.m. (CST). Stations: KFJJ Fort Worth, WRE Dallas, KBWD Brownwood, KRRV Sherman, KPLT Paris, KCNC Texarkana, KFRO Longview.

Adpeople • • •

P. S. JOYCE, former West Central grocery products sales manager of grocery division of General Mills, Minneapolis, named vice president of GM Central Division, with offices in Chicago. JACK BERNO, ex-sales promotion manager of GM, promoted to supervisor of national account sales.

ROBERT F. ANTHONY, former promotion and advertising manager of WJBK Detroit, joins Lumber Fabricators Inc., Detroit, as advertising director.
Surprised?
IT ACTUALLY COSTS LESS MONEY TO BUY
FAR MORE LISTENERS IN THIS RICH MARKET
WHEN YOU PICK KPRC

BY IT ACTUALLY COSTS LESS MONEY TO --"NERS IN THIS RICH MARKET FAIR MORS --
WHEN YOU PICK

*KPRC does have a tremendous audience. Yet Standard Rate and Data shows KPRC time costs are less. As for listeners, here's how an independent survey reveals their actual division between KPRC and the second Houston station, here named "B".

Hooper Station Listening Index in Beaumont-Port Arthur

<table>
<thead>
<tr>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
<th>Sunday Afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPRC</td>
<td>STATION &quot;B&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.4</td>
<td>27.9</td>
<td>29.8</td>
<td>20.2</td>
</tr>
<tr>
<td>7.4</td>
<td>7.1</td>
<td>16.1</td>
<td>7.6</td>
</tr>
</tbody>
</table>

All you buy is Houston, yet we deliver Beaumont and Port Arthur - important shipping ports. (Beaumont exceeds Boston in tonnage; Port Arthur exceeds Los Angeles).

KPRC also leads all but one of six local stations in Beaumont-leads all but one of six local stations in Port Arthur. KPRC dominance in this vast area is obviously and firmly established.

KPRC HOUSTON
950 Kilocycles • 5000 Watts

RADIO DYNAMISISM • TELECASTING
MORE and more advertisers are climbing aboard the television bandwagon — and among them retail stores and shops and, more significantly, radio manufacturers who are buying greater quantities of TV time. These facts are borne out by the N. C. Rorabaugh survey of video advertisers for the week July 4-10.

Stores and shops, comprising dealers and proprietors for varied brands of merchandise, headed the categories of advertisers by industry classes. While automotive and beverage classes retained pre-eminence in the upper group strata, radios, phonographs, etc., ranked second overall in product classifications. The upsurge may signify a possible trend by those manufacturers, and their dealers and distributors, toward promoting their own products, especially TV, thus countering criticism on this score by station managers and advertising agencies.

The Rorabaugh survey, second

Table 2

<table>
<thead>
<tr>
<th>Number of stations...</th>
<th>20 26</th>
<th>Number of markets...</th>
<th>11 16</th>
<th>Number of network advertisers...</th>
<th>16 16</th>
<th>Number of spot advertisers...</th>
<th>76 113</th>
<th>Number of local re-tell advertisers...</th>
<th>144 153</th>
<th>Total advertisers...</th>
<th>336 382</th>
</tr>
</thead>
</table>

(Note—236 advertisers used 398 total accounts June 6-12. 282 advertisers used 505 total unit accounts July 4-10.)

* for week June 6-12.

in a monthly series, covered 26 stations in 16 markets as contrasted to 20 and 11, respectively, for a similar report for week of June 6-12 [BROADCASTING, July 12]. Four television stations now operating commercially—WNAV-TV Boston, KDYL Salt Lake City, KSD-TV St. Louis and WSPD-TV Toledo—were not included in this report, but are expected to be carried in the August compilations.

Sixteen network advertisers again were listed, with spot, 113; local retail, 155. Account-wise, there were 106 network accounts, 246 spot, and 153 local—a total of 405 unit accounts. In all, there was also an increase in the number of new accounts, which are shown only by markets, inasmuch as the Rorabaugh firm listed separately their dealers and distributors, the boost to second place is not without importance. Actually, many stores and shops, headquarters for radio and TV merchandise, were promoting those items in their commercials—industrywise, if not by brand name.

Next in order were automotive and accessories, food and food products, apparel and footwear and household equipment and supplies. Remaining groups rated virtually the same as in the previous report. As in the case of radio equipmnet, many stores displayed miscellaneous automotive wares, while the 22 proper were either manufacturers or sales and representatives slumping for particular brands in their commercials.

Once again Philadelphia was by far the largest account center, with New York, Baltimore and Washington closely bunched in runnerup positions. New York was the greatest market for spot and network, while Philadelphia laid claim to the most local accounts. All 16 network advertisers were in the New York market again.

New TV Rate Cards Issued:

(As furnished Broadcasting Week of Aug. 9)

WMAR Baltimore

WMAR-TV Baltimore has issued Rate Card No. 2, effective Sept. 1, establishing $250 as the basic rate for a one hour program telecast one time on Channel 2 (54-60 mc).

The basic rate includes transmitter and film facilities, staff announcer’s services, recorded music as background for film commercials and applies to all film programs and programs and announcements relayed from other stations or by a network. It does not cover remotes or programs or announcements using live talent or those requiring extra production facilities.

Studio rate for all live-talent studio productions includes facilities used under basic rate in addition to full use of studio and camera facilities and necessary technical staff. Talent, art and construction work are reflected in the rate. The rate includes twice as much rehearsal time as air time that is booked. Studio rehearsal time in excess of this amount costs $60 per hour.

Table 3

<table>
<thead>
<tr>
<th>Market and Stations</th>
<th>Network Accounts</th>
<th>Spot Accounts</th>
<th>Local Accounts</th>
<th>Total Accounts</th>
<th>No. New Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore (2) — WSB-L TV WSB-TV...</td>
<td>15</td>
<td>18 28</td>
<td>61 9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston (1) — WBZ-TV...</td>
<td>11</td>
<td>6 5 22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buffalo (1) — WSBEN...</td>
<td>11</td>
<td>6 7 14</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Chicago (2) — WKBW WGN-TV...</td>
<td>0</td>
<td>31 6 37 11</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cleveland (1) — WJW-TV...</td>
<td>10</td>
<td>10 2 14 2</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cincinnati (1) — WCVS...</td>
<td>10</td>
<td>10 11 2</td>
<td></td>
<td></td>
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<tr>
<td>Detroit (1) — WWJ-TV...</td>
<td>2</td>
<td>15 7 24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles (2) — KTTL WTV...</td>
<td>0</td>
<td>23 16 39 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milwaukee (1) — WTMJ-TV...</td>
<td>2</td>
<td>15 10 27 9</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Minneapolis (1) — KSTP-TV...</td>
<td>2</td>
<td>5 2 8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Haven (1) — WNHC...</td>
<td>2</td>
<td>3 7 12</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>New York** (4) — WABD...</td>
<td>16</td>
<td>41 5 62</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WCBS-TV WNBST WPX...</td>
<td>15</td>
<td>32 32 79 14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia (3) — WCAU-TV...</td>
<td>15</td>
<td>32 32 79 14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richmond (1) — WTVR...</td>
<td>12</td>
<td>2 2 16 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schenectady (1) — WRGB...</td>
<td>12</td>
<td>5 2 19 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington, D. C. (3) WMAL-TV...</td>
<td>5</td>
<td>24 21 60 6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTALS...</td>
<td>106 246 153 505</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* not represented in last Rorabaugh report, ** includes station added since last report.
THERE'S A NEW BLOSSOM ON PEACHTREE STREET! A sky-brushing tower, topped by a barely-visible TV antenna—a brand-new transmitter and studio building—equipment installed and now being tested—a program department literally on their toes—all says just one thing:

**WSB-TV is on schedule!**

This month experimental programming (s.t.a.) begins. When you tear September off your calendar, the Atlanta market will have tasted the marvel of television.

Opportunity is looking right down your throat. Get in on the ground floor. Any Petry office has the dope.

**WSB-TV - "THE EYES OF THE SOUTH" ON PEACHTREE STREET**

A radio operation of The Atlanta Journal

represented nationally by Edward Petry & Co., Inc.
First for the entire nation in per capita drug sales, Greater Miami last year topped the national average by 152% in this key classification, by 44% in general merchandise, and by 52% in total sales, reaching new highs in all indices by which markets are measured.

Yes, Greater Miami is a great buying market. Last year over $500,000,000 was spent on products of all types and classes. And Miami is a market that can be reached, effectively and economically, with WQAM - Miami's First Station - whose clear signal blankets all of Greater Miami, and covers an additional 15 of its "trade-area" counties.
FALL BUSINESS

INCREASED USE of spot (non-network) time this fall is anticipated by advertising agency executives and timebuyers, but agency men generally are uncertain—or at least reticent to express an opinion—about how their fall purchases of network time will compare with those of a year ago. Estimates of increased use of spots were high.

These were among the facts brought out in the fifth questionnaire in the poll of advertising agencies (15th in the BROADCASTING TRENDS series) conducted for BROADCASTING Magazine by Audience Surveys Inc. The questionnaire, sent to a cross-section* of agency executives and timebuyers early in July, asked the panel members about their plans for use of radio in the fall.

Specific questions put to the agency men were these:

(1) How will time purchases this fall compare with last year?
(2) How will spot do in relation to network, and how will expenditures be split between programs and announcements?
(3) What sorts of accounts will be using radio for the first time?
(4) What proportion of radio expenditures will be spent on FM and TV, and how does this compare with last year?
(5) In what way will the TV budget be spent?
(6) Will the new NAB code affect radio time purchases?
(7) How will agency use of certain types of programs compare with last year?

Some of these questions were asked in a poll of advertising agencies.

Spot to Be Up, ‘Trends’ Survey Shows

As far as you can now judge, will your radio time purchases for your clients be more, the same, or less this fall than last? (See Chart I.)

Early results of this fall’s survey point to a 38% increase in spot non-network time for this year.

As far as the survey shows, the business for spot non-network time for this year will exceed last year in almost every area covered.

Agency executives were uncertain or reticent, as they were last year, about their fall purchases of network time. Almost half of them (47%) did not answer the question, and another 8% said they could not guess; 18% of the panel plan to buy more network time, 7% will buy less, and 31% will spend about the same as they did last year. This is a slight improvement over last year’s forecasts of buying network time.

The survey indicated a majority of agencies plan increased use of spot (non-network) time. Over half (54%) of the panel members plan to buy more non-network time this year than last—12% will spend less this year, and 22% expect to spend about the same. The increased use of spot was somewhat more than that anticipated by agency executives about the same time last year.

As now set up, approximately what portion of your fall non-network expenditures will be for programs and how much will be for announcements? (See Chart II.)

In apportioning their fall spot budgets, 38% of the agencies expect to spend more money on programs than on announcements, while 58% will concentrate more heavily on announcements.

One out of six agencies will use announcements exclusively, but only one of 20 will buy programs only.

In last year’s survey the results were quite similar, with two notable exceptions—only 1% planned to buy announcements exclusively, (Continued on page 70)

TV-AM STUDY

Proposed at Chicago Meeting

TWENTY-TWO representatives of the nation’s leading television stations and networks, meeting in Chicago’s Palmer House Wednesday at the call of NAB President Justin Miller, adopted a resolution calling for a joint study of problems of the “sound broadcasting and television industries” looking toward “cooperative less, and 17% expect to spend about the same.

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COMMERCIAL USE Sought

Hooper Top 20 Stations in U. S.
Morning, Afternoon and Evening in Cities Covered by Hooper Listening Index

The top 20 stations, with the best share of audience ratings in morning, afternoon and evening in cities where Hooper station listing indexes are published, will be a regular monthly feature of Broadcasting beginning this week.

The list of the leading 20 stations in each time category is published with the cooperation of C. E. Hooper Inc., whose city Hyperatings report service embraces the station listening indexes. Mr. Hooper, president of the regular top 20 reports would be issued to all cooperating stations.

The first such list to be made public covers May-June 1948. According to the computation, the stations out ranking all others in the nation are WFLA Tampa in the evening, WKY Oklahoma City in the afternoon and KOIL Omaha in the morning.

In second place by time category were WKY Oklahoma City in the evening, WOAI San Antonio in the afternoon and KRTN Des Moines in the morning.

In releasing to Broadcasting the top 20 stations, the Hooper firm pointed out that their standings were based on the city zone share of audience in each of the cities where the station listening indexes are published.

The ranking follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Station</th>
<th>Share of Audience</th>
<th>Location</th>
<th>By ( \text{FCC} )</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>KOIL</td>
<td>48.1</td>
<td>Pittsburgh, Pa.</td>
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<tr>
<td>2</td>
<td>WKY</td>
<td>40.3</td>
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<tr>
<td>3</td>
<td>WFLA</td>
<td>39.7</td>
<td></td>
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<td>4</td>
<td>WBN</td>
<td>39.7</td>
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<td>WBN</td>
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<tr>
<td>20</td>
<td>WBN</td>
<td>39.7</td>
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</tbody>
</table>

* Based on station carrying NBC programs.
WJZ-TV STARTS Elaborate Inaugural Program

WJZ-TV New York, ABC's first owned and operated television station and the sixth video outlet to begin operations in New York, opened for business last week amid much public fanfare as a second phase of the gayest Hollywood movie premiere.

Its inaugural program ran from 7 until 11:40 p.m. Aug. 10 and included everything from Beatrice Lillie, one of the world's great comediennes, to fragments left over from a recent Fifth Ave. parade.

Religious and business leaders participated in the opening ceremonies. More than 100 executives of ABC affiliated stations were invited and came to New York to see the show, and the network's sales department staged a debut party for scores of advertisers and agencies.

Early in the inaugural show ABC presented a "creed" which it plans to follow in its television broadcasting. The creed:

The American Broadcasting Co. is deeply aware of a high responsibility to the people in its approach to television. We are also deeply aware of a grave responsibility to ourselves. We state, therefore, that our desire is to bring into your home the kind of programs we would want in our homes. We believe television will become one of the great forces in the world, and for that reason we regard our role not only as a privilege, but also as a challenge.

Television imposes on us the profound obligation to use it with dignity, with skill, with honesty and care. We shall discharge that high obligation to the very best of our ability.

Edward J. Noble, chairman of the ABC board of directors and Mark Woods, the network's president, were televised in greetings to the WJZ-TV audience.

Grover A. Whalen, chairman of the mayor's committee for the reception of distinguished guests, appeared as special representative of New York's Mayor William O'Dwyer who was absent on official business.

At the conclusion of these opening talks, the cameras went to the streets of Rockefeller Plaza, outside the RCA Bldg. where ABC is housed, to pick up various elements of a parade which was a feature of New York's summer-long golden anniversary celebration.

Kiernan Describes Parade

The television parade included policemen dressed in uniforms of 50 years ago, carriages drawn by horses, some marching societies, bands, drum corps and fire fighting equipment. Walter Kiernan described the parade.

The program then returned to ABC studios. Following this Wayne Coy, FCC chairman, spoke from WJZ's television studio predicting that in two years from now he expect to see 400 stations either in operation or under construction. He added:

"We are and will continue to be years and years ahead of any other nation in the employment of this magical electronic instrument."

This was followed by a half-hour television presentation of Candide Microphone, an ABC source broadcasting feature, and a preview of several video features which will be on the station regularly. At 9 p.m. the show moved to the Palace Theatre, now a movie house but formerly one of the biggest vaudeville theatres in the city. The program was almost pure vaudeville, with performers doing their specialties in turn. Ray Bolger, famed dancer, was m.c.

Among the outstanding performers at the Palace were Mr. Bolger, who in addition to his duties as an introducer of the other acts, did a few numbers with Beatrice Lillie, star of the current Broadway hit, "Inside U. S. A."

James Barton, actor and one-time vaudevillian; Ella Logan, singer, Mary Bolger and Naldi, balloon dancers, Pat Rooney Sr., a vaudeville dancer and Paul Whiteman, ABC vice president and musical director, who led an orchestra in "Rhapsody in Blue."

Folk Dancing, Too

During an intermission at the Palace, the program returned to the ABC studios for half an hour of folk dancing by various national groups. This event had been originally scheduled for either Times Square or Duffy Square, but the police and fire departments did not approve.

Before the start of the Palace show at 9 p.m. the more than 100 station executives attended a buffet supper in the Hotel Astor. They then went to the Palace for the show. The several social events and agency representatives were feted at a buffet in the Waldorf-Astoria. A large crowd of press was fed in the Rainbow Room lounge atop the RCA Bldg. and they watched the entire evening's program on special receivers installed there.

Following its mammoth debut program, WJZ-TV, which operates on Channel 7, took up routine programming Aug. 11, the next day. The schedule for Aug. 11 was: 5:30-6 p.m., Cartoon Teletales; 7:15 News and Views; 7:15-7:30, Three About Town; 7:30-8, film; 8:30, Gay Nineties Review, and 8:30-9, film.

GIVEAWAY

MAJOR NETWORKS last week were putting the legal eagle eye on their giveaway programs to see how they stacked up against FCC's proposed anti-lottery regulations (BROADCASTING, Aug. 9), while private attorneys eyed the rules to decide how to advise their station, agency and other clients.

It was one long field day for the attorneys, most of whom agreed that the rules proposed by the Commission plainly seemed broader than those recently invoked by the Post Office Dept. with respect to lottery suspects.

Some private attorneys said they were prepared to advise clients that programs which select participants on the basis of skill—writers of the "best" letters on a given subject, for example—would pass muster under the proposed rules even though they obviously required "consideration" (as in answering the telephone, or listening to the program) and equally obviously handed out prizes.

Others contended that, though they may agree with the objective of FCC's proposal, the job is not for the Commission but for the Justice Dept. or Congress. They pointed out that the lottery law (Sec. 316, Communications Act) is not directed against stations alone, but also against "persons," over whom FCC has no jurisdiction.

Argue on Application

Further, they argued, lotteries are not a proper subject for regulation—the law, they noted, specifically provides for punishment by fine or imprisonment, but does not mention license revocation or denial of license renewal. They insisted FCC should either refer specific programs to the Justice Dept. for prosecution, or should take its proposed rules to Congress and ask that they be enacted.

The public, meanwhile, was letting the Commission know that for the most part it disagreed with the FCC, which will accept comments until Sept. 10. But it was obvious that all were giving close attention to the FCC's program. After reaching a decision as to the status of their own shows under the proposal, they would decide what position to take officially.

Most agreed, however, that any reasonable guide post for future application of federal laws against lotteries would be welcome. Herebefore, some network attorneys have been concerned about the legality of shows from the Post Office Dept. rather than from the

Legal Battle Brewing

(Continued on page 71)

August 16, 1948 • Page 23
the conclusion

DISTRICT

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The convention opened

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Third Series Starting Oct. 4

At Fort Worth, Tex.

MEETING dates for the third and

final series of NAB district con-

ventions were announced last week by C. E. Arney Jr., NAB secretary-

treasurer. The first series of meet-

ings, now in progress, will wind

up with the District 11 meet-

ing at Minneapolis, and the second series will

go under Sept. 8-9 at Yellow-

stone National Park for the 14th

District annual. The final series will

call for an extra day, Sept. 10,

to be devoted to discussion of local

problems.

The third series of three meet-

ings will start with the 13th Dis-

trict sessions Oct. 4-5 at the Black-

stone Hotel, Fort Worth, Tex. The

13th District embraces the entire

state of Texas.

The 8th District will follow Oct.

11-12 at the Buela Vista Hotel,

Biloxi, Miss. Conflict in hotel ac-

commodations caused the week's

lapse between this District meeting

and that of the 13th. The 6th Dis-

tRICT takes in Arkansas, Louisi-

siana, Mississippi and Tennessee.

Final district meeting of the year

will be that of the 8th District at

the Biltmore Hotel, Atlanta, Oct.

14-15. This district consists of

Alabama, Florida, Georgia and

Puerco.

NAB President Justin Miller

will speak at all the meetings, with

other NAB staff members also

taking part.

Senate Group Asks Study of "Incident"

STATE DEPARTMENT officials

last week were reportedly studying

a Senate committee request that

steps be taken to prevent rep-

etition of international "incidents"

such as that created when the

Argentine government confiscated

and published private dispatches
to BROADCASTING.

The Senate Interstate and For-

eign Commerce Committee ini-

tiated the request [BROADCASTING, Aug. 2, 9] after private mail from Cor-

respondent Herbert M. Clark was

intercepted and published in

Madam Peron's Democracia with

accompanying charges that he and

certain members of the Inter-

American Broadcasters Assn. were

engaged in an international plot

against Argentina. Mr. Clark's dis-

patch had described the angry dis-

position of the IABA toward Ar-

gentina's alleged absence of radio

freedom of speech.

U. S. Ambassador James Bruce,

who has returned from Argentina,

could not be reached for a state-

ment last week but associates

acknowledged that he was con-

cerned with the incident. The dip-

lomat reportedly protested the mail

pilfering to Argentine Foreign

Minister Bramuglia and sought

police protection for Mr. Clark.

Caley Re-elected Director

CHARLES C. CALEY of WMBD

Peoria was re-elected director of

NAB's Illinois and Southern

Wisconsin districts Thursday at

the conclusion of the "slowest

moving" first-day in the history

of Ninth District conventions.

With only 25 delegates on hand

to receive the election result, Mr.

Caley threatened "this will be the

last district convention held in

Chicago if I have my way."

"It is my hope that your district

meetings for the next two years

will be in some smaller city where

we can keep track of the delegates

and show proper respect for the

Washington staff that has traveled

across the country to tell us NAB's

stories," he declared.

The convention opened with a

program clinic featuring an ad-

dress by Harold Fair, director of

the NAB Program Dept., who is

one of the group of NAB staff

men, headed by President Justin

Miller, making a summer tour of

all districts. A discussion of "Music

Matters" followed with Don Petty,

NAB general counsel, answering

questions about infringement dif-

 culties with ASCAP and SESAC.

Neither Mr. Fair nor Mr. Petty

could take the delegates out of

their lethargy.

After Carl Haverlin, president

of BMI, had brought the conven-

tion abreast of that organization's

work, Leslie Johnson of WHBF

Rock Island, Ill., suggested that

BROADCASTING's editorial of Aug.

2, titled "Something Fishy," be

read to the meeting and referred

to the resolutions committee.

The reference was made by unanimous
vote and Mr. Haverlin, producing
the editorial from a briefcase, read it to the delegates.

"This piece from BROADCASTING's editorial

tells a music story better than it

ever has been told before. Every

broadcaster in the country should read it," said Mr. Johnson, a

former Ninth District director.

Miller Talk

Judge Miller, speaking at the

noon luncheon, asked that NAB's

board be trusted to "hold its own" in

Washington.

"We know the extent to which

the government's steamroller runs

over the man who doesn't stand up

and assert his rights," he said.

"And we know how to disturb the

equilibrium of certain officials

and when to do it."

He called for NAB members to

work as a team and put in plenty

of skull practice.

"We won't keep such rights and

privileges as we now enjoy unless

we fight for them," he declared.

Asserting that "television comes

very close to all of us," Judge

Miller said NAB's board is "care-

fully considering whether to have

a special TV district."

"If there are unusual

opportunities for television

in the wide open places,

however, I'm not advocating that

you enter it, for I am not a gam-

bler," he added with a grin.

In an afternoon session, devoted to

a discussion of problems of

coverage and measurement, Hugh

Feltia, BMI president, introduced

several agency men and sponsors

who endorsed the Bureau.

Hal Rorke of J. Walter Thompson,

said that as far as his agency is

concerned "independent research

is suspect and BMI must be

considered to be the standard of

measurement."

Robert F. Elrick, manager of the

Market Research Department of

Pepsodent, revealed that when the

question came up recently in the

advertising department of his com-

pany, he decided which stations

should be included in a campaign,

"in three instances stations were

not even considered because they

had made no progress."

"Many of our plans are cooked up

in a hurry. Selection of stations

is just one of many things we

have to do. And probably like

most of you, we take the easiest

way out," he said. "That means we

just naturally gravitate to selecting

BMI stations."

Top Photo: When District 2 of NAB held its meetings in Rochester, N. Y., on Aug. 5, delegates took a tour of WHAM's new million-dollar Rochester Radio City. Shown seated in the deluxe lounge are (1 to r.): William Fay, WHAM general manager; Judge Justin Miller, president of NAB; Dr. Roy H. Mansan, president of ASCAP; Carleton Cottrell, president of BMI; and Michael Hannon, WHCU-Ithaca, N. Y., District 2 chairman.

Middle Photo: Listening attentively as Michael R. Hanna (seated, second from r.), of WHCU-Ithaca and NAB District 2 director, spins a tall one are eight other New York state broadcasters. Group includes: Seated, 1 to r. — G. Emerson Markham, WGY Schenectady; M. R. Forman, WGOA Geneva; Charles F. Phillips, WFBL Syracuse; Mr. Hanna, and Eugene S. Thomas, WOR New York, standing, 1 to r. — Sam Townsend, WABC, Gannan Wiig, WHNE; Jack Kennedy, WHAM, and William B. Maillefert, WVET, all of Rochester. The four representatives of Rochester stations were hosts at a cocktail party given at the Rochester Club for NAB District 2.

Fight for Ads Urged

By BILL THOMPSON

A STINGING REBUKE to his fellow broadcasters for permitting millions of dollars in advertising appropriations to go to printed media "unchallenged" was delivered by Eugene Carr, director of WHBC Canton, Ohio, and the Brush-Moore stations, at the NAB District 7 and 8 convention early last week at French Lick, Ind.

In a question-and-answer period following an address by Hugh M. P. Higgins, assistant director of NAB's Broadcast Advertising Department, Mr. Carr mounted the rostrum to cite Montgomery Ward and Co.'s recent allocation of large sums to black-and-white as a "very serious loss for radio."

"If we had challenged Montgomery Ward, we would have no cause for complaint," he said. "But we didn't even put up a fight."

Mr. Carr reminded the 148 delegates—from Ohio, Kentucky, Indiana, and Michigan—that the bureau of advertising of the American Newspaper Publishers Assn. spent a million dollars last year to promote printed media. Seven of the bureau's personnel worked on national advertising alone.

Revealing that ANPA recently flew a promotional group from New York to San Francisco to make an all-day presentation on behalf of a new account, Mr. Carr asked:

"Why don't we give our association funds to match such a sales effort?"

He strongly supported NAB's plan to produce an "all-radio film presentation" after Mr. Higgins had given details of the production. Mr. Higgins prefaced his speech with the warning that black-and-white is waging a "rugged anti-radio selling campaign."

"It's in a bitter fight," he declared. "We may—as well face the fact that stations are getting a smaller piece of the advertising budget." Advertisers will forget about radio and return to the traditional printed page if we let them."

Gilmore Nunn, of the Nunn stations, who presided at all meetings, referred to the remarks of both Mr. Carr and Mr. Higgins as "firing words."

"Radio has only three fiddlers on the stage, while the newspapers and magazines are playing to advertisers of a 150-piece ensemble," he said.

In a luncheon address, NAB President Justin Miller urged that station men "stand together because there are those who would like to divide and conquer us." He urged station owners to assume a professional attitude in their communities "like doctors and lawyers" and to "stand up and speak with courage."

Judge Miller advised against trusting FCC on the Port Huron case, recalling that the Commission "has been on three sides of this question already."

"In political broadcasts, your greatest danger of libel charges is on the state level," he asserted.

The NAB president deplored the widespread talk about scarcity of frequencies, declaring that: "If there appears to be a scarcity, it is only because of government ineficiency."

Judge Miller said his guess on the Mayflower decision is "relaxation of enforcement—with definite removal of 'heat' against those stations now editorializing."

BMB imported two speakers to endorse its work—Herbert S. Thompson, advertising manager of Miles Laboratories (Alka-Seltzer), and Mary Dunlavey, radio time-buyer for Pedlar and Ryan agency, New York. Mr. Thompson, who has been Miles' advertising manager for 28 years, predicted radio "soon will be a buyers' market."

Miss Dunlavey declared that one of the occupational hazards of timebuying is making estimates for non-subscribers to BMB.

"We shouldn't do it, but we all do," she said, "and often our estimates are too conservative."

Speaking on "Television—the Blue Chip Decision," Charles A. Batson, NAB director of information, estimated $370,000 as the average sum required to enter the video field. E. Y. Flanagan, vice president of Fort Industry's WSPD Toledo, who has had practical TV experience, said this figure should include $3,000 monthly for tube losses, such as the Toledo operation has sustained.

Resolutions

The convention unanimously adopted the following resolutions:

1. Commending Judge Miller for his militant stand on "freedom of radio," and pledging support to his leadership by urging district members to determine the position of candidates for high public office in respect to the subject of freedom of radio.

2. Endorsing the All-Radio Presentation proposed by NAB and recommending active participation by all stations.

3. Requesting the Census Bureau to include AM, FM and TV set ownership questions in the 1950 census.

4. Supporting the encouragement of voluntary compliance with Standards of Practice.

5. Expressing appreciation to the State of Indiana for establishing a radio center at its state fair.

6. Commending transcription companies for attempts to bring about a solution of industry-wide music problems.

7. Recommending that district members take steps to assure appropriate use of the music of BMI.

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THREE DAYS OF experimental intra-store television arranged with the cooperation of WOC Davenport and RCA, have proved a "tremendous commercial success" for the M. L. Parker Co., Davenport department store.

Parker's is one of Davenport's leading department stores, and has been a long time client of WOC— with excellent results, Buryl Lottridge, WOC vice president, reported. The experimental department store station was instrumental in presenting the commercial possibilities of this showing to R. V. Boom, advertising director and sales promotion manager of Parker's, who contracted with RCA for the three day intra-store video demonstration called "Backstage with Television."

Mr. Lottridge took an active part in the preparation of scripts and programs before the RCA team arrived and worked as a cameraman and floor director during the demonstration. It was estimated by Mr. Boom that over 15,000 people saw all or part of the television program from the studio or from one of the 25 sets placed on the seven selling floors of the store. "The entire was a tremendous commercial success for the store," Mr. Boom said.

In his evaluation of the demonstration, Mr. Boom continued:

Parker's test demonstration of television proved rather conclusively to us that television offers a potent medium for department store sales promotion. We were in a position during the demonstration to follow television through from start to actual presentation, and to accurately analyze sales results and customer reaction.

Although an increase in sales was noted in all departments, those departm ent showing the greatest increase were those that actively participated in the show. At a direct result of our 15 minute millinery style show, hat sales jumped to a new July high. This was rather unusual as the millinery shows were expensive ($25 to $30) hat by Millinery Exchange, Howard Ridge, Francis Adams and other famous designers. Many of the hat models who were won over to the millinery show at telatimes located opposite our departments were confirmed to the hat department to try on the hats themselves. We know of one instance, during the first day's show, when a hat was purchased while the show was still in progress.

As a result of our hat sales show presented by Dermot of London and WOC executives practice camera technique on singer Joyce Foster, Behind the cameras are (1 to r) George Moisan, account executive; Mr. Lottridge, and L. O. Fitzgibbons, commercial manager. WOC staff are manning the booth.

Mr. Lottridge (1) checks the script and merchandise for the millinery show with Mr. Boom and his assistant, Joay Uken.
TV COUNT

REFLECTING the no longer disputed limitations of television's current share of the spectrum, an unofficial survey of FCC's video workload last week showed 185 applications—more than 60% of all pending—are either in hearing or awaiting hearing.

Except in rare instances they are in hearing for only one reason—not enough channels to meet the demand. Not all of those which will eventually go to hearing have yet been designated.

The survey produced a state-by-state list, based on FCC's records, which reports construction permits outstanding for 111 stations, of which 23 are on the air, plus seven stations operating under regular licenses. Another station is on the air under temporary authorization, operating commercially but using an experimental unit until FCC acts on the license's commercial application (Don Lee's WEXAO Los Angeles).

The records also showed 801 pending applications, of which 185 were in hearing in addition to six construction permit involved in hearing.

Following is the list compiled from FCC records, showing the status as of Aug. 12. "CP" indicates that a construction permit has been issued; those marked "O" are operating under special temporary authorization and those indicated by "L" are operating under licenses. "A-H" denotes application; "A" indicates application; "A-H" application in hearing. Use of the phrase "A-H" means more than one city is in the metropolitan district involved.

PARAMOUNT SETS UP NEW FILM RATE CARD
PARAMOUNT Pictures Inc., which first previewed its program transcriptions last December, last week issued a new rate card for its 16mm and 35mm transcriptions.

The new card established the following charges for total use in any one day: First 10 minutes at $20 per minute (or $200 for 10 minutes); next 5 minutes at $10 per minute (or $200 for 15 minutes); next 15 minutes at $8.33 per minute (or $375 for 30 minutes); next 15 minutes at $7.67 per minute (or $475 for 45 minutes), and $7.14 per minute (or $550 for 60 minutes).

Recordings are completed in six seconds following the programs.

Release Print Prices

Quotations on 16mm Prints
1 to 9 prints 10 or more
10 min. $18.00 each $10.80
15 min. 27.00 21.60
30 min. 54.00 43.20
45 min. 81.00 64.80
60 min. 108.00 86.40

Quotations on 35mm Prints
1 to 9 prints 10 or more
10 min. $45.00 each $27.00
15 min. 67.50 40.50
30 min. 101.25 60.75
45 min. 135.00 81.00
60 min. 180.00 108.00
75 min. 225.00 135.00
90 min. 270.00 162.00

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

LUCKIES' GRID SLATE ON TV COSTS $750,000
AMERICAN TOBACCO Co. (Lucky Strikes), pioneer television sportscaster, will spend nearly three quarters of a million dollar on its football schedule this fall, it is estimated.


Some of the college teams already set for this fall are Harvard, Yale, Army, Navy, Princeton, Northwestern, and the U. of Illinois.

Dairy in Capital Drops AM Show; Will Try Video
THOMPSON'S DAIRY, Washington, after approximately 14 years of sponsorship dropped its David Wills news program Aug. 14. The program was heard Mon.-Sat., 7:45-8 a.m., on WMAL Washington. Lewis Edwin Ryan, Washington agency for Thompson's, said the dairy's radio appropriation will be channelled into a television program and to other Washington area AM stations, mostly suburban.

Mr. Ryan stated that due to the rapid growth of the Capital's suburban area, and as the result of a successful test campaign on nearby Virginia stations, a more diversified schedule had been planned.

Television program for Thompson's starts tonight. (Aug. 16) on WMAL-TV Washington. 7-11 p.m. The weekly show will feature Dick Mansfield and Jeannie Warner.
CBS NAMES GROSSMAN TO OPERATIONS POST

Appointment of Henry Grossman as CBS director of broadcast operations, including television, AM and FM technical operations, was announced today (Aug. 16) by James M. Seward, network vice president in charge of operations.

Mr. Grossman, who joined CBS in 1930, has been director of technical and building operations for the network since last January. In his new post, which is newly created, he also becomes Mr. Seward's associate in the supervision of the copyright, construction, mail and file, purchasing, and traffic departments of the network.

Mr. Grossman began his radio career in 1926 on the engineering staff of KYW, then a Chicago station but now in Philadelphia. Subsequently he was chief engineer of WGHF Detroit (now WXYZ) and of WSFD Toledo. He came to CBS as chief audio engineer, and a year later was appointed Eastern division manager. In 1942 he was promoted to CBS technical director and in 1947 became assistant director of operations for the network.

Status Review Prescribed

48% of the cases; salary plus bonus on profits, 33%; salary plus commission, 5%; salary plus override, 4%

In medium stations, main methods are salary, 55%; salary plus bonus on profits, 30%; salary plus override, 2%; salary, commission and bonus on profits, 2%

Sales incentive programs enable many small station sales managers to earn incomes equal to the salaries paid on some of the larger stations. The study shows. With competition becoming more serious, more stations are likely to give managers a share in sales revenue, it is anticipated. Executive incentives being entirely compatible with the personal part taken by managers in sales, program and technical activities.

The salesmen at many stations in what important individual in the "average story" of the operations through their sponsor contacts and community activities, Mr. Doherty notes. For salesmen doing a genuinely "hot" job, he adds, some form of reward is desirable.

Wage Incentive Weighed

Straight commission often tends to keep salesmen working on "the most desirable placement," the study shows. Instead of cultivating new accounts, Lack of assured income often leads to employ relations problems.

Straight salary often doesn't give salesmen a share in the fruits of their production, the study observes. "Lasting success may be achieved from a wage incentive program only when it is founded on a genuine balance of fairness and merit to both salesmen and management," it is emphasized.

Sales managers must be careful to avoid unbalanced distribution of funds among salesmen and not take partial customers, according to the analysis. Furthermore, "It is illogical to assume that a firm gets the best results from salesmen by keeping them in a state of fear and worry over loss of job. Readiness in income and sense of job security are conducive to sound employ-employer relations."

In most cases it is desirable for the sales manager to get an over-ride from the commissions of salesmen - a bonus based on sales results. The sales manager should have a higher income than the men under him, the analysis stresses.

Too few stations have given sufficient attention to the idea of commission for different types of sales-time, talent, retail, general, marginal time, etc. And as a result salesmen merely sell spots insted of building specific programs for sale to sponsors. That's where commission incentives can bring in sponsors for marginal time, it is pointed out.

In some stations were found to pay a commission to the salesman who made the original sale after the account has been assigned to another salesman. Moreover, few salesmen are responsible for determining the credit status of their accounts and therefore should give valuable information to the station management. At many small stations the salesman not only sells an account but collects the payments for these accounts. At larger stations salesmen limit themselves more and more to selling and servicing the account.

Hold Sales Meeting

Importance of regular sales meetings is pointed out in the study along with the observation that far too few sales managers to submit written reports.

Other points: The unsold account is always a potential customer; sometimes it is well to rehash account among salesmen; often there is a too-low volume of sales revenue for the size of the sales staff; discrepancies in income of members of local sales corps are disturbing factor; relation of salesmen to other members of the sales staff should be studied; salesmen in some cases lagging behind programs accidentally in the past few years; unless management faces sales compensation problems, some salesmen will turn up as subordinates as did foremen.

GALLUP AND ROBINSON FORMING SURVEY FIRM

Formation of a new firm, Gallup and Robinson, to specialize in the measurement of the effectiveness of advertising, was announced last Thursday by Dr. George Gallup, director of Gallup Poll, and Dr. Claude Robinson, president of Opinion Research Corp. Both Messrs. Gallup and Robinson will continue in their present organizations, the new firm being the only jointly directed enterprise and operating separately from the other organizations.

Object of the new firm is to furnish "an objective appraisal of advertising effectiveness. Chief tools to be used, Dr. Gallup explained, will be the "Impact" methods which measure penetration of sales messages with prospective customers. A recent survey of radio advertising "impact," he said, has three aims: (1) prove listemanship; (2) to prove "registration," i.e. that the advertising message reached the prospective customers; (3) and to show whether or not the commercials are being heard by prospective customers.

Policy of the new company will be to work exclusively for one client in a given product field. The survey is intended for large, national advertisers and will not be done on a recurrent, regular basis.

Ralph Hagen and George Cole, formerly with Opinion Research Corp., will join the new firm, which will have offices in Palmer Square, Princeton, N. J.
ABC Nets $850,000 First Half of '48
Network and Subsidiaries Clear $520,000 After Taxes
ABC Inc. and subsidiaries last week reported a net income of $850,000 for the first half of 1948, with $520,000 after federal income taxes. The sum was equivalent to 50 cents a share on 1,689,017 shares of $1 par common stock.
Net income for the same period last year was $890,000, or 53 cents a share on the same basis. Gross income from the sale of facilities, talent, lines, etc. was $28,286,574 for the first six months of 1948, as compared to $25,540,826 for the same period in 1947.

Columbia Grid Games On TV; L&M Is Sponsor
LIGGETT & MYERS (Chesterfield cigarettes) will sponsor telecasts of the Columbia U. football games this season on WCBS-TV New York, and possibly the entire CBS television network, the firm's advertising agency said last week. Newell-Emmett, New York, represents L&M.

At least six home games are included in the schedule, and plans are under consideration to telecast the two out-of-town games. L&M sponsorship of the AM broadcasts in WINS New York was announced last night in BROADCASTING, Aug. 9.

Stations Are to Handle All CBS Co-op Sales
SALES of CBS cooperative shows henceforth will be handled by the stations themselves rather than by the network, it was disclosed last week.
The CBS co-op sales division will devote most of its time to sales promotion and will do no direct selling, according to Kelly Smith, CBS director of station administration. Ralph Hatcher, who has resigned as director of CBS co-op sales, will not be replaced, Mr. Smith said.

Salvation Army Series Offered for Local Use
SALVATION ARMY'S national headquarters has announced the release of a series of 13 "inspirational" recordings for local use by radio stations.
The discs, which are titled Adventures in Faith, are 15-minute open-enders designed to be opened and closed with live announcements by local officers of the Salvation Army. Topics covered include aid for veterans, problems of alcoholics, and others of a more general nature. The American Federation of Musicians and the American Federation of Radio Artists cooperated in producing the series.

Stations interested are asked to contact Salvation Army officials in their city.
200 Million Receiving Tubes Sold in 6 Months

DURING the first half of 1948 more than 200 million radio receiving tubes were sold by member-companies of the Radio Manufacturers Assn., according to an RMA report issued last Friday. Sales in June rose slightly over those in May but were under sales of the preceding four months.

Total half year sales were 100,005,963, while June sales reached 15,114,572. The half year sales were divided as follows: 72,564,504 for new sets, 20,280,779 for replacements, 6,644,749 for export, and 53,674,114 for government agencies.

Iowa AP Group

IOWA station representatives will convene for an Iowa Associated Press group organizational meeting Sept. 24 at Cedar Rapids, with WMT and KCGR as host stations. L. P. Yale, AP state bureau chief, will conduct the day-long session.

The next day the school of journalism at the U. of Iowa will entertain the expected 60 persons at the Iowa-Marquette football game at the school stadium.

PHONENEWS

A DASH of cold water was splattered on Zenith Radio Corp.'s Phonenev promotion last week by the American Telephone & Telegraph Co., in a letter designed to "correct the public" on its phonenev.-

The telephone company wrote president, that the Bell System companies do not consider it "appropriate" for them to sponsor or undertake Phonenev" on their own initiative and that actually, despite reports to the contrary, "there are good reasons why the Bell companies would probably not find it practicable to do more than provide circuits to any prospective customers desiring such facilities."

The letter accused that AT&T had offered in June "to conduct tests over telephone company lines when your development reached the stage to make this desirable."

The letter added: "While one of our people viewed a preliminary model of Phonenev, which had not been advised that your development has been completed."

20TEN years in radio were celebrated during a special broadcast last week by Vic Diehm (l), general manager of WZLJ-Hustler, Pe. Mr. Diehm is shown with his first radio boss, Roy Gaul, manager of WRAW Reading, Pa.

FMA CONCLAVE

SELECTION of six committees to assist Marion Claire, chairman of the FM Assn's second annual convention to be held Sept. 27-28-29 in Chicago, was announced last week by FMA president Everett L. Dillard and

Nominating Group Selected by FMA

A NOMINATING committee to select candidates for six vacancies on the FM Assn board of directors was announced today (Aug. 16) by Everett L. Dillard, FMA president. Election will take place at FMA's second annual convention, 27-28-29.

Named to the nominating committee were Matthew H. Bonebrake, vice president and general manager, KOCY-FM Oklahoma City; chairman; Gaines Kelley, general manager, WMFY Greensboro, N. C.; Ben Strouse, vice president and general manager, WMFY-WF Washington, D. C.; Robert M. Beer, co-owner, WATG Ashland, Ohio; Thomas B. Tighe, manager, WJKB Asbury Park, N. J.; C. O. Lown, Associated Press bureau chief, and John F. Kern, Chicago, chairman.

Five candidates will run for three-year terms to succeed five retiring members with the convention. The sixth will fill the unexpired term of W. R. David, again named. Mr. David had been selected for a three-year term as a representative of the American Telephone & Telegraph Co., but he is now a vice president of WPTR Albany, N. Y. He resigned last week. His successor will serve until the third annual convention in September 1946.

Directors whose terms expire with the second annual convention are:


ABC Communism Show Wins Grocers' Applause

ABC COMMENTATOR Jack Beall and the network last week received the plaudits of the National Assn. of Retail Grocers for Mr. Beall's 16-minute program on Communism broadcast at 6:45 p.m. Saturday.

In a resolution adopted at their convention, the 400,000 independent food merchants highly commended ABC for what it termed an "outstanding public service." The program was described as "the only network program which consistently, systematically, and exclusively concerns itself with the Communist threat to this country and the world."

(Continued on page 86)

FCC and Industry Study Radiations

Tighter Transmit Standards May Result From Meeting

RECOMMENDATIONS for stricter suppression standards for transmitters in the broadcast as well as nonbroadcast field probably will be developed by FCC as an outgrowth of an informal FCC-industry study conference held last Tuesday to study the problem of interference caused by spuriously radiated.

Supplementary harmonic radiations are a bugaboo to television in particular and also to FM. The conference, of an exploratory nature, was attended by some 70 industry and government representatives, mostly from manufacturers of mobile equipment, who were asked by the Commission to make available any material they might have which deals with the suppression problem.

It was brought out that re-estimating the reliefs in transmitters contribute to the interference problem but it was thought unlikely that FCC's recommendations—when they come—will apply to the television field, but the Commission's authority in this field is admittedly in doubt.

ARRL Channel 2 View

During the course of the discussions George Grammer of the American Radio Relay League reiterated his argument that Television, the hyphen, should be a separate field, and that there is more interference from harmonics from one to the other. In the 27 mc area, there have been deleted rather than Channel 2.

John A. Willoughby, FCC's acting chief engineer, was in charge of the conference, assisted by members of the engineering staff, headed by W. Allen, Jr., chief of the Technical Information Division; Curtis B. Plummer, chief of the Television Broadcast Division; W. Allen Jr., chief of the Public Safety & Special Services Division; Edward W. Chapin, chief of the Laboratory Division.

A Hyphen Triumphs!

THE HYPHEN has finally been promoted from the obscure ranks of mere punctuation marks to a position of prominence—at least in Cincinnati. It achieved recognition last week by the Crosley Broadcasting Corp.'s Cincinnati video station changed its call letters from WLWT to WLTW. In its important role, the hyphen preserves the distinctive identity of WLW in the call letters, indicates WLTW's association with the AM outlet, and identifies the outlet, with a single term, television, by isolating the "T" from the preceding letters.

Page 30 • August 16, 1948
How to cool off

Polar bears have one method. They just dive into the pool and take a swim.

Time-buyers who are hot and bothered about a sales problem in the rich Baltimore market have an equally efficient way to cool off. They just buy W-I-T-H, the BIG independent with the BIG audience. This will positively solve the problem.

Yes, sir! It's as simple as that! You see, 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 trading area.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time-buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.
UNION TIEF

(Story on WJZ-TV Inaugural on page 23)

AN ORDER restraining the International Alliance of Theatrical Stage Employees from interfering with operations of WJZ-TV New York was extended to Aug. 31 by Judge Samuel H. Kaufman of the U. S. District Court of New York last week.

The original order had been issued Aug. 9 at the request of the NLRB in the form of an injunction to obviate the possibility of interference with the WJZ-TV opening the following night by a jurisdictional dispute between the IATSE and the National Assn. of Broadcasting Engineers and Technicians (NABET). It would have expired last Saturday after a five-day period.

In granting the extension, purpose of which is to give IATSE attorneys more time to "show cause" why the injunction should not be made permanent, the court noted that it was ordered "without prejudice to either party."

Differences Claimed

The crux of the dispute, according to ABC President Mark Woods was this: IATSE asked 50% jurisdiction over the video cameras at the opening. ABC's contract with NABET gives the latter union jurisdiction over all technical equipment, including all of the television cameras.

After issuance of the original temporary injunction against the IATSE, the union's president, Richard F. Walsh, bitterly questioned the legality of the move in a statement issued in Cleveland, where the union's executive board was meeting.

"If necessary—and I don't think it will be, because we will get ready before that—we will take this matter to the Supreme Court of the United States," Mr. Walsh declared.

The union president criticized the NLRB for not consulting with the IATSE to ask its version of the dispute before obtaining an injunction. "The board would have found," Mr. Walsh said, "that a very satisfactory and peaceful arrangement of a similar kind was made between the International Brotherhood of Electrical Workers and the IATSE when CBS arranged for the televising of the stage play 'Mr. Roberts,' on Broadway. The board would have been informed that ABC offered to pay our members stand-by time in violation of the law, and that we refused to make that arrangement because we have always opposed stand-by compensation."

NLRB Criticized

And he added: "The injunction in this case was based on statements of one side only—presented by the ABC and an unaffiliated group called the National Assn. of Broadcasting Engineers and Technicians. It was issued without notice to the IATSE, and without a hearing accorded to the IATSE."

Mr. Woods said the court's granting of a restraining order against the union was "... recognition by the court that ABC was about to be the innocent victim of a jurisdictional dispute. The American Broadcasting Co. appealed to the NLRB only after exhausting every resource at our command."

Heck Is Production Head

For NBC's Central Div.

HOMER HECK, NBC Chicago production director for the past six years, begins work today as production manager, replacing Jules Herbuveaux, now manager of NBC's Chicago television operation.

He joined NBC in 1942 in Chicago as production director, directing The World's Great Novels, Tales of the Foreign Service and other NBC University of the Air features. Mr. Heck is an instructor at the annual NBC-Northwestern U. Summer Radio Institute.

Keeping up with WCBS

(New York's #1 Station)

Always alert to the unusual in entertainment, Bill Leonard recently brought his THIS IS NEW YORK listeners to Lake Mahopac, N. Y., for the on-location shooting of Twentieth Century Fox's "Letter to Three Wives." Highlight of his program was a tape-recorded interview with Linda Darnell and Director Joseph Manckiewicz who proffered unrehearsed, spontaneous opinions on the delights and dilemmas of picture making. Leonard's enterprise in story coverage constantly provides fans with an open sesame to the more intimate worlds of theater, art, and fiction, and places his program on New Yorkers' preferred list. THIS IS NEW YORK is a WCBS production, and another reason why WCBS (represented by Radio Sales) is the #1 Station in America's #1 Market.
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB</td>
<td>NBC</td>
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<tr>
<td>Beaumont</td>
<td>KFDM</td>
<td>ABC</td>
</tr>
<tr>
<td>Boise</td>
<td>KDSH</td>
<td>CBS</td>
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<td>Buffalo</td>
<td>WGR</td>
<td>CBS</td>
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<td>Charleston, S. C.</td>
<td>WCSC</td>
<td>CBS</td>
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<td>NBC</td>
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<td>KRTS</td>
<td>NBC</td>
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<td>WDBJ</td>
<td>CBS</td>
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<td>San Diego</td>
<td>KSDJ</td>
<td>CBS</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSD</td>
<td>NBC</td>
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<td>Terre Haute</td>
<td>WTHI</td>
<td>ABC</td>
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**Television**

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</thead>
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</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV</td>
</tr>
<tr>
<td>New York</td>
<td>WPIX</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSD-TV</td>
</tr>
</tbody>
</table>
How do you engage your salesmen—by “basic groups” and “supplementary groups”, a dozen or a hundred at a time? And then how do you train them to sell—with one “personality” and one sales appeal, regardless of local preferences or potentials?

Spot radio (Bull’s-Eye Radio) is a salesman who can go into any market or markets in the nation—when and where you wish—and can then “work” those markets as required by the individual problems encountered.

Bull’s-Eye Radio is market-planned radio. It can be used alone, or to reinforce network radio, national magazines, newspapers, farm papers or outdoor. For sixteen years, F & P has devoted itself to Bull’s-Eye Radio exclusively. We know most of its opportunities, most of its pitfalls, and would be as happy to tell you about the one as the other. Would you like to discuss it with us?
ANOTHER video “first”—the telecasting of a documentary—is slated for presentation this fall when ABC will offer comprehensive examination of the European Recovery Program. Announcement of the forthcoming production, titled The Marshall Plan—a First Report, was made in New York last week by Robert Saudek, vice president in charge of public affairs for ABC.

Scheduled for production on three continents—Europe, North and South America—the documentary will combine live production and specially prepared films made with the assistance of the International Film Institute. Each portion is being filmed in 16 countries.

The documentary will point up the full implications of ERP, illustrating political, social and economic backgrounds and surveying the actual needs and resources of the Economic Cooperation Administration countries.

The ERP report is ABC’s seventh such radio document produced by its public affairs department over the past two years, most recent of which was Communism—U. S., Brand, aired last Monday.

KYW Workshop Includes Television Discussions

ROLE OF RADIO in world affairs and the place of television in modern broadcasting were subjects of new courses in the sixth annual KYW Radio Workshop for Teachers, which the Philadelphia Westinghouse radio station just concluded.

Supplementing KYW staff men were lecturers from Philadelphia television station WPTZ Philadelphia, local advertising agency executives, officials from the United Nations, representatives of BBC and Radio-London, and others, together with educators. Faculty was headed by Gordon Hawkins, education director of WRS Inc.; W. C. Galleher, education director of KYW; Donald Baird, assistant education director, and Warren Kay, Kathryn F. Bovard, Gertrude Novickovsky, Lydia M. Jacker and Josephine D’Onofrio, radio assistants for the Board of Education.

Sydney Kaye to Address Television Film Council

SYDNEY KAYE, vice president and general counsel, Broadcast Music Inc., will be guest speaker at the National Television Film Council dinner meeting Aug. 19 at Sardi’s, New York. His subject will be “The Right to Perform Music on Television.”

Officers and 11 directors will be nominated for election at the September meeting, and the proposed standard exhibition contract will be discussed.

‘VOICE’ EXPANDS Adds 10 Languages; Ups Programming

ADDITION of ten foreign languages for “Voice of America” broadcasts and an increase of up to 59% in programming to several Soviet satellites was announced last week.

This will bring to 32 the number boost the daily program output from 40 hours. Languages to be added are Arabic, Persian, Turkish, Danish, Norwegian, Swedish, Finnish, Dutch, Portuguese, and Ukrainian.

The expansion in languages and programs is possible because of an increased Congressional appropriation of $28,000,000 for the information program for this fiscal year—compared to only $10,000,000 last year. It was estimated by the State Dept. that at least $7,000,000 of the total will be used for expanding foreign broadcasts.

Other Plans

Other highlights of the proposed expansion plan are:

1. Four new transmitters at unnamed sites. Present units at Honolulu, Manila and Munich also will be increased substantially.

2. Listener surveys by private groups in France, Italy, Finland, Sweden and China to determine number of listeners, their habits and kind of programs in which interested. Results would be applied to future programming.

3. “Great” “large quantity” of musical programs and scripts produced in this country and shipped overseas for transmission on local stations and networks.

4. Advance schedules of broadcasts printed in ten languages and mailed to 400,000 foreigners.

5. Listener relations unit to answer some 50,000 letters a month in over 40 languages asking information about the U. S. This unit was once in existence but was dropped when appropriations were cut.

6. A publicity campaign on “Voice” programs in foreign countries. Will include advertisements and promotional literature in American periodicals now being published for foreign consumption.

New Evidence of Jamming

Shortly after announcing the expansion program, the State Dept. reported new evidence that “Voice” broadcasts beamed to Russia were being jammed by transmitting
By every measurement WTIC dominates the prosperous Southern New England Market.
SPONSORSHIP of a two-hour Saturday show and 15-minute programs during the week is accepted for Burt's Inc., by its president, L. O. Klivans (seated), to the manifest pleasure of (I to r) K. K. Hackathorn, WHK Cleveland's general manager; Joseph Beres, salesman, and Jack Maurer, WHK sales manager.

ITALIAN-LANGUAGE transcriptions made by Radiodiffusion Francaise for broadcast by WOV New York are presented. Ceremony participants are (I to r) RDF's Pierre Crenesse and Edward Gruskin, State Dept.'s International Broadcast Division Chief Charles W. Thayer, and WOV's Arnold Hartley and Ralph N. Weil.

LOOKING OVER Superfortress from which they did broadcast of the Air Force Review by President Truman at Idlewild Airport, New York, are (standing, I to r) Pete Peterson, Gene Cagle, Charlie Jordan and Wally Blanton of KFJZ Fort Worth, Tex. The KFJZ crew took the non-stop round-trip from Carswell Air Force Base, Fort Worth, to Idlewild to originate a broadcast for Mutual.

CHARADES clues reveal fights will be telecast on WENR-TV Chicago. Charaders (I to r, seated) Alexander Bairn, promoter, and Harald Stakes, program director; (I to r, standing) John H. Norton Jr., ABC vice president, and Walter Emerson, legal advisor.

WESTERN STATES first Music Camp is aired on Mutual with aid of (I to r) John Crabbe (unidentified); Edward Berger, chief engineer, KXOB Stockton, Calif.; Earl Russell, program director, KXOB; Lee Berryhill, chief engineer, KCVN, College of the Pacific FM station.

CARTER RINGLEP (I), general sales manager of CBS-owned and operated KMOX St. Louis, greets Albert J. Gredell as he joins the station as promotion manager. He was with "Chicago Daily News."

FIRST CONTRACT for WXYZ-TV Detroit is negotiated by (I to r) James G. Riddel, general manager; E. G. Weitzauer, president of Wettlaufer Mfg. Co., sponsor; Marvin Hahn, advertising agent.

CROWNING achievement nears as last section of KXOK-FM St. Louis' new RCA 4-section pylon antenna is hoisted 385 feet above street level to place atop Continental Bldg. Now in operation, it provides 16,000-w ERP.

IN GROUND-BREAKING ceremonies for WBSM (FM) New Bedford, Mass., are (I to r) E. L. Merritt Jr., program director; Joseph Duchaine, president; O. F. A. Arnold, engineering consultant; Leo LaBrade, architect; Albert Loranger, contractor.
WOW-Land is a BIG Market...

- Total Population: 3,445,100
- Families: 946,200

WOW-Land is a Quality Market!

- 1947 Retail Sales: $3,056,288,000
- Grocery Sales: $700,524,000
- Drug Sales: $102,535,000
- 1947 Effective Buying Income: $4,792,195,000
  - Average Net Effective Buying Income Per Family: $4,348

WOW-Land is a Rich FARM Market!

- 1947 Net Farm Income: $1,975,951,000
- Average Per Farm: $6,213

No other station serves this area.

Write for WOW's 1948 Coverage Presentation—most complete brand-new fifty-page study.

Radio Station WOW Inc.

OMAHA, NEBRASKA
590 KC - NBC - 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

Twenty-Fifth Anniversary Year

August 16, 1948 • Page 39
is this the biggest moment in a woman's life?

Barbara Welles gets a new Sally Victor hat and a scoop for her WOR program
BIG MOMENT. The charming, dimpled star of WOR's "The Barbara Welles Show" has the fleeting fidgets as Sally Victor slides the new hat on her head. The famous milliner created the sweeping velour hat especially for Barbara Welles.

COMPLIMENTS. "No wonder your listeners depend on you for glamour news," says Sally Victor. Miss Welles waltzes back with: "Just wait until they hear about your Fall Collection." Listeners always meet fascinating people on this famous WOR program.

RELIEF. "Dazzling," sighs Barbara Welles happily. "Indeed you are," smiles Sally Victor. "I mean the hat," Barbara tosses back. "The hat" was described to hundreds of thousands of women on "The Barbara Welles Show" on WOR.

DELIGHT. Lovely Barbara Welles is delighted with her new hat. Her listeners are delighted with her charm, her poise, her warmth. From its glamour news, its famous guests, to its question-session... "The Barbara Welles Show" on WOR is a thirty-minute weekday delight.

heard by the most people
where the most people are

WOR

mutual
Old Golds to Sponsor Amateur Hour

P. LORILLARD Co. (Old Gold Cigarettes) through its agency, Lennen & Mitchell, New York, last week signed a deal for sponsorship of The Original Amateur Hour on both radio, Wednesday 8-9 p.m. on ABC, and the DuMont Television Network, Sunday 7 to 8 p.m. The cost for the dual deal is estimated at $1,500,000 annually.

It marks the first time that the same hour-long commercial series has been signed for both television and radio, the agency announced, and it also marks the first time a commercial series will be televised on a coast-to-coast network.

The radio broadcast will begin on 173 ABC stations on Wednesday, Sept. 26. Contract on radio is for 52 weeks. The television broadcasts will start on the DuMont network, composed of nine stations, on Sunday, Sept. 26.

The television network is said to be the largest yet used for any commercial program and includes the following stations: WABD, DuMont's key outlet in New York; WTTG Washington; WMAR-TV Baltimore; WPIL-TV Philadelphia; WNAC-TV Boston; WNHC-TV New Haven; WGN-TV Chicago; WENS Cleveland and KTSL Los Angeles. Most of the televised programs will originate in the studios of WABD but the sponsor plans to take the show occasionally to other stations on the DuMont network.

Programs will be supplied to the affiliates in Cleveland, Chicago and Los Angeles by Teletranscription, the DuMont process for transcribing shows off the cathode-ray tube. The contract for the television show is for five years.

Highest Hooper

The Original Amateur Hour had the highest Hooper rating of 46.9 in 1938 for a commercial radio show heard regularly. It originally went on the air in 1934 as a local show but soon was placed on NBC and later on CBS. The master of ceremonies of the new show will be Ted Mack, an understudy of the late Major Bowes, and the program will be produced by the original staff who worked with Major Bowes up until the war.

The program was on the air for 15 successive years. The show made its television debut Jan. 18 of this year on the DuMont network with the title Original Ama-

Jockey Wins Watch

A WRIST WATCH was presented by WCKY Cincinnati to the winning jockey in the sixth and feature race Aug. 4 at Cincinnati's River Downs. The race, the WCKY Handicap, was for a $1,500 purse. Jockey Jim Dobson carried off the honors, including the wrist watch, which was presented by Charles H. Topmiller, WCKY station manager.

Gene Schmitt, official track caller, broadcast the feature race daily over WCKY during the River Downs racing season.

For Sale

CHICAGO BUYERS
ONLY
56c
PER THOUSAND

In the center of the dial
in
CHICAGO

5000
WATTS
WAIT
Chicago 1, ILL.

REPRESENTED BY: TAYLOR • HOWE • SNOWDEN, RADIO SALES, INC.

New TV Rate Cards

(Continued from page 18)

(2-T) rate card of WLWT, Crosley Broadcasting Corp. television station in Cincinnati, but no change in rates appears.

The new time segments are coordinated with NBC's video network rate card for WLWT, according to the station's sales director, M. F. Allison.

WLWT sent copies of the new rate card, along with proofs of a half-page WLWT advertisement which appeared in the Cincinnati Enquirer, to more than 900 television directors and video time buyers in national and local agencies.

Basic rates for WLWT time, as listed on the 2-T card, are:

CLASS A TIME

6-11 p.m., Mon.-Fri., and 1-11 p.m., Sat.-Sun.

<table>
<thead>
<tr>
<th>Time</th>
<th>Rate</th>
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<td>1 hour</td>
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<td>30 minutes</td>
<td>150.00</td>
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<td>125.00</td>
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<tr>
<td>15 minutes</td>
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<td>10 minutes</td>
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<tr>
<td>5 minutes</td>
<td>62.50</td>
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<td>1 minute</td>
<td>25.00</td>
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CLASS B TIME

(All hours not listed under Class A)

<table>
<thead>
<tr>
<th>Time</th>
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<td>46.88</td>
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<tr>
<td>1 minute</td>
<td>18.75</td>
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CHRC Staff Strikes

FIRST STRIKE in Quebec radio circles took place Aug. 6 when the entire staff of six announcers of CHRC Quebec, walked out after resigning in a body. Station carried continuous recorded program for several hours before replacement announcers could be located.

Broadcasting • Telecasting

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Big TV-AM Deal
Pigs is pigs . . . . except in Virginia!

THE LOWLY swine occupies an exalted position in Virginia's farm picture . . . for when this little pig goes to market it's in the shape of a succulent, mouth-watering ham that's famous the world over. "Virginia Hams", "Smithfield Hams" . . . those are the words that set gourmets to drooling! Yes, hogs have a destiny in Virginia . . . to the extent of $43,820,000 in 1946 . . . a BIG ham-slice in Virginia's livestock enterprises! So, in Virginia, a sow's ear can be made into a silk purse . . . filled with sales dollars from the rich billion-dollar market reached by WRVA's 50,000 watts! WRVA is represented by Radio Sales.

50,000 WATTS . . . NIGHT AND DAY STUDIOS IN RICHMOND AND NORFOLK
SWEETS ELECTED HEAD OF DIRECTORS GUILD
NEW national officers of the Radio and Television Directors Guild elected at recent Los Angeles conclave are William Sweets, New York, president; Charles Vanda, Hollywood, first vice president; Lyle Barnhart, Chicago, second vice president; Robert Lewis Shayon, New York, third vice president; Oliver W. Nicoll, New York, secretary, and William N. Robson, treasurer.

Resolutions passed by the second annual national meeting were: Establishment of a Guild publication; unification of all broadcast unions under Association of Broadcast Guilds and Unions; participation in all FCC hearings which may affect directors; continue organization of all free lance directors in radio and television with view to contracts for them with advertising agencies.

PACIFIC HOOPERS—July 1948

<table>
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<tr>
<th>Program</th>
<th>Checking Points</th>
<th>Sponsor Agency</th>
<th>Hooper</th>
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<tr>
<td>Walter Winchell* (2 mo)</td>
<td>6</td>
<td>Andrew Jergens Co. (Ort)</td>
<td>22.5</td>
<td></td>
</tr>
<tr>
<td>Baxley Baut</td>
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<td>Gillette Safety Razor (Maxwell)</td>
<td>17.9</td>
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<td>Horace Heidt</td>
<td>6</td>
<td>Philip Morris (Blow)</td>
<td>13.8</td>
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<td>Adv. of Sam Spade</td>
<td>6</td>
<td>Wildcroft Co. (BBDO)</td>
<td>12.9</td>
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<td>Inner Sanctum</td>
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<td>Emerson Drug (BBDO)</td>
<td>12.8</td>
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<td>Take It or Leave It</td>
<td>6</td>
<td>Eversharp (Blow)</td>
<td>12.4</td>
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<td>This Is Your FBI</td>
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<td>Break the Spell</td>
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<td>Siriton Myers Co. (DC&amp;S)</td>
<td>9.8</td>
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<td>Your Hit Parade</td>
<td>6</td>
<td>American Tobacco Co. (BBDO)</td>
<td>9.2</td>
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<td>Blondie</td>
<td>6</td>
<td>Colgate-Palmolive-Peet (Tulsey)</td>
<td>9.3</td>
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<td>Twenty Questions</td>
<td>6</td>
<td>Benson Art Metal Works (C&amp;P)</td>
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<td>Stop the Music</td>
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<td>P. Laffard Co. (L&amp;M)</td>
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<td>Famous Jury Trials</td>
<td>4</td>
<td>General Mills (Krouse-Reeves)</td>
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<td>Fat Man</td>
<td>6</td>
<td>Norwich Pharmacal</td>
<td>9.6</td>
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<td>Meet Corliss Archer</td>
<td>6</td>
<td>Pepsodent Div.-Lever</td>
<td>8.8</td>
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<td>* Includes first and second broadcasts.</td>
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On WSBT, every CBS show has a Hooper that’s higher...
Yes, 23% to 202% higher!

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

Reception of Video Checked by Pulse
Satisfaction Expressed by Majority Of N. Y. and N. J. Viewers

ABOUT three-quarters of the 700 New York and New Jersey television set owners interviewed by Pulse Inc. in July expressed satisfaction with their reception, Pulse said last week.

A breakdown of the responses showed that 519 owners, or 74.2% are satisfied, and 181, or 25.8% are dissatisfied. Reasons were:

**General dissatisfaction** 16.2
**Fading** 1.2
**Poor reception in general** 4.6
**Bad reception, can’t receive** on WCBW-TV 10.1
**Bad reception, can’t receive** on WNBC-TV 4.6
**Bad reception, can’t receive** on WABD 12.1
**Bad reception, can’t receive** on WPIX 8.1
**Bad reception, can’t receive** on WABT 7.6
**Set broken** 5.7
**Sound not clear, weak** 6.1
**Station interference** 1.0
**Need for frequent servicing** 0.1
**Poor service** 1.4
**Poor visual reception, dark flicker, not clear, blurred, shadowed, etc.” 26.8
**Would like more programs** 1.2
**Don’t like programs, poor programs, silly programs** 4.6
**More programs for men** 1.2
**More programs for children** 1.1
**Too many sports programs** 3.0
**More cultural programs** 1.1
**More plays** 4.6
**Should be more programs, more stations** 4.6
**Total responses** 246 37.2
**Total dissatisfied respondents** 181 25.8
**Total respondents** 700

* Total over 25.8 percent because of multiple responses.

Heart Seizure Is Fatal To J.WT’s Arthur Hurd
ARTHUR HURD, 46, director of media and research in the J. Walter Thompson Co. New York office, died of a heart attack Aug. 10 at his home in New Rochelle.

Mr. Hurd left Harvard in 1918 to join the Navy in the First World War, after which he took up newspaper reporting and successively served as magazine editor, account executive and advertising director of the Frank Presbrey Co. He also served at one time as director of research for the McGraw-Hill Publishing Co., Liberty Magazine and Newsweek. He was a past president, vice president and treasurer of the American Marketing Association’s New York chapter.

Surviving are his wife, Mary, and a son, Richard A., his mother, Mrs. Grace A. Hamilton, and a sister, Mrs. Helen Barrickman.

KTTV Elects Officers
KTTV Inc., corporate subsidiary of the Los Angeles Times and CBS has elected officers and directors to administer the television station owned by the two firms. Officers are Norman Chandler, president; D. W. Thornburgh, executive vice president; Harry Bowers, treasurer; Ned Marr, secretary. Board of directors includes: Phillip Chandler, Norman Chandler, Harry Rowland, Chandler, Dr. Frank Stanton, D. W. Thornburgh, Omar Johnson, Ned Marr.
100,000 TICKET HOLDERS JAM-PACK
WFBR'S MODERN STUDIOS YEARLY!

The ticket-taker at WFBR's big Studio A is a busy fellow. He collects free admission tickets from over 100,000 loyal WFBR fans that throng the station every year.

What does this mean to you? Plenty! This big crowd is the only "plus" of its kind that you can get in Baltimore. It's a home town listener loyalty that is just one of the reasons why WFBR is first in the nation's sixth largest market.

This year over 100,000 Baltimoreans will visit WFBR, get their copy of "Let's Listen" (WFBR's program highlight guide), see great shows, look at interesting merchandise displays and generally have a swell time.

In planning your fall time buying, please remember this - in Baltimore it's . . .

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
WTAD-FM did. That's why they selected Andrew 67/8" coaxial transmission line. In spite of the 800 ft. long run, including a 750 ft. run up the tower, the overall efficiency is 90%!

Not only is this 67/8" line the most efficient standard RMA line used in broadcasting, but it offers the additional advantage of very high power handling capacity. It will handle up to 166,000 watts at 100 MC with unity standing wave ratio, allowing a wide margin for future power expansion.

Fabricated by Andrew in twenty foot lengths with connector flanges brazed to the ends, sections can be easily bolted together with only a couple of small wrenches. Flanges are fitted with gaskets so that a completely solderless, gas-tight installation results.

Still another advantage to buying Andrew equipment is that Andrew engineers are available to properly install it. NO OTHER TRANSMISSION LINE MANUFACTURER OFFERS YOU THIS COMPLETE INSTALLATION SERVICE!

Here's what Mr. Leo W. Born, Technical Director of WTAD-FM, writes about Andrew installation service:

"You will be interested to know that the installation of the Andrew coaxial line made by your organization has been giving us trouble-free performance of high efficiency in the daily operation of WTAD-FM.

Knowing the great difficulties involved in the installation of such a large line on a 750 foot tower over a period of such inclement weather conditions, I feel that the excellent operation of the line is indeed a tribute to the men of your company who were on the job. Such performance is not accidental and we congratulate you on a tough job well done."

This again emphasizes Andrew's unique qualifications: Unsurpassed equipment and complete engineering service.

WANT THE MOST EFFICIENT ANTENNA EQUIPMENT FOR YOUR STATION? WANT EXPERIENCED ENGINEERS TO INSTALL IT? WRITE ANDREW TODAY!
WAY OPEN FOR GRANT OF NEW BALTIMORE AM

THE WAY was apparently cleared last week for FCC to make final its tentative AM station grant to Radio Television of Baltimore, as WLOW Norfolk withdrew its opposition and filed for another frequency.

The Commission has proposed to grant Radio Television’s application for a 1-kw daytimer on 1010 kc at Baltimore and to deny the competing bid of WLOW for fulltime use of the frequency in lieu of its present 1590-kc assignment [Broadcasting, March 25].

WLOW had filed exceptions to this decision and asked for oral argument, but notified FCC last week that it was withdrawing because it “is anxious to explore other possibilities for the improvement of the assignment of WLOW and is prevented from taking such steps at the present time because of the pendency of the [1010 kc] application.” It asked that the proposed grant to Radio Television of Baltimore be made final. Simultaneously WLOW served notice that it is applying for 1410 kc with its present power of 1 kw and daytime hours of operation.

Radio Television, permittee of WAAM (TV) Baltimore, which is now in the final stages of construction, is principally owned by Ben and Herman Cohen, who own clothing stores and real estate interests in several cities. Norman C. Kal, head of the Kal, Ehrlich & Merrick agency, is part owner and managing director.

Lease for Little Theatre Use Is Granted WKY-TV

FIVE-YEAR LEASE for use of the Little Theatre auditorium in Oklahoma City’s Municipal Auditorium as a television studio has been granted WKY Oklahoma City, which hopes to begin video operations early in 1949. P. A. Sugg, station manager, announced last week.

The Little Theatre, seating 300, has conventional theatre facilities, including stage, lighting, scenery and dressing rooms. Plans for remodeling of the theatre balcony for a control room and observation booth are now being drawn, Mr. Sugg said.

Included in WKY’s five-year agreement covering use of the Little Theatre are exclusive rights to televise all Municipal Auditorium attractions. WKY-TV has been assigned Channel 4 (69-72 mc).

Routine Scheduling

EVEN while vacationing, scheduling is mighty important to Miss Ruth Hardke, for more than 15 years head of the traffic department of WSYR Syracuse, N. Y. She solicited and received from Hugh James, Sunoco 3-Star Extra announcer, an itinerary for her Canadian trip insuring a Sunoco station at each service stop. The name Sunoco was not unfamiliar to her as she also had been fitting the name into her station’s schedule.

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Agency

Agencies

(Continued from page 10)

are in Brenner Bldg., 607 Market St., phone Garfield 1-0426. CLIFFORD VLEETH, former public relations consultant, heads New York office; WILLIAM SHAY, formerly producer at CBS and John Guedel Radio Productions, Hollywood, is in charge of New York branch.


CHELSEA ADV., formerly located at 80 Warren St., New York, moves to 112 E. 19th St. New telephone: Algonquin 4-3775.

TED STEELE has arrived in Hollywood from New York to take up duties as vice president in charge of Hollywood office, Benton & Bowles.


HOLLYWOOD ASSOCIATE PRODUCERS, Hollywood, inactive since 1942, acquires copyright advertising and promotional material being offered by “FM” National Advertising and Publicity firm. Trade name, “FM” National Advertising and Publicity, to be discontinued.


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

KASTOR, FARRELL, CHELSEA & CLIFFORD Inc., New York, moves media department from 9 Rockefeller Plaza to 11th floor at 274 Madison Ave. Remainder of agency is located on the third floor at that address.
THE WCKY STORY

MAIL PLUS RATINGS MEAN AUDIENCE

MAIL

Yes, even in the summer months when mail pull is supposed to be bad, WCKY delivers mail and lots of it. In July of this year, WCKY's mail orders INCREASED 59% over July 1947.

Here are a few examples of what WCKY pulled in July 1948:


**WCKY** pulled 2,131 orders for the Gaylark Company for seatcovers selling for $3.98 and $7.95.

**WCKY** pulled 4,289 subscriptions for Southern Farmer Magazine at $1.00 each.

INVEST YOUR AD DOLLAR WCKY'S-LY
RATINGS

In the largest and most comprehensive survey ever taken in Cincinnati, covering November, 1947 to June 1948, with 32,800 interviews made by Pulse, Inc.—

WCKY LEADS ALL NETWORK STATIONS BUT ONE, 8 AM TO 8 PM MONDAY THRU SATURDAY. HERE ARE THE FIGURES:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage of Audience</th>
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<tr>
<td>WCKY</td>
<td>19.2</td>
</tr>
<tr>
<td>A</td>
<td>15.4</td>
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<td>B</td>
<td>18.1</td>
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<td>C</td>
<td>26.3</td>
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<td>D</td>
<td>15.6</td>
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</table>

WCKY IS THE ONLY STATION IN CINCINNATI THAT CAN GIVE YOU MAIL plus RATINGS

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

FIFTY THOUSAND WATTS OF SELLING POWER

J.B. Wilson
WCKY
CINCINNATI
Harnessing the FCC

THE SPECIAL session of Congress has ended. More was accomplished, radio-wise, than at the last several full sessions. For the House Select Committee to investigate the FCC exacted from the FCC what we shall call an “interpretation” of its fatuous Fort Huron decision on political broadcasting. There has been provided some measure of safety for broadcasters during the balance of this election year.

The Harness Committee got from the FCC a commitment that there will be no punitive action against the members of a “judgment” in handling of political broadcasts, so as to avoid transmission over their microphones of libelous or defamatory utterances.

Chairman Coy was bound by the majority views of his colleagues. He didn’t say the FCC majority had altered its position that the law prevents stations from scrutinizing scripts in advance—which it calls censorship. But he did say that the FCC did not regard the Fort Huron decision as a “regulation.”

In a strict legal sense, nothing has been done to correct the fatuousness of the FCC, however. But as a practical matter, that regulatory monstrosity is rendered impotent. For the Harness Committee, and its vigilant general counsel, Frank T. Bow, will be around from now until after the elections. He will doubt whether the FCC will borrow trouble.

The next step, of course, is affirmative legislation which will forevermore safeguard broadcasters. That is one of the prime objectives of the Harness Committee. It has gotten off to a good startsmanlike start. There has been no dead-cat sleighing or headline hunting.

Meanwhile, the Senate Interstate Commerce Subcommittee, headed by Democratic Senator Tobey of New Hampshire, has announced a tentative agenda that overlooks nothing in the radio regulatory structure. The spade-work will be undertaken largely through the explorations of Edward Cooper, the committee’s extremely able communications expert, during the balance of this year. The Committee presumably will be set to go next January.

In the interim, the FCC can help itself. Just a year ago the Commission advised the Senate Commerce Committee that its own actions would divide itself into semi-autonomous divisions, to expedite its work. The plan was to become effective last October. Nothing has happened. Since the seven FCC members, including Former Chairman Charles R. Denny (who made the report to Congress), have departed.

Under the plan, there would be three divisions of four men each—broadcast, common carrier and safety and special services. Each division would have a chairman, who would be the anchored member, and would serve on no other division. The chairman of the FCC would serve on all three divisions. The other three members would sit on two of the three divisions.

The Division plan, we think, might expedite the FCC’s work. It’s worth a trial.

The House and Senate inquiries indicate a lengthy gestation before new full-scale legislation will be forthcoming. We doubt whether the Occupational Congress will think that anything less than a thorough FCC investigation is adequate. Meanwhile, if the FCC does certain affirmative things to help itself, we think Congress would be disposed early in the new session to raise Commissioners’ pay from the miserly $10,000 per annum (less than its department heads receive) to what we hope will be at least $15,000.

Editorial

International Giveaway

CANADA and the United States have much in common, in addition to being continental neighbors. We’ve fought shoulder-to-shoulder in two wars, and served as the bread-basket of the universe. Canadian customs are more our customs, rather than those of the tiny little British Isles to whom she owes allegiance.

In radio, Canada has divided her lot, embracing a state-owned system operating in competition with her privately-owned outlets. We won’t belabor that paradox now, as we’ve done time and again.

We received the other day from the Canadian tourist organization a brochure proclaiming that Canada has offered to 300 U. S. stations, as a sustainer, and “free of charge” a series of four travelogues featuring Canadian talent, plus 13 Hollywood stars. While we haven’t checked, we assume the series sells tourist travel and cites the virtues of spending U. S. dollars in Canada, to bring about a better balance in international trade.

This is laudable. We should patronize our good neighbors. We have a common cause.

But is there any sound reason why American stations should give away their time to promote Canadian travel? The Canadian travel agencies buy pages in color in our class magazines. They buy space in our newspapers. We don’t know the tourist organization, but we venture it runs several hundred thousand American dollars.

Our radio stations have big overheads. They are faced with heavy additional investments. They pay Federal and state and local taxes. They can’t expect American business to pay the freight for foreign sustainers that entice away American dollars. This comment is not directed against Canada alone, but against all of our good neighbors seeking international good will, who buy space in the printed media, but expect radio to give it away.

Crocodile Cheers

SINCE the FCC began openly brooding about the legality of giveaway shows, a remarkable number of highly-placed broadcasters have let it be known that their aversion to that sort of program antedates the FCC’s.

Suddenly the giveaway is bereft of all but a handful of defenders. The majority is in chorus: Hooray for the FCC and down with the giveaway. One wonders that the chorus can swell to such a volume in a week, considering that its silence was almost absolute in the months preceding the announcement of the FCC.

It is late for broadcasters to profess disaffection for giveaways, after disaffection has been given official status by the FCC. It does not take great artistic or ethical courage to complain with a broadcaster regarding the giveaway as undesirable, it is, and has been, their responsibility to rule it off their own air.

Radio had better cure itself of the giveaway craze, and for reasons pertaining only to good programming, before the government undertakes the cure for reasons of law.

Page 50 • August 16, 1948

Our Respects To...

PAUL DEWEY PINCKNEY SPEARMAN

P A U L  S P E A R M A N  is a big, full-voiced, fast-thinking Mississippi lawyer who not only came from Mississippi but brought much evidence of it with him—in his drawl, in unbuckling and then for his apparent sense of humor, his way of thinking, and his almost total disregard for formality.

He knows the English language as well as the nation’s laws and most dynamic communications attorneys, Paul Dewey Pinckney Spearman practices radio law like a trial lawyer in a Mississippi courtroom, which is exactly what he used to be. He has been eminently successful in both fields.

An Army veteran of World War I, he was admitted to the Mississippi bar in 1920. Until 1928 he practiced law at Fulton, Miss., arguing his cases with vigor and versatility—and, coincidently, great success—before tribunals ranging from a bewhiskered justice of the peace robed in overalls and holding court in the shade of an oak tree, to the Supreme Court of his state.

With one exception he defended every person accused of a capital crime in his home county during that eight-year span. The only case he lost was reversed by the Supreme Court, and the lone unfortunate he did not defend was sent to the penitentiary. In civil practice he was on the winning side of every case he carried to the Supreme Court. Some of these are still cited in the courtrooms of the state.

Along with his practice the young attorney developed an interest in politics which led to a rarely unsuccessful campaign for lieutenant governor in 1943 and which still commands much of his energies. Friends have frequently urged him to seek a seat in the U. S. Senate. One of his hotsitter was in 1928, when the late Sen. Theo. G. (The Man) Bilbo, then Governor and always a target of Mr. Spearman, attempted to unseat him as executive secretary of the Mississippi Railroad Commission. Billbo was unseated, and made the refusal stick. He also served on the Mississippi State Forestry Commission from 1924 to 1928.

In July 1929 Mr. Spearman joined the law department of the then-new Federal Radio

(Continued on page 87)
THERE'S MORE TO FISHING than meets the eye.
There's more to selling, too. Here at WOV we tell you who listeners are...where they live and shop; what they earn, spend and buy; what they like and dislike; the average size of their families, and what they plan for tomorrow. Basic factual up-to-the-minute info on specific listening groups. AUDITED AUDIENCES, a WOV exclusive, gives you the dope you need to get you the results you want. Say good-bye to costly guess work. Get the facts...known, proven, tested facts on each of 5 AUDITED AUDIENCES and you too can take the guess out of buying.
It pays to know WOV, one of America's important independent radio stations, originators of...

AUDITED AUDIENCES
Ralph N. Weil, General Manager, The Balling Company, National Representatives

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

WOV
NEW YORK
Judges Are Named For Essay Contest
Second 'Voice of Democracy' Competition Planned
EIGHT prominent Americans have been selected as judges for the second annual “Voice of Democracy” contest which will culminate in November as a highlight of National Radio Week. It was announced last week.

The contest, co-sponsored by NAHB, RMA and the U. S. Junior Chamber of Commerce, awards college scholarships to the four high school students who write and deliver the best five-minute broadcasts on the subject "I Speak for Democracy."

Judges in this year’s competition are:

Margaret Cullin Banning, novelist.
U. S. Attorney General Tom C. Clark.
Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York, and author of “On Being Fit to Live With.”

Mrs. Oveta Culp Hobby, vice president of the "Houston Post," which operates KPBC Houston, and war-time director of the Women's Army Corps.

Eric Johnston, president, Motion Picture Producers Assn.
Miss Frances Perkins, member of the Civil Service Commission, and former Secretary of Labor.

Glenn E. Snow, Distie Junior College, St. George, Utah, and retiring president of the National Education Assn.
Motion Picture Star James Stewart.

The contest will begin in the individual schoolrooms, expanding from there to the community level. Junior Chamber of Commerce panels will then select state winners who will be semi-finalists.

From the transcriptions submitted by the semi-finalists, the judges will pick the four national winners who will be feted at a national awards luncheon in Washington. In addition, winning contestants on the school and community levels will receive awards of radio receivers for their schools.

The nation’s stations will cooperate by scheduling a series of five-minute broadcasts by the various judges, outlining phases of American democracy as suggestions for competing scripts.

Last year’s competition attracted more than 20,000 entries.

H. THESMAR, former commercial manager of WILF Savannah, Ga., has been appointed general manager of WDRR that city.

ROBERT W. DUMM, former vice president and general manager of KNOX Monroe, La., has been appointed manager of KTHC Santa Fe, reporting to MBS H. TUCKER, general manager of Rio Grande Broadcasting Co., Inc. Mr. Dumm started in radio with KTAR San Francisco, as director of news and special events, later as program director, program director, director of broadcasting KXOA Sacramento; established CBS news bureau in San Francisco at outbreak of War; member of U. of California faculty giving course in radio technique.

BOB ATEARN, manager of KBW Butte, Mont., has resigned and has been succeeded by O. HENDERSON.

HAROLD W. HIGBY, former engineer with Central Broadcasting Co., for past 14 years, resigned to assume duties of manager at KAB Ames, Iowa, newly organized company. He also will serve as president of Ames Broadcasting Co.

ROBERT C. WOLFESEND, who has been on lend-lease to WLOH Princeton, W. Va., for past five and one-half years, has resigned. He has been appointed director of station WMEB Marion, Va., where he is general manager and director.

ROGER H. HUNT, general manager of KUW Watervile, Calif., for past five and one-half years, has resigned. He has been appointed manager of WAFB Baton Rouge, La., for past five and one-half years, has resigned. He has been appointed manager of WAFB Baton Rouge, La., where he is general manager and director.

Dr. A. L. ASHBY, retired NBC vice president and general counsel last week was elected president of his alma mater, Olivet College, Olivet, Mich. Named to post of vice president and general counsel of NBC in 1929, Dr. Ashby held that position until he retired from the network last fall.

RALPH B. MAXWELL has been appointed manager of KNOX Grand Forks, N. D. He previously was manager of MBM Adv., Minot, N. D.

COMMR. TOM A. BROOM, former newspaper radio executive, last week was awarded rank of permanent command by Navy Dept., following more than 10 years of service as a commissioned officer. Comdr. Brooks is director of television and facsimile development for the newspaper chain.

J. P. (PÅT) WILLIAMS, president of Transcription Sales Inc., and executive vice president of WING Dayton, Ohio and WIZE Springfield, Ohio, has been appointed member of Committee on National Affairs for Dayton Chamber of Commerce.

T. A. M. CRAVEN, vice president of Cowies Broadcasting Co., owner of WOJL Washington, has received American Legion "Certificate of Merit" for his splendid service and cooperation with American Legion and its activities during the year.

FRANK C. McINTYRE, vice president and general manager of KLIX Twin Falls, Idaho, is the father of a girl, Kerry.

MARTIN B. CAMPBELL, managing director of WPAF Dallas, is at NBC headquarters in New York till the end of August for backgrounding in television developments. RAYMOND COLLINS, assistant manager of technical department of WPAA, is with him.

S. O. WARD, owner of WILK Lake- lands, Flis, has received Junior Chamber of Commerce Citizenship award as outstanding citizen of 1948.

CLIFFORD EVANS, vice president and director of new-public affairs for WHII Hemstead, L. I., has been awarded special Certificate of Administration by New York State Veterans Administration for special veterans programs presented by station.

JAPANESE Broadcasting Corp. has been given permission to translate "The Round Table Memorandum," pamphlet outlining discussion as given on the "University of Chicago Round Table." Japanese Firm is supervised by Albert Crews, former NBC Chicago action director who now is at NBC. American military government staff. He also has requested copies of "Round Table" broadcast transcripts for translation into Japanese for possible air shows.
To the PRESS and RADIO:

Subject: Information Services

There is every evidence that the American people today are more interested in their railroads than ever before. Perhaps that is why there is more material about railroads appearing in publications of all sorts and on the air and the screen than at any other time.

To help provide information concerning all phases of railroads and railroading, the Association of American Railroads maintains a Public Relations Department in Washington, D. C., which is prepared to serve newspapers, radio stations, writers and others who have need for railroad facts.

The A.A.R. Public Relations Department makes available to the press information concerning the services, activities and problems of the railroad industry; special news releases dealing with developments in the industry; periodic releases pertaining to the financial situation of the railroads, freight carloadings, railroad purchases, and equipment orders and installations; a cartoon service entitled "Rail Oddities," which is furnished monthly in either two- or three-column mats or stereos; feature stories of general interest, and assistance to newsmen covering railroad and shipper meetings.

For AM, FM and TV stations, we have broadened our information services to include straight newscasts, spot and periodic releases, and special memoranda for radio news editors, newscasters, and commentators. News is written especially for radio presentation.

The A.A.R. offers assistance to magazine, trade journal, and free-lance writers, and works directly with them in obtaining information on railroad subjects.

Also available to writers and publishers are photographs covering every phase of railroading from the very beginning of rail transportation in the United States to the present time.

The A.A.R. maintains the largest transportation library in the world, containing more than 300,000 books, pamphlets, excerpts, reports, and memoranda. This library, together with the assistance of expert research librarians, is at the disposal not only of writers, but also of students and the general public.

We invite the press and radio to make use of all these facilities and services by contacting our Public Relations Department, Transportation Building, Washington 6, D. C.

Sincerely,

William T. Faricy

August 2, 1948
NAB Makes Gains In Ad Cost Fight

NAB OFFICIALS said last week they are encouraged by reaction they're getting in responsible quarters in the fight against a proposed ruling that "advertising costs" can't be counted as business costs with respect to government contracts on "cost-plus-fixed-fee" basis [BROADCASTING, July 19].

NAB Executive Vice President A. D. Willard Jr. has sent a new proposal to the Joint Army-Navy-Joint Munitions Coordination Committee, which reportedly has included this proposal in the draft of a "Statement of Contract Cost Principles" which it is preparing for consideration of the Munitions Board. Only exceptions to the ruling against admissibility of advertising costs would be "help-wanted and required public notices."

"A manufacturer, requested or required to turn over his capacity to government contracts, would, under the proposed regulation, be asked or required to submit some degree of economic hard-kari," Mr. Willard said. In wartime, he added, such a rule would sharply curtail national advertising, thus impounding communications media needed by government.

Mr. Willard urged the committee to reconsider its recommendation and approach the question in the light of past business experience as a defense practice of many other government agencies which allow "reasonable" advertising, based on "regular" and "ordinary" procedures, as admissible cost of products or services. Even when all facilities were devoted to war production, he said, manufacturers were allowed to maintain brand-name position by advertising.

Advertising is a principal target of "socialistic or communist elements," he declared. "... These people have persistently sought to discredit advertising as an economic practice. They have held that it is the keystone in our economic arch and the sole support of our free press and radio. It would be regrettable indeed if any amendment or policy enunciated by our government should lend authority or credence to this subversive campaign to undermine our free institutions."

Movies for TV

TELECAST FILMS Inc., New York, which has supplied 1,691 hours of film programming to 28 television stations since its inception 1 year ago, has announced the acquisition of five feature motion picture stories for video: "Becky Sharpe" with Miriam Hopkins, "Little Lord Fauntleroy" with Freddie Bartholomew, "Made for Each Other" with Jimmy Stewart and Carole Lombard, "Nothing Sacred" with Frederic March, "Dancing Pirates" with Frank Morgan.

Getting production started in the studio of Kaufman-Franciscan Productions, Hollywood, will be the first of these films, "Dancing Pirates," currently under production.

characters were portrayed by Katherine Hepburn and James Cagney.

Collins Radio Company

Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring Street
Los Angeles 13, Calif.
Designed for long-time stability
... not for quick post-war sale

Study the significance to you of the following features of the Collins 734A, 10 kw FM transmitter:

- Typically superior Collins engineering.
- Reliability proved by actual operation.
- Phasitron modulator circuit, eliminating more than ten tubes and related components compared with former circuits, and resulting in far greater simplicity and reliability.
- Low tube costs.
- Only 11 tube types in the total complement of but 33 tubes, thus minimizing spares.
- All tubes visible while equipment is in operation.
- Direct crystal control of carrier frequency, utilizing a frequency multiplication of only 486, provides carrier stability of ± 2 parts per million—better than ± 250 cycles per second.
- All controls accessible while the transmitter is in full operation.
- Motor driven variable tuning elements.
- Metering circuits for complete observation and recording of transmitter performance.
- Excellent mechanical construction.
- Cabinets smartly styled, in three-tone gray.
- Competitively priced.

Write us about your plans, and ask us for an illustrated bulletin describing the Collins 734A transmitter in more detail.

FOR THE BEST IN FM, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California
NEW YORK JOINS AP’S STATE RADIO GROUPS

NEW YORK has been added to the list of states where broadcasters have formed associations to study the AP radio news report and make recommendations for improvement of service. [Broadcasting, Aug. 9]. Gunnar O. Wiig, manager of WHEC Rochester, was elected temporary chairman of the New York State Assn. of AP Broadcasters organized Aug. 6 at Rochester.

Also named to a temporary committee were: Thomas E. Martin, WJUN Utica, vice chairman; Preston L. Taplin, WELM Elmira; S. W. Ryder, WENE Endicott, and Thomas McFadden, WNBC New York. Norris Paxton, AP’s bureau chief in Albany, will serve as temporary secretary.

The state and regional associations of AP broadcasters now cover 14 states and D. C.

FOCAL POINT of all radio operations at the Olympic Games is the Palace of Arts, Wembley, shown here in diagram. The 200 by 250 foot building has been completely transformed to provide all facilities for more than 200 radio correspondents covering the games for 60 competing nations. The building contains a reception room, eight studios, 20 recording cubicles, master control room, information room, correspondent’s room which opens into a cafe and bar, a television suite, record library and general offices.

GEORGE PLATTS, former announcer of KELO Omaha, Utah, and KALL Salt Lake City, has joined KLIX Twin Falls, Idaho, as sports director. DICK HAMMOND, formerly with WJWL, Muncie, Ind., has joined WHRO, Harrisonburg, Va., as newsman and salesman.

HUGH SHANNON, former sports editor of “Dispatch,” Erie, Pa., and “Scranton Post-Standard,” has joined news department of WKBW Buffalo, N. Y.

CHARLEY ZEANAH, well known sports caster, will again broadcast U. of Alabama football games this fall over 24 stations of Alabama Broadcasting system.

TOM WHITELY, four letterman with Crimson Tide football team, will handle color.

FRANK VALENTI, formerly with KYTV Marysville, Calif., as news and sports editor, has been appointed sports editor of KULA Honolulu.

ROB WOLFF, sportscaster of WWINX Washington, has just signed to appear in new 26-week series of programs for U. S. Marine Corps. Programs will feature Mr. Wolff interviewing nationally prominent sports personalities and music of U. S. Marine Band. Shows will be available on electrical transmissions and are part of Marine Corps recruiting program.

MATTHEW HILTON, former war correspondent of Canadian Broadcasting Corp., and special correspondent of CBC stationed in London, England, is now in Canada on speaking tour on British and European political developments.

AL CAPP, famous cartoonist, takes over for DREW PEARSON as a commentator during latter’s vacation starting Aug. 15 on ABC, Sun. 6-9 p.m. sponsored by Lee Hata Inc. Agency is Wm. H. Weintraub & Co., New York. Mr. Capp will write and comment on program for four weeks.

LILLARD HILL, WBAP Fort Worth newcomer, is the father of a girl, born Aug. 9.

AP of Indiana Organizes State Radio Association

A STATE association for radio was organized by the Associated Press of Indiana during last week’s convention of NAB.Districts 7 and 8 at French Lick, Ind.

George Higgins, WISH Indianapolis, was named chairman; William H. Spencer, WHOT South Bend, and John Engelbrecht, WIKY Evansville, were chosen vice chairman, and John Jameson, head of the AP bureau at Indianapolis, was elected secretary-treasurer.

TV Takes Manpower

IT TAKES only nine men on a team to play professional baseball. But it takes a ten-man television team to cover a baseball game. When the New York Giants play at the Polo Grounds, the sponsor, Chesterfield Cigarettes, uses the ten-man team which needs as much fast teamwork as does the baseball club, although half the televisioners (including the play-calling director) work in a room under the stands where they never see the actual game.

KANS
WICHITA KANSAS
Now 5000 Watts 1480 KC

You Can’t Blame Us for Crowing...

You see, KANS completely covers this wonderful market. It’s a first market...
FIRST in Population, FIRST in Retail Sales, FIRST in Radio Families, FIRST in Buying Power. WICHITA — your No. 1 MARKET in Kansas — KANS your NBC station in WICHITA.

AFFILIATED WITH NATIONAL BROADCASTING CO.

REPRESENTED BY TAYLOR-HOWE-SNOWDEN Radio Sales INC.
RMA NOW EXPLORING OVERSEAS TV MARKET

DEVELOPMENT of a future overseas market for American television transmitters and receivers is being explored by Radio Mfrs. Assn. the RMA announced last week.

Although there is at present no foreign market and current domestic demands are ahead of production, RMA said its plans were "to develop and insure a future overseas market."

Initiating plans for RMA are James E. Burke, chairman of the RMA export committee; T. A. Smith, chairman of the RMA transmitting division; W. R. G. Baker, Virgil M. Graham and L. C. F. Horla, director, assistant director, and chief engineer, respectively, of the RMA engineering department.

In addition to promoting a future market for sales, adoption of RMA television standards in foreign countries will also be sought.

Meyers Heads New Sales Service at WGN Chicago

THEORY that "the personal element is the most effective means to gain greater results" has prompted William A. Mc Guinness, WGN Chicago commercial manager, to organize new sales service devoted mainly to food and drug industries for benefit of advertisers.

New division will be headed by William C. Meyers, who has been transferred from the sales department of WGN-TV, the Chicago Tribune's video outlet. He plans to bring the sales staff into closer cooperation with local food and drug processors, brokers and jobbers, "enabling salesmen to keep abreast of market conditions in these fields and do a more specialized job of coordinating radio plans with the overall advertising plans of clients."

Two More Stations Added By Rural Radio Network

SIXTH station of the Rural Radio Network, WVBN (FM) Turin, N. Y., was slated to start operation yesterday (Aug. 15), according to an announcement by the network. At the same time an affiliated station, WSLB-FM Ogdensburg, N. Y., also planned to go on the air.

WVBN is assigned Channel 299, 107.7 mc, with 1.3 kw and WSLB-FM has Channel 291, 106.1 mc, with 13.7 kw.

New Alaska Outlet

KIBH Seward, Alaska, is slated to go on the air Oct. 1 as the fifth station in the Alaskan Broadcasting System, and the second station to be opened this year by ABS Manager William J. Wagner. The other was KFRB Fairbanks.

Power of Radio Appeal Discussed by A. N. Hult

RADIO'S power in reaching masses of people through their emotions makes it "outstanding over all other mass media," Adolph N. Hult, MBS vice president in charge of Midwest operations, told nationwide publicists at a session of the Blue Cross—Blue Shield public relations conference on "Methods and Media" Aug. 5, at Chicago's Stevens Hotel.

"Basically, radio gets to the heart rather than the head," Mr. Hult explained as he recommended that directors and personnel of the hospital service plans make a "careful study of radio programs and broadcasting's needs."

"Radio has changed to an amazing extent during the past few years, and a public relations program directed toward the radio audience which would have been successful a few years ago would probably fail today," he said.

MODERN brick building, as shown in this architect's drawing, is the home of WKJF (FM) Pittsburgh. Station is equipped throughout with Western Electric and operates on 93.7 mc, Channel 229, radiating 20,000 w. Its 424-ft. Blow-Knox tower is located atop Mt. Washington, overlooking Pittsburgh. WKJF (FM) is on the air on part-time basis, but hopes to go to fulltime early in September.

CANADA MAY INCREASE STATION LICENSE FEES

INCREASED PAYMENTS in station license fees based on gross revenue, may go into effect shortly at an expense up to $250,000 a year for Canadian broadcasters instead of $60,000 paid in the last fiscal year, April 1, 1947 to March 31, 1948.

Canadian broadcasters were slated to have a conference at Ottawa, Aug. 9-14 with Transport Minister Lionel Chevrie, regarding a hearing before such increase in license fees is authorized. An increase can be put into effect under the Canada Broadcasting Act by order-in-council, and can be made retroactive. Fees collected from the independent broadcasters are turned over to the Canadian Broadcasting Corp., along with all listener license fees. License fees for stations, at present, are based on power and area population.

We utilized the best technical consultants, built the best possible facility, and engaged an experienced staff with years of know-how in broadcasting, merchandising and showmanship. The sum total is WPTR . . . 10 KW'S night and day, a million potential listeners. We at WPTR realize "THE SHOW'S THE THING" that holds radio listeners.

We build our programs full of listener-intriguing showmanship . . . present them with the extra polish that sustains and mellows the audience — your audience — for your important sales messages.

Nelt Quel

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.

August 16, 1948 • Page 57
Nothing could be sweeter! Not Cherubim nor Seraphim humming on a cloud . . . not even angel wings strumming a thousand harps! No, nothing could be sweeter than the SALES you'll make . . . with Lang-Worth's feature program, "THROUGH THE LISTENING GLASS!"

Here is a quality, 30-minute musical show that captures the ear of your potential customers and enhances the power of your sales message. It is available, via transcription, on 600 Lang-Worth affiliated stations. It is written and produced with charm, glamour and good taste. It will sell your product just as surely as fine raiment sells the man!


In addition to "THROUGH THE LISTENING GLASS," every Lang-Worth Station offers the brilliant "Cavalcade of Music" and several other star-studded musical shows for local and regional sponsorship. See the listing on opposite page and contact station or its representative immediately.
Network calibre programs at local station cost are provided by these Lang-Worth affiliated stations.

**UNITED STATES**

**ALABAMA**
- Montgomery: WMAF
- Mobile: WMCN
- Auburn: WAKA
- Tuscaloosa: WUCV
- Dothan: WDNM

**ARIZONA**
- Phoenix: KFOX
- Tucson: KNOX
- Yuma: KMLN

**CALIFORNIA**
- Los Angeles: KNX
- San Diego: KSWB
- San Francisco: KGO
- Sacramento: KHTK
- Fresno: KSEE
- San Jose: KSFV

**COLORADO**
- Denver: KUSA
- Colorado Springs: KGTV

**CONNECTICUT**
- New Haven: WTNH

**DELAWARE**
- Wilmington: WWOL

**DISTRICT OF COLUMBIA**
- Washington: WJLA

**FLORIDA**
- Gainesville: WREL
- Jacksonville: KJAX
- Tampa: WFLA
- Orlando: WORL
- Miami: WMCX

**GEORGIA**
- Atlanta: WSB
- Savannah: WTOC
- Augusta: WRAS

**IDaho**
- Boise: KBOI

**ILLINOIS**
- Chicago: WLSA
- Peoria: WPVI
- Carbondale: WHCM
- Springfield: WICS
- Champaign: WPGF
- Rockford: WFRX

**INDIANA**
- Indianapolis: WDRB

**IOWA**
- Des Moines: KMAH
- Cedar Rapids: WRTV

**KANSAS**
- Topeka: WIBW
- Kansas City: WDAF
- Wichita: KMSS

**KENTUCKY**
- Louisville: WAVE
- Lexington: WYAF

**LOUISIANA**
- New Orleans: WDSI
- Baton Rouge: WAFB

**MASSACHUSETTS**
- Boston: WGBH
- Springfield: WWLP

**MARYLAND**
- Baltimore: WJZ
- Washington: WUSA

**MICHIGAN**
- Battle Creek: WABC
- Detroit: WWJ

**MINNESOTA**
- Minneapolis: KSTP
- St. Paul: WCCO

**MISSISSIPPI**
- Jackson: WTJS

**MISSOURI**
- Kansas City: WDAF
- St. Louis: KMOV

**MONTANA**
- Great Falls: KFRE

**NEBRASKA**
- Omaha: KETV

**NEVADA**
- Las Vegas: KLAS

**NEW HAMPSHIRE**
- Manchester: WMUR

**NEW JERSEY**
- Newark: WABC
- New York: WABC

**NEW MEXICO**
- Albuquerque: KOB

**NEW YORK**
- New York: WCBS
- Buffalo: WGR

**OHIO**
- Columbus: WSYX

**OKLAHOMA**
- Tulsa: KJRH

**OREGON**
- Portland: KGW

**PENNSYLVANIA**
- Philadelphia: WPAP
- Pittsburgh: WPGP

**RHODE ISLAND**
- Providence: WPRI

**SOUTH CAROLINA**
- Columbia: WSPA

**SOUTH DAKOTA**
- Sioux Falls: KSFV

**TERRENO**
- Charlotte: WBTY

**TEXAS**
- Dallas: KDFW
- Houston: KTRK

**UTAH**
- Salt Lake City: KUTV

**VERMONT**
- Burlington: WPTZ

**VIRGINIA**
- Richmond: WWLP

**WASHINGTON**
- Seattle: KOMO

**WEST VIRGINIA**
- Charleston: WCHS

**WISCONSIN**
- Milwaukee: WISN

**WYOMING**
- Cheyenne: KGAB

**CANADA**

**ALBERTA**
- Calgary: CJOY

**ONTARIO**
- Toronto: CJOY

**PRINCE EDWARD ISLAND**
- Charlottetown: CFRY

**QUEBEC**
- Montreal: CJOY

**SASKATCHEWAN**
- Regina: CJOY

**NEWFOUNDLAND**
- St. John's: CJOY

**NOVA SCOTIA**
- Halifax: CJOY

**FOREIGN MARKETS**

This specialized program service is also available from Lang-Worth affiliated radio stations located in many foreign markets. Our complete listing furnished upon request.
Open Mike
(Continued from page 11)
originated so-called participating
program that is continually adding
new sponsors and obviously could
have been brought within the
Standards by this time...
Edward A. Wheeler
President
WEAW Evanston, Ill.

Sell Radio as Industry
EDITOR, BROADCASTING:
I would like to... add my
comment upon the subject of a
booklet received recently as pre-
pared by the All-Radio Presenta-
tion Committee.
This booklet is entitled “Radio
Has Been Strangely Silent.”... It
would seem to me—as a
small market station stockholder
and manager—that the All-Radio
Presentation Committee has picked

a weak voice indeed with which
to break radio’s silence, at least
as far as radio selling on a
local scale is concerned.
I believe that if the members
of the industry don’t have time to
tell radio’s story every time they
try to make a sale—that if the
members of the industry are too
busy selling against competition
in radio to sell radio as a whole,
then what the radio industry
needs is not a sales presentation
for the advertiser’s behalf...
but an educational campaign to
TEACH members of the industry
that THERE IS MORE MONEY
TO BE GAINED BY TAKING
ADVERTISING DOLLARS
AWAY FROM COMPETING
MEDI UMS THAN IN FIGHT-
ING WITH COMPETITIVE STA-
TIONS.
There is only one way to sell
radio in competition with the news-
papers, and that is with hard-

a particular program or spots on
one individual station, but RA-
DIO as an industry...
Robert D. Buchanan
V.P. and Exec. Agr.
WSTS Southern Pines, N.C.

Chester, Pa., Market
EDITOR, BROADCASTING:
Your July 12 issue re the Phila-
delphia Market was an excellent
report, as far as it went...
In order that the record won’t
suffer from good luck or indig-
ition, let it be known that there are
a few important markets usually
listed under metropolitan areas
that you so carefully ignored in
your study of Philadelphia. We
in Delaware County can boast of
the largest industrial county in
the State of Pennsylvania...
Lou Poller
WPWA Chester, Pa.

KYW FM Antenna Tower
Is Nearing Completion
KYW Philadelphia expects to have
its FM antenna tower completed
within 60 days, giving the outlet
reception within a 60-mile radius,
according to Robert E. White,
KYW general manager.
The tower is being erected atop
the 24-story Architects Bldg. Its
peak will be 576 feet above street
level and the tower itself will be
245 feet high. A 31-ton structure
built by Blaw-Knox, the tower is
being installed by Hartenstein-
Zane Co., New York.
The project is part of a general
expansion program of the station
which has recently installed a new
Westinghouse type FM trans-
mitter. The transmitter and tower
are expected to provide an effective
radiated power of 20 kw.

Glass Campaign
A THREE-YEAR advertising cam-
paign, including national use of
spot radio, will be launched Aug.
22 by the Glass Container Manu-
facturers Institute, New York,
through its agency, Foote, Cone &
Belding, New York. Based on pro-
moting the use of glass containers,
the campaign will begin with a
five-month schedule publicizing
the no-deposit no-return beer bottle
in 22 markets. An annual budget of
$1,000,000 has been established for
the three-year drive.

WRNL-FM Starts Soon
WRNL-FM Richmond, Va., will
start fulltime operation in Septem-
ber on Channel 271, 102.1 mc, with
an effective radiated power of 50
kw, station officials report. The
last section of the 58 ft. pylon
antenna has been mounted atop
WRNL's new FM tower in down-
town Richmond. WRNL's AM
transmitter and antenna will re-
main at the present location, north
of the city.
has six top programs for sale... all of them have loyal, ready-made audiences... all of them get results in the nation's first market!

Co-op Programs

**ABBOTT AND COSTELLO.** Riouros fun and nonsense with America's favorite zany comedy team. With music by Marty Malneck's popular orchestra. This great network show is for sale in New York at a surprisingly low cost!

**FAVORITE STORY.** When it comes to prestige, you just can't beat Mr. Ronald Colman, winner of the Academy Award and "man of the year" in Hollywood. His brilliant dramatic half-hour is one of the most distinguished in radio—and he can build good will for your product exclusively in the New York area! Sundays, 4:30 pm.

**MR. PRESIDENT—**direct from Hollywood, with Metro-Goldwyn-Mayer's popular Edward Arnold as star! In this momentous election year, the attention of every man, woman and child in America is focused on the White House! This timely program has everything: drama, patriotism, thrills, suspense, action. Sundays, 2:30 pm.

**DON GARDINER.** Here is early morning news at its best. Don Gardiner is a topnotch news-caster, popular with New Yorkers because of his complete and competent coverage of the news. More and more in these historic days, listeners are tuning in their radios for news. Weekdays, 7:00 a.m.

**THE FITZGERALDS.** Ed and Peg are more than "favorites" with New Yorkers; they're an institution! Their popular breakfast program on WJZ is full of fun, good humor, interesting facts—with a special charm all its own. Results? Call WJZ for some amazing—but-true stories! Weekdays, 8:15—8:55 am.

**ETHEL AND ALBERT.** Did you read critic John Crosby's recent rave review? What a tribute! And every word of it was deserved—for here is one of the most delightful comedy programs on the air. Listeners recognize themselves in every line—and they love it! Weekdays, 6:45 pm.

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

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

ABC Pacific Network

American Broadcasting Company
Mrs. Gardner Beman

NAB District 2 Meeting Registration Aug. 5-6, Rochester, N. Y.

<see BROADCASTING, Aug. 9>

Mrs. Gardner Beman, wife of Gardner D. Beman, former radio production and sales promotion counselor of Birmingham, Ala., and Washington, D. C., and at present program director and commercial manager of WPTR-Front Royal, Va., was killed Aug. 10 when she accidentally fell from a window of her home.

... and she can cook

If you need to stitch up rigged sales edges or get your soles pot boiling in North Alabama, WSGN is the helpmeet for you. Take advantage of WSGN's audience-building programs and years of experience in promotion, publicity and service.

DENVER WILL BE HOST TO RADIO JOURNALISTS

ANNUAL meeting of the Council on Radio Journalism will be held Aug. 31 at the Cosmopolitan Hotel, Denver, it was announced last week. The council will cover a full agenda, including morning sessions, and evening sessions, according to Mitchell V. Charnley, professor of journalism, U. of Minnesota, chairman of the meeting.

FULL-TUITION refunds to the recently-completed seventh annual NBC Northwestern Summer Radio Institute were awarded to Idalee Woodson of Peoria, Ill., and Hubert Cordier of Meadville, Pa., by I. E. Shoverman, in attendance in charge of the Central Division, at a reception Aug. 6.

Miss Judith Walker, director of education and public affairs at NBC's Central Division and co-director of the institute, awarded certificates to 92 students who completed the advanced course.

DEBBIE MACDONALD IN CONCERT

In this year, Debbie MacDonald is in demand as a soloist with orchestras all over the world. She was last year a soloist with the Chicago Symphony Orchestra, and in a broadcast of her concert with the NBC Symphony Orchestra. Her concert with the NBC Symphony Orchestra received glowing reviews in the press, and was broadcast over the airwaves of America.

TV Film Discussion

“NON-THEATRICAL Film as an Expanding Market” was discussed by a panel of four at a weekly meeting of Hollywood Advertising Club held Aug. 9 at Hollywood-Roosevelt Hotel. Speakers included Roland Reed, owner Roland Reed productions; Walter Silver, CBS, executive; Lee Spencer, manager sales service department, Union Oil Co.; Kenneth MacGowan, director of UCLA theatre arts department. Edmond Albert, film star and head of Albert Pictures, and Frank Capra, director-producer.

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another first by
Charles Stark Productions...

Jacques Fray
radio's first
classical disc jockey.

Looking for a completely new idea in programming ... a show that opens up a whole new avenue of sponsors and listeners? Then send today for the bright, new folder giving the facts about the new Jacques Fray show. We'll send it to you free, along with an audition record, if you drop us a line, send us a wire, or give us a jingle via long distance.

Jacques Fray, world famous pianist of the Fray and Braggozetti team, now becomes radio's first classical disc jockey. He calls on his colorful career to supply him with new and unusual facts about composers and performers ... invites top stars of the music world as his guests at the turntable ... introduces music that comes from your own station's record library ... he puts a smile into serious music. In Jacques Fray's own words, "... this isn't a program for highbrows. It's for people who like to listen to music."

The Jacques Fray show has proven its merit before millions of listeners in America's most discriminating city ... New York. Now it's ready to do an equally outstanding job for local and regional advertisers throughout the nation.

half-hour program for 3-a-week broadcast

COMPLETE AUDIENCE PROMOTION PLAN FREE

Attention Radiomen: the Jacques Fray show may be sponsored by one, two or three advertisers.

Charles Stark Productions

366 MADISON AVENUE
NEW YORK 17, N.Y.
Maurice Speiser, NAPA Counsel, Heart Victim

CASTING, serving in final tion more introduced

Maurice Speiser, 68, general counsel of the National Assn. of Interfering Artists since its inception more than a decade ago, died in Philadelphia Aug. 5 of a heart attack. He had made his home at 67 Mark Ave. in 1959.

Mr. Speiser is credited with having several pieces of legislation introduced in Congress, amending current laws affecting performers' rights. His most recent bill, entitled last spring, received hearings by a Senate subcommittee, although no action was taken. NAPA indicated last week that no final action had been taken on any of Mr. Speiser's bills, but that he had "excited sufficient interest" to create Congressional discussions.

Before joining NAPA Mr. Speiser was an assistant district attorney in Philadelphia for 15 years.

Damon Runyon Stories

PLANS for transcribed adaptations of 166 Damon Runyon short stories were announced last week by Mayfair Transcriptions Co. Producers of two of last week's series got underway Aug. 11, according to Bob Reichenbach, firm's sales manager. Russell Hughes is doing scripts, Richard Sanville is producing with Ed Carstensen serving as producer. Initial news of series was disclosed at the NAB convention in May [Broadcasting, May 24].

TIME OUT

Duluth, Minn.—"I've got to rest," gasps Otto Mattick. "I'm all worn out from rushing around this booming Duluth-Superior market."

No wonder Otto needs a breather. The activity in this wealthy, swiftly-growing Duluth-Superior market is terrific. Since 1945, the total effective buying income has jumped 27.6% and the population 15.5%.

KDAL is the pet radio station in this wealthy metropolitan area... when your sales message is heard on KDAL, you get action—fast!

NBC Offers Sports Show Recorded to West Coast SPORTS sports Tonight show has been available on records by NBC to its West Coast affiliates for the first time in the show's seven years on the air. It was previously spon- sored as a weekly show by General Petroleum Motor Oils, but this is the first time the recorded program has been made available to West Coast local and regional sponsors.

It will begin Sept. 10 as a 13 weeks 15-minute series.
Now on the Air!

WXKW

ALBANY · TROY · SCHENECTADY

The Big New Voice in the Valleys

10,000 WATTS—DAY AND NIGHT

ABC BASIC

Champlain Valley Broadcasting Corp.

Steve Rintoul—Pres  Hal Meyer—Mgr
TV Count
(Continued from page 27)

<table>
<thead>
<tr>
<th>Status</th>
<th>City and Call</th>
<th>Letters</th>
<th>Channel</th>
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<tr>
<td>Ames</td>
<td>CP Iowa Stote (WOTV-4)</td>
<td>4</td>
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<td>Cedar Rapids</td>
<td>A Govee Co.</td>
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<td>Des Moines</td>
<td>A Central Bstg. Co.</td>
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<td>Danville (see also Moline-Rock Island, Ill.)</td>
<td>CP Central Bstg. (WOC-TV)</td>
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<tr>
<td>Des Moines</td>
<td>A Davenport Bstg. Co.</td>
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<td>Dubuque</td>
<td>A Central Bstg. Co.</td>
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<td>A Murphy Bstg. Co.</td>
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<td>A Tri-State Meredith Bstg. Co.</td>
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<td>Dayton</td>
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<td>Topeka</td>
<td>A Midwest Bstg. Co.</td>
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<td>A Topeka Bstg. Assn.</td>
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<td>Oklahoma City</td>
<td>A Oklunon Chain</td>
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<td>KANSAS</td>
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<td>Louisville</td>
<td>CP WAVE Inc (WAVE-TV)</td>
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<td>New Orleans</td>
<td>CP WHAS Inc (WHAS-TV)</td>
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<td>A Melton Bstg. Co.</td>
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<td>New Orleans</td>
<td>A New Orleans Bstg. Co.</td>
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<tr>
<td>Chicago</td>
<td>A Chicago Bstg. Corp.</td>
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<tr>
<td>South Bend</td>
<td>A South Bend Tribune</td>
<td>13</td>
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25TH ANNIVERSARY KFH WICHITA, KANSAS

* 5000 WATTS DAY AND NIGHT

ALWAYS ENTERTAINING

For 25 years KFH has had a measuring stick for programming that can be summed up in three words, "Is it entertaining?" Patterned to supplement CBS network shows, all KFH produced programs are carefully measured with this yardstick. Talent is rehearsed by capable production supervisors and music is selected with a fine understanding of listener preference. There's no room on the air these days that can steal an audience away from KFH.

ADVERTISING GETS RESULTS ON KFH

If you want to put a punch in your commercials, schedule them on KFH. Your commercials will be delivered with a professional touch that is comparable to the best network announcements. KFH announcers study their script well in advance of the broadcast. Ask any Petry man, he has the complete KFH story. Ask him too, for the KFH open time schedule; he'll mail it regularly to your personal attention.

TOP HOOPEDER OUTFIT FOR YOUR ADVERTISING MESSAGE

CBS IN WICHITA, KANSAS, 1330 Kc.

KFH IS THE RADIO VOICE OF THE WICHITA EAGLE

REPRESENTED NATIONALLY BY PETRY

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BROADCASTING * TELECASTING

(Continued on page 68)
FOR YOUR INFORMATION:

Development of possible oil deposits in Tidelands off Texas-Louisiana coast now under way. Thus oil companies -- already supplying more oil than ever -- hope to tap what may prove to be one of nation's greatest sources of oil in the future.

With U.S. oil consumption greater than ever and going higher, the shelf which rings the Gulf Coast will be explored by at least thirty oil companies. So far, they've spent 26 million dollars to lease subsurface land having all the earmarks of a large oil potential.

First wildcat drilled on shelf will cost close to 2 million dollars. This illustrates tremendous risk taken by oil companies in the interest of the nation's future oil supply. Average well drilled on land costs $70 thousand. Even highest land-well costs -- one million dollars per well -- are doubled by fabulous expense of Tidelands drilling. Cost even more impressive when one remembers that only one well in ten is a "producer."

While Tidelands make the headlines, industry continues to expand facilities to supply more oil products for more cars, oil burners, planes, diesel trains and farm machines than we've ever had before. Production, refining, transportation and marketing companies are spending over 4 billion dollars to handle record amount of oil.

Attacking supply problem from another angle, industry is urging efficient use of oil products. Current ad urges replacement of old inefficient oil burners with newer, fuel-saving models. Number of U.S. oil burners has doubled since 1938...making conservation of fuel oil most important.

Oil transportation companies awaiting delivery of 37 huge new tankers, some having 10 million gallon capacity. Maritime press claims greater speed, capacity and efficiency make one new tanker equal to four pre-war carriers. Re-investment of business funds helps pay for such new equipment.

Imports of oil continue to outweigh exports. Nearly 15 million barrels of oil were imported in April alone. This is still another phase of industry's effort to supply oil products to the nation... when and where they are wanted. Round-the-clock work schedule which led to 200 million gallons of oil products daily in '47 will continue.
**District 7-8**

(Continued from page 25)

Ohio: J. C. Jeffrey, WIOU Kokomo; P. H. Jones, WZEL Springfield.

K


L


M

C. B. McConnell, R. B. McConnell, WOHT South Bend; John McCormick, WJAM Cleveland; Francis McKenney, WABI Adrian, Mich.; Harry McGinty, WINS Louisville.

J. A. Mahoney, MBS, Chicago; R. D. Mainy, WHIZ Zanesville, Ohio; R. T. Mason, WMBN Marion, Ohio; Jack Maurice, WHK Cleveland; Don Menke, WBOC Evansville, Ind.; Nate Miller, WHIZ Zanesville, Ohio; Judge Justin Miller, NAB, Washington; R. P. Mills Jr., WELI Battle Creek, Mich.

N

Dick Neher, WCHI Columbus, Ind.; Helen Nelson, WHLS Port Huron, Mich.; K. E. Nelson, WOT Toledo, Ohio; V. A. Notte, WHIZ Zanesville, Ohio; Glimore Nunn, Nunn Stations.

P


R

W. F. Reily, NBC, T. T. Rembush, WCOB Columbus, Ind.; G. E. Richardson, WASK Lafayette, Ind.; W. F. Rippeoe, WBOW Terre Haute, Ind.; T. A. Rossa, WCLT Newark, Ohio; Ed Rosohn, WVBO Hammond.

**Rules List**

A CHECK LIST of FCC's rules and regulations, showing which may be secured from the Commission and which must be purchased through the Office of the Superintendent of Documents, Government Printing Office, is made available by FCC last week. The list covers all rules and amendments issued through Aug. 9, 1948.

- **KFSF** delivers a market that can't be covered from **Outside Ft. Smith!**
- FORT SMITH, the number 2 market in Arkansas, . . . the center of a rich agricultural and industrial market.
- Sales from manufacturing average over 33 millions of dollars per year. . . retail sales, over 35 millions. Effective buying power set at 58 millions per year. Bank deposits are over $1100 PER CAPITA a great market for all kinds through KFSF . . . Fort Smith.
Fall Business
(Continued from page 21)
as compared to this year's 16%, and 15% (against this year's 4%) failed to answer the question.

Does this apportionment between programs and announcements differ from last fall's—if so, in what way? (See Chart III).

Almost half (49%) of the agencies reported their fall plans for non-network radio called for no change from last year's ratio of program vs. announcement expenditures; 17% planned to spend more on programs, and 22% estimated a greater share than last year for announcements.

In the poll taken last year, the number of agency executives stating that they planned to increase program expenditures was greater (22%) than this year (17%), as was the number predicting heavier announcement purchases (34% in

<table>
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<th>CHART III</th>
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<td>Does this apportionment between programs and announcements differ from last fall's and, if so, in what way?</td>
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<tr>
<td>1946</td>
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<tr>
<td>Survey</td>
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<tr>
<td>More programs</td>
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<tr>
<td>More announcements</td>
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<tr>
<td>No difference</td>
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<tr>
<td>Indefinite or no answer</td>
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<td>100%</td>
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the 1947 survey, 22% in the current one). However, the number this year (49%) indicating no change in the proportion of announcements to programs was considerably greater than last year (19%).

Again an attempt was made to evaluate the broadening scope of radio as an advertising medium by the question:

Are you planning to use radio this fall for any accounts which have not used radio before? (See Chart IV).

Two out of five agencies are planning to use radio for the first time on one or more of their accounts this fall. As was found last year, food was the most frequently mentioned type of account. Also with several mentions were automotive, drug and cosmetic, and appliance clients. Banks and financial institutions received a few mentions in this year's survey, but none last year. On the other hand, transportation, schools, tobacco and dry cleaning did not appear this year as they did last.

KLAC-TV BIDS

COMPETITIVE bid for purchase of Los Angeles was prefaced last week in the Commission to require naming of Dorothy Thackrey's KLAC-TV Los Angeles for overall consideration of $2,045,000 to Warner Bros. (BROADCASTING, June 28).

Petitioner is Southern California Television Co., newly formed corporation which includes Edwin W. Pauley, millionaire oilman, and the late President Roosevelt and television applicant at San Francisco, Firm requests that in view of intent of FCC in formulating Avco rule on station transfer procedure, the Commission should require Mrs. Thackrey and Warner Bros. to modify their contract to specify individual considerations for each of the outlets and in a revised newspaper notice to announce that competitive bids for any or any of the facilities may be made within the usual 60-day Avco waiting period.

Southern California, which still is under organization, told FCC it is "ready, able, and willing to construct and operate a commercial television station on Channel 13 in Los Angeles" and desires to file a competitive bid under Avco for KLAC-TV. The petition pointed out that to be required under the proposed agreement to buy all three or none of the outlets "distinctly limits the number of competing applications which might otherwise be filed . . . defeats the purpose of the Commission's Avco procedure . . . and . . . violates past precedents and requirements" of FCC in transfers under Avco.

One consideration above all others requires separate pricing of the television outlet, the petition said, when the seller has a television permit rather than a license. FCC should know the consideration asked for KLAC-TV in order to determine whether or not there is "a sale of a television frequency, because if the price being paid for KLAC-TV is in excess of the expenditures actually incurred by Mrs. Thackrey in obtaining the grant and the reasonable value of whatever construction has been undertaken pursuant to the permit, we have a clear case of trafficking in a construction permit."

The petition said it is understood Warner Bros. planned to re-sell KLAC and keep KFWB Los Angeles more for a better nighttime power. Adding that Warner Bros. also is a video applicant in Chicago, the petition continued that under these circumstances "it is a fair assumption that they are interested in Mrs. Thackrey's West Coast radio properties primarily because of the television construction permit which she holds for Los Angeles."

Concerning the allowed combined sale of joint AM and FM outlets, the petition related FCC's rules permit duplicated programming and the AM-FM outlets are component parts of one aural operation. Further, the Commission's allocations provide one and a half times as many FM facilities as AM stations in a given community whereas in television the scarcity of channels has not made this allocation possible. Thus, the petition said, a number of AM licensees in Los Angeles which would be ineligible because of the duopoly rule to file a competing application for KLAC, "might be very much interested in acquiring Station KLAC-TV."

Associated with Mr. Pauley in Southern California Television are the following Long Beach business and professional men: John G. and Henry H. Clock and R. A. Weastman, attorneys; Harry A. Buffum, president, Buffum Dept. Store; James Craig, president, Craig Shipbuilding Co.; E. E. Combs, Termo Co., petroleum firm, and Carl B. Shank, real estate.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

Again ... WDBJ

Why Buy

Because WDBJ alone covers Roanoke and most of Southwest Virginia, a rich and rapidly growing market with Billion Dollar Buying Power! (S. M.) Now in its 25th year of service, WDBJ represents preferred entertainment for its listeners and effective selling for its advertisers.

SOUTHWEST VIRGINIA

ASK FREE & PETERS/

WDBJ CBS 5000 WATTS 960 KC-
Owncd & Operated by the TIMES-WORLD CORPORATION-
ROANOKE, VA-
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

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BROADCASTING • Telecasting
Giveaways

(Continued from page 23)

FCC, owing to the absence of a definite FCC regulation on the subject.

Three elements exist in the generally accepted test as to whether a lottery exists. First, a prize must be awarded by chance or lot; second, the chance or lot must be a factor; third, the winner must first put up some “consideration” as a prerequisite to winning. It is on the third element that the FCC proposes stringent definition.

A show would violate the lottery section of the Communications Act, according to the FCC, if a valuable prize is awarded to anyone whose selection depends on chance or lot, if as a condition of winning, he:

(1) is required to furnish any money or thing of value or have in his possession any product of a sponsor;

(2) is required to “be listening to or viewing the program in question on a radio or television receiver”;

(3) is required to answer a question whose answer has been given on the air;

(4) is required to answer the phone or write a letter, if the phone conversation or the letter are to be carried on the air.

One network legal authority said that most rulings of the Post Office recently had defined “consideration” as pertaining only to money or a thing of value, a limited definition by comparison with the FCC’s.

Three for the Money, an MBS program, he pointed out, had been cleared with the Solicitor of the Post Office Dept., who said as far as rules were concerned it did not constitute a lottery. There is doubt that it would similarly survive the proposed FCC rule.

Whatever the outcome of the FCC intent, the most network executives agreed that considerable legal history would be made before the giveaway question was settled.

Tell ‘em about A. U.* when they want a future in Audio-Video

Give your hopefuls sound advice—when A. U.’s radio-television course leading to B. S. degree with major in Radio—TV. It’s taught by prominent Washington professionals.

COURSES: * writing • mike technique • music • newswriting • acting • sales • announcing • promotion • management • public service programming • policies & regulation • related courses in the School of Social Sciences and Public Affairs.

For complete details, or registration for Fall semester, write Director of Radio and Television.

*The American University

1997 7th St., N. W., Washington 6, D. C.

STATISTICIAN BOND

Chances on WARL Show Listed
By Hearing Examiner

FOR statistics lovers, FCC Hearing Examiner J. D. Bond inserted into his recommended order in the WARL Arlington (Va.) lottery proceeding [BROADCASTING, Aug. 9] a footnote on listeners’ chances of being called on quiz shows.

Noting that the program in question was carried every half hour, Mr. Bond wrote:

A conservative estimate of 5,000 calls per year and 270,000 Washington telephone subscribers might expect to be called by program producers except for the element of chance selection, which would result in some multiple and some omitted calls.

The probabilities might interest the mathematically inclined. For example if the experience-indicated rate of WARL winner production should be maintained at 126 per 30 days, then all of the assumed 270,000 Washington telephone subscribers might expect to become winners in slightly more than 0.005,210,000 of the element of uncontrollable caprice of chance and the inevitable fate of mortals.

ATTORNEY’S NEW BOOK ON LINEL OFF PRESS


DEFINING libel, the author notes “the law is evolving to treat a false broadcast as a libel,” although formerly defamatory material via radio was regarded as slander. Since the laws of libel are more severe than those relating to slander, Mr. Ashley’s guide to the danger points should be useful to radio personnel, radio executives and especially newscasters and writers.

Even the well-intentioned may open themselves to damage suits and extremely serious legal penalties. Mr. Ashley points out. Libel laws and judicial determinations also vary from state to state, and Mr. Ashley cautions that a newspaper circulating in several states would be subject to their respective libel laws. Presumably the same principle would apply to radio stations whose listening area extends beyond the borders of a single state.

The book contains a five-page checklist of words and expressions which should be considered libelous from the article (or broadcast) itself, without reference to outside circumstances.

Status Quo on Baltimore Gag Case; Hearing Oct. 1

DUE to court instructions that no briefs should be filed in the Baltimore “gag rule” controversy until after the trial of the accused murderer is over, there were no developments on that front last week.

Five Baltimore stations and a newspaper editor are awaiting Oct. 1 contempt hearings on a charge that they broadcast details of crime news in violation of a local court rule [BROADCASTING, Aug. 9].

NAB, ANPA, the American Civil Liberties Union and others have attacked the rule and come to the defense of the stations.

Intra-Store TV

(Continued from page 26)

Lee studios and one act plays by the Masquers and Straw Hat players.

Commercial phase of the demonstration included a millinery style show—presenting Parker’s finest hats on live models. Dermott of London conducted a hair styling demonstration during which he illustrated the advantages and charm of his new “Baby-Curl Cut.”

A half-hour feature, Around the Clock Fashions, presented the latest autumn ready-to-wear and lingerie.

A live demonstration was also given by the shoe department. Electrical appliances were shown in use, including ranges and ironers.

Over $150,000 worth of television equipment was sent by RCA, including two cameras and all related controls, mikes, receivers and a crew of five men—two directors, T. J. Brady and Jim McCarville, and three technicians.

WOC Sets Scene

Before the RCA team arrived, they had enlisted the aid of WOC. Parker’s and WOC built a special television studio with control booth on Parker’s second floor and supplied the scenery and props.

With Mr. Lottridge a number of other WOC staff members also gained valuable experience in video production and operation. Station staff members taking part in the demonstration included three cameramen, one assistant director, program manager, four assistant sound men, three announcers, two women as fashion commentators, three script writers and all professional talent.

Five days before the demonstration was to begin, the RCA crew set up the equipment and Mr. Lottridge and the WOC staff started rehearsal.

Gave TV Training

Not only was the demonstration a success for Parker’s but it also gave the staff of WOC valuable training in video operation under trained personnel.

WOC was granted Channel 5 (76.82 megacycles) on June 2. Grant is for visual and aural effective radiated powers of 22.9 kw with an antenna height above average terrain of 350 ft.

WSVS Crewe, Va., Reports Its Tower Was Sabotaged

WSVS Crewe, Va., has reported that its 294-foot tower was “sabotaged” last Thursday, “by what police authorities say was an instrument like a bolt cutter.” Four guys were cut, the station reports, and the tower collapsed, interrupting broadcasting for nine hours while a temporary antenna was erected.

An automatic time device set the time of the tower collapse as 2:21 a.m., Thursday, Aug. 12.

WSVS officials have announced that the station will continue operation with the temporary antenna while a new one is being built.

"WONDERLAND * IS BIGGER THAN MARYLAND," said Alice

“But that would make Wonderland bigger than New Jersey or Massachusetts or Delaware too,” said the timebuyer.

“Well, we do cover a lot of territory down here in Texas,” said Alice. “And speaking of Delaware, there are more people in Wonderland than the whole state of Delaware. So isn’t it nice that you can tell them about your clients’ products over the one station that’s programmed just for them? Better write KBKI for availabilities.”

WONDERLAND: the 13,000 square miles where almost 300,000 Texans listen regularly to KBKI.

KTB ALICE (in Wonderland) TX

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Scott Decision (Continued from page 28) generous sophistry that seems to be increasing these days."

FCC currently is pondering the case of WHAM, which is on temporary license pending further study of a complaint that it had refused air time to "Free Thinkers" organization [BROADCASTING, May 3].

Petition to FCC

Religious Radio Assn. a fortnight ago [BROADCASTING, Aug. 2], filed a petition with FCC asking clarification of the decision. RRA was fearful that the decision as it now stands might be construed to mean that stations "must make a right of reply available to atheists every time they broadcast church services, prayers, Bible readings, and other kinds of religious programs."

Contrasting the United States Constitution with that of the Soviet Union, Rep. Kersten cited the difference "between the case of the atheists and that of the radio station."

Article 134 of the USSR Constitution, he pointed out, reads, in part, as follows: "Freedom of religious worship and freedom of anti-religious propaganda is recognized for all citizens."

The United States Constitution, he said, reads, in part, as follows: "Congress shall make no laws respecting the establishment of religion or prohibiting the free exercise thereof."

The Soviet Constitution," Rep. Kersten explained, "puts religion and atheism on an equal basis. The American Constitution makes no reference to atheism whatsoever. Atheism is foreign to our basic philosophy of government. There is no controversial public question in our philosophy of government as between religion and atheism. The framers of our form of government assumed the existence of God was beyond controversy in the minds of the founders of our government."

The legislator added that individuals may have a legal right under the freedom of speech clause to advocate atheism "all they wish" but that this, in itself, did not make atheism a "controversial public question."

"No way," Rep. Kersten declared, "will contend that the radio stations would have to give the 'Murder, Inc.' the same radio time as they give the police department in its efforts to protect human lives."

Donald Counihan, assistant to the legislator, said Rep. Kersten had "nothing definite in mind for legislation," but did intend to bring the matter to the attention of the Harness Committee.

Mr. Counihan said the legislator had been interested in and was familiar with activities of the committee.

Heffron Article


In the article, Mr. Heffron pointed out that "God is officially recognized in the Declaration of Independence as the source and foundation of our liberties, as the bedrock of American democracy. The father of our country said 'religion and morality are indispensable supports' of good government."

He cited the Supreme Court decision in the case of Holy Trinity Church vs United States, proclaiming that "This is a religious people. This is historically true, and

PARTY LINE

Tapped Wires Provide Lively
—Show on WMAQ

ALTHOUGH the mayors of Nome and Chicago don't agree on the summer weather, they both went on record in the first known broadcast of tapped telephone conversations Aug. 2, on a WMAQ Chicago afternoon show. Aug. 2 was the first date on which such conversations could be recorded and aired legally under FCC regulations.

Leonard O'Connor of the news and special events staff called Mayors Walter H. Kennelly of Chica-

go, Mayor Luther Dunbar of Nome ( reputedly the coldest spot in the U. S. and its possessions and Henry Bebetaily of the industrial department of the Phoenix Chamber of Commerce, all of whom talked and disagreed about the weather.

The conversations, made on both local and long-distance lines, were fed into a wire-recorder direct from the Illinois Bell Telephone Co. line through a recorder-connector device attached to the telephone. Persons called in this way are told in advance of the interview that it will be used for broadcasting, and are reminded further of this every 15 seconds as an electronic "beep," a high-pitch warning note, is sounded. This can be switched off when the recording is dubbed. FCC requires constant use of the "beep" during these phone calls.

WMAQ plans to use the device for eyewitness accounts and spot newscasts.

Coast Ad Groups Meet Winners in AAAA Exam

THE 49 SUCCESSFUL candidates of the American Assn. of Advertising Agencies examination given in Los Angeles April 5 to prospective young advertisers were introduced at a Southern California chapter of AAAA and to the Southern California Advertising Agencies Assn. at a banquet Aug. 2. Los Angeles Ad Club, the speaker, Richard Compson, founder of Compton Adv., New York, discussed "Advertising as a Career."

Gene Duckwall, Footo, Cone & Belding, Los Angeles business manager, and secretary-treasurer of SCAA, introduced the candidates. Carl Tester, vice president and general manager of Philip J. Meany Co., Los Angeles, and SCAA chairman, presided.

maintained that theism is not a controversial public issue but an officially accepted public proposition.

"It is on this basis," Mr. Heffron wrote, "that I think the Robert Harold Scott opinion should be overruled . . . FCC's decision in the WHAM case will be, in a very real sense, its first clear-cut and precedent-making decision on this question."

ABC Sued (Continued from page 28)

agreed that if it was sold, the Blue Barron band would be employed on the program, Mr. Goodson would be employed as producer and Mr. Connell as script writer. Unauthorized Sale Charged

Mr. Barron now charges an unauthorized sale of the program, embodied in what is now known as Stop the Music, to ABC. He added that none of the defendants has informed him of the sale or any due profits or payments for his part in originating the idea.

The bandleader further said that demand for the program to ABC to cease broadcast of the program, the network indicated it will continue to air Stop the Music because of contracts with Mr. Goodson and Louis G. Cowan Inc. Similar demands were written other defendants by Mr. Barron, he alleges, asking that they refrain from planning to sell the program rights, including television and stage show rights.

In filing suit, the orchestra leader demanded of the defendants equal to half of the program profits received by the defendants, or, in the alternative, payment for reasonable value of the services performed by him in originating the program idea. He further demands that ABC be restrained from paying other defendants for any sale, release or contract relating to Stop the Music and that all defendants be restrained from attempting to effectuate any program sale.

KBA Meeting

THE KENTUCKY Broadcasters Assn. will hold its next meeting Oct. 22 and 23 at Owensboro. Directors attending an informal session, called in conjunction with the District 7 and 8 NAB meetings at French lick, Ind., last week, set the dates. Those present were Harlan Blevins, Lexington; Pete Smith, WGRG Louisville, and Ernest Lackey, WHOP Hopkinsville.

RESULTS?

THAT'S US!

CHNS HAUFTT NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS — NOW!

Interested? Ask

JOS. WEND & CO.,

330 Madison Ave., New York

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Stock Dispute
(Continued from page 36)

sion of the four previously un-
issued shares.

Mr. Nelson contended that Bar-
bara Leighton's interest mean-
while had been increased by 15
shares by virtue of a share of 11
from Benjamin Dubb (4 shares), Brad-
ley Kincade (4), and Prentiss
Carrell Jr. (3).

He said Mr. Leighton bought
these for a total of $9,500, and
that another share was acquired
from Mr. Carnell for $700 and
issued to Harold Salern, company
accountant, to hold for the benefit
of Barbara Leighton. Similarly,
Mr. Nelson claimed, Mr. Leighton
acquired the remaining share
owned by Mr. Carnell, also for
$700, and that this is now held by
James O’Loughlin, the company's
local attorney, for the benefit of
Miss Leighton.

The result, according to Mr.
Nelson, is that he and Mr. Leight-
non have 33 shares each, but that
Mr. Leighton and Miss Leighton
have 50 of the 99 outstanding
shares in addition to four shares
held by Mr. Leighton's mother-in-
law and one by his sister-in-law.

Cites April Incident

Mr. Nelson said his partner told
him on April 1 that he had ac-
dquired control and warned him to
"do his bidding or else." He said
Mr. Leighton threatened to "put
the screws" to him if he "talked
to any of the parties from whom
Leighton had acquired stock or
if he attempted to make an inves-
tigation of the stock purchases."

He said Mr. Leighton told him
on May 14, "Pal, you're through;"
his partner dismissed him as
general manager on June 21; that
a new board of directors was elec-
ted on July 19 and that a new slate
of officers was named July 27 with
Mr. Leighton as president and
treasurer, Mr. O'Keeffe as secre-
tary, and Walter Duncan, who
had been hired as acting execu-
tive assistant and sales consultant,

JACKPOT TOWN
It's Fort Worth—And WBAP

LISTENER Does It Again

WITH ODDS astronomically
against it, a major giveaway
jackpot struck WBAP Fort Worth a
second time when a local listener
picked up ABC's $19,000 Stop the
Mugle Aisle by 8.

By correctly identifying the mys-
tery tune, a 1901 air called "Sun
Dance," Mrs. Herbert Skelton, a
bride of two weeks, collected one
of the fabulous packages now dis-
turbing the FCC.

Bonds, a television set, an auto-
mobile, a house trailer, a bracelet
with a diamond for every birth-
day, a mink coat and a Caribbean
vessil were among the jackpot
items.

Last December Mrs. Ruth An-
na Bubbie, also of Fort Worth,
named Martha Graham as Truth
or Consequences' Miss Hush for a
$22,500 roundup. This also came
via ABC's Fort Worth outlet,
WBAP.

In Mr. Nelson's former post of
vice president.

Discussing his own dismissal,
Mr. Nelson said others who were
"either dismissed or resigned be-
cause of Leighton's conduct" were
Cecil Woodland, commercial man-
ger, who, he said, was required
to return his two shares of stock
to the company at $400 per share
under a prior agreement; Edward
S. Flynn, program manager; Rob-
ert C. Crigan, promotion; Alice
Pach, secretary to Mr. Nelson;
Betty Tierney, assistant to Mr.
Woodland; Jack Roukie, control
operator-announcer; Richard Van
Patten, salesman, and Jerry Coyle,
singer and announcer.

Stockholders' Letters

In support of his petition Mr.
Nelson submitted copies of several
letters he had received. In one
a former stockholder, James
Healey, said Mr. Leighton had
told him he was concerned about
Mr. Nelson's mental condition and
"strange behavior." In another,
Bradley Kincade, a former
stockholder, said Mr. Leighton
at saying Mr. Nelson had assumed
a dominating attitude and also
had made associations which might
damage the station's reputation,
and that therefore Mr. Leighton
wanted to get control to protect
his own interests.

There were also copies of a pur-
ported exchange of letters between
Mr. Leighton and Mr. Nelson, re-
lying to the former's complaint
that Mr. Nelson had made it im-
possible for him to determine
organizations.

Mr. Leighton suggested in his
letter that they select an impor-
tant third person to join them in
naming two other directors, and
asserted that otherwise he would
try to get the votes of other stock-
holders for election of such a board.
Mr. Nelson's letter responded that
the proper method was to fill pres-
ent vacancies on the board, and
asked that Mr. Leighton call a
meeting for that purpose. Mr.
Leighton responded, according to
the copies submitted to FCC, that
the informal method he had pro-
posed seemed more desirable since
it would be only a short time until
the regular election of di-
rectors.

In his petition Mr. Nelson told
the Commission that he and Mr.
Leighton had formed a partner-
ship in 1936 to operate an advert-
sising agency, and had founded
WSNY together in 1942. Mr. Nel-
said he was in charge of pub-
l. he had operated it for a year.

"So great was the trust which
Petitioner reposed in Leighton that
although checks . . . required a
counter-signature, for many years
Petitioner affixed his signature in
advance to all of the checks in the
check books of both the advertis-
ing agency and the radio station.
All went well until February of
1948 when Petitioner and his
family went to Florida for their
annual vacation," Mr. Nelson
declared.

WSNY is an independent local
operating on 1240 kc with 250 w
fulltime.

KPNI (FM) in Palo Alto
Relinquishes Its Permit

CONSTRUCTION PERMIT for
FM station KPNI Palo Alto, Calif.,
was deleted by FCC last week upon
request of Peninsula Newspapers
Inc., permittee, which told FCC it
"feels that it would be economi-
cally impractical to construct and
operate an FM station without an
AM station."

Firm said its AM request has
been pending FCC decision for 20
months after the hearing record
in the case had been closed. The
publishing firm continued that it
desired a joint AM-FM operation.

The FM outlet has been function-
ing on interim operation since
July 1947. It had been granted
conditionally in December 1945.

Facilities relinquished by the
FM outlet were Class A, Channel
259 (101.7 mc), effective radiated
power 770 w.

New WCHV Building

CONTRACT for a new air-condi-
tioned studio and transmitter build-
ing has been let by WCHV Char-
lottesville, Va., station reports.
To be built at an estimated cost
of $75,000, the 21-room building
is to have dual control rooms, modern
studios and offices and living quar-
ters for one engineer. A 391-ft.
Blaw-Knox self-supporting tower
has been attached to the new
location, WCHV reports. The 250 w
ABC affiliate announced that it
plans to put the new operation into
use in January 1949.

DON'T WORRY MR. SPONSOR
our new Califone transcription
players weigh only ten
pounds, so we can rush over
with your new show and
have it set-up in a half a
minute. Califones are two-
speed players and handle up
to 16-inch transcriptions,
either 33 1/2 or 78 rpm, with
rumble-free, wow-free and
slip-free efficiency.

GOOD!
that Califone tone quality really brings out the very
best in recorded music and
voice. It will be a great
day for the industry when
every transcription studio, agency,
advertiser and broadcaster is
Equipped with one of these
new, compact units of port-
able sales power.

now in use in over 450
broadcast stations
THE CALL IS FOR CALIFONE
Model 6-A for AC
Model 6-DC for AC or DC
List $54.95
Model 6-DC for DC or AC
List $74.95

Professional Discount to
Radio Stations, Advertising
Agencies and Recording
Studios Only

Model 6-A $41.25 Net $36.32
Model 6-DC $41.25 Net $36.32

ORDER YOURS TODAY OR WRITE
FOR BULLETIN 10A

CALIFONE
CORPORATION
401 NORTH SCAMORE STREET
HOLLYWOOD 38, CALIFORNIA

August 16, 1948 • Page 73
WYLIE OF Y & R SAYS TV INTRUDES ON HOME
"SICKENED by the whole prospect of television," Max Wylie, program manager of the radio division of Young & Rubicam, New York, maintained in a lecture at the U. of Colorado Writers Conference in Boulder Aug. 8 that video will be a "bore, will destroy living room conversation and will multiply the divorce rate." He was discussing "The Case for Radio.

"Television will make American life even crazier than it is now, not only because of its incivility but also because of the sordid intrusion into American home life it represents. It will commander the whole household in a way that radio cannot, because it can not be as optional as radio."

Mr. Wylie, who is a champion of AM programming and a founder of the "Columbia Workshop," predicted that video will replace AM "almost completely, and has already destroyed FM." Television, he said, will never be the "artistic medium" it could be, because of the strain on the performers. Eventually video will become the tool of Hollywood, and memorization will be an essential.

Explaining that a network of 21 TV stations will be available by Jan. 1 to 85% of the people, he added that it "will not be too long before everyone will feel it necessary to own a set."

NEW FULLTIME OUTLET UNDERWAY AT ALBANY
WPTR Albany, N. Y., commenced operations Aug. 6 fulltime on 1540 kc with a power of 10 kw, at its premier broadcast from the Hotel Ten Eyck attended by more than 700 persons.

Officers of the Patron Broadcasting Co. Inc., owners and operators WPTR, are J. Myer Schine, president; Leonard Asch, vice president and general manager; Harold Blodgett, vice president and counsel; W. Russell David, vice president in charge of engineering; Herbert DuVall Jr., vice president in charge of sales; Louis Schine, treasurer, and Willard S. McKay, secretary. Howard Maschmeier is program director of the station.

Polio Sidekick
A HUMOROUS light on the fight against polio in North Carolina was credited to WBT Charlotte by the Charlotte News. When the city was being sprayed with DDT, one little fellow became quite excited as the machine went through his neighborhood. He was reported by the paper to have run into the house calling to his mother, "They're sprayin' us with WBT!"


dw

STATIONS STEP UP POLIO AID
Special Children's Programs Aired, Fund Drives Held as Carolina Epidemic Continues

WITH new polio cases being reported daily in North Carolina, stations throughout the state continue their fund raising drives and special children's programs.

To date, well over $50,000 has been raised by Bob Jones and WBIG Greensboro, the station reports, for the Central Polio Hospital, being built at Greensboro. Many special programs to help in the fight have also been presented, including: An appeal by representatives of APL, CIO and the Brotherhood of Trainmen; a group of leading Negro citizens and doctors presenting their experience and work with the disease; and special features by the Greensboro Recreation Dept., Girl Scouts and Methodist churches of the city.

At Ahoskie a community hospital is just being completed to serve several counties. Funds, however, were not available to purchase the necessary mechanical equipment to treat polio. WROS Ahoskie reports it started answering record requests in exchange for contributions to buy equipment for this hospital. The first goal of the station was $500 for a whirlpool bath. Money came in so fast that the station reported it also raised funds to buy a $2,400 iron lung, a $400 hot pack, three heat lamps for $600 and ten baby cribs at a cost of $500.

A series of children's programs, Let's Play at Home, is being presented by WCEC and WCEC-FM Rocky Mount in cooperation with the city Recreation Dept., station reports. Another daily children's feature is The Old Oak Tree. A weekly program, The Story Book Lady, is aired each Saturday in cooperation with the Rocky Mount Public Library. Sunday School programs are given in cooperation with the Rocky Mount Ministerial Assn. and the Colored Ministerial Assn.

Two Montreal Stations Apply for TV Licenses
CKAK and CFCF Montreal have applied for television licenses. Public hearings are expected early in October by Canadian Broadcasting Corp., at Ottawa. CKAK had the first TV station in Canada when it operated experimentally with British Baird system in 1931 and 1932, airing programs regularly, although there were but three receivers in the Montreal area.

Current plans in Montreal call for a joint television studio for CKAK and CFCF, as well as for other Montreal stations who may receive TV licenses. Plans call for studio to be built and used by stations on rental basis. In addition, Montreal TV stations will have available moving picture studios located there making French-langugage films. CKAK is expected to use many French films imported from France on its TV programs, and is bringing to Canada early this fall a French TV producer, as chief program director.

This is a TRACTOR
Slow, heavy, and powerful the tractor is the prime mover for farm machinery. The tractor is an absolute essential to the High Plains farmer. . . just as K-TRIPLEX is essential to the advertiser who wants to reach this rich farm area with one purchase. 1111111111

Colby, Kansas
5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

BROADCASTING • Telecasting
Newspaper Opinion
(Continued from page 22)

Radio programs on radio or anything else. Fred Allen summed up the giveaway situation when he moaned that pretty soon the radio industry would consist of one washing machine giving away people.

But we don't go along with the thesis that jackpot radio is deplorable because it's a lottery. This newspaper long has been convinced, and still is, that one of the most intelligent steps we Americans could take would be to drop our hypocrisy about lotteries, and have a series of bang-up sweepstakes or drives, for the benefit of our schools, hospitals, old folks and what not.

From the Washington Times-Herald Aug. 7

All the same, they are an indubitable bight on the quality of American broadcasting. The lure which their gambling chance presents puts at a disadvantage all programs attempting to attract an audience on its own merits. They are, in very large measure, programs of ineffable stupidity in which the avarice of the participants is outdone by the eagerness of the sponsors to give away...

... The listening public, or at least a considerable segment of it, may be temporarily aggrieved by what the FCC proposes to do; but the caliber of American radio is likely to be greatly improved.

From the Washington Post Aug. 10

Needless to say, for cracking down on all this, the FCC is going to be called a growth, a group, and a lot worse by great numbers of irate Americans dreaming of getting rich quick by being called upon to identify a bit of music or say what Republican whose initials are T. D., may be our next President.

... The FCC may be completely right in moving to ban them, but it will be bemoaned by God Bless America. Nowhere but here do such things happen.

From the Washington Sunday Star Aug. 8

Radio comics throughout the land heaved a sigh of relief when the Federal Communications Commission announced its crackdown on those giveaway programs. "They're giving radio back to talent,"commented one air executive.

From Irv Kupcinet's column (Kup's Column) in Chicago Sun-Times Aug. 9.

The only objection to the FCC proposal is that legally they can't do anything about these Jack-ass Jackpots unless they are lotteries in fact. Unless the participants pay money or assume some obligation for the privilege of participating it is strictly legal. The FCC can't stop them unless the radio industry wants them stopped.

From Chicago Daily News Aug. 10

Nielsen Radio Index Top Programs
REPORT WEEK, JULY 4-10, 1948


<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Type</th>
<th>Average Audience</th>
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<tr>
<td>1</td>
<td>Jertese Journal</td>
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<td>10.8</td>
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<td>2</td>
<td>Cities Photographs</td>
<td>E-1</td>
<td>9.5</td>
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<tr>
<td>3</td>
<td>Mr. District Attorney</td>
<td>E-1</td>
<td>9.0</td>
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<tr>
<td>4</td>
<td>Suspense</td>
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<td>5</td>
<td>Westwood</td>
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<td>6</td>
<td>This is your FBI</td>
<td>E-1</td>
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<td>7</td>
<td>Big Story</td>
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<td>8</td>
<td>Fat Man</td>
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<td>9</td>
<td>Hallmark Playhouse</td>
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<td>10</td>
<td>Mystery Theater</td>
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<td>11</td>
<td>Bob Hope Show</td>
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<td>12</td>
<td>Your Song and Mine</td>
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<td>13</td>
<td>Nova</td>
<td>E-1</td>
<td>7.7</td>
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<td>14</td>
<td>Adv. This Man</td>
<td>E-1</td>
<td>7.5</td>
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<td>15</td>
<td>The Sheriff</td>
<td>E-1</td>
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<td>16</td>
<td>Stella Dallas</td>
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<td>17</td>
<td>Blondie</td>
<td>E-1</td>
<td>6.4</td>
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<tr>
<td>18</td>
<td>Adv. Sam Spade</td>
<td>E-1</td>
<td>6.0</td>
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<tr>
<td>19</td>
<td>Captain Scarlet</td>
<td>E-1</td>
<td>5.8</td>
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FACTS ON WHICH TODAY'S RADIO DECISIONS ARE MADE

Only in BROADCASTING do you find news of ALL radio—AM, FM, TV—told all in one book, told tersely, told in the week it happened.

A few seconds to sign and mail the attached coupon insures you a full year of lens-sharp radio background—facts that mean dollars and cents by being better informed through BROADCASTING.

Mail the coupon today!
WENR-TV

LONG-HERALDED opening of WENR-TV, was being planned in Chicago's third television station, detail last week as John H. Norton Central Division, announced Sept.

construction work at the station site, the 44th and part of the 46th floors of the Opera Bldg., where transmitter, studio, offices and storage rooms will be located. All studio and field equipment—telecameras, tele-film projectors, control and lighting facilities, as well as the first custom built truck of a mobile video fleet—have been received by ABC and are ready for installation.

WENR-TV's antenna, 615 ft. above street level, is the highest in the city. Its five-ton weight, along with the half-ton television section, is borne by a 52-foot high base and steel girders. The base will be used also as an FM transmitter for the station.

Test Pattern

Transmission of a test pattern will begin within the next week, according to Mr. Horstman. The Austin Co., Chicago is contracting firm. The 5 kw transmitter comprises eight cabinets which contain the newest type RCA video equipment.

Assisting Mr. Horstman in the technical work during the past six months were Robert Whitnah, station engineer for WENR-TV and FM; William Cummings, operational supervisor for WENR AM TV and FM, and Hugh Abfalter, Mr. Whitnah's assistant.

The video staff also includes Gerald Vernon, coordinator of tele-sales; Fred Kilian, director of TV programming; Jack Gibney, executive producer; Monte Fassnacht, production director; Gregg Garsson, staff director; Nancy Goodwin, staff writer, Herb Cunniff and John Mayers, program assistants.

Wilbur S. Horstman, engineering supervisor at the Central Division, said Thursday, "Both new and larger transformers had to be put in the basement by the Commonwealth Edison Co. in order to supply the huge amount of power necessary."

Workmen on a 24-hour daily routine are completing interior

WMBD's Studios Moved; Now Located in Theatre

WMBD Peoria, Ill., has moved its studios to Peoria's Majestic Theatre Bldg. Eventually the station's offices, still located in the First National Bank Bldg., also will be moved to the new location. WMBD officials have announced.

Occupying the new quarters now are members of the operational staff—announcers, musicians and engineers. As offices are completed in the theatre building the station management and the advertising and continuity departments will move in.

WMBD, which operates with 5 kw on 1470 kc, will occupy three floors (including an entire basement in the theatre building). Offices will be on the basement level and on the first floor. Also on first floor will be a new lobby. Station will have four studios on the second floor, including one seating 270 persons where the first balcony of the theatre used to be.

The People's Voice

WHEN Sen. Homer Capehart (R-Ind.) spokesman for the Senate Banking Committee, was reported to have said that "the public just does not seem to be interested in the problem of inflation," Bob Brooks of WSCR Scranton, Pa., had other ideas. From his program, "Inquiring Microphone," Mr. Brooks had received an entirely opposite impression. To make this point a bit more vivid to Sen. Capehart, Mr. Brooks sent transcriptions of two Inquiring Microphone programs to the Senator with a note saying "Dear Senator: I send not one letter to show the public's interest in anti-inflation but the cross-sectional testimony of all Scranton's and Lackawanna Valley's citizenry."

KMCA Opposes Cab Firm

Adjacent Antenna Plan

KMCA San Antonio, Tex., has filed a petition with FCC opposing adjacent antenna site selected by local Yellow Cab and Baggage Co. for its two-way FM radio system. It was said to be first complaint of this nature. Cab company, according to KMCA complaint, plans to erect tower in lot bordering the KMCA site and the station said the new FM antenna would act as a parasitic radiator and would "greatly influence directional pattern of KMCA." The AM outlet is assigned 950 fulltime on 1240 kc.

KMCA pointed out in its petition that although it does not know the exact location of the Yellow Cab antenna it could not be more than 430 ft. distant from the KMCA tower. This is 0.6 wave length at 1240 kc, station said.

The AM outlet requested the Commission to reconsider its FM facilities grant to the cab company, designate for hearing Yellow's application and require FM antenna be moved.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by BMI

HIGHWAY TO LOVE

On Transcriptions: WORLD—Russ Morgan; NBC THESAURUS—Swingstones; 'Jumpin' Jacks.'


Page 76 • August 16, 1948
SWELL NEW RECORDS FOR YOUR SHOWS
from RCA Victor's latest releases!

I'd Love to Live in Loveland with a Girl Like You
and I Love You

DENNIS DAY
Manteca and Cool Breeze
RCA Victor 20-3023

DIZZY GILLESPIE
Paul Jones Rumba and Linda Mujer
RCA Victor 26-9839

IRVING FIELDS
Topeka Polka and Big Chief Boogie
RCA Victor 20-3020

SPADE COLEY

RCA VICTOR RECORDS

August 16, 1948 • Page 77
BUCK PIERCE CAMBELL, formerly of RCA-WL San Francisco, and ORRICE C. DARACH have joined engineering staff of KDBW-Houston, Calif., new FM station to begin operations on Sept. 1, on 102.1 mc, Channel 271.

BERNARD KELLER, former executive field engineer at Federal Telephone and Radio, has joined WVNJ Newark, N. J., as engineer. The 5-kw AM and FM station will go on the air in September on 620 kc.

GEOE POLLOCK, formerly with KGAK Galib, N. M., has joined technical staff of KSTL St. Louis.

DELONEY HULL, former traffic manager of WESB Doacur, Ga., has joined WJR-AM Atlanta, Ga., as engineer. Mr. Hull has just returned from New York where he received TV training at ABC.

ROB MARTIN has joined KPMO Pomona, Calif., as engineer and announcer.

GORDON STRANG, of NBC New York engineering department, is in Hollywood supervising conversion and construction of network's television studios for KNBH Los Angeles.

DeLoney Hull, station on Hillcrest field

KLEE-TV Equipment

EQUIPMENT for KLEE-TV Houston, Tex., is now being built by General Electric, according to an announcement by the company. A $235,000 contract covering a low-channel transmitter, antenna, and studio and remote mobile equipment was reported to have been signed recently. KLEE-TV expects to be in operation late this fall.

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash. S. D. C.
District 1640

REPRODUCER REPAIRING SERVICE

ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
324 ARCADE BLDG. ST. LOUIS 1, MO.

Radio Towers Erection, painting &
Ground Systems

CLAY PYLIMATE COMPANY, INC.
1814 Apco Tower Phone T-7822
Okoloma City, Oklahoma

Radio Towered Erected
Painted and Serviced
Ground Systems and Transmission Lines

Radio Towers Erection

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Leaders Bldg.—Ph. 3401
SPRINGFIELD, MISSOURI

Radio Towers Eredced
Any type, anywhere, anytime
Crees Always Available
Write, wire or phone 8583
GREENE TOWER CO.
Southern Pines, N. C.

DAWKINS ESPI
AM, FM, TELEVISION
Consulting Radio Engineer
10396 PACIFIC ST.
S. M. 6-8807
SANTA MONICA, CALIFORNIA

General Instrument Shifts Ownership

SALE of working control of General Instrument Corp., Elizabeth, N. J., one of the largest makers of radio and television components in the U. S., to a group headed by C. Russell Feldmann and Richard E. Laux "for about $1,000,000" was announced last week.

Mr. Feldmann, who was the founder of Transitone, later sold to Philco, has been elected chairman of the board of General Instrument, succeeding Samuel Cohen. Mr. Laux, executive vice president of General Instrument since 1941, becomes president and treasurer succeeding Abraham Blumenkrantz, from whom controlling interest in the firm was bought.

The new officers would not disclose the size of the controlling bloc, beyond saying that it was more than 10%. Messrs. Cohen and Blumenkrantz have resigned from the General Instrument board, and have been replaced by Kenneth C. Meiklen, president of National Union Radio Corp., and Harry E. Collin, Toledo investment banker and industrialist.

The firm manufactures variable condensers, automatic phonograph record changers, and other components. Its wholly-owned subsidiary, the F. W. Sickles Co., Chippewa, Mass., makes radio coils and permeability tuning devices.

A spokesman for the firm denied reports that General Instrument will begin making radio or television sets. He said that the only occasions in 26 years when the firm has failed to make money were two years when it was turning out its own sets. GI reported gross sales of $16,500,000 in the fiscal year ended Feb. 29, 1948.

NEW RANGERTONE INC.
RECORER ON MARKET

RANGERTONE Inc., Newark, N. J., has begun delivery on a new portable tape recorder which is said to have higher fidelity and a wider range than was hitherto attainable with portable equipment.

One of the new sets, which cost $3900, has been sold to Standard Recorders, Hollywood, and another to Radio Diablo, the San Francisco FM outlet.

According to Rangertone officials, a sample tape has been received from Radio Diablo, where a Rangertone is in use by Fabrica De Discas Columbia, Madrid. Another Rangertone portable has been ordered by Radio Programas de Mexico, in Mexico City. The latter firm reportedly plans to promote the interchange of Spanish-language programs between Spain and Mexico by means of the portable tape recorders.

The Rangertone portable is packed in three cases, totaling 165 pounds in weight. The main casting is made of lightweight magnesium.

Center Your Attention on

John J. Nowak and Victor Mayer, formerly associated with the Editorial Department of BROADCASTING, are now participating with WJR, Detroit, in making "Trendsetting Tips With Sam Haynes", available in west for first time. In past series has been sold in other sections of country via NBC and aired live on Coast. Series consists of 13 programs in quarter-hour format.

Turntable

John J. Nowak and Victor Mayer, formerly associated with WJR, Detroit, are now participating with WJR, Detroit, in making "Trendsetting Tips With Sam Haynes", available in west for first time. In past series has been sold in other sections of country via NBC and aired live on Coast. Series consists of 13 programs in quarter-hour format.

Center of the Dial

860 kc

Milwaukee

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BROADCASTING • Telecating
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
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1519 Connecticut Avenue
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Michigam 2261

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CONSULTING ENGINEERS
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DISTRICT 4127

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1108 Lillian Way Gladstone 6178
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MCMARY & WRATHALL
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Washington 4, D. C. Watsonville, Calif.

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Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
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Telephone National 7757

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Specializing in Antenna Problems
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LYNNE C. SMEBY
820 13th St., N. W., EX. 4073
Washington 5, D. C.

BROADCASTING • Telecasting

August 16, 1948 • Page 79
When you think of REPLACEMENTS

RE-TUBE with...

AMPEREX

ALL TYPES — TRANSMITTING AND RECYCLING TUBES

AMPEREX ELECTRONIC CORP.
25 WASHINGTON ST., BROOKLYN 1, N. Y.

Page 80 • August 16, 1948

BROADCASTING • Telecasting
Save up to $1200 a year in filament power

...with the new RCA-5671

Here it is...a triode for 50-kilowatt transmitters...a tube that draws 60 per cent less filament power than a conventional pure-tungsten-filament type. Here is a tube that makes possible approximate savings of $1200 a year* in standard transmitters.

This unusual economy results from the use of a thoriated-tungsten, multi-strand filament of proved design...that provides a reserve of emission for long, uninterrupted service...that reduces hum modulation below FCC requirements—even without feedback.

To obtain all the power-tube performance you pay for, buy RCA tubes. They're available, for your convenience, directly from RCA...or from your local RCA Tube Distributor. For full information, write: RCA, Commercial Engineering, Section HP36-2, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

*Based on the operation of four tubes for 6500 hours at 1 cent per kilowatt-hour.
For more than nine consecutive years
THE STEUBEBAKER CO. has been advertising
on station
WMC MEMPHIS
5,000 watts day and night, 790 kilocycles, National representative. The Vanaman Company, owned and operated by the Commercial Appeal.

“A selective advertiser with more than 1,000 quarter hour programs during this period.
NEW YORK—Early this year, the Federal Communications Commission announced that the broadcasting industry would undergo a major change in the way it operates. The FCC is now considering a proposal that would allow open access to the airwaves for all interested parties, regardless of their financial resources or political clout. This proposal, if enacted, could revolutionize the way we think about media ownership and control.

For more information, visit the Federal Communications Commission website at fcc.gov.
GERTRUDE SPEER formerly with Sports Inc. and previously with WMPS Memphis, Tenn., has joined radio and television department, public relations division of National Assn. of Manufacturers.

BROADCAST MEASUREMENT BUREAU has announced that 99 stations conducting the BMB Interim Audience Study last March may now obtain reports on other participating stations. Others desiring report may request it directly from individual stations or from BMB at slight charge. Interim Area Report, now in preparation will be mailed late this month to BMB subscribers, AAA agencies and ANA advertisers. Others may obtain report for $2.50.

ASSOCIATED ACTIVITIES Inc., Minneapolis, processor of premium and contest responses for national advertisers, has scheduled opening of its newly-built plant on Pamp. Half, September 1st, and will distribute a contest monthly to Oct. 1. Plans are underway for branches in New York and Chicago sometime next year.

W WOOKER Co., has been organized at 38 E. 58th St., New York, to package shows for television. Firm produces mostly live shows but has a few feature films. Its "The Telegame" series is now telecast over WNET New York.

JOSEPH CARLETON Real, former public relations director of City College, Gainesville, Florida State University, is New York, on Aug. 15 opened own publicity and public relations agency, Inc., 151 W. 42nd St., New York. City College will be one of his accounts.

J. MICHAEL HAGOPIAN, cameraman, has been signed by Telefin Inc., Hollywood, for year's assignment covering unusual stories in Middle East for "Telegram" television series "Middle East Reports." Firm now has ten cameramen covering assignments all over the world.

FREDERICK B. FOLKS, director of radio at Bradley U., Peoria, will becomestructor in radio at Texas Christian U., Fort Worth, in September. He is reporting part of summer studying television operations at W5W of St. Louis.

CHARLES GORDON and YVONNE ENGELMAN have opened public relations and advertising offices under name of Gordon & Engelman at De Veaux, 509 Market St., San Francisco. Telephone: Douglas 2-8787.

JACK ROURKE, head of Jack Rourke Productions, Hollywood, and Jock Lazlo, Sestrin Studio publicist, have announced their marriage.

Equipment

GENERAL ELECTRIC, New York, has announced new division, called Industrial and Transmitting Tube Division that has been formed within Tube Division. New division will consolidate all sales, design engineering and manufacturing activities related to former Power Tube and Electronics Divisions, and makes rectifiers for industrial and power users. GEORGE W. HERITAGE has been appointed manager of new division.

PETERSON have been appointed assistant editors of WIBW, Topeka, Kansas. ASHLEY ANDREW Corp., Chicago (transmission lines, antenna equipment), has issued a new general price list, offering tabulation of all transmission lines, antenna and related equipment manufactured and sold by the firm.

HOBART S. McDaniel has been appointed Technical Services director, Technical Service in the public relations department of Westinghouse Electric Corp., Pittsburgh, Pa. Mr. McDaniel joined Westinghouse Lamp Division in 1939, as commercial engineer. He joined Technical Services in 1942. He succeeds CARL E. NAGEL, resigned.

RCA TUBE Dept., has announced new tool for tube identification. Electron tube connections are available in new RCA booklet, "The RCA Tube Booklet," which has been prepared by RCA and available at the per copy.

BENDIX RADIO Div., Baltimore, has announced a new television receiver model: Model 335MI, with price of $399.95, and Model 335MB, list price, $599.95.

HAROLD W. SCHAFFER has been appointed manager of Westinghouse Hospital Radio Division, Oakland, Calif. Mr. Schaffer has been in charge of engineering development and research, and previously had held administrative, manufacturing and engineering positions in the division.

BELMONT RADIO Corp., Chicago, subsidiary of Raytheon Mfg. Co., has announced new, lightweight, portable television set that operates on either AC or DC. To be known as Raytheon-Belmont "Juicer," set has seven-inch screen, indoor and sales for $179.95.

CHARLES T. HAST Jr., has been named General Electric's broadcast equipment representative for northern California and western Nevada, succeeding FRANK B. BARNES, who has been transferred to branch of company at Salt Lake City, as assistant to sales manager in transmitter division.

WESTINGHOUSE Inc. has introduced 1949 line of TV and radio receivers including new series of home, and portable radio sets. Console combining TV, AM, FM, and automatic record players, listed to retail between $900 and $184.

TOP Productions Inc. ("Television on Parade"), New York, is producing film commercials for industry. Series was made by "Mackenzie," new pre-shave beard softener manufactured by C. R. Mackenzie Ltd.

**Feature**

(Continued from page 8)

day. Eddie Condon, Stan Kenton and others. He also lays cautious claim to the discovery of the disc jockey, Fred Robbins.

The Andersons have been married for seven years and have twin girls, Allie and Marny, five. The family live in Jackson Heights, New York.

Income for Spending Up 4% in 1948 1st Quarter

CONSUMERS' disposable income, that amount available for spending after payment of personal taxes, increased more than 4% during the first quarter of the year, the Dept. of Commerce announced last Tuesday.

Factors contributing to the increase, the Department's Office of Business Economics disclosed, were reduced tax payments starting in May, and a jump in June of personal income to an annual rate of $211.9 billion from $207.2 billion in the previous month. The June increase resulted from the absence of withholding taxes and from effects of third-round wage increases in some of the durable-goods industries and higher prices paid farmers for livestock products. Bulk of the increase was centered in factory pay rolls.

**Ziv Show Expands**

FREDERIC W. ZIV Television Programs Inc., has notified sponsors of its Sports Albums television show, that football, basketball, boxing, wrestling, horse racing, golf, swimming and tennis "Albums" will follow current base- ball series, at rate of three-per-week during coming year. Stations carrying series: WCBS-New York, WOR-TV New York, WKBW-TV Buffalo, WWJ-TV Detroit, WEWS Cleveland, WLWT Cincinnati and KSU-TV St. Louis.

ADVERTISING and Sales College of the Los Angeles Institute of Telecasting announces new course in Advertising, starting Sept. 9.

**WSL**

JACKSON MISSISSIPPI

5000 WATTS

Day & Night

930 K.C.

American Broadcasting Co.

**WEED & COMPANY**

NATIONAL REPRESENTATIVES
FM LEADER!

110-mc ring-seal power tetrode streamlined for new transmitters. Forced-air-cooled. A pair will put out more than 3 kw, with only 120 w drive required!

Also best for your final stage because...

1. Tube installation or replacement takes only a few seconds (see sketch).
2. Wide terminal-contact areas greatly increase h-f efficiency.
3. Internal shielding is complete... tube inductance low... little if any neutralizing is needed.

TAILED to your needs as builder or designer of new broadcasting equipment, Type GL-7D21 is the right tube for medium-power FM. Check the low drive requirement of 120 w—real economy!—against an output (push-pull in open-line circuits with proper external shielding) of well over 3 kw. Note the convenience of forced-air cooling!

Study the tube's other advantages given above, then add plus-features like silver-plated contacts to reduce r-f losses; strong, lasting Fernico metal-to-glass seals; trim contour and compact construction to match the other advanced components of your ultramodern transmitter.

One of a distinguished family of ring-seal power tubes for FM and television, the GL-7D21's brilliant all-around performance also marks these larger types:

GL-5513. A 220-mc forced-air-cooled triode, with typical Class C output (per tube) of 2.45 kw.

GL-5518. A 110-mc forced-air-cooled triode with typical Class C output (per tube) of 6.4 kw.

GL-9C24. A 220-mc triode, cooled by water and forced air, with typical Class C output (per tube) of 9 kw.

In this group is a tube directly suited to your requirements, no matter what type or size transmitter now is on your drawing-boards. For prices and detailed information phone your nearby G-E electronics office, or wire or write to: Electronics Department, General Electric Company, Schenectady 5, New York.

GENERAL ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS
**WMBF**

**MIDWEST**

**68**

**On Your Radio**

10,000 W Day Time
5000 W Night Time

You can hear the... TAYLOR + HOWE - SNOWDOW

**ASK YOUR PETRY MAN**

About

**Availabilities**

in the

**YANKEE NETWORK**

News Service

Editions at

8 A.M. • 1 P.M. • 6 P.M. • 11 P.M.

**THE YANKEE NETWORK, INC.**

Member Mutual Broadcasting System

Reprinted National by EDWARD PETRY & CO. INC.

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**COLLEGE PROFESSORS ORGANIZE TV COURSES**

PROFESSORS from Northwestern U., Illinois Institute of Technology and Michigan State College, after taking television training at WKBK, the Balaban & Katz station in Chicago, this summer, are organizing new TV courses for their students.

Don Pederson, chairman of the School of Speech at Northwestern, is organizing a seminar for a limited number of upperclassmen and selected students. Instructors are all WKBK trainees. The university is planning to construct a miniature studio as the primary training, Mr. Pederson said.

Theodore Lindgren, chairman of the Visual Education Dept. at Illinois Tech in Chicago, is preparing a TV course on programming which will be given as soon as space at the school is available for a studio laboratory.

J. D. Davis, professor in radio at Michigan State's Dept. of Speech, has arranged to have a video next month. Prof. John Dietrich of the U. of Wisconsin will arrive in Chicago for WKBK training late this month.

Another plan is open also to video stations with construction permits and to advertising agencies.

**Sterling Drug Shows 3% Increase in Sales**

STERLING DRUG Inc., and its subsidiary companies, radio advertising supported a net profit increase, before deductions of preferred dividends, of $7,584,573 for the first six months of 1948 ending June 30. Tax deductions were computed in arriving at the figure.

James Hill Jr., president of the company, announced that sales for the first half of the year reached $86,906,796.

(Continued from page 30)

kind has mounted since the Zenith Annual meeting last June, Zenith stockholders, dated April 30, 1948, and in most recently publishedZenith News and non-newspaper articles carrying what purports to be a statement from you at the July 27 meeting of Zenith stockholders which implies participation by telephone companies in phonovision this fall.

The telephone companies referred to presumably include Bell Companies, especially since they are the ones serving most of the areas in which phonovision broadcasting has started or is imminent.

Below are some typical excerpts from recent publicity:

"... it will not be long before you will be able to call your telephone operator and, without any interference with your regular telephone service, see first-run movies on your phonovision-television receiver for a modest charge which may appear on your monthly telephone bill." From Zenith Annual Report—statement dated July 2, 1948.

"In the near future you will be able to call your telephone operator and say, 'I want to see 'Gone With the Wind' or 'Cass Timberlake' in your home tonight.' You will see it over your regular television receiver, and at the end of the month find a charge of $1.00 or $2.00 on your monthly telephone bill. Your payment will be divided between the telephone company, the television company and the producer of the entertainment." From Zenith stockholders—April 30, 1948.

"With the phonovision device, it will only be necessary for the owner of a television set equipped with phonovision to pick up the phone and to see in his home a full-length, new feature movie for about a dollar, which will be billed on the regular telephone bill at the end of the month, he said." From an article in New York Times—July 29, 1948.

The position of the Bell Telephone Companies with regard to phonovision is as follows: We, of course, do not know whether your contemplated technique for utilizing telephone facilities to transmit signals to the individual television receiver could be used without impairing normal telephone service. There have been no specific proposals or telephone company tests with regard to this question. As you will recall, when you told us of your ideas for a fee type of television service last year, we stated that the Bell Telephone Companies are always receptive to suggestions of new uses to which the telephone plant may be put; provided they do not interfere with the primary undertaking of furnishing telephone service.

In my letter to you of May 15, 1947, I said "I should think the phones in your television company as a part of your business when your development reached the stage where you make them desirable. I am one of those who viewed a preliminary model of television equipment and have been advised that your development has been complete in this line.

We understand that your own interest in phonovision is solely in the licensing and manufacturing of television equipment as indicated in your letter of April 15, 1947. In that letter you state:

"We here at Zenith have no desire to enter the broadcasting or entertainment fields. We intend to license the use of our own invention but, of course, our real profit will come from building up a share of the television receivers. We also will license others to build the sets equipped with phonovision.

As also stated in my letter of May 15, 1947, the telephone companies do not think that it would be a good business for them to sponsor or undertake phonovision. Presumably then if phonovision is to be provided it will have to be sponsored and organized by another group such as television broadcasts. If you continue to pay the present, we have received no requests for facilities from any such group. We therefore are not advising you to enter this field. Your contemplated program would simply render circuits from the telephone company, and we would also switch the signals in response to calls from owners or receivers.

Further, it has been stated that the telephone companies would be able to collect for viewing fees, and without the necessity of putting above or an increase to the present, but would be able to provide the service for within a dollar included in the regular telephone bill.

It was unfortunate also in this general connection that an article in the July 26 issue of the magazine "Broadcasting," which you may have seen, contained a statement attributed to an official of the Illinois Bell Telephone Company to the effect that this company 'has no interest in phonovision' and that phonovision gives it "a chance for added revenue by finding a new use of existing facilities without interfering with their normal service." We are advised that no official of the Illinois Bell Company has made any such statement.

I have come into this matter carefully because we believe that it would be hazardous and unwise to enter this field. If you have any questions regarding this matter of a non-commercial school, we should be glad to do so.

/3/ J. J. Hensman
Assistant Vice President

**Advanced Boston Radio Workshop Now in Session**

THE advanced workshop on radio in education at Boston U. opened Aug. 2 and will continue through Aug. 20. Presented under the joint sponsorship of Boston U. and the New England Committee on Radio in Education, the course is stressing scriptwriting, production and the use of radio in schools.

Planned to meet the needs of educators who have had some previous experience in radio, the emphasis is being put on practical work, using the facilities of Boston stations.

Guest lecturers and librarians from various educational institutions are taking the course, according to Prof. Samuel B. Gould, director.
Respects
(Continued from page 50)
Commission, predecessor of the present FCC. His ability as a trial lawyer soon led to his designation as chief trial attorney.

Named to aid the Justice Dept. in prosecuting criminal violations of the Radio Act, he drafted the first criminal indictment ever returned by a federal grand jury under that law. It was the case of the U. S. vs. Fellows, involving (1) operating a station without a station license, and (2) operating without an operator's license. The late U. S. Judge Farris, of St. Louis, before whom he won a conviction, commended him publicly as the best attorney who had ever represented a Washington agency in his courtroom.

Other criminal prosecutions followed, all of them successful, and late in 1929 Mr. Spearman was made FRC’s assistant general counsel. He handled several appeals for the Commission and lost only one—a case in which he had told the Commission in advance that its decision was wrong and could not be supported.

When he resigned to enter private practice on June 10, 1931, Gen. C. McK. Saltzman, then chairman, gave him the letter in which the Commission recognized that “on very many occasions when new and trying legal problems incident to radio matters have confronted it [FRC], you have labored most assiduously without regard to hours, and rendered the Commission valuable service.”

Entered Private Practice
Mr. Spearman entered private radio practice in Washington with the late Thomas F. Littlepage in September, 1931, after forming a partnership on July 11, 1934, when the FCC was organized, to become its first general counsel. He served until June 30, 1936, when he returned to private practice.

Partners in his firm have included the late Sen. Hubert D. Stephens of Mississippi and the late Judge E. O. Sykes, also a Mississippian and a former FRC and FCC member and chairman. Mr. Spearman now heads the law firm of Spearman & Roberson, in which he is associated with three partners: Judge Frank Roberson; his brother, John C. Spearman, and Russell Rowl.

Mr. Spearman probably has tried as many technical radio cases as any communications attorney in practice today, but is best known, perhaps, for his representation of the Regional Broadcasters Commit-tee in the perennial clear-channel proceedings before the FCC.

More recently he won a notable victory over the Commission in an appeal taken for WCKY Cincinnati in one of the so-called daytime skywave cases, when an appeals court held with him that FCC may not grant an application without first affording a hearing to any existing station that claims it will suffer interference.

True to Native State
Prosperous and demanding though it is, Mr. Spearman does not permit his law practice to interfere with his interest in his native state, and, particularly, its political affairs. It is a by-word of his friends that “no matter where his heart is, his heart’s in Mississippi.”

He was born May 24, 1898, at Amory, Miss., the son of Marcus D. and Sarah Jane (Green) Spearman. From his father, an outstanding mathematician, he inherited an adroitness at the exact sciences which has served him well in his work in radio engineering.

He was educated at Mississippi State College and Cumberland U. Law School, and, on Dec. 19, 1919, he married Effie May Holley, of Hamilton, Ala.

From the heavy-voting northeast section of Mississippi, where his family has been identified with state politics for three generations, Mr. Spearman has been a delegate to the Mississippi State Democratic Convention continuously since 1924, and was a delegate to the national conventions of 1924, ’26, ’30, and ’40. He also was one of the youngest members of the party’s State Executive Committee, on which he served for eight years.

While still a student at Missis-issippi State he led in a successful campaign for a bond issue to es-tablish the first high school and junior college in his home county. He contributed the land and designed the main building of the Tremont High School, one of the largest consolidated schools in Mississippi, and when money to complete and equip the building ran low, he and a cousin put up the necessary additional funds.

He has retained his membership in the Methodist Church in the rural community where he grew up, and is still a member of the Ma-sonic Lodge to which his father and both grandfathers belonged and to which he himself has served as Worshipful Master.

Aside from his law practice and Mississippi, his hobbies are (1) his family, and (2) the study of technical publications of all sorts. He and Mrs. Spearman have four children and three grandchildren. The daughters are Mrs. Sarah Paul Thompson, Mrs. Louise Eugène Luther, Mrs. Marguerite Sue Macgregor, and Miss Eloise Lenore Spearman, a 1948 graduate of George Washington U. in Washing-ton, where she made Phi Beta Kappa during her junior year.

But the grandchildren, Diane Thompson, 9; Lynda Luther, 1, and Bruce Macgregor, 5 months, are the final bosses. He proudly admits they’re the only authorities to whom he has never entered an ob-jection.

Questioning of Employees
By WSB Brings Censure
NATIONAL LABOR Relations
Trial Examiner James R. Hening-
way has recommended that the Atlanta Journal Co. (WSB) cease “interrogating its employees or applicants for employment as to their union membership or choice of bargaining representatives.” The trial examiner also recommended that WSB cease “threatening its employees with reduction in salaries or loss of pay if they choose the union (Atlanta local, AFRA) as their collective bargaining agent.”

WSB in an answer filed April 9 to charges discussed above, denied alleged unfair labor practices. The station’s answer alleged that “the union abandoned negotiations and for the two years past has not even purported to be the exclusive bargaining representative for any unit of (WSB’s) employees . . . .”

Notices of the NLRB recommendation were sent to WSB and the Atlanta AFRA local Aug. 6. Both parties have 20 days to file exceptions.

Radio Book Reprint
THE SECOND printing of Radio Receiver Design, Part II by K. R. Sturley has just been announced by John Wiley & Sons Inc., New York. This second part starts with audio frequency amplification and carries through the special requirements of FM and television reception. The book is priced at $6.50 and is available through John Wiley & Sons Inc., 440 Fourth Ave., New York.

The Most Powerful Advertising Influence in the Southwest

50,000 WATTS CLEAR CHANNEL

NBC Affiliate Member TQN

Represented by Edward Petry & Co., Inc.

BROADCASTING  Telecasting

WHLI 1100 KC BETWEEN WHN AND WNEW AND WHNY (FM) 98.3 MC IN THE MIDDLE OF THE DIAL HEMPSTEAD LONG ISLAND

August 16, 1948  Page 87
Managerial

Traffic manager wanted for large network affiliate in major state. Must have at least 10 years experience, be knowledgeable in all phases of traffic management and able to handle large accounts. Must be reliable, hard working, and able to get along with a variety of people. Must be willing to travel. Box 373, BROADCASTING.

Salesmen

Salesman contacting radio stations to plant ad account. Commission. Box 912, BROADCASTING.

TRANSCRIPTION LIBRARY

SALESMEN WANTED. Transcription basis. Every station can use our large reper- toire, augmented monthly. Library every 3rd week. Apply Box 377, BROADCASTING, giving full details, employment record and include photograph.

Technical

Transmitter operators. No experience necessary. Small southern town. Cost of living low. Send details and will be paid more for combination men. Apply Box 322, BROADCASTING.

Need two engineer-announcers to open new 250 watt station in eastern Montana. September 1. Write Box 251, BROADCASTING.

Chief engineer—Midwest network regional with directional array. Station has modern electronic construction. Excellent opportunity. Write fully. Box 350, BROADCASTING.

Opportunity for ANNOUNCER

Somewhere in U. S. on a small station in a small or medium-sized city, there is an announcer who is seeking opportunity in a larger field. We have an opening for a high caliber man seeking a real future and who doesn’t think it’s too late to find one out on Broadway or Hollywood. Must be dependable, versatile—able to do remotes, etc.—must be a top-notch announcer. Permanent with real advancement for right man.

Southeastern Radio Network, Box 402, BROADCASTING.

Help Wanted

Manager-controller board operator will- ing to board alone. Must have right to work. Somebody with initiative who is willing to work in exchange for profit sharing. Will consider announcing. Box 411, BROADCASTING.

Announcer, sober, reliable, who can handle all, 1000 watt Mutual 1000 watt station. Send full work record to KTRR, Luf- kin, Tex.

Experienced announcer for metropolitan independent. Write Ken Goodling, Program Manager, KRRS, St. Joseph, Missouri.

Real sports nut—open now! Midwest town. 200,000 sports year round. Do daily quarter hour sports show plus play-by-play football, bas- ketball, and sports review. Photo, resume, experience to Box 378, BROADCASTING.

Combination announcer—sportscaster wanted by southern National affiliate. $70.00 per month plus play-by-play football, basketball, and sports review. Photo, references, experience to Box 377, BROADCASTING.

First class license combination men and salesman. Engineering secondary. Will be paid $190.00. KURC, Montrose, Colorado.

Idea writer. Immediate opening for ex- perience writer. Good salary, progressive promotion. Submit writing samples. Box 401, BROADCASTING.

Combination music librarian, an- nouncer, production man for progressive New England 250 watt independent. Must be experienced. Box 384, BROADCASTING.

Continuity writer, good opening on an outstanding, progressive independent station in major city. Experience necessary. Must be capable of working in a fast-paced, pressure atmosphere. Full details, photo, etc. to first letter. Box 401, BROADCASTING.

Situations Wanted

Managerial

Executive offer-manager with 20 years profitable operation all phases AM-FM-TV stations. Would consider one more change with better climate and opportunity to maintain or de- velop a progressive, well-rounded station. Present employer offers different climate and opportunity. Box 127, BROADCASTING.

Competition my meat! can change man- agers’ headaches. Smiles and profits. Apply now. Details at Box 290, BROADCASTING.

Needed—$60.00 monthly. annually, supervising- engineering and manage too. Experienced, settled. Available. Details at Box 291, BROADCASTING.

General manager available, 15 years experience all phases construction and station operation. Family man, sober, top record. Must be ready to work. Box 292, BROADCASTING.

Former owner-manager of fulltime independent available Sept. 15. Prefer Michigan location. Will not move. Please write Box 293, BROADCASTING.

Station owners: Are you completely satisfied with your present service? Do you believe improvement can be made? Then take the opportunity to write us. Box 294, BROADCASTING.

I am now available. Write me for full details. Box 295, BROADCASTING.

Production-Programming, others

Community-conscious program director by N.E. AM-FM net-affiliate. Station needs public service director and experienced low budget program director. Full story on request. Box 364, BROADCASTING.

Experienced engineer wanted, transmitter, remote, control room operation, installation and maintenance of electronics equipment. Pay scale $10.00. Write giving history and wages expected. All Mail Box 154, Bar- rington, Illinois.

Production-Programming, others

Community-conscious program director by N.E. AM-FM net-affiliate. Station needs public service director and experienced low budget program director. Full story on request. Box 364, BROADCASTING.

Experienced general manager interested in running either AM-FM or AM-FM stations in small community. Fine civic record and successful sta- tion experience desired. All details available on request. Box 381, BROADCASTING.

Manufactured a 15 years experience in network and independent operations. First class license. Excellent announcer and salesman. Box 400, San Francisco, California.

Salesmen

Sales or sales promotion. BS degree de- sired, advertising experience. Previous experience in advertising-writing. Just completed NBC-Summer Radio Insti- tute program. Have my own studio. Salesman—Eighteen months experience in metropolitan area. Desires sales position with established station on market west coast. Excellent references. Box 368, BROADCASTING.

Situations Wanted

Manager-controller board operator will- ing to board alone. Must have right to work. Somebody with initiative who is willing to work in exchange for profit sharing. Will consider announcing. Box 411, BROADCASTING.

First class license combination men and salesman. Engineering secondary. Will be paid $190.00. KURC, Montrose, Colorado.

Idea writer. Immediate opening for ex- perience writer. Good salary, progressive promotion. Submit writing samples. Box 401, BROADCASTING.

Combination music librarian, an- nouncer, production man for progressive New England 250 watt independent. Must be experienced. Box 384, BROADCASTING.

Continuity writer, good opening on an outstanding, progressive independent station in major city. Experience necessary. Must be capable of working in a fast-paced, pressure atmosphere. Full details, photo, etc. to first letter. Box 401, BROADCASTING.

Situations Wanted

Managerial

Executive offer-manager with 20 years profitable operation all phases AM-FM-TV stations. Would consider one more change with better climate and opportunity to maintain or de- velop a progressive, well-rounded station. Present employer offers different climate and opportunity. Box 127, BROADCASTING.

Competition my meat! can change man- agers’ headaches. Smiles and profits. Apply now. Details at Box 290, BROADCASTING.

Needed—$60.00 monthly. annually, supervising- engineering and manage too. Experienced, settled. Available. Details at Box 291, BROADCASTING.

General manager available, 15 years experience all phases construction and station operation. Family man, sober, top record. Must be ready to work. Box 292, BROADCASTING.

Former owner-manager of fulltime independent available Sept. 15. Prefer Michigan location. Will not move. Please write Box 293, BROADCASTING.

Station owners: Are you completely satisfied with your present service? Do you believe improvement can be made? Then take the opportunity to write us. Box 294, BROADCASTING.

I am now available. Write me for full details. Box 295, BROADCASTING.
Situations Wanted (Cont’d)

Topflight announcer, 6 years experience, will relocate to west coast. Knowledge of production and financing. Broadcast experience includes network and local operation. Has handled PA and control room duties. Transcript of talks available. Box 380, BROADCASTING.

Announcer—Two years experience. Presently employed as sports director and staff announcer. Play-by-play several years, though primarily staff man. Single, veteran, 23. Box 385, BROADCASTING.

Announcer. Dependable staff man, 6 years all phases including board operation. Typewriter, references. Box 378, BROADCASTING.

More responsibility and money wanted by young newscaster now heading station at top newscast. Wants newscasting or news director job, midwest or west. Fully qualified all news services, local and regional coverage. Reporter-writer-reader-journalist, married. Box 359, BROADCASTING.

Sportscaster, experienced, play-by-play football, basketball, baseball. Also newscasting, special events. Bob Wilson, 1470 Warner Ave., Chicago 13, Ill.

A little knowledge is a dangerous thing. Therefore not satisfied to remain in danger, this announcer desires to further his experience in radio. Competent in handling all types of commercials, news, sports shows, some knowledge of controls. Thoroughly conversant in technical. Very reliable and conscientious. No drinker, no smoker. Graduate of announcing school. Radio City, N. Y. Wants connection offering real opportunity. Box 400, BROADCASTING.

Announcer—Experienced, capable handling comedy disc shows. Write continuity. Photographs and disc upon request. Box 336, BROADCASTING.

Mature young announcer, sincere, 21 years experience, competent on board; seeks congenial 250 to 1000 watt station in 250 mile radius of New York. Box 399, BROADCASTING.

Announcer, three years experience all phases. Enthusiast on programming production. Presently employed. Box 408, BROADCASTING.

Technical

Building or refurbishing? 15 years experience yours for writing Box 392, BROADCASTING. Available now.

Need chief engineer? Can take complete charge installing and running equipment, operation of your engineering department. Thoroughly grounded every phase of broadcasting. Excellent references to interested parties. Box 322, BROADCASTING.

Operator holding first phone desires employment in east. Presently employed 5 kw station. Knowledge of FM and television. Box 328, BROADCASTING.

Broadcast engineer—17 years all phases of radio. Very familiar with directional and installation. References. Box 413, BROADCASTING.

First class operator-announcer play-by-play baseball experience. Larry Brenner, 815 Union St., The Dales, Oregon.

When are you going to act on that idea of yours and apply for a construction permit to the Federal Radio? We have converted 21 clients ideas into completed stations. We can do the same for you with no worry, fuss or bother. There is no substitute for experience. L. W. Andrews, Inc., Whitaker Blvd., Davenport, Iowa.

Chief engineer, 5000 watt directionalized station, looking for permanent position any station that is progressive. College man and Navy veteran, single with 12 years radio experience. Have done new construction, both AM and FM. Would appreciate management that believes in keeping equipment in first class condition. Box 376, BROADCASTING.

Program director, 7 years radio experience. Presently employed as news director of a west coast station. Age 26. Family man, prefers Ohio and vicinity. Box 410, BROADCASTING.

Program director, five years station and network operations in announcing, promotion, sales service and administration. 30, single, college graduate. Available immediately. Box 408, BROADCASTING, 300 N. Michigan, Chicago.

Immediate Delivery!

...on 757A LOUDSPEAKERS for superlative reproduction!

Finest quality, high efficiency, 30-watt power capacity, frequency response from 60 to 15,000 cycles—that's the unequalled combination of features you get in the Western Electric 757A.
It's ideal for use throughout your studios and transmitter building.

For immediate delivery, order today from your local Graybar Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Western Electric

QUALITY COUNTS

DISTRIBUTORS: In the U. S. A. — Graybar Electric Company, in Canada and Newfoundland—Northern Electric Co., Ltd.
Situations Wanted (Cont’d)

College man, 28, good appearance, capable writer, experienced sales promotionist, wants break in at small station with some station experience. Anywhere, Bob Taylor, 1964 Noble Ave., Bridgeport.

Program director—announcer. Three years small market. Metropolitan station experience. Seeks future with progressive station. Box 409, BROADCASTING.

Desire position in program or production department with strong network presence or solid progressive station. Age 29. Two years experience all phases operation of 500 watt regional. Graduate NBC-Northern 19th Radio Institute. Box 392, BROADCASTING, 380 N. Michigan, Chicago.


Continuity writer, single, vet, exp. all length commercials (jingles), special events, dramatic documentaries—presently employed FM station, prefers near east, available immediately. Box 414, BROADCASTING.

SCHOOLS (Cont’d)

The SCHOOL OF RADIO TECHNIQUE

NEW YORK • HOLLYWOOD • CHICAGO
America’s Oldest School Devoted Exclusively to Radio Broadcasting Comprehensive Day and Evening Courses in all phases of Radio-Broadcasting taught by Network Professionals. Moderate rates.
Send for free Booklet B. Approved for G.I. Training.

For Sale

WEAW
NOW 36,000 WATTS
General Electric 220 watt FM transmitter and 4 bay antenna available immediately. Excellent condition. Presently tuned to 90.7 megacycles, easily changed to other frequency. Over 600 watts ERP. Best offer takes it or separately.


For Sale

— for Sale—30 to 50% interest in FM station with strong network presence, television relay potentiality. Unusual sightseeing opportunities, plus advertising area. Box 366, BROADCASTING.

250 watt type 250-R RCA transmitter including large number of repair parts. Total price $100. M. H. Radio Broadcasting, Merced, California.


For Sale

Available—Western Electric 304A 1 kw transmitter and studio and monitor. For Sale $100. Box 204, WLMJ, Bowling Green, Kentucky—1340.

Western Electric 304A 1 kw transmitter and transmitter console. Very good operating condition. A real buy. Can be seen KNOF, Brattleboro, California. Contact KROJ direct or your nearest Collins representative. Collins Radio Company, Cedar Rapids, Iowa; 458 S. Spring Street, Los Angeles, California; 11 West 42nd Street, New York, New York; Lakeviile Professional Building, 2000 Kidwell Street, Dallas, Texas or Dogwood Road, Fulton City (Knoxville), Tennessee.

For sale two Par Metal 30-3242 cabinets. Overall size 31 by 16 inches, double doors, screen ventilation louvers, black crackle finish, panel dimensions 30 by 70 inches. These panels brand new, never used, in original crates. $125.00 each. FOB Waterbury, Vermont. TBD.

For sale—RCA 308A-2 used. Low use, metal bodied, complete. Recently purchased as factory. WNNC, Asheville, N. C.

For sale—Hammond novachord, excellent condition, very attractive finish, finish includes finish, address inquiries to WREI, Topeka, Kansas.

For sale—5000 watt RCA type 5-C transmitter complete except tubes and 200 500kw self-sustaining, base installed tower, designed for "T" type antenna. Both items available inspection to be made by purchaser. Make offer WRN Broadcast Company, Inc, Topeka, Kansas.

For Sale

— for Sale—Minority interest in going 1000 watt daytime station in western Pennsylvania. Buyer must be experienced radio-specific entrepreneur amaze active management. A real opportunity in a fine community. Address Box 374, BROADCASTING.

For sale—General Electric model 51 wire recorder and 2 volt inverter for portable operation. Single microphone input 1/2 hour playing time. Excellent condition. Will sell for $50 of original cost or $600. Doyle Osmann, KXO, El Centro, Calif.

WANTED TO BUY

Want used 3 kw FM transmitter and monitor. Can use 250 WIF around 3 kw amplifier. KIMO, Independence, Missouri.

Want—Used or new console, two turntables and an echo deck. 30 foot building for remote studio use. WBBO, Forrest City, N. C.

Experienced manager interested in buying station with good potential general vicinity Washington, D. C. Box 409, BROADCASTING.

RADIO BROADCAST STATIONS BUYERS SELLERS

LIST WITH US
Prompt return service
NATIONAL RADIO STATION BROKERS
5151 N. Western Avenue
Los Angeles 27, California

FOR SALE—RANGERFINDER TOWERS
335 E. River Blvd.
Marion, Illin.

FOR SALE—ALL LATE CLASSIFIEDS
Help Wanted
Salesmen for new radio and television program, Lincoln commission, Syndicated Advertising Co., Box 5000, Indianapolis 19.

We are purchasing and selling towers, transmitters, turntables and all station equipment. What can we buy from or sell to you? Towers Services, Incorporated, Davenport, Iowa.

MISCELLANEOUS

NOW AVAILABLE FOR IMMEDIATE DELIVERY
All services—pamphlet—ejection dispensing—ground systems
ALEXANDER STACK & TOWER
323 E. River Blvd.
Marion, Illin.

SOUTHWEST SINGLE

STATION MARKET OPPORTUNITY

Profitable—showing a very good return on the purchase price.

Fulltime—Network affiliate.

Market—Located in a rich, growing smaller southwest city.

Physical assets—Excellent—include land and buildings.

Price—$50,000.00. Favorable financing arranged.

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
1611 New Hampshire Avenue
National 7486

RADIO STATION BROKERS

Philip Dall
2267 West 57th Street
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbow 2-5672

Late Classifieds (Cont’d)

Announcer with real quality, experience and background. Good future with pay scale approximately $85 to $95 per week. Letter required with references and photo. Audition transcription. Reply Box 416, BROADCASTING.

Newscaster wanted by 50,000 watt southern station. Applicants must be capable and experienced in writing wire service, local and news as well as have ability to become news director. Good voice and authoritative delivery are most important. Send audition disc and letter covering complete background to P. O. Box 1387 Shreveport, Louisiana. No letters considered without disc.

Best paying combo job in West Texas open. Needs experienced announcer with first class ticket for daytime independent, 500 watt station at 6750 for 40 hour week. With overtime opportunity. Airmail photo disc and references to E-Pipell-D, Dumas, Texas.

Technical

Engineer—First class ticket. Immediate opening at independent station. North Carolina resort town. State all pertinent details including minimum salary and picture in first letter. Box 420, BROADCASTING.

Engineer—if you hold a radiotelephone first class license; have a minimum of three years broadcast experience you would like to earn $50 to $500 per week, are dependable, honest, have a reasonable temperament, and like to live in a midwest city of a half million, you may be the man we need. 5 kw station. Give complete details and interview possibility. Box 419, BROADCASTING.

Production—Programming, others

News man—Experienced in gathering, writing and editing radio news needed, full-time, to help teach radio news in accredited journalism school. Start Sept. 15 or 16. Highest possible for good work. Good start for teaching career. Write Box 417, BROADCASTING.

Situations Wanted

Managerial

Commercial manager: Thoroughly experienced with an outstanding record on both network and independent stations. Excellent character, middle aged, best rate of return. Write Box 418, BROADCASTING.

Program director: Well-grounded radio man with five years experience as chief announcer and production director wants job as program director with a progressive station. We know how to pay off and build Harper ratings. Box 422, BROADCASTING.

Announcers

Attention, Florida—Announcer—copywriter 8 years. Permanent residence. Excellent background. Available immediately. Box 421, BROADCASTING.

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I

MR ANDREW'S has been appointed program director of WRUN Utica, N. Y., and R. H. Allender has been appointed program director of WBNX, Bradenton, Fla.

WILLIAM HYVONEN, former manager of WVNJ Newark, N. J., has been appointed manager of WYOB San Diego, Calif.

ALBERT DeBARR, graduate of U. of Illinois School of Journalism, has joined announcing staff at WTVL-AM, Albany, Ga.

POLY SHANNON BANGERT, formerly with continuity director of KFV, St. Louis, has been appointed director of continuity for KFV, St. Louis.

FRED C. BECKWITH, former continuity director at KCRA Sacramento, Calif., has been named production manager at KUKA Honolulu.

NAIL SHORE, former program director of WLOG (FM) Logan, W. Va., has joined staff of WABD Canton, Ohio, as disc jockey and announcer.

RALPH HENRY, chief announcer of KVER Albuquerque, N. M., and formerly with WBLK Clarksburg, W. Va., has been appointed program director of KVER.

SUD LILLY has resigned from NBC Hollywood press department to become assistant producer at KFV-TF Los Angeles.

JAMES ALT, formerly freelance announcer at NBC, has joined KXKX Los Angeles, formerly with KAIR and KXGQ San Francisco, as program director.

BOB FRANKLIN has joined announcing staff of KRESS Pittsburgh, Pa.

JAMES C. CADCHIAN, director of DuMont programming and production, and ANITA CLEEN, former manager of ABC's promotion and production department, have announced their resignations.

WEDDING BELLS ring for Bill Cullen, m. of CBS' "Winner Take All" and "The Hoop," and Carol Ames, singer on the network's "Sing Along." They were married at Christ Church, New York, July 30.

KFI'S RYAN ANSWERS WALLACE COMPLAINT

Refusing time to Henry Wallace and the Independent Progressive Party does not constitute discrimination, William Ryan, general manager of KFI Los Angeles, pointed out last week.

He explained that the station refused time to all parties when they sought to answer President Truman's message to Congress: "We did not carry Wallace's, Taft's and Halleck's speeches for the reason that the President's talk was an official message to Congress in his capacity as President, and in such case we do not provide time to opponents to answer him," Mr. Ryan concluded.

Reiteration of the station's position followed reported complaint by the Wallace party to the FCC that station had neglected its responsibilities in public interest.

Radio and television's "As the World Turns" is a popular daytime serial with a long and illustrious history.

WCHS Charleston W. Va.

WDSU broadcasts 5000 watts from its Transmarket at the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions, WDSU has developed a high quality of integrity. WDSU devotes program time exclusively and exclusively to the St. Louis Cathedral, the International House, Mouton International University, Tulane University Station, the Municipal Auditorium, Symphony and Opera.

WDSU's dominance Hooperizing proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC 7

1280 kc

JOHN BLAIR AND COMPANY

Representative

August 16, 1948 • Page 91
**Promotion**

**Phenomenal Value!**

17 JEWEL **+ 2 PUSH BUTTON**

19 CHRONOGRAPH 29

CUSTOM WRIST TIME TELEMETR

117 W. 42d St., N. Y. 18

MAIL ORDERS PROMPTLY FILLED. Shipped C.O.D. or send cash or money order. Ad Frees all rates (Dept. A) 1132 W. 42d St., N. Y. 16

 Milwaukee Agency Men Agree on TV's Potency

**"ADVERTISERS can't afford to overlook television," 25 Milwaukee advertising agency executives agreed at a TV discussion session conducted by WTMJ-TV, the Milwaukee Journal video station, at its Radisson City studios.**

Results of a recent TV survey in Milwaukee, showing high sponsor identification figures among set owners and an average nightly audience of 40,000, were studied by the agency executives. They agreed that "the costs are low in view of the medium's effectiveness."

**UP: Fox Video Newsreel**

**Show for Dist. 2 Group**

**FIRST PUBLIC showing of the United Press-20th Century Fox Television newswall [BROADCASTING, July 19] was viewed Aug. 6 by delegates attending the NAB District 2 convention at the Hotel Sheraton, Rochester, N. Y.**

The newsreel, which is composed of Fox Movietone News clips supplemented by UP wire news and stills from a basic film library, was shown as a movie run off on a 16-mm projector. Leroy Keller, UP general sales manager, presented, demonstrated that cost figures for the service will be announced shortly.

**Kent Story in 'Look'**

**ATWATER KENT, retired radio manufacturer and now big time Hollywood party giver, is the subject of the Picture Personality feature in the Aug 17 issue of Look magazine. The most publicized party giver in the town's history," the article states that Mr. Kent spends $50,000 a year on entertainment "to make people happy." Numerous pictures from his recent parties are included, showing Mr. Kent with his guests.

The story points out that Mr. Kent "is a part of the party world, a part of worthy organisations, at which he pays all expenses, and is now helping disabled veterans and young singers. Mr. Kent was host at one of the parties even for NAB members in Los Angeles [BROADCASTING, May 24]."
FCC ACTS
(Continued from page 88)

Applications Cont.:  
KSPV Artesia, N. M.—Voluntary ass
of license from Intermountain Broadcasting Co., Ltd. Stock Transfer 
KVYV Twin Falls, Ida.—Consent to transfer of stock in licensee corporation to Franklin V. and Veima A. Cox.

August 11 Applications  
Modification of CP  
WSAR Fall River, Mass.—Mod. CP increase power etc. for extension of completion date.  
WPTR Albany, N. Y.—Mod. CP new station at existing tower site for extension of completion date.  
WWMN-FM Davenport, Iowa.—Mod. CP new FM station for extension of completion date.

License Renewal (Continued)  
KNTY Des Moines.—License renewal AM station.

License for CP  
KPAN Herford, Texas.—License to cover CP new station.

Assignment of License  
KVOW Littleton, Colo.—Assignment to assign license to Southwestern Broadcasting Partnership, controlled by J. C. Rothwell and J. B. McShan.

Transfer of Control  
KVIN Visalia, Calif.—Transfer of 51% of stock owned by D. J. Gourley to Lyman Treasurer and Albert F. Blain.

FACED with two remote ws held on hour, plus the added problem of heavy Sunday traffic between two beaches, staff members of WANN Annapolis, Md., went from one to the other. September 30, Art Orvathing, Tom Carr and Bruce Norris. Both remote went off on schedule, the station reports.

FCC BOX SCORE  
Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO AUG. 12

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*102 are on air. *24 are on air. *24 are on air.

TV APPLICATIONS  
Louisville, Ky.—Mid-America Broadcasting Co. (William J. Hanford, president) for 95,000 watt, 27,5 kw, 13,8 kw aural, antenna 227 ft. above average terrain, estimated cost $100,000, revenue $60,000. License is for sale. Meeting date is October 14.


Coast Guard Anniversary Saluted By Radio Shows  
The U.S. COAST GUARD, on its 158th anniversary, Aug. 4, was saluted with programs throughout the country. According to Capt. S. F. Gray, USCG, chief of the Public Service Division, the response of the industry has been the greatest in the history of the Coast Guard.

Among outstanding network programs honoring the Coast Guard’s anniversary were: Suspense, Chesterfield Supper Club, Stars and Streaks and the Mel Torme Show, We the People, Studio One, An Evening With Romberg, Fred Waring, Horace Heidt and Arthur Godfrey.

Coast Guardopathy devoted one entire program to the Coast Guard Aug. 1. Aug. 5, a special, half-hour program originated over Mutual, saluting the men. All Network and U.S. Navy Band programs on MBS also added their tributes.

The Coast Guard had two programs on the networks during August 1948, ‘This Is Adventure on ABC, and Coast Guard on Parade on Mutual. There is a current series of transcriptions being aired for recruiting.

SURVEY of possible television studio sites was made in Hollywood by F. O. D. R. (Radio) Co., on behalf of Charles E. Ryd, ABC vice president, in consultation with Don Searle, network’s Western vice president. Although several sites are being considered, it was said that all decisions will be made in New York following Mr. Ryd’s return.
MBS ANNOUNCES 12 SUNDAY RENEWALS, ONE NEW SERIES

MBS Friday announced 12 Sunday renewals and launching of new series. New program, John B. Kennedy, begins Sept. 12, 1:15-1:30 p.m. Sunday, under sponsorship of Doubleday & Co. Agency is Huber Hoge & Sons.

New shows of half-hour programs, all effective this fall are:


The two 15-minute programs renewed were: "Willy-" for William F. Sherrill, William H. Weintraub, and "Jimmy Fiddler," Carter Products, Sullivan, Stauffer, Colwell & Bayles.

HUNT FOODS, Los Angeles, studying fall entry into television with start expected in Eastern markets. Spot announcements likely first through Young & Rubicon, Hollywood.

INSIDE CONSENSUS at RMA-Engineering meeting in New York last week, was high-band television is five to ten years off. Engineers felt present band is stable and will be kept in addition to high band. Also thought use of high-band would require more expensive equipment.

NATIONAL TEA Co., Chicago, planning "storecasts" to entertain its customers with FM recordings and spots. Series expected to take air on WEHS Chicago, FM station of WHFC Cicero, Ill., early in fall when outlet goes commercial.

ALTHOUGH NBC has been signing short term contracts with TV affiliates on nonexclusive basis—but with plans that some affiliates regard as onerous—network is understood to be reviewing provisions with view towards revision, which presumably would be more equitable and new closer to standard AM affiliation agreement.

CP'S FOR COMMERCIAL VIDEO STATIONS GRANTED

CONSTRUCTION PERMITS for new commercial television stations granted Friday by FCC to Jacksonville Broadcasting Corp. (WFDQ) and The Metropolis Co. (WJHP) for Channels 6 (82-88 mc) and 8 (180-188 mc). Also filed late at Jacksonville, Fla., WCBS-TV New York granted increase in visual power to 13.7 kw on Channel 2 (54-60 mc) while KFST-TV Los Angeles given special temporary authorization to commence operation with facilities specified in CP; Channel 9 (186-192 mc), visual power 31.4 kw, aural 15.7 kw.

M. R. Schacker, Sacramento, Calif., granted permission to dismiss TV application for Channel 6 (82-88 mc).

While broadcasting to use power of 19.4 kw visual and 19 kw aural on Channel 6 with antenna height of 360 ft above average terrain. Estimated cost $180,242, first year operating cost $70,000, revenue $40,000. Metropolitan Co., using Channel 6 to use 21.1 kw visual, 13.2 kw aural power with antenna 345 ft. Estimated cost $45,000, first year revenue $10,000, revenue unknown. WMBR-Jacksonville holds CP for Channel 4 (88-72 mc), Channel 2 (34-60 mc) still held up by FCC. Licensee WJAX.

In granting of STA to KFST-TV, for period ending Oct. 8, FCC rules waived to provide operation of not less than six hours per week, which hours are to be spread over three days per week.

Midland Broadcasting Co., KMBC Kansas City license, denier petition seeking conditional grant of its TV application pursuant to FCC rule allowing such grants when service needed in area. Midland told FCC it could be on air in two or three channels, and there are three remaining channels. Commission Friday also denied petition of Midland Broadcasting Co. to reclassification of Television, California, San Francisco TV applicants, and in the second hearing at San Francisco today, FCC commences proceedings to set aside application of WKNP, 57.3 mc, midway through hearlings with petitioners involved: WSKY, WSM, WDIV, WTVW, WTVJ, and WTVS. Licensee WTVN has expired, and applicants, asking extension pending receipt of comments.

NATIONAL TELEVISION PICTURE ENGINEERS, New York, drew up a three-year contract for Robert J. Keane and Brian O. Keane.

TINTEX through its agency, Charles M. Storm, New York, discussing possibility of spot campaign in fall.

At Deadline...

WMX GRANTS FM TRANSFERS

HALF-MILLION dollars represented in considerations for five AM and two FM outlets granted transfers by FCC Friday. Properties involved:


WARK Hagerstown, Md.—Granted of 100 percent interest in WAGR to Mutual Broadcasting Co. of Raymond J. Funkhouser, local businessman, for $100,000.

WWXL WWUX-Fl. Peoria, III.—Granted transfer conditional 10 percent interest by H. Giddon and associates, to H. Giddon, Jr., 274,500, to Myron A. Rick and Homer D. Morrow, 50 each, with WCP; Chicago sales staff. Mr. Giddon chief owner and general manager, retires because of illness.

KBNB Benidilli, Minn.—Granted assignment of licenses from partners Robert W. Bradford and Lindeen, F. Pihl to Butler Broadcasting Co., new firm, for $50,000, Butler Broadcasting controlled by Ed. W. Butler, formerly with KILO Grand Forks, N. D., and his family.

WGBK Macon, Ga.—Granted transfer of control from Thomas Carr and others to Mr. Carr, 10%, Oliver Thurman and Thomas Maxell, 45% each. Latter two buy holdings for $13,500 apiece.

DON LEE WITHDRAWS

DON LEE Broadcasting System withdrawing its San Diego television application, leaving seven applicants to battle over three available channels in FCC hearings scheduled Sept. 7. WJNA and WCLI San Diego, WACR and WACK Los Angeles and San Francisco applications which, when and if granted, will keep engineering staff engrossed in installations, plus desire to continue high-band experimental activities. SULLIVAN, Stauffer, Colwell & Bayles has more than 13,000 sq. ft. space from 270 Park Ave. to 437 Fifth Ave. New telephone number is Oregon 9-3500.

FM ACTIONS INCLUDE REGULAR CP'S FOR 4 'CONDITIONALS'

FCC Friday granted regular CP's to four FM condition grants, reinstated another FM CP, replaced one that had expired, and granted CP's for stations mostly for changes in power and/or antenna height.

New CP's, all for Class B stations, went to NBC for KOA-FM Denver, Channel 239 (95.7 mc), 45 kw, antenna height 400 feet; Hanover Broadcasting Co., WAZI-FM, Hazleton, Pa., No. 250 (97.9 mc), 8.7 kw, 600 feet; Northwest Broadcasting Co. (KFMY), Ft. Dodge, Iowa, No. 274 (102.7 mc), 10 kw, 310 feet; and Ed H. Buttersett Inc., WPFL-FM, Fayetteville, N. C., No. 256 (96.1 mc), 12.6 kw, 390 feet.

Cur-Nan Co., Boston, was granted reinstatement of CP for WBSA-FM (107.1 mc), with extension of completion date to Sept. 15 provision stated station commences interim operation by that time. John H. Phipps, Tallahassee, Fla., was given CP to replace one that had expired (29.5 mc), with Sept. 30 specified as completion date.

NBC LEASES 20,000 SQ. FT.

MORE IN MERCHANDISE MART

NBC Chicago sparked its drive for fall opening date of its key video outlet, WNBJ, with lease of 20,000 sq. ft. of additional space in Merchandise Mart headquarters. Network plans to enlarge Studio A, largest in its Chicago plant, for television.

Video technical and administrative staffs will be provided second floor and second tiered floor space of Mart, with some 14,000 sq. ft. on first floor used for storage rooms, work shops, shipping room and video field engineering shop and office. Production offices—director's room and administrative personnel—will be constructed in the 6,000-sq. ft. areas on second floor.

FIVE AM'S, TWO FM'S GRANTED TRANSFERS

WPX GETS THE JUMP

WPX New York, Daily News TV station, claimed several hours beat on coverage of melodramatic leap of Russian schoolchildren over famed bridge of Soviet consulate in N. Y. WPX mobile crew, posted outside consulate to await whatever developed, shot entire sequence of events. WPX, WPX associate, Granovna Kosenkina plunged and landed in courtyard at 4:20 p.m. until she was put into ambulance and rushed to hospital. Station carried about five minutes of strange tableau on regular Tele Pic Telecast at 7:30 p.m., repeated it at 11:05. Daily News used blowups of WPX shots in editions later that evening, and WPX invited other papers to monitor 11:05 show for their own information.

TV COUNCIL APPOINTMENTS

MELVIN L. GOLDBLATT, chairman of National Television Film Council, announced additions to Council's working committees: Jose Di Dinato, technical consultant, was named consultant for Edward Petry Co., to video committee; Jay A. Maurer, president, J. A. Maurer Inc. and vice president, Society of Motion Picture Engineers, to production committee; Bertrand Keane and Brian Calhou, members of Kenneth High & Shoun, to music committee; and J. A. Maurer Inc. and Robert W. Whidboul, executive vice president, Telecast Films, is membership chairman.
MORE PROOF!
The KMBC-KFRM Team Is Doing A Job

Mr. Arthur B. Church
Stations KMBC-KFRM
Kansas City, Mo.

Dear Mr. Church:

I thought you might be interested to know that I am highly pleased with the results of my program on The KMBC-KFRM Team.

Being in the hatchery business, we have to analyze advertising results very carefully. And our inquiries and sales from KMBC-KFRM have been superior to any other media we have used.

The sales coming from the area served by KFRM have been particularly gratifying. And I would say, without reservation, that the KMBC-KFRM Team is tailor-made for an advertiser such as myself who wants to cover the entire Kansas City trade territory.

Yours very truly,

Fred O. Boehm
Belton Hatchery

Only the KMBC-KFRM Team delivers complete coverage of the actual Kansas City trade area—coverage specifically designed to provide the advertiser with an economical means of reaching those who are in the habit of looking to Kansas City as their trading center.

Programmed from Kansas City, The Team likewise renders an invaluable service heretofore unavailable to trade-area listeners . . . market broadcasts direct from the Stock Yards, grain, poultry and produce quotations right up-to-the-minute, informative broadcasts of a practical, understandable nature direct from the KMBC-KFRM Service Farms, area weather forecasts direct from the area weather bureau.

To this, add one of the largest and most popular talent staffs for stations this size . . . and you have a well-rounded combination that is doing a job!

The KMBC-KFRM Team Serves 3,659,828 People!

KMBC of KANSAS CITY
5,000 on 980

KFRM for KANSAS FARM COVERAGE
5,000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
DENVER PRESS CLUB — Award of Merit for outstanding on-the-scene news reporting during Colorado State Prison break. KLZ was the only radio station so honored.

DENVER ADVERTISING CLUB — Ad of the Year Award for outstanding merit in advertising production in the field of Radio Program Promotion.

DENVER ADVERTISING CLUB — Ad of the Year Award in the field of Radio Programs for the KLZ public service series on “Divorce”. This was the fourth time in five years that KLZ was awarded first place in this category.

OHIO STATE UNIVERSITY — First Award at Institute for Education by Radio in regional classification for a personal and social problems program on “Divorce”.

VARIETY — Excerpt from Highlights of 1947 Show-management Review: “Hugh Terry’s aggressiveness was once more demonstrated by the manner in which KLZ maintained its leadership... Particularly in the sphere of social usefulness... On the Rocky Mountain front, Terry was consistently out in front.”

KLZ DENVER
CBS Affiliate — 560 KC.
Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City
Represented by the Katz Agency, Inc.