NEW HOOPER REPORT GIVES

EVENING STATION-PREFERENCES

IN "IOWA PLUS!"

FROM 6:00 PM to 10:00 PM, 34% of the radio families in “Iowa Plus” listen-most to WHO—30% to the next eight Iowa commercial stations.

Figures are from a new Winter, 1948 Hooper Listening Area Coverage Index giving results of a scientifically-sampled, 116-county poll in which the question was asked “To what stations do you and your family listen most frequently or the most time?”

EVENINGS, WHO GETS 34% . . .
NEXT STATION GETS 11%!

This new Hooper Report for the first time allows careful time-buyers to judge state-wide preferences by Hooper standards.
It removes the temptation to evaluate a 116-county area by the Hooperatings for Des Moines alone, a city which accounts for less that 6% of the entire area's population.
It proves once more that top Programming and conscientious Public Service do pay dividends to a station, its audience, its advertisers.
Write for your copy of the 116-county Hooper Report—or ask Free & Peters.

WHO
+ FOR IOWA PLUS+

DES MOINES . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
In its endeavor to bring Detroiters a diversity of entertainment, WWJ-TV, Michigan's first television station, has added weekly televised broadcasts of the Detroit Symphony Orchestra to its ever-growing list of program features. Compliments received from the thousands of television set owners in Detroit attest to WWJ-TV's perfection in technique during the first broadcasts of the Symphony. It marks another milestone in the progress of WWJ-TV, which, in its second year of operation, has already become an effective advertising medium in this multi-billion dollar market.
Put your eggs in 24 baskets

reach more customers in more markets the Yankee way

New England's sales potentials are fully realized only by those who consistently visit the whole territory. Those who know its markets do not try to sell New England from one basket.

The way to get around the territory frequently and conveniently is through Yankee home-town stations. Every Yankee station has prestige as a local station, influence with local dealers. It has local acceptance with the audience and with the merchants as the Yankee and Mutual station in its area. It can open local doors for you.

This 24 station Yankee coverage is the sure way to volume sales in New England. It provides the most complete over-all coverage in New England radio — with direct, concentrated selling in each principal market.

Acceptance is The Yankee Network's Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
CIGAR FIRM RENEWS • Bayuk Cigars Inc. (Phillies cigars), Philadelphia, has signed 52-week renewal of Inside of Sports on MBS for 11th consecutive year, effective Sept. 6. Program is heard 7:45-8 p.m., Mon.-Fri. Agency, Neal D. Ivey Co., Philadelphia.


COLGATE TO SIGN • Although formal contracts have not been signed, Colgate-Palmolive-Peet is definitely planning sponsorship this fall of Our Miss Brooks on CBS beginning Sunday, Oct. 3, 9:30-10 p.m. Agency, Ted Bates Inc., New York.

HEATER ON CO-OP SHOW • Gabriel Heatter’s Mail Bag to start on MBS Sept. 20 on co-op basis, Mon.-Fri., 11:30-11:45 a.m.

8 CBS 52-WEEK RENEWALS EIGHT 52-week renewals announced Friday by CBS:


District 11 Hears NAB Lottery Review

NAB will file brief covering proposed FCC rules on lotteries and gift enterprises in radio programs, based on a repealed section of the Communications Act, Don Petty, NAB general counsel, told NAB District 11 meeting in Minneapolis Friday afternoon (early FCC lottery story page 22).

Mr. Petty said many inquiries had been received from broadcasters on FCC proposed lottery rules. He declared broadcasters had just won legal victory in decision by the New Mexico Tax Court holding it cannot tax radio without creating burden on interstate commerce.

Two-day meeting of District 11 was chairman by Director John F. Meagher, KYSM, Mankato, Minn.

Resolutions adopted Friday endorsed freedom of speech stand of President Justin Miller, urged observance of Standards of Practice, recommended rate-setting question in 1966 census, commended President Miller and Director Meagher, urged support of BMI and All-Industry promotion. Concern was expressed by Mr. Meagher over "exorbitant fees charged by universities for football AM rights."

Though Resolutions Committee rejected proposal covering creation of NAB TV department, district members unanimously favored department idea in showing of hands during TV discussion.

Members of Resolutions Committee were F. E. Fitzsimonds, KFYR Biomarck, N. D. chairman; Howard Dall, WBKB La Crosse, Wis.; Robert R. Timcher, WNAX Yankton, S. D.; M. M. Marget, KVOX Moorhead, Minn.

With 107 delegates registered, district meeting opened Thursday. First day included sessions conducted by Judge Miller, Mr. Petty, Program Director Harold Fair and Employe Relations Director Richard P. Doherty.

Mr. Petty’s lottery statement follows:

On Aug. 5, 1948, the FCC issued its proposed rules and regulations relating to lotteries and gift enterprises on radio programs based on Section 316 of the Communications Act of 1934, as amended, a criminal provision. Some months ago, Congress recommended the FCC to drop the section which had been put into the Act as a way of marking the substance of that section was incorporated in Section 316 of that Act. Since July 1, 1948, there has been no section in the Communications Act which is particularly concerned with radio. It is clear, therefore, that the Dept. of Justice is the appropriate agency to enforce compliance with the lottery statute.

PROCTER & GAMBLE Co., through Dancer-Fitzgerald-Sample, starting test spot announcement campaign about end of September with WHP Harrisburg and WBET South Bend, for unrevealed product. Agency plans to release product name shortly before campaign starts. Spots will run from 10 to 15 weeks on each station for 13 weeks.

HOUSE Select Committee to investigate FCC may next probe famed Blue Book. Committee, mandated to explore issue of whether document constitutes forbidden censorship of programming, reportedly unhappy with FCC's failure to take any significant action on their decision and guides issued carry weight of regulation in such other cases as Port Huron and Scott decision.

SILVER SHOWER campaign to raise funds for radio sets in German schools, as requested by U. S. occupation officials, quietly closed last week by NAB. Spot check indicated stations had paid all money possible from public, which was apathetic and in many cases indifferent about drive. Many stations had presented government move to involve them in charity project.

SECRETARY surrounds purpose and scope of House subcommittee hearings to get underway today in Philadelphia on general subject of music, Petrillo and unions. Chairman Carroll D. Kearns (R-Pa.) of Petrillo subcommittee of House Committee on Education and Labor, has subpoenaed number of witnesses representing American Guild of Variety Artists. Sitting with him will be Rep. O. C. Fisher (D-Tex.).

HOUSTON EXPECTED to be next city to install FM receivers in busses. KPAC-FM, owned by Houston Post has Transit Radio Inc. with the agreement is understood negotiations virtually completed with Houston Transit Co., with anticipated operation this fall.

DANCER-FITZGERALD-SAMPLE recommending new daytime serial called Searching Heart to Procter & Gamble, Cincinnati, as replacement for current serial Joyce Jordan. Adrian Samish, president of Show Productions, subsidiary of D-F-S, was in Cincinnati last week with recommendation.

RUSSIAN intrigue extends far beyond Berlin and Washington, according to advice reaching State Dept. Ray C. Wakefield, ex-FCC commissioner and now chairman of American Delegation to Provisional Frequency Board headquartered in Geneva, is having almost daily tiffs with Russian delegation on what should be relatively routine task of logging frequencies in use throughout world for all types of services.

WHETHER FCC hearings on high band TV allocations will proceed as scheduled Sept. 20

(Continued on page 90)
Recently we pointed out that Standard Oil, Bulova, and Colgate-Palmolive-Peet, smart merchandisers in three distinct fields, use all six Westinghouse radio stations.

But that's only part of the story. Here's another chapter, with three more leaders. Ford Dealers, General Foods, Lever Brothers using all six!

Whatever you have to sell, in New England, in the Pacific Northwest, or in the market-areas centering in Philadelphia, Pittsburgh, and Fort Wayne, put Westinghouse stations at the top of your list, and you'll get results. The nation's most successful merchandisers are proving it every day.

More than 30,000,000 people live in the areas covered by Westinghouse radio stations. And Westinghouse promotion specialists, who know their audiences, will help you reach the most listeners in each area. For costs and availabilities, get in touch with our national representatives.

WESTINGHOUSE RADIO STATIONS INC
KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
In March, 1943, the Arrow Store—reputed to be the largest purveyor of Arrow merchandise in America, based on square footage of floor space—began sponsorship of "The Arrow News", 8:15 to 8:30 AM, Monday through Saturday.

It is estimated that the Arrow Store has quadrupled the store space in the past five years . . . five years in which "The Arrow News" has been the "Big Gun" of the store's radio advertising, and one of the biggest of all its advertising weapons.
YOU MAY REACH AN ALTITUDE OF 14 MILES*—

BUT . . .
YOU CAN'T "FLY HIGH" IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There are two big reasons why practically no one listens to outside broadcasts in Western Michigan:

(1) Our region's "wall of fading" prevents consistently good reception even from the largest outside stations.

(2) Two home-region stations furnish such excellent programming that the Western Michigan audience's needs are apparently satisfied almost completely.

Those two stations are WKZO in Kalamazoo and WJEF in Grand Rapids. WKZO's Share of Audience in Kalamazoo, Mon. thru Fri., Noon to 6:00 p.m., is 55.2—36.5 above its highest competition. WJEF's in Grand Rapids is 26.7—4.5 above its highest competition. (Hooper Report, Jan.-Feb. 1948.)

Let us tell you the whole story! Write us—or ask Avery-Knodel, Inc.

*Record set by Anderson and Stevens was 72,394.795 feet (November 11, 1935).

WKZO
first in Kalamazoo
and Greater Western Michigan
(CBS)

WJEF
first in Grand Rapids
and Kent County
(CBS)

Both owned and operated by
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
EGENE L. BRESSON, formerly with LaRoche & Ellis, New York, joins F. W. Preille Co., Hartford, Conn., as director of radio, member of plans board and account executive for national advertising. He previously was with Young & Rubicam, New York, as radio supervisor, member of radio plans board and director of radio for Y&R, Toronto.

CHANNING BARLOW, formerly with Albert Frank-Guenther Law Inc., New York, as account executive, joins New York office of Wilson, Haight & Welch Inc., in similar capacity.

ALFRED DUCATO, formerly with Wakefield Adv., San Francisco, joins Abbott Kimball Co., same city, as vice president in charge. LEON PAUL DACUS and FRANCES KEITH, both with agency for several years, also named vice presidents.


LES HANNA, manager of San Francisco office of Biow Co., resigns effective Sept. 1. Reportedly will re-establish his own agency in that city. No successor named as yet.

REGINALD F. PIERCE, who was for 12 years with Magazine Repeater Razor Co. (Schick Injector Razor) as sales manager, joins merchandising department of Young & Rubicam, New York. CLYDE A. SYZE, former vice president and account executive for Benson & Benson, New York, joins copy research division of Y&R's research department in New York. EDWARD MURRAY, formerly researcher on New York World-Telegram, also joins research department.

CHARLES GORDON, former public relations director in California for Transport Motor Co., Willys distributor, and YVONNE ENGELMAN, formerly associated with the late HARRY ELLIOTT'S agency, form new agency, Gordon & Engelman, with offices at 690 Market St., San Francisco.

VAN DIVER & CARLYLE Inc., New York, announces formation of new department for development of packaged video shows soon to be made available to stations and advertising agencies generally. New department will be under direction of WAYNE WIRTH.


Harry Barger, formerly with Ralston Purina Co., St. Louis, joins copy staff of Sherman & Marquette, Chicago.

RICHARD HALDERMAN, Young & Rubicam, Hollywood merchandising supervisor, is on three week merchandising tour of Midwest and Southern states for Hunt Foods.


HOWARD CAINE, radio director of E. W. Reynolds Ltd., Toronto, is making tour of western Canadian stations in keeping with radio department expansion in agency.

FLOYD G. VAN ETTF, former sales coordinator at ABC and previously with NBC, joins media department of Needham, Louis & Brody, Chicago.

CAROLYN E. BONNESEN, head of space department for Sherman & Marquette, Chicago, since 1937, and in Chicago agency business since 1923, retires from business.

RICHARD N. DOYLE, with Young & Rubicam since 1947, transfers from media department of New York office to agency's San Francisco office as a space buyer.


Here is a powerful radio station
dominating an incredibly wealthy market.

WHB is a seller of goods: WHB knows salesmanship.

We will turn handsprings
down Main Street
to sell your product.
**WGN is not the only Radio Station in Chicago!!**

Although it would appear that way at first thought, WGN is receiving only 40% of the local business. This means that 3 other network stations are each averaging about 20%. This further means that WGN is only twice as popular as the other stations!!

Seriously, we at WGN are justly proud that such a large percentage of local business has consistently been placed on WGN. The Chicago and Middlewestern market have long been most effectively reached by WGN, and it has been this fact which has attracted so many local advertisers to WGN.

---

*A Clear Channel Station... Serving the Middle West*

WGN

Chicago 11
Illinois
56,000 Watts
720 On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N.Y.
West Coast Representatives: Keenan and Nitchberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
Feature of the Week

Cartoon by Bill Willison in The Washington Post.

WMAL and WMAL-TV Washington decided to orient the public in television terminology. To explain some of the technical words which are now being used in the industry, the stations had Earl Hilburn, assistant chief engineer, meet with the press. The get-together was so popular that several of the local papers ran feature stories on it (Continued on page 41)

On All Accounts

PRACTICE in roping steers on a Montana ranch has come in handy for Oliver (Ollie) Morton, who has been "roping in" timebuyers for radio accounts almost 20 years and is now national spot and local sales manager for NBC's Central Division.

Ollie emigrated to the "Golden West" and Montana's non-dude ranches after serving the required amount of time as a Hoosier schoolboy in Terre Haute and taking courses at Indiana U. A native Hoosier, he still lauds his home state as a mecca for vacationers, although Montana also occupies a susceptible spot in his affections.

His cowboy capers came to a close in 1917, when young Oliver enlisted in the 23rd Army Engineers at the opening of World War I. During three years' service, he "slept in some of the best ditches" in France and Belgium for 23 months. At the end of the war, he returned to Montana for more of the outdoor life and found that ranching activities had been halted abruptly because of the drought.

For two years he switched to short-time pursuits—selling books and newspaper classified ads and pointing out to skeptical housewives the advantages of the tableware he carted from door to door. Cured of his wanderlust by 1922, Mr. Morton joined the Stevens-Davis advertising service in Chicago, remaining there until 1929.

The fall crash resoundedastrously to most Americans, but brought a boom to Ollie, who began selling time at Westinghouse's KDKA Pittsburgh. After meeting clients and agency people, he chalked up enough five-figure billings to warrant his transfer to Chicago a year later as the first national spot representative of the four Westinghouse outlets.

At that time, KYW was in Chicago, and other Westinghouse stations were WBZ Boston and WBZA Springfield, Mass. Transferred to Boston as commercial manager of these latter stations in the fall of 1931, he moved back again the next year to KDKA as station manager.

In 1933, after NBC took over sales management for the Westinghouse stations, Mr. Morton went to Chicago as national spot sales representative of NBC owned and operated outlets and as local sales chief for WMAQ, which had just in the Nation's

Dominant

SELLING POWER

in the Nation's

12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives

BROADCASTING • Telecasting

Page 10 • August 23, 1948
Still another reason why WBBM has been
Chicago's most sponsored station for 22 years!

"WBBM sweeps up 75% more dollars"

... say C. A. Boushelle & Sons, Chicago's most modern rug cleaning company. And they KNOW! Twenty-two months ago, they started using a typical WBBM origination—the Housewives' Protective League, conducted by Paul Gibson. Ever since, Boushelle & Sons have been cleaning up big (and steadily increasing) profits—the biggest in their history—at an advertising cost of only 13¢ per dollar returned!

Specific results:
75% TOTAL INCREASE IN VOLUME OF BUSINESS IN ONE YEAR!
22 CONSECUTIVE MONTHLY INCREASES IN VOLUME OF BUSINESS!* 
26% BIGGER ORDERS PER CUSTOMER!
51% MORE CUSTOMERS!

Significant sidelight: in a trade subject to sharp seasonal slumps, Boushelle & Sons are now doing a bang-up business all year 'round. Thanks to 50,000-watt WBBM.

Delivering high returns at low cost—scoring measurable results—is a WBBM habit, and has been for the past 22 years. That's why advertisers place more business on WBBM than on any other Chicago station. That's why YOU belong on WBBM.

*Over corresponding months in previous year.

Chicago's Showmanship Station WBBM
50,000 WATTS - COLUMBIA OWNED - REPRESENTED BY RADIO SALES - RADIO STATIONS REPRESENTATIVE, CBS
PRICES AND AUDIODISCS

A Statement On Our Price Policy

As of September 1st, aluminum prices are again increased. This means higher cost for the principal raw material used in the manufacture of AUDIODISCS. In fact, the cost of the aluminum base has always been the main item in the cost of production. Thus, any increase in aluminum prices is of major importance.

But beyond the cost of raw materials and labor there is a basic factor which determines the cost of manufacturing professional recording discs. This factor is the extent to which the particular process of manufacture enables the producer to turn out a large proportion of first quality discs. There are several methods of production used. None of these will give anything like a 100% yield. It is, however, obvious that as the percentage of yield increases there is a resulting drop in the average cost of aluminum, lacquer and labor.

Fortunately, our patented, precision-machine process—now used for over a decade and continuously improved—gives a more consistent yield of high quality discs than any method of production now used. And we have tested every other process in use.

So our position with respect to the present increase in aluminum prices is this:

1. We are not increasing prices of AUDIODISCS as of September 1st.
2. We shall make every effort to absorb this new aluminum price raise and thus continue our prices at the present level. Our calculations indicate that with some improved efficiency, now under way, and continued large volume production, we shall be successful in this hold-the-price effort.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.

Audio Devices, Inc., 444 Madison Ave., N.Y.C.

Export Dept: Rocke International, 13 East 40th Street, New York 16, N. Y.
On December 10, 1947, Paramount Pictures Inc. gave the Television Broadcasters Association (assembled at the Waldorf-Astoria) a first-showing of transcriptions of various types of programs recorded off the air on 35-mm film in the booth of the Paramount Theatre, New York.

It was explained that these recordings could be used for simultaneous theatre projection, for television program syndication, for reference purposes and in many other ways which will improve television programming. Since that time, the use of television transcriptions has grown extensively. We have recorded shows for networks, advertisers, advertising agencies and package producers. These transcriptions have been re-broadcast over stations in New York, Chicago, St. Louis and Los Angeles. Transcriptions of the recent political conventions were telecast in Chicago and Los Angeles a few hours after their recording.

Paramount recordings were designed to meet the competitive test of theatrical 35-mm motion pictures. And when broadcast to the smaller TV screen the quality is even better. Similar apparatus will soon be available in Hollywood and Chicago.

You can share this advancement now.

VIDEO TRANSCRIPTIONS MEAN BETTER PROGRAMS
- You can add pacing and sparkle through editing.
- You can use a rehearsal recording for audience-testing... for study, timing, polishing and planning retakes.
- You can be sure your commercials are broadcast exactly as okayed by the sponsor.
- You can schedule shows when and where you need sales pressure... repeat shows as audiences grow... amortize costs over many markets... forget time differentials and the lack of coaxial networks.
- You'll save audition time... speed up policy decisions... get quick approval from distant executives... settle client-agency-talent differences of opinion and recollection.
- You can copyright your tele-show (it's the only form in which it can be protected in its entirety under existing law).
- You'll have an impressive new promotional tool in your sales kit for use at sales conventions, product exhibits, business luncheons and gatherings of dealers, salesmen and employees.

GET IN TOUCH WITH

Paramount Video Transcriptions

NEW YORK OFFICE • 1501 BROADWAY • BRYANT 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

BATES FABRICS Inc., New York, signs 52-week contract with NBC television to sponsor specially-produced package, Girl About Town, beginning Wednesday, Sept. 8, 8-8:20 p.m. James P. Sawyer Inc., New York, is agency.

CAMEL CIGARETTES, through its agency, William Naty & Co., New York, buys sponsorship of Wisconsin State U. football schedule which starts at end of September. Games will be sponsored on 20 stations of Wisconsin Network for 13 weeks.


WHITEHALL PHARMACAL Co., through Dancer, Fitzgerald & Sample, beginning Oct. 3 to sponsor Mary Kay and Johnny Show on WNBT New York, Sun. 7:7-20 p.m. [CLOSED CIRCUIT, Aug. 9]. Program may also be extended to be heard on WPTZ Philadelphia.

PERSONAL PRODUCTS Corp., Milltown, N. J., appoints BBDO, New York, to handle radio and special advertising for "Yes" tissues. No plans set yet.

AMERICAN VENDORS Inc., Los Angeles (bottled soft drinks vendor), through Allied Adv., same city, planning expansion of advertising to include radio, starting Sept. 1. Budget of $100,000 will be expended for all media for coming year.

ATLANTIC BREWING Co., Chicago, appoints W. D. Doner & Co., Chicago, to handle its Tavern Pale beer account. Both radio and television will be used.

P. LOBILLARD Co., New York, signs for all remaining Chicago Cubs games on WGN-TV Chicago, through Lennen & Mitchell, New York. This is addition to firm's original contract calling for sponsorship of one-half of entire WGN-TV Cubs-White Sox baseball schedule.

STANDARD BRANDS, for Blue Bonnet Yellow Quik, expanding its advertising in southeast and southwest markets with eight-week spot announcement campaign started Aug. 16 on about 65 stations. Ted Bates Inc., New York, is agency.


NORGE Co., through its Philadelphia distributor, TRILLING & MONTAGUE, signs with WFIL-TV Philadelphia for sponsorship of telecasts of 33 home games of professional basketball Warriors team and championship play-off games. Beginning Nov. 4, telecasts will be Tues. and Wed. Agency: Campbell-Ewald, Detroit.

GOEBEL BREWING Co., Detroit, signs with WXYZ-TV Detroit to sponsor telecasts of six home games of Lions, professional football team, beginning Oct. 9.

HONEY BUTTER PRODUCTS Corp., Jthaca, N. Y., which appoints Jasper, Lynch & Fishel Inc., New York, to handle advertising for its Downey Honey Butter, Honey Food Spread and Honey Peanut Butter,
In the Spring of 1922, a two-man staff labored over a faltering 10 watt signal in a one-room studio. WBAP, the Fort Worth Star-Telegram's radio station, was being readied for one of the first broadcasts in the Southwest—to the delight of headphone listeners for at least blocks around.

Twenty-six years of pioneering and leadership later—in this Summer of 1948—the story parallels.

Today WBAP-TV is being readied for the FIRST telecast in the Southwest, scheduled around Sept. 29, on Channel 5, 76-82 megacycles, 17.6 kilowatts effective radiated power-visual.

But this time there is a difference. Instead of 1922's one room, WBAP-TV will be housed in the finest radio and television center in the Southwest, now under construction in Fort Worth. Instead of the original $200 dollars worth of equipment used in 1922, WBAP-TV will have the best transmitter, camera and film equipment available. Instead of a novice start, the full experience of a proud and powerful parent will be guiding WBAP-TV along the way.

WBAP knows how to pioneer and lead. WBAP-TV will be the television station to watch.
Open Mike

(Listen Index during all months of the year, WTR, for example, is one in this category, but that does not mean that our audience share is not as large or larger than the listings shown in your story. Do you not think it would be well, in the cause of accuracy, to state in this monthly story the number of stations concerned in the listings or make it plain that this ranking only includes those cities where Hooper audience indices are measured. Campbell Arnoux President, WTR Norfolk, Va. (Editor's Note—Mr. Arnoux's suggestion is valid and timely. Henceforth it will be made clear that the rankings embrace only those cities where Hooper audience indices are measured.)

'Off Beam,' Says WIPR

EDITOR, BROADCASTING:

I don't think it is fair for you to classify the Puerto Rico Communications Authority, agency of the Government of Puerto Rico, with the Communists who commandeered the radio, with the Fascist dictators, with Hungary under the Comintern, with Robert Best, the American renegade who stoged for Hitler, merely that we have followed the pattern set by New York City, Jacksonville, Dallas, Camden, Cornell University.

Now that the rankings embrace only those cities where Hooper audience indices are measured, it will be made clear that the rankings embrace only those cities where Hooper audience indices are measured.

Timing is necessary for a successful circus "flying act." But, timing alone does not provide entertainment. It's grace and style ... or in other words, showmanship ... that entertain and provide the thrills.

We at WPTR put showmanship first, for good entertainment is the method by which radio sells your product.

With 10,000 watts night and day and over a million potential listeners, WPTR has all the tools you need to merchandise in the Albany-Troy-Schenectady market. Let us spotlight your product.

WPTR

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.
FROM AMARILLO, TEXAS COMES ...

A Short But

"POWER-FULL"

Coverage Story!

KFDA now on 5,000 watts

(1,000 Watts—Night)

- KFDA penetrates the great Amarillo market forcefully—yet economically. Ask a John E. Pearson representative for station and market statistics—or write Howard P. Roberson, Manager.

ABC Affiliate

AMARILLO, TEXAS

— One of the 5 Major Texas Markets —
FINDINGS tending to substantiate the opinion frequently expressed that television will have tremendous effect on American home life are included in a survey recently completed and published in mimeographed form by Hofstra College, Hempstead, Long Island, N. Y.

Not only is television’s impact great, but there is little evidence that its effects tend to wear off with time. This was one of the trends pointed out by the survey, which was made during a sample period of 7,000 families from July 6-23, 1948.

Table 1 shows that television is a major factor in entertainment outside the home—such as movie-going and attendance at sports events—and on “at home” activities were included in the study, which was made by 110 psychology students at Hofstra under the direction of Dr. Thomas E. Coffin. Dr. Coffin is a member of the college’s psychology department and head of the recently-established Hofstra television research bureau.

Among the more important general conclusions of the study, which is titled “Television’s Effects on the Family’s Activities,” were these:

In entertainment outside the home, movie-going is most seriously affected by television, with movie attendance 20% off and fewer of the television families reporting that they now attend movies less than they did before getting their TV sets.

In “at home” activities, radio listening is most seriously affected, the study indicating that among the families interviewed hours of listening declined 26% for daytime and 68% for nighttime.

Use of television is relatively heavy, with an average of 24 hours of viewing per week and three and a half viewers per set.

Owners are enthusiastic about television, and 91% like television’s commercials better than radio’s.

The Hofstra survey used the matched-group technique, picking for every television family a non-television family as comparable to it as possible in every respect except set ownership, according to Dr. Coffin. Interviewers were instructed to select for their interviews in homes not having television sets the house (in the same block usually) which most closely resembled the TV house in apparent socio-economic status.

“In contemplating the economic impact of television,” says Dr. Coffin, “two significant questions come up. One of them, he adds, ‘the effect of its income on the various socio-economic levels. . . . The other concerns the influence of habituation—does TV affect the family’s use of TV or other entertainment media?’

In answer to the first question, the Hofstra study report says “the general impression suggested by these analyses is that there was a tendency for the number of hours of television to be somewhat greater on the middle-class level than on the upper levels.” As for the second question, the result is “that the data do not readily support any suggestion that the impact of television is temporary and will wear off with time.”

Going into the specific question of TV’s effect on motion picture attendance, the Hofstra report comments that the results of the Long Island survey confirm a report made by Foote, Cone & Belding, New York advertising agency, showing that 51% of the 415 New York City set owners which the agency sampled say they go to the movies less often now than before getting their television sets.

The Hofstra study indicated that on Long Island—at least among the families included in the study—the effect on movie-going is even greater, for 65% of the television families interviewed said they go to movies less often now.

“The coming tug of war between television and the movies,” the report comments, “already has attracted considerable attention in the entertainment world. Varied opinions have been expressed as to the extent of TV’s future inroads upon motion picture box-office receipts. Our own [Hofstra’s] data suggest that these effects may be undeniably present but by no means crippling in their extent.”

Table 2 shows television families, says the Hofstra report, seem to get less enjoyment from motion pictures after becoming accustomed to the convenience of their television sets.

When the question of enjoyment was put to them directly [Table 1], 13% of our current TV group said they now enjoy the movies about the same as before TV, while 44% expressed a decline in their enjoyment.

The report adds that the heaviest decline in movie attendance as a result of television set ownership—33%—is among families in the middle class, where the attendance rate has been highest.

“The number of families in which no one attended the movies during the sample week is 60% larger in the television than in the control [non-television] group.”

Inroads of television on forms of entertainment other than movie-going also are covered in the Hofstra study. These other types of entertainment show a decline of 29% among families owning television sets [Table 1]. In both groups, i.e., television and non-television families, says the report, “overall participation in outside amusements decreases as we move down the socio-economic scale. . . . At each level the television families show less participation than corresponding control families. . . . As for movies, the decline is more serious in the middle economic bracket than in the upper.”

The report points to the fact that “in the light of sports promoters’ concern over television’s effects on their gate receipts, the absence of any drop-off in television owners’ attendance” at sports events as baseball games, fights and races [Table II] “is intriguing.” However, the report adds, the frequency of attendance by each group was too small to make the figures reliable.

Not only away-from-home entertainments but also leisure time activities carried on at home “are of interest.”

“Perhaps the two most important,” it says, “are radio listening and reading, competing with television as media of communication and advertising.”

In daytime listening, 26% [See Table III], is no greater than that found for other types of entertainment, the report points out, but the drop of 6% in nighttime listening “is quite a serious cutback.”

“The overall drop of 44% in listening,” the report adds, “approximates the figure recently suggested by Dr. Frank Stanton, president of Columbia Broadcasting System, who indicated that a ‘rule of thumb’ radio listening could be thought of as ‘down 50% in TV homes.’”

Another radio listening observation was that “not only is there a drop in the number of hours during which the radio is played in TV homes—there is also a decrease in the number of people listening to the radio when it is on.”

The study also led to the observation that a television is hard to lure back to radio once television listeners have adopted it.

Effect of TV upon reading habits will be especially interesting to (Continued on page 44)
In Maryland—it's WMAR-TV for local news!

People in Maryland are like people everywhere—they are interested in what happens around them—they want television coverage of local events.

That's why such a large percentage of Baltimore's growing number of television sets are tuned to WMAR-TV's Channel Two. Televiewers here know from experience that when news happens, they'll see it on the Sunpapers' station!

WMAR-TV's local news coverage—from its own studio, on the spot via WMAR-TV's two mobile television pickup units, or recorded by WMAR-TV's own film department, quickly processed and featured on the daily "Television News"—is a complete record of the happenings in the Chesapeake Bay Region.

In addition to this local coverage, WMAR-TV telecasts news events from the major networks.

In Maryland, it's WMAR-TV not only for local news, but for the best in television, day after day!

SPECIAL! WMAR-TV inaugurates the fall football season of the Baltimore-Colts-New York Yankees professional football game on September 5. During the season, this station will televise all seven home games of the Colts, and as many out-of-town games as possible. Colts' telecasts are exclusive with WMAR-TV.
Pardner... there's a two-barreled rootin', tootin' (but not high fallutin') show that keeps the listeners corraled!

It's the Montana Cowboys! Yep... they've just lassoed another high Hooper... 10.4!

Fifteen minutes every evenin' when the folks are eatin'! Course it's on WHK... and that's a dog-gone good steer!
NEW RESTRICTIONS on multiple ownership of stations were proposed last Thursday by the FCC to become effective in 1953 as to existing "situations." They would obviously thwart any planned expansions of majority and minority acquisitions beyond the proposed limits.

The FCC proposed to modify its existing rules to limit AM stations under common control to a maximum of seven, with no additional minority interests to be held in any other AM stations. A staggered table of minority interests in relation to controlling interests is established, ranging from no minority holdings if seven stations are controlled to 14 minorities if no station is controlled.

The proposed rules also extend and broaden the limits on TV and FM ownership, now limited to five and six, respectively. There are staggered schedules covering these station classes as between majority and minority numerical limits. The TV minority limit is 10 and the FM 12.

A hearing on the proposed rules probably will be set this fall. The FCC will accept briefs and statements through Sept. 27.

The FCC explained the rule changes would not become effective until Jan. 1, 1953, for existing situations. The FCC wants to permit the orderly disposition of interests by those affected.

Status of CBS

According to available records, the only corporate entity that would obviously be affected is CBS, which owns seven standard stations, and holds a 45% minority interest in KQW, its San Francisco affiliate. Now pending before the Commission is the CBS-Washington Post transaction whereby 55% of WTOP would be sold to the newspaper for approximately $900,000, while CBS would acquire from the Brunton interests their 55% in KQW (Broadcasting, June 21). This, in effect, is a stand-off deal, since the CBS ownership level would be in line with the proposed numerical limits.

Should the rules be adopted, as proposed, CBS by the 1953 cut-off date would be faced with the sale of the minority WTOP interest or of one of its wholly-owned stations.

The proposed regulations probably would also affect individual interests who hold minority interests in one or more standard stations, along with stockholdings or official status in a group ownership company. While no records are available, it was thought the number of individuals so affected would not exceed a half-dozen.

The proposed rules constitute the last effort of the FCC to prevent concentration of control of broadcast facilities. The plan has been discussed by the FCC in executive session at several meetings in the past few weeks, with Benedit P. Cotton, general counsel, and his chief assistant, Harry M. Plotkin, now, assistant, general counsel temporarily in charge of broadcasting, pressing hard for prompt action.

Following the meeting, at which the regulations were adopted, Mr. Plotkin left for a month in New England.

Aside from the possible effect upon CBS, so far as is known, no other networks would be immediately affected. But NBC broadcast stations have less than the proposed quotas in controlling ownership, and likewise wouldn't presently be affected by the less-than-controlling interest provision.

Text of Proposed Multiple Ownership Rules

1. Notice is hereby given of proposed rule making in the above-entitled matter.
2. The Commission proposes to amend Sections 335.3500 and 3.640 of its Rules and Regulations in the manner set forth in the attached Appendix.
3. The proposed rules are issued under the authority of Sections 301, 311, 313 and 314 of the Communications Act of 1934.
4. Any interested person who is of the opinion that the proposed amendment or new regulation is unjustified or unnecessary should not be adopted in the form set forth, may file written comments, briefs and statements, or petitions to be filed as set forth, with the Commission by Sept. 27, 1948, a written statement or brief setting forth his comments or objections, or in the alternative, the rule may also file comments by the same date. The Commission will consider all comments, briefs and arguments presented before taking final action with respect to the proposed rules.
5. Fifteen copies of each brief or written statement shall be served upon the Commission. The service shall be within a reasonable time to be fixed by the Commission. The service shall be in the manner prescribed by Section 1.164 of the Commission’s Rules and Regulations.

APPENDIX

3.35 Multiple Ownership—(a) No license for a standard broadcast station shall be granted to any person (including all persons under common control) if:
1) Any person directly or indirectly owns, operates, or controls another standard broadcast station located in the same community, or in another community within the same metropolitan area, unless directed by the Commission.
2) Any person directly or indirectly owns, operates, or controls another standard broadcast station located in the same community, or in another community within the same metropolitan area, unless directed by the Commission.
3) Any person directly or indirectly owns, operates, or controls another standard broadcast station located in the same community, or in another community within the same metropolitan area, unless directed by the Commission.
4) Any person directly or indirectly owns, operates, or controls another standard broadcast station located in the same community, or in another community within the same metropolitan area, unless directed by the Commission.
5) Any person directly or indirectly owns, operates, or controls another standard broadcast station located in the same community, or in another community within the same metropolitan area, unless directed by the Commission.

The proposed regulations are issued under the authority of Sections 301, 311, 313 and 314 of the Communications Act of 1934.

Text of Procedure Proposal on page 72

had submitted that organization's recommendations to the Commission about three months ago. He said his committee had been working on its suggestions for about 1 1/2 years and that they prefaced a wide range of FCC procedure revisions under consideration or slated to be taken up by the committee.

Under the proposed changes the hearing examiner or presiding Commissioner would prepare an initial decision, unless directed otherwise by the Commission. In such case, the FCC might direct the case to be certified to the Commission for initial decision, depending on the importance of the matter under consideration. If no

(Continued on page 66)
THE TELEVISION Broadcasters with representatives of the NAB established liaison between the two trade associations in matters of common interest.

The TBA board, in response to an invitation from A. D. Willard, Jr., executive vice president of NAB, appointed a four-man committee to meet with a counterpart group appointed earlier by NAB (BROADCASTING, Aug. 16).

Although no TBA board member would comment officially as to the expected outcome of the conferences, it was understood that the video association looked favorably upon close cooperation between the two associations in matters jointly affecting television and sound radio broadcasters.

It was clear, however, that TBA was not disposed toward any arrangement approaching unification of the two organizations. TBA, it was said, would probably agree to cooperation but not to merger.

The committee appointed by the TBA board is composed of J. R. Poppele, vice president of WOR New York and president of TBA, chairman; G. Marcum, manager of stations for General Electric; Lawrence Philips, executive director of the DuMont Television Network, and Will Baltin, secretary-treasurer of TBA.

The association formally ad-

 Assn. agreed last week to meet for discussions looking toward the two trade associations in matters of common interest.

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The association formally ad-
FAMILIES in the U. S. are spending their money freely for consumer goods and will continue to do so despite new controls on installment buying, judging by new studies conducted by the Dept. of Commerce and the Federal Reserve Board.

With incomes at an all-time record in every state, prospects for the sale of durable goods such as autos and household appliances continue to be bright, Reserve Board studies show.

The board last Thursday issued its 1947 Regulation and Credit Control report covering installment sales of goods ranging from $50 to $5,000. The rules were handed down under Public Law 95 signed by President Truman Aug. 16. They are designed to carry out the anti-inflation legislation passed at the recent special session of Congress and go into effect Sept. 17.

The free-spending habits of American families are shown in a special study issued Thursday by the Reserve Board. The habits are ascribed to record incomes, a decline in the amount of money salted away in savings accounts and similar places, and consumer optimism over income prospects and the chances of holding jobs or getting new jobs.

Down Payment Rules

New rules for installment buying require a 33% down payment for automobiles, and 20% for radios, TV sets, phonographs (see separate story this page) and other such articles. The list of 20% items includes cooking stoves, dishwashers, irons, refrigerators, washing machines and various combinations of these devices. air conditioners (room units), sewing machines, vacuum cleaners and furniture and rugs.

- In the case of items of $50 to $1,000, the maximum period for payment is 15 months. Above $1,000 the period is 18 months and monthly payments must not be less than $70. No rules were imposed on sales above $5,000. Where trade-in allowances are granted, the rules apply to the net payment (not cost minus trade-in allowance).

Home improvements are not included in the scope of the rules, but the board plans to hold a hearing before deciding what to do about such expenditures.

Wartime installment rules expired last Nov. 1. Most of the new Reserve Board requirements are less severe, but they are much tighter than the $5 down and $5-a-week term that has sprouted up since that time. The board calls the trend "inflationary" and its recent studies of buying habits show the public willingness to spend freely.

Twenty-eight out of every 100 families have been spending more than they earn, according to a study by the board. And the new Commerce Dept. figures show that the total income of Americans rose 11% from 1946 to 1947, or from $171 billion to $190 billion.

Savings Decline

Though the rate and volume of consumer saving out of income continued to decline last year, the Reserve Board found a majority of families saving money. The public showed "widespread willingness" to spend current income or savings, or to borrow, in order to buy a record quantity of consumers goods and services at inflated prices. Their net savings amounted to about 9% of their money incomes in 1947 compared to 12% in 1946.

The board study showed that 81,000,000 families are technically described as "spending units"—saved 25 billion dollars in 1947, 15,500,000 families spent 11 billion dollars.
Elvin Will Direct
WTVO Operations
Dick Jones Named WJK Manager
As Fort Industry Realigns

Mr. Elvin
Mr. Jones

IN A REALIGNMENT of managerial functions in Detroit, Fort Industry Co. last Friday announced appointment of Ralph G. Elvin as managing director of WTVO, new TV outlet to begin operation Nov. 1, and appointment of Richard E. Jones, commercial manager of CKLW Detroit-Windsor, as managing director of WJKB and WJKB-FM.

Lee B. Saxes, vice president in charge of operations, said that the appointments, both effective Sept. 1, will permit Mr. Elvin to devote his entire energies to the management and operation of the new TV outlet. Mr. Elvin, a veteran in the Storer organization, for the past year has been coordinating the Detroit activities of Fort Industry.

He joined CKLW in 1941
Mr. Jones has been commercial manager of CKLW, Detroit outlet for MBS, for the past eight years. He joined CKLW in 1941 as sales promotion manager and became sales manager a month later. A native of Bay City, Mich., he began his sales career with Brunswick-Balke-Collender Co. in the Middle West. Afterward he operated his own retail electrical appliance store in Detroit and served as a public relations, publicity and advertising consultant.

Mr. Elvin has been with Fort Industry Co. for nine years and prior to assuming the WJKB helm was manager of WLOK Lima, Ohio.

Commenting on the Detroit realignment, George B. Storer, Fort Industry president, said it was in line with the company's development in both the sound and TV field. By Jan. 1, both the sound and TV operations will be housed in new quarters in Detroit's Masonic Temple Bldg., he said.

Fort Industry Stations

WTVO will be the second Fort Industry TV outlet to take the air. WSPD-TV Toledo began operating on July 21. WAGA-TV is being built in Atlanta. Standard stations owned directly by Fort Industry or through subsidiaries, in addition to WSPD, WJKB, WAGA and WLOK, are WMMN Fairmont, W. Va., and WWVA Wheeling.

DEM Map Radio

RECOGNIZING radio as "the only unobstructed mass medium we have—and by all odds the most effective—for reaching the mass of the voters," the Democratic National Committee last week announced general and tentative national plans for its campaign.

Kenneth D. Fry, Committee radio director, in a covering letter for a manual prescribing the most productive manner to use radio, told candidates, committees, legislators and party workers that the most effective means of turning out the vote is "the comprehensive and intelligent use of radio."

"As you know," Mr. Fry wrote, "and as we Democrats have demonstrated in every Presidential election since 1932, radio is the only unobstructed mass medium we have—and by all odds the most effective—for reaching the mass of the voters."

Mr. Fry announced that tentatively the general national plans call for broadcasts by the Presidential and Vice Presidential nominees; a series of five-minute broadcasts by prominent speakers; a series of women's programs; regional network broadcasts on issues in those areas, and a series of television programs.

Speakers' Bureau

Most of the speakers, Mr. Fry declared, will be drawn from the Committee's Speakers' Bureau, under the chairmanship of Sen. Carl A. Hatch (D-N.M.), National broadcasts, he said, would be announced sufficiently in advance to allow workers on other levels to coordinate them with their own programming plans.

President Truman will officially launch the Democratic campaign during an NBC address from Detroit on Labor Day, he announced.

Gov. Thomas E. Dewey last Wednesday at Albany was non-committal on campaign plans and itineraries following a two-day conference with Governor Earl Warren of California, his vice presidential running mate, and top political advisers. He indicated both he and Gov. Warren would travel "from coast to coast and back again" but declined to give specific information. Gov. Dewey (Continued on page 68)

GOP Plans

REPUBLICAN campaign plans began taking shape last Friday with the announcement of Captain Barton, Barton, Durstine and Osborne as the party's advertising agency and the installation of two men in key radio positions for the national campaign.

BBDO, with eleven offices throughout the country including New York, Chicago, Minneapolis and Hollywood, was appointed last Friday by Herbert Brownell, Jr., campaign manager for the Dewey-Warren ticket, following Washington conferences between representatives of the agency and the Republican National Committee the preceding day.

Simultaneously, Mr. Brownell announced that Edward T. Ingle, radio director of the Committee, had been reappointed and will direct all radio activities during the campaign.

Bond Is Consultant

Ford Bond, who heads his own New York production firm and has for years been a top-flight announcer, will be radio consultant to Gov. Dewey during the campaign (Broadcasting, July 5).

Representatives of BBDO will establish offices at the Washington headquarters of the Committee soon to handle placement of all advertising and the promotional program. Ben Duffy, BBDO president will supervise operations from his New York office. Those who will be assigned to agency duties in Washington were not identified.

The GOP Presidential campaign in 1944 was handled by Duane Jones, New York. Four years previous to that Blackett-Sample-Hummert, Chicago, was the agency.

Mr. Ingle directed the 1948 GOP Congressional Campaign and handled arrangements for radio and television coverage of the 1948 National Convention in Philadelphia.

A graduate of the U. of Michigan, Mr. Ingle worked for several years on newspapers in Cleveland, Toledo, Indianapolis and Wash- ington, D. C. before joining NBC New York. He served 17 months as director of information for the War Manpower Commission. He became GOP radio director July 8, 1946.

Rich in Experience

Mr. Bond, well known in radio and among radio audiences, for years has served the cause of the GOP nominee in primary campaigns in their local states and since 1942. He has been recognized as (Continued on page 62)

MARK S. WILDER, 86, DIES AT SUMMER HOME

MARK S. WILDER, 86, who was part owner of WSYR Syracuse from 1932 to 1947, died Aug. 18 in his home near Alexandria Bay, N. Y.

He is survived by his son, Col. Harry C. Wilder, who, with his father, bought WSYR as a 25 per cent interest in 1932 and sold it as a 5 1/2 NBC outlet to S. I. Newhouse, publisher and principal owner of the Syracuse Herald-Journal and Syracuse Post-Standard.

Mr. Wilder currently is president of WTRY Troy and WELI New Haven.
WHAM FLIM FLAM?

By ED KEYS

FCC EXECUTED some fancy maneuvers last week in quietly renewing WHAM Rochester's regular license. Apparently more agile footwork will be required to keep the House Select Committee which, the commission involving atheists' rights to equal radio time.

Inconsipicously, the Commission brushed its announcement of the renewal in a routine statement on FCC actions of last Wednesday. The obscure sentence reads: "The Commission has made the decision to grant WHAM renewal of its license for the regular period. No opinions accompanied the announcement as had been the case in the famed "Scott Decision" issued in July 1946.

The unheralded action followed in the wake of pronouncements by Rep. Charles J. Kersten (R-Wis.) on Aug. 11 that he intended to bring the "Scott Decision" to the attention of the House Select Committee investigating the FCC, headed by Rep. Forest A. Harness (R-Ind.) [BROADCASTING, Aug. 16]. Chatker said that he had conducted a two-day hearing which resulted in a clarification of the Port Huron case, involving political broadcasts, by FCC Chairman Wayne Coy [BROADCASTING, Aug. 9].

No Hearing Held

Rep. Kersten previously in the Congressional Record, expressed his displeasure with the "Scott Decision," maintained that investigators to the Commission, the license has no more standing to ask equal time with religious programs over the air than violators of the moral law has the right to expect moral immorality is done on equal basis with time granted to those who defend the moral law.

Observers could not account for the Kersten opposition to the issue before the FCC renewal of WHAM was made. Last April the 80 kw Stromberg-Carlson outlet was given a temporary renewal to Sept. 1 pending a hearing of a complaint that it refused air time to "Free Thinkers" organization.

Army New Client

SPECIFIC MEDIA details are being planned by the A. W. Lewin Co., New York, for its new client, the Military Personnel Procurement Service of the First Army, following completion last week of an air tour of the nine-state area. The six New England states, and New York, N. Cay and Delaware are included. Radio is anticipated.

Bob Smith for Gulf

GULF OIL, through its agency Young & Rubicam, New York, has booked a half-hour program for starring Bob Smith, on Thursdays, 9-9:30 p.m. effective Sept. 2 on the NBC video network. The show is packaged and owned by Martin Stone and Mr. Smith.

BROADCASTING • Telecasting

Renewal Interests Probers

Continental on MBS

MUTUAL'S Leave It to the Girls, featuring Constance Bennett, Renee Barns, and Robin Chandler from Hollywood will be sponsored by the Continental Pharmaceutical Co., Chicago, over a coast-to-coast network of 31 stations beginning Sept. 10. The program will be heard Fridays 8:30-8:55 p.m. EDT. It is a network package produced by Martha Rountree. Agency is Arthur Meyerhoff, Chicago.

Miles Renewal

MILES LABS, Inc., Elkhart, Ind., has renewed Quiz Kids (Sundays, 9-10 p.m. EDT) for 52 weeks on full NBC network beginning Sept. 26 through WABC New York under agreement concluded by Louis Becher (I), president and Arber Hoyes, WABC general manager. Announcements will be on Galen Drake's "Housewives' Protective League" and "Starlight Salute" programs.

August 23, 1948 • Page 25
VALIDITY of the FCC's controverted Blue Book and whether it constitutes program censorship in violation of the statutes was thrust squarely before the Supreme Court of a lower court opinion. The court, surprisingly at its first session, whether it grants the review.

The test is sought by Allen T. Simmons, owner of WADC Akron, who last Wednesday petitioned high that in the Circuit of certiorari to review a decree of the Court of Appeals for the District of Columbia. The decree had dismissed WADC's appeal from an adverse Commission decision involving competitive applications of WADC and WGAR Cleveland for 50 kw on 1220 ke [BROADCASTING, May 31]. FCC had denied the WADC request solely because it proposed to air network (CBS) programs the substantial part of the day and thereupon gave the assignment to WGAR. The Court of Appeals upheld the FCC but split on whether censorship was involved as charged by WADC.

The petition raises two specific questions:

- Under the First Amendment and Sec. 326 of the Communications Act (prohibiting censorship), may the FCC deny an application on sole ground the applicant intends to use the airtime for programs during the best hours shall be network, the high quality of such programs being conceded?
- May FCC, having given no notice of general hearing to compare all aspects of two mutually-exclusive applications (as required by Supreme Court's Ashbacker ruling), then convert hearing into separate "ex parte" proceedings through decision which denies one on basis of expected program structure and not on non-comparative basis?

The WADC petition was filed by Paul M. Segal of Segal, Smith & Hennessey, WADC counsel, and was based on the unsuccessful Ashbacker proceeding. He cites these arguments to support the review:

- The Court of Appeals applied a test of censorship by FCC, in violation of Sec. 326 of the Act.
- Even without Sec. 326, FCC under the First Amendment may not set up a textual evaluation of programs as condition precedent to consideration of applications for licenses.

FCC's recent consistent course of conducting field of advance textual program proscriptions makes the question of its statutory power to do so a question of general importance which has not been, but should be, settled by the Supreme Court.

- Refusal of FCC to give two competing applications comparative consideration and action of Court of Appeals to dismiss WADC appeal would deprive WADC of fair hearing, entitled under doctrine of Ashbacker case.

On the charge of censorship by FCC the petition said the imposition of phrases or texts. It is the pro-

of the Blue Book, Scottus Test

By LARRY CHRISTOPHER

NAB last week took a major step toward the meetings of the spectrum by appointing Forney A. Rankin, associate chief of the International Broadcasting Division, U. S. State Dept., as international adviser to President Justin Miller of the conference convening Sept. 15, with the full conference convening Oct. 22.

Four phases of the sunspot cycle will be taken up, with the goal at drafting of a master plan in time for the Oct. 22 opening along with a proposal for administration of the plan.

- Will Advise Miller

At NAB Mr. Rankin will advise the president on international affairs; attend regional conferences by groups of nations; represent NAB at the Inter-American Broad-

Mr. RANKIN

the projection of free press and free speech accorded by the First Amendment.

Here the petition noted the recommendation in The American Radio by Llewellyn White, assistant director of the Commission on Freedom of the Press [BROADCASTING, March 31, 1947] that "in order to establish radio, television, and facsimile broadcasting clearly within the meaning of the term 'press' as protected by the First Amendment, the industry appeal to the courts any actual cases of interference by government with the freedom of the press via radio" and that FCC "cooperate in making such appeals possible."

Sees No Distinction

There is no reason, the petition said, "for drawing the distinction between public affairs broadcasting and entertainment." Even though setting aside Sec. 326, it might be urged by combining the doctrines of certain court cases that radio may be eliminated from First Amendment protection if it have the theatre and like amusements or as has advertising matter, WADC said, adding that the position of "radio broadcasting as a technique of mass communication in the modern world is far too important for such treatment."

The petition cited several cases in which it claimed were fully examined by the courts of the licensing power whenever it tends to operate as a means of textual control."

Citing FCC's consistent recent course in the field of "advance textual program proscriptions," the petition listed eight considerations, condensed as follows:

1. The Blue Book, issued March 7, 1946 giving the Commission's detailed evaluation, for licensing purposes, of various proposals of national and international nature and the action of the Commission, in itself unobjectionable.

2. Petitioner pointed out it does not help FCC's view to argue why it believes such proscription is justifiable for the "statute does not stop at prohibiting unjustifiable censorship." Therefore the Commission's action cannot be justified in claiming to seek a "program schedule properly balanced" and "any attempt by the Commission to satisfy its own concept of a balanced program structure by advance proscription is censorship," WADC said.

Scores 'Justification'

Regarding FCC's plea that such action was justified in that Mr. Simmons had parted with control over his programs, the petition quoted the opinion of Court of Appeals Justice Wilbur K. Miller that the petitioner had not aban-

doned his control but was proposing to exercise it. WADC has no commitment or contract with CBS requiring it to accept the network's programs. The petition added, for such existed it would violate FCC's chain broadcasting regulations approved by the Supreme Court in the NBC case in 1943.

Regarding its second principle—that even without Sec. 326, FCC under the First Amendment may not set up textual evaluation of programs as condition precedent to considering an application, the petition said it would no doubt be "conceded that if the Commission, instead of proscribing the full schedule" of CBS had "proscribed a particular social, political, economic, religious or 'public affairs' point of view," FCC's action would "have transgressed the protection of free press and free speech accorded by the First Amendment.

WADC Petitions for Review

Mr. Rankin, to Miller
XYZ-TV Detroit will join the network Oct. 9, Mr. Mowrey said. Like WENR-TV, it is an ABC-owned-and-operated station. De-
Bell Resigns Post At Publishing Firm
Severs WKY Connection; Retains Interest in KLZ, KVOR

RESIGNATION of Edgar T. Bell, secretary-treasurer and business manager of the Oklahoma Publishing Co., which operates WKY Oklahoma City and is affiliated in ownership with KLZ Denver and KVOR Colorado Springs, was announced Aug. 14, along with his retirement from the company's board of directors.

Mr. Bell, who had been with the company since 1915, and was instrumental in its entry into radio, sold his minority stock to the company. He retains a 19% interest in KLZ and a one-third interest in KVOR, which are separate corporate entities. Oklahoma Publishing Co. publishes the Oklahoma, the Times and the Farmer-Stockman, and operates WKY and the Mistletoe Express.

E. K. Gaylord, president and publisher, announced that his son, Edward L. Gaylord, had been elected secretary-treasurer. The junior Gaylord was elected vice president last January and had been a member of the board a year before.

Leland S. Vance, assistant business manager, was selected to succeed Mr. Bell as business manager, and also was named production manager for the company.

Joined in 1915

A native of Oklahoma City, Mr. Bell joined the elder Mr. Gaylord's organization in September 1915 as advertising manager of the Farmer-Stockman, then a struggling infant in a highly competitive farm paper field. In 1917, at 20, he had started newspaper work on the staff of the Progressive Farmer in Oklahoma City, and two years later became advertising manager of Modern Farming in New Orleans.

An early radio enthusiast, Mr. Bell recommended to Mr. Gaylord in 1926 that the publishing company enter the broadcasting field. WKY, then a local independent, was purchased in 1928, and subsequently became Oklahoma City's first network outlet, joining NBC. KLZ, a CBS outlet, was purchased in 1936 by an affiliated company headed by Mr. Gaylord, who was born in nearby Colorado Springs. Mr. Bell had supervised the management of all three stations. WKY is managed by P. A. Sugg; KLZ by Hugh Terry and KVOR by Everett Shupe.

FMA Dealer Contest

CONTEST for member FM stations to determine the best dealer station during the FMA convention in Chicago next month.sue in “10 days to two weeks” regulations on classification and permits. It has not been established whether any industries will be declared essential or have any definite policies, as yet, been written into the regulations, according to this official. Memorandums carrying recommendations for the regulations have been dispatched to the White House, informed quarters say.

Many observers felt that estimates of the number of men to be called for 21 months in uniform should, in themselves, prove a sedative to distressed station officials.

Of the estimated 8,600,000 who will register, it is expected that only 225,000 to 250,000 will be called from the 19 to 26 year old bracket. Another soothing factor was described as the high rate of recruitment resulting from the draft call. Secretary of the Army Royall has estimated that from 200,000 to 300,000 will be needed in that service. Other officials have estimated that the President will send “Greetings” to only 1 man in every 38 in the age range.

Commissions To Be Offered

The Department of the Army announced last Monday that civilian experts experienced in any one of 76 broadly defined professional and technical specialties, including including radio programming, will be tendered commissions in the Army if they apply and qualify under provisions outlined in the recently issued Circular 210, 1948.

The range of those of second lieutenant up to and including colonel, depending upon the qualifications and experience of the individual possesses in a given specialty. Applicants must be at least 21 years of age for initial appointment in the Reserve Corps and applications will be considered from individuals up to 55 years of age. All must be citizens of the United States. No previous military experience is required.

Seallest to Be Sponsor Of Show Starring Lamour

SEALEST INC., New York (ice cream and dairy products), last week signed with NBC to sponsor a variety show starring Dagmar Lamour beginning Sept. 9, Thursdays, 9:30-10 p.m.

In addition to Miss Lamour, two big-name guest stars, one a dramatic performer and the other a comedian, will appear each week in an unusual arrangement with the American Federation of Radio Artists.

The guest stars will be paid only token fees for their appearances and the balance of the high prices they command will be given to a fund for health insurance policies for AFRA members. Harry Russell's orchestra and the Crew Chiefs Quartet complete the cast.

Agency for Seallest is N. W. Ayer & Son, New York.

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AGENCY WANTS FACTS

NAB Districts Hear Needs

RADIO is going through much the same history on measurement data as the publication world encountered when the Audit Bureau of Circulation data became available to advertisers, Bruce B. Brewer, of Bruce B. Brewer Co., Kansas City, told the Aug. 17 luncheon meeting of the NAB Districts 10-12 at the Hotel Muehlebach, Kansas City.

Mr. Brewer, who heads an important Midwest advertising agency which does a $3,000,000 gross business, half of which is placed in radio, stated:

"Newspapers which did not have ABC data frequently failed to make the adverting lists because advertisers and agencies preferred to buy on a basis of known facts. Often the newspaper and radio circulation was put up because the basis of analysis of the circulation was not the same as that available on the ABC paper."

"Now radio stations are in the same boat. If the data is not known to the stations lose the business and the advertiser often loses because he cannot buy what might have been a better station."

Mr. Brewer also covered agency methods of analysis of readership surveys in the allocation businesses.

DISTRICTS 10-12 REGISTRATION

A

B

C
Burns, KBFI Wichita; Bill Bryan, KXOE Oklahoma City, Okla.; George C. Bigger, KRCG Cedar Rapids, Iowa; V. S. Batton, WDAF Kansas City; Sam N. Bennett, KMCB Kansas City; Lucell Butor, KHSB Oklahoma City; Pat Butor, KHSO Oklahoma City; Jim Burton, KOMO Goodland, Kan.; Lee Bial, KBWB Hutchinson, Kan.; J. M. Bernard, KOMA Oklahoma City; J. L. Bradshaw, KFFI Wichita, Ed Breen, KVFJ Ft. Dodge, Ia.; Bud Briat, KTUL Tulsa; Frosty B., KOIL Omaha; Bill Bowers, KTTS Springfield, Mo.; Sam Burkh,KRM Kirkville, Mo.; Clarence Brazeal, KCMO Kansas City.

D
Charles P. Church Jr., KMBK Kansas City; Fred L. Conner, WRFN Topeka; Bob Coplin, KMOX Kansas City; Wayne W. Cribb, KHMNO Hannibal, Mo.; Wells H. Chaplin, KEWG St. Louis; Grover C. Cobb, KGTV Great Bend, Kan.; R. A. Conner, KKMNO Hannibal, Mo.; Paul Clark, RGA Chicago; Mrs. Wells H. Chaplin, St. Louis; Wende B. Campbell, KMKX St. Louis; Dick Campbell, KOMBE Tulsa.

E
Gene W. Dennis, R. S. Potts-Calkins & Williams, Kansas City; W. P. Doherty, NAB Washington; Lyle De Moss, WOW Omaha; John Daly, KDMO-Cartage, Mo.; Robert Dillon, KBBT Des Moines, Iowa; John W. Dunham, KCOO Kansas City; Walter E. Durye, W. Ward Dorell, C. E. Hoover Inc., New York; George E. Eddy, Omaha; Don Davis, WAB Kansas City; Dietrich Dirks, KITC Busk City, Ia.; Wallace R. Dunn, KGLO Miami, Okla.; Walt Davidson, Capital Transcripts, Hollywood; John Devine, Standard Radio, Chicago.

Robert D. Enoch, KTOH Oklahoma (Continued on page 70)

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Robert D. Enoch, KTOH Oklahoma (Continued on page 70)

among registrants at NAB District 10 and 12 meeting at Kansas City were:

Left photo-Front row, I to r, Wayne W. Cribb, KHMNO Hannibal, Mo.; William Knodel, Avery-Knodel, Chicago; E. K. (Joe) Hertonenkew, KCMO Kansas City, and Everett Dillard, KOZY Kansas City; rear, I to r, Joe Bernard, KOMA Oklahoma City; Dave Ptasinack, KSU St. Louis; Dietrich Dirks, KITI Sioux City, Iowa; William Hurley, KIOA Des Moines, and C. L.(Chet) Thompson, KXOK St. Louis.

Middle photo-Front row (isolated), Robert Enoch (11), KTOH Oklahoma City, District 12 director, and William Quarter, WMT Cedar Rapids, Iowa, District 10 director; standing, I to r, Carl Haverlin, Broadcast Music Inc., New York; Archie J. Taylor, KANS Wichita; Paul A. Loyet, WHO Des Moines; Ward Dorell, C. E. Hoover Inc., New York; Beryl Loftring, WOC Davenport, Iowa; Nicholas Pagliara, WSW St. Louis, and Wendell Campbell, KMOX St. Louis.

Right-Front row, I to r, Paul R. Fry, KBON Omaha; George C. Bigger, KRCG Cedar Rapids; Alex Kees, Taylor-Howe-Snowden, Amarillo, Tex., and Harry Burks, KFAB Omaha; middle row, Evelyn Owen, KWW Wellston, Okla.; Sam Bennett, KMCB Kansas City; John Blair, John Blair & Co., and Chicago, and Harold Fair, NAB, Washington.
Richfield is shifting its 'Reporter' to ABC

RICHFIELD OIL Corp., Los Angeles, after more than 17 years on NBC Western network with its six nightly Richfield Reporters, has contracted for the 10 p.m. period on 20 ABC Western stations, effective Aug. 29.

In making the shift, officials of Hixson-Jorgensen Adv., Richfield agency, explained that the move was dictated by the likely continuance of daylight savings time in California which would not have allowed Richfield to remain in the 10 p.m. period on NBC. Continuance of daylight time as a power saving instrument is likely.

Since the current contract with NBC is in force through Sept. 24, the new program will be heard on both networks for approximately one month. ABC pact is for 52 weeks. Coincident with the new network airing, Richfield will undertake an extensive promotion campaign to merchandise the program in its new period at a cost of more than $150,000, according to the agency.

Sherman Gets TV

FIRST hotel in Chicago to offer television is the Hotel Sherman, which expects to complete installation of 100 video receivers by Sept. 15. Payment is made on the regular room billing basis, or use of the instrument is used. In this manner, collections will also be made on 1,500 AM speakers, soon to be installed in the Hotel Sherman rooms by Radio Systems Inc., Cleveland. The video sets are manufactured by Olympic Radio & Television Co., and installed by Hotelvision Inc., Long Island.
Taking it easy

This strange looking bird is a Malayan Wood Ibis. And he’s now taking a little nap. Believe it or not, that’s the way this queer fellow sleeps.

There’s a simple way, too, for time buyers to take it easy and get results in the rich Baltimore market. They just buy W-I-T-H, the BIG independent with the BIG audience.

Yes, sir! 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.

And don’t forget, Baltimore is the sixth largest market in the country.

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.

Tom Tinsley, President • Represented by Headley-Reed
Five AM Transfers Authorized by FCC
Total Considerations Involved Reach $110,000

TRANSFERS of five standard stations, with considerations totaling some $110,000, were approved last week by FCC.

The stations, whose transactions for the most part involved only minority holdings, were WKOY Bluefield, W. Va.; KOPR Butte, Mont.; WICY Wolfeboro, N. H.; WATTS Tucumcari, N. M. and KTNM Nashville, Tenn.

WKOY was granted transfer of one-third interest from Ed Shumate to Odes E. Robinson for $7,000; amount of investment. Radio Bluefield Co. is licensee. Mr. Robinson is consulting radio engineer at Charleston and has part interests in WMON Montgomery, W. Va.; WPTW Piqua, Ohio; WPTN Paris, Tenn., and WYMI Biloxi, Miss. Mr. Shumate retires to devote time to other business interests. Continuing in WKOY ownership are General Manager J. Lindsay Allen and E. Bernard Jarrett, sales director.

Transfer of 50.5% interest in WICY was granted from Mitchell C. Tackley, president, to Alice M. Tackley, secretary, and Buelah M. Cardinal, vice president, 0.5% each, and Ralph M. Cardinal, treasurer, 49.5%. Mrs. Tackley and Mrs. Cardinal receive their stock as gifts while Mr. Cardinal receives his interest for consideration of $11,556 which he holds in name of assignor. Mr. Tackley retains 49.5% interest.

KTNM was granted transfer of one-third interest from Pryde E. Hale to Grady Maples for $5,000. Mr. Grady becomes two-thirds owner. One-third interest is retained by R. B. McAllister who also is part-owner of KICA Clovis, N. M.

WBUD received consent for voluntary assignment of license from co-partnership composed of Francis E. Streit and Verna S. Hardin to Morrisville Broadcasting Co., new corporation of same name in which same owners continue but with addition of James Stolice. Mrs. Hardin retains her 40% interest while Mr. Streit sells 40% interest in the station for $22,000 to Mr. Stolice, with WBUD for a year and new station applicant at Perham, Minn.

The KOPR transaction involves assignment of permit from equal partnership of Frank C. Carman, David G. Smith, Grant R. Wrathall and Mr. Carman as administerator of the estate of Jack L. Powers, deceased, to new corporation of same name in which they retain equal interests totaling 67%. They acquire stock valued at $60,000, for KOPR assets. Group of local businessmen hold remaining stock for which they pay about $32,000. The original stockholders are also part owner of KUTA Salt Lake City; KGEM Boise, KIFI Idaho Falls, KEO Pocatello and KLIX Twin Falls, Idaho, and KRUZ Santa Cruz, Calif.

DAYTIME COVERAGE BY W SIX

ABC AFFILIATE
5000 WATTS • 980 KC
and
WSIX-FM 97.5 MC
71,000 WATTS

Map and Tabulation Based on BMB Audience Study No. 1—Mar. 1946

Represented Nationally By The Kats Agency, Inc.

WSIX gives you all three: Market, Coverage, Economy

Dog's Life Improves

RADIO has done much to improve a dog's life, according to Rutherford T. Phillips, secretary of the Pennsylvania Society for the Prevention of Cruelty to Animals. He reported that his agency has placed 200 more animals in new homes—a 60% rise—during the first six months of 1948 over 1947. Crediting the increase largely to the WFIL Philadelphia program, Animal World Court, sponsored by Chrysler dealers, the program, transcribed, is broadcast at 7:20 p.m. daily.

CFRB and CJBC Switching Frequencies in September

CFRB and CJBC Toronto are to switch frequencies Sept. 1 when CJBC occupies the 860 kc clear channel now occupied by CFBF, and CFBF will move to 1010 kc, now occupied by CJBC. Both stations will move to 50 kw power. CJBC increasing from 5 kw, and CFBF from 10 kw. Switch gives Canadian Broadcasting Corp. another clear channel in keeping with government policy to have all Class A channels reserved for government-owned stations.

Addition of these two stations will give Toronto most radio power in Canada, with three 50 kw stations, CBL, CJBC and CFBF. CBL is key station of Trans-Canada network, CJBC of Dominion network, and CFBF is outlet for Columbia Broadcasting System.

Prudential Replacement

EFFECTIVE Oct. 3 a dramatic show entitled The Prudential Family Hour of Stars will replace the musical program, Family Hour, Sundays, 6-6:30 p.m. on CBS. The show will rotate six top film names—Humphrey Bogart, Bette Davis, Gregory Peck, Ginger Rogers, Barbara Stanwyck and Robert Taylor—starring for the most part in original plays by radio's foremost dramatists. Carmen Dragon and his orchestra will do the musical accompaniment. The show is an MCA package, sponsored by Prudential Life Insurance, through Benton & Bowles, New York. Ken Burton will act as agency producer.
W-I-N-D
CHICAGO

announces the appointment of

The KATZ AGENCY Inc.
NEW YORK • CHICAGO • DETROIT • KANSAS CITY
ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES

as NATIONAL REPRESENTATIVES*

*OUTSIDE CHICAGO AREA

W-I-N-D • 560 KC CHICAGO'S ONLY 24-HOUR STATION • 5000 WATTS
A large paint manufacturer recently made a point that is well worth passing along to other advertisers who are interested in this great Southern market.

The manufacturer* wrote: . . . "In expansion of territory and opening up of new dealer accounts we have found this show (a half-hour live talent program over WSM) has played a major part in that success . . . ."

This is added proof that when you use WSM you add an invisible stamp of approval to your goods in this section. Whether it's paint, padlocks or petunias, the buying public and dealers alike know they can put their confidence in a WSM-advertised product.

*Name furnished on request.
Broadcasting

**INDICATION** that Baltimore radio stations will fight for their Constitutional rights despite court pressure came last week when WCBM, operated by the Baltimore Broadcasting Corp., called on judges of the criminal court to furnish particulars in citing the station for contempt charges.

The Baltimore court's action in citing five stations for contempt because of newscasts covering the arrest and confession of a man charged with two murders has aroused nationwide interest [Broadcasting, July 26]. NAB, American Newspaper Publishers Assn., and the national and state groups have come to the support of the stations.

In its petition to the court, WCBM asked "specifically and exactly what broadcasts" are meant in the language of the citations. It asked specifications covering language deemed objectionable, and what rule or rules of the Supreme Bench of Baltimore, if any, constitute grounds for the citation.

Baltimore courts follow the outmoded common law contempt policy, discredited by the U.S. Supreme Court. This policy imposes a gag on media between indictment and conclusion of the trial in criminal cases.

**CBJ Ups Power**

CBJ Chieoultimi, increases power to 10 kw on Aug. 26, first in the new power expansion policy of the Canadian Broadcasting Corp. to be ready. Station has been on 15kw, 1 kw, since 1935, and is under its original manager, Villmond Fortin. Other CBC stations to increase power shortly are CJBC Toronto, from 5 kw to 50 kw on Sept. 1, 860 kw; CBW Winnipeg, to go from 15 kw to 50 kw on 990 kc, sometime next month; and CBX Edmonton, new 50 kw station on 1010 kc to go on the air in September.

**Small Radio World**

A FATHER AND daughter, both engaged in radio work, were reunited this month by a third radio personage, and also a relative, after a 20-year separation. Several months ago Carol Fulton, sales secretary at WKY Oklahoma City, asked her uncle, "Smilin' Ed" McConnell at NBC offices in Hollywood to help her locate her father, Bob McConnell. Some weeks later she received word from her uncle that Bob McConnell was a featured artist on WSB St. Petersburg, Fla. An exchange of "get acquainted" letters and transcriptions followed. The two were reunited when the daughter spent her two weeks vacation with her father, appearing on his daily Going Vistin' With Bob McConnell show.

For every $ in Louisville there are $$$$$ in the rest of Kentuckiana reach all $$$$$ with WHAS

**Effective Buying Income:**

Metropolitan Louisville . . . . . $ 879,148,000
WHAS Kentuckiana Market* . . . . $4,911,325,000

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

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

Víctor A. Shells, Director  J. Mac Wynn, Sales Director

WHAS Louisville, Kentucky

Reaching MORE for LESS
Buying income reached per $1 spent for radio time (based on 1-minute daytime audience) STATION B $55,682,290

Ask Petry for PROOF

---

**Transfer Requests For 3 AM Outlets**

THREE requests for transfer of control were filed last week with FCC, involving WOOD and WRFM, of Grand Rapids, Mich.; KFRRU Columbus, Mo., and WWNC New York, N. C. Also reported but not previously reported were applications for transfer of control of KCFU Fort Worth, Tex., and KSVP Artesia, N. M.

WOOD Grand Rapids, Mich.—Transfer of 12% of stock of stock of WOOD Broadcasting Co., licensee of WOOD, Grand Rapids, to PM Broadcasting Corp. of Minneapolis, now owns 50%, to Arthur H. Treanor, Mr. Treanor's firm will hold the stock and will loan $9,000 to Grandwood Broadcasting Co., licensee of WFBM in Grand Rapids, now owned by Mr. Treanor each own 50% of Trebit Corp., licensee of WIPD Film Station.

WNNC Newton, N. C.—Assignment of license to WNNC, Ch. 4, New London, Conn., to Newton-Convoy Broadcasting Co., operated by Newton-Convoy Broadcasting Co., of Newton, Mass., city, and composed of two of the three former partners, Ray Lendzitnics retired from management, selling his one-third interest for $4,500 to Charles C. Turner who becomes two-thirds owner. Other partner continuing is Earl Holder.

KFRRU Columbus, Mo.—Transfer of control of KFRRU Inc., licensee, from Star-Times Pub. Co., sole owner, to M. J. Waters Jr. and Mahlon R. Aldridge Jr. for $85,000. Mr. Waters and Mr. Aldridge will operate Columbus Daily Tribune, acquires 54.9% while Mr. Aldridge. KFRRU manager, acquires 45% Star-Times Pub. Co., licensee KKOK, St. Louis and publisher St. Louis Star-Times, stated it requested transfer, "because of difficulty encountered in allocating sufficient amount of executive supervision" at time when increasing demands are being made upon executive personnel because of AM, FM, facsimile and television activities.

KCUF Fort Worth, Tex.—Transfer of control of East-West Broadcasting Co., licensee, from J. C. Griffith and seven others to W. Bruce Chambers Jr., Nestor Andrews. Capital stock will be increased from $3,000 to $100,000, with new individuals holding $75,600. James H. Lawson Jr. leaves corporation. Mr. Chambers, new program director, WBU Corpus Christi, will hold 41.1%; Mr. Cuesta, chief engineer of KWBU 19%, and Mr. Andrews, owner of his own business engaged in construction of radio towers, 10%. Remaining original owners will retain their same investments.

KSVP Artesia, N. M.—Transfer of control of KSVP from Intermountain Broadcasting Co., licensee, to Artiesa Broadcasting Co., new firm, for $50,000. Principals in new company are Martin Yates III, oil man, president, and shareholders; T. E. Brown, owner of plumbing supply house, 68 shares, and S. E. Yates, oil well drilling contractor, 32 shares. Martin Yates Jr. will hold 102 shares and remaining 217 shares will be held by 23 local business men and shareholders. KSVP is assigned 256 kw on 1450 kc, unlimited. Intermountain Broadcasting Co. also has sold KSVP to Albuquerque, N. M. [Broadcasting, Aug. 16]

**Studio Plans for KTTV**

To Cost Over $250,000

FORMAL plans for KTTV (TV) Los Angeles were announced last week by Harry Witt, acting general manager. CBS is seeking FCC approval for 49% of the Los Angeles Times station. Combined cost of office, studio and transmitter facilities represent more than $250,000 exclusive of equipment, according to Mr. Witt.

Studios atop the Bekins Building in Hollywood are being transformed into main studios and offices. Facilities will accommodate a staff of more than 50. In addition, it will contain one large TV studio with space for three sets, a telecon studio, master control room, announcer's booth, etc.
SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS-IN-USE</th>
<th>WHHM</th>
<th>NETWORK STA. B</th>
<th>NETWORK STA. C</th>
<th>NETWORK STA. D</th>
<th>NETWORK STA. E</th>
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<td>WEEKDAY MORNING</td>
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<td>MON. THRU FRI. 8:00 A.M.—12:00 NOON</td>
<td>17.0</td>
<td>25.6</td>
<td>21.2</td>
<td>17.4</td>
<td>19.4</td>
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<td>21.6</td>
<td>31.5</td>
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<td>SUN. THRU SAT. 6:00 P.M.—10:00 P.M.</td>
<td>23.4</td>
<td>26.2</td>
<td>27.7</td>
<td>22.4</td>
<td>14.1</td>
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<td>SUNDAY AFTERNOON</td>
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<td>12:00 NOON—6:00 P.M.</td>
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<td>27.9</td>
<td>24.7</td>
<td>13.1</td>
<td>9.7</td>
<td>15.0</td>
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<td>SATURDAY DAYTIME</td>
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<td>8:00 A.M.—6:00 P.M.</td>
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<td>28.5</td>
<td>12.9</td>
<td>23.1</td>
<td>11.4</td>
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<td>TOTAL * RATED TIME PERIODS</td>
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NOTE:

WHHM is only 1.6 points behind network station B—

WHHM has 29% more listeners than network station C—

WHHM has approximately 15% more listeners than network station D and network station C COMBINED!
A LUNCHEON marks the largest block sale of news programs in the history of WEEI Boston, sold to Jordan Marsh Co., department store. Principals are (1 to r) John C. Dowd, president of Dowd Agency; H. Ray Marks, WEEI sales; Harold E. Fellows, WEEI general manager; Guy Cunningham, WEEI sales promotion; Richard Edwards Jr., Jordan Marsh v.p.

GET THEE hence, say Clyde Scott (r), KECA Hollywood general manager, and Leo Rickatts, sales manager, as they send out to sell the "Hawthorn Thing." Cap is worn until show is sold.

OLD GOLD puts the "Original Amateur Hour" on DuMont Television Network. Making arrangements are (1 to r, seated) Alden James, advertising manager, P. Lorillard Co.; H. A. Kent, Lorillard president; Lawrence Phillips, director, DuMont Network; standing, Nick Keessely, Lennen & Mitchell AM, TV manager, Humboldt Greig, DuMont sales manager.

ACCEPTING the President's Cup for winning the Louisville Retail Merchants Assn. golf tourney are J. Mac Wynn (l), WHAS sales director, and Harold Laufer, purchasing department. William G. Frederick (r) is LRMA head.

WINDING UP a deal are Clarence S. Beesemer (l), executive v.p. of General Petroleum Co., and Lewis Allen Weiss, MBS board chairman and general manager of Dan Lee's KTSL (TV) Los Angeles. Films are of London Olympics.

RADIO and press join forces in Denver to put the 1948 Denver Community Chest drive over the top. Mapping plans are E. Palmer Hoyt (l), editor and publisher of the "Denver Post," and Hugh B. Terry, manager of KLZ, co-chairman.

CELEBRATING the 15th anniversary of radio's "Lone Ranger" are (1 to r) H. M. Dancer, president of Dancer-Fitzgerald-Sample; H. Allen Campbell, George Trendle, Trendle-Campbell Broadcasting Corp.; Joseph Greeley, account executive of D-F-S, and the "Lone Ranger" himself, behind the ever-present mask. His horse, "Silver," was unable to make it.

IT TOOK a jeep to haul this group over the grounds of WMT Cedar Rapids' third annual National Farm Field Day. In the back seat (1 to r), Roy Miller, Katz Agency; Jim Sivright, Gamble-Skogmo; Ted Henshaw, BBDO; front row, Tom Flanagan, Katz Agency; Richard Stark, Katz Agency; Bob Dillon, KRNT Des Moines; Don Sullivan, WMT.

CELEBRATING the "Original Amateur Hour" are Yale Dorsey (r), WEZ-L and WEZ-M Buffalo; Ernest Joe, WEZ-L and WEZ-M Buffalo; and Joe Buck, WEZ-L and WEZ-M Buffalo.

COWBOYS' REUNION Parade was covered by Ernie Thwaites, owner-manager of KFUN Las Vegas, N. M., on horseback. Over 120 feet of mike cord was used to join celebrities in the parade and interview them as they rode.

MUTUAL ELATION shines from the faces of Dale Rogers (l), Mid-Continent Petroleum Corp. advertising manager, and Gustav Brandborg, commercial manager of KVOO Tulsa, which will carry U. of Tulsa football under firm's sponsorship.
Despite money give-aways on competitive stations in both cities and according to the latest C. E. Hooper* reports available!

Cincinnati's—MBS

WCPO and WNOX

Knoxville's—CBS

1st — MORNING
1st — AFTERNOON
1st — EVENING
1st — SUN. AFTERNOON
1st — SAT. DAYTIME

1st — MORNING
1st — AFTERNOON
1st — EVENING
1st — SUN. AFTERNOON

Saturday Daytime is not rated in Knoxville

Both stations are therefore—in total rated time periods

★ BOTH ARE SCRIPPS-HOWARD STATIONS ★

For complete analysis call your BRANHAM MAN

*July Hooper—WCPO
Winter-Spring Hooper—WNOX
100 VERDICTS
for The Housewives' Protective League

...the “Program that Sponsors the Product”

Look at the one hundred companies listed on the right. You'll agree it's a blue-ribbon panel of smart national spot advertisers. You'll agree, too, that each of these advertisers sets an example that pays—and pays to follow! All 100 of these profit-minded advertisers have been sponsored by The Housewives' Protective League during the past twelve months. They pay for this privilege.

...Because they know that listeners know every product sponsored by the HPL must pass a rigid consumer test by the HPL Testers' Bureau (a panel of housewives in each station's listening area) before being approved for sponsorship.

...Because they know that every HPL commercial is adlibbed in an interesting and sincere manner into the program format...is certain to get complete audience acceptance.

...Because they have found that The Housewives' Protective League is the most sales-effective participation program in all radio.

The dollars and sense testimony of EACH of these 100 advertisers proves conclusively that this unique radio program can write a unique sales success story for you...if—like these 100 advertisers—you can qualify. For more information about The Housewives' Protective League, get directly in touch with any of the eight stations carrying the program, their national spot representatives, or “The Program that Sponsors the Product”...

HPL MARKETS: Los Angeles (50,000-watt KNX) Chicago (50,000-watt WBBM) St. Louis (50,000-watt KMOX) San Francisco (5,000-watt KQW) New York (50,000-watt WCBS) Washington, D.C. (50,000-watt WTOP) Minneapolis-St. Paul (50,000-watt WCCO) Seattle-Tacoma (50,000-watt KIRO) and more great markets and stations to be announced later in the year.

THE HOUSEWIVES' PROTECTIVE LEAGUE
A division of CBS, Columbia Square, Hollywood
or 485 Madison Ave., N.Y.
KOSH Boise, Ida., completed a 17-day celebration on Aug. 6 marking its first anniversary and increase in power from 1 kw to 5 kw unlimited. Highlight of the celebration was the launching of the 5 kw operation, with Idaho's governor, C. A. Robins (second from r.), pushing the switch which effectuated the changeover. Others in picture (1 to r.): Soul Hays, KOSH president; Westernmost Whipple, station's general manager, and James A. Johns Jr., chief engineer. KOSH recently won Advertising Assn. of the West's 1948 award for the best commercial program produced by stations in cities of less than 100,000. Program was a local audience participation show entitiled "Stump the Band."
McGRATH

J. HOWARD McGRATH, chairman of the Democratic National Committee, last week manifested no eagerness to slug it out with commentators who have challenged the validity of his charges that radio commentators and the press are waging an “anti-democratic” campaign against President Truman.

The Rhode Island Senator sent some blood pressures soaring when he reportedly told a crowd of 7,000 at a Democratic outing in Johnston, R. I. Aug. 15 that “in months that have recently passed you have found a campaign in your papers and on the part of radio commentators to pour into your ears the most anti-democratic philosophy.”

These $100,000-a-year commentators,” he purportedly said, “would not be allowed to exist under a truly democratic form of government. They make your President out to be an erroneous fellow and a stupid man. If ever there was a man in the White House who stood up against the onslaught of press and radio influence, that man is your President, Harry S. Truman.”

Sen. McGRATH declined to identify the commentators or columnists when queried. But Ray Henle, commentator on ABC's Three Star Extra, and Fulton Lewis, Jr., MBS commentator suspected they were the object of the Senator's wrath. They had been mentioned in the same critical vein in the columns of Capital Comment, Democratic party organ, earlier last week. ABC's Commentator Earl Godwin also offered a response to the Senator's message. Two commentators replied during their regular broadcasts last Monday evening.

Cites Disagreement

Mr. Lewis told his listeners that Sen. McGRATH “apparently does not agree with the idea that you should have opportunity to hear both sides of the political story.”

Mr. Lewis said that since Sen. McGRATH had been unable to prove his statements that his implied threat to force him off the air and his charges “must of necessity, be taken as a confession of guilt on his part, that an unbearable burden of true things have been exposed about him and his organization, which he wanted to keep quiet and did not like to have exposed.”

Mr. Lewis then hurled his challenge:

"... if Mr. McGRATH can cite a single statement that I have made about him or his party at any time that is inaccurate or untrue I shall be more than happy to correct that error."

Mr. Henle and Fred Morrison, commentator and managing editor, respectively of Three Star Extra, meanwhile have communicated to Jack Redding a public relations chief of the Democratic National Committee, a "put up or shut up" offer. Mr. Henle told Broadcast- ing last Tuesday that Mr. Redding had acknowledged that the Three Star Extra commentaries had been monitored by the Committee, which was reported in the Aug 14 issue of Capital Comment that they were "biased tirades."

An offer was extended by Mr. Henle and Mr. Morrison, they said, to submit their own scripts to a comparison with the Committee's monitored records. They doubted that either Mr. Redding or Sen. McGRATH, if they accepted the challenge, could unearth any biased material. Mr. Henle said the proposal was described by Mr. Redding as "an agreeable arrangement" but that he made no official acceptance.

ABC's Commentator Earl Godwin told listeners that he was thinking of writing a letter to Sen. McGRATH, who he said might read like this:

"Dear Howard: If I am among the ranks of those who criticize the administration please tell me how to go about it. And do you really believe, Howard, that it would be wise for me to write to press any commentator, writer or editor who does not subscribe entirely to the Democratic Party platform, when some of your very own Democrats have revolted from both the right and the left?"

No reflection on the industries as a whole was intended, Mr. Redding explained. Only "some commentators and some columnists" were referred to, he said.

In reality, Mr. Redding declared, Sen. McGRATH was citing the need for "objective reporting" during the campaign and pointing out that an unhealthy national influence was being exerted on some columnists and commentators by "certain social and economic groups." He declined to identify these groups.

Mr. Redding explained that Sen. McGRATH, in describing the overall media picture, had warned those at the outing that "In general, in this campaign, you will find the majority of the newspapers are Republican and the Republicans have more money with which to buy air time, so you must take it (news portrayal) with a grain of salt."

Sen. McGRATH's statements, themselves, were being received like a grain of salt—in a wound—in some radio and news circles. Earlier blasts by President Truman, himself, insisting he was not receiving fair treatment were still fresh in their minds.

The legislator has not indicated his intentions of sponsoring remedial legislation or corrective action, according to Mr. Redding.

NBC TELEVISION'S "Howdy Doody Show" last week was expanded from three times a week to five times weekly, 5-5:30 p.m. Series previously was heard Tues., Thurs. and Sat. for an hour. Bob Smith conducts the puppet show.
MAIL MAP, showing coverage of KEX Portland, Ore., as indicated by mail response, is being prepared for publication in the station's newsletter. Staff members Beverly Boydston (1) and Lorraine Russell are shown charting listener mail response from the day's mail bag. Since increasing power to 50 kw, KEX reports that it has received mail from every Oregon and Washington county west of the Cascade mountains and many letters from California, Alaska and Canada.

MENTAL HEALTH SHOWS
Special Wire Recordings Being Made at London Meeting

A SERIES of exclusive programs from the International Congress on Mental Health, now meeting in London, is being wire recorded by George F. Ault, executive secretary of the Washington Society for Mental Hygiene, for broadcast in the Pacific Northwest.

Approximately 20 hours of un-rehearsed discussion among delegates is slated to be recorded. Mr. Ault is reported also to be planning special interviews with psychiatrists and social workers from various countries.

The equipment, designed for the English 220-240 volts, was reportedly made available to Mr. Ault without charge by the Peirce Dictation Wire Recorder Co., Evanston, Ill.

5 Firms to Take 10-Min. Parts of NBC TV Show

FIVE FIRMS will each sponsor a 10-minute segment of the new 50-minute television show to begin Sept. 21 for Mary Margaret McBride on the NBC television network. The program, scheduled for 13 weeks, will be heard from 9 to 9:50 p.m. Tuesdays.

Sponsors are Sherwin Williams Co., Proctor Electric, Sylvania Electric Products, International Silver Co. (Holmes & Edwards Division) and the Sunshine Biscuit Co. Newell Emmett Co. is the agency for all accounts.

The program will be backed with an intensive publicity and advertising campaign, the agency said last week.

KMBH Hollywood recently placed orders for television transmission lines from its Hollywood studios to the video transmitter site, atop Mt. Wilson.

BRODASTING • Telecasting
In concluding that "comparing to radio listening and many other entertainments reading is holding its own relatively well in our television families," the Tofton study warns that "figures on reading..." may be somewhat less trustworthy than our other data." Two reasons are cited: "The respondent's memory is probably less exact when he tries to tell you how many hours of reading he did last week than it is for how many movies he watched last week; there is also, for reasons of social prestige, more temptation to falsify." 

Regarding the extent of television viewing, the report on the Hofstra study has this to say: "In relation to reading, the total hours devoted to television by families in the sample are higher than those devoted to reading. The figures on both hours of viewing and size of audience are high..." Our families used their sets an average of 24 hours during the week. The set usage increases as we move up the socio-economic scale, and new owners tended to spend somewhat more time watching TV than did old owners. Only four families (i.e., less than 3% of the total group) spent less than 10 hours viewing television.

TV Viewing Average

"During the hours that the TV sets are in use, relatively large numbers of people are watching them. In an average evening 488 people watched television and 262 listened to the radio. This is an average of 3.55 viewers per set (some of whom may be visiters rather than family members) as compared with 1.9 radio listeners per family." 

With reference to the public's attitude toward television, the Hofstra study concludes that "by and large television owners are enthusiastic about the medium and happy with its features, and the older owners are just as enthusiastic about television as are new owners."

Chief among the criticisms of the video were lack of variety in its programs, the shortage of programs for women, and the poor shows shown.

Does the predominantly favorable attitude toward television carry over to the advertising which appears on the medium? The indications are that it does, the Hofstra study says.

The Hofstra interviewers put the specific question, "Which do you like better—the advertisements on television or the advertisements on the radio?" The preference for TV advertising was heavy in every instance—91% in favor of TV commercials in the total televi-sion-owning group, 89% in the upper class, 92% in the upper-middle class and 94% in the middle class.

KFDA POWER BOOSTED TO 5 KW D, 1 KW N

KFDA Amarillo, Tex. On Aug. 13 commenced operations on its new power of 5 kw day and 1 kw night, on a frequency of 1230 kc. The transmitter for KFDA, operated by Amarillo Broadcasting Corp. and owned by Gilmore N. and J. Lindsay Nunn, is an RCA 5 kw type, 5 DX unit, located near Beauregard Park on the Colorado and Dallas Highway in Amarillo. Construction of the new facilities was completed on Aug. 13.

A 3 kw transmitter for KFDA-FM is now being installed and the antenna for the FM operation has been mounted atop the station's 367 ft. tower.

WKY and KHQ Exchange Latest Local Farm News

To keep farmers up to date on what is going on in other parts of the country Edd Lemons, farm director of WKY Oklahoma City, and Glenn Lorang, farm editor at KHQ Spokane, Wash., are exchanging programs featuring news and views of farmers in their respective listening areas.

Program is also designed to let farmers who have migrated from one state to the other know what is going on in their home state. Mr. Lemons, in Oklahoma, broadcasts transcriptions of what Washington farmers think about their home state. And Mr. Lorang is carrying news of farming in Oklahoma.

On All Accounts

(Continued from page 10)

been acquired by the network. Since that time, the transplant- ed Hoosier has been credited personally with the sale of millions of dollars worth of radio time. The longevity of his accounts in both national and local spots, and in two other divisions now under his supervision, radio recording sales and television spot sales, has long been recognized at NBC.

His sales techniques have netted him long-standing contracts with the Chicago Motor Club and the Simoniz Co., each of which has used WMAQ continuously for at least 12 years.

Many other advertisers have bought time for five and ten-year periods. Prominent in the national spot field advertisers "sold" by the network's Central Division commercial department are the Kroger Co., the Studebaker Corp. and Quaker Oats.

When he isn't selling time and commuting to Merchandise Mart offices from his North Shore home in suburban Wilmette, Ollie attends meetings of the Indiana Society of Chicago, the Chicago Radio Society, the Merchants' and Manufacturers' Club, a tough opponent at bridge and poker, he doubles in outdoor endeavors such as fishing and horseback riding. For most of the time he uses to pen letters to his son, Don, former ensign in Naval Aviation, who is attending the U. of Utah.

Group Named to Set Up FM-AM Indiana Network

Plans for formation of a new Indiana network of FM and AM stations were made at a meeting held at French Lick, Ind., while the NAB District 7 and 8 sessions were in progress. The network plans to use FM stations as relay points to cut down line charges, according to Graeme Zimmerman, WGST, Columbus, Ind., manager.

A committee including Mr. Zimmer and two other station managers, John Engelbrecht of WKY Evansville and George Losey of WWLW Indianapolis, has appointed to carry forward the plans for organizing the network and to meet with interested stations.

Formation of the network will be completed at a meeting next month, Mr. Zimmer said.

ABC's Net Income

Net Income of ABC for the first six months of 1948 was $850,000—after provision for federal income tax of $520,000. Broadcasting income was $300,000 more than anticipated, according to Mr. Appel's report, which he said was "carrying news of farming in Oklahoma."
U.S. Population
Now 146½ Million
Largest Increase in History
Expected in 1950 Census

THE POPULATION of the continental United States has increased 16 million during the past eight years and reached a record 146½ million as of July 1, 1948, according to a government report released Aug. 13 by J. C. Capt., the Commerce Department's Census Bureau director.

Included in the new figure are about 14.5 million civilians in this country, plus all persons in the armed forces, both here and abroad. The increase between April 1, 1940, the date of the last census, and July 1, 1948, was about 29 million, or more than 11% of the 131,669,275 persons enumerated in 1940. Population growth during the eight and a quarter years following the previous census already greatly exceeds the increase of less than 9 million persons during the 10 years preceding that census, Mr. Capt explained.

It is now virtually certain, Mr. Capt said, that if population increase in the next few years is only moderate the census to be taken in April 1950, will reveal the largest absolute intercensal population increase in our history. It will exceed the previous record increase of about 17 million during the twenties.

The greatest growth since 1940 took place between July 1, 1945, and June 30, 1947, when approximately 2.8 million were added to the population.

Primary factor in the rapid rate of growth in recent years was attributed to the tremendous post-war rise in the birth rate, due very largely to armed forces demobilization. The rise is also associated with a continuing high employment level, high marriage rate and an optimistic outlook resulting from the war's termination and the reunion of families. Also favorable to a very rapid increase in recent years, but of less importance than the birth rate, were low death rates and a slight increase in net immigration.

Year by year populations and percentage of increase in the population of the United States (included armed forces overseas) since the 1940 census are as follows:

**Date** | **Population** | **% Increase** | **Since**
--- | --- | --- | ---
July 1, 1948 | 142,971,000 | 11.32 | Apr. 1, 1940
July 1, 1947 | 141,335,000 | 7.92 |
July 1, 1946 | 141,235,000 | 7.26 |
July 1, 1945 | 130,933,000 | 9.16 |
July 1, 1944 | 128,083,000 | 2.78 |
July 1, 1943 | 126,940,000 | 2.51 |
July 1, 1942 | 134,665,000 | 5.47 |
July 1, 1941 | 131,970,000 | 2.28 |
July 1, 1940 | 131,970,000 | 0.23 |
April 1, 1940 | 131,669,275 | * |

*Absolute figures have been rounded to nearest thousand figures. Derived figures have not been adjusted to totals, which have been independently rounded. Derivative figures are based on the unrounded absolute numbers.

MILESTONES

INDUSTRY and civic leaders are scheduled to participate in first anniversary party of WCSJ (FM) Columbus, Ind., planned for Sept. 1. Through this month promotion by station has been used, consisting of transcribed greetings from name bandleaders and movie stars. On afternoon of Sept. 1 special show from Crump Theatre is to be aired featuring talent of radio, screen and stage. Banquet that evening is to include as guest speakers: Indiana Lieut. Gov. J. Alex- ander; Indianapolis Mayor Al Bailey, FM Assn. executive director; Rep. Earl Wilson (R-Ind.); Waite Hoyt, Cin- cinnati Reds sportscaster; Fred A. Palmer, radio consultant; R. H. Jackson, president, Indianapolis News.

First week of August was 18th birthday of WCLO Janesville, Wis., which presented number of spe- cial programs including series of four evening shows, Eighteenth Anniversary Review. Local officials and dignitaries were presented Aug. 12 was first anniversary of Buzz & Bill Show on KDKA Pittsburgh, Monday-Friday morning series featuring Buzz Aston and Bill Hinda. Live music and songs are played along with record- ings. Celebration included special studio audience of listeners . . . Russel Naughton, chief an- nouncer of WDRC Hartford, Conn., marked his sixth birthday with station this month and Eleanor Nick-erson, head of WDRC bookkeeping department, observes her 12th birthday with outlet. Miss Nickerson also is private secretary to WDRC President Franklin M. Doolittle.

In late July WLNI Laconia, N. H., marked its 26th broadcast- ing year by opening additional studios in Franklin, N. H. . . . July 30 was first anniversary of WMFZ (FM) Allentown, Pa., public- owned outlet. On-the-air tour of facilities was presented and listen- ers were invited to join WMFZ staff at studio birthday party that evening. Half-hour portion of party was broadcast . . . July also marked 8th birthday of WJHP Jacksonville, Fla., Mutual affiliate.

KDSH, Boise, Ida., delayed its first birthday for two months until July 21 when that open house birth- day party could be held at trans- mitter house where new 5,000 w transmitter had been installed. CBS outlet, KDSH is carried 950 kc . . . July 29 was first birth- day of WMBL Morehead City, N. C., at which time seven hour block of special anniversary broad- casts was aired. House organiza- tion, WMBL Link, published for station listeners, reviewed achievements of year and listed sponsors who had supported station.

HARTENBOWER HEADS GROUP IN MISSOURI

MISSOURI broadcasters, meeting in conjunction with the NAB regional sessions held in Kansas City, Aug. 16-17, formally organized the Missouri Broadcasters Assn., and elected E. K. (Joe) Hartenbower, KCNO Kansas City, president.

The new group assumed management of radio station WMBL, Multi- ples effect on promotion of radio, broadcast stations which broadcasting cast- er's education by the station as- sists to radio with each station of the network.

Hartenbower, who has been manager of station for 15 years, is known as an authority on radio questions.

Hartenbower heads group in Missouri

So... when you want to sell the prosperous Tampa-St. Peters- burg market, remember WFLA delivers MORE listen- ers — 26% more than its nearest competitor weekdays at 17% more, afternoons . . . and 48% more, evenings. And WFLA-FM makes available ALL local and NBC pro- grams, sponsored and sustain- ing, to an estimated 100,000 additional prospects in south and central Florida. Based on March-April, 1948, Cooper Index.

You'll never sell St. Louis with WFLA-FM

WFLA-FM

The Tampa Tribune Stations

August 23, 1948 • Page 45.
WBAL 50,000 Watts • NBC Affiliate
2610 N. Charles St., Baltimore 18, Md.
Represented by Edward Petry & Co., Inc.
The Greatest Shows in Television are on WBAL-TV

WBAL-TV • Channel 11 • NBC Affiliate
32,600 Watts (Effective Radiated Power)
2610 N. Charles St., Baltimore 18, Md.
Not So Wylie

NO writers could be less successfully accused of pandering to public tastes than the Wylie brothers, Philip and Max. In his celebrated Generation of Vipers, a work which found traces of madness in all of us, Philip came out flatly against motherhood, at least that form of it which is practiced in America today.

Now Max, a radio writer and producer, is reported to have told a writers’ conference at the U. of Colorado [Broadcasting, Aug. 16] that television is an art which sickens him. It will be a “bore, will destroy living room conversation and will multiply the divorce rate,” said Max.

While we do not suggest that television is an institution to be cherished with matern-ity, we must compliment Max for courage almost equalling his brother’s. It takes guts to condemn an art which several million people, some of whom presumably are bright, have enthusiastically approved.

There is no evidence that the popularity of motherhood diminished measurably as a result of Philip’s book, and we doubt that television will become de classe on Max’s word. It’s a frightening world the Wylies forecast. Millions of motherless families, split by divorce, mortally squating in their living rooms, transfixed by the hypnotism of video. Frightening and a little impossible.

Thin Voice vs Giant Type

THERE’S a trend evident at the NAB district meetings which departs from the pattern of the past several years. Broadcasters are thinking about competition to a greater extent than before. They haven’t forsaken radio’s freedom fight, or copyright, music, legislation and the imponderables of TV and FM. But they’re thinking more of what the printed media are doing to wrest from radio more of the advertising dollar.

It’s a healthy sign. It springs from the campaign for the All Radio Presentation—a project that entails a mere $200,000—to tell the story of radio’s sales impact. It would be the first over-all radio exploitation since the Retail Promotion Plan got under way a decade ago.

While all media were riding high during the lush war days, the newspapers and magazines were planning. They knew that war spending and paper-rationing saved them from distress. To be sure, radio was rolling. Then there was more than enough to go around. Now, the organized black-and-white media are in full stride. They were set to go. Radio had sat on its hands. The results are becoming evident, for both magazines and newspapers are recouping, reversing the prewar trend.

Eugene Carr, of the Brush-Moore stations in Ohio, handed the Midwestern broadcasters a jolt at French Lick a fortnight ago. Hugh M. P. Higgins, of the NAB executive staff, making the district meeting circuit, is telling the same horrendous story. The printed media are selling circles around radio. Radio, with an open-shut story, isn’t organized in depth to fight back.

The all-radio film plan is a start. But it is a $200,000 one-shot project, as against the continuing projects of the printed media which entail at least $1,000,000 each for newspapers and magazines.

The competition is using its heavy artillery. It points to the doubled roster of stations and sells “dilution” of the radio audience. It argues that it costs more per impression to use radio.

Radio has the story. It needs presentation. It can’t be done in one shot.

Murray Carpenter, general manager of WPOR Portland, Me. and former head time buyer for Compton, at the district meeting in Rochester, proposed that radio undertake a continuing exploitation campaign. He knows the story both as a radio buyer and seller. He has something.

Radio sells consistency. It implores its prospects to use schedules, not grandiose onetimers, to get results.

Radio should practice what it preaches. It is using a pea shooter with just one pea. Conditions dictate big berths, with plenty of ammunition in reserve.

You Can’t Win

THESE are arduous times in which, seeking encouragement, we can always take comfort in the fact that at least we don’t own a radio station.

Consider FCC’s Port Huron decision, if you will—and as you must. That alone is grounds for thinking that the worst thing that can happen to an applicant is to get a grant. It is enough to make an established broadcaster wish ruefully that the Commission had been less considerate of him in the first instance.

The Port Huron decision’s unseemly essay on the complete unseasibility of politics left libel leaves the broadcaster three choices, which in itself reflects a rare bit of generosity on the part of the Commission: (1) He can accept FCC’s theory that the political broadcast is The Great Untouchable, and risk libel suits for violation of state defamation laws; (2) he can obey state laws which forbid him to broadcast defamation, and risk his license; or (3) he can exercise the perogative which permits him to forego political broadcasts altogether, in which case he will neither give “public service” to the degree FCC would like to require, nor receive the financial benefits that go with it.

The Harness Committee’s intercession helped to clear the air [Broadcasting, Aug 9]. The upshot, as nearly as we can make it out, is that the Port Huron opinion is still on the books, but that FCC is to behave as if it were not. But that is no lasting solution. As Rep. Harness (R-Ind.) seems to realize, explicit federal legislation is necessary to save broadcasters from what Attorney Ted Pierce, in an apologetic plea, calls their present “dilemma of self-destruction.”

Possibly the first relief will come from the courts. KPRC Houston’s suit is in shape for an appeal, and at least one other case is pending. But no matter where it comes from, relief is needed.

Broadcasters already have enough troubles, including many foisted upon them by FCC under the guise of “the responsibilities of the broadcast licensee.” It is too much, on top of that, to have to face an impossible situation where a choice must be made between whether the public or the private interest can benefit. It is a tribute to the patience and perseverance of broadcasters that their suicide rate remains so low.

(Continued on page 51)
1. "BEAUVOIR", historic residence of the Confederacy's only president, Jefferson Davis. A beautifully preserved ante-bellum home on the Mississippi Gulf Coast.

2. BILOXI FISHERIES on the Gulf of Mexico — largest shippers of shrimp and oysters in the world. Seafood is another industry that puts WWL-land ahead of national average in increased income, increased buying power, and general prosperity.

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

The Greatest SELLING Power in the South's Greatest City

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

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.
**Management**

**VIRGIL M. SIMMONS,** Bluffton, Ind., has been named as member of board of directors of Northeastern Indiana Broadcasting Co., which owns WEOG and WEOG-FM Fort Wayne.

**RICHARD W. DAVIS,** general manager of WELI New Haven, Conn., in behalf of owner, HARRY C. WILDER, owner of station, has presented RCA television receiver to Herman Hinkle, head football coach at Yale U., to be installed in new East Campus Athletic Asst. for use of football squad and other Yale athletic teams.

**SYLVIE H. EIGERS,** vice president in charge of press of NBC, will serve as chairman of radio division in 1948 drive for Travelers Aid Society of New York.

**DUNCAN K. MACTAVISH** and DR. G. M. GELDERT have been re-elected president and vice-president, respectively, of CCKO Ltd., Ottawa.

**FRED HENRY,** XLAC Hollywood assistant general manager and director of programs, and JOHN MOMARA, station news editor, are visiting New York and other larger in cities studying television techniques.

**SAM G. ROSS,** special events and news director of CKWX Vancouver, has been promoted to assistant manager, which operates WCKO and WCKO-FM.

**JOHN A. BACON,** former executive of Radio Broadcasting Company, manager of WOB Buffalo, and general manager of WRBW Buffalo, has been appointed Eastern advertising manager of "Outdoor Life," New York.

**PLACING STRONGER emphasis on local news beats, WMAQ Chicago and News Bureau Pool Bureau at NBC Chicago employs to give newsroom reporters. This is to see, supplementing regular duties of 10 reporters, writers, and commentators.**

**RMA's Committee Members Named**

MEMBERS of the RMA Traffic Committee and Industry Statistics Committee for 1948-49 have been announced by Max F. Balcom, RMA president. Both committees have been enlarged to handle the mounting workload.

Richard C. Colton, RCA Victor Div. of RCA, has been reappointed chairman of the Traffic Committee and W. L. Fogleman, P. R. Mallory & Co., has been named vice chairman. One of the many traffic problems facing the committee is that of the rate reductions in process.

Continuing as chairman of the Industry Statistics Committee is Frank W. Mansfield, Sylvia Electric Products Inc. The committee has charge of developing RMA production and sales data for all RMA divisions.

Membership of the Traffic Committee follows:

Mr. Colton, RCA Victor Division of RCA.
Mr. Fogleman, P. R. Mallory & Co. Inc.
J. E. Anderson, Zenith Radio Corp.
J. F. Bigger, Fordham & Snell, Inc.
J. E. Burkhardt, The Sparks-Withings.
Charles W. Butler, Noblett-Sparks Industries Inc.
W. C. Curtis, Stromberg-Carlson Co.
H. E. Glese, Federal Telephone & Radio Corp.
J. A. Green, Corning Glass Works.
E. K. Kinzie, General Electric Co.
H. J. Labelle, The Hallcrafters Co.
J. S. Martin, RCA Victor Division.
W. McGrier, Western Electric Co. Inc.
R. C. Partington, Crestley Division, Arco Mfg. Corp.
J. M. Simpson, National Union Radio Corp.
W. H. Sylvania Westinghouse.
R. R. Weist, Magnavox Co.

The complete membership of the Industry Statistics Committee is as follows:

Mr. Mansfield, Sylvia Electric Products Inc., chairman.
Mr. Fogleman, P. R. Mallory & Co. Inc.
J. F. Bigger, Fordham & Snell, Inc.
J. E. Burkhardt, The Sparks-Withings.
Charles W. Butler, Noblett-Sparks Industries Inc.
W. C. Curtis, Stromberg-Carlson Co.
H. E. Glese, Federal Telephone & Radio Corp.
J. A. Green, Corning Glass Works.
E. K. Kinzie, General Electric Co.
H. J. Labelle, The Hallcrafters Co.
J. S. Martin, RCA Victor Division.
W. McGrier, Western Electric Co. Inc.
R. C. Partington, Crestley Division, Arco Mfg. Corp.
J. M. Simpson, National Union Radio Corp.
W. H. Sylvania Westinghouse.
R. R. Weist, Magnavox Co.

**Principal**

**BERT FRAGER**

BERT FRAGER, 36, vice president of James L. Saphier talent agency, producer of NBC Meet Carolins Archer, died Aug. 16 at Temple Hospital, Los Angeles, following a heart attack a week before.

Funeral services were held Aug. 17 at the church at Hollywood cemetery. Mr. Frager is survived by his wife, June, a daughter Ann, and two sons, Rolf and Allen.

**Mr. White**

Although best known nationally for his work with CBS, which in 1946 won him a Peabody Award for the excellence of that network's news service, Mr. White has had varied news executive experience. His "cub" days were spent on his hometown newspaper, the Pittsburg (Pa.) Post-Gazette, and the Salina (Kan.) Journal. Later he became telegraph editor of the Kansas City Journal.

After graduating from Columbia in 1924, Mr. White joined United Press in New York. His "byline" was familiar on one big story of that period. In 1929 he served as editor of United Feature Syndicate, returned to write features for the United Press night desk and went to CBS in December 1930. Resigning from the network, he went to San Diego to write a book, News on the Air, published last year. In 1947, too, he was engaged by the Associated Press as a special research consultant on its radio service.

**Special ABC Broadcast Planned for Fisher Body**

A SPECIAL, 15-minute broadcast sponsored by the Fisher Body Division of General Motors, on 37 coast-to-coast ABC stations, Tuesday, Aug. 24, will be aired to announce winners of the 1948 Fisher Body Craftsman's Guild competition.

Winners will be awarded university scholarships valued at $20,000, ranging from individual awards of $4,000 for first place in the junior and senior divisions of the model car competition to $1,000 for fourth place in each division. Ford Frick, president of the National Baseball League, will announce the winners of the annual awards during the broadcast.

To date this division of General Motors has awarded more than $570,000 in cash, scholarships, and education trips in the 15-year history of the Fisher Body Foundation. The Kudner Agency, New York, handles the account.
Respects
(Continued from page 18)
of Rogers-Majestic Co.'s line of receivers and tubes.
While in Vancouver he took a wireless operator's course, and prepared for a more technical knowledge of the industry.
When Taylor-Pearson & Carson, automotive parts distributors, took on radio sets, he joined that firm. Somehow he was not satisfied, and distant fields looked green. So young Spence resigned and left the Canadian West for the East and England.
Radio interested him in England, but he did not want to live there. So he returned to Canada as a representative of a number of British parts manufacturing companies, started his own importing business. A year later the Canadian Marconi Co. approached him to sell for them, and again he took on that job. For seven years he roamed across Canada as Canadian Marconi's sales engineer, specializing in broadcasting station equipment. In that time he called on most of the Canadian stations in operation.
Then his old bosses at Taylor-Pearson & Carson came after him, and offered him a good post at CKWX Vancouver, which the T-P-C company was operating on a management basis. He became commercial and business manager, and to help him along in his work he took a business management course at the U. of British Columbia. After three years at CKWX, the Canadian Broadcasting Corp. approached him to manage and operate his management of CJBC Toronto, which was being prepared as the key station to the second transcontinental Canadian network system, the Dominion Network. For two years Mr. Caldwell worked at CJBC to up the station's programming and audience, and set in motion the Dominion Network. T-P-C was after him again in 1945, this time to offer him management of the program division of its subsidiary.

All-Canada Radio Facilities, a station representative and recorded program distribution firm.

A pleasant talker, Spence Caldwell spends most of his time on his work, and he has ambitions to operate his own FM station in Toronto. He is a director of the Canadian Cancer Society and chairman of its publicity committee, radio advisor of the Canadian Welfare Council, a member of the radio committee of the Canadian Red Cross Society. He is a past president of the Radio Executives Club of Toronto, 1947-48, and is a main-spring in the annual Ontario Radio Golf Tournament. After all these chores he finds odd moments to play golf, go fishing, and to look after the extensive gardens of the suburban Toronto home which he shares with his wife, Nancy, the former actress and ballet dancer, Nancy Graham, whom he married in 1936.

**VIDEO LANE**

**Huge New TV Studio at WBAP**

Can Handle Herd of Cows

WBAP-TV Fort Worth will have a studio that you can drive a herd of cattle through. It is an idea suggested by Harold Hough, station director, and his name for it is "video lane."

Being built into WBAP's new home, now under construction, are huge double box-car refrigerator type doors in both sides of the main television studio. Doors are large enough for automobiles, trucks, cowboys or beavers on the roof (WBAP's symbol is a cowbell) to pass through. Dimensions of the studio, one of three in the new radio and television center, are 45 by 82 by 28 feet. Cost of the doors was $6,000.

**WHAT GOES ON DOWN THERE?**

That's Buffalo's

**WGR**

With its new 5000 WATT*

Nighttime Signal

*550 kc, too - radio's most favorable wave length

**WTGG (TV) Washington To Construct New Tower**

Erection of a new tower for WTTG, Washington outlet of the DuMont Television Network, was announced yesterday (Aug. 22) by Walter Compton, general manager of the station. The new tower will be located in Arlington County, Va., and will stand 815 ft. above sea level. This will be the highest tower in the Washington area, according to the announcement.

Construction is scheduled to start within six weeks. The estimated cost of the new transmitter site and facilities, Mr. Compton announced, is over $100,000. WTTG operates on Channel 5 (762-82 mc).

**SALT LAKE CITY** Boys' and Girls' Clubs have received certificate of good citizenship through sports, and check for $100 from Red Barber, CBS director of sports. Ivor Sharp, vice president and general manager of KSL Salt Lake City, made the presentation.

**TV as Aid to Art**

SERIES of weekly television programs being initiated by KSTP-TV Minneapolis - St. Paul in cooperation with the Minneapolis Institute of Art has prompted the Minneapolis Morning Tribune to comment (Aug. 11 issue) that video is "destined to stimulate interest in art in much the same way that radio stimulated an appreciation of good music." Describing the move as a "bold and imaginative venture," the Tribune adds that "television will have its trashy programs just as radio has had them, but it will also dedicate itself, even as radio has done, to frequent cultural excursions."

**Broadcasting** • Telecasting

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tently planning regional campaign using radio this fall. No further plans set.

VACUUM FOODS Corp., New York (Minute Maid quick-frozen concentrated orange juice and other citrus products), which appointed Doherty, Clifford & Shenfield Inc., New York, is anticipating use of radio in large number of cities. Specific plans not set.

UNITED ARTISTS appoints Mal Boyd & Assoc., Hollywood, to handle four-week radio and TV exploitation campaign for film “Pitfall.” Radio campaign to be national, but video restricted to Los Angeles as test to determine pattern for other cities.

PEOPLES SAVINGS BANK, Providence, R. I., signs for 15-minute weekly news commentary on WHIM Providence. First use of program by firm which previously used spots only. Agency: Horton-Noyes Co., Providence.

Network Accounts

LONGLINES-WITTNAUER WATCH Co., through its agency, Victor Bennett, New York, will sponsor Festival of Song on CBS. New series, to be heard Sun. 2-2:30 p.m., starts Sept. 26.


PHILIP MORRIS, through Cecil & Presbrey, New York, buys Kate Smith Sings show, five times weekly, 12 noon to 12:15 p.m. on MBS, to replace Heart’s Desire, also heard on MBS (Closed Circuit, Aug. 16). Sponsorship probably take effect early in October, although exact date not yet set.

DAVIS MOTOR CAR Co., Los Angeles, starts Clare Roberts newscast Sept. 4 for 52 weeks on all Mutual-Don Lee and Intermountain Group stations Sat., 7:30-7:45 a.m. (PDST). Agency: Tellamerica Inc., Hollywood.


COLGATE PALMOLIVE PEET, through its agency Ted Bates Inc., New York, Aug. 28 moves its Dennis Day Show from Wed. 8-8:30 p.m. on NBC to Sat. 10-10:30 p.m. on same network. Latter time was used by sponsor last season for Kay Kyser Show, which it has dropped. Further Colgate plans include possible sponsorship of Our Miss Brooks on CBS, Mondays.

GENERAL ELECTRIC Co. Sept. 4 renews for 52 weeks What’s My Name over 167 ABC stations, Sat. 9:30-10 p.m., on behalf of its lamp division.

BBDO, New York, is agency.

ALLIS-CHALMERS Mfg. Co., Milwaukee (industrial agricultural machinery), Sept. 11 renews Chicago’s National Farm and Home Hour, Sat., 12 noon (CDT) for 52 weeks on full NBC network. Agency: Bert S. Gittings, Milwaukee.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh Cigarettes), Sept. 7 renews People Are Funny for 52 weeks on full NBC network. Show, on its return, moves into former Red Skelton spot, Tues., 9:30 p.m. (CDT). Agency: Russell M. Seeds Co., Chicago.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser, meat and dairy products), renews for third year 52-week contract for Nick Carter, Master Detective, Sun. 5:30 to 6 p.m. (CDT) on full Mutual network of 514 stations through Grant Adv., Chicago.

GENERAL MILLS, Minneapolis, began sponsorship Aug. 16 of 8 to 8:15 a.m. (CDT) spot on ABC’s Breakfast Club for Kix, Gold Medal Flour and Wheaties, Mon.-Fri., on full ABC network. Tatham-Laird, Chicago, arranged 52-week contract. Other show segments are sponsored by Swift & Co. and Philco Corp.

Adpeople

MARGOT MALLARY, former fashion director and account executive of J. Walter Thompson Co., Los Angeles, joins Cole of California, Los Angeles, advertising manager.

JOHN S. TORREY, former account executive with Erwin, Wasey & Co., Los Angeles, joins Avery Adhesive Label Corp., Monrovia, Calif., as national sales manager.

USE OF RADIO to interject the personal touch in a bank’s report to its depositors has been tried successfully by the Community Savings Bank of Rochester, N.Y., and the experiment is the subject of an article in the current (Aug.) issue of Bulletin, official publication of the Financial Public Relations Assn.

A month before the 15-minute radio report was presented by the bank’s president, Charles W. Carson, over WARC Rochester on June 3, the article explains, the staff of the bank was informed of the plan and asked to participate in its preparation by inquiring of depositors what information they would like to have about the bank’s operation, policies and services.

The radio report was presented in question-and-answer style, with Miss Madelyn H. Sullivan, public relations director of the bank, asking the questions for depositors.

Commenting on the experiment, the Bulletin says: “Bank figures which run into the millions can become a dull form of reporting. Given a live voice handled in the popular questions and answers style, bank reporting can be made more interesting to the public, and have far-reaching public relations possibilities.”

Plan Religious Seminar

APPROXIMATELY 200 ministers are expected to register for a religious radio seminar to be held at the Central Bible Institute in Springfield, Mo., under the auspices of the Assemblies of God Churches Sept. 7-9, according to Thomas F. Zimmerman, radio director of the church group. In addition to discussions, addresses and panels, an intensive short radio course will be offered to any interested ministers.

DEPOSITORS’ DREAM

Radio Helps Bank Personalize

—And Liven Its Reporting

Tell ‘em about A. U.*

when they want a future in

Audio-Video

Give young hopefuls sound advice—recommend 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, radio, TV production, sales, announcing, public relations, news writing, sales promotion, policy and 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

1901 F St., N.W., Washington 6, D. C.
Spend 35¢ AND SAVE
1,000 DOLLARS

Gates Radio Company
Quincy, Illinois

For 35¢ (the average cost of a business letter) you can learn why the GY-48 in your station will save you $1000.

And this is just the start. For the many years that it will serve you, maintenance costs will be low and the crisp, clear signal you will have will obtain that recognition of a good station that you want.

Remember the GY-48 is not just a transmitter. It is complete correlated equipment for the 250-watt AM transmitter location including limiter, frequency and modulation monitors, switching control panel and monitor speaker.

See about saving that $1000 now! Write or wire for information on the GY-48 Radio Station.
MISS UPWARD Spiral I! Studied
By Mr. Hurbilt

MISS UPWARD Spiral I, a 10-month-old Hampshire gilt (pig) weighing 200 pounds, will be sacri-
fied on the altar of inflation by Jim Hurbilt, WMAQ Chicago's reporter-at-large, on behalf of station
listeners.

Mr. Hurbilt is endeavoring to as-
certain just why the porker's dollar
value per pound increases faster
than its weight by tracing Miss Up-
ward Spiral's progress from feed
lot to dinner table. Findings are
reported on Mr. Hurbilt's daily
newscast (five-a-week, 11 p.m.
CDT) as Miss Spiral takes ad-
vantage of a free room and board offer
at a farm near the city.

The newscaster, in addition to paying 30c a pound for each of the 200 boasted by Miss U. S., is foot-
ing the bill for feeding and subse-
quent shipment to market. Mr. Hurbilt's initial attraction, how-
ever, was not at first sight but con-
sidereation for his constituents. This enabled him to overlook the gilt's "frightful table man-
ners, a wrestling all of reason and a distinctly surly look."

Paris Assembly Plans
First Magnetophone Use

FIRST USE of the French-made
Magnetophone in any international
session and of equipment specially
manufactured for the occasion is
planned by the French Broadcast-
ing System for United Na-
tions General Assembly meetings

Magnetophone is a tape record-
ing device which is said to repro-
duce sound with remarkable fidelity.
Radio diffusion Francaise (FBS) is
planning for the most complete
installation ever made in France,
officials said last week. Six studios
in Paris have been built out of Palais de Chaillot, the General Assembly's temporary home, for special inter-
views and commentaries.

San Francisco Ad Club Announces New Classes
THE SAN FRANCISCO Adver-
tising Club has announced that the first session of the Golden Gate
College of Advertising, which it
sponsors, will start on Sept. 21.
Robert Beaumont, account exec-
utive with Foote, Cone & Belding,
will present a course in advanced
copy writing. Richard L. Lemon,
art director of Beaumont & Hoh-
man, will conduct a series on lay-
out and visualization. A course in
general advertising will be con-
ducted by 18 specialists under the
direction of Byron MacPadyen,
copy director of N. W. Ayer & Son.

Supplementing these courses will be a new retail advertising and sales promotion course, which is being developed in cooperation with the associates of San Francisco retail stores.

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Open Mike
(Continued from page 16)
are almost ready for operations, I think you should refrain from such violent criticism till experience shows whether your program is or is not in consonance with the public interest. You ought to give us a chance to show what we can do.
I have been an active subscriber to your excellent Broadcasting Magazine for the last years, and I have always regarded your publication as an impartial defender of broadcasting, for which I hope you will have this letter published with the same prominence you gave the information against us.
R. Delgado Márquez
General Manager
Puerto Rico Communications Authority
San Juan, P. R.

[Editor's Note—We regret Reader Márquez feels we gave an inaccurate picture. We think he read too much between the lines. Mr. Márquez' contention that WIPR follows the pattern of city-owned and college-licensed stations in the United States, in our Judgment, is error. These are not federally owned or operated stations, and they are not subject to the same kinds of tax as the Federal government.]

AM-TV or AM vs. TV?
EDITOR, BROADCASTING:
I am glad to see that the radio industry after 27 years is planning an industry-wide promotion to increase and preserve sales. I am disappointed, however, to see that this long-awaited radio promotion will include television. I believe that while television is yet an infant, broadcasters should ask themselves these questions: Won't radio and television prosper more readily if sold as separate media?
Should we not seek to prevent the current agency practice of lumping radio and television budgets together so that television may draw more heavily from other media than radio?
If one of the purposes of the All-Radio Presentation is to forestall potential loss of revenue, should we not recognize that television is a major threat to radio income?

Is it not confusing, if not contradictory, to include in ad aural radio presentation a sales pitch for the eye-catching qualities of video?

Broadcasters are faced with tremendous expenditure on television. They are also faced with a considerable loss of radio income to television unless the decision is made now to stimulate the two media individually—and even competitively. The All-Radio Presentation is the place to establish this basic selling principle.

James M. Patt
Manager
WBNH New Bedford, Mass.

Defends Disc Jockeys
EDITOR, BROADCASTING:
"Something Fishy" was the title of the editorial in the August second issue of BROADCASTING that I now refer to; there's something fishy too about BROADCASTING's insane charge that a disc-jockey payola may be responsible for ASCAP music's inferiority in the disc jockey polls.

Let's not blame the D. J.'s for BMI's failure to hit the top popularity ranks. Let's not accuse the few who may or may not be subject to payola in the larger cities. They don't make the songs popular across the country. Every jock has a hand in that.

Let's have BMI get the hits, uncover the new writing talent. Give us D. J.'s the tunes, and we'll follow thru.

George L. Brooks
Music Librarian
KDIX Dickinson, N. D.

Article Hit its Mark
EDITOR, BROADCASTING:
I was particularly pleased with the article by Professor Sandage in the August 2nd issue of BROADCASTING. He specifically hit upon many of the advertising problems we smaller markets must continually meet. It is a matter purely of advertiser education, and next a matter of advertiser-station relationships.

Roy F. Eoss
Manager
WMGA Moultrie, Ga.

[Editor's Note—We regret reprints of the excellent Sandage article are not available. The article, however, may be procured with customary credit to its author and to BROADCASTING, with mention of the issue in which it appeared.]

Atlanta Story 'Orchid'
EDITOR, BROADCASTING:
We want to congratulate you and BROADCASTING in general, but Bernard Platt especially on the Atlanta story. I am sure after Bernie was here a couple of days and saw the complexity of things he realized he had no job on his hands. He certainly handled it well.

David Carpenter
General Manager
WCON Atlanta

STILL MOOT
Interior Answers Mitchell
On WTOP Request

THE DEPT. of Interior's National Park Service has answered the protest made by WTOP Washington following refusal of a member of the Washington Monument staff to admit the station's broadcasting crew for the purpose of making tape-recorded interviews with visitors to the monument [BROADCASTING, Aug. 2].

In a letter to WTOP's general manager, Maurice B. Mitchell, the National Park Service's acting director, Hillory A. Tolson, points out that "while there is no specific written regulation which prohibits such an undertaking, the National Park Service...has a basic obligation to protect and maintain the dignity of all national memorials" and to keep them "free of any commercialization." Mr. Tolson added that "the taking of tape-recorded interviews with visitors who were in the monument to enjoy the view...would have slowed and impeded visitor traffic."

Replying to Mr. Tolson's statement of the National Park Service's position, Mr. Mitchell said that WTOP would insist "only that we be given equal rights and privileges with all other newspaper organizations and media...and that there be no discrimination against radio news reporting or broadcasting on the basis of commercial sponsorship."

He reminded Mr. Tolson that his (Mr. Mitchell's) investigation of the incident had indicated that monument attendants had refused to grant permission to the WTOP crew not on the grounds of maintenance of the dignity of a national memorial but because of 'commercial' implications.

Iowa Network to Oppose Ban on Phone Giveaways

A BRIEF opposing any ban on telephone giveaway programs will be presented to the FCC Sept. 10 in Washington by the Iowa Tall-corn Radio Network.

The presentation will be made by Edward Breen, who was re-elected president of the network at its annual business meeting in Clear Lake, Iowa, Aug. 6-8, or by his representative.

Other offerers of the network, comprising 37 stations in all sections of Iowa, include Ken Gordon, KDTH Dubuque, vice president in charge of lines; Morgan Sexton, KROS Clinton, re-elected treasurer; and Ben Sanders, KICD Spencer, vice president in charge of programming, and George Voiger, KWPC Muscatine, secretary and treasurer.

Surprised?
It actually COSTS LESS MONEY to BUY
Far More Listeners in this Rich Market
When You Pick KPRC
an NBC Affiliate

Beauumont
Houuston
Galveston
Port Arthur

Texas City Galveston

KPRC

HOUSTON

Gulf of Mexico

First in BMB
First in HOOPER
First in the South's First Market

* KPRC has a tremendous audience. Yet Standard Rate and Data shows KPRC time rates are less. An independent survey reveals the following comparison between KPRC and the second Houston station, here named "B":

KPRC Station Listening Index in Beaumont—Port Arthur

First

First

First

KPRC "A" KPRC "B"

A.M. 11.4 7-4 Eve. 29.8 16.1
P.M. 27.0 7.1 Sun. Aff. 20.2 7.6

NOTE: KPRC reaches 36 Texas Counties with an excellent signal.

KPRC 950 Kilocycles
5000 Watts
National Representatives, Edward Petry and Company. Affiliated with NBC & TGN, Jack Harris, General Manager

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there's an NBC Recorded Program for every advertiser ... every listener

NOW 25 BETTER SHOWS TAILORED FOR BETTER PROGRAMMING AT LOWER COST

The Haunting Hour

Original psychological mysteries, "whodunit" thrillers, crime dramas, and tales of excitement by ace radio writers with radio-stage-screen stars including Betty Furness, J. P. Laut and Barry Kroeger. 62 half-hours for 1-a-week broadcast.

Other NBC Recorded Spine Chillers:
- The Weird Circle—78 half-hours for 1-or-more-weekly broadcasts.
- Mercer McLeod... The Man With The Story—62 quarter-hours for 1-a-week broadcast.
- Five-Minute Mysteries—260 5-minute programs for 3-a-week broadcast.

The Playhouse of Favorites

The world's greatest novels and plays in brilliant dramatized editions with all-star casts including Wendy Barrie, Les Tremayne, John Carridine, Signe Hasso and Elissa Landi. Typical programs:
- A Tale Of Two Cities; Kidnapped;
- Ivanhoe; A Doll's House; She Sought To Conquer and Anna Karenina.

Other NBC Recorded Dramatic Headliners:
- Comedy—A House In The Country—52 half-hours for 1-a-week broadcast.
- Adventure—Stand By For Adventure—78 quarter-hours for 2-a-week broadcast.
- Romance—Modern Romances—156 quarter-hours for 3-a-week broadcast.

Aunt Mary

One of radio's most successful daytime serial programs, it's the heart-warming story of a woman's fight for human dignity and understanding. Sponsored "live" over NBC Western Network by national advertiser.

Here's Hooper History:
- El Paso—10.5
- Spokane—8.3
- Omaha—11.4
- Fresno—8.9
605 quarter-hours for 5-a-week broadcast.

Another Top-Rated NBC Recorded Serial:
- Betty And Bob—890 quarter-hours for 5-a-week broadcast.
Touchdown Tips with Sam Hayes

Available Now For Fall, 1954
Now in its seventh great year—this pioneer recorded football forecasts-and-facts show is a complete Fall merchandising package. Week-by-week forecasts of the season's top games, 13 quarter-hour programs for weekly broadcast throughout the coming football season.

For Year-'Round Sports Appeal:
THROUGH THE SPORT GLASS—A parade of sports highlights covering the entire field. 82 quarter-hours for 1 or 2-a-week broadcast.

THREE GREAT JUVENILE SHOWS

At Christmas-Time
HAPPY THE HUMS—Whimsical comedy adventures of a fanciful animal hybrid and his animal pals. 54 quarter-hours: 15 pre-Christmas; 39 post-Christmas for 2-or-3-a-week broadcast.

MAGIC CHRISTMAS WINDOW—Favorite fairy tales dramatized as two youngsters find themselves behind the glass of a store window with the toys come-to-life. 25 quarter-hours for 3-or-more-weekly broadcasts. Anytime.

DESTINY TRAILS—Authentic adaptations of famed James Fenimore Cooper tales including The Deerslayer; and The Last Of The Mohicans. 156 quarter-hours for 3-a-week broadcast.

The Three Suns and a Starlet

America's favorite instrumental trio—with popular guest songstresses Nan Wynn, Kay Armen, Irene Daye, Dorothy Claire—in a musical program styled of sunlight and stardust.
78 quarter-hours for 3-a-week broadcast.

Other Delightful NBC Recorded Musicals:
TIME TO RING with Lanny and Ginger Grey—154 5-minute programs for 3-a-week broadcast.
CARSON ROBINSON AND HIS BUCKAROOS—117 quarter-hours—Frequency optional.
ART VAN DAMME QUINTET WITH LOUISE CARLYLE—117 quarter-hours for 3-a-week broadcast.
TIME OUT FOR FUN AND MUSIC—with Allen Prescott and Ted Steele. 65 quarter-hours for 1-or-more-weekly broadcasts.
REFLECTIONS—194 quarter-hours for 3-a-week broadcast.

Allen Prescott...The Wife Saver

Featuring one of radio and television's cleverest performers, originator of the "Wife Saver" and the "Delja Know"—Allen Prescott...with laugh-flavored household hints and the same light-hearted, sharp-witted repartee that has brought fan mail by the carload to a score of nationally-known advertisers. Music and songs by Ross Rio and Brad Reynolds. 156 quarter-hours for 3-a-week broadcast.

Also NBC Recorded Especially For The Girls:
COME AND GET IT—Sparkling audience participation show with m.c. Bob Russell, Alma Kitchell and Gaynor Maddox. A bouquet of information and laughs. Ideal for food advertisers. 156 quarter-hours for 3-a-week broadcast.

FIVE-MINUTE SPECIALTIES

THE NAME YOU WILL REMEMBER—Engaging personality show about notables in the news with William Lang. 260 5-minute programs for 3-or-5-a-week broadcast.

GETTING THE MOST OUT OF LIFE TODAY—Down-to-earth inspirational talks tuned to the times by Dr. William R. Stidger. 117 5-minute programs for 3-a-week broadcast.

PROGRAMMED AND PROVEN OVER 1000 RADIO STATIONS

Radio Recording Division

A service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
WLCW \n \nBATTLE of the minority vs. majority stockholders of WLAD Danbury, Conn., was thrown into FCC's lap last week when John Deme, defeated a petition requesting revocation of the transfer of control which was granted by the FCC.

Mr. Deme's charges are John C. Doran, Robert J. Previdi, and Cecil J. Previdi, the new majority stockholders who together own 72.5% of the stations.

The petition follows on the heels of a series of firings of key station personnel by the new majority stockholders. In addition to Mr. Deme, who is now manager of WBOI Bristol, Conn., those whom he has discharged within the last two weeks include Maywold Dudley Sloan, now with WHEL New Haven; Chief Engineer Robert Harris, and two other staffers, Frank and Virginia Cassidy. The latter two reportedly have set themselves up as radio consultants and program analysts to advise any retailers who might be thinking of buying time from WLAD.

The station, a 250-watt daytimer on 800 kc, is under the temporary management of Edgar Twamley, a consultant called in to straighten out WLAD's affairs. The management reportedly will go to Joseph Mathers, now commercial manager, when Twamley concludes his work.

Mr. Deme's Charges

Mr. Deme, for himself and minority stockholders Grace Belby, Hugh J. Reilly, and Agnes Pisa, makes the following charges in his petition:

1. The Dorans and Previdi attempted to withhold important labor news in the Danbury area. The Dorans, it was charged, "being of a rabid anti-labor group, exerted pressure for the purpose of ousting the undersigned (Deme) as general manager who refused to censor any news."

2. The Dorans and the Lees, closely associated in private business, were in collusion in the operation of WLAD and WLAD-FM. The Lees are principals in the Fairfield Broadcasting Co., applicants for AM in Danbury, permittee of WPIR (FM) Danbury, and applicant for a TV station in Waterbury. To support this Mr. Deme points out that the Dorans were "violently opposed to" a petition he once filed with FCC charging the Lees with "monopolistic practices" in Danbury for their various business controls and ownership of the town's only newspaper, the Danbury News-Times. Mr. John Doran was quoted as saying Mr. Lee was his "bread and butter" and he could not

MEMO TO ED SMALL—Ted Bates Agency:

WCKY's "Makebelieve Ballroom" (Saturday) is #1 in local Saturday daytime shows with an 8.5 rating. *Pulse, May-June 1948

50,000 WATTS OF SELLING POWER

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

BROADCASTING • Telecasting
BURDETT WILL REPORT ON SLAYING OF POLK
WINS "ON SlAYING OF POLK
BURDETT, CBS corre- spondent who has been in Greece investigating the slaying of George Polk, returned to New York last week and will report his findings in a CBS broadcast two or three weeks hence.

This was disclosed by Davidson Taylor, the network’s vice president and director of public affairs, who has been directing Columbia’s effort to solve the murder of its chief Middle East correspondent, whose bullet-ridden, tortured body was found in Salonika Bay on May 16.

CBS also hopes that Gen. William Donovan, wartime Office of Strategic Services chief who has been probing the Polk case as a representative of U. S. journalistic groups, will appear on the program with Mr. Burdett and other CBS newsmen. Mr. Taylor said, Gen. Donovan, who is still in Greece, is expected to return to this country soon.

“We know a lot more [about the Polk affair] than we did before,” Mr. Taylor said, “but it gets more complicated every day.” He added that CBS is determined to get to the bottom of the case and is exerting every effort to do so.

He also disclosed that John Secord, CBS Rome correspondent who went to Greece at Mr. Burdett’s request to investigate the Polk murder, has returned to the Italian capital.

Mantle Lamp on ABC

MANTLE Lamp Co. of America will begin sponsorship on Friday, Oct. 1, of a transcribed series on ABC featuring “Smiling" Ed Mc- Connell. The weekly program of light and music, interspersed with comments by Mr. McConnell, will be heard from 4:15 to 4:30 p.m. William Hart Adler Inc., Chicago, is the agency.

AM GRANTS

GRANTS for 12 new AM stations were issued last week by FCC. In addition, power increases were authorized for KTMS Santa Barbara, Calif.; KANSAN Wichita Falls, Tex.; KULE Ephrata, Wash., and WMRC Greenville, S. C.

KTMS was given a boost from 1 kw unlimited to 5 kw day, 1 kw night; KTTR got an increase in daytime power from 1 kw to 5 kw; KULE was authorized to go from 250 w to 1 kw, and WMRC was shifted from 1490 kw, 250 w unlimited to 1440 kw, 5 kw unlimited.

New on the grant list is as follows:

Parsons, Kan.—The Community Broadcasting Co. Inc., 1500 kw, daytime; estimated cost $22,000. Principals: Clyde M. Reed Jr., Sun Pub., co-owner and president; and 50%; George E. Alderma, Walter Schell Farm Equipment Co., vice president and 6%; Glenn Jones, attorney, secretary-treasurer and 10.8%. Granted Aug. 10.


Ansonia, Conn.—The Naugatuck Valley Broadcasting Corp., 630 kw, 1 kw, daytime; estimated cost $14,000. Principals: George W. Ray, common stockholder; technical director and vice president of WNHC is 25%; and 26% owner; W. Rockwell Clark Jr., radio editor broadcasting is 35%; Aram H. Teifel Jr., attorney, secretary 25%; Ed C. Tilton, wholesale grocer, 25% shares; H. W. Varjabedian, with Bridgeport Post since 1931, 1st assistant secretary 6% and to be head new room. Mr. Ray must direct himself to 16% in Mass in FHC or holding in this grant. Granted Aug. 10.

Biddeford, Me.—Biddeford Broadcasting Corp., 1400 kw, unlimited; estimated cost $14,683. Principals: W. H. Pomeroy president and owner, W. H. Taylor, treasurer and owner WNBI New Bedford, Mass., Vice-president 30%; John Gibson, manager, Biddeford, 10%; and 10% owner; Gilbert Smith Jr., treasurer 45%.; Harwood S. Smith Jr., owner 45%.

Know

MONTANA

Monarchs have produced, since 1919, more than $100,000,000 worth of gold and oil. Montanans have earned, since 1914, more than $400,000,000 wages for their work in Treasure State mines and metal-working plants.

$50,000,000 feet of lumber are cut in Montana annually. Monotonously affecting state timber reserves.

YOUR BEST SALES IMPLEMENT IN MONTANA

PIONEER FM STATION

KANGAROO

ANIMAL TRANSPORT POLICE

WCHS

Charleston W. Va.

This AD MAY SHOCK SOME PEOPLE!

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

KOZY is an independent FM station that programs for the FM Audience.

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

Reach the Kansas City FM audience directly—not indirectly —use KOZY, Kansas City’s Pioneer FM Station.

National Reps:
FM REPS, INC.
“AD Dillard Station”
Robert F. Wolfkill, Mgr.

CBS Signs to Use Don Lee Studio for Audience Show

CBS HOLLYWOOD last week signed with Don Lee Broadcasting System for use of Jaghetti Studio 3 for origination of six performances of CBS audience shows weekly, starting Oct. 3.

CBS shows to air from Don Lee facilities are Jack Benny and Smith Show, Monday through Friday and a network dramatic program yet to be assigned on Sundays. CBS needs for additional space arose from overcrowded demands upon the Columbia Square audience studios, its Vine Street Playhouse and Studio A at Sunset Radio Center. CBS weekly airs 56 performances of audience shows, totaling 71 hours of broadcasting.

WCHS

Michael Scott
Foote Cone & Belding
New York City

Dear Mr. Litt:

Please guess where we’re WCHS had an advertised appearance Thursday nite, Sept. 3rd. At the Rock & Roll, Don’t it keep you up, with th’ Joneses but a night or two ahead of yam. Oh, ole Rocky and th’ Joneses know, he’s th’ engineer, has th’ site and all th’ details well in hand... All o’ which is just keepin’ mind when you gittin’ into th’ West Virginia market. With 5000 watts at 500 w a m CBS WCHS not only keeps you even with th’ rest of th’ folks but quite a ways ahead.

Yr. Alm.

Robert F. Wolfkill, Mgr.
FCC DENIAL APPEALED BY WKRC CINCINNATI

Radio Cincinnati Inc., licensee of WKRC Cincinnati, last week filed with the U. S. Court of Appeals for the District of Columbia a notice of appeal from FCC's decision of November 1947 favoring the application of WJIM Lansing, Mich., over that of WCKY in contest for assignment on 550 kc.

Fortnight ago the Commission through a memorandum opinion and order denied WKRC's seven-month old petition for rehearing or reconsideration of that decision, which had approved switch of WJIM from 250 w on 1240 kc to 1 kc on 550 kc while denying WKRC's request for fulltime use of 5 kw on that channel (BROADCASTING, Aug. 2). WKRC presently is assigned 5 kw daytime and 1 kw nighttime on 550 kc. The FCC ruling of last November had left the way open for WKRC to apply anew for 5 kw fulltime on condition it limit its radiation.

Also requesting a stay order against the WJIM grant, the notice of appeal contended initially that the memorandum opinion and order "purporting to finally deny" the WKRC application and petition for rehearing "is invalid because a legally constituted quorum of the Commission ... was not present."

3 TV GRANTS

GRANTS for three new commercial FCC last Wednesday, and all three operating as NBC outlets-City of Jacksonvile, which operates WJAX, 5 kw on 930 kc, Jacksonville, Fla.; WTAR, 5 kw on 790 kc at Norfolk, Va., and West Central Broadcasting Co., licensee of WEK, 1 kw on 1350 kc, Pears, Ill.

The Commission granted the Atlanta Journal Co., holding a CG for a new TV station on Channel 8 (180-186 mc.), to increase visual power from 21.6 to 25.3 kw, aural power from 11.4 to 12.5 kw and antenna height from 515 to 545 feet.

In another action the Commission adopted a memorandum opinion and order denying the petition of United Detroit Television Corp., Detroit, requesting the setting aside of an order issued last July 24 denying an earlier petition which United Detroit had filed directed against a grant without hearing on Feb. 12, 1948, of the application of King Trendle Broadcasting Corp. for extension of completion date of its WDLT Detroit (Channel 7, 174-180 mc.).

Commission dismissed on Aug. 16 the application of Furniture City Broadcasting Corp., Grand Rapids, Mich., for a CG for a new television station to be operated on Channel 9, 186-192 mc, television stations were issued by went to licensees of AM stations Jacksonville, which operates WJAX, 5 kw on 930 kc, Jacksonville, Fla., WTAR Radio Corp., licensee of WTAR Radio Corp., (WTAR), Norfolk, Va., and West Central Broadcasting Co., licensee of WJIM, 5 kw on 1350 kc, Pears, Ill.

All Go to Applicants With AM Outlets

The new-station grantees, their assignments, and estimated construction costs:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Antenna Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEK</td>
<td>Chicago</td>
<td>1350 kc</td>
<td>1 kw</td>
<td>545 feet</td>
</tr>
<tr>
<td>WJAX</td>
<td>Jacksonville</td>
<td>930 kc</td>
<td>5 kw</td>
<td>12.5 kw</td>
</tr>
<tr>
<td>WTAR</td>
<td>Norfolk</td>
<td>790 kc</td>
<td>5 kw</td>
<td>12.5 kw</td>
</tr>
</tbody>
</table>

HEARINGS SET ON TWO REQUESTS TO TRANSFER

DOUBTFUL circumstances of ownership are reported to be reason for which FCC last week designated hearings upon two transfers applications—one from WFTC Kinston, N. C., and KBLD Red Bluff, Calif. Formal issues in the proceedings have not been announced.

The Commission ordered inquiry into the WFTC request for assignment of license from Jonas Weiland, sole owner, to WFTC Broadcasting Co. Inc., new firm in which Mr. Weiland holds 55% interest.

It was reported the Commission among other things is concerned whether Mr. Weiland's holdings in WFTC Petersburg, Va., and WINZ Hollywood, Fla., if any, were accurately reported as required by FCC's rules. According to the application for transfer Mr. Weiland with his wife owns 49% of WSSV and 76% of WINZ. He proposes to sell part interest in WFTC to group of 21 individuals for $14,400.

In the KBLD case the Commission is having into the requested assignment of license from Robert L. Weeks, sole owner of record, to Dr. Russell G. Frey. Among other things it was indicated FCC wishes to determine the extent and character of control which may have been exercised over the station by persons other than the licensee.

WFTC was assigned 250 w fulltime on 1250 kc and has been on the air since 1937. KBLD, established in 1946, is assigned 250 w fulltime on 1490 kc.

AFA and Colleges

THE ADVERTISING Federation of America, in its expanded 1948-49 club activities program released last week to 100 local advertising clubs, stressed increased cooperation with U. S. colleges and universities. The project resulted from a committee investigation of college training in advertising. Eugene S. Thomas, WOIC (TV) Washington, general manager, was committee chairman.

FRAUDULENT TIME SALE SUSPECTS AWAIT TRIAL

PLEAS of "not guilty" were entered by District Court Monday by two men charged with passing worthless checks but believed by Colorado authorities to have been implicated in the sale of fraudulent radio time sales in the West. One of the accused still is in Denver County jail under $5,000 bond. The other has secured bail.

The two were arraigned before Judge Joseph Walsh of the District Court's Division 6. Date for trial has not been set. They were arrested last May 30 in Minneapolis when sold advertisements to radio stations in the West. They are charged with having taken payments from farmers and stock men for "phony" broadcast advertising.

Deletion of Three Licenses Approved

REQUESTS for the deletion of two AM stations and one FM station were granted last week by the FCC.

At North Wilkesboro, N. C., the license of WILX, held by Carolina-Northwest Broadcasting Co., was cancelled at the request of the owners, Edenridge, president of WBIG Greensboro, N. C., and Hadley Hayes. In his letter to the Commission Mr. Ridge stated that the town was not large enough to support two stations. WILX was assigned 1450 kc, with 250 w unlimited. The station started operation on July 1, 1947.

Stanley S. Beaubreau was granted a request for the cancellation of KGW Orovile, Calif., 980 kc 1 kw daytime. Mr. Beaubreau stated in his letter to the Commission that he had seen the need for a station in Orovile and had attempted to supply that need. He withdrew because another station had been granted there which he felt would fill the listening requirements and since he did not believe the two would support two stations. Mr. Beaubreau is publisher of the Hanford, Calif., Journal and Sentinel and is applicant for an AM station there.

The second cancellation of its permit was WMIN Miami, Fla., owned by Everglades Broadcasting Corp. WMIN had been assigned Channel 260 (99.9 mc).

WHAT'S A FEW MILES BETWEEN MARKETS—PLENTY! when the next biggest is 122 miles away

Amarillo is 122 miles from the $900 million Lubbok area. Fort Worth 290 . . . El Paso 380. In Texas distances are vast, community interest strong. It takes KCBD - programmed for the 596,000 South Plains folks - to sell this 30-county area. More local merchants use KCBD than use the other two stations combined. It sells in the South Plains.

KCBD 1000 WATTS UNLIMITED LUBBOCK, TEXAS Joe H. Bryant, Gen. Mgr. A Mutual Station Rep. by JOHN E. PEARSON CO.
EASY
• TO INSTALL
• TO OPERATE
• TO CONVERT TO HIGHER POWER

RAYTHEON
250W—1KW—3KW—10KW FM TRANSMITTERS

A COMPLETE UNIT — normal installation takes less than six hours.
SIMPLIFIED OPERATION — by direct crystal control requiring no corrective circuits or mechanism.
NO SPECIAL TUBES — only standard low cost receiving-type tubes are used in the modulator.
NO SLIDING RF CONTACTS — standard amplifier techniques used in all RF stages. The amplifier maintains its settings permanently.
NO NEUTRALIZATION — the tetrode tubes used require no complicated tuning adjustments.
SINGLE POWER CONTROL — for full range adjustment of power output.
ECONOMICAL — in initial cost as well as in operation and maintenance.
AUTOMATIC OVERLOAD RESET — returns transmitter to the air twice at full power and once at half power before locking out.
NO OBsolescence — Use the RF-3A amplifier in converting from 250 watts — use it later as the driver for a 10KW unit. Raytheon’s integrated design policy eliminates obsolescence.

See your Raytheon Representative for complete information
VISIT THE RAYTHEON EXHIBIT — FMA CONVENTION
CHICAGO — SEPTEMBER 27-28-29

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

BOSTON, MASSACHUSETTS
Chris F. Brauneck
1124 Boylston Street
KE. 6-1364

CHICAGO, ILLINOIS
Warten Cozzens, Ben Farmer
COZZENS & FARMER
222 West Adams Street
Ran. 7437

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2487

DALLAS, TEXAS
Howard D. Crassw
414 East 10th Street
Yale 2-1904

LOS ANGELES, CALIFORNIA
Emile J. Rome
1255 South Flower Street
Rich. 7-2358

NEW YORK, NEW YORK
Henry J. Geist
60 East 42nd Street
MU. 2-7440

WASHINGTON, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES — Raytheon Manufacturing Company, International Division, 50 Broadway, New York 4, N. Y., WH. 3-4980
Free Spending...
(Continued from page 23)
more than they earned, and 4,000,-
000 neither saved nor spent more
than they earned. Main increase in
dissaving was in medium and high-
income groups.
About three-fifths of those who
spent more than they earned—
known as “dissavers”—bought ra-
dios, autos, furniture or household
appliances in 1947. The Reserve
Board notes that “the ability to
disseave presuming a certain degree
of financial well-being, for to spend
more than one's income, a person
must either have sufficient income
or collateral to be an acceptable
risk for credit or have past savings
to draw upon.”

Less Than 1947
In a recent study of consumer
buying of durable goods, the board
noted that “although somewhat
less so than in early 1947, most
consumers were still optimistic
about their income prospects and
future business connections” with
many more expecting continued
prosperity than predicted an eco-
nomic decline. Many more expected
higher incomes than anticipated
decreases.
The Commerce Dept. analysis of
incomes of individuals shows a
range of increase in 1947 from
20% in the Northwest to 7% in the
Far West (see table). The dif-
fferences among states in percent-
age income was traced mainly
to widely varying changes in farm
income.
States with largest increases in
total income were in the wheat-
producing area, including North
Dakota, 43% up; Kansas, 26% up;
Colorado, 21% up; Montana, 20% up.
For the country as a whole, dol-
nominal rate of income payments in
1947 was a fourth above that in
peak war year 1944.
On a state basis, per capita in-
come in 1947 varied from $1,842
in Nevada to $659 in Mississippi.
Next to Nevada were New York,$1,781; North Dakota, $1,678; Con-
necticut, $1,671; Delaware, $1,646;
California, $1,643; Montana, $1,-
641; District of Columbia and
Illinois, each $1,624.
A concentration of low-income
states in the South is shown, all 15 Southern states being among the
16 states with the lowest averages.
However, the Commerce Dept.
noted that since 1929 the South
has considerably improved its per
capita income in relation to the
national average.

Porter Resigns Post
PRESIDENT TRUMAN last
Thursday accepted the resignation
of Paul A. Porter, former FCC
Chairman and OPA administrator,
as his temporary special assistant
in the administration’s anti-infla-
tion program. The Chief Executive
praised his work. Mr. Porter has
returned to his private law prac-
tice in Washington.

GOING UP 309 feet to inspect one of
six WXXW Albany towers is Art Kerwood,
who says it's no job for a man with
the jitters. Mr. Kerwood gave the station’s
antenna array (six towers in line) its
final check Aug. 9, when WXXW made
its debut as a 10-kw ABC basic outlet.

Commission Grants
4 New FM Permits
One Each to Missouri, Indiana,
Maryland and Virginia
CONSTRUCTION permits for four
Class B FM stations, one each in
Maryland, Virginia, Indiana and
Missouri, were granted by FCC
last Wednesday.
One of the grants went to a pub-
selling firm, the News Printing
Co. Inc., Goshen, Ind., which pub-
lishes the Goshen News-Democrat.
The other grantees were Tower
Realty Co. (WCUM), Cumberland,
Md.; Independent Broadcasting Co.
(KTTS), Springfield, Mo., and
Southern Virginia Broadcasting
Corp. (WSVA), Crewe, Va.
List of the channel assignments and
estimated costs follows:
Tower Realty—Class B; 102.9 mc,
Channel 219, 2.5 kw, 1,180 ft.; estimated
cost $28,960.
Independent Broadcasting—Class B;
94.7 mc, Channel 234, 11 kw, 225 ft.;
estimated cost $23,360.
News Printing Co.—Class B; 95.1 mc,
Channel 236, 20 kw, 300 ft.; estimated
cost $20,600.
Southern Virginia Broadcasting—Class B;
104.7 mc, Channel 234, 12.5 kw, 440
ft. (Previously held conditional grant).

GOP Plans
(Continued from page 24)
Gov. Dewey’s radio advisor for the
past six years.
Meanwhile, Mrs. Florence War-
ner, the Committee’s assistant di-
rector of radio, was acquainting
ladies, active in the GOP campaign
and prominently mentioned for
high national positions in the event
of a Republican victory, with
Washington radio figures.

Gives Luncheon
Mrs. Warner, at a luncheon at the
Mayflower Hotel last Thurs-
day, entertained Mrs. Charles W.
Weiss Jr., of Rochester, N. Y., as-
soo campaign director for the
Dewey-Warren forces; Miss Jane
Tod, deputy commissioner of com-
merce for the State of New York;
Miss Mary Donlon, chairman of the
State Workmen’s Compensation
Board of New York; Mrs. Robert
MacCauley, assistant na-
tional chairman of the Republican
National Committee; Ruth Crane,
WMAL Washington; Nancy Os-
good, WRC Washington; Hazel
Markel, WTOP Washington; Art
Feldman, MBS Washington; Ed
Scovill, CBS Washington and Gene
Juster, NBC Washington.

Rea of NAB Legal Staff
Resigns for College Job
BRYCE REA Jr., attorney at NAB
Washington headquarters, has
resigned effective the end of Au-
gust, to accept the assistant pro-
fessorship in law at Mercer U.,
Macon, Ga. Mr. Rea joined NAB
in 1946, serving in the Legal Dept.
under Don Petty, general counsel.
During the war he was a lieu-
tenant (j.g.) in the Navy, com-
mending a mine sweeper. Prior to
the war he was an attorney at the
National Assn. of Manufacturers,
going there from the U. S. Court
of Appeals of the District of Co-
lumbia where he had been law
clerk to Chief Justice Groner, now
retired.
Mr. Rea was graduated from
Washington and Lee, Lexington,
Va., in 1941 with an LLB degree.
He had attended Queens U., at
Kingston, Ont.

Marty DeVicctor
If Marty had a middle name it would be “Versa-
tility.” His gay and carefree personality adds
the spice of life to any program whether it is spinning
records, special events or straight announc-
ing. DeVicctor’s years of experience before the micro-
phone make “Marty’s Party” popular with WBNs
families representing the buying power in Central
Ohio.

ASK JOHN BLAIR

COVERS CENTRAL OHIO

CPS

POWER 5000 D • 1000 N • CBS

BROADCASTING • Telecasting

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controversy with the Argentine Peron government; work with Judge Miller on UNESCO activities, the U. S. Advisory Committee on Information and the Government-Industry Radio Advisory Committee.

Before joining the State Dept. Mr. Rankin was with the Office of Inter-American Affairs, serving at Bogota, Colombia, until 1946 when he transferred to the State Dept. At the Inter-American office he was also radio director for several Latin American nations, writing and producing programs in both English and Spanish. He became acting assistant chief of the State Dept. International Broadcasting Division Jan. 1, 1946 and associate chief June 30 of that year.

Mr. Rankin was born in Gaston County, North Carolina, Dec. 5, 1912. He was graduated from U. of North Carolina in 1934 and took graduate work at Duke in 1934-35, returning to U. of North Carolina to study law from 1937 to 1939. In the 1935-37 period he was regional information officer of the Dept. of Agriculture, broadcasting daily on WBT Charlotte. After completing his law studies he went to Washington to do radio production at the Dept. of Agriculture, moving to the Inter-American post.

63% Sponsored

AFTER only one week on the air, WSVD-TV, the Fort Industry Co. television station in Toledo, Ohio, reports 63% of its air time is on a sponsored basis. A total of 29 individual sponsors have been signed. A breakdown of WSVD-TV hours of operation shows 12 hours and 25 minutes per week are commercial and 7 hours and 15 minutes per week sustaining.

NATIONAL Safety Council has congratulated WDBR Hartford, for its "exceptional" high quality of program content, letter from Dan Thompson, council official, extends organization's "warmest thanks."

TV SERVICING COURSE
Home Study and Shop Training

PHILCO, through its Service Division, has launched a new long-term program to train experienced radio servicemen in the latest in television servicing. The training is free.

According to John Pell, manager of Television Service, Philco Corp., the new program includes: (1) Home instruction; (2) classroom and shop training in leading video centers and in certain cities where TV stations soon will be on the air; and (3) courses on how-to-do-it and how-to-make-it-pay.

Philco distributors in television cities are cooperating in the program. As a result, it is expected that thousands of competent technicians familiar with all phases of TV servicing and antenna installation will be trained, Mr. Pell said.

The home courses are regarded as "basic training," and comprise a series of 10 lessons. Shop training and classroom work already have been organized in about 50 cities by Philco distributors.

KFDX 'Clean-up' Fund
CAMPAIGN to raise $8,000 for automatic spraying machine in connection with a "Clean-Up" drive to combat polio has been conducted by Wichita Falls, Tex., with the helpful assistance of KFDX Wichita Falls. When asked to cooperate, Sid Grayson, KFDX program director, conducted a popularity contest to select the most popular player on the local Spudders baseball team. Listeners were invited to mail in donations and vote for their favorite player. On the two-hour show over $1,200 was raised for the fund. Various merchants in the area donated gifts to be given to the winning player and formal presentation ceremonies were held at the ball park.

THE HEADQUARTER offices of Central-Ogdall Division, Sterling Drug Inc., was moved Aug. 31 to parent company's 43-story building at 1450 Broadway, New York. Former location was at 41 East 42nd St.

Demos Map Radio

said he had "no speaking engagements" on the day. President Truman opens his campaign.

In his package of guide material Mr. Fry included a list of suggestions for utilizing radio during the campaign. FCC regulations concerning political broadcasts which included a summary in non-legal language, and a questionnaire outlining campaign plans and soliciting suggestions. The questionnaire was not made public.

Radio Accord Emphasized

The guide on the proper use of radio recommended four conversational, not oratorical speeches (2) engaging the services of an advertising agency experienced in the radio field (3) that stations be selected on the basis of power, coverage, type of audience to which the station caters and whether or not it is a network affiliate or an independent, against buying time opposite an opponent or big-name broadcast (4) buying spots near big-name shows to secure a ready-made audience and paying particular attention to independents having large and loyal followings in the rural areas.

Outlining promotion suggestions the guide warned the candidates that news conferences should be clearly labeled "a press-radio conference" and radio editors and commentators should be invited along with newspaper reporters.

Television plans for the campaign will be covered in subsequent instructions, Mr. Fry said in pointing out that "TV has limited use for our purposes; and stations are few and widely scattered."

On Libel

A summary on political broadcasts explained that "the question of a radio station's liability for libel in connection with political broadcasts, and its right or responsibility for editing or censoring such broadcasts to avoid libel suits for libel, is still in litigation and is undecided."

Workers and candidates were advised that "the best procedure is to take the utmost precaution in the preparation of political broadcast scripts in order to avoid any statement which might be construed as libelous. Whenever possible, a copy of the script should be supplied to the radio station in advance."

Laws governing "equal opportunities" for all candidates were also recited in the manual.

Now-COMMERCIAL
Television
IN SALT LAKE CITY

Wire, write or phone for details

National Representative: John Blair & Co.

MUSIC... SPORTS...

24 hours a day

WINZ

FLORIDA'S

BIG

INDEPENDENT
940 KC

clear channel

FULL TIME

Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH

Studios:
MIAMI, MIAMI BEACH and HOLLYWOOD

Main Studio:
HOLLYWOOD BEACH HOTEL

Jonas Welland, President

KFM

(AND KFMB-FM)

SELLS

San Diego

PUT YOUR PRODUCT IN BEST POSITION
ON THE STATION WITH BEST POSITION

1000 watts 550 kc
BASIC AMERICAN NETWORK
Pacific Coast

San Diego, Calif.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

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Blue Book
(Continued from page 26)

the licensee of an international sta-
tion shall render only a service which
"will reflect the culture of this county
and which will promote international
goodwill, understanding and coopera-
tion." On July 14, 1939, FCC sus-
pected the operation of this section
but it has not been repealed.

1. The Mayflower case (1940) in
which FCC ruled a licensee may not
be an advocate and which ruling the
Commission has reviewed in recent
public hearings.

2. The United Broadcasting Co. case
(1946) in which FCC held stations
must make time available for tem-
porarv arguments in support of the
athletic point of view (See story page
25).

3. Petition of Robert Harold Scott
(1946) in which FCC held stations
may not enforce policy of excluding
paid broadcasts on controversial mat-
ters and restricting such broadcasts to
"free" time.

4. Petition of Homer P. Rainey (1941)
in which FCC held that notwithstanding
Sec. 315 of the Act denies any
obligation on any station to permit
political broadcasts. Commission would
not permit a station to adopt policy
limiting amount of time allocated
candidate in a primary election to the
times and extent involved in such
instance.

5. The Capitol Broadcasting Co. case
(1941) in which FCC held it law bar
license renewal that stations air
personality data provided information
sent detailed as to add this bottom
or so urgent as to interrupt other
shows.

Port Huron case (1948) in which
FCC held a licensee may not edit or
reject a political address because it
contains libelous matter.

In support of its contention that
a comparative hearing in fact was
not afforded WADC, Mr. Simmons
argued "a hearing is no hearing
if the record made is ignored in
the decision."

WADC told the Court that the
Commission "by calling for a com-
parative hearing and then ignoring
it in the decision, accomplished
the very thing this Court had
condemned in the Ashbacker case.
By merely changing the sequence
of events, it still undertook to
grant the competing application
ex parte and to accord the peti-
tioner a nominal hearing."

Lower Court’s Dismissal
Comparative consideration might
conceivably be dispensed with, it
was noted, where one of the com-
peting applicants might be dis-
qualified under Sec. 310 (a) of the
Act as an alien or under Sec.
311 as having been guilty of violating
the monopoly laws.

"But such was not the case here,"
the petition said.

The evil was compounded,
WADC stated, by the lower court’s
dismissal of its appeal under Sec.
402 (b) (2) of the Act from the
WGAR grant. The Court had said
that since WADC’s application had
been denied it was not aggrieved
or adversely affected by the WGAR
grant and had no standing to
appeal.

"Here again there is a rear-
angement of the time sequence," the
WADC petition pointed out,
continuing, "If the Commission, as
it was required to do, had given
the two applications comparative,
instead of sequential consideration,
the petitioner would be in a posi-
tion to test the legal validity of the
WGAR grant."

This test would be whether the WGAR grant
violated the duopoly rule since WGAR
is in common ownership with WJR
Detroit and thus the overlapping
resulting from the two applications
was acknowledged by FCC. If succes-
sful WADC said it then would
be entitled to a grant of its own
application.

"If the law be as expounded by
the Commission and the Court,"
WADC said, "then a formula has
been developed to avoid the impli-
cations of comparative hearing and
a way has been found to get around
the Ashbacker case."

This formula was given:
1. Determine which of
two competing applications
you wish to grant;
2. After hearing,
consider the two applications
in order, taking up first that
which you wish to deny;
3. Find an
imperfection to sustain denial;
4. Grant the remaining application
without opinion.

History of Battle
WADC and WGAR have been
long-time rivals for 1220 kc.
WGAR won the frequency with
5 kw in 1943, while WADC
continues on 1350 kc with 5 kw.
Their mutually exclusive applications
for use of 50 kw on 1220 kc were
filed in late 1945 with comparative
hearing designated in February
1946 and held in April of that
year. Following issuance of the
Blue Book. WADC in early April,
before the hearing, substituted
a new program description for the
one in his application. The sub-
stituted description, according to
the WADC petition, stated the "ap-
licant proposes to operate as Col-
umbia outlet for Akron and Cleve-
lancl, providing complete service
of Columbia commercial and sus-
taining programs, plus augmented
programs of local origin, to serve
the proposed coverage area."

FCC’s proposed decision, issued
in October 1946, favored WADC
on two counts but denied it on
basis of the third, its program
proposal. That Mr. Simmons was

Close Call for WJPR
TRANSMITTER house and
equipment of WJPR Green-
sville, Miss., was almost de-
bstrayed by fire early this
month when a nearby cabin
burned to the ground. A

taste estimate of over ten feet
covered the roof of the cabin had
fallen in. Only slight damage
was done to the transmitter
building which station re-
ports housed $30,000 worth of
equipment. A check was
presented the next day by
WJPR to the local Firemen’s
Fund in appreciation, station
reports.

Delivering
A 3-City Market
A thriving Three-City Mar-
et whose industries are
EXPANDING—DIVERSIFIED
—PERMANENT. Not one
alone but the combined ef-
fect of the chemical indus-
ty—production and refi-
ing — agriculture and lumbering—shipping
and shipbuilding has made an
unusually rich and worth-
while market. Let KFDM de-

eriv this market for you.

WFDM
BEAUMONT, TEXAS
REPRESENTED BY
FREE and PETERS

You Can’t Go Wrong
When They Write!
10,997
listeners re-
danced to
one program, in a 10-week
period!

Basic Mutual Network

Page 64 • August 23, 1948

Broadcasting • Telecasting
TV RATE CARD

WNBT New York, NBC's key television station, last week issued its rate card No. 4, which the network described as “the industry's first full-disclosure television rate card.”

The new base hourly evening rate over the rate established last April 1. James V. McConnell, director of NBC national spot sales and WNBT sales, said that video set installation in WNBT's area had increased 45% since the setting of the previous rates and will have risen 67% above last April by the time the rate card No. 4 becomes effective Oct. 1.

* * *

PROGRAM TIME RATES

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**STUDIO USAGE CHARGE**

Studio usage for live programs includes time for rehearsal, standby, studio audience arrangements and other purposes; for film programs, time for rehearsal, pre-broadcast, run-through, etc. Maximum studio time allotted under standard studio usage charge is as follows:

- Program: 45 min.
- Length: 1 hour
- Studio: 30 min.
- Film studio: 20 min.

**STUDIO USAGE CHARGE**

- Live studio: $1,000
- Film studio: $900
- Film studio: $800
- Film studio: $700
- Film studio: $600
- Film studio: $500
- Film studio: $400
- Film studio: $300
- Film studio: $200
- Film studio: $100
- Film studio: $75

**STUDIO USAGE CHARGE**

- Base usage: $1,000, a 3% increase
- Studio time allotted under standard studio usage charge is as follows:

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Morgan Answers Attack
By Denis

I am positive you would be convinced after listening for a few days to your radio that Americans are uneducated, forgetful, stupid, boisterous, hysterical ... —followed by other criticisms of the radio system.

Coming to radio's defense, Mr. Morgan cited NBC's University Theater as one of radio's "serious efforts in behalf of improved culture." "Even a victim of amnesia, hearing this and the dozen similar educational programs, would realize that not all Americans are uneducated," he wrote. "He (amnesia victim) would also be amazed," Mr. Morgan continued, "that such a maddening variety of programs—good and bad—is available to a radio listener without cost. Here, he would decide, is a generous culture of unselfish sponsors and grateful listeners. Mr. Denis' amnesia victim would be astounded that a radio costing him as little as $9.95 could, day after day, bring him the music of an 85-man symphony orchestra ..."

Some of the accusations about "frayed radio characterizations" are true, Mr. Morgan stated, "But our amnesia victim—if he's half a mind—would also be annoyed by the tripe he reads in many of his daily papers, by the bad movies he sees, by a drunk, or by a nagging wife. He would not discover radio to be much better, or much worse, than people, and life itself.

**RETORT**

"ONE THING that people seem to forget is that when they don't enjoy their radio they can turn it off, right away," says Neil Morgan of the San Diego Journal, in an article taking issue with Radio Editor Paul Denis of the New York Post. Mr. Morgan devoted most of his "Air Fare" column in the July 30 Journal to a counter-attack against a recent piece by Mr. Denis assailing American radio.

Mr. Morgan quoted a piece by the New York radio editor who wrote, "Pretend you suddenly lost your memory completely and a radio set was your only guide to rediscovering the world around you.

**KTBV AIDS FILM MEN**

**For Talent Hunt**

**KTBV Tyler**, in the heart of the East Texas oil fields, got in on a Hollywood movie-making effort when Jack Wrather brought his entire company there for an on-location shooting for his oil film, "Strike It Rich."

Story is based on the experiences of Mr. Wrather's father, an oil millionaire.

KTBV helped obtain 1930-vintage cars for the scenes by broadcasting appeal. Its studios were used by the movie director and his staff to audition local people for bit parts. Bonita Granville, actress and wife of producer Wrather, made an appearance on KTBV.

Actors Rod Cameron, Don Castle and Stuart Erwin were also interviewed over KTBV.

**WHEN ITS B.M.I. ITS YOURS**

Another BMI "Pin Up" Hit—Published by American COOL WATER

**On Transcriptions:** CAPITOL—Tex Williams, Shug Fisher; STANDARD—Texas Jim Lewis; NBC THESAURUS—Slim Bryant; LANGWORTH Cote Glee Club.

**On Records:** Vaughn Monroe—Vic. 20-2923; Sons of the Pioneers—Vic. 20-2076, Vic. 20-1724; Cline—Streamlin, Dec. 46027; Kate Smith—GCM 30059; Nellie Lutcher—Cap. 15143; For You—Maj. 6000; Tex Ritter—Binning Sisters—Cap. 48026.

**BROADCAST MUSIC INC. 585 FIFTH AVENUE NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 15, N.Y.**

**BROADCASTING • Telecasting**
the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity, if a person directly or indirectly owns, operates or controls more than seven standard broadcast stations, or if any person or any of its stockholders, officers or directors has a direct or indirect interest in, or is stockholders, officers, or directors of, more than fourteen standard broadcast stations.

If such person controls directly or indirectly fewer than seven standard broadcast stations (referred to in the table below as “Number of Stations Controlled”) or if such person or any of its stockholders, officers or directors have a direct or indirect interest in or are stockholders, officers or directors of fewer than fourteen standard broadcast stations (referred to in the table below as “Number of Stations with Interest Less Than Control”) the maximum limitation shall be as follows:

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(b) In applying the provisions of subsection (a) hereof to the stockholders of a corporation which has more than five voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding stock.

(c) The effective date of this rule shall be postponed until January 1, 1953 for existing situations which are in conflict with the rule in order to permit the orderly disposition of interests. This extension will not be applicable to any case where complete disclosure of all facts was not made to the Commission on or before Aug. 19, 1948.

Buys Young Show
LEWIS & HOWE, manufacturer of Turn of the Screw, has purchased from Pickwick, Inc. and will present as a replacement for Date With Judy, which has reached the 26-week mark, the Alan Young Show, a comedy series.
RADIO AND TOBACCO ROAD
Nostalgic Word Picture of Radio's Early Days
Also Portrays TV's Impact

MANY characteristics evident during the current weaving of television into our national pattern were included in nostalgic picture of radio in its early days, painted in a talk by Charles Hall Evans, former president of the American Pharmaceutical Assn.

"Your radio station and its influence for good in the community from an educational and cultural standpoint like the influence of our churches and schools can never be measured in a monetary sense," Mr. Evans told the audience.

Indicating that he was "thoroughly sold" on the value of radio and a good radio station within a community, Mr. Evans pointed out that "properly operated your radio station will mean more in the educational and cultural value than any other media."

Mr. Evans started and continued his nostalgic review of radio in this vein:

"My first experience with selling music was in the late 20's and it left a bad taste in my mouth. I am not a musician. I cannot even carry a tune much less play an instrument, but I am a fool about music and listen to the radio religiously. We all love music. The radio through its musical programs exerts a powerful influence. About two years later my brother attended a dance where the music was furnished by a new invention, the orthophonic Victrola. He reported that this new machine furnished the most life-like music possible and urged me to go to Atlanta and secure the agency. After listening to several types of instruments, I left around noon with the agency and a signed order for $1,500 worth of the things.

Selling Selection

"In selling the machines it was necessary that the proper selection of records be made to demonstrate to the prospective buyer. For instance for the average family in the rural sections I would play two or three good fiddling records like "Ida Red," "Sally Goodwin," "Arkansas Traveler," or "Turkey in the Straw." This would loosen up the old man where he would tap his foot and the old lady would pat her knee with her hands. Then for the love-sick teen age boy or girl, there was always one or more, I would play "My Blue Heaven" and "Ramona." And when the children with these I would conclude the demonstration with one or two good old gospel hymns like, "I'm Bound for the Promised Land" and "Then They Rang Those Golden Bells." When the bells would begin to ring you would see the old lady reach for her apron to dry her eyes and the old man would sniff a time or two as he softened up. This was the signal to close up shop. So with an apology for not continuing the program longer due to other demonstrations to be made I would close the lid, reminding them that I could leave the instrument if they wanted to buy it and go back to town to get another for the other demonstrations. The sale was made, of course. Then began the sale of records as music brought education, culture, happiness and love of home to our people.

"Then in about two years the radio came on the market and I recall in a county south of us I would take the battery type radio, with batteries and aerial attached, for demonstration in a farm home. Usually the old man, his wife, Uncle Tom, Aunt Fanny and ten or twelve children would be on the porch. By the time I could drive up and unload the radio everybody would clear out except the old man. Without much explanation I would string up the radio and in a couple of minutes the music was on. Then the old lady would come out of the kitchen, Aunt Fanny would emerge from the closet and the kids would begin to crawl out from under the beds and from under the house. Occasionally an old sow with a litter of pigs would amble through the back porch stopping to listen to the music also. The sale was made and then two more years elapsed.

"On going back to trade for a new model there was all the difference in the world. An educational process had been going on in the backwoods. There was no fear of the white collar man being a 'revernoor.' When the car stopped the old man came out and invited us in, the old lady proudly displayed a fresh dress made from feed sack prints advertised over the radio; Uncle Tom was extolling the virtues of Maxwell House coffee as he pulled his Prince Albert and told of his favorite barn dance program. Bright eyes, bright faces, the children entered into the conversation with gleaming teeth brushed with tooth paste as advertised over the radio. Favorite preachers, Sunday School teachers and various other indications of the wonderful influence the radio had been in the education of these simple country folk. Poise, dignity, intelligence radiating in the features of all, thanks to the radio."
In The Public Interest

WHEN FIRE destroyed the home of a family of eight in Framingham, Mass., WKOX that city went into action immediately to aid the victims. Jim Robbins, WKOX news editor, learned of their plight and relayed the information to Manager Dick Adams. Mr. Adams assigned Lee Emmerich, m.c. of Date With a Dose, to conduct a campaign for contributions. Listeners to the daily show were urged to help in any way they could, with the result that the family found temporary housing facilities. The campaign will continue to keep the family well clothed for several months.

WMNB Boosts Bloodmobile

RINGING of the telephone interrupted everything, including commercials, for two days on the Song Shop program over WMNB North Adams, Mass., but it was for a good cause. When the quota of registrations for the Red Cross Bloodmobile fell behind in the North Adams area, Red Cross officials called WMNB for aid. Ben Hubley, program manager and m.c. of Song Shop, set up a telephone in the studio and announced: "Everything stops at the Song Shop today when the phone rings with a Bloodmobile registration." Within two days, station reports, the quota was over the top with 165 registrations, 76 names taken on the program.

WMAS' 11-Minute Search

SPEED of radio news and station cooperation has been praised by Western Union officials at Springfield, Mass., following a service rendered them by WMAS Springfield. The Western Union office called WMAS and asked for assistance in locating a woman who had previously lived in the area but whose residence was now unknown. The woman was sought for a message concerning a death in her family. WMAS airded the information at 2 p.m. The item was heard by a neighbor of the missing woman's sister in Suffield, Conn. She informed the sister who in turn called Western Union and gave them the address they were seeking. The entire cycle of calls was completed in 11 minutes, ending with a call of thanks from Western Union to WMAS.

WIBC Tailing Car

A CAR that talks, and has a lot to say, is the latest attraction on the streets in Indianapolis. This car doesn't indulge in idle chatter, however. It talks safety in a simple, forceful manner that attracts children listeners wherever it stops. The voice and personality were given to this car by a group of WIBC Indianapolis officials who met with the Police Department and the Chamber of Commerce Safety Division to work out a campaign against the increasing child accident rate in the city. The car has been equipped with a wire recording playback machine in the trunk, amplifiers under the hood and switches on the dashboard that are turned on as the officers get out of the car. Thus, the empty car begins to talk. It also tells a story about a little boy, complete with sound effects. Mayor Al Feeley talks with the car, by means of recordings, as does WIBC's disk jockey, Easy Gwynn, who plays safety tunes and tells stories. As children approach the talking car they are greeted personally by means of a mobile transmitter operated a short distance away. Officials report great success of the touring talking car.

Hospital Television Campaign

CAMPAIGN for voluntary contributions to provide television receivers for hospitals in the Washington area is being conducted by Bill Herson through his daily morning Timekeeper show over WBC Washington. Local television distributors are making the sets available at wholesale cost. Mr. Herson collected enough in the first week of the campaign to purchase one video set and is now aiming at a set-a-week. Receivers are assigned hospital wards with a different make of set given to each hospital.

VOTE Thanks

VOTE of thanks has been voiced by the patients of the Lee County Hospital in Sanford, N. C., to WWGP Sanford for the station's effort in getting electric fans in the rooms and wards. When W. W. Primm, WWGP president and general manager, learned of the hospital's need he offered the station's facilities to raise $1,000 for the project. The Hospital Board of Sanford agreed to furnish broadcast lines from the hospital to WWGP and the station broadcast a special show. Program Director Jerry Bowman and announcer Johnny Gill handled the broadcast, telling listeners of the need and asking them to call WWGP and make pledges. When the 50-minute show was concluded, a total of $1,202 had been pledged.

Visits Injured Fan

LOYAL listeners to Stan Warren, "The Record Man" of WSP Portsmouth, Va., find that Mr. Warren is also loyal to them when the need arises. A young fan recently injured his back and was in the hospital, paralyzed from the neck down. When he heard that his favorite band leader, Xavier Cugat, was to make a personal appearance nearby he was even more unhappy over his condition. His mother called Mr. Warren at WSP and asked if he could help. Mr. Warren immediately arranged for the band leader to visit the boy at the hospital. Mr. Cugat was more than willing and he left the boy an autographed album, photos and a wire recording of the visit, plus great physical improvement, according to hospital authorities.

Playground Equipment Fund

FUND RAISING drive to purchase equipment for the Washington County Children's Home by WJPA Washington, Pa., raised over $1,000 according to the station. The drive was plugged daily on two newscasts and an hour-long record show each day carried dedications of people pledging $1.00 or more. To climax the drive, WJPA reports it put on a two-hour jam-boree featuring a local orchestra and vocalist.
Speed pays...whether its

**Movies**

Newsreels and preview films get the “Air Express treatment” because the motion picture industry knows speed pays.

**Aviation**

To get replacement parts the fastest way, the aviation business uses Air Express as standard procedure. Speed pays.

**Wholesaling**

Many wholesalers standardize on Air Express shipment. They can offer wider variety, better service, keep inventories low. Speed pays.

Speed pays in your business, too!

And when you’re talking speed, remember Air Express is the fastest possible way to ship or receive. Shipments go on all flights of Scheduled Airlines. That means round-the-clock service—no waiting around. Door-to-door service at no extra cost. Rates are low. 21 lbs. goes 900 miles for $7.46; 8 lbs. for only $2.57. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

A Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.

*Moves on all flights of all Scheduled Airlines.*

*Air-rail between 23,000 off-airline offices.*

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**College Plans Station On Its Campus Sept. 15**

A NEW carrier current station will be put into operation by Lindenwood College, St. Charles, Mo., when students return to school Sept. 15.

The station will be managed by Pat Stull, former continuity director of WCTL Carbondale, Ill., and will be under the direction of Martha Boyer, associate professor of speech.

Twenty-two hours of college work in the field will be offered including continuity writing, radio music, radio speech, production and advanced radio techniques.

Three studios are now being constructed. The 25-w transmitter is being installed by Concordia Records Co. of St. Louis.

NORTHEASTERN U. has accepted eight graduates from its Medill School of Journalism for new graduate course in Television News. Instructor is Spencer Allen, director of newsroom department of WON-TV Chicago.

---

**AIR EXPRESS GETS THERE FIRST**

Rates include pick-up and delivery door to door in all principal towns and cities.

**AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.**

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**Canadian FM**

(Continued from page 30)

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**YUKON**

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**NORTHWEST TERRITORIES**

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<tr>
<td>Yellowknife</td>
<td>211</td>
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**AIRCRAFT CARRIER TV**

**NBC to Telecast ‘Leyte’**

**Actions 35 Miles Out**

NBC on Aug. 29 will undertake what it describes as its most difficult television engineering project. It will send its video cameras to sea to telecast an aircraft carrier's actions 35 miles off the New York coast.

A full pictorial account of the maneuvers of the U. S. S. Leyte will be relayed back to shore during the specially scheduled program, Sunday, Aug. 29. It will be carried by the entire NBC Eastern video network at 3 p.m.

The network last April conducted a somewhat similar operation when it put cameras aboard the submarine U. S. S. Trumpetfish at the Brooklyn Navy Yard, and telecast the entire operation as the craft submerged and surfaced.

NBC will send a technical staff of 18—the largest engineering crew ever assigned by the network to a single telecast except during the political conventions. Four cameras, and an announcing, directing and programming crew of about a dozen or so, will be aboard.
BROADCASTING

THE COMPLETE NEWSWEEKLY OF RADIO AND TELEVISION

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!

Districts 10-12
(Continued from page 89)

City: Dick Evans, KMGO Kansas City; Fred Ebener, WOW Omaha; John Easal, KTVL Tulsa; Bruce Reis, Bruce Reis & Ass'ts, Hollywood.

F

H. M. Felts, BMB New York; J. N. Jones, KMGO Kansas City; Karl Fiebert, WDAP Kansas City; Paul R. Fry, KERB Oakland; Harold P. Fitch, KFIA Des Moines; T. J. Fanagan, Katz Agency, Kansas City.

G


H


J

Myles A. Johns, KCBC Des Moines; Del A. Johnson, United Press, New York; Ray V. Jensen, KRSL Salina, Kan.; Paul J. Jones, KBBJ Kenosha, Mo.

K


L

Lloyd D. Loers, KOLO Mason City, Iowa; Lawrence L. Loyd, WWCO Muscatine, Iowa; Edmund J. Linehan, KDSO Des Moines, Iowa; Rex Latham, KJOM Omaha, Neb.; L. A. Loyet, WHO Des Moines; Burrey Luttridge, WOC Davenport, Iowa; John L. Lindquist, New York; Maury Long, BROADCASTING, Washington.

M

Dale W. McCoy, KFBI Wichita, Kan.; Mel Monroe, KXMO Kansas City; L. C. McKenney, KDMO Carthage, Mo.; John Miller, NAS Washington; John S. Major, WIRE Topka, Kan.; E. A. "Jige" Miller, KFAP Omaha; Clint Miller, KMGO Kansas City, Kansas City; Charles D. Miller, KRTS Des Moines; Jim Moore, KCMC Kansas City; K. D. Rundahl, Peter MacDonnell, KRSL Salina, Kan.; Frank Matthews, KMGW Kansas City; Al Martin, BM New York; Clem Morgan, KAYS Kansas City; Elwood M. Missouri, KFRO Oklahoma City; Carl Meyer, KRTS Des Moines, Mo.; Carl H. Meyer, Andrew Corp., Chicago.

N

James L. Neal, KAKC Tulsa, Okla.; W. J. Newells, KOLI Omaha; Cy Newman, KTSM Brownsville, Martin & Sons, Des Moines; Charles W. Nax, KWQ St. Louis.

O

Bill Oliver, KFOR Lincoln, Neb.; Em Oberle, WRTI, Waterloo, Iowa; Robert H. O'Brien, KSWI Council Bluffs, Iowa.

P

Don Petty, NAB Washington; Harry D. Pate, KFOR Lincoln, Neb.; Frank Pelger, KSTL St. Louis; Nicholas Pascarella, KFKE St. Louis; Bob Pratz, KGDF Coffeyville, Kan.; J. D. Poyner, KFRO Cheyenne, Wyo.; K. W. Pyeatt, WWCO Wichita; David Pasternak, KSD St. Louis.

Q

Wm. B. Quarton, WTM Cedar Rapids, Iowa.

R


S

F. C. Strawn, KMGO Kansas City; E. K. Sumner, Jr., KWVO Springfield, Mo.; Clair L. Stout, Dow, Lohues & Albertson, Washington; Donald D. Sullivan, WMT Cedar Rapids, Iowa; Weldon Stamps, KRES Davenport, Iowa; Virgil Sharpe, KOIL Omaha; Bud Butter, KGLO Mason City, Iowa.

T

Karl Troeggen, KMGO Kansas City; St. Trenberth, KMGO Kansas City; J. E. Thomas, KKOK St. Louis; Archie Taylor, KAIK St. Louis; James L. Tidd, KSIT Woodward, Okla.

U

Bob Uhrig, Graybar Electric Co., Kansas City.

V

George J. Volger, KWPO Muscatine, Iowa; Ray Van Hoomer, KBOA Kenneth, Mo.

W


Philadelphia Radiomen's Service Assn. Sues RCA

Suit for $210,000 Damages and an Injunction Against RCA Corp. of America and RCA Service Co. Inc. was filed in U. S. District Court in Philadelphia Monday on charges the firms violated the Federal Anti-trust laws.

Action was filed by Melvin Alan Bank, attorney for the Philadelphia Radiomen's Service Assn. and listed nine radio and television service men and dealers as plaintiffs.

The servicemen complained that when RCA sells a television set to a consumer it requires the purchaser to enter into a contract with RCA Service Co., a wholly-owned subsidiary, to do all maintenance and repair work. Mr. Bank called this practice restraint of trade and claimed it caused hardship to 300 members of the association.

"MEMO From Lake Success," a United Nations radio division English feature which has been heard over the Trans-Canada Network, will be aired over CBS radio stations, same hour, coincident with the opening of the UN assembly in Paris.

WARD-FM in Johnstown Has Official Dedication

OFFICIAL dedication of WARD-FM, sister station of WARD Johnstown, Pa., was held last Monday (Aug. 16). The station will operate independently of WARD, giving precedence to special events and public service.

The station plans to carry all of the Pittsburgh Pirate baseball games. The games were carried last year by WARD, but CBS commitments forced curtailting of the schedule this year so that only Saturday and Sunday afternoon games could be heard. Since the announcement that WARD-FM would carry the games, dealers report FM sales have increased.

WARD-FM operates on Channel 287 (105.3 mc).

GENE AUTRY, star of his own CBS show, is currently on annual fall tour of WARD Program, which will originate from Milwaukee Aug. 28; from Chicago Sept. 1 and 12; St. Louis, Sept. 19 and 26; New York Oct. 3, 10, 17, 24; Boston Oct. 31 and Nov. 7.

Polio Diagnosis

IN NORTH CAROLINA, where infantile paralysis has hit hard this season, the citizenry is intensely interested in the cause of polio. And in Charlotte, 70-year-old William W. Moyle believes he has the real answer. In fact, he telephoned the Charlotte Observer to report on his findings. "Too much broadcasting," he said. Asked for more details, he commented: "It's all these radio stations keeping the air stirred up all the time. Radioactivity. You remember about Hiroshima and Nagasaki? We're walking around in blue fire only we don't see it and we don't feel it—til the polio strikes us. What we got to do is cut down on the energy of these broadcasting stations—or else get shoes and clothes that won't pick it up."
WHBF Rock

Caley Looks for 1949
Meeting Site

FUTURE meetings of NAB District 9 will be held outside Chicago, according to Charles C. Caley, WMWD Peoria, Ill., who already is looking over sites for the 1949 session. Mr. Caley was reelected district director at the Palmer House, Chicago Broadcasting, Aug. 16.

One of the key sites for the 1949 district convention is a resort town in Wisconsin, where Mr. Caley feels the delegates will stay close to the meeting room. When only 25 towns in the director voting during the District 9 Chicago session, Mr. Caley was openly irked and implied the membership had shown a lack of "proper respect" for the NAB headquarters staff, which is making a three-month tour of NAB district meetings.

At the second day's meeting in Chicago, Walter Schwinmer, president of Radio Features Inc., in discussing giveaway programs said "it is unfortunate radio stations have to legislate against themselves." Mr. Schwinmer favors giveaways. He urged NAB to re-examine lottery aspects and charged the association is not taking "two-fisted action."

Harold F. Ebbert program director, said that in his opinion FCC is asking for "another bloody nose, because if you're running a lottery it's a criminal offense and up to the courts to decide and it's none of the FCC's business."

District 9 adopted a series of resolutions similar to those adopted by Districts 7 and 8 [BROADCASTING, Aug. 16] and added one calling on the committee on code compliance to make a continuing study of periodic improvements.

List of registered delegates to the meeting follows:

A
Arthur, Don, WDJY Green Bay, Wis.; Arney, C. E. Jr., NAB, Washington; Arnold, George J., WTAD Quincy, Ill.

B

C

D

E
Ebihara, Bruce, Bruce Wells & Associates, Hollywood; Birkman, B., WAFB Chicago; Emsauer, Walter, WDRN Chicago; Estelle, Jaxon, Andrew Corp, Chicago.

F
Fair, Harold, NAB, Washington; Felts, Hugh, BMB, New York; Greet, George, WQCB Chicago; Hill, G. W., WLS Milwaukee.

H

BROADCASTING * Telecasting August 23, 1948 * Page 71
Knoxville Divided On WIBK Question

Councilmen Defend Evangelist’s Station; C. of C. Attacks It

WARFARE of public opinion is mounting rapidly in the area of Knoxville’s WIBK. Over the weekend, J. Harold Smith and his WIBK Knoxviller, according to reports received last week that:

- Knoxville Chamber of Commerce had adopted resolution favoring revocation of WIBK.
- Knoxville City Council on Tuesday adopted resolution rapping the Chamber’s action and addressing FCC its view WIBK should not be revoked since station is being “operated in interests of the people.”

Letters of protest to ex-Com'r Cliford J. Durr’s ruling that Rev. Smith was unfit to continue operating WIBK have surged well over 2,000 mark with some 500 being received at Commission over past week.

Meanwhile Rev. Smith has filed formal exceptions at FCC to the ruling by ex-Com'r Durr and has requested oral argument before the Commission.

Mr. Durr’s finding, a recommended decision which must be passed upon by the Commission, resulted after a lengthy inquiry into alleged misrepresentations by Rev. Smith in obtaining WIBK and into the evangelist’s complex religious and business activities.

The formal Commission’s determination that Rev. Smith “lacks the requisite qualifications of a licensee” and recommended denial of WIBK’s requests for license to cover its construction permit and for an FM station permit. [BROADCASTING, July 5]

Answers Durr Charges

Rev. Smith has taken his fight to retain the station and clear the charges made by Mr. Durr directly to people through the facilities of the church’s weekly religious paper, Your Good Neighbor [BROADCASTING, Aug. 2].

Report of the actions in Knoxville came from the Knoxville Journal which gave a detailed account of the City Council decision.

The report indicated an intense split between the Council and the Chamber over a range of matters and quoted J. Harold Smith, Fred Friedman and Cas Walker, also Chamber members, as saying the Chamber’s resolution supposed to represent the sentiments of 400 members was made “without their knowledge”—“by the president and about 10 other people.”

The City Council passed its resolution favoring WIBK by a vote of 6-5 with three members not voting. One of the latter was Lowell Blanchard, member of the announcing-producing staff of WNOX Knoxville, according to the paper.

Rev. Smith had filed for WIBK after being denied time on that station.

Text of FCC’s Proposed Procedure Change

I. MOTIONS
A. Before a hearing examiner or a Commissioner is designated to preside at a hearing, motions will be acted upon by the examiner or the Commission in accordance with present rules.
B. After a hearing examiner is designated to preside at a hearing by the Commissioners (except motions to intervene, to join additional parties, to file a brief, to intervene, for rehearing, to file a petition for review, or motions to enter a judgment or an order or entry seeking to file a petition or any other matter filed after an initial decision), such motions may be acted upon by the hearing examiner. Motions of the type described above shall be served by the parties and filed with the Commission.
C. If the hearing examiner is not available to act upon a motion, the motion may be acted upon by the Commissioners.
D. If a Commissioner is designated to preside at a hearing, he will act upon motions in accordance with present rules.
E. Action on the Commission’s own motions will be taken by the Commission.
F. Unless a motion is for consideration of an appeal, no hearing is held or a Committee of Commission members designated to preside at a hearing.
G. Oral arguments may be had either by the parties or with the Commission designated to preside at a hearing.
H. A motion may be made at any time during a hearing by the parties or by the Commission.
I. Motions to prepare a decision shall be acted upon by the General Counsel within five days.
J. Oral argument may be had either by the parties or with the Commission designated to preside at a hearing. If a motion has been served on all opposing parties and has been acted upon within five days, the motion may be acted upon by the examiner or the Commissioners designated to preside at the hearing.
K. If the examiner is not designated to preside at a hearing, motions shall be served on all parties and filed with the Commission. Motions for rehearing shall be decided by the examiner or the Commissioners designated to preside at a hearing.
L. If the Commission is designated to preside at a hearing, oral argument may be had by the parties or the Commissioners.
M. Motions to prepare a decision shall be acted upon by the General Counsel within five days.

III. ORAL ARGUMENT ON MOTIONS
A. Oral argument to be held by the Commission in chambers or by the Commissioners designated to preside at the hearing.
B. Oral argument shall be heard and conclusions of law and action for the purpose of determining motions shall be based on the record as it is presented by the parties.
C. Ordinarily, the Commissioners designated to preside at a hearing shall act upon all motions.
D. Oral argument shall be had on all motions.
E. Motions to prepare a decision shall be acted upon by the General Counsel within five days.

IV. PRE-HEARING CONFERENCES
A. In order to encourage the maximum use of pre-hearing conferences, the Commission has authorized the preparation of summaries of the Commission’s actions taken and of the parties’ position on all motions.
B. Each party shall be given a copy of the summary and shall have an opportunity to object to any portion of the summary.
C. The Commission may, if it deems appropriate, act upon a motion without further hearing.

Speedup Plan
(Continued from page 22)

Exception to commission’s resolution adopted motion to revoke has been followed.

Failure by a party, other than the prevailing party, to file exceptions to the resolution adopted by the Commission for final decision, as an action of the Commission may be followed by failure by parties to file exceptions which would constitute waiver of the right to participate further in the proceeding.

Under the change in motions procedure, motions would be handled by the Commission, and not by the parties.

Giveaway
(Continued from page 22)

explos last Friday. (See page 4).

As heretofore, the alleged faux pas which is destined to produce an abundance of crimen complusiones.

The Commission, after opening up the old law, is proceeding on the new law, which is a codification of the old.

Instead legislators made broad- casting of lotteries a specific “criminal” offense and set forth penalties in Sec. 13 of H.R. 224 which the Constitution to call pre-hearing conferences whether or not a request for such pre-hearing conference is made by any of the parties.

If this information proves inconclusive, Mr. Loucks prescribes an examination of Public Law 772, passed by the 80th Congress. The new law, he maintains, has this impact.

Section 316 of the Communications Act of 1934, embodied in Title III of the new law, which is a codification to the agency, is specifically repealed and authority is delegated to the Justice Department, under Sec. 1304 of the law, which is a codification of the old law on which FCC based its recent decision. Ms. Loucks, however, has failed to file a motion for rehearing. Instead legislators made broad- casting of lotteries a specific “criminal” offense and set forth penalties in Sec. 13 of H.R. 224 which the Constitu- tional Act, specifically withholding FCC jurisdiction over the matter.

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It appears that the program is not to be a “fair and impartial” one, and the experiment has been postponed. In the meantime, the FCC has filed a motion to have the case dismissed.

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Prevalent question which will dominate radio circle conversations probably will be—what now? Most logical explanation for what will happen to the extravaganzas featuring windfalls averaging $150.

FCC Chairman James Lawrence Fly sought to have this program barred. The Department of Justice held it unprosecutable.
PROVEN
50 Kw, 100-Mc.
FM BROADCAST

These are important factors of sound high-power FM operation, proven important in over one year of operation by station KSBR, Mt. Diablo, California, 100.5-Mc., channel 263, effective radiated power 250,000 watts.

1) Overall power consumption is under 90 kw.
2) Equipment is of compact design.
3) Power tubes have highly efficient thoriated tungsten filaments.
4) Tube servicing is possible without special tools, equipment, and training.
5) Vacuum tube components are capable of supplying sufficient output without being run at maximum ratings.
6) 50 kw. final is driven directly by the 10 kw. stage.
7) Air cooled. 3, 10, and 50 kw. stages only require the output of a single blower driven by a 1 h.p. motor.

And they are made possible because of one component...the Eimac multiunit triode, type 3X12500A3. A pair of these tubes (as grounded grid amplifiers) are capable of providing over 50 kw. of useful output power with but 10 kw. of drive. The lineup of KSBR equipment and operational data, below, further illustrates advantages inherent to equipment designed around the 3X12500A3.

Analyze the vacuum-tube components in the equipment you consider...be sure their design presents the highest advantage to you. The Eimac sales department will gladly furnish names of equipment manufacturers and engineers using Eimac tubes. Phone, write or wire direct.

Here's the KSBR line-up

<table>
<thead>
<tr>
<th>MODULATOR</th>
<th>IPA EIMAC 4X500A's 3 kw stage</th>
<th>IPA EIMAC 3X2500A3's 10 kw stage</th>
<th>PA EIMAC 3X12500A3's 50 kw stage</th>
</tr>
</thead>
</table>

Overall Efficiency: input from 50 watts to 50KW - - - - - - 65%
Overall Power Consumption - 85KW
Total Floor Space Used by Equipment - - - - - - 22 sq. ft.
Tube Replacement Cost 4X500A $97.50, 3X2500A3 $180.00, 3X12500A3 $975.00*

*615 credit for return of radiator and mechanical assembly in good condition, $35.00 credit for return of cage in good condition.

EITEL-McCULLOUGH, INC.
201 San Mateo Avenue, San Bruno, California

Multi Unit Design is Another Eimac First
FAIR SAYS STATIONS GIVE AWAY MILLIONS

“BROADCASTERS are giving away millions and millions of dollars in broadcasting time, advertising free premiums on their giveaway programs—money which they should actually receive through normal advertising channels,” Harold Fair, NAB program director, told 250 members of the Advertising & Selling Executives Club of Kansas City at a luncheon meeting Aug. 17.

“My department is against most giveaways which lack entertaining value,” he said. “In my personal opinion, the FCC lacks jurisdiction over this important programming element and it is strictly a problem for the broadcasters to solve.”

Mr. Fair pointed out that the Standards of Practice are a dependable guide to all radio advertising segments, not only for the veteran broadcasters and radio users, but to newcomers in the field. The code is a “Gibraltar” against further and continued interference (Blue Book) by the government in programming matters, he added.

YOU CAN DOMINATE WEST ALL MICHIGAN WITH WLV AND WLV-FM

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

New 3,000 watts. C. P. 57,000.

ABC Network

WLV and WLV-FM

KEEGER BUILDING, GRAND RAPIDS, MICHIGAN

Page 74 • August 23, 1948

DEMO SESSION LEADS IN PULSE TELEREPORT

THE PULSE Telereport for July covered a total of 763 television hours, as compared to 447 in June, due to the entrance of another video station in the field. Despite the fact that the Democratic Convention occupied 186 quarter hours of the total 763, and was carried by all available stations for a large portion of the time, its rating was 5.2, topping only beauty programs, with 4.0, and religion, with 2.0.

The ratings were as follows:

Democratic Convention 186 3.2 17
Visual Sports 173 5.2 23
Feature Films 131 7.9 17
Kid Shows 49 11.8 19
News 81 8.0 5
Fiction 17 11.8 1
Shorts 40 8.0 5
Music 37 6.3 5
Comedy - Variety 35 14.7 3
Quiz Shows 20 9.5 2
Drama 10 24.5 1
Sports News 17 17.5 1
Forums, Discus - 6 9.3 3
Discussions 8 12.1 1
Cookery 2 15.5 1
Religion 4 4.2 1
Miscellaneous 30 5.4 4

WOV’s Foglia Coverage Is Arranged by Hartley ARNOLD HARTLEY, WOV New York program director, last week flew to Italy to arrange radio coverage of the Sept. 1 dedication of a hospital near Foglia to the memory of the late Fiorello La Guardia. WOV has equipment on location in Italy.

Mr. Hartley also will fly to France to consult with the Italian department of Radiodiffusion Francaise, which last week presented to WOV the first programs in an Italian language series [Broadcasting, Aug. 9].

DISTINGUISHED Service Award has been presented to WLV Lawrence, Mass., by American Cancer Society for station’s work in 1948 campaign for funds. Citation states that WLV, “through continuing assistance, cooperation and intense devotion, made an outstanding contribution to humanity in its fight to conquer cancer.”

COVERAGE at Low Cost of YOUNGSTOWN O H I O S 3rd M A R K E T with WFMJ • WFMJ-FM ABC

Population 203,000.
Retail Sales (Est. 1947) $206,000,000.

“Copyright 1948, Sales Management Survey of Buying Power”

ASK HEADLEY REED

BROADCASTING • Telecasting

FAMILY Music’ Show Leads in Canada Ratings

WITH SUMMER replacement programs on Canadian networks, considerable change in national ratings for July was reported by Elliott-Haynes Ltd., Toronto, as of Aug. 10. Leading the 11 evening network programs rated was Album of Familiar Music, with ratings of 13.3, followed by Waltz Time 11, Twenty Questions 10.7, Mystery Theatre 9.6, Pause That Refreshes 9.4, Music Hall 9.3, Robert Shaw Chorale 9.0, Suspense 9.7, Contented Hour 7.5, Gillette Fights 5, and The Whistler 5.

The five leading daytime programs were Big Sister 13.4, Pepper Young’s Family 12.8, Lucy Linton 12.7, Ma Perkins 12.3, and Road of Life 12.1.

Only two French-language evening programs are rated, Salon Argent 14.4, and Ditet Moliere 7.7. Leading the French-language daytime programs listed are Rue Principale 19.1, Jeunesse Doree 18.8, Quelles Nouvelles 16.1, Le Quart d’Heure de Detente 14.8, and Tante Lucie 14.

Inaugural Show Had 29.3

‘Hooper,’ Says WJZ-TV

WJZ-TV New York claimed a 29.3 Hooperating for its premiere telecast as an ABC video output on Aug. 10. Share of audience in the 7 to 10:30 p.m. period was 12.8 and set a new, record for the network.

A complete breakdown follows:

<table>
<thead>
<tr>
<th>Hour</th>
<th>Sets</th>
<th>Share of Audience</th>
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<tbody>
<tr>
<td>7-8 p.m.</td>
<td>32.7</td>
<td>49.0</td>
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<tr>
<td>8-9 p.m.</td>
<td>31.6</td>
<td>58.5</td>
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<tr>
<td>9-10 p.m.</td>
<td>33.7</td>
<td>59.5</td>
</tr>
<tr>
<td>10-11 p.m.</td>
<td>33.9</td>
<td>62.0</td>
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CONSTRUCTION on 250-ft. antenna on campus of Seton Hall College, South Orange, N. J., for FM station, WOB, has been temporarily suspended pending delivery of 40-ft. steel section to complete tower.

Jackpot Headaches

HEADACHES in the form of persistent salesmen and inevitable phone calls and work weren’t going to Mrs. Joseph Weingart, a 50-year-old St. Louis grandmother who a fortnight ago won the jackpot worth $9,000 on the Sammy Kaye show, sponsored by Chesterfields on NBC. At first overjoyed that she had won—the winner included everything from a deep-freeze unit to a two-week vacation in Miami—Mrs. Weingart, who is the wife of an insurance man, decided it was time the winnings over to charity.
\textbf{ANNOUNCEMENTS of general public interest, such as exhibits, concerts, picnics, socials and other events are highlighted on new program, "St. Louis Remembers," aired four times weekly over WOOC and WOOL. In the area are invited to submit news of their events for the program. Music is interspersed with announcements and included in each program is description of place of interest in area where listeners might want to spend leisure time. Two days prior to airing of announcement card is mailed informing the organization of date and time it is scheduled.} 

\textbf{Music is repeated with announcements and included in each program is description of place of interest in area where listeners might want to spend leisure time. Two days prior to airing of announcement card is mailed informing the organization of date and time it is scheduled.}
August 13 Decisions

BY COMMISSION EN BANC

FM—85.7 mc
KOAF-FM National Bestco, Inc., Denver.—Granted CP for Class B station; Channel 239, 95.7 mc, 43 kw, 405 ft. Previously held cond. grant.
FM—79.3 mc
WAZL-FM Harleston Co., Hazleton, Pa.—Granted CP for Class B station; Channel 239, 87.4 mc, 8.7 kw, 680ft. Previously held cond. grant.

126.7 mc
KFMJ Northfield Co., Fort Dodge, Iowa.—Granted CP for Class B station; Channel 239, 102.7 mc, 510 ft. Previously held cond. grant.

FM—86.1 mc
WFLB-FM Fayetteville Bestra. Inc., Fayetteville, N. C.—Granted CP for Class B station; Channel 239, 95.7 mc, 12.6 kw, 390 ft. Previously held cond. grant.

FM—Reinstated
WKBA-FM CBAB Co., Boston.—Granted reinstatement of CP for FM station previously expired upon expiration date to Sept. 15, on condition that station is completed or commenced in interim operation on or before that date.

CP Replaced
John H. Phipps, Tallahassee, Fla.—Granted application for CP to replace expired CP which authorized Class B FM station, and specified Sept. 30 as date of required completion of construction.

Modification of CP
WABF New York.—Granted mod. CP to change from 25 to 18 kw, change ant. from 507 to 520 ft.
WKDR-LFM LaCrosse, Wis.—Granted mod. CP that increased height above ground to 585 ft.

WCFL-FM San Angelo, Tex.—Granted mod. CP to change power from 2.3 to 1.4 kw and change ant. from 545 to 410 ft.
KTIS-FM Shreveport, La.—Granted CP to move station from 950 to 970 ft.

KDND-FM Los Angeles.—Granted mod. CP to change power from 14.4 to 15 kw and change ant. from 550 to 475 ft.

WNOX-FM Knoxville, Tenn.—Granted mod. CP to increase power from 280 to 49 kw and change ant. from 690 to 840 ft.

WSSR-FM Atlanta, Ga.—Granted mod. CP that increased height above ground to 462 ft. and make changes in ant. system.

WRGL-FM Annapolis, Md.—Granted mod. CP to change power from 12.5 to 15 kw and change ant. from 600 to 590 ft.

WWCM-FM Bays City, Mich.—Granted mod. CP to change power from 32 to 41 kw.

WCAT-FM Philadelphia.—Granted mod. CP to change power from 19 to 21 kw and change ant. from 650 to 630 ft.

WSPR-FM Springfield, Mass.—Granted mod. CP to change power from 220 to 30 kw and change ant. from 512 to 390 ft.

WBAB-FM Atlantic City, N. J.—Granted mod. CP to change power from 12 to 14 kw and change ant. from 310 to 340 ft.

WKBW-FM Buffalo.—Granted mod. CP to change power from 9.3 to 8.3 kw and change ant. from 295 to 340 ft.

KRTF-FM Shreveport, La.—Granted mod. CP to change power from 3.2 to 3.0 kw and change ant. from 375 to 350 ft.

KDFM-FM Beaumont, Tex.—Granted mod. CP to change power from 0.3 to 0.2 kw.

WPMB-FM Joedrin, Mo.—Granted mod. CP to change power from 20 to 18 kw and change ant. from 445 to 450 ft.

WYID-FM Miami, Fla.—Granted mod. CP to change power from 20 to 18 kw and change ant. from 500 to 370 ft.

WJAX-FM Jacksonville, Fla.—Granted mod. CP to change power from 50 to 45 kw and change ant. from 500 to 580 ft.

TV—188-189 mc
The Metropolitan Co., Jacksonville, Fla.—Granted CP new TV station, Channel 13 (188-189 mc). Interference potential to WMAT,FM, Milwaukee, Wisconsin. Antenna height is 305 feet.

TIP: TURBO DOUBLE SPREAD OF THIS ISSUE

BROADCASTING • Telecasting
Most complete supervisory control available!

The always dependable Westinghouse 5,10 Kw AM Transmitters

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

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

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

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

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

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

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

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

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

William U. Dent can help you in the Pacific Coast area

Your Westinghouse Salesman has at his finger tips complete facilities to help you with your broadcast problems . . . from planning to operation. Mr. W. U. Dent, one of several Westinghouse Sales Engineers, ably assists him throughout the Pacific Coast area, plus Alaska and Hawaii. His 19 years of radio engineering and supervisory experience with Westinghouse make him very well qualified for this work.
ECLIPSE TELEVISION PRODUCTIONS, Hollywood, has announced its first tele-film, a dramatic film series. Located at 624 N. Highland Ave, its first series, 'Supremacy to Production,' has been titled "The Fireside Detective." Firm principals are DOROTHY COLIN, general manager; MICHAEL COLIN, executive producer; and LEE URBACH, film test and dialogue director.

THREE CROWN PRODUCTIONS, San Francisco, Calif., has completed 16-minute television film, "Country Store." Film is planning two more movies, all of same length in near future. BIRGER WILLIAMSON is president and producer; JOSEPH PARKER is vice president in charge of television production.

BILL GRIBWOLD has been appointed radio and television editor of "Campus Magazine," Los Angeles.

STOP, LOOK AND HEAR! Television Productions, Hollywood, reports completion of 13 musical film shorts. Film airs next month.

THOMAS KIRBY, former sales representative in charge of Republic of Panama and Canal Zone District for Sony Vacuum Oil Co., has been appointed national sales manager for Edward C. Lobdell Assoc., New York, radio-television production and personnel consultant and brokerage firm.

WILLIAM BOLTON, who for past 18 years has served in executive positions with McCann-Erickson and N. W. Ayer & Son, New York, has been appointed sales manager for Premier Telecasters, Philadelphia. Advertising and related fields will be served.

TELEVISION COMMUNICATIONS Corp., Los Angeles, made kinescope recordings of play, "The Tailor of Panama," at UTP Los Angeles, Aug. 11. Recordings are for practice and study and presented by Loyola U. dramatic department, under supervision of John Cummins.

EQUIPMENT

SAM KAPLAN has been selected as assistant vice president of Zenith Radio Corp., Chicago. With firm 25 years, Mr. Kaplan has served as assistant vice president since 1948.

RAY DAVIS KELL, director of television board of directors, Station KBS, Grand Haven, N. J., will be recipient of St. Margaret Medal of Franklin Institute, in accordance with announcement by DR. HENRY B. ADAMS, executive vice president and secretary. Citation accompanying medal states: "It is given in consideration of his outstanding pioneer work in television; the adaptation of this art to the advancement of communication to military and commercial use; and for his inventive contributions and leadership in the development of color television." Award will be given at Medford, N. J., Oct. 20.

RAY R. WEST has been named manager of sales of Minneapolis-Honeywell Regulator Co., products for industrial applications. He will make his headquarters at Philadelphia plant. Mr. West has been with firm for 20 years.

FARNSWORTH TELEVISION & Radio Corp., Ft. Wayne, Ind., has placed two new TV sets on market and announced that five new sets will be marketed this year. Those put on market were: Telecasting Video-A-Meter photophone combination with 75-square-inch screen, to retail for $1,295, and Farnsworth table model TV receiver with 32-square-inch screen.

IRVING FRISCH, former advertising manager of Radio Wire Television Inc., has joined the Interests and sales manager of Tech-Master Products Co., New York, manufacturer of Sound-View television kits.

HENTY R. KILLINGSWORTH, area plant manager in Atlanta for Southern areas of long lines department, American Telephone & Telegraph Co., has been appointed general manager of the department. Mr. Killingsworth joined long lines at Atlanta in 1919 as an office operator. LURANCE G. WOODFORD, retired.

AIRBORNE INSTRUMENTS Lab. Inc., Minneapolis, Minn., has established two fellowships "... to aid worthy young men so as to advance the state of art of communications and electronics." Fellowships are available through Massachusetts Institute of Technology, and electrical engineering department.

JERRY FAIRBANKS PRODUCTIONS, Los Angeles, has announced that WPILX, WPILX-AP, AP-TV and other stations have purchased Zoomar television lens.

MOUNTAIN TELEVISION Corp. has joined Larry Finley Productions, New York, and is opening department, RADIOPHOTographers' GUILD, Los Angeles, is moving to new quarters at 2146 S. Western Ave. during August.

BURNS W. LEE, public relations head of Trail Drug, has been elected president of Publicity Club of Los Angeles at its recent meeting of the club. He succeeds REENIE MILLIGAN, head of Bernini Milligan Publicity & Promotion Service.

MAXWELL FOX, former executive editor of "Time" Magazine, has been named public relations director of the Advertising Campaign for 1955. Mr. Fox will assist Mr. Fox, has directed public relations for RCA television for Mike Ambrose last spring.

JIM CAMPBELL, announcer and actor, is member of Chicago group which has organized RADIO TALENT Inc., offering packaging talent, scripts and ideas for production use by stations, newspapers, movie studios, video outlets and agencies.

Price Mention Policy

FIRST CANADIAN station to announce its policy on price mentions in advertising, which starts for major Canadian weekly Radio Wire on Sept. 1, is CKEY Toronto. President Jack Cooke has announced that policy will change as experiment is gained, but that to start with CKEY will permit two price mentions of one article only in each one minute spot announcement, one price mention per flash, two price mentions for each commercial in a quarter-hour program. Advertisers will be asked to submit copy 24 hours before air-time to prevent "price-cutting" on the air.

Phone Workers File

EIGHT UNIONS representing employees of Bell Telephone companies filed notice Aug. 16 of their intention to reopen wage negotiations after 30 days. Such notification to the regional National Mediation Relations Board office is required under law.

EMERSON Radio and Phonograph Co. has announced a general price increase in radio and television sets, as well as "lineups of new models incorporating the Sight-mirror element, of viewing video picture through specially designed mirror, which is useful for work on FM and TV installations and for entertainment in high elevations.

SIGHTMASTER Corp., New Rochelle, N. Y., has announced four new TV re- gional models incorporating its Sight-mirror, element of viewing video picture through specially designed mirror. Models include: Manhattan-15 inch, $195; Chicago-15 inch, $245; New York-20 inch, $395; and Hollywood-17 inch, $595; Americans-15 inch, $495; Admiral-15 inch, $475; looker-15 inch, $55; Armstrong-15 inch, $595; and Admiral-10 inch, $275.

ADMIRAL Corp., Chicago, has formed new division to handle national consulting and servicing activities of firm's products outside U. S. and Canada. GEORGE KENDE, assistant executive manager in charge of Okin, has been appointed service manager and president of Montgomery Ward & Co. for five years, will be in charge of new division in Chicago.

ETHEL W. MACLEAN, vice president in charge of M. Kalmo's, has resigned as president of Kalmo and Maclean Inc. She replaces RAYMOND RUBICAM, who resigned to move to Arizona.

Promising Child

FOUR-MONTH-OLD KIOA Des Moines, Iowa, demonstrated it was prepared for contingencies on July 28 when a caterpillar dragline knocked down a pole, breaking communications over the program and telephone lines connecting studio and transmitter, 20 miles apart. Broadcasting was immediately switched to the transmitter. After a short interlude of music and the Chicago Cubs game, taken on tape record-ings to the transmitter, rep- lained was made and regular broadcasting was resumed.

LET THEM START FOR YOU!

Wire, Write or Phone for Complete Details

THE TEXAS RANGERS
AN ARTHUR C. COLIN PRODUCTION
KANSAS CITY & MO

You can put The Texas Ranged stars of stage, screen and radio, to work for your products-your clients' products.

Over the past few years The Texas Ranglers have done an outstanding selling job on both small and large stations—over four straight years for two different brewerets, five years for a bakery, over five years for a chocolate.

The Texas Ranglers are the America's largest and finest group, playing and singing Western tunes. Their music is transcribed and recorded by Lee Highfield—ideal for either FM or AM.

They are priced right for your market and your station.

Page 78 • August 23, 1948
NEW FIELD FOR RADIO ADS CITED BY BROWN

A NEW ADVERTISING field for radio was outlined by J. Allen Brown, NAB assistant advertising director, in classes he conducted at Denver U.'s Small-Market Radio Clinic Aug. 9-13.

Mr. Brown advised both large and small stations to check into the idea of selling radio time to large industrial companies for use in their overall public and personnel relations plans. Small stations especially can gain from such time sales because a local station fits in well with industry's desire to improve community relations, Mr. Brown said.

Several transcriptions of newly developed public relations programs were played for participants in the clinic, and promotion men from several Denver firms outlined their views on radio's place in their public relations plans.

During the week of Aug. 16-20, Howard Abrahams, manager of the retail sales promotion division of the National Retail Dry Goods Assn., was guest lecturer.

This week is the final week of the clinic, with Arthur Stringer, NAB radio news specialist, conducting his last set of panel discussions and demonstrations. Clinic director is R. Russell Porter.

AFRA El Paso Vote

PETITIONS filed by the American Federation of Radio Artists seeking to act as bargaining agent for announcers at three El Paso, Tex., stations have been dismissed by the National Labor Relations Board. In announcing the dismissal last week the board said the results of elections held among announcers at the three stations - KROD, KELP and KTSN - on July 30 and Aug. 2 were: KROD, no votes for the union, four against it; KELP, one vote for the union, two against it; KTSN, two votes for and two against the union.

WRVB (FM) in Richmond

Is Launched on 94.5 mc

WRVB, FM affiliate of WRVA Richmond in the Virginia capital, began interin operation on 94.5 mc (Channel 221) Aug. 12. Delivery of WRVB's permanent 415-ft. tower is expected in October, station officials announced last week.

When the tower and permanent FM radio antenna are installed the WRVB transmitter, one mile west of Richmond's city limits, will have radiated power of 26 kw.

WRVC, WRVA's FM affiliate in Norfolk, Va., which began operation June 6, increased its power to 7 kw Aug. 15. It operates on 102.5 mc (Channel 273).

William R. Prestman is program manager of both WRVB and WRVC. At present the two FM stations are duplicating WRVA's programs with a few exceptions. RVC does a few original presentations in Norfolk. Both WRVB and WRVC operate 2:11-15 p.m. daily.

Realtors to Use TV

TELEVISION advertising will be used this fall to promote Mastic Acres, Long Island, N. Y., real estate development, when one-minute film spots will be bought on New York television stations. Walter T. Shirley, president, last week announced the advertising budget has been increased from $100,000 to $175,000 to prepare for the video plans. Flint Assoc., New York handles promotion for Mastic Acres.

Technical

JAMES BALDWIN has joined engineering department of WQXI (FM) Columbus, Ind., replacing VIC BOREN, who resigned. ROBERT LAY has joined WQXI as part-time engineer at transmitter.

LAUREL CAUDILL has joined NBC Chicago as transmitter engineer for WMAQ.

ROBERT L. GAULT, chief engineer of WWXV Paterson, N. J., is the father of a girl.
August 13 Applications

ACCEPTED FOR FILING

WOKJ Butte, Mont.—New CP for extension of station for extension of completion date.

KYES Butte, Mont.—Same.

WFTM Lafayette, Ind.—License to cover CP.

WYQA-FM Green Bay, Wis.—Same.

WWCF Greenfield, Wis.—Same.

KWDR-FM Jefferson City, Mo.—Modification of CP for change of antenna.

WPTL Providence, R.I.—Same.

WKBK Chicago—New CP for extension of completion date.

WRJN-FM Racine, Wis.—Same.

WCON-TV Atlanta, Ga.—Modification of CP to change studio and studio locations.

WENR-TV Chicago—Modification of CP new WFUS.

WGEZ-TV New York—Same.

KORD San Francisco—Same.

TENDERED FOR FILING

Assignment of License

KWDB-AM and -FM Long Beach, Calif.—Consent to assignment of license of KPDB-AM and -FM to John Brown Schools of California.


August 16 Decisions

By COMMISSION EN BANC

Hearing Declined

WPFB Middletown, Ohio—Denied for failure to appear.

KATS San Antonio, Tex.—Denied for failure to appear.

KPRC Houston, Texas—Denied for failure to pay.

KPLA Long Beach—Denied for failure to appear.


WPTL Providence—Denied for failure to appear.

WLBW Kansas—Denied for failure to appear.


August 18 Applications

ACCEPTED FOR FILING

AM-1370

WOSU Columbus, Ohio—New CP for extension of completion date.

AM-1490

KQKQ Cleveland, Ohio—New CP for extension of completion date.

AM-1500

KMSA Santa Barbara, Calif.—Modification of CP for change in present time share agreement.

KTRY Phoenix, Ariz.—Modification of CP for change in present time share agreement.

KBBQ Billings, Mont.—Modification of CP for change in present time share agreement.

Bilateral Agreement

WDBK-AM and -FM Quincy, Mass.—Agreement to share broadcast time.

KWPT-Denison, Tex.—Agreement to share broadcast time.

KZJA-Salt Lake City—Agreement to share broadcast time.

KJPI-Cincinnati, Ohio—Agreement to share broadcast time.

KFBM-Dallas—Agreement to share broadcast time.

KBBQ Billings, Mont.—Agreement to share broadcast time.

August 17 Decisions

BY THE SECRETARY

The A. H. P. of West Hartford, Conn.—Granted license for new exp. TV station.

Following were granted licenses for new exp. broadcast stations:

WNAS-FM Springfield, Mass.—OWGA-FM Otsego, Minn.

(Continued on page 88)
Charles Michelson, Inc.
PROUDLY PRESENTS

the

MUSICAL COMEDY THEATRE

COMPLETELY TRANSCRIBED

a galaxy of music, voices and composers in
the most lavish radio series ever transcribed

52 GREAT HALF-HOUR SHOWS
(GUARANTEED)

This new, spectacular show is a veritable festival of the world's most famous musical comedies and light operettas. Never before in the history of the transcription industry has such an undertaking been attempted. The scores, talent, programming, and production costs for each half-hour broadcast runs into many thousands of dollars, yet this series is reasonably priced for "quick-sale" to local advertisers. Nothing has been spared to make The Musical Comedy Theatre the biggest hit of all time.

Here are all the elements of the finest in network productions, skillfully blended by artists and technicians to make this program the biggest bundle of entertainment value yet produced for local and regional sponsors.

Each half-hour show, narrated by Stuart Long, offers the Mixed Glee Club Choir, Featured Vocalists, and the full Musical Comedy Theatre Concert Orchestra.

Yes, there's no "maybe" or guesswork about The Musical Comedy Theatre. It is destined to attract more listeners—sell more listeners for the best advertiser in any city. Hear it today, and you'll be scheduling it tomorrow.

A Charles Michelson international production.

AUDITION SAMPLES: $2.50 DEPOSIT REFUNDABLE

CHARLES MICHELSON, INC.
Pioneer Program Producers since 1934
23 West 47th Street, New York 19, N. Y.
Phone Plaza 7-0695
Iowa, to town, cense
Following were granted mod. CPs for extension of completion dates as shown:
KSIM Siloam, Mo.-Granted license for new station 1460 kc 250 w un.
WMBQ La Crosse, Wis.-Granted license for new station 1360 kc 250 w un.
WKNY Holland, Mich.-Granted license for new station 1450 kc 250 w un.
WBBR Buffalo, N. Y.-Granted license change frequency, time, power, etc.
WEXL Royal Oak, Mich.-Granted licenses to use old main trans. for aux. purposes with 250 w.
KFDF San Diego, Cali.-Granted license install new trans. and DA, etc.
WNJW Newark, N. J.-Granted license install old main trans. (at present site of main trans.) for aux. purposes with 1 kw DA-N.
WFMY Greensboro, N. C.-Granted license for new FM station.
WWJW-FM Johnstown, Pa.-Same.

SPECIAL DIRECTORY

FREQUENCY MEASURING SERVICE

Exact Measurements—at any time.
RCA COMMUNICATIONS, INC.
54 Broad Street, New York 6, N. Y.

TOWER SALES & ERECTING CO.

Radio Towers Erection, lighting, painting & Ground System.
6100 N. E. Gano Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303.

George P. Adair
Radio Engineering Consultant
Executive 5851
1833 M STREET, N. W.
Executive 1220
WASHINGTON 6, D. C.

RADIO TOWERS

Ground Systems & FM Antennas.
Erected, Pointed & Serviced.
ADVANCE RADIO TOWER CONSTRUCTION CO.

4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

ARCHER S. TAYLOR
Consulting Radio Engineer
MISSOULA, MONTANA
PHONE 8562

Reece Steel Erection Co., Inc. "Engineered Erection"
Emergency Repair Service of AM FM TV Towers & Antenna
419 Grand Traverse St.
Flint, Michigan

KJNY Fargo, N. D.—Granted mod. CP to make changes in vertical ant. and to make changes in vertical ant. on top of DAB.
WHOD Homestead, Pa.—Granted mod. CP change type trans.
WEKR Fayetteville, Tenn.—Recognized.
WHSY Kattlesburg, Minn.—Licensed mod. CP to change type trans. and for approval of aux. trans. and studio location.
WEOL Elyria, Ohio—Granted mod. CP to make changes in DA, mounted FM ant. and studio location.
WIDE Naples, Fla.—Granted mod. CP change type trans.
WBZ-TV Boston—Granted mod. CP for extension of completion date as shown.
CWAT Chicago, Ill.—Granted mod. CP change type trans. 10-23-48.
Following were granted licenses for new FM stations: WCRS-FM Green- ville, S. C., 415 kc, 7 kw R.M., owned by WKBK-FM Lubbock, Tex. to The American Broadcasting Co. Inc. in the future.
AGS River Falls, Minn.—Granted request for cancellation of CP and deletion of call letters KDEW.
WNSB Salisbury Twp., Pa.—Granted CP reissue expired TV station.
WBCH Charleston, W. Va.-Granted CP install RCA BTA-SF trans. to be used as alternate main trans. at Elmwood Ave. Scranton, Pa., on 970 kc 5 kw DA-R.
Following were granted CPs for new exp. TV relay stations: The Associated Brethren, Inc., Area San Francisco: The Wil. H. Block Co., Area Indianapolis: The Times-Mirror Co., Area Los Angeles.
WBIW Bedford, Ind.—Granted mod. CP for approval of aux. trans. and studio locations.
KANS Wichita, Kan.—Granted mod. CP change type trans.
KEDF Odessa, Tex.—Granted mod. CP to change type trans.

KPMF-TV San Diego, Calif.—Mod. CP new commercial television station for extension of completion date.
WSDU-TV New Orleans, La.—Same.
WKRK-TV Cincinnati—Same.
KPHX-AZ Phoenix—Mod. CP new FM station for extension of completion date.
WELL-FM Battle Creek, Mich.—Same.
WSLR-FM Ogdenburg, N. Y.—Same.

APPLICATIONS DISMISSED

Continued from page 80

August 18 Decisions

BY COMMISSION EN BANC

WBL Baltimore, Md.—Granted temp. extension of license until Dec. 1.

License Renewal

WHAM Rochester, N. Y.—Granted renewal of license for renewal period.

License Extension

WOWY New York—Adopted order extending license of WNEW until Dec. 1, provided that licensee may file with commission request for further extension of license upon showing that further time is necessary to complete arrangements for disposition of WNEW to WCY, or otherwise to subject to common ownership and control, and that steps be taken with due diligence to comply with provisions of Sec. 2.25.

WORI Boston, Mass.—Adopted order extending temp. license to Dec. 1, as requested by station for extension of temporary license pending proceeding that it is proceeding diligently in prosecution of its appeal.

WEAT Decatur, Ga.— Granted temp. extension of license to Dec. 1, as requested by station for receipt of additional information.

WCREM West Memphis, Ark.—Granted temp. extension of license to Dec. 1, as requested by station for further extension of temporary license pending proceeding that it is proceeding diligently in prosecution of its appeal.

KCFR Denver, Colo.—Granted mod. CP for extension of completion date as shown.
KSKY Dallas—Granted CP for extension of completion date as shown.
KAVA Chicago—Granted mod. CP for extension of completion date as shown.

August 17 Applications

ACCEPTED FOR FILING

August 17 Applications

Tyler Best, Co., Tyler, Texas—CP new station 940 kc 250 w D. Anderson to change name to significant from Durward J. Tucker, W. H. Abercrombie, Irving Boardman, John R. Anderson and Gay O. Thurmond, partnership of Ayr, Tyler, Co., is granted license.

Modification of License

KGIW Alamosa, Colo.—Mod. license for extension of time to specific limited time. AMENDED to change hours to un-limit.

Modification of CP

WBAC Madison, Ga.—Mod. CP new station for extension of completion date.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N.W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. Resater Hotel
Washington 4, D. C. Watsonville, Calif.

30 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MONTECLAIR 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 8456
Washington 4, D. C.

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. D. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8824
KANSAS CITY, MO.

A. D. RING & CO.
11 Years' Experience in Radio
Engineering
MUNSEY BLDG. REPUBLIC 3347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLET
and ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D.C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D.C.
13th & E St., N. W.
National 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W.
Kellogg Bldg.
Washington, D. C. Republic 3994

Rothrock & Bailey
SUITE 604, 1737 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

ROBERT S. M. CREUTZ
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRINITY 4600
CHICAGO 19, ILLINOIS

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

HERBERT S. SMEBY
CONSULTING ENGINEERS
1146 Briardiff Pl., N.E.
Atlanta, Ga. ATwood 3328

ARNOLD & BARRON
CONSULTING RADIO ENGINEERS
1038 Connecticut Ave.
Washington, D. C.

OAKLEY & WINDIS
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

GILLE BROYS.
1108 Lillian Way
Gladstone 4178
Hollywood, California

WILLIAM E. BENNS, JR.
& Associates
3738 Kanawha St., N. W.
Oldway 8071
Washington, D. C.

ANDREWS & MERRYMAN
New York City New Orleans
38 W. 49th St. Lake Charles, La.
Longacre 3-6029 American Bk. Bldg.
6-1490

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

ROBERT S. SULLIVAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

A. K. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Merl Saxon
203 W. Hutchison Street
Telephone 888 or 211
San Marcos, Texas

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.

August 23, 1948 • Page 83
**Help Wanted (Cont'd)**

**Manager**

Commercial man — 250 watt NBC station. Ability to operate radio advertising, proven ability to sell. NB 1st, WB 3rd. Salary and overhead or draw open. Tell all and give reasons. Write Box 370, BROADCASTING.

Program director with good ideas for midwest city. Big town, big competition. Mustn't a mind a little hard work. Good advancement possibilities. Reply Box X, WBBS, Canton, Ill.

General manager with selling experience to manage 1000 watt station in growing city. Will have opportunity to exchange detailed experience, references, expected earnings. Send full letter. Reply Box 456, BROADCASTING.

Combination manager-commercial man for beginning small town, well-known resort city. Excellent opportunity to combine operating and transmitter engineer immediately. Reply by November to Box 457, BROADCASTING.


Wanted—Commercial man by established, aggressive 1000 watt station,-united opportunity for right man. Present commercial man becomes manager. Reply to Box 38, BROADCASTING—character reference. Box 473, BROADCASTING.

**Salesmen**

Transcription salesman—All sections. Popular line of jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

Salesman capable producing, Submit full sales history. KFRO, Longview, Texas.

Salesman with announcing experience required. Mutual, NBC 1st, NBC 2nd. Combination man. Send necessary information, photo, letter, necessary to Box 458, BROADCASTING.

Salesman—to complete expanding sales department. Ability and replacement. We need a salesman who we seek possess demonstrable ability and personality and own an automobile. The right man will make money. Excellent opportunities and satisfactory remuneration in a newг growing independent outrunning all competition in its area. Contact J. C. Keyes, General Manager, WMWB, North Adams, Massachusetts.

Salesman wanted: Progressive, independent man with a definite career plan and complete business experience. Complete details in first letter. Box 454, BROADCASTING.

Grand opportunity for radio men new to broadcasting field. Reply, Don't wait. Month before operations start. Weekly guarantee. Will guarantee commission. Send full details including background. Box 325, BROADCASTING giving full details of background, etc.

Reply, Don't wait. Wanted announcer for local independent station in major eastern market. Drawing audience against 150 stations. Good opportunity for right man. Send necessary background and experience in first letter, WGAT, Utica, N. Y.

**Announcers**

Established American network affiliate, southern market, desires experienced announcer. Must be a proven first class man preferred. Ideal working conditions. Salary, $4000. Apply now! Box 358, BROADCASTING.

Real sports open—now! Midwest city, 1020, weekly. Must be an all around play-by-play basketball, basketball. Send record of play-by-play sports reviews, photo, experience to Box 372, BROADCASTING.

Announcer-control board operator willing and able to work on QJ Bill of Rights. Somebody with initiative who wants to exchange for exchange in all fields in every activity. Rare opportunity. Send full letter to Box 475, BROADCASTING.

Wanted: Announcer, single, with ability to learn what he doesn't know. Some experience. Good salary plus bonus. Write to Julian L. Liebtam, Kittanning, Pennsylvania.

Where are all the good combination men? Must have natural voice and first class ticket. Write or wire qualifications and apply to John Garrison, WPUN, Huntsville, Alabama.


Best paying combo job in west Texas goes to the right man. Ability and experience. First class ticket for daytime Independent. 250 watt. Write or wire to Box 459, BROADCASTING. $57.70 for 40 hour week with overtime opportunities. Allomas, Ohio. References to K-triple D, Dumas, Texas.

Where are all the good sportscasters? We can pay for your ability. Write or wire qualifications and apply to John Garrison, WPUN, Huntsville, Alabama.

Operator-announcer wanted—Combina tion man, first class license—open on announcing. Start at $90.00 for 40 hour week. Must be experienced. Don't apply unless you're looking for a permanent position. Send references and full details including audition disc, WPUN, Waco, Texas.

**Technical**

Transmitter operators. No experience necessary. Training available. 500 watt GAT, 250 watts continuous live. Starting wage $35.00. Pay increasing with experience. Write to Box 325, BROADCASTING.

Wanted, Southerner as chief engi neer—250 watt CBS. Start at $70.00 weekly and be晋升 to $85 after 1st year. No flopster. Write or phone, General Manager, WAIM, Anderson, South Carolina.

Chief engineer—Midwest network region with directional arrays. Station has license for inclusive construction program. Position demands management, technical and professional background, experience as chief engineer. Salary $3500—$4000 per month. Life and health insurance, periodic increases. Write or wire qualifications and experience, photo, references, present position. Box 395, BROADCASTING.

Wanted, Southerner as chief engi neer—250 watt CBS. Start at $70.00 weekly and be晋升 to $85 after 1st year. No flopster. Write or phone, General Manager, WAIM, Anderson, South Carolina.
Situations Wanted (Cont'd)

Announcer, college background, wants experience. Graduate in 1939. Experience as Technique, Radio City. Capable of doing all phases of broadcasting. Box 288, BROADCASTING.

Announcer — personality. News, play-by-play all sports, MC, dialect. 6 years of local radio experience. Top references. Reliable veteran seeking permanent position. Write Box 386, BROADCASTING.

Announcer. Dependable staff man, 6 years all phases of broadcasting, including production. Three years college experience. Four years with 20 Net affiliate network stations. Very familiar with N.Y. and Chicago. Available September 25 or before. Box 388, BROADCASTING.

Announcer. Veteran, experienced, capable handling comedy disc shows. Write continuity, Photographs and disc upon request. Box 395, BROADCASTING.

Staff announcer-operator, 24, single. Thoroughly trained in Announcing, Studio control board operation. Top references. Box 378, BROADCASTING.

Announcer — experienced, capable handling comedy disc shows. Write continuity, Photographs and disc upon request. Box 395, BROADCASTING.

Staff announcer-operator, 24, single. Thoroughly trained in Announcing, Studio control board operation. Top references. Box 378, BROADCASTING.

Westward Ho! Young woman commentator and continuity writer. Permanent position with progressive station. Prefer N. Y. or Chicago city. Experienced in regional network affiliate. College background desirable. Willing to work with and for woman's programs. Box 349, BROADCASTING.

Combination man—Don Martin School of Broadcasting. Two years college. Married, ex G. I. Prefer station in Northwest. Box 433, BROADCASTING.

Announcer—Newcastle, 29, experienced and producer; Seeking job as program director; with experience as experienced play-by-play man for local coast and producer for your shows. Write Box 408, BROADCASTING, for the "inside story."


Personable young woman seeking job as staff or feature announcer. Experienced, will travel. Box 435, BROADCASTING.

Top notch announcer with program director experience required. Excellent progressive position. Ambitious! Navy veteran. Box 434, BROADCASTING.

Announcer, Studio control board operator. Three years straight announcing. Same radio directing and some experience of radio acting on network. Sound effects expert. Desire position in New York, Chicago, or Minneapolis. "A handy man who have around a radio station." Box 460, BROADCASTING.

Two years experience as staff announcer, newscaster. Ability to do all types of radio work. High school graduate, married, desire permanent position or opportunity with permanent organization. Box 463, BROADCASTING.

Combination engineer-announcer. First choice. Desires work in radio, including positions as program director, chief announcer, newscaster. Good voice. Thorough technical knowledge. Box 463, BROADCASTING.

Situations Wanted (Cont'd)

If experience counts, I'm your man. Producer, 6 years announcing and producing top shows. Worked with 20 Net affiliate network stations. Three years in New York. Good selling voice, single. Desires position in network or medium market. Photos and references upon request. Box 399, BROADCASTING.

Are you a gambler? Thirty day free trial space. Prophetic voice, attractive young lady. Personal Tyro with wonderful personality, offered on this basis. Send all references and disc disc, and 50c for transcription and references upon request. Box 400, BROADCASTING.

Announcer, veteran, college background, well trained all radio phases, will send disc for Ontario, Calif. Desires media position, with ambition to invest half one salary in station. Can do any work, give voice or wire. Box 427, BROADCASTING.

Announcer, 37, employed. Desires change nearer N.Y.—within 60 mile radius. Experienced in TV, radio, and network servicing, ham and commercial. Box 428, BROADCASTING.

Announcer—1st phone, RCA, professional, 18 years, knows classical, theater, and news. Box 431, BROADCASTING.

Situations Wanted (Cont'd)

Continuity contact. Experienced, capable, experienced, new stock. Desires position with change to larger station, larger market. Superior continuity writer in all types continuity. Box 435, BROADCASTING.

At liberty and "at your service"—husband and wife—ideas, experience and enthusiasm. Five years free lance writing, five years newscasting. Places shown: All atlases large and small from coast to coast. Can give you grade degree on first phone. Definitely steady, permanent position. Box 441, BROADCASTING.

WANTED

Jobs for graduates of "California’s Finest School of Broadcasting." Young men and women thoroughly grounded in the techniques of radio broadcasting by Hollywood’s outstanding professionals!

HAL STYLES SCHOOL OF RADIO
8900 Wilshire Blvd.
Beverly Hills, Calif.
Bradshaw 21450

NOTE: Station Managers and Program Directors are satisfied with personnel we furnish.

Young woman, college graduate; degree in journalism and advertising. No radio experience. Can type, write copy, local news. Experience-newspaper reporter, advertising manager. Write. Box 442, BROADCASTING.


These are my qualifications: 13 years experience in radio and television. Also 10 years of commentating work. Have played every role from office boy to leading man. Excellent references. Write Box 448, BROADCASTING.

Professional correspondent (government writer) and five years commentating school background, will increase prestige of your station. Have complete knowledge of sym pathetic reader and fan mail. Am 27, single, personable. Used in prime time. Require two or three week’s notice. Highest salary. Box 469, BROADCASTING.

Program director—announcer. Three years broadcasting experience. Will supervise all programs and employees. Box 490, BROADCASTING.

Situations Wanted (Cont'd)

Production—Programming, others

Experienced continuity writer—radio and newspaper advertising background. Mechanical and programming. Commercial and program continuity. Interested cities outside Los Angeles. Willing to accept salary first letter. Box 435, BROADCASTING.

(Top of page)

STATION MANAGERS! 
Need Trained Personnel?

BROADCASTERS!

WANT to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning □ Correspondence □ Residence Courses. 

For Sale

For Sale—Good station. Well established, fulltime, 250 watt and uncopied. Located in 2000 population, Box 442, BROADCASTING.

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PRODUCTION TRAINING

NEXT CLASSES BEGIN SEPT. 10th COURSES (01 APPROVED) PROGRAM PRODUCTION — ANNOUNCING REGISTER NOW! THE NATIONAL ACADEMY OF BROADCASTING, INC. TV STUDIO EQUIPMENT — TV EXPERIENCED STAFF ACCREDITED SCHOOLS FOR ENTRANCE REQUIREMENTS

TWIN CITY TELEVISION LAB NATIONAL ASSOCIATION TV PRODUCTION CENTER (Abroad—Radio—Television, School of the Air)
Lyceum Theatre Minneapolis, Minn.

Employment Service

Employers: If you haven’t used our free service, try it! 700 can’t be wrong! WRB—Radio Employment Bureau, Box 442, Philadelphia.

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For Sale at Once!

560 feet Andrews #452, 6 1/2 inch transmission line. In storage, never uncatered.

165 foot Wincharger type 101 tower complete with lights, lighting choke, guys, insulators and WE 250 watt coupling unit with meters. Top condition. Dissembled for shipment.

To be sold at once—F.O.B. Omaha to the highest bidder.

Phone: 7500; Address: East Park

KBON, Ja. 8282, Omaha, Nebraska.

180 foot self-supporting tower in good condition complete with lighting equipment. Ready for delivery. Reasonable price. WMIT, Detroit, Georgia.

For sale. General Electric model 51 wire recorder; 300 foot reel, with inverter for portable operation. Single mike input 8-hour record. Excellent condition. Will sell for 30% original cost or $250.00. Doyle Osmen, KKO, El Centro, California.

Western Electric 3044A 1 kw transmitter complete with two sets of tubes. In good operating condition. A real buy. Can be seen KROP, Brawley, California. Contact KROP direct or your nearest Collins representative. Collins Radio Company, Cedar Rapids, Iowa; 458 E. Spring Street, Los Angeles, California; 11 West 22nd Street, New York, New York; Lakewood Professional Building, 200 South Tott Avenue, Columbus, Ohio; Dogwood Road, Fulton City (Knoxville), Tennessee.

For sale—189-ft. Trojan self-supporting tower, complete with lights and insulators. Recently painted; in excellent condition. Price $1,000. Call or write WLJH, Bowling Green, Kentucky—1240.


3—400 ft. type SGN insulated Blaw-Knox antenna. Would make a good real estate investment. Can be seen KROP, Brawley, California. Contact KROP direct or your nearest Collins representative. Collins Radio Company, Cedar Rapids, Iowa; 458 E. Spring Street, Los Angeles, California; 11 West 22nd Street, New York, New York; Lakewood Professional Building, 200 South Tott Avenue, Columbus, Ohio; Dogwood Road, Fulton City (Knoxville), Tennessee.

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COOPERATION is the keynote between KCMJ Palm Springs, Calif., and local newspapers. Dick Joy, KCMJ manager, reports that the local papers run the station logs free of charge and also carry numerous publicity stories about the station. In turn KCMJ gives full credit to the papers for news which they supply.

This cooperation has been carried to Desert Hot Springs, ten miles away, where the Desert Hot Springs Sentinel carried a front page story about a KCMJ program and said, in part: "Dick Joy, Harry Davis and Roland value all deserve great credit for pioneering radio on the desert. They have accomplished a great job.

"Everyone can assist greatly by contributing all happenings of public interest to the Sentinel. We will print and turn them over to our friends at KCMJ."

Mr. Joy reports that the station personnel has gone out directly to make friends with the local publishers and that the station works with them in all community endeavors.

WTAQ-FM Green Bay Starts on Channel 273

WTAQ-FM Green Bay, Wis., started operation Aug. 16 on Channel 273, 102.5 mc, with a power of 14 kw. Station is affiliated with WTAQ Green Bay and is licensed to WHBY Inc., which also operates WHBY Appleton, Wis.

Dedication talks were given by Abbot S. M. Killeen, president of the corporation; Jozef Olejniczak, mayor of Green Bay; E. A. Seymour, mayor of De Pere, and Harry Conlon, president of the Green Bay Assn. of Commerce. Clair Stone, program director, gave a brief history of WTAQ, starting in 1924 when the first 50-kw transmitter was put on the air. WTAQ is now a 5-kw, CBS outlet.

KXLY Eugene, Ore., educational FM station, has received final license from FCC to cover its CP. Station operates with 400 w on 881 m.c., four hours daily. Station will expand to 6 daily beginning Sept. 12.

WMAW Special Show To Mark ABC Affiliation

AFTER several months of partial affiliation with ABC, WMAW last Monday became exclusive outlet for the network in Milwaukee. ABC saluted its new affiliate on several of its shows last week, including Breakfast Club, Welcome Travelers and Ladies, Be Seated.

WMAW, operating with 5 kw unlimited on 1250 kc, is planning a two-hour celebration of its ABC affiliation Saturday night, Sept. 4, at the Milwaukee Auditorium. Milwaukee's own Tommy Bartlett, of the Welcome Travelers show, will be featured.

Studios of WMAW are in Milwaukee's Towne Hotel, 723 N. Third St., and the transmitter is at Hales Corners, Wis. The station is owned and operated by Midwest Broadcasting Co.

Dropping its ABC affiliation in Milwaukee is WEMP.
Giant Mail Piece called a “Sports-O-Gram” was cut out by WIBG Philadelphia to announce addition of two new sports features available for subscription. Piece offers users games of championship Philadelphia Eagles football and 34 Philadelphia Rockets Ice hockey games. Letter was written by Edward D. Cuney, general manager, circular it made plain that the stories were available to all, wherever, or separately. In a press release, “Sports-O- Gram” announced WIBG would offer publicity buildup for events which would include 34 sheet posters, street car dash cards, newspapers, sports programs and spot announcements.

Brackets Booklet

REVIEW: “Promotional Correctors” of Wisconsin place names has been distributed by WHA Madison, U of Wis. station. Names of unusual towns, many with native Indian derivations, are illustrated alphabetically with phonetic spellings. Matrices which have been developed personally by H. B. McCarty, director of radio and television news in the state.

Market Data Folder

GREAT Lakes City Market data is being distributed in three-color folder by ABC Kansas City. Folder contains a coverage map plus figures on population, radio homes, effective buying income and retail sales.

Success Story

TO TELL story of success of its “Doc-

tor’s Desk” program, WTAG Worcester, Mass., has released medical recipes daily for over a year on listeners to station, reports Reid, director of research. Recipes are written in a personal form with personal observations made throughout by Mrs. Flanders.

Offers Recipes

PENNY PRESS offers to “Modern

Kitchen” program, WTAG Worcester, Mass., recipe cards. Recipes are selected and submitted by listeners daily throughout the year. Lydia Flanders, program’s home economist, sends out special recipe on selected days. Names of recipes are written in a personal form with personal observations made throughout by Mrs. Flanders.

Explains Programming

THIAGO’s new letter has been released by KWSC Providence, R.I., titled “How Is Your Daily Menu Programmed.” Written in very informal, easy-to-read style, letter explains station’s system of typical Programming. Entire schedule of typical day is charted and discussed.

Super Promotion

MOVIE SHORT of “Superman” is being run every day, every matinee, in Theatre in Akron, Ohio, as promotional tie-in. WHK is using ABBOTT & TOVEY’s “Superman” serial, and the station has special 10 gos for each end of matinee short, to be run daily. The serial is produced by the station and broadcast to radio program over WHK. Station, in cooperation with NBC network, is promoting both shows. WHK is in return is using courtesy spots after “Superman.” station’s calling attention to show at theater.

Mall Coverage Map

Special mall coverage map is being sent to prospective regional clients by WAGI Columbus, Ind. Red circles on the map show all points from which station has received mail. Blue circles show points from which station has received long-distance calls in Saturday evening “Bandstand” program.

COOK Is Honored

TOP RATING on the Tufalles report is proud claim of COOK Tulare, Calif. Local radio club recently took as the week’s project a personal survey on local radio programs to determine which are most popular locally produced show. Girard printed an unperson-person survey even covering surrounding areas by stopping shoppers on street corners and asking them to check on six stations in area. KOCO reports that its “Date With A Disc” came out on top.

TV Fair Exhibit

“See yourself on television” feature will be contribution of WLWT Cincinnati. Ohio State Fair! Station has arranged for special telecasts on fair grounds Aug. 31 and Sept. 1. Telecasts will not be held outside of grounds and will be visible only in area where stations are being seen. WLWT mobile TV unit will be parked on grounds few hundred feet from four video receivers. Pictures will be flashed to sets by means of microphones to television monitor unit on top mobile unit bus. Two cameras will be used.

Birth of ‘Trash Roasts’

RADIO has been credited with originating many customs and living habits of this age. Jay Owen, star of “Anything Goes” program over WXK Washington, has another such honor to the industry’s roll. He has inaugurated a “trash roast,” similar in name only, residing in the capital. Inspiration for the sport came about through appearance of Philip Shane, manager of Washington’s Commercial Trash Removal Service, as guest “spon- sor” of the Day” on “Anything Goes.” During interview, Mr. Owen’s fertile mind turned handshakes and “trash roast” was born. within few hours. Mr. Owen and many WAX listeners were arriving from all directions at trash removal headquarters. After presenting them with admittance tickets, “trash” each—thief boards company’s trash removal truck and sporting company’s “trash removal code to Washington City Dumps, orders for a “trash road.” Mr. Owen provided entertainment. And sponsored furnished re- freshments. Completing event, Mr. Owen gave full report on following day’s program, high- lighted by “Trash Road” jokes penned by enthusiastic listener who had participated.

Outstanding Cooks

SELECTION of best cooks in New England is task being undertaken by Polly Huse, manager of radio station over WLAW Lawrence, Mass. Mrs. Huse has received new contest in which she will select outstanding cook each week, and will include must be submitted by each weekly winner will receive Wal- street’s most celebrated cook book of another cooking sheet. Contest’s first book will be published $37 best recipes, with credit, in book to be distributed to listeners.

Announcing More

TO ANNOUNCE its move to new studios this month, WHN New dis- tributed announcements written in rhyming. Headed “Aug. 16 Is The Wonder- ful Day For A Change,” move will include new address, 711 Fifth Ave., new visitors. Murray Hill 8-1100, and invitation to visit new home.

Carson Cooler

NEW WAY to keep cool has been de- veloped, a new sink mixer which has become good promotion for KLZ Den- ver. The mixer was invented by a Colorado engineer, it produces the good customers to a "Sure Carson Cooler," named after KLZ’s women’s editor. A large booth by sink counter reads: "A Sure Carson Cooler——Listen to KLZ Monday through Friday 3 p.m."

Coverage Data

COVERAGE DATA for Buffalo and Niagara Frontier forms basis of latest promotion feature of WERB Buffalo. Colorful four-page brochure has been prepared, giving coverage figures in detail and telling sum total of more than 34 PEFY service to Buffalo ad- vertisers by WERB. Full-page map in color gives picture of primary and secondary coverage of station. Back cover answers questions, promotion and public service of KGO San Francisco, replacing RITA MEIER, re- signed.

Promotion Personnel

MAURICE GAFSEY, assistant direc- tor of the advertising department, has been named director of the department. Replacing RIGBY HUGHES, who resigned to join promotion department of "Look" magazine. EDWARD EHRICH assumes Mr. Gafsey’s former position.

NANCY LEE MEISTER, formerly with ELMER WEER, has joined KGO as public relations manager.

SUE DOHAN, Don Lee publicist, and A.S. Asaparun are to be married Aug. 31.

TELEVISION is used to utmost in Cincinnati’s new 400-room Terrace Plaza House. Four televisions are set in corner of dinner and restaurant; and in hotel rooms. Built on lowest floor, the restaurant on 20th floor and all rooms are equipped with television sets. Guests can be provided tables and room service. All sets were furnished by Crisley Division of Avalon Mfg. Corp.

WKY DOMINATES ALL COMPETITION

LEADS IN AUDIENCE 97.1% OF THE TIME

BROADCASTING  Telecasting

Page 88  August 23, 1948
Applications Cont.: WSOU South Orange, N. J.—Mod. CP new, non-commercial FM station to change ERP from 250 to 9 kw and to change of call letters. 

W. R. L. Wheelock, W. L. Pickens and H. H. Coffield d/b/a Corinth Christ Tele., To change of call letters of CP new commercial TV station on Channel 6, 8.2 kw, att. of 9.6 kw and unam. to make airing on Channel 13, 212-216 mc, ERP of 27.2 kw, 13.8 kw and unam.

Charleston Best, Co., Charleston, W. Va.—CP new, non-commercial television station on Channel 19, 6, 82-86 mc, ERP of 18.9 kw and unam.

WBRC—TV Birmingham, Ala.—Mod. CP new, non-commercial television station for extension of completion date.

WMTY—Philadelphia, Pa.—Same.

TENDERED FOR FILING: Harbenito Best Co., Cincinnati, Texas, TX—CP new commercial TV station on Channel 9, 180-182 mc, ERP vs. 245 kw, 12.4 kw.

August 19 Decisions

BY COMMISSION EN BANC

Hearing Designated: KFPC—Pasedenas 38—Designated hearing for applications for CP increase power from 100 to 150 kw and to change call letters—calls to 1260 kw for specified hours, made by KFPC—Pasedenas, Joe and R. Bernardino parties to proceedings.

The Community Best, Co. Inc., Parsons, Kan.—Granted CP new standard new station 1540 kw wun.

Coston—Same, condition and subject to cond. that application be accepted and interference that might be received in event of grant of said applications of Mr. John H. Berrigan, a party to proceedings, Best, Co. Inc., McPherson, Kan., estimated cost $202,600.

License for CP

WBFW—Eau Claire, Wis.—Same.

KBGB—Eau Claire, Wis.—Same.

KGBW—Petersburg, Va.—Same.

WBNR—Wheaton, Ill.—Same.

WMRA—Myrtle Beach, S. C.—Same.

Extension of SAA

KOB—Albuquerque, N. M.—Same.

Waiver Granted

WBM—Sacramento, Cal.—Same.

Grantee petitioned by request for waiver of Sec. 330 (e) (4) licensees file statement on location outside of city limits 1050 kw.

WMRA—Myrtle Beach, S. C.—License granted covering new station 1450 kw wun.

Extension of SSA

KBBS—Albuquerque, N. M.—Same.

Grantee designated extension of SSA to operate on 770 kw 25 kw N 50 kw 18.5 kw until Dec. 1, and expressly contingent upon final decision of KOB’s hearing for regular lis.

Hearing Designated

Dale S. Crowley, Washington, D.C. and Grant A. Myles, S. D.—Same.

Grantee petitioned by Grant A. Wood requesting that his application and that of Dale S. Crowley be designated for hearing in consolidated proceedings, each seeking 1340 kw 1 kw D. Maderas—Grant A. Myles, S. D. and California, Calif.

Designated for hearing application of Maderas Best Co. for new station at Meadea 1450 kw wun, to be heard in consolidated proceedings with application of Dale S. Crowley.

Hearing Designated

DBA—Sacramento, Calif.—Designated for hearing application of DBA—Sacramento, Calif. for new station at West Sacramento 1450 kw wun, to be heard in consolidated proceedings with applications of KDIO—San Francisco, Calif. and KGBW—Sacramento, Calif.

DBA—Sacramento, Calif.—Same.

MRKO—Sacramento, Calif.—Same.

KGBW—Sacramento, Calif.—Same.

KDIO—San Francisco, Calif.—Same.

KGO—San Francisco, Calif.—Same.

KGBW—Sacramento, Calif.—Same.

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WESTINGHOUSE TO PROPOSE HIGH-BAND STRATOVISION

WESTINGHOUSE ELECTRIC Corp. has filed petition with FCC proposing to show how high TV band (475-890 mc) can be used for Stratovision. In announcing plans for appearance at September FCC high-band TV hearing, company says it will present experts on converter for low-band TV sets, dual low- and high-band receivers, propagation traits of upper band and aeronautical aspects of Stratovision.

Witnesses for company will be Walter Evans, vice president, on Stratovision plans; C. E. Nobles, Stratovision inventor, on equipment; results of tests and high-band characteristics; Andrew D. Ring, consultant, on engineering aspects, proposed allocations and population studies of Stratovision; Ralph Harmon, transmitter design and construction; H. W. Schaefer and Gilbert Larson, on cost of converters and receivers; D. R. Shoultz, Glenn L. Martin Co. vice president, on aeronautical aspects of nationwide Stratovision. Westinghouse petition filed by John W. Steen, attorney.

CBS REALIGNS NEWS STAFF IN NEW YORK AND EUROPE

REALIGNMENT of CBS news staff in New York and Europe, effective Aug. 30, was announced by Wells Church, CBS director of news broadcasts.

Allan Jackson, network's Berlin correspondent, returns to U. S. after two years abroad to take over duties now handled by Ned Calmer, including narration of special news shows and coverage of United Nations, which he shared with Larry LeSueur.

Mr. Calmer is replacing Douglas Edwards on *World News Roundup.* Mr. Edwards will handle *Wendy Warren and the Breakfast Show* for Bill Downs, now in Washington for CBS, will return to Europe to replace Mr. Jackson in Berlin.

Farnsworth Fowle, who has covered Palestine story for CBS, will shift to London. Howard K. Smith, chief of CBS European staff, leaving London on extended leave to write book on world affairs.

TWO TV DISMISSEALS; OTHER FCC ACTIONS

TWO TELEVISION applications granted dismissal by FCC Friday: Don Lee Broadcasting System, for Channel 8 (82-88 mc) at San Diego, and Tidewater Television, partnership of T. W. Aydlett and Frederic F. Clair, for Channel 11 (195-204 mc) at Norfolk, Va.

Permission granted FCC Motions Corp. E. M. Webster Friday to Lehigh Valley Broadcasting Co. (WSAN), Allentown, Pa., to amend pleadings for application to specify time-sharing arrangement for Channel 6 (183-186 mc), only facility allocated there [BROADCASTING, Aug. 16].

Notice given by FCC Friday that any person who is of opinion Commission's table of average sunset and sunrise times for the United States is incorrect may file a petition to correct or modify the table. Petition, if granted, will be considered at next meeting scheduled for Sept. 15. Table, adopted May 27, would be suspended for consideration thereafter [BROADCASTING, Aug. 8].

Commission granted Lincoln Operating Co. permission to extend time for filing a preliminary application to hold a license to operate a station at West Palm Beach, Fla., designated on transfer which ties in with revocation of WPTV license (BROADCASTING, Aug. 2) but Lincoln has petitioned FCC for reconsideration and grant of transfer to Sun Coast Broadcasting Co., of which Lincoln is now trustee, on basis of new information supplied in petition.

MUNITIONS BOARD STUDIES RMA CONTRACTS PLAN

MUNITIONS Board has scheduled a meeting late this week to discuss the proposed action of the Radio Manufacturers Association (RMA) in changing the plans for development of a military communication system. The RMA, which has been working on a new system, plans to consider a proposal for a high-band system which, it is believed, will be more effective than the present system. The meeting is scheduled for Aug. 30.

The RMA plan, which has been in development for several months, is based on the idea of using high-band frequencies for military communications. The plan calls for the construction of a network of high-band transmitters and receivers, which will be used for military communications. The network will be controlled by a central office, which will be located in the United States.

The RMA plan is opposed by the Munitions Board, which believes that the present system is more effective for military communications. The Munitions Board is concerned that the RMA plan may interfere with the development of the present system, which is already well underway.

The Munitions Board meeting will be held in Washington, D.C., and will be attended by representatives of the RMA, the Munitions Board, and other government agencies.

The RMA plan is based on the idea that high-band frequencies are more effective for military communications than low-band frequencies. The RMA plan calls for the construction of a network of high-band transmitters and receivers, which will be used for military communications. The network will be controlled by a central office, which will be located in the United States.

The Munitions Board is concerned that the RMA plan may interfere with the development of the present system, which is already well underway. The Munitions Board is also concerned that the RMA plan may not be as effective as the present system.

The Munitions Board meeting will be held in Washington, D.C., and will be attended by representatives of the RMA, the Munitions Board, and other government agencies.

LOHNES IN AIR MISHAP

HORACE L. LOHNES, of law firm of Dow, Lohnes & Albertson, suffered slight ankle injury in plane mishap at Chicago Thursday but continued to Los Angeles where he went about business as usual Friday. According to his office, Mr. Lohnes was in American Con- vair which crash-landed at Chicago naval airfield when front wheel wouldn't drop into place. Nose of plane hit run- way after plane touched ground. Passengers slid down rope 20 feet to ground. Several suffered minor hurts.

APPEAL to U. S. Court of Appeals for D. C. filed by Charles C. Carlson from FCC decision denying request for rehearing of earlier Commission action refusing renewal to his WiJB New Orleans and instead granting facilities to his divorced wife, Louise C. Carlson [BROADCASTING, May 3, Aug. 2].

ABC on Friday signed WGEM Quincy, III., as 298th AM affiliate, effective Oct. 1. Owned by Quincy Broadcasting Co., WGEM operates fulltime with 1 kw on 1440 kc.

HUB JACKSON, account executive for Russel M. Seeds Agency, Chicago, appointed vice president of firm.

Closed Circuit

(Continued from page 4) will be made known officially prior to Sept. 1. Several participants, including RCA-NBC, favor postponement on ground that adequate information is not yet available on high-band experiments. FCC Chairman Coy, however, is still pushing program as scheduled and would not be disposed to change unless pressure of other activities make it expedient.

BREAKFAST in Hollywood will go co-op in near future with Johnny Olson, formerly of Ladies Be Seated, as permanent m.c. Both shows are ABC.

ED BORROFF, former head ABC Central Di- vision, expected to join top brass Taylor-Howe-Snowden. Firm name may be changed in announcement expected this week.

OUR NEWS dispatches and personal letters from Peron's Argentina aren't only intelligence that's "intercepted" [BROADCASTING, July 26, etc.]. One highly placed personage recently returned from Buenos Aires reported his telephone conversation was interrupted with this observation: "Pardon me, I am substituting for the regular man and I do not understand English as well. Would you please talk in Spanish."

GOAR MESTRE, Cuba's top broadcaster and recently elected president of Inter-American Assn. of Broadcasters, is waging unremitting battle throughout hemisphere against Peron's gagged radio. Rally condemning Argentine position was held last Sunday in Havana with representatives of colleges, advertisers, news- papers and radio participating in broadcast over combined hookup of Cuba's 78 stations. IABA is fostering similar rallies in all Latin American countries and in U. S.

AMERICAN EXPRESS Co. looking for tele- vision show. Further details of project will be revealed around Oct. 1.
Crosley Broadcasting Corporation announces

the appointment of

TRACY MOORE

as

west coast representative

A veteran West Coast radio station representative, Tracy Moore is thoroughly familiar with the facilities and operation of the Crosley Broadcasting Corporation, having served as representative of The Nation's Station on the West Coast during 1945 and 1946.

TRACY MOORE

6381 Hollywood Blvd., Hollywood 28, California
Telephone Hollywood 5408
WE'VE been doing a lot of listening to the radio while on this so-called vacation retreat from office routine. It's been detached, critical listening. And we realize that Mutual has some great new shows. (And why not, seeing that our program budget is the largest in our history?) These are shows with a future, low-cost shows, the kind that sell products by attracting audiences, getting them into a relaxed mood, making them receptive to the advertisers' messages.

"Three For the Money" is the biggest of these new shows—and then we have "Talent Jackpot"—"Stop Me if You've Heard This"—"Mutual Neutred!"—"Meet Your Lucky Partner"—"Adventures of the Falcon"—"What's The Name of That Song"—and many more; in fact, more shows for sale than we've ever had.

For Mutual—BMB Is 28 Months Out-of-Date

BMB's Survey No. 1 was made in March 1946—which, as radio reckons time, is ancient history. Here's the picture: when BMB first released its figures, there were measurements for 296 Mutual stations. Today there are usable figures for only 218 (most of the 78 fewer stations have increased their power, penetration and audience far beyond 1946 levels—a few are no longer with us having, in most cases, been replaced by improved facilities). But today there are 509 Mutual affiliates—which means no BMB for the 291 Mutual stations added or improved since March 1946. And what's more, most of these 291 stations are communities. So—BMB Study No. 1 is no measure of the Mutual Network: in fact, we sometimes wonder why we subscribe to No. 2. Guess it's because we believe in the principle of cooperative coverage—although, for our money, we'd like to see some real improvements along this line. Meanwhile, advertisers and agencies need up-to-date Mutual coverage figures. With our Listenabiliy they can get day figures, and soon they will be able to get night figures (for all networks) so that it will be possible to make accurate and dependable comparisons. Would you like to get the details?

Time for a New Network Rate Structure?

We think so. With advertising costs trending up, most advertisers are putting media under closer scrutiny. Moreover, the present rate structure and basic philosophy were laid down nearly 25 years ago and in that time radio has grown up and learned a lot of things it didn't know about costs, coverage, the effectiveness of various time periods, listening patterns and other factors.

So we think the time is ripe for a thoroughgoing study into network rates. I think we need to re-examine such fundamental aspects as the day-and-night relationship of rates; the ratio that exists between various segments of time; the discount structure and the practice of annual rebates, group discounts and volume discounts.

Mutual has started such a study and the advertising and agency executives with whom we have discussed this project have been both enthusiastic and helpful with suggestions.

We expect that this study will take some time but when it's ready we will make the findings available to the entire industry, because we feel that through this step Mutual can make a valuable contribution to the broadcasting industry.

A Booklet You Should Read

We mentioned a while back that Mutual has 509 affiliates. When you think that more than 200 of these stations were added to the network in two years, you'll realize that here's a big story of growth. And it's growth not only in number of stations but also in terms of increase in power for many of our affiliates.

It would take all of this page (and more) to tell the whole story: in fact, it took us a 16-page booklet to tell only the highlights. To the advertiser with an eye to making sales at lower cost, this story of the growth of Mutual is important—and we'd be glad to send you a copy of that booklet—"The 500-Station Network." Shall we?

Right Hand to the Advertising Council

It is a little difficult for us in broadcasting to think in terms of billions. But it seems, according to the recent report of the Advertising Council, that the four national networks on their commercial, sustaining and cooperative programs, delivered a total of fourteen billion five hundred million listener impressions for the Council's campaigns during 1947. (One listener impression represents one announcement heard by one listener.)

Mutual's part in this public service can best be put in more readily visualized terms, as follows—1,750,000 station announcements broadcast over 480 stations in behalf of 53 public interest projects of the Council. Coverage of these announcements ran in the neighborhood of 30,000,000 radio homes.

Mutual and its stations plead themselves to continue to be a right hand to the Council and its great work.

TV Rights to All-Star Baseball Game

The All-Star Baseball Game, sponsored by Gillette, has long been a Mutual AM exclusive. (Now, for the first time, TV rights to the game have been granted—and, of course, they were granted to Mutual. So this year, the All-Star Game was heard from coast to coast on the Mutual network and was also carried, on television, by KSD-TV in St. Louis.) And the World Series will also be a Mutual radio exclusive, sponsored by Gillette (our contract runs through 1951).

And talking about Mutual programs for Television: "Queen For A Day" and "Leave It to the Girls" are already being televised and we have a good many programs which will make good television fare when the time comes including—"Three For the Money"—"Heart's Desire"—"Keeping Up With The Kids"—"Moselle Matinee"—"What's The Name of That Song"?

More for the Money

For a long time it has been our claim that Mutual offers the advertiser more for his money. This claim is still good—because we make it our business to keep it so—with lowestest cost per 1000 homes covered. So, before you place your final O.K. on your fall and winter plans for radio advertising, we think you owe it to yourself to get the whole story of the new Mutual.

And now back to good listening—a swim—and relaxation while we plan for a greater Mutual—for greater service to the listener.

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**SUMMER HIATUS**

(\textit{In Which We Touch Upon Programs—BMB—Network Rates—The Advertising Council—a Certain Booklet—and Such Matters of Interest to Buyers of Advertising and People With Curiosity.})

by EDGAR KOBAK

President, Mutual Broadcasting System