The inevitable westward march of empire—people, industry, ideas, money and opportunities—has brought to the Denver area a new era of industrial and commercial enterprise.

"Enterprise Unlimited" is a new KLZ program, voiced by the prominent Denver actor and narrator, Richard Woellhaf, left, to acquaint westerners with their vast, new opportunities and with what adventurous, bold and courageous thinking is doing to take advantage of them.

WHOLESALE DISTRIBUTION Denver, western hub of rail, motor and air transportation, is distribution center for the Rocky Mountain Empire, an area nearly one-fourth the size of the entire U.S. Last year Denver wholesalers did a volume of $813,398,000, ranking 28th in the nation. A substantial factor in creating the demand for this volume of merchandise is the product promotion absorbed by the people of this region as they listen to their favorite programs over KLZ.
Over 40% of the new 250 watt stations granted since May 1, 1948, have bought the GY-48 Equipment

That may be a record. But whatever it is you can be sure that it shows unusual acceptance of the GY-48 Radio Station. Why?

Because it's complete, easy to install, the price is low and the quality high. The GY-48 is not just a bargain—it's an opportunity to start your radio station off right and to keep it that way.

Get the details on the GY-48 immediately. Your inquiry will bring a prompt reply.
Buying time in New England is like having guests for dinner. You need the best china and enough of it.

Set the table the Yankee way and you can be sure you will have enough plates to go round. With Yankee it is possible to reach 24 markets in this six-state area. You need not slight any one of them.

You can realize the full sales potential of each market through its local Yankee home-town station.

Yankee's 24 home-town stations, with their Yankee Network audience, provide the most complete radio coverage of New England — with local acceptance in every market, full dealer co-operation everywhere.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
DISTRESSED over cost in dollars and, more particularly, man-hours, invested in preparing entries for promotion awards competitions, network promotion men have been informally discussing value of such expenditures. No action taken but four-network agreement to stay out of all such competitions is distinct possibility.

PENS WERE POISED as Broadcasting went to press over final contract for sale of KLZ Denver for overall figure near $900,000 to Aladdin Television Co. representing Intermountain theatre interests [CLOSED CIRCUIT, Aug. 30].

DESPITE earlier NBC turnaround of purchase offer by Capitol Records for its Thesaurus, it's understood new negotiations are underway.

MAIN influence behind apparent drift of industry segments toward one overall trade association is inability to raise enough money to support collateral organizations. With TV stations seriously considering proposals for NAB merger, similar proposal may be raised at FM Assn. convention later this month.

UNDERSTOOD that FCC Chairman Wayne Coy has dropped plan to attend Mexico City high-frequency conference, with possibility member of Commission will attend. Problem of U. S. delegation vice-chairmanship not yet settled.

ON DESK of Interior Secretary Krug is set of rules specifying details of what radio stations can and cannot do in broadcasts from national monuments. Curious angle in set of proposed bans on commercial radio is personal anti-radio feeling of two policy level bureaucrats.

LIFTED-EYEBROW technique with which FCC is getting results in at least some cases: When renewal application shows little local live talent, FCC staff members call it to station's attention; station amends to provide additional local live; FCC grants renewal but notes that local live is still low, says station apparently is trying to improve, asks for progress reports from time to time.

USE of meter devices seriously considered by BMB. Survey organization will call in meter inventors and users to probe place of mechanical technique in its future audience analyses.

LOOK for realignment in FCC Law Bureau when and if FCC adopts its proposal to eliminate proposed decisions and change motions procedures [BROADCASTING, Aug. 23], plus other revisions reportedly on foot. Procedural changes would substantially enhance Law Bureau's position. There may be revival of plan (Continued on page 86)
August 12, 1948

Dear Mr. Campbell:

As you know, for the past three years, our client, the Armstrong Packing Company, has sponsored the 15-minute comedy program, "Hackberry Hotel," - broadcast Monday through Fridays over station WFAA-570, 12:30 - 12:45 P.M., and locally created and produced by your staff.

We are more than unhappy that a change in policy by our client makes it necessary to drop this program. We think there is no better program of its type on anybody's air, than Hackberry Hotel. It is just plain amazing what chuckles, and what suspense, two characters can keep in this compact little show. That it drew 23,585 requests for "Little Willie's Joke Book" is all the proof you would need.

We always hoped this show would wind up on a network; but changes in our client's distribution patterns have always stood in our way. And we have shed salt tears not to have another client ready to take the show over. Someone is missing a whale of a bet.

Cordially yours,

[Signature]

Coughman
Advertising Agency

Mr. Martin Campbell
Radio Station WFAA
Dallas, Texas
Tops is Spot spelled backwards — Spot is tops spelled backwards. As a matter of fact, Spot is Tops spelled backward or forward.

Spot radio — or oidar tops, if you want to continue the reverse English — is the most efficient radio you can buy.

The stations play a big part in keeping it that way.

---

**Spot Radio List**

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<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
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<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
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<td>WNNC</td>
<td>Boston</td>
<td>MBS</td>
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<tr>
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<td>NBC</td>
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**The Yankee and Texas Quality Networks**

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<td>WSB-TV</td>
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<td>WBAL-TV</td>
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<td>WBEN-TV</td>
<td>Buffalo</td>
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<tr>
<td>WTMJ-TV</td>
<td>Milwaukee</td>
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</table>

Any advertiser can — and most advertisers should — use Spot Radio
Looking for "Blue Chips" in Blue Jeans?

A third of a BILLION DOLLARS ain't alfalfa!

Here's a farm audience with the wherewithal to buy what it wants.

We have two good reasons for saying "WFMB covers this plush farm market effectively." Programming—and Harry Martin. Harry is our full time Farm Editor—and he's a genuine farmer's Farm Editor, because he is a farmer. Harry's on the air six days weekly, early morning and midday. (His "Hoosier Farm Circle" is 12 years old.)

Programming? Lots of farm news—prices, trends, local events and personalities. Music—the kind our farm audience likes. Complete weather coverage (WFMB was first in this area with hourly revised weather information!).

Thirty-seven Central Indiana counties produce in the neighborhood of a third of a BILLION DOLLARS of farm income. These counties are the ones in which WFMB is credited with coverage of 10% or higher.

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

WFMB INDIANAPOLIS
BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency
Associated with: WDFD Flint — WOOD Grand Rapids — WEOA Evansville
MONEY TALKS

Money talks in many ways. It speaks of progress when it is used to produce new wealth, new convenience, new beauty. In Tulsa money is talking that way in a very loud voice. And where money is being employed for constructive projects the people in that area have new money to spend for necessary and luxury items. There is a great deal of new money in Tulsa today!

If you want to get your share of this spendable income tell Southwesterners about your products over the station Southwesterners prefer—KVOO, Oklahoma's Greatest Station—"home folk" to the Southwest since 1925.

HERE'S HOW MONEY TALKS IN TULSA, TODAY:

$17,865,900.00 . . . Bond issue expenditure by the City of Tulsa to expand water and sewer facilities
$ 6,000,000.00 . . . New downtown office building under construction
$ 2,000,000.00 . . . New downtown office building under construction
$10,000,000.00 . . . Major oil company research center under construction
$43,000,000.00 . . . . . . . . Completed residential building this year
$ 1,800,000.00 . . . . . . . . School building program authorized

Tulsa leads all major cities of the Southwest in business gains according to Department of Commerce figures.
Products advertised on WSM — from cold cream to cream shampoo — bear a unique family resemblance. Because all WSM advertised goods carry a special seal of approval — an invisible label that our listeners have learned to use as their buying guide.

If they hear about it on WSM they know it merits their confidence. That's why WSM in this 7½ million market is a powerful sales factor that can move mountains of cosmetics and other products.
It's one of the most important markets in northeast Iowa—where WMT is the No. 1 station. It's a market worth conquering, a prosperous industrial city of 65,000, widely known for farm machinery and meat packing. Waterloo led the nation in percentage of increase (35%) in business volume for '47 over '46, as evidenced by bank debits. And it's the shopping center for the rich surrounding agricultural section.

Conquer Waterloo too with WMT—the big gun in Eastern Iowa radio, the area's only CBS outlet. Ask the Katz man.

A BELSON's, New Jersey jewelry chain, to begin radio advertising campaign. Prepared by Sawdon Adv., New York, it will include 24 programs and more than 100 spots weekly on WNEW and WOV New York, WPAT Paterson, N. J., and WNJR and WAAH Newark, N. J.


SIXTH ARMY's recruiting program, which includes spot radio in eight Western states, awarded to Russell, Harris & Wood, San Francisco.


FLEMING-HALL TOBACCO Co. (Sano cigarettes, cigars and pipe tobacco), which appointed Deutsch & Shea Inc., anticipates nationwide local spot radio campaign beginning this fall. Further details not set.

ALEXANDER'S DEPARTMENT STORE, Bronx, N. Y., through William Warren Agency, New York, Sept. 18 starts for 41 weeks simultaneous broadcasts of Alexander's Quisdom Class over WJZ and WJZ-TV New York, Sat., 6:30-7 p.m.

ROBERT SIMPSON Co. Ltd., Montreal (chain department store), will test price mention spot announcements in Montreal area during September, when price mentions are permitted for first time in Canada. Success of campaign may see it extended throughout Canada in cities where company has stores. Agency: Assoc. Broadcasting Co., Montreal.

TAYLOR AUTOMOBILE Co., Los Angeles, shifts account to Lockwood-Shackelford Adv., that city. Radio budget of approximately $120,000 is planned for coming year.


FLORENCE LUSTIG, New York woman's fashion specialty store, appoints Bobley Co., New York, to handle advertising campaign. Television will be used. HARRY W. BOBLEY is account executive.

OPEVE LTD., Rio de Janeiro, appoints McCann-Erickson's office in that city to handle Brazilian advertising of its L. T. Piver Perfumes. Test campaign during final quarter of 1948 will be followed by nationwide radio campaign in 1949.

Coca-Cola Bottling Co. of Puerto Rico signs for series of 33 15-minute programs three times weekly on WKAQ San Juan, starring RUTH FERNANDEZ, singing star.

UNITED STATES STEEL EXPORT Co. (institutional) and CARTER PRODUCTS (Carter's Little Liver Pills and Arrid) appoint Sydney office of J. Walter Thompson Co. to handle their advertising in that city.

Network Accounts • • •

R. J. REYNOLDS TOBACCO Co. buys 7:30-8 p.m. time period Sat. on CBS for Vaughn Monroe Show, beginning Oct. 2. Program, currently heard Mon., 10:30-11 p.m., will be replaced in that period Oct. 4 by Bob Hawke Show, also sponsored by Reynolds, on behalf of Camel Cigarettes [Broadcasting, Aug. 30]. William Esty & Co., New York, is the agency.


ARMOUR & Co., Chicago, Sept. 18 starts Stars Over Hollywood on CBS,

(Continued on page 72)
Yeah, but can he lift a sales curve?

(for a much neater trick, see back page of insert)
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<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
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**Daytime**

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### Explanatory Notes

* Programming information subject to change due to local conditions.*

### Listings

- **CBS**
- **MBS**
- **ABC**
- **NBC**

### Specials

- **Colgate Comedy Special**
- **Colgate-Palmolive Show**
- **Colgate-Pepperidge Farm Special**
- **Colgate-Pepperidge Farm Show**
- **Colgate-Pepperidge Farm Variety Show**

### News

- **CBS News**
- **MBS News**
- **ABC News**
- **NBC News**

### Sports

- **CBS Sports**
- **MBS Sports**
- **ABC Sports**
- **NBC Sports**

### Regional Variations

- **San Francisco**
- **Los Angeles**
- **New York**
- **Chicago**
- **Philadelphia**
- **Boston**
- **Dallas**
- **Houston**
- **Miami**
- **Los Angeles**
- **San Francisco**
CBS keeps pulling programs out of its hat which continue to amaze the critics. Last winter Variety called CBS Package programs "the swiftest payoff in network annals." The other day Newsweek said CBS had "the most successful show packaging operation in the industry." Shows that earn such praise can lift your sales curve.*

*For details, write CBS, New York.

CBS — where 99 million people gather every week!
FORD SIBLEY, former vice president of Foote, Cone & Belding, Los Angeles, appointed manager of agency’s San Francisco office, succeeding L. G. MOSELEY, resigned to join Biow Co., San Francisco.

J. EDWIN CHAPMAN, former advertising director of Carson, Pirie, Scott and Co., Chicago, elected a vice president of Earle Ludgin Agency, Chicago. He has been with Ludgin since 1944, when he started as account executive.

JOSEPH R. COOLIDGE, formerly with United-Carr Fastener Corp., joins Van Diver & Carlyle Inc., New York, as assistant to WAYNE WIRTH, vice president and director of television.

PETER HURST, partner in Harrington, Whitney & Hurst, San Francisco and Los Angeles, resigns to become advertising director of National Assn. of Transportation Adv., New York. Agency will continue under present name.


ALBERTO PILLADO, formerly in foreign department of McCann-Erickson, rejoins agency as radio director of San Juan office.

GENEVIEVE SCHUBERT, formerly in media department of Badger & Browning & Hersey Inc., joins media department of Ted Bates Inc., New York, as timebuyer.

MANN-ELLIS Inc., general advertising agency, formed at 33 W. 42nd St., New York, by KURT J. MANN, former vice president of Ellis Adv. Both radio and television accounts will be handled.

T. F. BRENNAN elected vice president and copy director of Ruthrauff & Ryan, New York.

SHERWOOD KING joins Abbott Kimball Co., Los Angeles, as copywriter.

BILLY BYLES, radio director of Spitzer & Mills Ltd., resigned Sept. 1, to become supervisor of radio for Young & Rubicam Ltd., Toronto.

RALPH HART, assistant to Mr. Byles for some years, named to radio directorship.

FRANCIS X. TIMMONS, former assistant promotion manager of Washington Post, joins Courtland D. Ferguson Inc., Washington, as chief copy writer. EUGENE M. KRESAN appointed production manager.

RAY-HIRSCH Co., New York, moves to 37 W. 57th St. Telephone: MUrray Hill 8-3515. Research department continues at old location, 7 E. 42nd St.


MOUNCEY FERGUSON, formerly with Kudner Agency, New York, joins creative staff of Griswold-Eshleman Co., Cleveland, Ohio.

ROBERT L. HAIL joins Ted Levy Adv., Denver, as account executive.

MILTON PAUL FIGEROID, formerly with advertising department of Hayward Daily Review, appointed production manager of Ad Fried Adv., Oakland, Calif.

FULTON ARNOLD, sportscaster and former account executive at WTTM Trenton, N. J., opens advertising agency in Trenton. He will continue sports program on WTTM.

P. B. HILLMAN, formerly of San Francisco News advertising department, joins Elliott, Daly & Schnitzer, San Francisco.


DR. VERGIL REED, associate director of research, J. Walter Thompson Co., New York, named to serve on U. S. Secretary of Commerce’s Travel (Continued on page 84)
Feature of the Week

Mr. Ackerman with one of the trucks bearing his slogan.

THE SAYINGS of radio people are often repeated, but seldom so widely as the slogan used by Paul Ackerman on WING Dayton, Ohio. Mr. Ackerman, who has been head of the Dayton Automobile Club for the past 25 years, has been featured since 1940 on the Road Reporter program three times a week on WING. The show includes traffic safety announcements and reports on road conditions throughout Dayton and Montgomery County.

Since his first broadcast, Mr. Ackerman has closed the program each time with his personal advice, "Keep Yourself Under Control and Your Car Will Be Under Control." This saying has become well known in the Dayton area, the station reports, and has been adopted by various industries throughout the area. One of the most recent adopters has been the Ohio Box and Lumber Co.

The slogan has been painted on the back of a number of the company's trucks which cover the 48 states.

Road Reporter is sponsored by T. D. and P. A. Peffley Inc., local automobile dealer.

On All Accounts

GEORGE M. BURBACH Jr. is a man who has to make certain he places the "Jr." after his name, as he is the son of George M. Burbach, general manager of KSD and KSD-TV St. Louis. Like his father, George Jr. has been in radio a long time, and is now assistant to the vice president and radio director of Federal Advertising Agency, New York. He started in the industry in 1932, when he made radio surveys.

George Jr. was on the editorial staff which produced the first Broadcasting Yearbook in 1934. At the completion of the assignment he joined NBC New York in the sales department where he remained for eight years.

In 1942 he became assistant sales service manager of Mutual, working out of New York. McCann-Erickson learned of his talents in this line and in 1945 hired him as business manager of its radio department. There he handled radio business for such clients as Westinghouse, International Harvester, Emerson Drug, Gruen Watch and National Biscuit Co.

In his present position with Federal he helps formulate the radio and television activities of American Safety Razor Co., Lever Bros. (Breeze), Trommers Beer, Durkee Foods, Gerber Products, Harriet Hubbard Ayer and others.

George Jr. is keeping an alert watch on television for Federal — principally, perhaps, because he has studied the medium thoroughly, and inadvertently because he has had a TV set of his own for some time, and his personal interest is keen. He says his ardor for radio is waning a trifle.

His interest in viewing television (Continued on page 72)
Throughout North Dakota, farming is BIG business. 81.4% of North Dakota farms have tractors (against 34.2% for U.S.)—85.5% have automobiles (against 62.0% for U.S.)—average farm-products value is $5663 (against $3148 for U.S.). And Red River Valley farmers are definitely more prosperous than North Dakota farmers as a whole!

In the Red River Valley, everybody listens to WDAY. This shows up in our Fargo Hooperatings (send for them!)—also in our mail-pull. On one local program recently, for instance, we offered a photo of the cast. 15,000 requests came in. Write us—or phone Free & Peters—or ask your local representative!

Fargo, N. D.
PUSHING ahead with no sign of a summer slump, American television the first week in August (Aug. 1-7) chalked up a total of 262 hours and 97 minutes of commercial time, according to reports by 301 advertisers on 30 stations in 19 markets, according to the latest Rorabaugh Report on Television Advertising.

Third in a monthly series of surveys of video's commercial progress made by the Rorabaugh organization, the August report is the first to present a complete picture of commercial television. It is based on reports from the four TV networks and from 52 individual video stations, comprising all which were in commercial operation at that time.

Of the stations reporting, WJZ-TV, New York, did not officially begin operations until Aug. 10 and so had no business to report on during the first week of the month;

WATV Newark had cancelled its commercial schedule pending technical adjustments to improve its New York City coverage, and

WNAC-TV Boston was operating on an "informal schedule," accepting network programs but not yet selling local time.

Report shows that during the week TV advertisers included 18 sponsors of 21 network programs; 122 spot video advertisers, six of them also in the network list (Allen B. DuMont Labs, General Electric Co., General Foods Corp., Gillette Safety Razor Co., Motorola Inc. and Pioneer Scientific Corp.), and 197 local users of video advertising.

Breakdown by industry classifications reveals advertising of radio and video sets at the top, with 54 TV sponsors, chiefly local dealers in TV receivers. Automotive advertisers come second, totaling 45, mainly local dealers in new and used cars. Beer advertising ranks third, with 38 brewers using TV time on one or more stations (See Table I for complete industry breakdown).

Geographically, Philadelphia maintained its top position for the third consecutive month with 86 active accounts, well ahead of second-place New York, which totaled 65 video sponsors during the first week of August. Baltimore ranked third with 62 accounts and Washington fourth with 60. Washington and New York were tied for leadership in the network column, with 21 network commercial programs a piece. New York led in the spot field with 38 accounts, but could show only six local TV advertisers, far behind the 35 local accounts on Philadelphia's three video stations (Full breakdown in Table II).

Sports broadcasts accounted for more than half (55.3%) of the total commercial video air time during the opening week of August. The 145 hours and 10 minutes devoted to video sportcasts is approximately five times as much as that taken up by the second ranking program class, variety shows, which occupied 29 hours and 25 minutes, 11.2% of the total. News was third from the standpoint of commercial time with 23 hours and 36 minutes (9.9%), and dramatic programs fourth with 16 hours and 50 minutes (6.4%) (Table III).

With sports accounting for so much of the video sponsored time, it is natural that remote broadcasts, which sports mostly are, should also register strongly in the time consumed column, accounting for 136 hours and 30 minutes, or 52% of the total commercial time. Live studio shows totaled 59 hours, 20 minutes, or 22.8%; filmed programs took up 51 hours, 43 minutes, or 19.7%, and combination live and (Continued on page 41)

<table>
<thead>
<tr>
<th>TABLE I</th>
<th>TV Advertisers During Week of August 1-7 By Industry Classes</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>2. Apparel, footwear &amp; accessories</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
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<tr>
<td>3. Automotive, automotive accessories &amp; equipment</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
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<tr>
<td>4. Aviation, aviation accessories &amp; equipment</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
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<td>5. Beer, wine &amp; liquor</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>6. Building materials, equipment &amp; fixtures</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>7. Confectionary &amp; soft drinks</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>8. Consumer services</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
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<td>9. Drugs &amp; remedies</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>10. Entertainment &amp; Amusements</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>11. Food &amp; food products</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>12. Gasoline, lubricants &amp; oil</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
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<td>13. Horticulture</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<td>14. Household equipment &amp; supplies</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
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<tr>
<td>15. Industrial materials</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
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<td>16. Insurance</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<td>17. Jewelry, optical goods &amp; cameras</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>18. Office equipment, stationery &amp; writing supplies</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>19. Publishing &amp; Media</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>20. Radios, phonographs, musical instruments &amp; accessories</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>21. Retail stores &amp; shops</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>22. Smocking materials</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>23. Soaps, cleansers &amp; polishes</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>24. Sporting goods &amp; toys</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>25. Talloweries</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
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<tr>
<td>26. Transportation, travel &amp; resorts</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>27. Miscellaneous</td>
<td>-</td>
<td>7</td>
<td>17</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL = 18 122 197 337

* Six more than the actual total, as six of the 18 network advertisers are also included among the 122 spot users.

<table>
<thead>
<tr>
<th>TABLE II</th>
<th>Markets and Types of Accounts, August 1-7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market &amp; Stations</td>
<td>Network Accounts</td>
</tr>
<tr>
<td>Baltimore (2) WLB, WMAR-AM</td>
<td>19</td>
</tr>
<tr>
<td>Boston (2) WBTV, WNAC-TV</td>
<td>11</td>
</tr>
<tr>
<td>Buffalo (2) WBEN-TV</td>
<td>2</td>
</tr>
<tr>
<td>Chicago (2) WGN, WGN-TV</td>
<td>3</td>
</tr>
<tr>
<td>Cleveland (1) WJW</td>
<td>11</td>
</tr>
<tr>
<td>Los Angeles (2) KTLA, KF</td>
<td>21</td>
</tr>
<tr>
<td>Milwaukee (1) WTMV</td>
<td>3</td>
</tr>
<tr>
<td>Minneapolis (1) KSTP-TV</td>
<td>1</td>
</tr>
<tr>
<td>New Haven (1) WNHC-TV</td>
<td>1</td>
</tr>
<tr>
<td>New York (6) WABD, WATV, WAGS-AM, WNT, WJW, WBT, WPIX</td>
<td>21</td>
</tr>
<tr>
<td>Philadelphia (2) WCAU, WFTI, WPTZ</td>
<td>19</td>
</tr>
<tr>
<td>Richmond (1) WTV</td>
<td>14</td>
</tr>
<tr>
<td>Salt Lake City (1) KDLV-TV</td>
<td>1</td>
</tr>
<tr>
<td>Schenectady (1) WRGB-TV</td>
<td>1</td>
</tr>
<tr>
<td>St. Louis (1) KSDK</td>
<td>1</td>
</tr>
<tr>
<td>Toledo (1) WJFT</td>
<td>1</td>
</tr>
<tr>
<td>Washington (3) WRC, WGNW, WTG</td>
<td>2</td>
</tr>
</tbody>
</table>

Totals = 142 238 197 577 65

* These markets were not represented in the July Rorabaugh Report.

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**REPORT 23**

AUG. 1-7 BUSINESS
In Maryland, it’s **WMAR-TV** for Cultural Programs

Baltimore’s magnificent Museum of Art occupies an unique and lively place in the consciousness of Baltimoreans as a center of many kinds of art—music and drama as well as sculpture and painting.

Television has awakened additional interest among Baltimoreans for their Museum of Art. From the stage of its 440-seat theater, WMAR-TV presents a wide variety of programs each Sunday, drawing on the rich resources of the Museum and on the artistic ingenuity of the Museum staff for recurrent evidence that “Art Can be Fun.” Here also, Baltimore’s teen-agers take a weekly dip into the delights of debate and discussion of their special problems; visiting celebrities stop by for chats with Drama Critic Donald Kirkley of The Sun, and frequent programs of commemoration attract a wide range of talent.

On the same stage, Sophocles’ “Electra” was televised for the first time in its 24 centuries (in a brilliant performance by the Johns Hopkins Playshop); the ancient miracle play “Everyman” was brought to television by Loyola’s Mask and Rapier Society; and the Children’s Experimental Theater has made its most impressive excursions into drama. WMAR-TV’s cameras have faithfully carried these signposts of civilization to wide Sunday audiences.

In Maryland, it’s WMAR-TV for the Best in Television every day of every week.

*Represented by*

**THE KATZ AGENCY, Inc.**

500 FIFTH AVENUE • NEW YORK 18, N.Y.
ZIV'S
NEW QU MUSICAL-VA

...IS A

SPONSORED ON OVER 100 STATIONS IN 60 DAYS

STARRING
FREDDY MARTIN And His ORCHESTRA

CLYDE ROGERS
GLENN HUGHES VOCALISTS

...WITH A GREAT GALAXY OF STARS!

NOW OFFERED FOR LOCAL AND REGIONAL SPONSORSHIP

ONCE AGAIN "TRANSCRIBED BY ZIV"
The quarter-hour musical-variety show is today's proved high-Hooper technique.

Look at these ratings:
- Chesterfield's "Supper Club" (8.3)
- Oxydol's Jack Smith (9.8)
- Campbell Soup's "Club 15" (9.1)

*C. E. HOOPER, April 1-7, 1948

RADIO'S GREATEST BUY!
...that's Freddy Martin's SHOWTIME FROM HOLLYWOOD
...a richer, extraordinarily beautiful, quarter-hour musical show with terrific heart appeal. It's a colorful, ever-changing presentation of musical fancy and variety set to quick-paced tempo. ZIV musicals consistently command competition-beating Hoopers! You can confidently tie those sales curves to this truly different quarter-hour musical! Write for availabilities.

Spot lighting Freddy Martin... whom the Saturday Evening Post features as "The Man Who Helped Kill Swing." Featuring hit songs, show-stopper vocalists, rave-review presentations—it's excitingly different, thrillingly glamorous!

MEANS THE GREATEST IN RADIO SHOWS
Pitch Your Advertising To The Chant Of The Auctioneer

It's tobacco selling time in North Carolina, far and wide the nation's Number One Tobacco State. Prices this year are even higher than 1947 when Tar Heel growers received $337,069,368.

Yes, now is the time to up your schedule on WPTF. Farmers in WPTF's primary sell 90% of North Carolina's total tobacco crop.

NORTH CAROLINA Is the South's No. 1 State and North Carolina's No. 1 SALESMAN IS

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

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
FALL OUTLOOK

By IRVING MARDER
NEW YORK—Fall 1948 may well mark the beginning of a truly Golden Period in radio's El Dorado—New York—judging by the soaring optimism among virtually all of the industry leaders queried by BROADCASTING.

Two of the four major networks, and several of the leading agency men, transcription firms, and station representatives declared they expect business during the coming season to be the best in their experience. There was caution, as always, in some quarters, but not a word or even a hint anywhere of "recession" or "slump"—terms which have been bandied about with persistent diminishing regularity every year since the end of the war—except this year.

Most cheerful of all, perhaps, were the predictions of ABC and NBC. Fred Thrower, ABC's vice president in charge of sales, be-

(Continued on page 24)

AUTUMN time sales will maintain the upward trend found in nearly every market, taking 1948 radio business up to a new all-time record, according to results of a BROADCASTING survey in key centers.

The almost unbroken upward swing in broadcasting's income likely will continue into next year, judging by present indications. Long-range predictions, however, are qualified with possible effects of turbulent world affairs, consumer resistance to inflationary prices and factors.

In any case, total time sales have never been so high. On the other hand, the pie is being cut into more and more slices as new stations take the air. This is reflected in highly competitive sales situations in many markets.

Business is good in such markets as New York, Philadelphia and Chicago, with station and agency executives in many cases speaking in superlatives. Chicago is more cautious than New York and Philadelphia, but time sales are up, network and independent stations as a whole are happy and signs for the future are on the hopeful side.

Los Angeles, on the other hand, speaks of business as good but at the same time looks soberly on a season of unfavorable summer business figures. The Hollywood studio cutback naturally is reflected in the Southern California summer statistics. Actually the summer was the slowest in years.

With its foreign markets slowed down, Hollywood is inclined to take the overall international situation seriously. Continued inflation is expected but with some letup in spending for luxuries. This is offset by prospects of good political business and a record holiday season.

Among agencies in key cities there appears a growing note of warning about higher radio costs, particularly talent. Though agencies historically complain about talent and time costs, along with lack of choice availability, their criticism appears a little louder and is heard with greater frequency.

Television time sales are going up as more stations take the air, but thus far sound broadcasting has not felt the impact to any extent. Many of the sponsors buying visual time are taking the money out of other funds without disturbing their regular radio budgets.

Prospects for the visual medium are good, both for this autumn and next year. This is natural in view of the youth of this new broadcast medium, with new stations going on the air every month and many others slated for debut next year. TV station owners are optimistic on the revenue side, but concede they face a long pull before their operations become profitable.

(Continued on page 22)

1,000 Station Group Without Wires

By RALPH TUCHMAN
LOS ANGELES—Although red ink marred the ledgers of some Los Angeles area stations during the first six months of 1948, the second half of the year carries the happy outlook of black for all according to the trade consensus.

The latter optimism is based upon new business in hand for fall and winter plus the planning assurance by advertising agencies where contracts have yet to be drawn. Although summer is generally slower, this past summer is conceded by all to have been the slowest in years; yet this was not exactly unexpected in the light of recession tendencies which began to show themselves as early as January.

There is no single explanation for what has taken place on the Coast. In Los Angeles proper, the cutback of the motion picture pro-

(Continued on page 57)
Cassie, Lombard and Rogers, Roger Jensen, manager for the Civic Theatre studio. In addition to the weekly audience data provided in the first MBM country-wide survey in March 1946. Addition of the daily average audience information to the new survey was authorized Thursday by the MBM board, meeting at the organization's headquarters in New York.

To obtain these data, the new radio station ballots to be distributed by MBM will include expanded check lists asking for each station listened to by the respondent family to be identified as listened to six or seven days a week; three, four or five days; one or two days; less than one day, or never; these columns being duplicated to cover both daytime and nighttime listening.

The 1946 ballots combined the first two items of this division into a single column covering listening three days or more a week.

Inclusion of daily as well as weekly average audience information, will, in effect, provide two MBM ratings for each station measured in the new study, a weekly average and a daily average. Each will show the number and percent of families reporting that they listen to a station in the daytime or evening, by counties and cities.

Looking ahead to MBM's third nationwide study and to the one this fall, that, the board established a program of experimental research that will include a study of the feasibility of obtaining and reporting the number of hours each family listens to each station and network. If this is found practical, future MBM studies would then measure the "extent of listening" as well as the present "extent of audience."

Third major action of the bureau's board was to authorize MBM to undertake an overall study of the entire field of radio research, analyzing both the various kinds of information needed by advertisers, agencies and broadcasters and the techniques that are being or could be used to obtain such information.

More than a year ago the board voted that a university fellowship be established for this purpose, but investigation has shown that to be an impractical procedure because of the general lack of detailed knowledge of commercial radio among universities, it was reported. The $10,000 previously allotted for the fellowship will be used by MBM in making its own analysis and research.

The 1949 audience study will cover some 300 cities and towns having radio stations now which did not have them in March 1946. MBM will mail 605,000 ballots, approximately 100,000 more than in the 1946 survey, MBM President Hugh Feltis reported. However, the overall budget for the study will be about the same, he said, due to economies in procedure and to the fact that the MBM staff has had experience in making such a study.

The 1949 ballot will ask specifically about FM and video tuning in the home, but will not attempt to measure video viewing in bars and other public places, unless that is done in a separate, special TV survey.

**ABC PERSONNEL**

SHAKEUP last week at ABC's Chicago offices involved 54 appointments, department, according to John H. named manager of the network's Chicago Changes Put 54 in New Posts

John (Jack) J. Manley has been studio and office services, and will manage ABC's Civic Theatre studio, acquired recently [BROADCASTING, Aug. 30] on a long-term lease from the Wacker Corp. for use as a video studio when WENN-TV takes the air Sept. 20. Mr. Manley, assistant to the president of the corporation since 1945, worked during that time as manager of the Civic Theatre. The theatre, in the north wing of Chicago's Civic Opera Bldg., is now being converted into the TV audience studio.

In the Central Division's production department, Burr Lowe has been named manager, replacing Edward Skotch who moves into the video department as production director for the new television station. Albert Haughton, who managed WBMB-CBS Chicago, fills the production vacancy. Harry Carroll, has left NBC Chicago, where he was night supervisor of announcers, to work in ABC's traffic department.

Six persons will begin working in the TV department. They are Turgh Ullman, art director; Carol Howard, formerly of WMAL-TV Washington, program co-ordinator; John Fitzpatrick, formerly of WBKB Chicago, floor manager of the new civic studio; William Hal lenbeck, director in charge of TV remotes; Vince Garrity, production assistant, and John Berg, program assistant in charge of films.

Forty-three men in the engineering department were, Burge H. Horstman, engineering manager for AM, FM and TV, include the following: Owen Rogers, Roger Jensen, Edward Doan and Alfreed King in tape recording; Gerald Fabian, W. B. Cassie, Robert Christensen, J. H. Dancaster, Charles DeJanovich, Owen Goodman Heads New Station Rep Firm 23

**AMOS 'N' ANDY**

TRIPARTITE negotiations among CBS, Lever Bros., and the Music Corp. of America looking toward the sale to CBS of the services of Amos 'n' Andy and their subsequent firm were nearing completion last week.

Reports that at least one other star in the NBC stable was involved in a similar arrangement were, however, flatly denied.

Frank Stanton, CBS president, who is reported to be personally handling the Amos 'n' Andy negotiations for his network, refused to comment on the deal but indirectly made it clear that it was not only a possibility, probably would reach fruition this week.

It was understood that the proposed arrangement contemplated the sale of the veteran NBC radio team to CBS for a flat price, said to be nearly $2,000,000, a transaction that would come under capital gains instead of income taxes. CBS, in turn, would lease Amos 'n' Andy to Lever Bros., as technical advisers at annual salaries.

Although no responsible executive at Lever Bros. headquarters in Cambridge, Mass., could be reached for comment, it was understood that the company intended to sponsor the team on CBS on behalf of Rinso. Sponsorship would begin in the 1949 fall season on CBS. Amos 'n' Andy will be heard on NBC meanwhile. They return to the air Sept. 28.

The proposed deal with CBS is the latest in its kind in big-time radio and another precedent established by the unique team of Green Benk and Charles Correll. It was reported that the current negotiations were commenced by the team's agency, Music Corp. of America, as a means of escaping high income taxes.
will be situated at 737 North Michigan Blvd. A Hollywood office, to be headed by an as yet unnamed executive, will be opened in about two months.

Mr. Goodman said that at first the company would have a staff of four in New York and three in Chicago, with Mr. Wessel dividing his time between the two cities.

The company will pursue a policy of keeping no more than a dozen stations on its list, and "most" of the dozen are already under contract, Mr. Goodman said. He emphasized, however, to name any of them.

It was known, however, that one of the stations which would join the new firm was WMFS Memphis, a former T-H-S client and before that a client of Broadcast Sales Inc., a firm of which Mr. Stone was a principal before she went with T-H-S.

Assisting Mrs. Stone in the New York office will be her son, Thomas Stone, who until last summer was with T-H-S in New York.

Mr. Goodman, a veteran in advertising and radio, and president of Harry S. Goodman Radio Producers Inc., New York, is widely known among broadcasters. His son, Daniel A., vice president of the program company who has been in charge of the Goodman Hollywood office, will return to New York to assist his father when the latter takes on additional duties as head of Radio Representatives Inc. No successor to the young Goodman has yet been named in Hollywood.

Mrs. Stone, another veteran of radio, was in the station relations department of CBS from 1929 to 1937. She left CBS to join Sales Inc., and in 1944 became a principal in Broadcast Sales Inc. She joined Taylor-Howe-Snowden's New York office April 1, 1947.

Mr. North has been an account executive with the T-H-S Chicago office for two and a half years. Before that he was commercial manager of KANS Wichita.

Mr. Wessel has been in the printing and advertising businesses in Chicago and has engaged in several radio program enterprises, including the sale of the CBS Philharmonic several years ago on a cooperative basis to numerous banks. He has not been active in radio recently.

P&G

THE PROCTER & GAMBLE Co., Cincinnati, radio's biggest advertiser, last week announced a realignment of its top radio and television executive personnel, due mainly to the increasing importance of television as an advertising medium.

Three separate departments have been established within the P & G organization to administer the company's multiple activities in daytime radio, nighttime radio and television. William M. Ramsey, as director of radio for P & G, will continue in charge of the radio shows, and also will handle "broad matters of programming policy which concern both daytime and nighttime programs."

Gail Smith, previously with Mr. Ramsey in supervising P & G's daytime programs, henceforth will be in charge of nighttime shows. His responsibilities under Mr. Ramsey will be taken over by W. F. Craig, who has been assisting Mr. Smith in daytime programming.

Gilbert A. Raison, director of television, will supervise the firm's live and film video activity.

According to Mr. Ramsey, who continues to exercise initial responsibility for radio and television under the new setup, the realignment was made because the existing arrangement was becoming cumbersome, and authority had to be divided, particularly in view of the upsurge of television.

Television Expansion

Procter & Gamble is planning to expand its video activities. Mr. Ramsey said, but such expansion will be gradual rather than immediate. A. N. Halverstadt, manager of P & G radio and media division, has overall authority for the firm's broadcasting activity, in radio as well as television.

P & G, which manufactures and markets nationally a wide range of household products as diverse as soap, shortening and dentifrices, last year spent $15,600,000 in network radio alone to advertise its wares. This figure does not include the company's large outlays for spot radio and television. Following is a rundown by networks of P & G shows currently on the air.

The firm sponsors a total of 20 programs a week—16 across the board and four once a week—on three major networks, ABC, CBS and NBC.


Weekly programs, according to networks, are as follows: NBC—"Pepper Young's Family," "Pedlar & Ryan," "Right to Happiness" and "Road of Life," both Compton Adr.; "Joyce Jordan M. D.," "Life Can Be Beautiful," and "Ma Perkins," all Dancer-Fitzgerald-ADC.

On ABC—"Welcome Travelers" and "Breakfast in Hollywood," both Compton.


Minority Interest in St. Louis Applicant Contemplated

CIES TV

CBS may open negotiations with the Philadelphia television station—if its TV application is granted by the FCC—in an arrangement similar to that now existing between CBS and The Los Angeles Times.

Under that agreement CBS took 49% of the stock in KTTV, a video station owned by the Times, and will provide most of the management of the station.

The St. Louis Globe-Democrat is one of seven applicants for four television channels still available in the area.

It was indicated that CBS contemplated the establishment of a pattern of minority interests in newspaper-owned television stations. The network already has such an interest in Los Angeles, in the station's second in St. Louis, and has concluded an agreement with The Washington Post's AM station, WTOP.

Although The Washington Post is not an applicant for a videocast channel, it has petitioned the FCC for changes in the allocation table permitting the use of Channel 12 in Washington with a directional antenna. If the change were granted, it is probable that WTOP would then apply for Channel 12.

CBS owns 45% non-voting stock of WTOP Inc., with the Post holding the majority interest.

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PROSPECTS IN CHICAGO

By JOHN OSBON and JANE PINKERTON

CHICAGO—Advertisers generally are groping cautiously at their advertising and promotional pursestrings while casting a worried eye at increasing competitive costs and mounting talent fees—that is the impression prevalent among Chicago agencies and stations.

Fall prospects overall are good—no as good as they have been, however, because of the equalization of costs in the second quarter of 1948. Through the first six months, the national advertising market rose a little above 5%. Station managers also are finding the advertising market softer.

Problems expected to dominate the fall television advertising market are: (1) a general tightening-up at company level of actual budgets, or at very least, a critical reappraisal of money available for advertising; and (2) a very real fear that the advertising market can no longer sustain the prices that advertisers have been able to pay in the past.

Foremost concerns of the advertising industry center chiefly around these issues: (1) The ability of the advertising market to grow; (2) The availability of funds; (3) The willingness of the advertising market to buy; and (4) The ability of the advertising market to pay.

While most of the advertising market is expected to continue to increase, there is a strong possibility that the advertising market may not be able to support the price levels that have been paid in the past.

The fall television advertising market is expected to be largely influenced by the market's response to the new programs in the fall television season. The advertising market is expected to respond positively to the new programs, but the advertising market's response is expected to be cautious. The advertising market is expected to be more willing to spend money in the fall television advertising market than in the spring television advertising market.

Mr. Roberts Mr. Rorke

N.Y. FALL OUTLOOK

(Continued from page 21)

N.Y. FALL OUTLOOK

(Continued from page 21)

the face of rising costs and wages. Brightest side of the picture in the Midwest is the local aspect. Virtually all stations reported fair to excellent gains, on the basis of increased business from local retailers and users of national and regional spot radio. This was particularly true of the independent stations.

The radio budget for Standard Oil Co. (Indiana), which had shown a remarkable increase for 1947 over 1946, remains practically the same for this year, according to the firm's agency, McCann-Erickson. The company's Chicago office declined to give actual radio figures. (Over-all advertising budget for 1947 was $1,000,000 plus.)

Swift's Budget

Swift & Co., through its advertising manager, Vernon D. Beatty, refused to make any statement at this time on its radio budget for fall which, incidentally, also ushered in the firm's new fiscal period covering over into 1949. Overall budget has not yet been approved by the meat packer's board of directors.

Swift's radio expenditures for 1947 were well above 2% million dollars for all products—a 40% increase. Indications are that its budget for next fiscal period will call for as much or possibly greater outlay for radio if only because of its use of television in Eastern cities on a more extensive scale. High point of the year was the Tex & Jim show recently replaced by the Lenny Ross program, currently heard on a larger net of TV stations.

Estimates of time and talent on ABC's Breakfast Club for the first three months of 1948 were reportedly well above $800,000; for time alone almost $300,000 [BROADCASTING July 12]. In each category, assuming these figures are maintained during the last three quarters of this year, outlays will surpass those of 1947 for that one program alone.

Armour & Co., which allocates to overall media by product groups, has shown a steady increase in use of radio over recent years, and while its advertising manager, D. B. Hause, declined to give figures, he told BROADCASTING Armour's radio expenditures for 1948 "were probably greater than last year's. The company has just signed a contract to sponsor a new show, Stars Over Hollywood, for its network of stations.

No figures were available at Kraft Foods Co., but the likelihood is that the firm's radio expenditures hover somewhere between $1.5 million and 1.75 million dollars—an increase over last year. The Great Gildersleeve returns this month (for Parkay), and Al Jolson's Kraft Music Hall also bows Sept. 30. In light of its maintenance of a successful replacement (Nelson Ed- dy and Dorothy Kirsten) show and especially because of its TV theater program on Eastern stations, radio outlays would seem to be considerably greater than those for 1947, on the scope of talent fees alone.

Of the agencies contacted, most indicated an apparent status quo among the national advertisers, with curtailments manifested in certain advertising budgets. Advertisers who, in 1947, had maintained a steady and sometimes upward pace, are expected to remain prone to reexamine allocations.

Some typical agency reactions and opinions:

Harry Holcombe, radio director of Grant Advertising Inc., stated that his agency's radio billings were "just about the same as for last year." Such shows as Nick Carter, Curtain Time, Dr. I.Q. and Dr. I.Q. Jr. have been renewed since last year's rundowns. Because of the

Networks Report Good Business

(Continued on page 51)

BROADCASTING • Telecasting

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8 Station Sales Requested of FCC

SALES of WRRN Warren, Ohio, for $300,000 to the Warren Tribune-Chronicle and WBAY Coral Gables, Fla., for $125,000 to Atlantic City group were requested in applications tendered for filing last week at FCC. Application for Commission consent to $115,000 sale of WBBZ Ponca City, Okla., to Ponca City News also was filed [Broadcasting, July 15].

Other newly filed transfer applications at FCC included requests for approval of ownership changes at WHAR Clarksburg, W. Va.; WBSR Pensacola, Fla.; KCIE El Reno, Okla.; WACA Camden, S. C., and KWEM West Memphis, Ark.

Details of the transfers follow:

WRRN WRRN-FM Warren, Ohio—Transfer of control Cedar and Stevens Inc. licensee WRRN and permits WRRN-FM, from Perry H. Brown, Lucy S. Stevens, Frank T. Nied and Frederick A. Nied, equal owners, to the Tribune Co., publisher daily "Tribune-Chronicle," for total consideration of $300,000. Mr. Nied unable to continue operation of stations because of serious illness and other stockholders are not available, application said. Tribune Co. is AM agency of Warren, and will dismiss if approval is rejected.

WBAY Coral Gables, Fla.—Assignment of interest to James A. Brooks and Ronald C. Johnson, 27.5% each; Robert Griffin, Bertrand Brown, Charles H. Johnson, William A. Johnson, James E. Brooker, Charles E. Cross, Alden J. Woodworth, Frank E. Sater and Frank J. Beaugher, 5% each. New firm is composed of following: Richard Endicott, owner, Endicott Hotel, Atlantic City, president; Simon Alman, Atlantic City retail novelty business, vice president; David Freedman, accountant, vice president—secretary; Joseph Bienstock, accountant, treasurer, and Israel Dichter, wholesale produce dealer, Bridgeton, N. J. each holds 20%.

NARND Confers News Awards on KFWB, Ohio State U.

Mr. ROBERTS
Mr. LEWIN
Mr. GORDON
Dr. DALE
Mr. WAGNER

The NARND Awards Committee, which is authorized to issue such commendations whenever it wishes to praise a station or individual, announced that they had awarded the first National Assn. of Radio News Directors to KFWB Hollywood and Ohio State U., according to John F. Hogan, NARND president, and news director of WCHS Portland, Me. The commendations are the first ever issued by NARND.

Citation to KFWB was for "outstanding gavel-to-gavel coverage of the Democratic and Republican Conventions." The station aired over 56 hours from Philadelphia where it sent a crew of newsmen and engineers. In addition to the over-all award, three KFWB staff members received individual commendations. They were Al Gordon, news director, and Clete Roberts and George Lewin, newsmen, who did the broadcasts from Philadelphia.

The Ohio State U. award was issued for the university's year-long study of listener absorption of newscasts. Dr. Edgar Dale, of OSU's bureau of educational research, received an individual citation, as did Paul Wagner, radio journalist director, who conducted the listener study.

—Ann E. Knell

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

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

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

1947 1948
KPRC over Station "B" 24.6% 41.9%
KPRC over Station "C" 31.5% 39.7%
KPRC over Station "D" 172.1% 273.9%

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

JERRY WELLS
KPRC
HOUSTON

HAWAII'S FIRST STATION

Affiliated with the Honolulu Advertiser - Represented by the Katz Agency, Inc.

BROADCASTING  •  Telecasting

KYW-FM to Start Tests Soon on New Equipment

CONSTRUCTION work on the new KYW-FM tower, which soars 576 feet above mid-town Philadelphia, was completed Aug. 5. The station marked the occasion with a special broadcast featuring interviews with construction men and station officials. Next evening, WPTZ, the Philco television station, telecast a special program, showing films of the tower and carrying interviews with construction and station officials.

Tests of the new equipment will get underway in the next few days, according to Robert E. White, manager of the Westhouser station. Tower was erected by Hartenstein-Zane Co. Inc., New York.

Mr. LEWIN (left) looks over the new tower with Dr. Edgar Dale (right), chairman of the KFWB news research committee, and W rt RIchard Kovlan, owner of WACA in Camden, S. C., chief newswriter for the committee.
THE “Good Samaritan” story was re-enacted at the time WXXK Albany, N. Y., started fulltime operation. When Thomas E. Martin, manager of WRUN Utica, N. Y., called Hal Meyers, WXXK manager, to congratulate him, Mr. Martin found out that the WXXK staff was still short. To give a helping hand, two WRUN staff members were sent to help the Albany manager until he could secure additional personnel.

Among independent AM stations, WIND Chicago’s local and regional billings are among those of the top two or three non-network stations in the country in dollar value, according to John Carey, sales manager of the station. Mr. Carey sees a “return to normalcy” in view of pending crackdowns on lottery shows, and points out WIND is one of few stations which does not indulge in the practice.

Station picture for the first six months of 1948 was a rosy one, for WIND added many local and national accounts. A few of its biggest advertisers are P. Lorillard (Old Golds) and Walgreen Drugs (which alternate Cub baseball games), Liggett & Meyers (Ches¬terfields) with Eddie Hubbard’s ABC Club and Atlas Prager with its all-night show. Overall, an all-time high in business is anticipated for fall, according to Mr. Carey.

At WAAF, Drovers Journal station, local and regional billing is 16% ahead of ’47 thus far this year. Accounting for the increase in the past six months are such accounts as Columbia Record Corp., Royal Crown Cola, Peter Hand Brewing Co. and the Peter Fox Brewing Co., among others. In discussing radio trends and, in particular, WAAF’s programming, Bradley Eidmann, general manager of WAAF, cites increased popularity of transcribed shows (“more than at any time in the past”), ratings of which have hit an all-time high. Station is planning to move complete AM operations to 221 N. LaSalle St., around Oct. 1.

Still another example of the phenomenal commercial success enjoyed by Chicago independent operations is WAIT whose billings for the end of this year and early next are up 21% over 1947. New accounts since January include Blatz beer and Robert Hall clothiers, which only this year flooded the Chicago independent radio market. Business-wise, station is using 90% more national advertising this year, with local accounts approaching the saturation point due to limited air time.

Aston Optimistic

Sil Aston, station representative member recently turned general manager for WAIT, views the radio future with optimism, but contends “the picture is getting tougher.” He points out: “Manufacturers are now meeting their demands, and large amounts of items are not sold anywhere near as easily as they formerly were. Most manufacturers have caught up with consumer demand. Hence, stations as well as agencies are cutting down on their budgets to put out shows which are effective but still cost less, by curtailing on name stars.” Trend is for stations to use more transcribed shows, though WAIT itself is using fewer, Mr. Aston said.

WJJD Chicago reports a considerable boost in billings over last year, but would give no figures or percentages. Time-wise, the station is sold fairly solid, because of such typical national accounts as El Franco (cigars), Freezzone, Sal Hepatica, Italian Swiss Colony (wine), and Ipana (for spot). Locally a host of breweries—Canadian Ace, Peter Fox, Keeley and Atlas Prager—have proven faithful advertisers, alongside of automotive and food clients.

City Slicker, Country Style, Waters the “Horses” and Raises Ned

Whether Fulton Lewis, Jr., is watering a thirsty tractor or digging up evidence of interference with free enterprise, his enthusiasm for doing a good job urges him along his independent way. His down-to-earth style as he runs over the top of the news from Washington gets and holds loyal listeners.

His program rates high with advertisers as well as listeners. Currently sponsored on 319 stations, the Fulton Lewis, Jr. program is the original news “co-op.” It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are 502 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Prospects in Chicago
(Continued from page 61)

stantial prospects on the line.”

The record as compiled by the
network's sales office bears out Mr. Nor-
tons optimism for the fall.
The division is high on renewals
and new business, and actual can-
cellations have been few. New
business includes Challenge of the
Yukon for Quaker Oats; Breakfast in
Hollywood, Pillsbury; segment of the
Breakfast Club, General Mills (Kiz) and Speak Up Amer-
can, for Tucker Corp. (which can-
celled June 27.) Renewals: My
True Story, for Libby, McNeil &
Libby; Sky King, Derby Foods; Jack
Armstrong, General Mills; Ladies
Be Seated, Quaker Oats; David
Harding, Counterpuny, Un-
iversal Match Corp; Dorothy Kigual-
lem, Drackett Products; Groscho
Marx Show, Elgin-American;
Famous Jury Trials, (later can-
celled) Green Hornet, Lone Range-
er and Betty Crocker, for General
Mills; and Breakfast in Holly-
wood and Welcome Travelers,
Procter & Gamble. Cancellations:
segment of Breakfast Club for
Toni Co.; Terry & the Pirates,
Quaker Oats; Lastie, (which
switched to NBC), John Morell
& Co.; Breakfast in Hollywood, and
Galen Drake, for Kellogg Co., and
GM’s Famous Jury Trials.

Mutual's Midwest sales office re-
ported a host of renewals and some
new accounts since last January,
pointing to "good fall radio." Most
recent was Continental
Pharmaceutical, which snapped up
MBS' network co-op, Leave It to
the Girls, for regional sponsorship.
Other business, including new and
old: Quaker Oats, Cudahy Pack-
ing Co., American Bird Products,
Cole Milling, International Milling,
Miles Laboratories, Ralston Sir-ina, Mutual Benefit (of Omaha),
Revere Camera, Wander Co,
Brach candy and Williamson can-
dy. One of its biggest additions
this year was Shotwell candy
True or False.

At NBC Central Division, new-
est addition is Pet Milk, which
switched its Mary Lee Taylor and
Vic Damone shows from another
network. Another new piece of
business was S. C. Johnson & Co.'s
addition of a Fred Waring seg-
ment to its radio schedule. Some
renewals: Waring show for Min-
nesota Valley Canning, Archie An-
drews for Swift. Swift also is ex-
pected to renew Meet the Weeks
this fall and Bob Hope returns
shortly for Pepsodent. Generally,
the outlook is one of optimism at
NBC, with many other prospects
still in the offing. Only appreciable
loss thus far was that of W. A.
Sheaffer Co., which recently an-
ounced it was not renewing the
Eddie Howard program.

Among Chicago's network sta-
tions, WMAQ, NBC owned-and-
operated outlet, reported an es-
timated 5% increase over 1947.
"People seem to have more confi-
dence in the belief that good busi-
ness will continue," according to
Oliver Morton, WMAQ sales man-
ger.

The future is "unusually bright" at
WBBM, ABC owned-and-oper-
ated, which has shown a 50% in-
billings since January, according to
Roy McLaughlin, gen-
eral and commercial manager.
He said he expects further boosts
in business through the begin-
ning of next year. Sales depart-
ment of WBBM, CBS owned-and-
operated station, was not avail-
able for comment at the time, but
billings have been upped over last
year's figures, it was understood from
other sources.

Bill McGuiness, commercial man-
ger of WGN and WGN-TV, told
BROADCASTING there had been more
activity during a recent ten-day
period than all last winter. For the
first seven months of 1948 WGN
has shown a 20% increase over
1947.

Recession Fears Dwindle

There is evidence that early
fears of a recession have dissol-
ved, and while buyers are not spend-
ing money for luxury items, they
still are spending, Mr. McGuiness
believes. WGN's biggest clients
are Walgreen Drug Co., and such
retail firms as Nelson Bros.,
Hirsch clothiers, Goldblatt's store
chain, Evans Fur Co., and of course
the Northern Trust Co. (which has
been on station 16 years).

Chicago's pioneer TV station,
WBBK (Balaban & Katz), re-
ported it will enjoy an even better
position than last fall when almost
all available commercial time was
sold. Station, which has approxi-

\textbf{WSIX scores again}

Leading food processors use WSIX
consistently—not only for new
products, but for year in year out
results. That's because WSIX has
helped them score again and
again in Nashville's retail trade
area. 1,231,400 people in WSIX's
60 BMB counties spent $564,888,-
000* last year for food alone.
WSIX can help you score in this
rich market, too!

*Projected from So'se Management May 1948

\textbf{Agreement on WJBW REACHED BY CARLSONS SETTLEMENT of differences be-
}tween Charles C. Carlson, owner
of WJBW New Orleans, and his
divorced wife, who has an FCC
grant for the use of WJBW's fre-
cuency, was reported to the Com-
mission last week.

The compromise agreement, con-
tingent upon FCC approval, ac-
companied a request filed by Mrs.
Louise C. Carlson for a special
service authorization to use the
equipment of WJBW to provide a
broadcast service for nine months
until her own authorized station
(WADW) is completed.

Under the agreement Mrs. Carl-
son would pay her former husband
$600 a month to a total of $108,-
000, starting when she takes over
the equipment of WJBW. In re-
turn she would get the physical
assets of WJBW, pending litiga-
tion would be dropped, and Mr.
Carlson would relinquish all claims
to the ownership of community
property that had not been settled
by their 1942 divorce proceedings.
He would pay her $3,000 for cer-
tain property to be retained by
him.

\textbf{Better buy WSIX}

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

National Representation: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

\textbf{Broadcasting} • Telecasting
television the marketing of package shows.

Henri, Hurst & McDonald, Chicago, has added no new accounts since January and billings have remained virtually the same for 1947. Biggest radio accounts still are John Morrell & Co. (Red Heart dog food), with Lassie show; Ballard & Ballard (flour), with Renfro Valley Folks Sundays, on 30 CBS stations; Skelly Oil Co., with its Alex Dreier commentary on 30-station NBC Midwest regional network, and Caroleine Products (Milnot).

W.E. Jones, radio director, visualizes a curtailment of radio budgets, with an eye toward cutting of talent costs and airing of more transcribed shows. The agency has been experimenting with television, mainly sports events for Bell & Howell, and it is Mr. Jones' opinion that video in the Midwest will improve the AM picture. "Advertisers through the new medium will become more conscious of radio than in the past, and many of them who have taken AM for granted, will awaken to its use again, thus promoting more creative thinking," he contends.

Fall prospects at O'Neill, Larson & McMahon are "very good," according to Walter Zivi, radio director. Firm, which is very active in the spot field (comprising most of the agency's business), has several new accounts, for, in the main, new products. Many of them are currently on a test basis. Biggest spot (and overall) accounts are London Specialties Co., Michigan Bulb Co., and Perk Dog Food.

Nor was there any "substantial" change in radio billings at J. Walter Thompson, according to Hal Rorke, its radio director, who said that advertisers seemed disposed neither to reduce nor increase budgets. Agency's biggest accounts at present are Kraft Music Hall with Al Jolson; Archie Andrews and Meet the Meeks, for Swift; spots for Hedy home permanent (Lever Bros.) beginning this fall; The Northerners, for Northern Trust; My True Story, for Libby, McNeil & Libby (JWT's third largest user of radio after Swift) and spots for Indiana Bell Telephone. Bowman Dairy may also use radio.

Kraft's Television

Television, Kraft has its Kraft Theatre on Eastern TV stations, and Elgin is running spots on dozen or so stations. Mr. Rorke envisions television as "substantially reducing AM listening at night, but not so much during the day time." Chicago will be in forefront of buyers of TV talent shows, he feels.

At CBS' Midwestern division, the outlook it not only "very good," but "will be the best year in the history of the Chicago office," according to Don Roberts, network sales head of the division. Sales department expects to show a 30% increase for the year over 1947. New accounts for fall include Campana (with First Nighter), Gold Seal glass wax (which starts Arthur Godfrey on 167 CBS coast-to-coast stations this month), Miles Laboratories (Hilltop House) and Armour & Co. (with Stars Over Hollywood beginning Sept. 18). New clients since January: Nora Drake (formerly aired only on NBC) and Crime Photographer for Toni Co. Junior Miss, saga of the bobbysoxer, was begun this spring for Pepsi Cola on Saturdays.

John H. Norton Jr., vice president in charge of ABC Central Division, looks with optimism upon fall radio prospects. "We've got a lot of renewals back with us and new accounts, which more than offset the cancellations," he told Broadcasting. "Not only that, we've got a lot of good solid sub-

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"IT PULLS"

3 Years on the Air Have Proved the Selling Power of "Something for the Ladies!"

Here's a local participating program that's now entering its fourth year. Quite a record! "Something for the Ladies" clicked right from the start, and has always done a terrific sales job for sponsors.

The period — 10:30 a.m. Monday through Saturday — has become an institution in Utah. Women have organized fan clubs to listen to "Something for the Ladies." Participation is currently available — but hurry!

This is another example of KDYL's alert local programming which builds and holds audiences ... the same sure touch of showmanship which is now applied to local television programming on KDYL-W6XIS.
Prospects in Chicago
(Continued from page 24)
policy laid down by Will C. Grant, president of the far-reaching em-
pire, lowering of budgets does not impose any great difficulty, accord-
ing to Mr. Holcombe.

"Mr. Grant has always turned thumbs down on high-priced shows and
concentrated on 'idea pro-
grams'," he said. "We have always
stressed a good show with a good
idea, and are therefore not worried
about high costs and lack of imagi-
nation." The agency points to its
owned and originated programs,
Curtain Time and Dr. I.Q.
Granting that television is edg-
ing steadily into the horizon, Mr,
Holcombe's personal opinion is that
standard broadcasting won't drop
at this point, despite huge demand
for (and sale of) receivers. Grant
Advertising has participated in
some TV activity, mainly in televi-
sing the Dr. I. Q. Jr. shows in
cities where NBC maintains video
outlets. The latter show (for Mars
candy) was telecast this spring on
an experimental basis at WJZ-TV
Detroit.
Casting a similarly conscientious
eye to high costs with respect to
radio is Goodkind, Jolice & Morgan,
whose vice president and general
manager is Harlow Roberts. Budg-
et, if not actually being cut at
this point, are certainly being
scrutinized with an eye to cutting.

Planters Big Account
Biggest radio account of GJ&M
is Planters (peanuts), but even
that has turned to other media
more in recent years, Mr. Roberts
reports. New account since first
of the year is Illinois Canning,
now using radio on a test basis.
Burlington Brewing Co. (Van
Merrit beer) also tried but with-
drew its backing (of the Ted
Lewis show) late last year. That
sort of experience, Mr. Roberts
soberly believes, points up one of
the industry's most pressing
worries.

Billings serviced out of the Chi-
cago office of Foote, Cone & Beld-
ing for the first six months of
1948 were approximately the
same as for last year. Toni Co., its
largest radio account, dropped its seg-
ment of ABC's Breakfast Club but
added Crime Photographer. Firm
which also has Ladies Be Seated
and Give & Take added Nora
Drake to CBS network last
spring. Hallmark Co. (greeting
cards) dropped its Radio Reader's
Digest but is adding Hallmark
Playhouse.

James Fonda, Chicago office ra-
dio director, expressed hopes that
clients would go into television,
but said there probably would not
be any active accounts until next
year.

At Gordon Best Co., business has
been about the same as last year
although over short periods it has
varied "tremendously," according
to Gordon Best, president of the
agency. All of its radio is spot.

Ken Craig, radio director, Mc-
Cann-Erickson, said his agency
showed an increase in billings over
last year, using additional busi-
ness from Swift & Co. (Prem and
other canned meats), and the ad-
dition of Chase Candy. In Mr.
Craig's opinion, radio probably
never has been tighter than now
despite television activity. "You
can't find a decent hour on any
big station or network schedule," he
said. "We summed it up. McCann-
Erickson's Chicago radio billings
will be up more than 27% over all
last year's.

Harvester's Account
Agency's biggest accounts serv-
ic out of Chicago, in addition to
Swift, are International Har-
vester, Harverst of Stoves (which
switched from NBC to CBS in the
spring) and Standard Oil (Indi-
ana) which is sponsoring Chicago
Bears football games this fall on a
regional 12 station network, as
well as games of five universities.
Standard also has some 29 five-a-
week shows in 22 cities.

TV-wise Swift has its NBC
Eastern network program with
Lanny Ross on seven stations. Mr.
Craig believes that in the Chicago
video scene money will tighten up
and that the field won't expand as
fast percentage-wise in the coming
years as it has in the past year-
and-a-half. Yet he foresees it as a
"mass medium with tremendous
advertising force," and a healthy
one, with retail advertisers leading
the way.

William A. Coop, radio and TV
director, Burney-Kuhn Adv. Co.,
expressed hope the agency's fall
radio budget will be appreciably
greater than last year. With plans
for several new accounts, the agen-
cy is concentrating presently on

Another Class B FM CP
Is Granted at Chicago
NEW CLASS B FM station for
Chicago was granted by FCC last
week to Metropolitan Radio Corp.
of Chicago, locally owned firm.
Channel 274 (102.7 mc) was as-
signed.

New station will have effective
radiated power of 20 kw and an-
tenna height above average ter-
rain of 506 ft. Estimated cost of
construction is $38,966.

Principals of new firm include
the following: Ralph J. Wood Jr.
who received his masters degree in
communications from U. of Chi-
cago this year, general-manager;
president and 9.2% owner; San-
ford L. Wolf, attorney, secretary
4.7%; Bernard I. Miller, treasurer
4.7%; Julius Pewowar, ex-UP
representative who now is assistant
director of the Army Civil Affairs
Training School at Northwestern
U., vice president 10.6%, and Darlo
L. Toffenetti, head of Toffenetti
Restaurant Co., operator of res-
taurants in Chicago and New York,
22%. There are 41 other stock-
holders.

Page 60 • September 6, 1948
KFI and Paramount are telecasting now.

The scurry for the television advertising dollar will become very competitive before the close of 1948 in Los Angeles, if the comparatively light spending intent remains in force. During the first part of 1948, Union Oil Co. and Standard Oil of California were probably the biggest single spenders what with Union's bankrolling key sporting events and Standard paying the freight on telecasts of the baseball games of the Los Angeles Angels. In the latter half of 1948, Union will probably take the lead with its sponsorship of the total schedule of the Los Angeles Rams professional football team. All told, Union Oil will probably be the top spender for 1948 with a grand total in the neighborhood of $100,000.

Others who have done a consistent amount of video advertising are Admiral Radio, Philco, Chevrolet, Ford and a cooperative group of television set distributors and dealers. Active spot buyers in the Los Angeles area include Philip Morris, Rexall Drug Co., American Tobacco Co.

In most instances, television budgets were non-existent in 1948 and funds expended were drawn from other media or in a few cases new money provided. Total television spending in Los Angeles during the latter half of 1948 is expected to bring a total of $15,000 weekly into the coffers of all the stations. But this figure is liable to be upper sharply depending upon the readiness of national advertisers to present kinescope versions of their live Eastern programs to Los Angeles audiences, via ABC, NBC and CBS stations.

Spots Fading

Spot buyers are not likely to be built into program buyers before 1949 owing to the absence of budget. Already though, the trend is clearly away from spots except for events of outstanding interest. The shift is to entertainment, and film fare if suitable in price.

Since circulation is the final determinant in any medium, stations look to a year-end total of at least 50,000 sets in the Los Angeles area. With promotion of television sets for Christmas and the increased programming pre-Christmas as a result of more stations telecasting, this figure may even be topped in the judgment of some agency and station executives.

Competitively, however, that newspapers have been and will continue to be a more serious revenue threat than television, is the general attitude. While newspaper was harder to get many bulk users of newspaper space were able to enjoy the best rates based upon their past spending histories without having to buy the maximums required. And a good bit of this money was appearing in spot radio. But since the newspaper is now available, the papers are naturally expecting advertisers to earn the rate.

Futhermore the start of a new afternoon paper by the Los Angeles Times, known as the Mirror, is also expected to focus considerable attention upon the medium through the ensuing promotion. To meet this, other Los Angeles newspapers are naturally expected to step up their own promotional activities. And on top of this, radio must stand ready to combat the usual merchandising aggressiveness of newspapers normally.

And the radio station managers are not unaware of the newspaper threat from without as well as the increased competition from within. This is best expressed by one Los Angeles station manager who told Broadcasting, "we're selling radio instead of dishing out availability." In viewing the slow first six months of 1948, station men and agency executives as well as representatives, see more than just the international situation and the reduced activity of the motion picture industry. They point to the uncertainty and distraction being caused by national elections this year. There is also a decided distraction being caused by television.

From a station standpoint, whether the outlet has a television tie-up or not, it is felt that the time has come to regard it as a competitor and sell against it just as against other non-technically related media. One agency man stated that too much time is being spent by AM managers in awe of television and too little time in selling radio against newspapers, or any other medium.

TV Competition

With the increased competition, there are already signs of in creasing promotion activity by Los Angeles radio. Realistically most station and network executives recognize that the biggest portion of promotional effort must be made in terms of total programming structure. As a secondary factor there may be a merchandising support for the sponsors concerned.

The last of 1948 and certainly 1949 will see more promotional spending by radio but the emphasis will be upon a medium basis generally, and specifically in terms of overall programs. Although it is still too early to know, the opinion holds that television will find most all of its promotion upon a program basis, since there is virtually no difference in technical facilities coupled with the fact that all seven Los Angeles stations will beam from Mt. Wilson.

Expressed in capsule form, the business chart reads about as follows for 1948: Slow and low in January, February, March; climb in April and May; leveling off during summer with sharp upward climb in late summer and early fall, and upward to year's end.
Los Angeles

(Continued from page 21)

ducing companies has directly af-

lected consumer spending. The vagaries of the foreign exchange, coupled with the tightening domes-
tic box-offices have produced a sharp decrease.

Furthermore, the international situation has made many adver-
tisers cautious in their plan-
ning. But this factor is generally being mitigated by clients who are no longer waiting for a re-
turn to normal. They're simply redefining normal as the current abnormal and predating all plans on this basis. Although there is a natural fear of international complications, it is generally hoped that a peaceful solution will follow a series of crises.

Continuous inflation is expected with a natural reduction in spend-
ing for items outside the category of necessities. But with this has grown the outstanding competi-
tiveness of established brand names backed up by the advertising ag-
gressiveness calculated to persuade the consumer who must have cer-
tain goods. Packaging no longer represents a serious problem, al-
though there are occasional men-
tions of problems in this province. Distribution is still a stickler, par-

c
ticularly in the food field.

Television is a topic which has excited considerable interest on the Coast and particularly in Los Angeles, the only Pacific city where stations are operative. San Diego, and significantly, stations

from Los Angeles stations with decided clarity, is very much taken with the medium. San Francisco will be able to watch video before the year is out.

TV Lacks Circulation Story

But as a revenue threat to ex-

gisting media, particularly radio,

television still lacks a circula-
tion story which keeps any ad-

vertiser from viewing it seriously as a sales vehicle. Only a handful of advertisers have seriously

s

eg

 fontsize

scribed spending on Los Angeles sta-

tions but many have dabbled with it via spots. No advertiser is un-

aware of its future implications and the advertising agencies are


giving 1949 budgets ample video breathing room to allow for the expected growth.

As a reflection of the regional sales picture, a few observations by network sales managers in-
dicate the cause for over-all busi-

ness optimism, come fall.

Frank Samuels, ABC Western sales manager, says: "With the acquisition of four new orders, which we have received in August, plus the additional time we have under option to other clients, it looks as if ABC-Pacific will have its most successful year."

The four orders referred to are all 92-week contracts including the Richfield Reporter which had been on NRS for 17 years plus, sub-
scribed by Richfield Oil Corp. six

weeks-weekly on 20 stations; five

weekly Bob Elson Meets the Ce-
tury on 21 stations for Consolidated Royal Chemical Corp., Chi-

cago (Krank's Shave Cream);

weekly Newsweek Looks Ahead (Dennison's Foods) on 20 stations; Rus.

ser Flouring Mills Co. will pay for five-weekly five-minute news-
casts on 27 stations.

He also expressed optimism over the two ABC-owned television sta-
tions in San Francisco and Los Angeles, scheduled to be airing Dec. 1 and Nov. 1, respectively. "Both stations have been very suc-
cessful in pre-selling of their TV facilities and it looks like both of these properties will be off to a good start," he concluded. In ad-

dition he pointed out that ABC would have its San Diego affiliate, KFMB, operative by Dec. 1; this will enable ABC to operate the first network television tieup of San Francisco, Los Angeles and San Diego through owned and affiliated stations.

Last Quarter Biggest Yet

Speaking for CBS, Wayne Steff-
nor, Western sales manager said: "Based on business already signed, the Columbia Pacific Network will enjoy the biggest single quarter in its history the last three months of 1948. This despite an unusually slow summer period for all Coast radio. We look forward to an even greater increased volume during 1949."

Sponsored quarter hours on Co-

lumbia Pacific Network are up

10% over the previous year and new regional advertisers included Lewis Food Co. (Dr. Ross Dog Food); Gold Seal Co. (glass wax); Household Finance Corp.; Inter-

state Loaf; Lone Pine Pacific Co.; Manhattan Soap Co.; Pillsbury Mills; Sealy Mattress Co.; Welch Grape Juice Co.; Modglin Co.

An interesting sponsor history of the CBS Los Angeles stations is seen in the S.O.S. Co. which a year ago was under contract to begin three quarter hours weekly in September 1947. Today this same firm is spon-

soring 8% of all marked hours weekly. Representing three programs the commercials are for Soil-Off and S.O.S. cleaners.

"Good Clean Fun"

From the viewpoint of Don Lee Broadcasting System, Sydney Gay-

nor, sales manager says: "Radio-
time selling is back to the old days of good clean fun, which means in more specific terms, we are en-

gaged in hard competitive selling. This is evidenced on all sides by the increased efforts of clients to obtain better time releases for their shows. The networks are in turn competing to give the client better times, and in the competition for business, some of the most con-

structive selling ever to be used is being paraded before the boys controlling the purse strings. Al-

though there have been some can-

celations, these have been bal-

anced by new orders. With the orders now in for fall start, Don

Lee will be ahead of last year in

network time sales—not much, but ahead."

Probably the biggest Don Lee ad-

vertiser come fall will be the

Dolein Corp. which has contracted for 10 quarter-hours weekly on the full Don Lee Network. In addition this same advertiser has purchased seven other quarter-hours on KJH Hollywood, Los Angeles Don Lee-

owned outlet.

NBC which has very few time

openings on a regional network basis is virtually sold out in the periods which can accommodate re-

gional clients. Having no owned Los Angeles outlet in the AM field, NBC has no local sales problems but these will come with the open-

ning of KNBH television outlet be-

fore the end of 1948. In fact the novel aspect of NBC's position in television sales will lie in the fact that KFI, its AM af-

iliated outlet, Los Angeles, will be competitive in video since each will be operating its own station. Don Lee is already operating its own station and ABC will be doing likewise. Still up for FCC approval is the stock marriage of CBS and the Los Angeles Times in which the former is seeking a green light for the stock. The TV independents are KTLA, Los Angeles outlet of Paramount, KFI-TV and KLAC-TV. Though seven stations will be telecasting by the end of 1948, only Don Lee,
It was felt agencies and advertisers interested in buying time for national or regional projects could easily set up custom-built booklets, with the directory permitting quick selection of markets and stations along with programs and time availabilities.

Appointment of the independent's committee from those interested in buying time for national or regional projects could easily set up custom-built booklets, with the directory permitting quick selection of markets and stations along with programs and time availabilities.

During the winter many independent's urged NAB to set up a special department or division within the association to handle their interests but this idea was rejected by the board, with the committee plan agreed on to assure the stations proper place in NAB affairs such as the code and All-Radio Presentation.

Other Meeting Discussions

A number of ideas were agreed on at the two-day committee meeting last week. They will be submitted to the board at its mid-November meeting. The independents want the NAB board or management to insure them adequate representation on all committees, panels and other groups within the association.

The members talked over ways of making better use of existing services rendered by NAB departments. Among objectives cited were increased sales, better control of costs and improvement of program techniques.

NAB management and the Legal Dept. were asked to study the possibility of amending the FCC's 14 minute 30 second limitation in its determination of commercial programs. Also requested was NAB action to get early clarification of FCC's proposed lottery rules.

In working out details of the overall independent project, a basic question will center around eligibility of stations to the non-affiliate designation. Suggested grouping would include FM stations without network affiliation as well as FM affiliates of AM stations if the FM programming is entirely separate.

Submit in November

The proposal for an Independent's Day during NAB convention week will be submitted to the board in November by Howard Lane, WJJD Chicago, and Calvin J. Smith, KFAC Los Angeles, both managers of independent stations who are board liaison members of the new committee.

Mr. Lane is chairman of the NAB board's Convention Sites and Policy Committee. Mr. Smith is a member of the same committee, which handles basic planning of the annual convention.

If the board approves the idea and adds Independent's Day to the convention week agenda, the non-affiliates plan a one-day event packed with discussions of common problems and featuring out-of-town speakers and entertainment. The convention week at present is divided into two phases - Management Conference and Engineering Conference.

The 1949 convention, scheduled at the Stevens Hotel in Chicago April 8-13, will open with a Friday-Saturday Engineering Conference. Management agenda opens Monday. One of the problems will be to fit in Independent's Day with other convention business.

If the special day at the convention is approved by the board, a subcommittee will be named to make arrangements.

Goal of Conference

Purpose of the committee meeting was to obtain a more forceful place in NAB for independents, and committee members agreed that much progress had been made.

Messrs. Lane and Smith were asked to act as independents' spokesmen before the NAB board. A. D. (Jess) Willard Jr., NAB executive vice president, will act as independents' contact with the association management.

All members of the committee attended last week's meeting, including Chairman Cott and Messrs. W. Ray Bates, J. C. Lane, C. C. Smith, Melvin Drake, WQX Minneapolis; Bob Maynard, WSVS Creve, Va.; Lawrence W. McDowell, KFOX Long Beach, Calif., and C. E. Arney Jr., NAB secretary-treasurer, took part in the meetings.
FCC Spanking
(Continued from page 52)

last Wednesday were William McCarthy, an atheist from Clifton, N. J.; Kenneth M. Whitten, president of the Friendship Liberal League of Philadelphia; Rabbi Paul Richman of Washington, D. C., representing the Synagogue Council of America; and Rev. Father Edmund Walsh, S. J., vice president of Georgetown U., Washington, D. C.

McCarthy viewpoint

Mr. McCarthy, who identified himself as an "absolute atheist," believed both sides should be given an opportunity to take the air. "An atheist has the same rights, no more, no less, than a Bishop," declared Mr. Whitten, who said it was the duty of the government to insure the availability of air time for atheists.

Rabbi Richman thought atheists should be allowed to express their views, but expressed the hope that the "FCC decision will not be interpreted to mean the air waves should be opened to atheists. There is no validity to demands that they must receive equal time."

Father Walsh, a leading Catholic educator, contended that the existence of a supreme being is not a controversial issue since American tradition, legislative sanctions and common consent have made acceptance of God a part of "the fundamental conception underlying our Constitution." He praised the Gillingham memorandum, saying the author was "much more in touch with the sovereign will of the American people than those who drafted this order."

The religious leader said the Commission, "by innuendo, and at times very subtle claims that it favors the plaintiff," evidently thinks that "atheism should be admitted to the radio."

He said he could recall no federal agencies ever "embarking on such a detailed theological argument."

The "amazing opinion" of the FCC, Father Walsh said, is "a mischievous precedent" which would bring many evils into our society.

Highlight of the Tuesday hearing was testimony of NAB General Counsel Don Petty.

Others on stand

Others testifying on the opening day were Judge Frank Roberson, former attorney general of Mississippi, now with the Washington law firm of Spearman & Roberson; Carl Godwin, ABC commentator; Dr. Robert Calhoun, professor of theology, Yale U.; Charles Smith, president of the American Assn. for the Advancement of Atheism Inc., and Father Louis Durell, Dominican House of Studies, Washington, D. C., who testified for Rev. Ignatius Smith, dean of the School of Theology, Catholic U., Washington.

Mr. Petty interpreted the FCC decision as "thought policing" of broadcasters.

Condemning the "common practice" of the Commission to write directives and new rules and regulations on such specific points involved and not get on "philosophical ramblings."

Position of licensee

"The FCC," Judge Roberson added, "ought not to put the licensee in a position in which he feels he is under obligation to carry an atheist program . . . the licensee should determine that question solely on his own responsibility."

Judge Roberson advocated revamping of the "obsolete" Communications Act.

Mr. Roberson said he had advised a client, KDFX Nampa, Idaho, to reject an atheist script on grounds that broadcasting it would not be "in the public interest." Of the script, Mr. Roberson said: "It's an understatement to say it was shocking."

FCC did itself harm in other decisions such as the Arco, Mayflower and Port Huron cases, Judge Roberson declared. He said Comr. Jones is "going all he can to stop the Commission's philosophical wanderings.

Mr. Godwin who identified himself as a "thorough believer in God," found difficulty in conceiving "a creation without a creator." He maintained "there is no public controversy over the existence of a deity."

Father Durell recited verbatim the script used by Rev. Smith in a broadcast over WHAM Rochester, which brought demands from Mr. Cromwell for time.

Father Durell the preceding night had been told by Rev. Smith he had "no particular individual in mind in the broadcast," the witness explained.

Dr. Calhoun termed the decision "a quite badly constructed opinion" and said he saw little reason why it had been issued. He said the opinion contained "pathetically incompetent" views on atheism.

Mr. Smith, who looked more like a minister than some of the clergymen appearing as witnesses—at least by cinema and story book standards—thought the real issue was whether religion should be given "a preferred position" over atheism.

Smith viewpoint

Mr. Smith, editor of the Truth Seeker magazine, maintained atheism was a controversial issue and that "the world is going atheist. I think there are 50 million people in the United States who live as if there is no God."

Counsel Bow asked Mr. Smith if he agreed with Article 124 of the USSR Constitution which provides for religious or anti-religious expression specifically.

"Yes, I agree with that," Mr. Smith replied.

Mr. Smith told Chairman Harness that the objective of the atheists was the "separation of the church and state."

DECISIONS ON WIS.-ILL. ARE UPHeld BY FCC CLEARING the way for possible appeals to the courts, FCC last week refused to upset its decisions in the complicated, drawn-out Illinois-Wisconsin fight over 1480 and 1490 kc.

The final decisions in the two cases, which were combined and then separated again by the Commission before they were finally decided, gave a 250-w grant to Village Broadcasting Co. for Oak Park, Ill., and awarded 100 w to Beloit Broadcasting Co. for Beloit, Wis. in the 1490-kc proceeding, and gave a 1-kw grant to Radio Wisconsin for Madison in the 1480-kc case [Broadcasting, May 5].

Denials went to the mutually exclusive applications of Elgin Broadcasting Co. and Vincent G. O'Foy for Elgin, Ill., and to Community Broadcasting Co. for Oak Park in the 1490-kc contest, and to Ed- win Mead, seeking 1480 kc at Rockford, Ill.

In orders last week, the Commission denied petitions for reconsideration or rehearing filed by Elgin Broadcasting, Community Broadcasting, and Mr. Mead.

TRUTH OR CONSEQUENCES

Buy WAIR and keep a sharp eye on your sales chart for this market.

Ignore our dominance in this market and lose your shirt. We have the listeners . . . and they're far, far, in the majority. Sign here, please!

WAIR

Winston - Salem, North Carolina

Representatives: Avery-Knodel
HERE ARE THE ANSWERS TO Your Questions About TELEVISION!

These and many more vital questions get a quick and complete answer in a set of four informative bulletins just produced by Raytheon. First released at the recent N. A. B. Convention, their practical, factual approach to the basic problems of television was hailed alike by executives, engineers and countless others interested in the tremendous possibilities of this new industry.

Write for your copies today. They are yours for the asking — with the compliments of Raytheon, makers of complete equipment for AM, FM and TV stations.

RAYTHEON MANUFACTURING COMPANY
Waltham 54, Massachusetts
Please send me your Bulletins DL-T-804, 805, 806 and 807 on equipment required for new television stations.

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Title: ____________________________________________
Affiliation: ______________________________________
Address: _________________________________________
City: _____________________________________________
Zone: ___________________________________________
State: ___________________________________________
NEW WNBW RATE CARD IS EFFECTIVE OCT. 1

A NEW RATE CARD for WNBW (TV) Washington, first the station has published, will become effective Oct. 1. William R. McAndrew, assistant to NBC Washington Vice President Frank M. Russell, announced last Thursday.

Base hourly evening time rate of $150 gross, with frequency discounts, will apply during Class A time (6-10:30 p.m.), and three quarters of the base rate will apply during Class B time (6-9 p.m. Mon.-Fri.; 1-6 p.m., Sat-Sun., and 10:30-11 p.m., Sun-Sat.). Mr. McAndrew said. At all other times one-half of the base hour rate will apply.

Separate charge for studio usage will be graduated from $240 for three hours of usage (rehearsal time) on a one-hour live studio program to $50 for one hour on a five-minute studio program. Film studio usage charge is graduated from $100 for two hours on a one-hour film broadcast to $25 for a half hour on a five-minute film program.

Base rate for one-minute announcements or 20-second service announcements (time signals and weather reports) is established at $40 which includes time and film studio usage, Mr. McAndrew said.

BROADCASTING

Who’s Who, What’s What

EDITOR, BROADCASTING:
Your humble correspondent (remember when an advertising guy calls himself “humble,” he’s kidding) has now whipped around a short circle. It’s not particularly interesting, but for the record, the undersigned has completed three and one-half years as director of advertising control and then sales promotion manager at Plough Inc., Memphis, Tenn., and then a year in the advertising department of Hall Brothers, Kansas City.

Now I’m at Rogers & Smith’s Kansas City office, in charge of copy & stuff. (We’re still looking for a peachy title).

But here is the interesting part in all these peregrinations (I know the word; it’s no good for copy and I gotta use it sometime, ain’t it?). BROADCASTING has been close at hand—keeping me crammed up on the who’s who’s and what’s what’s of radio.

So now, if I ever misinform a Rogers & Smith client regarding the Magic Medium” (an enthusiastic rep called it that one day), I’m going to sue BROADCASTING!”

M. H. Straight
Rogers & Smith
Advertising Kansas City, Mo.

*P.S.—Sorry to have scared you.

* * *

Public Service Spots

EDITOR, BROADCASTING:
...the majority of material issued by public service agencies is prepared (apparently) with little idea of the length most expedients for average use. Spots headed “one minute” may run from 40 seconds to a minute and a half. The ideal length is 20 seconds—perfect for filling the 30 seconds between network shows... Station identification must be given within the chainbreak time.

Here at WNE the organization that sends correctly timed material gets the publicity. There just isn’t time to cut, revise or rewrite. We prefer 20-second spots, have little opportunity to use one-minute announcements and no use at all for other lengths.

Harold E. Graves
Program Director
WENB Endicott, N. Y.

Bulova

(Continued from page 28)

immediate consideration and grant of its applications—one on Sept. 7, 1947, observing that 13 months seemed to be “adequate time” for the FCC to have completed its study, and another on March 10, 1948, noting that 19 months had passed and that this, too, seemed adequate.

The Commission’s decision on the general case may have a bearing on the outcome of two pending applications for the sale of WOV—the proposed transfer of the station to General Broadcasting Corp. for $300,000-plus, and a rival bid filed under the Avco Rule by Victory Broadcasting Corp. General Broadcasting is owned by Richard E. O’Dea, part owner of the station and of WNEW; Herman Bess, sales director of WMCA New York, and Harry S. Richenstein, Newark plastic manufacturer. Victory is owned by WOY General Manager Ralph N. Well and associates.

Under the Commission’s duopoly rule, Mr. Bulova must dispose of either WOV or WNEW. In a prior attempt to comply with the rule, FCC refused to approve transfer of WOV to Murray and Meyer Mester, Brooklyn oil merchants. WNEW has been on temporary license since April 1944. WOV, a 5-kw outlet on 1280 kc, also is on temporary pending compliance with the duopoly ban.

$250,000 Involved
In Station Sales

FCC Okays Transfers for WCNT, WMOA and WHYU

THREE STATION sales totaling $250,000 were approved last week by FCC and included transfers of WCNT Centralla, Ill.; WMOA Marietta, Ohio, and WHYU Newport News, Va.

In the WCNT transaction, Hobart Stephens, sole owner, sells the AM station and its FM affiliate for consideration of $120,000 to WCNT Inc., new firm. Mr. Stephenson retired from the operation because of serious illness, FCC reported. WCNT Inc. is composed of George F. Isaac, senior member of the commercial staff of WCF Chicago, president-treasurer and 80% owner; and his wife, Kathleen I. Isaac, secretary and 20%.

WCNT is assigned 1 kw daytime on 1210 kc.

WMOA is sold by Howard L. Chernoff, his wife Melva Chernoff, and sister, Mildred Chernoff to William G. Wells for $70,000. Mr. Wells has been deputy director of the flight information service, Civil Aeronautics Board. Station manager is to be Hugh M. P. Higgins, assistant director of the NAB Broadcast Advertising division, who is to have full-time interest. Mr. Chernoff is the managing director of the West Virginia Network and general manager of WCHS Charleston. WMOA is assigned 280 w fulltime on 1480 kc and is an MBS affiliate.

Control of WHYU is transferred to John Doley through his purchase for $50,000 of combined 70% holding of J. A. Gill, S. A. Twiford and C. F. Leary. Each held equal share. Mr. Doley, retaining a 22% interest out of the newly acquired stock, reassigns a 24% share to C. Archer Smith, 14% to Stuart A. Smith and 10% to Margaret S. Doley, increasing her interest to 20%. Other 20% in station is retained by Ed Harris. WHYU is assigned 1 kw day on 1270 kc.

CHNS
HALIFAX NOVA SCOTIA
THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES
ASK JOS. WOOD & CO. 350 Madison Ave., New York He Has the Reasons Why!
5000 WATTS—NOW!

BROADCASTING • Telecasting
OIL NEWSLETTER

FOR YOUR INFORMATION:

Plans have been announced for a nation-wide Oil Progress Day on October 14. Individual oil companies all over the nation will report the progress they've made -- in a mighty demonstration of the benefits Americans accrue from the oil industry.

Oil Progress Day will serve as a means of directing public attention to the many accomplishments in this field of industry...the scientific advancements that are contributing major improvements to the American way of life...and how the constant rivalry among competing oil companies has resulted in better living, greater convenience and more comfort for Mr. Average Citizen as well as new records in production and supply.

For instance, the oil industry can point to the fact that it has kept up with unprecedented demand. America's 34,000 individual oil companies are currently supplying almost 250 million gallons of oil products daily.

With more cars and trucks, more oil burners and farm tractors in use -- and with the nation's industrial and military machines using increased amounts of petroleum -- demand for oil products is far greater than in any previous year. But by expanding the facilities used to produce, refine, transport and market oil products, the industry has been able to meet this demand. Oil Progress Day will see this dramatic story told locally by oil men from coast to coast.

Many radio stations will find that this day offers excellent tie-in opportunities for local special events coverage. Particularly newsworthy will be speeches by prominent oil men and "open house" ceremonies held by various oil companies in every section of the country.

For further information on plans being made for their listening areas, representatives of local stations are invited to call upon Oil Industry Information Committee offices at Atlanta, Boston, Chicago, Cincinnati, Dallas, Denver, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia or Tulsa.
LION OIL CO. has been advertising* on station WMC MEMPHIS

**AFFILIATE**

5,000 watts day and night, 790 kilocycles. National representatives, the Brannah Company. Owned and operated by the Commercial Appeal.

**WMCF**

First FM station in the Mid-South

**WMCT**

Television coming soon

*A "selective" advertiser with more than 48 half hour programs during this period.

FCC Spanking

(Continued from page 26)

...us in this critical period.

Formal release of answers to critical letters was discouraged because it would magnify the fact that "the Commission is on the pan" and would indicate that "the Commission regrets having gone out on a limb."

"The chief confusion," Mr. Gillingham continued, "even in the non-prejudiced mind, is why the Commission wrote a state paper on principles in order to give a negative answer to such an insignificant case."

Comr. Hyde said it is not the Commission's practice "to consult him" (Mr. Gillingham) on how we should decide issues before the Commission. Mr. Gillingham does attend executive sessions at which issues are decided so he can "accurately report" Commission decisions to the public, Comr. Hyde explained.

Memo Is 'Voluntary'

The memorandum, according to Comr. Hyde, was a "voluntary suggestion" inspired by letters on the decision. "Throughout the hearings the Committee continually hammered away at FCC officials in an attempt to learn (1) if the decision represented a regulation (2) under what authority the Commission acted and (3) why the Commission did not clearly label the decision a regulation to permit broadcasters to understand the effect.


During the hearings witnesses touched on most of the highly controversial issues originating with the FCC. These subjects included the Aveo, Port Huron, Blue Book and WWDC race results issues.

Earlier hearings by the same Committee had brought broadcasters substantial relief from the ambiguous Port Huron decision to the political broadcasts [Broadcasting, Aug. 2].

Hyde Statement

The climax of the hearings was reached when Comr. Hyde, in response to questions by Reps. Priest and Harness, acknowledged that a broadcaster need not fear revocation of his license if he refuses time to an atheist. He qualified this by saying this would apply only if the broadcaster's decision was not "arbitrary." Comr. Hyde was earlier indicated he would seek remedial legislation if the problem was not satisfactorily resolved, made the closing charge that FCC had exceeded its authority.

"I'm persuaded after listening to the testimony," Rep. Harness declared, "that the Commission went beyond its power and authority of law in making that decision. I would be pleased to know, and the country would be pleased to know, if the Commission might remove its decision from the books."

Former Commissioner Durr was identified as the author of the hotly-contested opinion. The law department's original draft did not contain the controversial matter. This, FCC officials declared, was inserted by the Commission's liberal Commissioner, in the accompanying opinion.

Tracing the history of the document, Mr. Cottone said the recommended draft of the decision was prepared by Max Goldman, now acting assistant general counsel in charge of the Litigation and Administration Division.

He admitted the draft, in its original form, had been of a narrower scope. The first draft was rejected by the Commission, which referred it to Comr. Durr.

Mr. Cottone explained the original draft did not specify that equal time should be made available to atheists.

The memorandum adopted by the Commission was "substantially the draft Comr. Durr submitted," Mr. Cottone asserted.

"Did you (law department) hold a religious program was a controversial issue in the original draft?" Chairman Harness demanded.

"No," responded Mr. Cottone.

"The law department draft indicated that not every question was a controversial matter."

"You know the dicta in the Scott Decision has in effect become a regulation in the Commission. Isn't this in effect a regulation?" asked Mr. Bow.

"I would say it was a policy of the Commission," answered Mr. Cottone. Later, however, Mr. Cottone explained that "all policy of the Commission is a rule or regulation.""Questions WHAM Renewal

Chairman Harness wanted to know, if the Scott Decision was considered a regulation, why the Commission, in violation of that regulation, had issued a regular renewal to WHAM Rochester, N. Y."

"The Commission," Mr. Cottone said, "can't deny a license without affording a hearing."

Rep. Harness wanted to know if the WHAM renewal didn't represent a reversal of Commission policy. Mr. Cottone argued this and explained that WHAM's answer to Commission letter was evidently the key to the Commission action. The Commission, he said, apparently interpreted WHAM's reply to mean that the station would not discriminate against anyone or any group because of the station's personal views.

The Committee was anxious to learn why FCC had quietly announced the WHAM renewal [Broadcasting, Aug. 29, 30]. Both Mr. Cottone and Comr. Hyde asserted the action had been taken at a regular morning session of the Commission, prior to its receipt of the Committee's request for files on the case.

Jones Vote

They conceded that Comr. Robert F. Jones had voted to grant the regular renewal for WHAM when the rest of the Commission decided to grant it a temporary permit pending investigation of charges by Free Thinker Arthur G. Cromwell.

Comr. Hyde had to this say:

The Scott Decision held one thing, and one thing only: that preservation of freedom of speech in the public domain of the radio provided a licensee from absolutely barring subjects of discussion or regulation including atheism, on the ground that any presentation, whatever its nature, would be contrary to the public interest. In the Scott Decision the Commission, at least we thought, made it amply clear that if controlling religious broadcasts did not of itself create in any person or group the right to carry programs in opposition to religion, if, as alleged, some persons believe that time must be afforded to reply to every religious broadcast, I believe that such persons can point to nothing in the Scott Decision which supports any such conclusion."

He indicated that a letter addressed to Rep. Charles J. Kersten (R-Wis.), whose published comments had provoked the inquiry, was not resolved. FCC Chairman Wayne Coy had advised Congressman Kersten that "the test must, of necessity, be one of reasonableness and over-all fairness" on the part of broadcasters.

Other witnesses who were heard (Continued on page 56)
N. Y. Fall Outlook
(Continued from page 24)
date, and our knowledge of fall commitments will show an increase among BBDO clients.

At Funderland & Richbord Inc., (formerly Campbell - Ewald Co., New York) prospects for this fall and early 1949 are...materially better than they have ever been at any time in the past. Dollar volume this fall will be at least 45% over last fall's figures, and there is every indication that this higher volume will be continued in 1949.

Young & Rubicam, with extensive experience in television as well as radio, expects to be very active in both fields this fall, although use agencies feel that radio will continue this fall and winter as "the heavyweight of the two, audience-wise." Sylvester L. Weaver, Y & R vice president and director of radio and television, said this: "During 1948-1949 the vast strides television programming has made in recent months will come more readily apparent. In a limited sense home audiences for the first time will have an opportunity to compare good radio condition with the rival medium... Television programming has made great progress. For example, the agency already has four half-hour network TV programs scheduled for sponsorship and others in prospect for the coming season."

Y & R's billings, however, continue to show greater amounts spent by sponsors for radio than for television. A similar situation exists at Kenyon & Eckhardt, which also has handled considerable television time. Leonard Erikson, K & E vice president in charge of radio, says that "in appreciable realignment of activity has been brought about in the K & E radio department because of the industry-wide upsurge in television." He estimates that half of the agency's total radio billings are in television. "This fall at least two of our clients are using television," Mr. Erikson disclosed. "Plans are currently in the making for the use of television by other clients. Funds for television are not being taken from regular radio appropriations. Additional sums are obtained from clients for use in the new medium."

Two agency executives gave BROADCASTING fall business outlook statements with similar characteristics of optimism and brevity:

"said Ray Vir Den, president of Lennen & Mitchell: "The fall business is looking very good this fall, last year for radio, television, and the agency on the whole."

"said Harry Trenner, Wn. H. Weintraub vice president in charge of radio and television: "Radio at the Weintraub agency will be up to 20 to 30%.""

Historical and upward trend of New York radio is also mirrored in a component field which has shown tremendous development in recent years—the transcription industry. From Frederic W. Ziv Co., the news was especially heartening.

John Sinn, executive vice president of Ziv, predicted that this fall will find the transcription business "moving into its greatest peak period, with the year of 1949 hitting an all time high... Mr. Sinn continued: "Local and regional advertisers have long discovered the effectiveness of the use of the proper big-time transcribed radio shows at a nominal cost. However, not until very recently have some of the national advertisers realized that they can make money-saving buys of transcribed programs and put them to tremendous effective use on a spot basis."

"Also, many national advertisers are moving into television and using TV shows, as the TV markets are opened. But in those markets where television is not available, these advertisers want to continue to increase their radio expenditures, and the high-caliber transcribed shows are again the answer. Add to all this the increased use of transcribed programs by local and regional advertisers as TV's get higher and higher Hoopertings, and you see why this fall will be a far better show of the same period last year."

Joseph Bailey, vice president of the Louis G. Cowan transcription firm, estimates the overall transcription picture for fall at about 30% ahead of last year. Mr. Bailey adds that each year the Cowan company has done better than the year before and the firm's business this fall will be far better than ever before.

Ford Bond, president of Ford Bond Radio Productions Inc., noted that "although greater dollar volume is being spent on transcribed radio programs, open-end and otherwise, than...in a comparable period last year, the unit-volume by number of stations has dropped by at least 20%." Mr. Bond believes this is due to "a number of small advertisers on small radio stations in small cities trimming their advertising sails, while major advertisers after taking some money out of network radio increased their budgets on local and regional campaigns."

However, he feels that both dollar-volume and unit-volume by station will swing upward, starting in October. "Among 'station' representatives, Hines Hatchett of the John Pearson Co., sees larger billings for the fall and winter indicated by the increased buying activity which began in mid-summer. Mr. Hatchett said that "while some of the larger schedules of last season are either missing or reduced, the substantial number of new accounts using A & Q radio will most likely take up the slack and show an increase in overall billings. One noticeable feature in placements this year is more discrimination in buying. The trend toward expensive spot campaigns and greater care is being displayed in selection of stations and available time. The trend toward popular participating shows being carried over and more interest being displayed in this type of availability.

The Brantham Co. is of the opinion that this fall's business will be "about the same as last year's and possibly a little better."

Hethington...from Berlin

Wm. G. Hethington, the Newark News-WNJR correspondent-commentator, is making radio history with his broadcasts from Milan, Rome, Tel Aviv, Berlin, and Cairo for WNJR...NOW AVAILABLE

The radio station of the Newark News

SUNDAY 6:45 PM MIDNIGHT 7:45 PM 1430 KR 5000 Watts

WNJR 91-93 Halsey Street
Newark, New Jersey

T-H-S Station List
TAYLOR - HOWE - SNOWDEN, station representative firm reorganized Sept. 1 as Taylor-Bor- roff & Co. [BROADCASTING, Aug. 30]. WPM represents WPMT, WJAM, WMOW, 0., and WHBC Canton, 0., the firm declared last week. The list of stations, as published, inadvertently omitted WPAY and WHTC.

A TEAM composed of Dunninger, the mentalist, and Paul Winchell, ventriloquist, will appear on the television networks beginning Thursdays and Saturdays. As part of the sponsorship of Bigelow-Sanford Carpet Co. Young & Rubicam, New York, is agency for sponsorship.

September 6, 1948 • Page 51
Here's increased coverage for your station!

with the new

LIMITING AMPLIFIER

FITS neatly into your audio cabinet—attractive, sturdy, quiet. But what a wallop it packs when you want attention from Mr. Big—the listener!

Based on engineering developments by CBS engineers, the Limiting Amplifier has been designed by General Electric to give you greater coverage and more potential listeners without changing your present transmitter or antenna.

For more information, call your nearest G-E broadcast equipment representative, or write us. Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.

MEMO TO STATION MANAGERS:

- Increases modulation and thus makes signal reach farther, sound clearer.
- Raises effective signal strength—this means increased coverage.
- Low installation cost—quickly, easily mounted in G-E Audio Cabinet Rack.
- In FM, too—protect your listeners against receiver distortion caused by transmitter overswing. Dynamic range, so important in FM, is maintained.

MEMO TO ENGINEERS:

- Increases average level of modulation as much as 8 to 10 db.
- Anticipatory circuit prevents overmodulation—even on the first half cycle of the overmodulation peak. Automatic recovery time improves program fidelity!
- Prevents distortion and adjacent channel splatter.
- G-E popular hinged panel construction—easy to get at.
- Vertical mounted for better ventilation.

You can put your confidence in

GENERAL ELECTRIC
WHEN YOU THINK OF PITTSBURGH, do you think of the city of 700,000 where the Monongahela joins the Allegheny?

Or... do you think of a vast tri-State trading area with a population of seven million?

This larger area... ten times as populous as corporate Pittsburgh... is the market you reach with KDKA, whose call letters shine brightly in Pittsburgh's skyline.

According to BMB, KDKA's daytime area includes more than 1,160,000 listener families in 117 counties. In this area, 1947 retail sales amounted to more than $5 billion. KDKA's nighttime area includes more than 1,300,000 listener families in 194 counties. Retail sales in 1947 topped $6 1/2 billion.

No other station, no other medium gives you this coverage in the greater Pittsburgh market!

KDKA
PITTSBURGH'S 50,000 WATT NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KEK - KYW - WRE - WIXA - WOWO - KDKA - WBZ-TV
National Representatives, NBC Spot Sales—except for KEX
For KEX, Free & Peters
Respects
(Continued from page 46)
and was graduated, a Phi Beta Kappa, in 1934. With the aid of Dean Miller of Duke (the same who is now Judge Miller of the NAB), Mr. Rankin managed to get a "full scholarship" for graduate work at Duke.
At the same time he held down "the softest job I ever had"—doing biographies of N. C. Supreme Court justices, for $20 a month. As far as he knows, they were never used anywhere.
He returned to Chapel Hill (U. of N. C.) to study law from 1937 to 1938. Throughout the time of his graduate studies he was doing publicity and radio and newspaper work for conservation agencies, CCC and others. He later took a job with the Dept. of Agriculture Soil Conservation Service, which also entailed much radio writing and many appearances on North Carolina stations.
His outstanding work in the field took him to Washington headquarters where he soon became head of radio and press for the Soil Conservation Service. The documents he wrote at that time are still rated among the topnotchers of radio. They were heard on the Agriculture Dept.'s Consumer Time, The Land We Defend, and many other network programs.

Joined CIAA
Shortly after the war started Mr. Rankin was offered a job with the Coordinator of Inter-American Affairs. He was in charge of radio activities for the CIAA in Colombia, Venezuela and Ecuador. Again, the situation was paradoxical, for though he knows French and German well, at that time he didn't know a word of Spanish. But he went Astronomy, and now, of course, his Spanish is as perfectly polished as his French, German—and English.
He represented his country—and the CIAA—so efficiently that after two years he was named head of the CIAA office in Colombia, with headquarters in Bogota. He handled all media there, in addition to the exchange students with whom CIAA was working at the time.

In Technical Side
Two years later—he was in Latin America over four years—he accepted a position with the State Dept. Instead of the programming side of radio he had always worked with, he found himself in the technical end. As he had done often before, he merely adapted himself to the situation, and came out on top.
His work with the NAB calls for the tact of a higher echelon diplomat combined with the matter-of-fact approach of an engineer. And Forney Rankin seems born to the job. Though he expects to attend the International High-Frequency Broad-casting Conference in Mexico City in October.
Almost any kind of athletic activity is Forney Rankin's dish. "I'll play on anybody's softball team," he says, and he still doubts greatly enhance NAB's tottering 9 next summer. He also goes in for basketball, swimming, tennis, golf—you name it, he plays it. The highly talented Mr. Rankin is, in addition, a star, from way back in amateur theatricals. He's been active in dramatic productions since high school days.
Most people would stop at those seldom-combined skills. Not "Red" Rankin. He has hand-made practically all of his children's furniture, chests, beds, chairs, desks, drawing boards—as a matter of economic necessity, he quips.
The Rankins—Mrs. is the former Jean Smith Cantrell of Winston-Salem—are the parents of three boys: John 8, Charles 6, and Haywood 2½. They live in Falls Church, Va., a distant suburb of Washington. Last month, doubtless upon the discovery of the cosmopolitan Rankins in its midst, Falls Church graduated to cityhood.

Two New 50-kw Stations To Be Opened in Canada
OFFICIAL OPENING of two more 50-kw stations by Canadian Broadcasting Corp. were scheduled early this month. CBC Winnipeg was scheduled to be opened Sept. 3 by Premier S. Garson of Manitoba, and CBX Edmonton, will be opened by Alberta provincial officials on Sept. 8. A. D. Dutton, CBC chairman, and Dr. A. Frigon, CBC general manager, will be present at both openings.

Equipment at the new stations, marking the first CBC stations in Manitoba and Alberta provinces, was built by Federal Electric Mfg. Co., Montreal. Special one-hour programs on the Trans-Canada network inaugurated the stations, which form part of the Trans-Canada network. CBX replaces former CKY on 990 kc, and CBX occupies the 1010 kc channel, formerly occupied by CFON Calgary, now on 1060 kc.
In 1922, John and Ferd Hengehold opened a tiny tire and battery shop on historic Mohawk Place in Cincinnati, a semi-suburban location far from the city's heavy shopping traffic. Over the years, their store became known as the Mohawk Furniture and Appliance Mart. Their new lines demanded more traffic than the location would normally produce. In 1937, they inaugurated a modest 15-minute Sunday afternoon show, "CANAL DAYS" over WSAI.

Since then, they have used no other medium . . . no other radio station . . . no other program. Now a half hour, this show began its 12TH YEAR in March. Today, the Mohawk store draws patronage from all of the city's sprawling trading zone . . . has 10,000 square feet of selling space . . . inventories 1400 items. IN CINCINNATI, ONE STATION CAN DO IT... if it's WSAI!

WSAI
CINCINNATI

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL
Editorial

Ledger Domain

MORE MONEY is being spent for radio time this year than any other year in radio's history.

A desirable situation, if the statement is accepted without question. But start dissecting this record radio gross and sobering thought will come after another.

First of all, this money is being spread over some 2,400 station ledgers and the list will be even larger by the end of the year. Established stations are still doing all right in most markets, but the intra-medium competition will become more severe with each passing month.

Then there is the constantly rising cost of station operation, along with warning signs on the horizon due to inflationary factors and an upset international situation.

And finally, radio management is encountering effects of vast promotional campaigns by competing media. Fortunately, broadcasters are about to do some overall promoting of their own when the all-industry presentation film is completed, but the money they are spending to sell radio against other media is trifling in comparison to competitive promotion.

The answer, obviously, is better operation all along the radio line. Supported by the medium's inherent ability to influence the mass market with speed and impact, a down-the-line strengthening of sales and promotion effort should bring most stations into a strong 1949 financial position without phoney ballyhoo, unfair competitive claims or managerial ledgerdemain.

Back-Door Effrontery

CONSIDERED side by side with its defense of the Port Huron decision, FCC's latest move in the giveaway tangle is both illogical and indefensible. It is another demonstration that the Commission is not content to have its cake and eat it too.

Called on the Congressional carpet a few weeks ago to explain its Port Huron effrontery, the Commission protested with persistence if not with conviction that the decision merely said the same thing that Congress had meant all along, albeit Congress on several occasions had refused to enact into law anything that closely resembled it.

Pink-faced, FCC now suddenly discovers that the lottery section of the Communications Act, the foundation of its proposed ban on giveaways, is no longer there—has been bodily removed by Congress and put instead into the Criminal Code. Surely the Congressional intention here is more clear-cut than that which FCC saw—or said it saw—in support of the Port Huron decision.

The language of the lottery section carries far beyond FCC's jurisdiction, extending to "persons" over which the FCC has no control, and specifying punishment to be imposed by the courts. Aside from that, it seems obvious that Congress intended the section into the Criminal Code because Congress intended for transgressors to be dealt with by criminal prosecution, by judicial process and not by licensing reprimals or quasi-judicial regulation.

But the FCC has as sharp an eye for loopholes as any of those at whom it has ever lifted an eyebrow. Overlooking the obvious, the Commission announced with a straight face that the Congressional recodification merely "reaffirmed" the policy against lotteries, and that therefore the FCC would stick to its campaign against giveaways.

Of course Congress "reaffirmed" the policy, but that seems a singularly astigmatic view. The significant point, which FCC carefully avoids, is that Congress went further. It clearly intended enforcement of the lottery law to be in the hands of the Justice Dept. We hold no brief for the giveaways. But we do maintain that the Commission has no moral right to go stealing in the back door after the front has been so clearly locked in its face.

It is unfortunate that the FCC, which lately has put so much emphasis on the importance of "fairness" on the part of others, should consider its own behavior irreproachable and its decisions beyond error. The art it serves would gain and the Commission itself would increase in stature if FCC did not think it necessary to write and squirm and dodge whenever it is shown to be on the wrong course; and if it would, instead, admit or at least accept its error and return to constructive regulation in the public interest which it, too, is pledged to serve, and within the bounds marked off by Congress.

Our Regards To—

FORNEY ANDERSON RANKIN

NEXT to the Parker 51 in Forney Rankin's inside coat pocket is an ever-present slide rule. Though he can't recite the engineering theory behind his calculations, he can explain the practical application of that slide rule to broadcasting—and what's more, he can do it in four languages.

These mixed talents will doubtless come in very handy in his latest appointment as international advisor to NAB President Justin Miller, as of Oct. 1.

He goes to NAB from the State Dept., where for two years he was associate chief of the International Broadcasting Division, taking a highly and solidly international communications conferences. He has been a member of the U. S. delegation to the four-power International High-Frequency Conference in Paris in 1946; a delegate at the International Telecommunications Conference, and delegate and spokesman at the International High-Frequency Broadcasting Conference at Atlantic City a year ago. His most recent assignment was as chairman of the U. S. delegation to the High-Frequency Planning Conference at Geneva, Switzerland, through March and April of this year.

Though he has matched wits—and often brilliantly won the decision—with the best engineers in the world, Forney Rankin couldn't qualify for even a third class ticket from the FCC. And he is the first one to admit it. Despite his lack of academic knowledge of engineering, his knack for putting technical theory to practical use has won for him one of the top spots in international communications. Also, he is a born diplomat—without the striped trousers and dove gray cravat.

The 35-year old Mr. Rankin describes himself as "tall, red and baldish, and the only farmer in the State Dept." In a literal interpretation that description is accurate only as far as the first word. He is tall. The "red" applies not to politics but to his hair, which is puckishly tufted, and is responsible for his nickname, "Red."

The only furrow he has ever worked is the one in his brow, as he calculates his slide rule. He never was a farmer, though he was born and raised in the country, "Gaston County, N. C.—the town.

The elder Rankin was a contractor, and all the sons engineers, except, ironically enough, for Forney.

He studied history and languages (French and German) at the U. of North Carolina,

(Continued on page 48)
TEST MAN

in the world...

You'll find one in every community... a kindly old judge, a family doctor, a clergyman... someone to whom his neighbors turn for sound, friendly advice, for a helping hand, for alert and public-spirited efforts in behalf of his fellow citizens. He's a public institution. On a much larger scale, and in a slightly different sense, the seven Fort Industry Stations are public institutions, too. Each, through its alertness to the needs and wants of the community as a whole, and through its public service efforts, has earned a prestige-ful position in its area. To advertisers this means their messages are being spoken by a station with a listened-to, authoritative voice.

THE FORT INDUSTRY COMPANY

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

"You can bank on a Fort Industry Station"
and only WXYZ offers you a complete merchandising service in the great Detroit market...

Here's how it works: A noted citrus packer wanted to introduce his line in the Detroit market. Because WXYZ has a reputation for complete merchandising, WXYZ landed the complete assignment: jobbers, distribution, etc. In the FIRST year, sales zoomed from 66th place to 12th place!

If you have a product to sell in Detroit, remember: 1) WXYZ has tremendous sales power . . . 2) only WXYZ in Detroit offers a complete merchandising service . . . 3) at WXYZ the emphasis is on sales efficiency!

At present, WXYZ has available...

 Abbott & Costello, 9:00 pm, Wednesdays. This popular network show, starring Hollywood’s top comedy team, is available locally over WXYZ.
Baukhage Talking, 1:00 pm, Tuesdays and Thursdays. A prestige news program from the nation’s capital, in an ideal noon time spot.

America’s Town Meeting of the Air, 8:30 pm, Tuesdays. Famous personalities, vital issues, exciting debate on America’s favorite radio forum.
Mr. President, 2:30 pm, Sundays. Starring Edward Arnold. The program that has everything: history, patriotism, drama, thrills, suspense!

: : : your best bet—both ends of the alphabet

1270 KC—5,000 WATTS

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

WJZ—New York 50,000 watts 770 kc  KECA—Los Angeles 5,000 watts 790 kc
WENR—Chicago 50,000 watts 890 kc  WXYZ—Detroit 5,000 watts 1270 kc
KGO—San Francisco 50,000 watts 810 kc  WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network

American Broadcasting Company
From FCC to WFAX
Former Investigator Newcomb
Runs 250-w Daytime

WFAX, operated by Lamar Newcomb, former FCC investigator, and his wife, went on the air at Falls Church, Va., last Wednesday as a 250-w daytime outlet.

Station is one of the first in the country to take advantage of a recent FCC regulation permitting stations which are far apart on the dial to share a radio tower. WFAX shares the WQQW Washington tower, WQQW, a 1-kw daytime, is on 570 kc while WFAX is on 1220 kc.

Entire facilities of WFAX are located in four rooms above a filling station.

Mr. Newcomb, who did the original FCC investigative work that eventually forced the notorious gland "rejuvenator," Dr. Brinkley, off the air in Mexico, is handling the station's business affairs. His wife is musical director. There are two announcers, John Kramer and Bruce Rhoads. Programming is keyed to WFAX's intention of being a community service station.

Former Senator is Named
KPAK Hereford Manager

Ben Decker, former commercial manager of WMT Louis, Iowa, has been appointed assistant manager of WTMA August, Ga. He started in radio as a vocalist, later doing producing and singing over WTM and WGAH, both Cleveland stations, moving to West Palm Beach, Fla., he was named program director of WJNO, leaving there to become program director of Radio- land of Great Lakes Exposition. Prior to joining WJNO he had been commercial manager of WFFU Palm Beach.

Nora K. Donovan, formerly of ABC, has announced opening of her own law office at 601 Fifth Ave., New York. Among her fields of specialization is radio and television law.

Ansel E. Gridley, formerly with WIGO Orlando, Fla., is now managing WGBS, new radio station in Ware, Mass.

Garo W. Ray has assumed personal direction of WQON Woosocket, R. I.

Earl C. Clement has announced his resignation as general manager of WEIM Pittsburgh, Mass. He previously managed WACR and WJW, Boston.

Frank V. Webb, former vice president and general manager of KULA Honolulu, has been appointed general manager of WEIM Pittsburgh, and was broadcasting division general manager for Parnsworth Television and Radio Corp., Port Wayne, Pa.

Everett Shupe, station manager of KYOR Colorado Springs, Colo., has been elected a director and superintendent of Outwest Broadcasting Co., KYOR licensee.

Hubbell Robinson, CBS network vice president, is in Hollywood from New York for two weeks' conferences.

Jim Browne, owner-manager of CKOV Kelowna, is in hospital with broken arm and leg.

William Banks, president and general manager of WHAT Philadelphia, is in Hahnemann Hospital, Philadelphia, undergoing treatment for a bad back.

Lloyd Moore, manager of CFRB Toronto, is convalescing as result of coronary thrombosis.

Ground is Broken
For Lamb's WICU (TV)

GROUND breaking ceremonies were held Aug. 28 for the building to house WICU (TV) Erie, Pa., Dispatch Inc. station. Edward Lamb is president of Dispatch Inc. which publishes The Erie Dispatch. The building will also house WEEL (FM).

In starting work on the project Mr. Lamb said that "in bringing television to the Erie area, Dispatch Inc. must carry out its announced determination to broadcast in the public interest and in the advancement of culture and education for the people of the Tri-State area."

Paul Albright, general manager of the newspaper, said that personnel are now being engaged and that plans call for affiliation with "one of the big networks." He added that "although most of the programs will originate in Erie it is expected that when connection is made with the coaxial cable programs from New York City, Chicago, Hollywood and elsewhere will be available to TV set owners in the Erie area."

The cost of construction of the station was given by the paper as over $275,000.

Graduate students at Northwestern School of Journalism are to broadcast Northwestern's home football games this fall. Programs will be fed to WMIP and WERW (FM) Evanston, III.
**PROPAGATION STUDY ON SKYWAVE READY**

A STUDY of elementary principles of ionospheric or skywave propagation, illustrated with charts, graphs and equations, was released last week as prepared by the Central Radio Propagation Laboratory of the National Bureau of Standards. The 299-page volume, titled *Ionospheric Radio Propagation*, is available at the U. S. Government Printing Office at $1 per copy.

In part, the study is a revision and expansion of the *Radio Propagation Handbook* prepared during the war at the request of the armed services.

It deals with the frequencies from 500 kc to about 30 mc and is intended “to set forth in simple form the physical and mathematical theory underlying the principles of radio communication by reflection from the ionosphere and to bring these principles into understandable relation with the practical problems of radio communication.”

Subjects include the theory of radio-wave propagation, measurement techniques, structure of the ionosphere, variations of the ionosphere, maximum usable frequencies, ionospheric absorption and skywave field intensity, radio noise and required field intensity, and lowest required radiated power and lowest useful high frequency.

**Gentile and Binge Move 'Early Morning Frolic'**

MOVE of the comedy team of Joe Gentile and Ralph Binge and their program, *Early Morning Frolic*, from CKLW Windsor to WJKB Detroit was announced last week by Lee B. Wailes, vice president in charge of operations for Fort Industry Co., licensee of WJKB. The move is effective Sept. 8.

Billed as “the zaniest pair in radio,” the gross exaggeration of sponsor’s product has built the pair to one of Detroit’s most popular radio teams, according to the station.

**WARREN’S TRIAL SET FOR DENVER SEPT. 16**

AFTER a preliminary hearing in Denver Tuesday, Nathan J. Warren and his wife, Margaret, arrested by Denver authorities for allegedly selling radio time to western stock breeders fraudulently [BROADCASTING, Aug. 25, 30] were bound over for trial Sept. 16.

The Warrens, released from county jail Aug. 25 on $5,000 bond each, are charged with “conspiracy to commit confidence games and to obtain money under false pretenses.” They were arrested Aug. 25 on evidence gathered by district attorney investigators as a result of broadcasters’ and breeders’ complaints that time was being sold on national farm programs fraudulently.
This seven-tower directional array was designed to protect several stations operating on the same frequency. Six towers are used during the night and the seventh, with two night pattern towers, give excellent daytime coverage. Due to the location it was necessary to place gravel fills through the ice to a depth of over 30 ft. before pile foundations could be driven to solid ground. Towers are Blaw-Knox Type CN, base insulated 225 ft. high.

**BLAW-KNOX DIVISION of Blaw-Knox Company**  
2038 Farmers Bank Building  
Pittsburgh 22, PA.
On WCAU you’re in Philadelphia

50,000 watts

“Umbrella Coverage”—in all directions

Nation’s third largest market

First in every Philadelphia listener’s survey ever made

CBS affiliate

THE PHILADELPHIA BULLETIN STATIONS
THE LAST ROUNDUP of 'Radiorama's' cheesecake includes Grace McNaughton, on CBS's Lum 'n' Abner, "program sponsored by Miles Labs.

NOT even if they come in gorgeous bunches? Betty Jane Bruce (fourth from 1) was named "Miss Greater Philadelphia" in WCAU-TV's contest. Have a heart, Mr. Editor, LOOK at that queen!

THAT smile is enough to extinguish fire in a dragon's eyes. It probably won't faze you, boss. Barbara Walker Hummel (r), "Miss America of 1947," is interviewed by WRBL Columbus' Jeanne Petersen during "Miss Georgia" pageant.

MAYBE these "Miss Mermaid" contest winners from eight cities will defrost you. WMID Atlantic City's announcer, Johnny McNevin introduces finalists. Miss Pat Varner, Chicago, (third from 1) won.

SOME potential mind-changers are Foote, Cane & Belding's Chicago beauties at an outing. (1 to r standing) Margaret Algar, Jane Hyden, Marge Flatman (1 to r seated) Carla Reyner, Jackie Renaud, Genevieve Lemper, Gwen Dargel, Dorothy Hoffman, Joan Grauer.

BREATHE there an editor with soul so dead who hath cruelly declared: "No more cheesecake?"? Yep! Miss KURV, Nancy Lou Schmidler of Edinburg, Tex., included.

WHY, it's almost unpatriotic! Not even an encore for beautiful Jody Miller, selected in WWDC Washington's contest, in case you are interested—or had noticed.

HOW could you, boss? Patti Luers, Miss Montana, sings, too! She's heard Thursday on CBS's "Lum 'n' Abner's" cheesecake.

YES, I know we have space problems. But campaigns are a timely subject. Drum Majorette Jane Quinn—not Mr. McNeill—gets my vote.

NOT even if they come in gorgeous bunches? Betty Jane Bruce (fourth from 1) was named "Miss Greater Philadelphia" in WCAU-TV's contest. Have a heart, Mr. Editor, Look at that queen!

THAT's the new look, chief—not cheesecake. WSAZ Huntington's Charlotte Garner introduces Jane Ellen Queen (r), "Miss West Virginia" and amateur golf champion, Bill Campbell (r). Sport Director Jack Bradley helps hold prize—cup, that is.

CONGO beauties pose for radio pictures too. No contest winners these—just a group of housewives helping Rev. 1 R. Stegall, Belgian Congo missionary, tape record series of 15-minute programs for WROD Daytona Beach. And so with a reminder that future 'Radiorama' will have no more of this—BROADCASTING turns a cold shoulder to all glamour... until 1949.
There's a lot more to it than this...

In every business friendly personal relationships are a big help. But that's only the beginning of the story... there's a lot more to it.

You've probably noticed that the people who are most welcome in your own office are those who never waste your time... who talk your business and know what they're talking about. Weed and Company representatives are like that.

They sell a very good product—Spot Radio—one of the most precise and most profitable forms of modern advertising. They sell it right—for what it can do for you.

Behind their ability are a number of qualities: experience, associations, persistence. Even more fundamental, perhaps, are plain hard work and the expert knowledge it gives. For these are the two factors that produce most of the results most of the time... the two factors that make Weed & Company service so valuable to any advertiser.
The 60 Second Workout

When you want your client's message to get a 60 second workout in the Memphis market, choose WHHM!

According to the latest Hooper listening index, of the FIVE Hooper-rated segments, WHHM is

FIRST!!

in three segments

SECOND!!

in two segments

Never lower than second in a 7 station market. More than ever WHHM delivers

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

WHHM

Music * Sports * News

MEMPHIS, TENNESSEE

PATT MCDONALD, manager
FORJOE & CO., representatives

Member
Association of
Independent
Metropolitan Stations

*Vitalis Keeps Hair Handsome!

New Eddy Post
(Continued from page 27)
elevated and subway trains. First of Capt. Eddy's many patents, perfected while he was a Navy officer, was the Eddy Sound Detector, which is now standard equipment in U. S. submarines. Retired from the Navy because of a hearing disability, Capt. Eddy entered the television division laboratories of Philo Farnsworth. From this firm he moved to the television division of NBC.

Capt. Eddy was chosen by Paramount Pictures, entering the television field, to direct its first station, WBKB, in 1939. With the help of A. H. Brophy, chief engineer of the station, he constructed WBKB's first transmitter, using parts from two dismantled police radio stations. (Materials in 1939 were already short in supply because of war production.)

With advent of war in 1941, Capt. Eddy offered his services and WBKB facilities to the Navy. Before war's end, the service had trained 86,000 radio and radar technicians. Navy officials rated the training as a phenomenal technical development.

After the war Capt. Eddy supervised the rebuilding of WBKB and last December won the annual award of Television Broadcasters Assn. for designing and building the station's first relay system to South Bend. Hookup was used by WBKB for tele-transmission of Notre Dame home football games. He has devoted most of his time the past six months to development of a new relay system which incorporates principles that may revolutionize cross-country television communication.

Capt. Eddy's patents in this field also are licensed for manufacture to Television Associates.

Gelder WCHS Manager; Quirk Takes WKNA Post

THE APPOINTMENT of John T. Gelder, Jr. as manager of WCHS Charleston, W. Va., was announced last week by John A. Kennedy, station president. Mr. Gelder was manager of WKNA Charleston, W. Va., one of the Joe L. Smith Jr. stations.

To replace Mr. Gelder at WKNA, Mr. Smith announced the appointment of James T. Quirk as station manager, effective Sept. 13. Mr. Quirk was promotion manager at WFIL Philadelphia, prior to joining WKNA.

Mr. Kennedy, who also owns WSAZ Huntington, W. Va., stated that Howard L. Chernoff will continue as managing director of the stations and general manager of the San Diego Journal, owned by Mr. Kennedy.

PUBLIC SERVICE promotion of 15-week boxing tournament among Police Association names by WFIL-TV Philadelphia closed recently with more than 5500 spectators attending the finals. Station participated as part of its effort to combat juvenile delinquency. It offered prizes for worst free tickets and telecast proceedings.

FCC Rules Out 'FX' Call For Facsimile at WFIL

"FX" as the hyphenated designation of facsimile stations was ruled out last week by the FCC, which held that the stations will have to be known by their FM call letters.

The Commission refused WFIL-FM Philadelphia's request to use WFIL-FX as the call during simple facsimile broadcasts. Said FCC:

"Station is licensed under the rules governing FM broadcast stations and the facsimile broadcasts are authorized under the provisos of these rules. The use of call letters other than those assigned to the station would appear to cause confusion, which would be particularly objectionable during the initial commercial facsimile broadcasting."

Radox
(Continued from page 29)

the time covered by the survey. Charges to sponsors are based on a percentage of the cost of the program tested.

With Radox, Mr. Sindlinger uses another two of his "X" developments—Teldox and Recordox. Teldox is a pre-testing system which he has used in determining whether a book, a play or a program will be a success. By his Teldox testing he hit the jackpot in anticipating public reaction to the play "Briga- doon," which he even helped back.

Recordox, on the other hand, is a system of interviewing audiences by use of a tape recorder. By it his reporters will go to a home where a monitor is installed, record the answers in their original tones, and do so after a series of extraneous questions—so the interviewee is off guard and never aware of exactly what was uppermost in the interviewer's mind. The effort of Recordox is to eliminate so-called "prestige" responses.

"Radio," said Mr. Sindlinger, "has been in show business for a long time without knowing who comes to the theatre. Radox will provide a minute-by-minute box office report of who is in that theatre."

A client, however, will be fed the raw facts of listenership via the teletype and will be able to draw his own conclusions from the detailed reports he will have of the radio homes studied. Reports on the homes will be supplemented periodically. Such supplements will include inventories of the houses. By the inventories, it will be possible for a sponsor or station to see whether there is any correlation between the householder's listening habits and what he buys.

Mr. Sindlinger is already at work on installation of its second group of 60 monitored radio sets in the second of nine Philadelphia areas. He expects to monitor a total of almost 600 sets in the Philadelphia area. Plans for setting up Radox in other cities are in an elementary stage.
These Smart INTERNATIONAL HARVESTER DEALERS Know That KXEL BLANKETS RICH NORTHEASTERN IOWA

International Harvester dealers know their communities . . . know their customers . . . know how to reach them with a selling message from Iowa's most powerful ABC outlet.

These 20 International Harvester dealers have found that KXEL advertising gives them a sales impact which cannot be achieved by any other medium. Nearly 600 Iowa Institutions using facilities of KXEL throughout the year have found that KXEL has the "know-how" to sell their merchandise.

*Featuring GRANT PRICE
12:15 p.m. to 12:30 p.m.
Monday thru Saturday

50,000 WATTS
JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Covering the Great "KXEL RURAL CITY"
Nielsen Reports
(Continued from page 28)
ters, the tape is decoded and the information reported on punch cards in 10 seconds by an automatic decoding machine which turns out some 20,000,000 cards annually. To speed calculations, the company has ordered, at a cost of $500,000, the first commercial adaptation of the Univac Electronic Computer, war-developed device which can accept 5,000 new numbers a second and perform 20,000 multiplications or 2,000,000 additions or subtractions a second.

At present, Mr. Nielsen reported, delivery of a rating report takes five days and delivery of a complete report takes eight days. By April of next year, when 50% of the Audimeters will be of the mailable-tape variety, the delivery time will be reduced to three days for the ratings, six to seven days for the complete reports, with further reductions to two days for ratings, four to five days for complete reports, when the Audimeter homes are all M-T equipped. When the electronic computer is operating, if it proves as effective as anticipated, ratings should be delivered in a day and a half and complete reports within three days.

Speedup Advantages

This speed-up in the collection and handling of audience data, plus the increase in the number of reports from two to four a month, should give advertisers, agencies and broadcasters all the information they need as rapidly as they can use it, Mr. Nielsen believes. At the offset, he said, the company will continue to issue only two pocket-pieces a month, the reports on the extra two weeks being provided in simpler form and covering only evening and weekend programs of subscribers. He intimated, however, that this half standard, half custom-built service, can be expanded into full standard service whenever there is sufficient demand for it.

Service will be offered with all separable features optional, starting with rating reports only, at about the same price as for the Hoover service, and building up to the complete service which will cost agencies not much more than the coincidental rates, and which will cost advertisers less than they are paying Nielsen at present. Probably the most significant change in the sales policy, Mr. Nielsen said, is making the service available to agencies whether or not any of their clients subscribe and making it usable with all of their clients whether or not they use radio. The networks, which last year rejected the opportunity to underwrite this new service, will be shown the presentation, Mr. Nielsen stated, but no price for network participation has been set.

The national NRI service will begin in January, the speed-up in delivery of reports in April, and video announcements in the New York area in May. Company stated that the radio and video measurements will be made so as to reveal the effect of the installation of TV sets on listening to sound broadcasting.

Advertisers and agencies may plan under the new plan, data from the NRI Pacific Network Service and NRI Station Area Service, and Nielsen also will make available to each client studies of his own non-network programs and announcements on either a ratings or full analysis basis. Advertisers in the food and drug fields may also subscribe to the Nielsen Consumer Index Reports, based on marked-package inventories of food, drug and other household products made by personal bi-monthly audits in NRI homes, to start Jan. 1, 1949.

Commercial audience ratings, showing the number of homes reached by one or more commercial announcements on network programs as revealed by the continuous minute-by-minute Audimeter reports, have served as valuable guides in maximizing the number of homes reached and, when correlated to dollar expenditures, to show the number of commercial impacts per dollar, Mr. Nielsen said. Commercial audience studies plus analyses of the commercial pressure exerted by any combination of programs and further experiments in analyzing program-market relationships are all included in the NRI package now offered to advertisers and agencies, he stated.

DISTRICT 14 OPENING SECOND OF NAB SERIES

SECOND series of NAB district-area meetings will open Wednesday when District 14 (Mountain States) meets at Mammoth Hotel, Yellowstone National Park, for a three-day session.

First day-and-a-half will be devoted to workshop discussions, with NAB staff members taking part. President Justin Miller and Don Petty, general counsel, will not take part as they will be attending American Bar Assn. meetings. They expect to join the “swing around districts Sept. 12 when District 17 opens a two-day meeting at the Davenport Hotel, Spokane, Wash. District 14 also plans a BMB and music session Sept. 9, with the next day devoted purely to district problems.

District 16 will meet at the Ambassador Hotel, Los Angeles, Sept. 14-15, followed by the District 15 meeting Sept. 16-17 at the St. Francis Hotel, San Francisco.

Third series of meetings opens in October, with District 13 meeting Oct. 4-5 at the Blackstone Hotel, Fort Worth. District 6 will meet Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss. District 8 will wind up the series when it meets Oct. 14-15 at the Biltmore Hotel, Atlanta.

Metropolitan Louisville is an important part of the WHAS Kentuckiana market... BUT in terms of effective buying income Metropolitan Louisville represents less than one-fifth of the entire Kentuckiana market served and sold in its entirety only through 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
Victor A. Shalons, Director
J. Mac Wynn, Sales Director

WHAS Louisville, Kentucky

Reachings MORE for LESS
Buying income reached per $1 spent for radio time (based on 1-minute daytime announcements) WHAS - $130,968,666, STATION B $55,682,200
Ask Petry for PROOF
TO OFFER radio listeners the best in dramatic entertainment...that was the objective when United States Steel first sponsored Theatre Guild on the Air in 1945.

Since then, this full-hour Sunday night show has presented 121 plays—selected from the theatre’s outstanding hits. Distinguished stars of stage and screen—many from the original casts—have re-created for nationwide listeners the roles that thrilled the limited audience of the legitimate theatre.

Now the curtain goes up on another season of Theatre Guild on the Air. There’ll be more of the theatre’s famous stars...in celebrated plays...to entertain the nation with the theatre’s best!

THE BEST IN RADIO

THE BEST STARS

THE BEST PLAYS

Theatre Guild on the Air
4TH Gala Season starts Sept. 12

TO OFFER radio listeners the best in dramatic entertainment...that was the objective when United States Steel first sponsored Theatre Guild on the Air in 1945.

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SUNDAY NIGHTS—American Broadcasting Company Network

UNITED STATES STEEL
AFRA MUM AS MUTUAL PLANS DEMILLE SHOW

ALTHOUGH definite plans have been announced by Lewis Allen Weiss, MBS board chairman, for an hour dramatic format in late fall with Cecil B. DeMille as producer-director, AFRA remains mum on its position with regard to the motion picture producer. Difficulty with AFRA springs from long-standing refusal of Mr. DeMille to pay a one-dollar political assessment. The union does not regard the movie producer as a member of the union. Consequently, the AFRA attitude seems to be that the next move is up to him.

Mr. DeMille likewise remains mum on his position with regard to AFRA. A special meeting of the AFRA board of directors was held in Hollywood last week, but nothing concrete developed. Actually, union stand is that Mr. DeMille must apply for reinstatement before attempting to participate as narrator-producer of the series.

$150,000 Spot Campaign Is Planned by Wine Firm BISCEGLIA Brothers Wine Corp., Long Island City, New York, will spend about $150,000 in spot radio campaigns during the next 12 months, beginning with a New York City area promotion Sept. 14, to introduce a new "Junior Jug" bottle of wine.

Stations to be used are WLIR and WJZ New York, WPAT Patterson, N. J., WATF and WNJR Newark, and WICC Bridgeport, Conn. On Sept. 28 the campaign will extend to the following Ohio markets: Columbus, Cincinnati, Toledo, Springfield, Dayton, Lima and Mansfield.

A similar promotion in Pennsylvania is expected later. About 10 spots a week are planned on each of the foregoing stations, according to the Bi sceglia agency, St. Georges & Keys Inc., New York.

All Quiet at AFM On British Action Petrillo Declines Any Comment On Reports of Record Ban THE AMERICAN Federation of Musicians declined to comment last week on an announcement from London this week that the British Musicians Union has forbidden its members to cut British records in conjunction with American talent, unless the union has given written permission. The edict was effective Aug. 27.

A publicity representative for the AFM said Friday that James C. Petrillo, AFM president, took the view that it would be improper for his union to comment on any action by a foreign union "that he had learned about only through the press."

95.2% KNEW SPONSOR OF 'TEXACO THEATRE' A SPONSOR identification by the audience of 95.2% was recorded for the Texaco Star Theatre in the August City Teleratings Report. The program, heard on the NBC network Tuesdays, 9:30-10:30 p.m., had the highest sponsor identification among those rated during the six months of publication of the Hooper Teleratings for New York City, C. E. Hooper Inc. said last week.

The rating given the show was 33.4 for August. Top Telerating of 37.1 went to Peab of the Town. Rating of 33.2 went to 9:45-10:35 p.m. segment of the Dodgers vs. Philadelphia baseball game Aug. 9.

An added feature of the Telerating service announced by Hooper Inc. last week is a monthly estimate of the number of home video sets. The July figure covering New York area ownership was 242,100.

EXCLUSIVE affiliation contract between the DuMont video network and WGN-TV Chicago [BROADCASTING, Aug. 30] is negotiated by Humboldt J. Greig, sales manager for the network, and (1 to 1) William A. McGuiness, commercial manager of WGN Inc.; Lawrence Phillips, director of the DuMont Network; Frank P. Schraber, manager and treasurer, WGN.
“Hear no evil...”

The three monkeys holding their ears, eyes, and mouths have stood for the saying, “Hear no evil, see no evil, speak no evil,” for a long, long time.

We print their picture to point out that W-I-T-H feels just that way about the other radio stations in Baltimore, the nation’s 6th largest market. We hear no evil about them, see none, and speak none.

But we must also tell you that W-I-T-H is the very best buy in this rich town. It covers 92.3% of all the radio homes in the Baltimore trading area.

W-I-T-H is indeed the BIG independent with the BIG audience. Call in that Headley-Reed man and get the full story today.
KENNETH B. WARNER, 53, manager and editor of the American Radio Relay League, recently last Thursday following a heart attack.

Mr. Warner was stricken early in the morning at his home in West Hartford, Conn. ARRl offices are located in Hartford.

As head of the "ham's" organization almost from its inception at the time of World War I, Mr. Warner developed amateur radio into one of the major segments of the electronic world. The war had almost wrecked the league but when he took over in 1919 the membership started growing and amateur radio was back in business.

Membership now is around 100,000.

Known as the country's "No. 1 ham," he was active in the development of many electronic improvements, including applications of the vacuum tube and pioneering in high frequencies. Since the mid-20's, Mr. Warner has been the amateurs' spokesman at international conferences and Washington regulatory proceedings.

Curtis To Sponsor Election Returns

THE CURTIS Publishing Co., Philadelphia (Saturday Evening Post, Chicago Home Journal, Country Gentleman, Holiday, Jack and Jill magazines), will sponsor a broadcast of Presidential election returns over more than 100 stations on Tuesday, Nov. 2, the network announced last week.

The Curtis WILL concentrate their heaviest fire in states where Senatorial seats are hotly-contested.

GOP leaders will "progressively by up their radio campaign," Mr. Ingle declared.

Although the budget is still being prepared, it is expected that GOP strategists will buy a "very considerable amount of radio time," according to Mr. Ingle.

Appoints McKinney

IOWA Tall Corn Network, at a special meeting in Ankeny, Aug. 27, appointed J. P. McKinney and Sons, New York and Chicago, national representative. Max Everett will handle the account. George W. Webber remains as manager of the network.

New Texas Video Network Planned

3 Station Applications Are Filed; Others to Follow, Says Nash

TEXAS TELNET SYSTEM, Inc., a projected television network for the Lone Star state, has been organized, with James P. Nash of Austin, as president.

Applications have been filed for television stations in Austin, San Antonio and Corpus Christi, Mr. Nash said in announcing the project last Thursday. He added that Texas Telenet also plans to apply for TV permits in Waco and Fort Worth and that it intends to operate microwave relays at 50-100 mile intervals between several Texas cities and to bring 60% of the state's population within its reach.

Telenet's plans envisage affiliated television stations in Dallas, Houston, Beaumont-Port Arthur, Wichita Falls, Sherman-Denis, Texarkana, Marshall, Corsicana, Tyler, Longview, Tex., Brownsville, San Marcos, New Braunfels and other points, Mr. Nash said.

Gov. Beauford Jester is one of the directors, and the officers, all of whom are in business, include besides Mr. Nash: Herman Heeb, vice president; David T. Roche, treasurer; M. T. Staller, secretary, and T. E. Daniels, chief engineer. Mr. Staller, former U. of Texas football star, has moved to Austin from New York, where he was vice president of American Airlines. Other Telenet officers also are all from Austin.

Directors in addition to the officers and Gov. Jester are: Earl F. Slick, San Antonio; Guy J. Warren, Corpus Christi, and Robert Thomas, Fort Worth.

REP. JOHNSON SHADED IN SENATE RACE OFFICIAL final tally of votes in the Democratic runoff primary for the post of junior U.S. Senator for Texas showed Rep. Lyndon B. Johnson of Dallas has the race on the brink of victory over former Gov. Coke Stevenson by the slim margin of 362 votes.

But Rep. Johnson, whose wife, Claudia, is president of KTBC Austin, has one more chance to shade the former governor and move over to the Senate side on Capitol Hill. That chance hinges on the outcome of the legal canvass of the election by the Democratic State Executive Committee of Texas Sept. 14.

Rep. Johnson, who had held a slim lead over Mr. Stevenson as the unofficial tallying neared a close, lost out in the final lap. Returns from 254 counties showed he had finished with 493,986 votes to Mr. Stevenson's 494,330.

Hubert Mewhinney, KPRC Houston commentator and Houston Post column writer, polled 17 write-in votes in the Texas senatorial race.
**RADOX**

**New Audience Measurement System Introduced in Philadelphia**

RADOX, a system of audience measurement and listening habits analysis, started commercial operation last week in Philadelphia. According to Albert E. Sindlinger, president of RADOX, the service opened with three clients—Young and Rubicam, Inc., to measure listening habits and their effect on advertising, and WNET and WIP.

At the same time Mr. Sindlinger took the wraps off his operations which have been progressing quietly in Philadelphia for several months.

Gist of the Sindlinger and Co. system is that a client, who may be either a radio station, network, agency or sponsor, can spot a teletype report on the listening of a cross-section of Philadelphia radio and television set owners every few minutes. The reports themselves are sometimes as little as three to five minutes behind the listeners' actual dialogues.

In addition to these reports, clients are also furnished with reports on the distributors, their buying habits, periodic inventories of their houses and reports on why they listen where they do.

**Sindlinger Nerve Center**

Sindlinger and Co. works from the 10th floor of Lewis Tower Bldg. in Philadelphia. From its control point there teletype operators know instantaneously what stations the listeners under study are tuned to, or whether their radios are not on at all. The operators can flash the report immediately to any client who has a teletype machine.

Radox means "Radio Audience Determination of X." The "X" in the definition stands for: "Who listens to what program and why." Briefly, the system works like this:

1. Philadelphia is divided into nine geographic areas, each about 4½ miles wide and each somewhat circular.
2. Reporters are sent into an area with detailed forms to question householder in certain typical blocks. From roughly 1500 house-holders questioned in each of the areas, enough are selected, according to a socio-economic cross-section plan, to make up a unit of 60 radios. This means that some 28 to 34 homes will be studied, for most homes will have more than one radio.
3. Householders thus selected are then revisited and their permission is asked to install an "igeophone" on their radio. Sindlinger and Co. promises to keep their radios in repair free for the privilege.
4. The "transphaser," a Sindlinger development, is then connected by wire to a central point in the area, and from there by wire to headquarters in the Lewis Tower Bldg.
5. An operator at headquarters can then tune in each of the 60 "transphasers" in sequence to see whether the set which is being monitored is on. If the set is on, the operator can hear the station to which it is tuned through one side of a phone headset.

**Here are Actual Samples of Radox Evaluations—Station Codes are—**

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<th>D</th>
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<tr>
<td>American</td>
<td>Mutual</td>
<td>Columbia</td>
<td>National</td>
<td>Independent</td>
<td>Sultan</td>
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**Above** is facsimile of part of a Radox report. The numbers from 1 to 0 repeated six times represent the 60 radio sets monitored. The letters under these numbers indicate to what station the set is tuned. By this report, teletyped to a client, the listening habits of the set owners can be charted.

**NIELSEN REPORTS**

A NATIONAL Nielsen Radio Index service which "not only fulfills our promise to create an ideal audience research service," but goes "far beyond the industry's concept of the 'ideal service,'" will be introduced the first of next year, A. C. Nielsen, president of A. C. Nielsen Co., announced last week at a press preview of a presentation to be shown this week to advertisers and agencies. To provide this expanded service, the company is adding another $2,000,000 to the $5,000,000 already invested in radio research, he stated.

Recounting the specifications of the Elder-Brophy-Robak Committee for the ideal service—measurement in absolute terms, measurement of all broadcasts, speedy reporting and yielding unmistakable trends—Mr. Nielsen said that his national ratings will be "unquestionably and continuously projectable" to all U. S. radio homes and that they will be issued weekly (four times a month) to cover almost every broadcast. Technical improvements in collection, decoding and calculating processes, he said, will reduce the delivery time of the reports by 50% or more. Furthermore, provision of data on listening to commercials and on home product use will yield an exact picture of the sales effectiveness of any advertiser's radio expenditures, he stated.

**Installation Increase**

To provide the national service, the number of Audimeter installations is being increased from 1,100 to 1,500 (covering more than 2,000 receivers) in homes representative of 97% of all U. S. radio families, employing sampling techniques worked out with the aid of the Census Bureau and tested on the Pacific Coast during this year. Present NRI sample represents the total radio homes. New installations are mallable-tape units, with recording tapes enclosed in cartridge which can be inserted or removed as easily "as buying a Coke from a mechanical dispenser." When the cartridge with the recorded tape is removed, and the blank one inserted, two quarters are automatically ejected as payment for handling, a device which Mr. Nielsen said had provided a 95% retight-tape rates during an extensive testing period.

Tape cartridges are mailed to reach NRI homes on Monday, the filled-out tapes for the previous week getting back to Nielsen headquarters by Thursday. Time and date of insertion and removal of the tapes are automatically record by a clocking device in the Audiometer unit, which can report on the operation of as many as four sets in any home and can record reception from up to 32 stations, although 15 stations is the maximum that can be broadcast simultaneously.

Received at Nielsen headquarters.

Services Expanded...
NAB, TBA Mull Proposal to Merge

Meeting Results in Agreement On Many Basic Problems

DEFINITE progress in the effort of NAB and Television Broadcasters Assoc. to work out a merger, as a committee operation was made last Wednesday as committees of the two groups met at the Waldorf-Astoria Hotel, New York.

Though the whole project is still in the exploratory stage, the two groups found themselves in agreement on many basic problems involved in a merger. Proposed solutions to some of these problems were offered. They are being studied and will be taken up at a second meeting within a month.

TBA spokesmen agreed with NAB members that all broadcasters must maintain "a continuously unified front" on many basic regulatory, legislative and operating issues. However, they explained that TV broadcasters have special problems and are anxious to wage a promotional campaign on a type not suited to overall trade association operation.

Among ideas discussed was setting up of a TV Division within NAB (Closer Contact, Aug. 30). Already NAB has given thought to amending its by-laws to accommodate TV and FM divisions. These divisions would have autonomy on matters of special interest and TV members would share NAB's industry-wide services.

If NAB and TBA spokesmen come close to an agreement at the next meeting, plans for a merger could be submitted to the two association boards for action. The NAB board meets in mid-November.

Shafto Chairman

G. Richard Shafto, WIS Columbia, S. C., an NAB director for medium stations, was chairman of the NAB board's By-Laws Committee and served on the NAB group at the Wednesday meeting. Other NAB conferences were A. D. Willard Jr., executive vice president, at whose invitation the meeting was held; Harry Bannister, WWJ-TV Detroit, chairman of the NAB board Television Advisory Committee, and Clair McCollough, WGAL Lancaster, Pa., also an NAB board member.

The TBA group included J. R. Poppele, WOR New York, TBA president; Will Balthin, TBA secretary-treasurer; G. Emerson Markham, WRGB Schenectady; Lawrence Phillips, DuMont Television Network.

The New York meeting was an outgrowth of a meeting held last month in Chicago by television broadcasters within NAB and President Justin Miller, followed by a meeting of the NAB board's TV group [Broadcasting, Aug. 16].

TALENT MERGER

Other Unions Study AFRA-Backed Idea

DEVELOPMENT of a merger formula satisfactory to all radio talent unions of AFRA, the 4A's and other organizations following the action of endorsing the amalgamation idea.

The closely-linked issues of a talent union merger and establishment of a working television code were top subjects during the convention, held at the Somerset Hotel, Boston, Aug. 26-29. Both topics were discussed and studied at length by more than 100 delegates representing 28 AFRA locals; no conclusive action was taken on either.

Although actual merger of the four unions is unlikely, plans for a merger began with the announcement that the convention would have a joint code.

At its second meeting, plans for a merger were submitted to the two association boards for action. The NAB board meets in mid-November.

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FIRST 15 PROGRAM HOOPERS—Aug. 30 Report

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<tr>
<th>Program</th>
<th>Sponsor &amp; Agency</th>
<th>Hydroponia</th>
<th>Hydroponia</th>
<th>Hydroponia</th>
<th>Hydroponia</th>
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<tr>
<td>Take it or Leave it</td>
<td>Eyesharp (Bow)</td>
<td>1.2</td>
<td>1.3</td>
<td>1.1</td>
<td>+0.1</td>
</tr>
<tr>
<td>Step the Music</td>
<td>Loom (Loom)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.0</td>
<td>-0.1</td>
</tr>
<tr>
<td>Break the Bank</td>
<td>Morris (Morris)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>+0.1</td>
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<tr>
<td>Horace Hardt</td>
<td>Cott (Cott)</td>
<td>1.3</td>
<td>1.4</td>
<td>1.2</td>
<td>-0.2</td>
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<td>Suspense</td>
<td>Green (Green)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
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<tr>
<td>Big</td>
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<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
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<tr>
<td>This Is Your F.B.I.</td>
<td>James (James)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>Crime Photographer</td>
<td>Cooley (Cooley)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
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<tr>
<td>Fast</td>
<td>McDonald (McDonald)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
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<tr>
<td>Adv. of Sam Spade</td>
<td>WJZ (WJZ)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
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<tr>
<td>Mr. Keen</td>
<td>Sully (Sully)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>Adv. of Thin Man</td>
<td>WAFB (WAFB)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. North</td>
<td>NBC (NBC)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
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<td>We the People</td>
<td>Golf (Golf)</td>
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<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>Mr. Chameleon</td>
<td>Sterling Drug (Sterling)</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>-0.1</td>
</tr>
</tbody>
</table>

Fifth Network Plans Still Go Forward

MOVEMENT to organize a fifth nationwide network is going forward as planned, according to George Roessler, sales manager for the project. Discussion of the project was scheduled Friday in Chicago. The network is titled Radio America.

According to Mr. Roessler, Rudolph J. Fjestholm and Charles J. Hushard, who were sentenced to serve prison terms on charges of violating the California Corporate Securities Act [Broadcasting, Aug. 30], had no connection with Radio America at any time. He explained they were involved in a North American Broadcasting proposition, one of three "fifth networks" allegedly started by Paul M. Titus, also sentenced to prison.

Stock sold in California was not Radio America stock, Mr. Roessler said, and no one now in Radio America was ever associated previously in any of Mr. Titus' enterprises.

Radio America halted activities for several months because of disagreement among backers of the $16,000,000 network with operations of Mr. Titus and desire to await outcome of legal proceedings, Mr. Roessler continued.

Only stock sold by Radio America, he added, was that which was approved by the Securities & Exchange Commission and used only for operational and promotional expenses.
NEW EDDY POST
Heads Television Associates

APPOINTMENT of William C. Eddy, for nine years director of Balaban and Katz television operations in Chicago, to the presidency of Television Associates Inc. was formally announced in Chicago Sept. 2 by Keith Kiggins, of the manufacturing and consultant firm. Capt. Eddy, one of the nation's outstanding television authorities, said he is making the change because his primary interests lie in technical development in the television and electronics fields. He added that one of his biggest interests is in the continued progress of Midwest television and in making Chicago the "hub of TV in the country." In that connection, he stated, he will continue "to maintain a personal interest in WBKB operations in a consulting capacity."

Meanwhile a spokesman of Balaban and Katz said no immediate word could be forthcoming from B & K officials as to Capt. Eddy's successor. John Balaban, B & K president, will supervise overall operation of WBKB, assisted by John B. Counts of installation business manager, it was announced.

Capt. Eddy, who resigned Tuesday as director of WBKB, became president of Television Associates effective Aug. 31. Mr. Kiggins, a former vice president of ABC, who became president of Television Associates last winter, takes the title of executive vice president to make way for Capt. Eddy's assumption of the presidency.

The former WBKB director, holder of more than 100 TV, radio and electronics patents, feels that the station's pioneering days are past and that his activities should be devoted to new advancements of the art.

"You and I know that television has reached a certain standard of technical performance like moving pictures," he remarked. "We have contributed much to progress in the Middle West already, but we must progress still further to reach the goal we are shooting for. I feel that the various developments carried on by Television Associates will simplify not only television operation but also in programming in that they will afford labor-saving devices. We hope to improve the quality and breadth of television."

Television Associates was organized on a small scale in 1944 to manufacture and market television communications equipment under Eddy patents, and also to bring in installation and operating cost. A factory later was installed in 1946 to handle the work. The firm swung into full production last winter when Keith Kiggins, a long-time friend of the inventor and director, resigned as vice president of ABC and later became president of Television Associates. Company offices are at 190 N. State St., Chicago.

The firm also serves in a consulting capacity to television stations and other organizations requiring assistance in the electronics field. It is presently engaged in a number of electronics developments for the U. S. Navy, and was commissioned by the Chicago Transit Authority to aid in developing a radar system to prevent collisions of (Continued on page 86)

September 6, 1948 • Page 27
Committee Drafts Port Huron, Scott Report

By ED KEYS

A stern warning for FCC to start cleaning house or face remedial legislation is expected to be incorporated in an interim report on the Scott and Port Huron decisions undertaken last week by a House Select Committee.

In executive session one day after completing hearings on the Scott decision on atheism, the Committee authorized a report demanding that the decision's controversial language be deleted by the Commission.

The Committee was expected to take a similar approach to the Port Huron decision on which hearings were held a few weeks ago.

Chairman Forest A. Harness (R-Ind.) told Broadcasting following the executive session that the report would be filed with the Clerk of the House of Representatives within "two or three days," and that it would deal with both the Port Huron decision on political broadcasts and the atheism case.

Qualification clarification of the troublesome Scott decision, dealing with rights of atheists to radio time, was begrudgingly offered last Wednesday by FCC officials squirming beneath a relentless barrage of questioning of the Committee.

Second-Day Hearings

The clarification, which apparently involved billing of about $1,250,000, was furnished during the second day of hearings into the decision by the House Select Committee investigating the FCC, headed by Rep. Harness.

Hearings were brought to a close on a strange note. Throughout the hearings the FCC had several times been charged with the fabrication of arbitrary dicta. Commr. Rosel F. Hyde, who had earlier testified he felt he was speaking for the Commission, told the Committee broadcasters need not fear license revocation for refusing time to atheists. Ironically, he made the reservation that they must not act "arbitrarily."

The Consensus

On the basis of other Commission testimony and the agency's attitude in previous cases involving complaints of atheists against broadcasters, the consensus among observers appeared to be that:

- FCC would continue to play the role of the First Amendment's protector. It would, however, wink at violations of the Scott directive so long as religious broadcasts did not constitute a direct attack on individual atheists or specific group of atheists.

- The word of the station management that, in refusing an atheist airtime, he had not been discriminating against any one or any particular group because of his personal views, would appease the Commission.

- What would constitute an attack on the philosophy of atheism was not clear. It seemed likely that the Commission, with a Congressional committee still riding close herd on it and cognizant of public indignation it had aroused, would not go out of its way to invite trouble.

Two dramatic moments were furnished by the hearings:

An FCC spokesman admitted the original draft in the decision was void of controversial matter or philosophical opinions. The heated dispute was touched off by material attributed to left-winger Clifford J. Dury, former Commissioner.

The Committee was told FCC's public relations counsel played a hand in shaping decisions of the quasi-judicial body.

FCC officials obviously were stunned when Frank T. Bow, Committee general counsel, dropped a bombshell, explosive enough to upset the equilibrium of the most agile fence-straddlers.

Gillingham Memo

Mr. Bow introduced a memorandum from George O. Gillingham, FCC information director, to the Commission on Dec. 1946, prescribing a course of action subsequent to the Scott Decision, which has been followed unwarily by the Commission since its issuance.

Benedict P. Cottone, general counsel of the Commission, acknowledged that it was the policy of the Commission to seek advice from its public relations section.

Commr. Hyde later contradicted Mr. Cottone. He denied it was policy. The Commissioner acknowledged, however, that Mr. Gillingham attended executive sessions.

In his memorandum, Mr. Gillingham warned the Commission that "It would be a grave mistake for the Commission to issue a formal statement or pointedly publicize its

STANDARD OIL

PURCHASE by Standard Oil Co. (New Jersey) of one and a half hours of on-the-air broadcasts of the New York Philharmonic symphony concerts at Carnegie Hall was announced last Thursday. The deal was understood to involve billing of about $1,250,000. Marshaal & Pratt Co., New York, is the Standard Oil agency.

The Carnegie Hall broadcasts will be heard Sunday afternoons from 3 to 4:30 p.m. EST. The Philharmonic series has been carried by CBS for the last 18 years, and for three successive years, 1943-1946, was sponsored by the U. S. Rubber Co. Standard Oil of New Jersey is the second commercial sponsor.

Conductors during the 1948-49 season will include Bruno Walter, musical director of the 107-year-old Philharmonic; Dmitri Mitropoulos, Charles Munch of the Boston Symphony, and Joseph Seigeti.

The following statement was issued by Charles Triller, president and chairman of the board of directors of the Philharmonic-Symphony Society of New York.

"We are delighted that the Standard Oil Company (New Jersey) is to sponsor the broadcast of the Philharmonic afternoon concerts over CBS. We feel that the association is a natural one between this bulwark of American industry and our orchestra, which is the oldest in the country and has so often proven itself to be a leader in the symphonic field. By its sponsorship, the company is not only engaging in the highest form of advertising but is substantially aiding the continuance of our society's contribution to the national enjoyment, education, and culture of the nation."

"At this time of ever-rising expenses and increasing difficulties in operating non-profit cultural ventures, the aid and cooperation of such an outstanding industrial corporation as the Standard Oil Company (New Jersey) is most encouraging. We sincerely trust the company will reap well-deserved benefits from the public's recognition of its contribution to the Philharmonic financial stability."

Reply

"The tempo having been established," he wrote, "we will have to abandon hope that the press will play up any new angle except to our continued disadvantage. . . . Hence, further enlightenment will not only be futile but will add fuel to the fire. Also it is foolish for us to suggest subjects which our enemies can play up to embarrass . . ."

(Continued on page 52)
PHILADELPHIA BUSINESS

Another Good Season Forecast

By HERMAN BRANDSCHAIN

FALL business picture radio-wise in Philadelphia area was painted in the most glowing terms by station, agency and other industry executives. Only conflict in the reports was over the size of the dollar. Majority view on the latter question, however, is that present radio is not suffering because of TV.

B. J. Conley, general manager of Westinghouse Radio Stations, predicted that from a revenue standpoint, the entire radio industry will probably hit its peak year in 1948-49.

It generally was agreed that all departments of radio advertising were up—local, national and network. Typical comments:

Mr. Conley: "From a revenue standpoint, the entire radio industry will probably hit its peak year in 1948-49. The additional revenue that television will attract should insure this goal. Speaking of television, we often hear the question raised as to what effect this new art will have on our habits. Certainly it will have some effect, but its effect on magazine and newspaper readership will be much more startling after more radio viewing habits are established.

"I frankly don't consider the question of income the most serious problem at the moment. To me, the establishment of sound programming policies represents a much more acute need. The establishment of policies will guarantee to deserving stations, both a loyal audience and loyal advertisers, a team which will certainly take care of any broadcaster's pressing problems."

Edward D. Clery, general and commercial manager, WIBG: "Our business this fall will be very bit as good as last year—and last year we had to turn down business. National and local advertisers are coming to us in volume. Television has not hurt us."

Alex Rosenman, commercial manager, WCAU: "Our bookings and billings are running steadily ahead of last year. Last year at this time, we noted a trend toward hesitancy but this fall there was not any considerable holding back. Our fall product may have generated a more optimistic approach. We expect to do more radio business right on through the winter months."

Robert G. White, general manager, KYW: "Radio sales in the Philadelphia area during the forthcoming year appear to be on the upswing. This holds true of new medium, television, has become definitely established and well-accepted. Proved programming, supplemented by hand-tailored shows built to meet specific sales problems, will continue to be the basis of our approach to all accounts. Good entertainment is the only sound basis for high acceptance of any radio venture."

Gordon Gray, commercial manager, WIP: "Retailwise we had a slow summer but our national ad network volume was the same as last year. Our fall business, however, appears to be very good in all three categories—as good as last year when we had a good year."

"We are really selling harder now than last year but we find that the effort is rewarding and we are happy about that. We are especially happy at getting quite a number of important advertisers who are not only new to our station but new to radio. And we also are happy that many accounts are expanding their advertising with us."

"We feel that the economic picture held back commitments which might have been made earlier, particularly among local advertisers, but people now seem to feel they've hesitated long enough and they'd better get to work."

Dolly Banks, program manager, WHAT: "Our revenue is greatly increased, with both national and local business coming in for what looks like a big fall. Although all our foreign language programs are doing exceptionally well, Italian language and Negro market programs seem to be the leaders. We are not feeling any impact from television."

Roger W. Clipp, general manager, WFIL radio and television stations: "There is a decided increase in the volume of fall business on radio and television in 1948. It is impossible to translate this increase into the basis for a long-range prediction, however. With radio, while many advertisers are joining the ranks of the regular fall and winter sponsors, it is noteworthy that an attitude of caution prevails and there is a definite trend toward shorter term contracts..."
Taylor Leases Hollywood Center From Frank Burke

LEASING of Sunset Radio Center and all its facilities, at 6000 Sunset Blvd., Hollywood, has been taken over by Arthur N. Taylor in deal made with J. Frank Burke Sr., Sept. 1. Arrangement follows recent breakdown of plans for sale of building to Telefilm Inc. [BROADCASTING, June 21].

Plans are underway to augment present recording studios to include television equipment, and to introduce other improvements, according to Mr. Taylor. Building will be known as Sunset Radio and Television Center.

Jack Fredericks is being retained as general manager of the organization, along with Myron McNamara, sales manager, and the engineering staff. CBS will continue to lease studios in the building, according to past policy.

WISE old Doc Wonstand discovered early in his career how to collect an audience. Entertainment that people wanted to hear sold his "Magic Elixir". Showmanship made the medicine show a success.

We at WPTR know "THE SHOW'S THE THING" that brings in the audience. And, in a more modern style, we provide the showmanship that will sell your modern products in the lush Capital District... Albany-Schenectady-Troy.

Nest Dubs

WPIR

PATRON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.
Canada

(Continued from page 25)

the usual supplementary network basis. Two advertisers are using this new French network key station of which is CKVL Verdun, and they are H. J. Heinz and Olglivie Flour Mills, both with weekly half-hour programs.

More transcribed shows are available in Canada this season than ever before, according to officials of transcription distribution companies. This includes not only American shows, but also Australian, British and Canadian shows on discs. Stations are buying about the same as last year. There are many inquiries for transcribed shows, and most distributors show an increase in business over last year.

While there is no television in Canada as yet, at least one major advertising agency has a standing order from a large Canadian advertiser to get into TV immediately. With exception of this one advertiser, no other inquiries for TV time have come as yet to major agencies. There is not likely to be a Canadian TV station till at least late in 1949.

The Canadian government is still in Canadian radio advertising, albeit on a small scale. Currently there are spot announcement and transcribed spot campaigns on recruiting for the three branches of the services. Sometime in October there will be spot announcement campaign for the Third Canada Savings Bond campaign, and a local program from many stations, sponsored by the Canadian Department of Finance for this bond drive.

From station representatives it is learned that time is getting harder to obtain all across the board on major market stations. Some stations are completely sold out, except for such sustaining time as they reserve for public service programs. Station representatives report that smaller market stations have considerable time to sell, while a number of leading agencies in spot business report they are buying more small stations than ever before.

Backing up the contention of station representatives that major market stations are getting the bulk of the business, a number of agency radio directors told Broadcasting that rising costs and increased station rates, tied to fixed advertising appropriations, have resulted in a more careful buying of stations with largest market coverage. Advertisers with fixed appropriations are accordingly using fewer stations, and more major market stations.

In spot business there are some new advertisers, as well as on networks, mostly in the food lines. Peak has not yet been reached in number of advertisers who can use radio in the Dominion. There is a definite tendency, one major agency radio director points out, to more quality programs to point to quality products, and more use of radio for institutional programs by large companies with non-merchandise lines. Large advertisers of this type, such as Canadian Industries Ltd., are expanding the use of their institutional programs.

Although Canadian broadcasters now have permission, as of Sept. 1, to use price mention advertising, the survey showed that a national advertiser has as yet asked for any type of price mention on spot announcement or spot programs. Local advertisers are expected to be major users of price mention advertising.

There have been some cancellations among large advertisers of network and spot time for the fall, but new advertisers or expanded schedules from current advertisers have made up for any loss. Summing up Canadian fall business, it is up somewhere between 10 and 15% over last year, and practically all stations see 1948 as their best year.

Midsummer Is Best For Independents

Baseball Helps Them Reach Most Listeners Then, Says Pulse

INDEPENDENT stations, particularly those carrying baseball broadcasts, reach their largest listening audience in midsummer, according to the latest report published by Pulse Inc. The survey, for July and August, included five giveaway shows among the top 10. Average quarter hour house-carrying figures were: Cincinnati, 26.5; Chicago, 23.5; Boston, 22.5; New York, 21.9; Philadelphia, 21.5, and the highest price rate, 15.2. Mr. District Attorney was the only program retained from the May-June listing, as the other nine shows went off the air. The complete report is as follows:

TOP TEN EVENING & DAILYTIME SHOWS

<table>
<thead>
<tr>
<th>Show</th>
<th>Highest</th>
<th>½ Hr. Rating</th>
<th>July</th>
<th>May</th>
<th>Aug.</th>
<th>June</th>
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<tbody>
<tr>
<td>Step the Music</td>
<td>14.7</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Break the Bank</td>
<td>11.6</td>
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<td></td>
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<tr>
<td>Top of the Heap or Leave It</td>
<td>15.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We, The People</td>
<td>15.4</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>15.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Louella Parsons Show</td>
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<td>Hit the Jackpot</td>
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<td>Your Hit Parade</td>
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<td>Suspense</td>
<td>9.1</td>
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Daytime—5 a Week

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<td>Arthur Godfrey</td>
<td>8.5</td>
<td></td>
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<tr>
<td>Rosemary</td>
<td>8.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Big Slsh</td>
<td>7.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helen Trent</td>
<td>7.2</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Georgia</td>
<td>7.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Breakfast Club</td>
<td>7.1</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Our God Sunday</td>
<td>7.0</td>
<td></td>
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<tr>
<td>Aunt Jenny</td>
<td>6.3</td>
<td></td>
<td></td>
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<tr>
<td>Gambling Lights</td>
<td>6.3</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Wendy Warren*</td>
<td>6.2</td>
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</tbody>
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* 4 City average.

BROADCASTING • Telecasting

WSB-TV Starts Tests

Also see story page 68

THE FIRST test pattern transmission by WSB-TV Atlanta was made Aug. 31. Following an equipment test, the entire Atlanta - Nashville game was teletcast. The station reports enthusiastic calls and reports of excellent reception from distances up to 50 miles from Atlanta.

Philadelphia

(Continued from page 25)

radio volume is not falling off in spite of the mushrooming of local television.

Solis Cantor, head of the Solis Cantor Agency: "Radio already is being affected by television and will continue to be, for television is the coming medium. Radio, in our belief, will resolve itself into a daytime medium, for the housewife can do her chores while listening. We believe television is going to take completely bigger chunks of the night-time audience. This already is reflected in our own business, for we have placed 14 large advertisers in television. We're optimistic about the fall outlook and about Christmas.

Frank S. Folsom, executive vice president, RCA, in charge of RCA-Victor Division: "In these days of tremendous national interest in everything in television, it is sometimes easy to forget or take for granted the radio industry. Yet that is actually like forgetting you have a strong right arm. For while it is natural to set our eyes and imaginations on television's business potential, the bread and butter of the industry is still radio."

"Two factors presage a big radio year: Housing expansion and the marriage rate. A majority of the million-and-a-half couples who will be married this year will be setting up housekeeping between now and Dec. 1 and certainly an impressive number will be wanting radios."
KMED Asks Sale to Original Bidder

ANOTHER CHAPTER in the long—and thus far futile—KMED Medford, Ore. transfer case opened last week when Mrs. W. J. Virgin, the owner, noted that the "buyer" whom FCC approved has withdrawn, and asked the Commission to let her go ahead with her original sale.

This would involve transfer of the station to Gibson Broadcasting, owned by Luther E. Gibson, for $250,000 plus a 33.5% interest in the company. Mr. Gibson, licensee of KHUB Watsonville and KSLI (FM) Salinas, Calif., would own the remaining stock of Gibson Broadcasting.

Mr. Gibson was the original "buyer" but Medford Radio Corp. filed a competing bid under the Aveo Rule and won FCC approval on grounds of local ownership. Mrs. Virginia contended that the Medford group, by failing to offer personal endorsement of a $187,000 note toward the purchase price, had not complied with the "same terms and conditions" requirement of the Aveo Rule. She won Comr. Robert F. Jones' support for this view, but the majority of the Commission rejected the argument.

In the new petition last week, Mrs. Virginia and Gibson Broadcasting told the Commission again that Medford Radio Corp. had refused to sign a contract based on the same terms and conditions as her original agreement with Mr. Gibson.

She called FCC's attention to a letter sent to the Commission by Medford Radio on August 11 stating in substance that it was no longer interested in the matter of the control of Radio Station KMED.

Since the only competing bidder has withdrawn, she argued, her original application for transfer to Gibson Broadcasting should be reinstated and granted without further proceedings.

KMED is on 1440 kc with 5 kw day and 1 kw night.

RCA control panel of WNOW is examined by executives of station (1 to r): Mr. Daugherty, Mr. Kitchen, Mr. Williams, Mr. Goldborough and Mr. Smith.

PARAMOUNT

FCC Moves to Settle Control Issues

STEPS were taken by FCC last week to effect prompt settlement of the Paramount-Dumont control issues in the competitive television hearings at San Francisco, Detroit, Cleveland, and Cincinnati.

FCC approved Paramount-Dumont control issues by telephone last Thursday by Television California Inc., one of the San Francisco applicants, of an appeal in the U. S. Court of Appeals for the District of Columbia. The suit is directed against FCC's separation of the San Francisco proceeding of Don Lee Broadcasting System and video Channel 2 (54-60 mc), the facility Don Lee seeks, pending settlement of the long pending Don Lee network case [BROADCASTING, May 17].

Spokesmen for Television California contended the appeal need not delay the decision, however.

The Commission ordered the applicants in the West Coast proceeding to file by Sept. 30 their proposed findings of fact and conclusion and further ordered that parties to the several other related proceedings be permitted to file proposed findings on the Paramount-Dumont control issues by that date. FCC also directed Jack P. Blume, its hearing examiner in the case, to "expeditiously" prepare and submit a recommended decision in the San Francisco case. Petition of Paramount interests seeking immediate determination of the DuMont relationship was denied.

The San Francisco hearing, which took some four weeks to complete [BROADCASTING, July 5], has involved five applicants for two channels with separation of Don Lee and its requested channel. Present competitors are: CBS, KROW Inc., Paramount Television Productions, Twentieth Century-Fox of California Inc. and Television California.

Effect on San Francisco

Any ruling the Commission may make regarding Paramount's interest in Allen B. DuMont Labs. will have direct effect on disposition of the San Francisco case as well as the other proceedings in which these interests are a party. Hearing on the control question has already been held [BROADCASTING, May 17].

In the Detroit case, in which Paramount's United Detroit Theaters Corp. is competing with WJR Detroit, the hearing has been held but FCC's counsel has reserved the right to reopen it for further proceeding should the Commission make some determination of its investigation of the G. A. (Dick) Richards outlets, including WJR and WGAR Cleveland and KMPC Hollywood [BROADCASTING, March 29].

No hearing has yet been held in Cleveland, Boston or Cincinnati. WNOW's Executive Staff Headed by L. W. Williams

SELECTION of the staff of WNOW, new 1-kw daytime independent at York, Pa., has been completed, Lowell W. Williams, president and general manager, announced last week.

Mr. Williams, formerly an executive of the H. J. Williams Co., York, said the station is emphasizing local programming. The program director is H. E. (Doc) Daugherty, former chief announcer for WOR York.

Other stations include: Wilbur Smith, commercial manager, previously with WHRT Durham, N. C., in a similar capacity; Murray Goldborough, who was with WMFD Frederick, Md., for four years, head of the sales department, and N. Carl Kitchen, continuity director.

Studies of WNOW, which went on the air June 22 and operates on 1250 kc, are at 25 S. Duke St., York, and its transmitter is three miles northeast of York's Continental Square near Pleasureville, Pa. The broadcast tower consists of a 54-ft. RCA FM pylon mounted atop a 154-ft. AM wind turbine tower.

PLAQIUE, carved out of wood and painted by youths of Washington Junior Police and Citizens' Corps Inc., has been awarded to WTOP-CBS Washington, as "a token of appreciation for outstanding community service rendered" and for "unselfish service in bringing before the radio audience the work of the Junior Police and Citizens' Corps."

Hom. Geo. R. McGivern
Great Adv.
Chicago, Ill.

Dear George:

Big pay raise in 'th' chemical plants this week ... about 18,800 Charlestonians got a yearly total raise of over 500-grand... That means WCHS listeners 'll have more to spend. Cousin Zeb sees he's goin' t' git one o' them portable radios t' take along when he goes sparkin' with his pal ... naturally, other people has other plans ... but you ain't bet. 'T 4,000 watts at 880, plus CBS ... people is goin' to git them tunes from old WCHS.

Yrs.,
Algy

WCHS
Charleston W. Va.

September 6, 1948 • Page 67
KONO INCREASE
Shift to 860 kc Included
In Proposed Grant

KONO San Antonio, one of the early “Blue Book” stations, won a proposed decision from FCC last week in its bid for 860 kc with 5 kw day and 1 kw night, directionalized fulltime. KONO is now on 1400 kc with 250 w.

Roy Hofheinz and W. N. Hooper, owners of KTHT Houston, seeking the same frequency and power for a new San Antonio station, were given a proposed denial.

The Commission conceded that, although it had once questioned KONO programming to the point

of holding a “Blue Book” renewal hearing, there is no evidence that any listener ever complained about the station’s programming, and that, in fact, KONO’s program service “has been, on the whole, meritorious.”

But the decision took KONO spokesmen to task for denying that they had ever pledged certain program “improvements” attributed to them in the FCC decision which granted license renewal after the “Blue Book” hearing [BROADCASTING, Sept. 1, 1947].

Eugene J. Roth, KONO owner, and the station’s attorney, Andrew W. Bennett, were quoted as denying, during the 860-ke hearing, that KONO had ever actually made commitments (1) that not more than three commercial spot announcements would be carried in any 15-minute period, and (2) that live talent programs would amount to 20-25% of broadcast time each day. FCC’s decision granting renewal was in error when it reported these promises had been made, Messrs. Roth and the attorney argued, asserting that they did not hold the exceptions to the decision because it granted renewal.

Delay Is Given Again
To IATSE in WJZ Case

A SECOND continuation was granted last week in New York by the U.S. District Court in the case growing out of alleged attempts by the International Alliance of Theatrical Stage Employees (IATSE) to interfere with the opening of WJZ-TV [BROADCASTING, Aug. 16].

The union has now been given until Sept. 21 to show cause why a temporary restraining order issued by the court at the request of the National Labor Relations Board, restraining IATSE from interfering with WJZ-TV operations, should not be permanent.

Buy the FM Audience in
Kansas City direct—

Without paying AM Rates!

KOZY
Kansas City’s Pioneer FM Station
10,000 Watts

THE INCOME
OF THIS TYPICAL
WKIC LISTENER
IS UP

215% since 1939

139% MORE THAN
THE AVERAGE NON-MANUFACTURING INDUSTRIAL WORKER’S WAGE

WANT HIM
FOR A
CUSTOMER?

"The Voice of the Cloofeld"
HAZARD, KY.

Page 68 • September 6, 1948
LISTENERS to KQV Pittsburgh will have an opportunity to participate in "Lucky Landmarks," a new giveaway show written and produced by Milt Kernen, Ken Hildebrand and Don Tregess, Mr. Hildebrand in charge. The show will choose names from lists compiled of cards filed in by constituents when they are in sponsors shops (Fashion Row) and call constituents who will be asked to identify some well known Pittsburgh landmarks. Correct identity entitles contestants to $750 worth of prizes. If contestant fails to turn in $25 worth of merchandise for participating, local agency, Susan and Adler, handles show.

WTOP "Service"

BEHIND SCENES stories of local businesses are revealed on "At Your Service," a new program which started Aug. 31, over WTOP Washington. The program, Mon.-Fri., 10-10:30 a.m., program features three workers from local business as guests on each program. At intervals during the program, interviews are held telling interesting stories of their work. Between interviews M. O. Lee Vickers plays recordings of "mystery tunes" and prize is awarded to guest with most correct guesses of tunes. Larry Becknerman is producer of show.

High School Radio Studies

STUDENTS at Evanston Township High School, Evanston, Ill., are planning the grand opening of the school's radio studios with an inaugural broadcast over WEAW (FM) Evanston, with money donated by 1947 graduating class, money which will be used to furnish a large studio to house the entire symphony orchestra, a control room, and a smaller studio for dramatic productions. These facilities will enable more broadcasts to be piped from the school to surrounding area. WEAW also carries programs from New Trier, Arlington Heights and Riles High Schools and National College of Education, all centered along North Shore area of Chicago.

QUIT ON TV

DRAWINGS done by Artist Rudy Prichard before television cameras of WLWT Cincinnati are beats of new quiz for "The Love Nest," now being shown by Fontic Dealers of Greater Cincin- nati. Titled "Wednesday's Quiz," show uses gimmick of calling set owners and asking them to identify personalities involved by answering verbal clues. Red Thornburgh is m.c. who gives viewers verbal tips while artist Prichads sketches subject. Agency for Production is Lee Robert Acomb Inc., Cincinnati.

Political Views

HOUSEWIVES, farmers, lawyers and representatives from many other categories are being given a chance to say what political party they are for and why they are for it at a "Pre-Election Forum," on KAGH Pasadena, Calif., Forums, which run half-hour weekly are televised by moderate viewers chosen from press of Pasadena and surrounding communities.

To Help Firey Victims

HAYFEVER pollen count is broadcast on "The Forth Dimension" Philadelphia Mon., Wed., Fri., from 12:30 p.m. news broadcast. Station carries the count in cooperation with Dept. of Public Health, which receives its information from eight official points in and around Philadelphia. Station air the count about two hours after official tabulation is made.

Stock Show on TV

OLD-TIME stock company has made its way into television with appearance of the "Pilco Players," on KTLA, Los Angeles. Players, who made their debut Aug. 24, present different 20-minute plays weekly, calling in "name stars" from time to time. L. K. Ward, Los Angeles (Philco Freezer Distributor) sponsors program.

COVERAGE of this excitingly unexpected and unlikely event was for the benefit of all of Pastoral, Church of the Assumption. An interesting feature of the event was the appearance of Sister Mary (not name given) who had been to Rome and had witnessed the event of an American girl winning the Miss World title. The event was hosted by Miss America, Miss Lillian (not name given). The event was highlighted by a toast to the winner, followed by a performance of a song by Miss America. The evening was a memorable one for all who attended and it was a wonderful opportunity to appreciate the beauty and talent of the young women who took part.

Programs

SEPTEMBER 15

1. "The Love Nest," a quiz program, is featured on Wednesday, which uses a gimmick of calling set owners and asking them to identify personalities involved by answering verbal clues. Red Thornburgh is the host, who gives viewers verbal tips while artist Prichard sketches the subject. Agency for production is Lee Robert Acomb Inc., Cincinnati.

2. "Political Views," a new segment on TV, provides views from farmers, lawyers, and representatives from various categories on political parties. The show is broadcast on a weekly basis.

3. "Quit on TV," a new quiz show created by Rudy Prichard, is being aired in Cincinnati. The show features drawings by the artist and asks viewers to identify personalities by verbal clues.

4. "21st YEAR," a regional promotion campaign, features Howard J. McCollister and includes various activities and events.

5. "Regional Promotions," another campaign, is supported by Howard J. McCollister and includes a Hollywood Heritage Member NAB broadcast.

6. "BROADCASTING • Telecasting," a weekly program, is featured and includes various news and topics of interest.

7. "The Page Cavanaugh Trio," a music program, is broadcast on a regular basis.

8. "LATEST HITS from RCA VICTOR," a music series, highlights popular songs of the day.

9. "Special 'DJ' Couplings for your platter shows! A Song Was Born and THE Page Cavanaugh Trio."


13. "Larry Green Bella Bella Marie and Bill Boyd The Skaters Waltz RCA Victor DJ-552."

14. "Surprise Packets," a special offer, is available on a limited basis.

15. "Football News Inside Stories of Football and Analysis of Programs on UPI-TV."

16. "Cleveland Browns Historic Game," a special event, is being featured on a new 15-minute, weekly feature on WOAR Cleveland. The event will include interviews with players and coaches, as well as footage of the game.

17. "Pre-Primary '48 Free radio time for all candidates in Wisconsin's Constitutional election will be provided by WHA Madison. As a political education service, free radio time will be made available to voters to become acquainted with candidates and issues. Election day, the news stations of WLBB Stevens Point, FM station of State Radio Corporation, and WHAD Delafield will carry the broadcasts in addition to the Madison station."
IIN and Operated by Louis Wosmer

WAKR store, on public area has been dering Lynchburg, fronto personalities via pressing ear started, whose songs and dances, Paul. Folder, ground, will by SYSTEMATIC Voice

FLAGS and drummers share the spotlight with a KMOX St. Louis micro-

phonic feature. KMOX's election as "first station of midwest" was covered via Benson & Benson and "Sajne Management -" are the folder's proof that "The Voice of St. Louis is slated to win in '48.

Program Analysis

SYSTEMATIC testing of its programs by means of audience response to pro-

gram content will be undertaken by Wisconsin Public Radio, Conn. Tests will be held weekly in WSTG's main audience studio, where cross-section of dealers from surrounding area will be assembled. Material tested will include network, scripts and ad and list of

announcers and emcees. Audience re-
caction will be evaluated in terms of minute-by-minute responses of ap-

proved persons or indifferent group discussion, voting attitudes to-

ward various elements and by individual interviews with studio listen-

ters. Null Wolf, radio research with both network and local back-

ground, with Gries, Inc.

Corr Country

CORN is featured in four-page folder distributed by KSTP Minneapolis-St.

Paul, Minn., titled "Get 'em Sells 'em!" features two KSTP programs, "Barn Dance" and "Main Street," which are aimed at Midwestern store managers, listeners whose interest is corn. Folder presents many marketing ideas directed to corn to indicate response to these programs, which are broadcast in Minnesota area. Blue and white picture of a "Barn Dance" audience is displayed. Copy states that when Kim Weston, of "Main Street" crew men-
tions corn, listeners will sit up and listen, and 5,000 additional sheets had to be printed to satisfy listeners. Polk and

KSTP's Pianalyzed Promotion scheme which offers large origination point

started and kept going with "maximum effectiveness." Another blue and yellow picture features entire cast of "Barn Dance," and presents a man cut-

ting ear of golden corn with background of corn plants. Event sponsored by Corn State civic organizations, it re-

sulting their satisfaction with KSTP

programs.

AM for TV

CHICAGO reinforced its bid for video by plugging AM program via TV. ABC's "Welcome Travelers" was produced by crew of Hollywood technicians. Prints will be prepared for distribution to ABC's video network. Short film shows Harold Bartlett interviewing travelers, and is one of series of shorts produced by Compton Advertising for its clients.

Matchbooks

MATCHBOOKS featuring CKEY To-

ronto personalities are being distrib-

uted by station to advertising agencies, retail stores and offices in Toronto dis-

trict, and agencies in United States and Canada.

Market Brochure

COMPREHENSIVE market brochure cov-

ering Lynchburg, Va., and its trading area was issued by WLVA Lynch-

burg. Brochure includes engineering multiple DWB data which will en-

able buyers to quickly evaluate valuable of all stations heard in that trading area. Copies of brochure are available through George P. Holli-

berry Co. offices, WLVA representative.

Disc Jockey Displayed

PAUL DIXON, featured disc jockey on WMMN Chicago, found himself in the public eye. As result of song "Under-

neath the Arches" which he featured on his 9:30 to 11:30 a.m. show, Song Shop in downtown Cincinnati featured

full window display of Mr. Dixon and his "Dixon's Today" disc jockey display which has been featured in two-hour period follow-

ing show, station reports as KALE goes to the "Happy Hunting Grounds."

Transmitter Trouble

TRANSIENTS for KMOX dimnick from KMPG Hollywood issued to the trade was "Automatic handicap," lying in with station's race reports by Announcer Joe Heraus ("Here comes a tip from (Her-

nandes sponsor) Marshall & Clampett (De Aga and Pavlovich dealers)."

appealing folder. "De Soto and Packard ride a sure sure thing

Joe Hendrix, manager to KMOX.

KCWX Fair Booth

BOOTH on fair grounds of Minnesota State Fair, Aug. 28-Sept. 6, was con-

structed by WMMN Minneapolis, theme of "Good Neighbor to the North-

east." Viators to fair were treated to miniature knoqbooth room with telescope machines in action. Sta-

tions were also assisted in giving away recordings so that visitors could hear their own voices. Booth also was used as origination point for many WCCO shows during the fair.

HONORED GUEST

MERCHANTIAL awards totaling $2,000 were given this week to person to attend state presentation by SMART. Rubber. When lucky guest passed through gates of Fairmount Armory, where festivities over, 2,000 persons were present for event, station reports.

Television Demonstration

TELEVISION demonstration and ex-

hibit has been prepared in new radio center at Indiana Fair by WOTW (TV)

Indianapolis. Fair started Sept. 3 and will run through Sept. 10. Complete video display has been arranged in-

cluding receivers and film equipment. Exhibit was prepared in coopera-

tion with RCA MFG. Co., Indianapolis and Indiana Bell Telephone Co.

Promotion Personnel

RALPH E. LAWRENCE has been named advertising and promotion manager of

KXDO Saginaw and KXBO Stock-

well, Calif. He formerly was advertising manager of Hayescraft Co., Oakland (ap-

pilates distributor), before that with KOMO, Seattle, and with New York office of Foote, Cone & Belding.

FRANK W. McMAHON has been ap-

pointed promotion manager of NBC's affiliates in the New York market. He replaces DOUGLAS P. BUTLER, who has been assistant promotion manager of net-

work advertising promotion for radio and television stations.

IRA Y. HECHT Jr. has been named pub-

licity director for WATT Newark, N. J. He will also serve on the radio station's board of directors. ROLAND TRENCHEAD, de-

te使之成为一项新的分支,由 MARY DORIS BURKE and CHARLES DUCOIN.

HERMAN SPERO has been named pub-

licity director with WJMO Cleveland, Ohio.

MICHAEL BOSCIA, manager of opera-

tions, CBS Station, has the father of boy and girl twins born Aug. 25 in

LYNN Y RYSON, CBS counsel of public affairs, was named chairman of 15th annual convention of the Society for Science, Philosophy, and Religion, Sept. 7-10 at Men's Faculty Club, Columbia. U.

This is

A DISC HARRY

Used throughout the rich regions of the High Plains area by big-business farmers, the disc honors till the soil, preparing for a future growing season - just one cardboard message on K-TRIPLE-X totes the pocketbooks of the High Plains buyers 1111
BMI LICENSING LICENSE FOR TV AS AM—KAYE

SYDNEY KAYE, vice president and general counsel, Broadcast Music Inc., told National Television Film Council members there is no basic difference at BMI in licensing music for AM and TV. Speaking on "The Right to Perform Music on Television" at dinner meeting of council in New York, Mr. Kaye explained the granting of recording, performance, and synchronization rights for music.

"With the eventual breakdown of current complications in music licensing, you [television station representatives] will be able to use more of your own music," he said. Grants by BMI protect stations until Dec. 31, 1948, he added.

Acceptance of the council bylaws was voted by the membership, after which officers were nominated for election at the September meeting. They were: President, Mel Gold, National Screen Service; vice president, Bert Balaban, Paramount Television, secretary, Bob Wormhoudt, Telecast Films Inc., and treasurer, Bob Paskow, WNEW, Newark.

Nominated to serve on the 11-member board of directors were: Irving Lees, Official Films; William Holland, Brandon; William Holmgren, WMAR-TV Baltimore; Elaine Philips, WJZ-TV, Toledo; Ed Evans, WOR-TV, New York; Helen Buck, WCAC-TV Philadelphia; Joseph Blum, Cinema Service Corp.; Jose Bidaño, Edward Petry & Co.; Irvin Young, Associated Features, and Johnny "Video Events," Mt. Vernon, Ill., PIX Film Exchange, Jack Oxlade, March 1, Time, Jay Willams, Film Equities; Bally Ferre, Massi; Steve Alexander, United World; Rosalyn Kassoff, A. F. Films; John Novak, WBWD New York; Bert Brick, Grey, and is on the staff of Radio Life, is chairman of the council in New York, Mr. Kaye said.

Elgin Groseclose, economic counsellor representing New York and the New York State companies, has expanded his service to include radio industry. He was financial economist with FCC and telephone investigation from 1935 and 1940. He served as deputy-generaU of India during World War II. His office is located in Warner Bros., Washington.

INGO FREMINING has taken talent under his own name at 204 South Beverly Drive, Beverly Hills, Calif. Telephone: Creative 9-6775. Agency will represent artists, writers and literary material for radio, television, stage and screen.

ALLEN A. FUND RADIO PRODUCTIONS, New York, has formed Film producing subsidiary to prepare television features. Firm packages "Can- did Microphone," ABC series, which now subsidiary is preparing for video use.

SACK TELEVISION ENTERPRISES, Dallas, has acquired national distribution rights to "Women Speaks," series of 15 15-minute women's magazine of the air subjects, produced by Film Studios of Chicago.

WAYNE VARNUM ASSOC., public relations firm, and the PATRICIA WARD PRODUCTIONS, have opened new offices at 424 Madison Ave., New York. Under arrangement Ward firm will handle research for publicity outfit in return.

IRA MARION, ARNOLD PERL and GERRY SHAW, general sales manager, have signed second right basis contracts with Ronald Denson, New York, for productions firm. Firm also has announced addition of three stations to those using its "Who's Speaking" program: WPTV, Philadelphia; WMLO Milwaukee, and WBEC Pittsburgh, Mass.

Theodore F. Allen, formerly with NBC, has been appointed radio publicity representative of Radio Bureau of New York State Dept. of Commerce.

LAUGHS UNLIMITED, New York, has organized to supply gags, scripts at nominal fee to disc jockeys, comedians, etc.

WALTER KANEK, ASSOC., publicity-public relations firm formerly located at 550 Madison Ave., New York, has moved to 742 5th Ave. Telephone: Murray hill 5-9940.

JOSEPH KASELOW, radio and business reporter for "New York Herald Tribune," is the father of a girl, Evelyn.

Equipment

RCA VICTOR has announced five new in- and television combination sets for exclusive of Federal excise tax and residential television owner's license fee. Picture dimensions, 8-8 TV, as containing one of most powerful television chassis made by RCA. It combines FM, shortwave and television broadcast, with automatic record changer and five position dial (National, AM, FM, TV, and Hi-Fi stereo). Federal Telecommunications Laboratories, Inc., New York, has prepared five folders describing equipment developed by its laboratories. Equipment featured includes: 20 channel television receiver; time multiplex radio link; frequency modulation of UFM radio link; Hi-Fi stereo link; television broadcast receiver; frequency modulation with radio link for multi-channel service, and all metal elm antenna; and FM broadcast transmitters. Folders are available on request to Federal Laboratories, 87 Broad St., N. Y.

RCA Engineering Products, Camden, N. J., has released new 84-page illustrated Sound Products Catalogue, listing company's complete line of recording and sound equipment under its Sigma label. Catalogues obtained by writing to R.C.A. at Camden, specifying Sound Products Catalogue 2/18-P.

Feature

(Continued from page 14)

is the reason for a change of heart. Coming from St. Louis originally, George Jr. is one of the radio industry's most ardent roosters for the St. Louis Cardinals. George J. and his wife, Natalie, live in midtown Manhattan and manage to get away week-ends to the beaches. He is a poor golfer and admits it, but likes the game and plays whenever he can. Any spare time he has after radio, TV and golf is spent being active in Kappa Sigma.

The only worry George Jr. has is that won't be long until he will be classified as a 20 year radio veteran—and he's only 38.

Zenith Radio Corp., Chicago, for the months ending July 31, reports net profit of $1,043,909, after federal income tax provision of $65,399, depreciation, excise taxes and reserve. Shipments amounted to $14,337,961.

Know Montana

MEMO #2

Of the total potential water power of the 48 states, Montana contains more than 10%.

During the years 1942-1945, Montana led all other states in per capita purchase of U.S. Savings Bonds.

Montana's 5,500 farms and ranches have combined worth of more than $450,000,000.

Your Best Sales Implement in Montana

FREE KNOT TIES

The Art Mosby Station

KAGV-KGFM

KANADACONDO BUTTE

MISSOULA

Montana

BROADCASTING Telecasting
NEW BUSINESS

(Continued from page 18)

SAT., 2-2:30 p.m. Show formerly sponsored by Bowey's Inc. through Sorensen & Co., Chicago. Agency for Armour is Foote, Cone & Belding, Chicago.

QUAKER OATS CO., Chicago, Aug. 29 started Roy Rogers Show on MBS until June 26, 1949 as replacement for These Websters. Show is heard weekly 5 to 6:30 p.m. (CST). Agency: Sherman-Marguette, Chicago.

W. WRIGLEY Jr. Ltd., Toronto (chewing gum), Sept. 29 starts Wrigley Variety Show for 39 weeks on 30 Dominion Network Stations, Wed. 9-9:30 p.m. Agency: Walsh Adv., Toronto.


INTERNATIONAL SILVER Co., Hamilton, Ont. (silverware), Oct. 3 changes Ozie & Harriet from Dominion Network to 23 Trans-Canada stations. Sun. 6:30-7 p.m. Agency: Young & Rubicam, Toronto.

ADpeople • • •

WILLIAM M. ITTMANN named director of media for Procter & Gamble, Cincinnati. Appointment was effective Sept. 1. He has been with P&G since 1941, working in various phases of company's advertising.

FRED KLEIN, former account executive at Dance-Fitzgerald-Sample Inc., Chicago, joins Toni Inc. (Div. of Gillette Safety Razor Co.) Chicago, as assistant director of radio. Mr. Klein, who previously worked on General Mills accounts before leaving D-F-S last month, will generally assist DON NATHANSON, radio director of Toni Co.

RALPH C. ROBERTSON, director of media, Colgate-Palmolive-Peet Co., Jersey City, N. J., is the father of a girl, Carole.

METAL TV RECEIVING TUBE IN PRODUCTION

PRODUCTION of metal television receiving tubes, described as weighing only 1/6th as much as the conventional glass tube and providing a clearer picture, has been announced by Tel-O-Tube Corp. of America, Paterson, N. J.

Used exclusively in Starrett Television Corp. sets, which were displayed at the Tel-O-Tube showing last week in New York's Waldorf-Astoria, the tubes are in full production, and eventually will be used in other video sets.

Designed with less surface curvature than regular tubes, the new metal tube also is said to shield the picture from outside or room lights.

Featured in the Starrett line of 12 sets was a 16-inch metal tube table model equipped with AM-FM radio, which will retail at $995. From 10 to 20 inch sets also are included in the line, priced from $349 to $1,790.

Cole & Chasen, New York, advertising agency for Starrett, is preparing two major newspaper campaigns to begin this month in Boston, Chicago, New York, Baltimore, Washington and Philadelphia. The first promotion will publicize the Starrett line, in general, and the second campaign will feature tubes using the Tel-O-Tube.

GARRY MOORE and NBC "Take It or Leave It" going to New York for four weekly broadcasts starting Sept. 26, instead of Sept. 16 as previously planned.
New Petition Filed On KERO Transfer

FCC WAS ACCUSED last week of issuing a "boiler-plate" denial "which does not even purport to deal with or answer the contentions advanced" by Kern County Broadcasters in its unsuccessful attempt to upset the sale of KERO Bakersfield, Calif., to Station Manager Paul R. Bartlett [Broadcasting, July 8].

The Kern County applicant had filed a competing bid against Mr. Bartlett's $25,000 offer to Owner J. E. Rodman but the Commission approved transfer to Mr. Bartlett without hearing [Broadcasting, June 7]. Kern County then petitioned for reconsideration, which FCC denied Aug. 24. It was this denial which Kern County attacked as "boiler-plate," charging that the order was unaccompanied by the law-required statement of the reasons for it.

Kern County's new petition, asking that the terms of the order be "resettled," to show the grounds supporting it, or that it be vacated entirely, filled two pages with citations of cases in which, it was contended, the Commission has "uniformly followed not only the letter but also the spirit of the law which requires (it) to publish the grounds of its decisions."

The petition said it was not seeking "the empty shell of formal compliance" with the law. Careful analysis of Kern County's claims, the petition said, would show "the wisdom of a comparative hearing" between Kern County and Mr. Bartlett.

The petition was filed by Seymour Kreiger of the Washington law firm of Courtney, Kreiger & Jorgensen, attorneys for Kern County. KERO is on 1230 kc with 280 w fulltime. Kern County is principally owned by Thomas B. Reese, associated with agricultural business interests, and was found unqualified by FCC. Its petition charges that Mr. Bartlett himself is not qualified to buy this station "in the light of his commitment to construct a television station for $1,000,000," and that he actually will derive his main earnings as manager of KFRE Fresno, 108 miles from KERO.

Northwestern U. Conducts Listener Survey

According to Dr. George R. Terry, housewives of 531 set-owning families are being made to increase the sample size and to place it on a continuing basis. By this means it is hoped the survey will measure significant changes in the Chicago TV market during its current expansion.

More than 30,000 sets currently are in use in Chicago's area. Dr. Terry noted, with a total of about 60,000 estimated by the end of the year.

Various tables and results follow:

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<th>HABIT CHANGES</th>
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<td>Goes to Ball Games</td>
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<td>Entertains Adult Guests</td>
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TV WINS OVER RADIO ON THESE COUNTS

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<td>More interest to children</td>
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VOLUNTARY RESPONSES TO TV COMMERCIALS SHOW

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<td>Canadian Ace</td>
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FOR BEST ADVERTISING RESULTS FROM RICHMOND'S LISTENING AND VIEWING PUBLIC USE

WMBG

AM Station

WMCA

Capital Old Dominion

FM Station

WTVision Richmond

Virginia's ONLY Television Station

OPERATING 27 HOURS A WEEK

Is Now Affiliated with NBC Television Network

Represented by JOHN BLAIR & COMPANY
Color Video is Featured
In Mexico Demonstration
COLOR TELEVISION as de-
veloped by Guillermo Gonzales Cam-
arena, a young Mexican engineer who
has been experimenting with the
medium for 15 years, last month
demonstrated this month on the
second floor of Mexico's Tele-
communications and Public
Works building in Mexico City.

This Mexican project is part of
the follow-up of Mexican Presi-
dent Alaman's "State of the Na-
tion" speech Sept. 1 and in-
cludes display booths in modern
design showing Mexico's progress
in communications and public
works.

During this month's special
programs being broadcast 10 a.m.
11 p.m. daily over a new station,
XESCP, operating on 566 kc
(government station frequency).

Various other stations through-
out Mexico pick up the XESCP
programs and re-broadcast them.

L. A. Armed Forces Radio
Service Group Organized

ARMED Forces Radio Service
Group has been formed in Los
Angeles by the Sixth Army head-
quarters there. Heading the reser-
ve group is Col. Marvin Young, 
radio director of Ruthrauff & Ryan Inc.,
Hollywood.

Col. Young during the war or-
ganized and operated for the War
Dept. the entire live entertain-
ment program for all branches of
the service. This included supervi-
sion of USO Camp Shows domestic
and overseas, and organization
and supervision of training of GI's
for their own shows.

Active duty training in the
group, according to Col. Young,
will be in radio broadcasting.
Meetings will be held at the vari-
ous broadcasting studios. Applicants
to new group are to contact Maj.
Gerald C. Teudt, Organized Re-
serve Headquarters, 756 S. Spring
St., Los Angeles.

In conjunction with the National
Guard recruiting program CBS was
scheduled Sept. 4 to start series of half-
hour programs titled "National Guard
Ball" Saturday nights, 11:15-11:45 p.m.

Tape Fidelity

NEW magnetic tape recording
standards adopted by NAB's pro-
to committee provide a 50 to 7,500
cycle response at a speed of 7.5
inches per second, and not 50 to
75,000 cycles as incorrectly printed
in the Aug. 30 BROADCASTING.

Primary rate of tape passage
through recording apparatus is 15
inches, designed to give 50 to 15-
000 response, with a supplemental
speed of 30 inches per second for
special purposes.

MEMO to BILL JONES
Henri, Hurst & McDonald:

In the first six months of 1948, WCKY's famous
JAMBOREE program produced 508,211 ORDERS
for merchandise—50% ahead of last year. This WCKY
BUYING and LISTENING Audience of over 2,000,000
Radio Homes is yours at low cost.

50,000 WATTS
OF SELLING POWER
ON THE AIR EVERYWHERE 24 HOURS A DAY

HENRI, HURST & McDONALD, INC.
3535 W. 39TH STREET
CHICAGO 18, ILL.
**ARRA FROM 316**

**FURTHER INSIGHT** into FCC's views on giveaway programs was provided in a proposed decision issued last Monday looking toward a grant of Coastal Broadcasting Co.'s application for a new 250-kc station on 1250 kc at Lakeland, Fla. The decision proposed to deny WSR 1 Winter Haven ( Fla.) an application for 1250 kc in lieu of its present 1400 kc.

Coastal had questioned two WSR programs. One, *Name It and Claim It*, gives away a record to the first person to identify it when it is played on the air. On the other, *Can You Spell Your Name?*, letters of the alphabet are spelled aloud and announced on the air; the first listener who can spell his name from the letters drawn, and who telephones the station, is given a prize ($1) if he correctly answers a question.

The Commission did not base its proposed decision on the giveaway question. Instead, it proposed to grant the Coastal application on grounds that better distribution of radio service would be accomplished by a grant at Lakeland than at Winter Haven. But it did have this to say about the giveaway programs, concluding for 1250 kc that the anti-competition law and that the other does not:

> We view the "Can You Spell Your Name?" program as clearly within the prescription of Sec. 316 [formerly the Communications Act, currently transferred by Congress to the Criminal Code]. The essential elements of a lottery, viz. prize, chance, and consideration, are obviously embodied in the program.

The prize, whether it be a dollar or theatre tickets or items of greater or less value, is an inducement to the viewers to listen. Listeners become eligible to win the prize by only the decree of chance, and the imposition of the added requirement that a question be correctly answered does not vitiate the effect of the basic lottery selection.

The statute condemns a prize giveaway scheme if it is dependent "in part" upon chance. Legal consideration exists if a requested benefit follows to the minor chance, and such consideration is present here since the audience of the program the WSR is its necessary economic adjunct without which it could not possibly sell radio advertising service. The enticement of additions to the audience through the inspired hope of winning a prize to be awarded by the language and the intent of Sec. 316. The record provides only a slight description of the "Name It and Claim It" program, and we do not understand that it is founded, either in whole or in part, upon chance selection of those eligible to win the offered prize. The program seems to contemplate only an invited open competition among all listeners to rely upon their knowledge of recorded selections in order to receive the offered award.

The language and findings of FCC's proposed decision were identical with those of the recommended decision of Hearing Examiner J. D. Bond, who also reviewed the overall lottery question and wrote the recommended decision in the current WARL Arlington, Va. case [Broadcasting, Aug. 9].

The proposed grant to Coastal would be conditioned on the station's not commencing operation until WLOF Orlando vacates the 1250 kc channel and receives its license for 1500 kc. FCC reasoned that Coastal's operation would cause some interference to WDAE Tampa but said only "169 or 439 or 2,332" persons would lose service out of WDAE's audience of 150,000 to 350,000 persons. Coastal, it was pointed out, would provide a new service to 71,929 persons during the day and 23,062 at night.

The stock of Coastal is held in equal shares by Robert Struble Taylor, former Ohio dentist, now with the Veterans Administration at Gainesville, Fla., who is president and would be general manager of the station; Edmund D. Covington, WHO Orlando announcer, who is vice president and would serve as program director; and Duane F. McConnell, chief operator and acting chief engineer of WRUF Gainesville and also one-third owner of WLYK Live Oak, Fla., who is secretary-treasurer and would be chief engineer.

WSIR is controlled by Frederick L. Allman, owner of WSO Harrisburg, Va., and minority stockholder of WAAM (TV) Baltimore.

**WTPS Increases Power; Now 5 kw Day and Night**

WTPS St. Petersburg, Fla., was slated to increase its power Sept. 1 from 1 kw daytime and 500 w night to 5 kw day and night, station officials announced. WTPS, a Mutual of the NBC network, is on 1370 kc.

WTPS-FM, which formerly operated seven and a half hours daily, was scheduled to shift to the same hours of operation as its AM affiliate on Sept. 1, the station management said. WTPS-FM is on Channel 273 (102.5 mc).

**KFDA Now on 1440 kc**

**NEW FREQUENCY** for KFDA Amarillo, Tex., following power boost to 5 kw day and 1 kw night, is 1440 kc. The old frequency 1230 kc, as reported in Broadcasting, Aug. 23, KFDA, one of the Nunn Stations, is managed by Howard P. Roberson.

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**PLAQUE in recognition of his 14 years as District 10 director of NAB is presented to John J. Gillen Jr. (center), president and general manager of WOW Omaha, by Harry Burke (11), general manager, KFAB Omaha. At right is Bill Quaron, manager, WMT Cedar Rapids. Members of District 10 held a surprise breakfast at the Muskebech Hotel in Kansas City Aug. 17, in honor of Mr. Gillen.**

**WRGB (TV) Schenectady Plans to Add Equipment**

WRGB Schenectady is scheduled to have the new look in television by the end of the year. A number of technical improvements are planned by the General Electric station.

Included in new equipment are a mobile unit for picture and voice pickups outside the studio, three new studio cameras of the orthicon type, two new kinescope cameras to be used in televising movie film, a 20-foot addition to the studio control room and all new equipment for its operation, and a new transmitter at the main station.

**Towner Honored**

ORRIN W. TOWNER, technical director of WHAS Louisville, has received the Presidential Certificate of Merit for "outstanding fidelity and meritorious conduct" as a civilian in aiding the World War II effort. Mr. Towner served as associate director of the Airborne Instruments Laboratory of Columbia U. Division of War Research from May 1942 to September 1945, and during part of that period directed the Alhambra, Calif., branch laboratory. The presentation to Mr. Towner was made by Maj. Gen. William G. Livesay, commander of the Armored Center and Fort Knox, Aug. 26 in the WHAS studios.

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**COVERAGE at Low Cost of YOUNGSTOWN OHIO'S 3rd MARKET with WFMJ - WFMJ-FM ABC**

Population ........................................... 520,300.

Retail Sales (Est. 1947) ................ $406,090,000.

"Copyright 1948, Sales Management Survey of Buying Power"  

ASK HEADLEY REED

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**WAZL**

Erected 1932 - Haslet, Pa.  

The Voice of Pennsylvania's Highest City  

Affiliated with NBC and CBS  

September 6, 1948 • Page 75
Frankfort, Ky., has joined WMD an-
ouncing staff.

GENE ROUSSEAU has been named pro-
duction manager at WNOW-Woodstock.
R. L. and HOPE SOMERBY becomes
program director.

CLARENCE STROUD, half of famous
Stroud Twins Act, has assumed m.c. role
on NBC television show "Wagon Train," or-
iginating from WBWA Washington,
D.C.

ROBERT AHERN has been appointed pro-
ducer and special events director of
WJMC-Cleveland, Ohio.

RAY WASHABAUGH, formerly with
WQO-St. Louis, has joined WOKE
Alton, Ill., as announcer.

ELDREDGE BAKER, formerly with
radio division of Overseas Radio, and
recently with radio station of Martins-
town, Va., police department, has been
appointed chief announcer at WLOG

JILL JACKSON, freelance radio artist,
has been appointed women's special
events director of WWL New Orleans.

DICK MARTIN has joined WWL as an-
nouncer.

KEN FELLER, production director for
WHO and WHO-FM Des Moines, Iowa,
is the father of a boy, Todd Allen.

BOB DAVIS, former chief announcer at
KVOR Colorado Springs, has joined ann-
nouncing staff of Denver.

CLARENCE HARTZELL has joined cast of
WQUN-Des Moines, and Announced
Oct. 3 as "Chesapeake Bay.

JERRY FIELDING has been signed as
orchestra director on CBS "Sweeney
& March Show."

JACK ALKIRE, for past two years
KXOASacramento assistant program director,
has been named program and
station director.

JAMES CHAMBERS, announcer at
WWL New Orleans, is the father of
a boy, Gregory Henry.

LORRAINE HALL, women's editor at
KQV Phoenix, Ariz., is starting weekly
syndicated in 11 weekly papers
in Arizona.

TODD BOGERS, CBS Hollywood assistant
announcer, is the father of a boy, Michael
Hunt.

Mason Will in Probate

WILL OF late W. E. Mason, owner of
CKSO Sudbury, Ont., and Sudbury
Daily Star, was filed for probate
on Oct. 28. Mason's estate,
valued at $1,662,382. Bulk of estate
was left to the W. E. Mason
Charitable Foundation.
FMA vs. RMA


NAB's liaison members with RCA are T. A. M. Craven, WOL Washington; Everett Dillard, KOZY Kansas City; William Pay, WHAM Rochester; James D. Shouse, WLW Cincinnati; George B. Storer, WJBK Detroit.

Mr. Balcom announced appointment of members to the RMA liaison committee, which long-range objective is improved servicing of radio and TV receivers with resulting benefits to the buying public. The committee will handle several industry projects, including the RMA plan adopted last year to encourage set owners to call for qualified and franchised service men. Committee members are:


WCP0 Equipment

ORDER for a 5-kw transmitter, plus antenna and associated equipment, has been placed with the electronics department of General Electric Co., Syracuse, N. Y., by Principia Howard Radio Corp., for its projected WCP0-TV Cincinnat.

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

Now 3,000 watts. C. P. 57,000. ABC Network

I W L V F M

September 6, 1948 • Page 77
August 27 Decisions

DOCKET CASE ACTIONS

Petitions Denied

Adopted memorandum opinion and order (Comrs. Jones, Webster and Sterling not participating). Comr. Hyde dissenting. Denying petitions filed in behalf of licensees of KTVB WTVB WPBF WHIM KXRN WBIS WLAD WSFT WAUX for reconsideration or postponement of effective date for two years of Commission's action of June 28 amending Sec. 1.524 (Docket 8721) of rules as so to provide that no special temp. authorization would be issued in future in case of standard stations.

AM-1268 kc

Announced proposed decision (Comrs. Jones, Webster and Sterling not participating), looking toward grant of application of Pflag Bcstg Co. Inc. for new station at Brevard, N. C., 1540 kc 250 w unil., cond.; and denial of application of William M. Drake for new station at Greer, S. C., for same facilities.

ACTIONS ON MOTIONS

(By Commissioner Webster)

Chanute Bcstg Co., Chanute, Kan.—Granted petition for leave to amend application to show addition of James T. Jackson as partner in applicant partnership.

Baker Bcstg Co., Fresno, Calif.—Denied Boedt petition requesting immediate grant of AM application.

McKinnon Publications Inc., San Diego, Calif.—Denied petition to dismiss AM application pending.

San Diego Bcstg Co., San Diego, Calif.—Same.

KWTI Portland, Ore.—Granted petition to accept late appearance in re application in consolidated proceeding in Dockets 1230 and 1232.

KWTO Springfield, Mo.—Granted petition to extend time for filing proposed findings in re application in consolidated proceeding in Dockets 1230 and 1232.

Lynd Bcstg Co., Newark, Ohio.—Denied petition to dismiss without prejudice AM application pending.


August 30 Decisions

DOCKET CASE ACTIONS

Petition Denied

Announced adoption of order (1) denying petition by Paramount Pictures Inc., United Detroit Theaters Corp., New England Theaters Inc. and Paramount Television Productions Inc. for immediate determination of issues 5 and 6 (Paramount sideband control issue) in stations in Boston, San Francisco, Cleveland, Detroit and Cincinnati television hearings; (2) directed parties to San Francisco hearing to file findings of fact, etc., on or before Sept. 30; and (3) further ordered that any other party to said consolidated proceeding be permitted to file proposed findings of fact and conclusions and supporting reasons therefor of both issues 5 and 6 by Aug. 30, 1948.

Recurred to San Francisco hearing, including Issues 5 and 6.

Denied adoption of memorandum opinion and order (1) denying motion of San Diego Bcstg Co., Elgin, Ill., for reconsideration, rehearing and other relief, directed against Commission's decision involving applications of The Elgin Bcstg Co., Elgin, Ill.; (2) denied petition for rehearing filed by Community Bcstg Co., San Park, Ill., in re this decision, and (3) denied petition for reconsideration, rehearing and other relief by Edwin Mead, Rockford, Ill., directed against decision of March 30 in above proceeding.

Announced adoption of memorandum opinion and order denying motion by Radio Wisconsin Inc., Madison, Wis., that motion of Edwin Mead for reconsideration, rehearing and other relief be dismissed; and denied said petition of Edwin Mead for reconsideration, rehearing and other relief.

Oral Argument


AM-1230 kc

Announced proposed decision looking toward grant of application of Coastal Bcstg Co. for new station at Lakeland, Fla., 1220 kc 250 w unil., conditioned upon filing of application for mod. CP to specify acceptable trans. site and ant. system; and denial of competing application of Citrus Belt Bcstg Inc. to change WBCN's assignment at Winter Haven, Fla., from 1400 kc 250 w unil. to 1220 kc 250 w unil.

AM-1400 kc

Announced proposed decision looking toward grant of application of Mission Bcstg Co. to change facilities of KXON San Antonio from 150 kw 250 w unil. to 860 kc 5 kw-D 1 kw-N DA subject to condition that (1) applicant will correct any problems which may arise from cross-modulation or re-radiation between its proposed ant. system and that of KTXS San Antonio; and (2) that proposed trans. site and ant. system shall be subsequently approved by CAA with denial of competing application of Texas Star Bcstg Co. for new station at San Antonio, requesting same facilities.

August 30 Applications

ACCEPTED FOR FILING

Assignment of License

WJNO Opehika, Ala.—Involuntary assignment of license from Yeita G. Sandford, C. S. Shealy, Thomas D. Sandford and H. G. Sandford, executors of estate of Thomas D. Sandford Jr., deceased, d/b/a Opehika-Auburn Bcstg Co. to Yeita G. Sandford, H. G. Sandford and E. G. Sandford, executors of estate of Thomas D. Sandford Jr., deceased, d/b/a Opehika-Auburn Bcstg Co. Assignment of CP to Sun Coast Bcstg Corp. Sun Coast Bcstg Corp. AMENDED re stockholders.

License for CP

WXLY Indianapolis—License to cover CP from Lincoln Operating Co. to David B. Pfeiffer, trustee for Sun Coast Bcstg Corp. Sun Coast Bcstg Corp. AMENDED re stockholders.

 license for CP

WYFV Cala., Mich.—Same.

WGOV Valparaiso, Ind.—License to cover CP change frequency, increase power, etc., for extension of completion date.

CP to Relinstate

WAMF-FM Wilmingt., N. C.—CP to relinstate CP new FM station which expired.

(Continued on page 82)
**HELP WANTED (Cont'd)**

**Product-Programming, others**

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 460, BROADCASTING.

Wanted—Experienced home economics director to rural daily newspaper from modern kitchen studio. Send complete details and letter. Box 567, BROADCASTING.

**PROGRAM DIRECTOR WANTED**

An opportunity at once for a topflight man for a station that has been on the air for 25 years. In third largest metropolitan market. Must have ability to produce live audience and build show. A knowledge of good copy, music, production, publicity and a willingness to cooperate with sales department. Write full details including past positions, salary, date available in first letter. Box 604, BROADCASTING. **Confidential.**

**SITUATIONS WANTED (Cont'd)**

Successful station executive offers you the best references—and fourteen years experience in station management. For nine years the radio director for major network agency, placing business for some of the nation's top stations. For the past five years an executive of a large midwestern station. Can be available immediately. Write Box 545, BROADCASTING.

Desire position, as working commercial manager, salesman or station manager, with progressive station. Prefer West or South but will accept. Will appreciate results. Success expected at radio time, managerial experience. Old enough to settle down enough to achieve results. Box 545, BROADCASTING.

Commercial manager desires market change offer successful record and opportunity for progressive on salary-bonus remuneration basis. State details your proposition. First letter. All replies answered. Box 604, BROADCASTING.

**ANNOUNCERS**

ANNOUNCER—Program director. News, play-by-play all sports, MC, dialect. 6 years of local and network experience, top references. Reliable veteran seeking new assignment. Write Box 568, BROADCASTING.

ANNOUNCER—Three years experience, all positions,锚播, on WAND, Dayton, Ohio. Prefer program direction. Will accept any position,锚播, at once. Box 493, BROADCASTING.

ANNOUNCER—Desires position with progressive station, West preferred. Experienced,锚播, in all positions. Write Box 568, BROADCASTING.

ANNOUNCER—Anchor, same successful two years broadcasting experience. Will send disc, photo upon request. Box 560, BROADCASTING.

ANNOUNCER—Recipient of top radio school,锚播, writing and directing. Willing to work hard and locate anywhere. Will send disc, photo and detailed background. Box 559, BROADCASTING.

ANNOUNCER—Writer. Same successful two years broadcasting experience. Will send disc, photo upon request. Box 559, BROADCASTING.

ANNOUNCER—Experienced, play-by-play sports. Anchor,锚播, writer. Will accept锚播, west or southwest. Presently employed. Box 559, BROADCASTING.

ANNOUNCER—Radio announcer. Age 29. Experienced, dependable. Especially qualified for banquet, sports, and network sports in general. Any locality acceptable. $701, BROADCASTING.

Newscaster-announcer, veteran, 24 year commercial experience, can operate board. Box 572, BROADCASTING.

Newscaster, experienced, play-by-play news,锚播, and copywriting. Box 572, BROADCASTING.

ANNOUNCER—Desire regional station. Looking for permanency northeastern. All types work available. Anchor, moist emphasis on news, sports, disc, photo, myself. $550, BROADCASTING.

ANNOUNCER—Desires station for five to ten years. Will accept any position. Box 572, BROADCASTING.

Would like position where intelligent understanding of锚播, offer would consider sales. Thoroughly experienced in all phases of 锚播, management. Sober, reliable, loyal. Box 572, BROADCASTING.

**SALESMAN**

Present chief engineer one kilowatt wants opportunity to learn sales and management, radio years announcing experience. Have made two complete station installations. Look for thorough, neat appearance, pleasant personality, married, settled. Salary must be reasonable, but second to opportunity in this field. Will accept 锚播, Box 560, BROADCASTING.

**ANNOUNCERS**

ANNOUNCER—For 锚播, in 锚播, and 锚播, positions. Prefer 锚播, at once. Box 569, BROADCASTING.

**SALESMAN—WITH 1X PHONE DESIRE 锚播, DISC, PHOTOS, background available on request.**

P. O. Box 693, B. C. Telephone 497

ANNOUNCER—Recent graduate of top radio school, 锚播, writing and directing. Willing to work hard and locate anywhere. Will send disc, photo upon request. Box 559, BROADCASTING.

ASSISTANT MANAGER, 锚播, 锚播, or 锚播, available. Ten years successful management of midwestern network affiliated stations. Also experienced in 锚播, counting, taxes and other phases of 锚播, operation. Box 554, BROADCASTING.

Assistant manager, 锚播, 锚播, or 锚播, available. Ten years successful management of midwestern network affiliated stations. Also experienced in 锚播, counting, taxes and other phases of 锚播, operation. Box 554, BROADCASTING.

**SALESMAN**

Present chief engineer one kilowatt wants opportunity to learn sales and management, radio years announcing experience. Have made two complete station installations. Look for thorough, neat appearance, pleasant personality, married, settled. Salary must be reasonable, but second to opportunity in this field. Will accept 锚播, Box 560, BROADCASTING.

**ANNOUNCERS**

PRESENT CHIEF ENGINEER—Thorugh years experience in 锚播, 锚播, 锚播, positions. Prefer 锚播, at once. Box 569, BROADCASTING.
**Situation Wanted (Cont'd)**

**Announcer—Two years experience. Newspaper, versatile staff man, married, veteran. 26. Send for disc and references. Box 589, BROADCASTING.**

A short ad because I'm a young married veteran, but a serious one. Can do quite capably yet clover and audience participation shows. Doing same now, but presently change. Help! Box 589, BROADCASTING.

Available at once—Sports announcer with 5% years experience play-by-play description in Big Nine Conference. Box 587, BROADCASTING.

Announcer-program director, 25, now employed, desires permanent position in Wisconsin area. 2% years experience, 3 Excellent references. Single. Box 588, BROADCASTING.

If experience counts, I'm your man. Over fourteen years before the mike, announcing and producing shows. Four years with 50 kw network station. In Good selling voice, single, 29, sober and no droller. Written, transcription and references upon request. Prefer west coast or midwest. Available Sept. 20 or before. Box 590, BROADCASTING, 590 New Mican. Ave., Chicago.

Announcer: Veteran, 2 years Armed Forces. Network, Music, Jockey, GI training acceptable. Available immediately. Box 586, BROADCASTING.


**Technical**

Engineer, presently employed chief of engineering of local station. Desires good solid combination of engineering and sales engineer position. Experience 5. Box 592, BROADCASTING.

Combination or straight control engineer available. Family man, 24 years of age, vet with first phone. Over one year's experience, broad operating experience, but not engineer position only. Box 561, BROADCASTING.

Chief engineer 1 kw permanent position with progressive radio station experience, knowledge FM and TV. Age 25. Minimum. Married. Box 594, BROADCASTING.

Transmitter technician, experience 5 kw directional installation operation maintenance desired position near Phila. Box 565, BROADCASTING.

Chief engineer, eighteen years super- vision experience and a 10 kw station and independent. One to fifty kw. Installation, All types, sales engineering, service specialist. Exceptional military command experience. Excellent kw. Important references including present employers radio station. Young, well connected. Box 597, BROADCASTING.

Engineer, college, first phone xmitter, studio recording engineer, 5 years experience. Age 35. Prefer N. Y. area. Ted Braunslet, P. 0. B. 511, Chester, Pa.

**Situation Wanted (Cont’d)**

Engineer-chief 250, prefer Pa.- N. Y. area. B. C. Barrett, 1508 Sussexenasha, Pittstown, Pa.

First class engineer, 1 year experience, capable of locating 150 kw, not south of Tenn. Can do maintenance, recording reopened. Write Robert W. Auton, Webs Cross Roads, Ky.

Engineer—First phone, since '42. Married, have car, will travel. Desire position in oper- ation, excited and must start immediately. Accept combination. Require $70 week. Available one week notice. Box 582, BROADCASTING.

15 years experience, 7 as chief. Degree, married, children, Wages 50% increase position. Box 586, BROADCASTING.

Have first class ticket, Basic course in announcing. Not experienced, LaVerne Heolten, Charter Oak, Iowa.

Engineer, announcer, 1st phone, college degree, ARF, Radio, N. Y. Emphasis on engineering. Want experience, will trade position for engineering. Box 593, BROADCASTING.

Not a meter watchman, but an engineer. Full technical responsibility, can build and maintain. Desire position chief of local or regional. Need salary, knowledge experience, training. Consideration. Box 579, BROADCASTING.

Two engineers, One with extensive tele- communications background, the other with 5 kw in 250 watt operation. Are tired of in- stanced and grey area work. Desires position with progressive station(s). All replies will be strictly confidential. Box 580, BROADCASTING.

Operator—1st phone. Experience 250 kw. Reliable, efficient. Will travel. Box 575, BROADCASTING.

**Production-Programming, others**

**GIRL BIRD—FLORIDA BOUND**

Takes in the air with the greatest of ease
Dreams up slick copy that's fresh as sea ice
Get a job—Get a show—Get the urge to get up and go.

**BOX 602, BROADCASTING**

Program director-chief announcer of regional or topnotch local station. College diplomas 28, 35 years experience announcing, programming and selling. Requires top class, well trained, trained. Excellent references. Veteran, draft exempt. Southerner. Minimum $500 weekly, plus talent and sales commission. Box 576, BROADCASTING.

Continuity writer. Experienced, imag- infication,籁. Desires position with growing station in California. Texas, Arizona or Nevada. Make your town my home. Box 560, BROADCASTING.

Program director—Announcer, 10 years experience. Six years small market. Metropolitan station experience. Seeks futuristic aggressive station. Box 460, BROADCASTING.

**TELEVISION SCHOOL**

A program director of 250 watt independent, who has personally and professionally experienced all phases of AM operation. Wanting new position, is willing to work almost any time, willing to start at the bottom. Box 583, BROADCASTING.

Two years radio news, continuity writer. 2 years reporter, copy-reader. Journal, Hallam graduate. Will travel, single. Have car, black news and/or continuity job desired. Box 586, BROADCASTING.

Television producer—Has written, di- rected, produced radio and television shows. Knows WB network. Has produced young, writing, staging video shows for limited budget station. Box 191, BROADCASTING.

Muscial director wants staff job with medium size station. Handles all types of musical programs, records, announc- ers. In experienced organization, offers carefully considered. Box 594, BROADCASTING.

Young man, college trained. Ohio State University and West Liberty State College, desires position in vicinity of New York City. Experienced in program direction, commercial, booking, interviewing, sales, writing, editing, promotion. Good basics. Write Box 579, BROADCASTING.

Get this! I'm a writer. One good. But this one's different: the one that says, "Don't tremble, and whine apologetically whenever a client calls in." One (two, three, four) Midwestern-FM's force a sickly smile in unison!" Out with nameby, Rammy programming and state buying entreaties—with in originality, creative- ness, and personality. Plenty of experience, ability, national air, and in TV, radio, sales, promotion and commercials, special events. The "har- ry" soul, (there can't be more than one), be glad to hear from you. Box 566, BROADCASTING.

**WE PREPARE AND SUPPLY TRAINED PERSONNEL**

Our graduates are employed in stations from Nashua, N. H., to San Francisco.

* * *

Approved under G. I. Bill

**THE NATIONAL ACADEMY OF BROADCASTING, INC.**

Gives its classes practical experience in broadcasting over local stations.

**WANTED**

Jobs for graduates of "California's Finest School of Broadcasting. Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's out- standing professionals.**

**HAL STYLES SCHOOL**

**OF RADIO AND TELEVISION**

8800 Wilshire Blvd.

**NOTE:** Station Managers and Program Directors are satisfied with personnel we furnish.

Program director of 250 watt independent, who has personally and professionally experienced all phases of AM operation. Wanting new position, is willing to start at the bottom. Box 583, BROADCASTING.

**ONE-YEAR RADIO BROADCASTING COURSE**

Classes held evenings Monday to Friday 6-9P.M. Designed for veterans and others interested in innovative training for the professional radio field. An- nouncement to television, radio, scheduled for Saturday. ACT NOW—WRITE FOR ENTRANCE REQUIREMENTS.

TWIN CITY TELEVISION LAB

NATION'S FOREMOST TV PROFESSIONAL TRAINING CENTER

(Affil. with Back School for Radio)

Lyceum Theatre, Minneapolis, Minn.

**EMERSON COLLEGE OF RADIO AND TELEVISION**

130 Beacon Street, Boston, Mass.

Employment Service

THANKS BROADCASTERS!

Most available—may have taken. Immediately available—written. Experienced. Minimum qualifications and experience. Anyone in the printing or broadcasting field. Until one finds other employment. Write Box 509, BROADCASTING.

**For Sale**

Small independent station in major Pacific coast market for sale. On ex- ceptional terms. Very approachable. Thirty-five thousand dollars will get you in the door from profits. Box 509, BROADCASTING.


**WANTED**

170 foot type 101 Winchower tower (being replaced with taller tow- er). Will sell the tower erected on your site or sell the tower only.

Tower Construction Co.

Commerce Blvd., Sioux City, Iowa

For sale. General Electric model 51 with 5 kw transmitter and inversion for portable operation. Single mikes input 1/2 hour playing time. Excellent condition. Will sell for 30% original cost or $200. Doefie O'mann, KXXO, El Centro, Calif.

For sale: One 250 watt RCA transmitter, two sets tubes, two crystals, 185 foot Winchower tower, 5 kw lighting equipment and other accessories. Priced to sell quick. Will operate as is. First call served. Wire, write or phone James R. Doug, Jr., Radio Station, WJDR, Tifton, Geoa. Available for immediate delivery.

For sale: Leflig self supporting tower 179 A-1 condition lighting equipment included available immediately $1400.00. Goldfarb Brothers, Trueblood, WOB-R WOB-FM, Godfrey, N. C.

**SITUATIONS WANTED (Cont’d)**

**Situation Wanted (Cont’d)**

**Schools**

**BROADCASTING • Telecasting**
FOR SALE

New-central group. Priced right, terms arranged. Box 605, BROADCASTING.

FOR SALE


WE PAY

1. RCA 6-25C, $500.00.
2. RCA 8-25C, $400.00.
3. EMI 1165, $300.00.
4. EMI 1165/2, $350.00.

PAYMENT

Wireless.

RECORDING

4. RCA-20, $400.00.

BROADCASTING

5051.

ANNOUNCER. Versatile, capable, experienced in one of the best salesmen. Excellent opportunity for a man who has proven sales record, pleasing personality, and is hard working. Write Box 616, BROADCASTING.

LATE CLASSIFIEDS (Cont’d)

Help Wanted

MANAGERIAL

Commercial manager who can produce. Mutual, 1 kw, good market. KFUG, Bellingham, Washington.

ANNOUNCERS

Announcer. Versatile, capable, experience in all phases. Send audition disc and give detailed information about yourself, previous experience, salary expected, when available. WAKR, Akron, Ohio.

Announcer wanted. Leading 30,000 watt station in big city looking for new announcer. Must be aggressive. Local with some brass. Reply Box 612, BROADCASTING.

SALESMEN

Local salesman wanted. Leading 50,000 watt station in large important middle west market looking for local salesman. Excellent opportunity for a man who has proven sales record, pleasing personality and is hard working. Write Box 616, BROADCASTING.

N E W  E N G L A N D

MAJOR MARKET OPPORTUNITY

A profitable station with outstanding potentialities. Located in one of the best New England markets. Price $100,000.

WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON D. C.

WINTHROP 2-1133

James W. Blackburn

DALLAS

Clarence E. Wilson and

Wallach 7-1200

Avenue

JACKSON 2-0120

TOWER PETROLEUM BLDG.

Central 1177

SPEEDY 4-6900

Frasque 5-1177

NEW JERSEY

NO. 1 BROADWAY

Lawrence P. Jackson

RAND 5-4300

SOUTH BRUNSWICK

Frank B. Jackson

PALESTINE 1-9900

N. J.

HAMILTON, WIS.

JACKSON 2-3220

Greybar Electric Company, in Canada and Newfoundland

Western Electric — Quality Counts —


Free!

WIRE HANDLE FOR 9 TYPE REPRODUCERS

If you want this convenient wire handle for your 9 Type Reproducer, just call your local Greybar Representative. Ask him, too, about the revolving stock plan for quick replacement of damaged reproducers. If you prefer, write to Greybar Electric Company, 10 Lexington Ave., New York 17, N. Y.

September 6, 1948 • Page 81
VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 12,000 readers—owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile work.

WKBW-FM, Buffalo, N. Y.—Grants license for new radio station.

KBAL-FM, San Antonio, Texas.—Grants license for new FM station.

KWJF-FM, Pueblo, Colo.—Grants license for new FM station.

WJOL-FM, Chicago, Ill.—Grants license for new FM station.

KXFM-FM, Farmington, N. M.—Grants license for new FM station.

KFBK-FM, Reading, Pa.—Grants license for new FM station.

KFRG-FM, Reading, Pa.—Grants license for new FM station.

KPOJ-FM, Portland, Ore.—Grants license for new FM station.

WBBM-FM, Chicago, Ill.—Grants license for new FM station.


WBZ-FM, Boston, Mass.—Grants license for new FM station.

WISN-FM, Milwaukee, Wis.—Grants license for new FM station.

KPIX-FM, San Francisco, Calif.—Grants license for new FM station.

WITL-FM, Columbus, Ohio.—Grants license for new FM station.

KTVI-FM, St. Louis, Mo.—Grants license for new FM station.

WGBH-FM, Boston, Mass.—Grants license for new FM station.

WAIF-FM, Great Falls, Mont.—Grants license for new FM station.


KAYU-FM, Yakima, Wash.—Grants license for new FM station.

KBEZ-FM, El Paso, Texas.—Grants license for new FM station.


KJMJ-FM, Kansas City, Mo.—Grants license for new FM station.

KFWB-FM, Los Angeles, Calif.—Grants license for new FM station.


WJZ-FM, Baltimore, Md.—Grants license for new FM station.

KAPI-FM, Honolulu, Hawaii.—Grants license for new FM station.


WEEV-FM, Boston, Mass.—Grants license for new FM station.

KMBZ-FM, Kansas City, Mo.—Grants license for new FM station.

WQRT-FM, San Antonio, Texas.—Grants license for new FM station.

KACO-FM, Oklahoma City, Okla.—Grants license for new FM station.

WQAM-FM, Miami, Fla.—Grants license for new FM station.

KTAJ-FM, Los Angeles, Calif.—Grants license for new FM station.

KOCR-FM, Oklahoma City, Okla.—Grants license for new FM station.

WLS-FM, Chicago, Ill.—Grants license for new FM station.


WJZ-FM, Baltimore, Md.—Grants license for new FM station.


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KMBZ-FM, Kansas City, Mo.—Grants license for new FM station.

WQRT-FM, San Antonio, Texas.—Grants license for new FM station.

KOCR-FM, Oklahoma City, Okla.—Grants license for new FM station.

WLS-FM, Chicago, Ill.—Grants license for new FM station.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td></td>
<td>1239 Wisconsin Ave., N.W.</td>
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<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers</td>
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<td>906 Norton Press Bldg.</td>
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<td>Watsonville, Calif.</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deMars</td>
<td>Consulting Radio Engineers</td>
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<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service</td>
<td>Consulting Radio Engineers</td>
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<td>CHAMBERS &amp; GARRISON</td>
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<td>JOHN CREUTZ</td>
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<td>GUILLE BROS.</td>
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<td>G. L. Estates 6178</td>
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<td>NATHAN WILLIAMS</td>
<td>AM-Allocations &amp; Field Engineering FM</td>
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<td>Oakbrook, Ill., Phone Blackhawk 22</td>
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<td>DIXIE ENGINEERING CO.</td>
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<td>Columbia 1, S. C.; Ph. 2-2742</td>
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<td>A. K. Biler</td>
<td>Consulting Radio Engineers 4125 Monroe St.</td>
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<td>Toledo 6, Ohio</td>
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<td>Topeka 7631, 9541</td>
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<td>Merl Saxon</td>
<td>203 W. Hutchison Street</td>
<td>Consulting Radio Engineers</td>
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<td>Telephone 888 or 211</td>
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<td>San Marcos, Texas</td>
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<td>ROBERT M. SILLIMAN</td>
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<td>Specializing in Antenna Problems</td>
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<td>GEORGE C. DAVIS</td>
<td>501-314 Munsey Bldg. - District 8456</td>
<td>Consulting Radio Engineers</td>
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<td>JOHN BARRON</td>
<td>Consulting Radio Engineers Specializing in</td>
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<td>Telephone National 7757</td>
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<td>FRANK H. McINTOSH</td>
<td>710 14th St., N.W. - Metropolitan 4477</td>
<td>Consulting Radio Engineers</td>
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<td>HERBERT L. WILSON</td>
<td>1025 Connecticut Ave., N.W.</td>
<td>Consulting Radio Engineers</td>
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<td>WELDON &amp; CARR</td>
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<td>A. EARL CULLUM, JR.</td>
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<td>Riverside 3611</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>&amp; Associates</td>
<td>Consulting Radio Engineers</td>
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<td>3738 Konawa St., N. W.</td>
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<td>PREISMAN &amp; BISER</td>
<td>AM, FM, Television</td>
<td>Consulting Radio Engineers</td>
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<td>Allocation, Station Design</td>
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<td>MANAGEMENT, TRAINING, ASSOCIATES</td>
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<td>LYNNE C. SMEBY</td>
<td>820 13th St., N. W., Ex. 6073</td>
<td>Consulting Radio Engineers</td>
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<td>Washington 5, D. C.</td>
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SPECIAL WCFL PROGRAM MARKS POWER BOOST

MARKING its official opening as a 50,000-watt station, WCFL, the Chicago Federation of Labor outlet, will air a special Labor Day program this evening (Monday) at 7 o'clock (CDT) with William Green, president of the American Federation of Labor, and William A. Lee, president of the Chicago Federation, as guest speakers.

Don McNeill, toastmaster of ABC’s Breakfast Club, will interview labor union officials of the station, and Fibber McGee and Molly and Bob Haw will congratulate WCFL on its increased power via transcriptions.

The show will trace the 22-year history of the station, and introduce industry personnel who began their careers there.

Non-Interconnected NBC TV Outlets Get Features

SIX PROGRAM series of NBC’s television feature service are being offered to non-interconnected NBC video outlets through kinescope film recording, the network announced last week.

The programs, which the network is offering to all of its television affiliates not yet linked in its East Coast loop are: Musical Miniatures, Story of the Week, Step Me If You’ve Heard This One, Americas Song, Hoody Doody, and Television Screen Magazine.

The NBC Television Recording system, as the method of filming video shows from the kinescope or picture tube is known, was first used by NBC commercially during the two major political conventions held in Philadelphia earlier this summer.

Agencies

(Continued from page 19)

Advisory Committee. Group created to encourage non-immigrant travel between 14 participating European countries and to stimulate trade, economic, and cultural understanding.


GRANT Adv. opens new offices in Durban, Union of South Africa.

CHRISTOPHER CROSS, previously with with Cape Town office, is in charge.

ROBERT LA BLONDE, director of news bureau of Foote, Cone & Belding International, announced on first leg of trip around the world during which he will visit key FC&B offices, affiliate companies and F&C public relations officers abroad.

DAVID S. HILLMAN Inc., Los Angeles, moves to new quarters at 8007 Sunset Blvd.

HAROLD F. STANFIELD Ltd., Montreal, opens Vancouver office in Copp Bldg., Hastings St. West. JOHN H. MARKLEY, formerly of Stewart Lovick & Macpherson, Vancouver, is manager of new office, and DOROTHY MEQUEEN is radio director.

Tube Sales Down

SALES of radio receiving tubes fell to 9,922,244 in July due to plant shutdowns and other seasonal factors, Radio Mfrs. Assn. announced Friday. June sales were 15,114,272. The July sales brought the 1948 total reported by RMA member companies to 109,842,207 tubes. July sales consisted of 8,466,820 tubes for new sets, 2,824,013 for replacements, 308,620 for export, 38,591 for government agencies.

FOOTBALL prospects for 1948 are discussed by (standing) R. H. Mason, general manager of WPFF R sleigh, N. C., and (1) Granodul Rice while Mayor Robert Madry of Chapel Hill, N. C., listens in. Occasion was the WPFF annual football banquet which was attended by over 300 Southern Conference coaches, sportswriters and football officials.

Special WQFL Program Marks Power Boost

KWG and WCTM

COMPLETE SCHEDULE SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY

BY EDWARD PETRY & CO.

OFFICIAL GHC BROADCASTERS

Page 84 • September 6, 1948

FCC Actions

(Continued from page 82)

License for CP

WTAO Cambridge, Mass. — License to cover CP new standard station.

AMENDED to change name of applicant from Harvey Radio Labs. Inc. to Middlesex Broadcasting Co.

Petition to Reinstatement

KMED Mrs. W. J. Virgin, Medford, Or., petitions in a letter and grant application for voluntary assignment of license to Gibson Boys.

Applications for renewal of standard broadcast license filed by: KIOX Bay City, Tex.; KQOV Weafer, Wash.; KG0V Weafer, Iowa; KXQO Fuchsia, Calif.; KGBA Oakland, Calif.; KXOL Fort Worth, Tex.; WBTM Clinton, Ind.; WFBK Baltimore; WLBH Lebanon, Pa.; WTAQ Green Bay, Wis.

License for CP

WIBM-FM Jackson, Mich. — License to cover CP new FM station.

Modification of CP

WBBZ Chicago. — Mod. CP for changes in non-commercial educational station for extension of completion date.

WISL-FM Shambonk, Pa. — Mod. CP for change in station to cover CP. New extension date.

Applications for change of non-commercial educational station for extension of completion date filed by: WTBX New Bedford, Mass. — Same.

WBCM-FM Bay City, Mich. — Same.

WHKC-FM Columbus, Ohio — Same.

WLS-FM Chicago — Same.

WLPM-FM Suffolk, Va. — Same.

Lutheran Church-Missouri Synod of Missouri, Ohio and other States, Clayton, Mo.—CP new commercial TV station on Channel 2, 34-600 kc, ERP 60 kw, 1,069 kw and un, AMENDED to change corporate name to Lutheran Church-Missouri Synod.

TENDERED FOR FILING

WADW New Orleans—Request for SBS by Louise C. Carlson, permittee, to use facilities of WBJB for period of nine months, operating on 1250 kc 250 w un.

September 1 Applications

ACCEPTED FOR FILING

License for CP

WAUD Auburn, Mass. — New standard station.

AMENDED to change name of applicant, W. R. Hunt, C. I. Shekofsky and C. H. Stetler, partnership d/b/a Auburn Bost Co., to Auburn Bost Inc.

WMTC Vancleve, Ky. — License to cover CP new standard station.

License Renewal

Applications for renewal of standard broadcast license filed by: KFBB Great Falls, Mont.; KRSF Paramount, Mo.; KNTV Fresno, Calif.; WOGC Kalamazoo, Mich.; WNDR Syracuse, N. Y.; WORC Worcester, Mass.; WSBM
**FCC BOX SCORE**

**Summary of Authorizations, Applications, New Station Requests, Ownership**

<table>
<thead>
<tr>
<th>Class</th>
<th>Licensed CPs</th>
<th>Applications</th>
<th>In Pending Hearing</th>
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<tbody>
<tr>
<td>AM STATIONS</td>
<td>1,174</td>
<td>313</td>
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<tr>
<td>FM STATIONS</td>
<td>182</td>
<td>718</td>
<td>86</td>
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<tr>
<td>TV STATIONS</td>
<td>7</td>
<td>198</td>
<td>190</td>
</tr>
</tbody>
</table>

*399 are on air; 272 are on air; 32 are on air.*

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**September 2 Applications**

**ACCEPTED FOR FILING**

**License for CP**

KYOU - License to cover CP new standard station. WLOI LaPorte, Ind.-Same.

**Grant of new CP**

WTUX-FM Chattanooga, Tenn. - Granted new CP to replace WP new FM station which expired Aug. 1, 1960.

**Modification of CP**

WCGB Waltham, Mass. - Modified license to increase power to 2,150 watts by AM.

**Summary**

**September 2 Application for Sale or Transfer of Control**

**Application for Sale or Transfer of Control of new CP to WFMN Inc. to Arthur K. Risenow**

**Resolution of Control**

**WBOD Grand Rapids, Mich.** - Voluntary relinquishment of control of new FM station from WFBM Inc. to Arthur K. Risenow.

**Modification of CP**

**WCBR Waltham, Mass.,** - Modified license to change name of station from WCBR to WCBR.

**Summary of Applications**

**Consent to Assignment of License**

**Assignment of License**

**WBCD Nashville, Tenn.** - Consent to assignment of license from C. E. T. Reade and Albert P. Blain.

**FCC Application**

**Summary of Authorizations, Applications, New Station Requests, Ownership**

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**September 2 Applications**

**Requests Denied**


**WPFL-PX** - During simple facsimile broadcasting. Station is licensed under rules governing FM broadcast stations and facsimile broadcasts are authorized under provision that transmission of call letters other than those assigned to station will be cause confusion, which would be partially alleviated by use of limited commercial facsimile broadcasting.

**WWOH** - Hornell, N. Y. - Granted six-month extension of license on Channel 285 (104.9) from 9:15 PM to 10:00 PM of WP new FM station of WWHO.

**September 2 Applications**

**APPLICATIONS ACCEPTED FOR FILING**

**License for CP**

KYOU - License to cover CP new standard station. WLOI LaPorte, Ind.-Same.

**Grant of new CP**

WTUX-FM Chattanooga, Tenn. - Granted new CP to replace WP new FM station which expired Aug. 1, 1960.

**Modification of CP**

**WJFR-WWOK Fort Madison, Ia.** - Granted modification to OF new FM station for extension of completion date.

**License Renewal**

**WCFS-FM Rocky Mount, N. C.** - License renewal for OF new FM station.

**Summary of Applications**

**Assignment of License**

**KEMD Medford, Ore.** - Modified CP of new CP to WEMF Inc. new FM station for extension of completion date.

**Summary**

**September 2 Application for Sale or Transfer of Control**

**Application for Sale or Transfer of Control of new CP to Channel 274**

**Modification of CP**

**WJGQ-FM Waterville, Me.** - Modification of CP to WP new FM station for extension of completion date.

**Assignment of CP**

**KYTV Las Vegas, Nev.** - Assigned OF new FM station to new FM station from The Times-Mirror Co. to KYTV Inc.

**TENDERED FOR FILING**

**Assignment of CP**

**KCHO Reno, Ohio.** - Consent to assignment of license from C. E. Woodson and Ross P. Forrest d/b a as Reno Best Bcstg. Co.

**WACA Camden, S. C.** - Consent to assignment of OF to Camden Bcstg. Corp.

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**OCT. 9 IS SET AS DATE FOR WXYZ-TV OPENING**

**TEST PATTERNS are expected to begin on WXYZ-TV, ABC's Detroit video outlet, sometime next week, with an official transmission until the inaugural on Oct. 9, James G. Riddell, general manager, announced late last week.**

The station, whose FM affiliate originated the specialty, The Lone Ranger and The Green Hornet, plans to release programs of similar caliber when it goes into operation. Chicago, which already has four radio stations under the Be Seated and Welcome T...
At Deadline...

UNIVERSITY COUNCIL URGES LOCAL NEWS EMPHASIS

EMPHASIS on local news programs at stations, with journalism courses improving their instruction in this field, was advocated by Council on Radio Journalism, which met last week in Denver. Guest at meeting was Ralph Hardy, KSL Salt Lake City, one of NAB's members on new University Assn. for Professional Radio Education.

The chairman is Donald V. Charnley, U. of Minnesota, to name committees to study news instruction, including plan for clinic for teachers. William Brooks, NBC vice president and council director, said it is too soon to teach TV news techniques, which are still experimental, unless school cooperates with TV station.

Ralph D. Casey, U. of Minnesota, spoke on radio journalism in war-torn areas. R. Russell Porter, U. of Denver, told of progress in professional training. Council entertained by Lloyd Yoder, KOA, and Gene O'Fallon, KFEL. Attending meeting, besides those mentioned, were Fred K. Baskette, Emory U.; Karl Koerper, KMBC Kansas City; Fred S. Seibert, U. of Illinois; Paul H. Wagner, Ohio State U.; Arthur C. Stringer, NAB, secretary-treasurer of council.

UBS CHANGES NET PLAN TO TRANSCRIPTION PROJECT

NEWLY-ORGANIZED Union Broadcasting System Corp., headed by Col. James T. Healey, WOKO Albany president and general manager, is dropping plans to feed live programs to small affiliated stations which would form nucleus of projected fifth national network, and instead will confine its activity to producing and transcribing tape programs for use by member stations.

While declining to name stations about to affiliate with union, Col. Healey said preparations for tape network are progressing rapidly. Several manufacturers of transcribing tape are competing for UBS contract, he said.

Under plan, tape-recorded programs will be airailled to stations each day, one day ahead of broadcast schedule. UBS will collect 30% of affiliate's card rate for commercial shows; sustainers will cost stations $10 an hour.

Col. Healey named following Albany residents as his associates: Chester Hubbell, president, Northern Lumberman's Assn., vice president and a director of UBS: John Askin, produce director; John and director; Murray Willard, northeastern manager. Aluminum Co. of America, director; Ir. Mendelson, manager. Albany plant of Bab-O, director; Charles J. Tobin Jr., attorney, secretay and counsel. UBS maintains offices in Wellington Hotel, Albany, where WOKO is located.

WABD RATE INCREASE

WABD New York, key station of DuMont television network, on Oct. 1 steps up its base nighttime hourly rate from $800 to $1,000, Humberto J. Greig, sales manager, announced last week. Half-hour rate at same time will be increased from $480 to $600 and quarter-hour charge from $320 to $400. Increases were described by Mr. Greig as reflecting television's proved ability to advertise and selling medium. He also announced that weekly volume discounts and annual discounts will be instituted Oct. 1.

BUS RADIO, STORE CASTING FEATURE FMA AGENDA

FM ASSN. convention in Chicago Sept. 27-29 will discuss transit radio and store casting as featured topics, according to Marion Claire, WCNB Chicago, FMA convention chairman. Calling them innovations in broadcasting, Miss Claire said they will play a major role in expansion of FM.

Hulbert Taft Jr., president of Transit Radio Inc. and general manager of Cincinnati Times-Star stations, WKEC and WCTS (FM), will speak on FM in public conveyances. Cy Newman, radio director of Menough, Martin & Seymour, Des Moines, will discuss the store casting technique.

FMA survey on membership desires for convention discussion showed 91% of FM stations want time sales on the agenda, 76% programming and promotion, 62% dealer cooperation, 41% engineering, 25% business office operations, 18% talent.

NEW AUDIENCE DATA INCLUDED IN HOOPER RATINGS

CITY-BY-CITY network audience analysis described as offering appraisal of effect of time-zones, sequence in programming, and comparisons of competing programs announced by C. E. Hooper Inc. as additional service for subscribers to city Hyperatings.

First summer report covers period between December, 1947 and April, 1948. According to plan, up to 68 individual city audience ratings on each network will appear on single page so various appraisals may be made at glance. Plans are eventually to include 100 cities in listing.

Rating is presented for cities grouped by geographical sections. It will include reporting on two hours of network station time so comparisons may be made between competing network programs, and shows preceding or following specific program.

FIRST TELENET PETITION FILED AT COMMISSION

RECEIPT of first of new Texas Teleten Sytem's television applications—for Channel 2 (54-60 mc) at San Antonio—reported by FCC Friday. Teleten also filing for Austin and Corpus Christi and plans to apply for Waco and Pt. Worth (early story, page 30). San Antonio application is for 14.39 kw visual and 7.2 kw aural powers and antenna height 510 feet.

Meanwhile WBEN-TV Buffalo applied for regular license, filing NBC affiliation contract. Only other pending TV license application is that of KSD-TV St. Louis. FCC also received application of WBFY-TV Binghamton, N. Y., asking that permit for Channel 12 be modified to specify 23.45 kw visual and 11.7 kw aural powers and that additional time be allowed to complete construction.

DECCA DIVIDEND

DECCA RECORDS Inc. declared regular quarterly dividend of 12½c per share on capital stock of company payable Sept. 30, 1948, to stockholders of record Sept. 16, 1948.

TOP 10 NEW YORK TV SHOWS SHOWN IN PULSE ANALYSIS

PULSE Inc. television ratings for evening programs on New York stations during Aug. show Toast of the Town (WCBS-TV, Sun.) on top with 37.0. Other programs in top 10 were:

Texaco Star Theatre, WNB, Tues., 21.0; Boxing, WABC, Tues., 20.0; CBS-David, WOR, Tues., 19.0; Newton, WOR, Sun., 18.5; New York, WNY, Fri., 22.0, CBB, Mon., 20.3; S. E. R., WABC, Sun., 20.5; WPIX, Mon., 26.0; Star Theatre, WNY, Wed., 26.0; Original Amateur Hour, WARD, Sun., 24.0; Film, Breaking the Ice, WNB, Sat., 25.0; WRESTLING, WARD, Fri., 22.0.

Total sets-in-use decreased slightly during month to 20.2 compared to 21.4 in July. Also in August listening for video sets only was 20.2, and radio only, 11.7.

HOUSE GROUP TO PROBE RADIO SCHOOL STRIKE

STUDENTS at Radio-Electronics School of New York have petitioned Mayor O'Dwyer for investigation following action of Local 555 of Teachers' Union (UPW-GIO) in calling teachers' strike and throwing picket line around school. Seven of school's more than 30 teachers obeyed strike call, and Col. Edward M. Kirby, WM不到 Nashville general manager, co-founder of school, said enrollment had dropped from 500 to 400.

Chairman Fred Hartley (R-N. J.), chairman of the House Labor Committee, said sub-committee will hold hearings on picketing to determine if Communists are responsible. Committee undercover investigators have been on scene.

SAVINGS BOND CONFERENCE

RADIO-TELEVISION on agenda of U. S. Treasury Savings Bonds Division sales development conference in St. Paul, Sept. 15-17. Some 500 state and national Bond officials to attend and review past campaign strategy and map future plans. News conference of Secretary of Treasury John W. Snyder to be televised by KSTP-TV St. Paul according to arrangements still being worked out. Believed this would be first Cabinet member's press session to be televised. Other stations in area reported planning coverage of conference.

TV HEARING APPEARANCES


Closed Circuit

(Continued from page 4) to relaunch Broadcast Division into three sections or divisions: (1) processing; (2) trial attorneys; (3) review.

LIKELIHOOD of general realignment may account for FCC's failure to relieve Assistant General Counsel Harry M. Plotkin of temporary job as head of Broadcast Division by "about Sept. 1," as planned. Vacantion during hay-fever season, Mr. Plotkin reportedly is due back about mid-September, though there's speculation he won't stay beyond end of year. In his absence, Edward F. Kenenah is acting in broadcast post.

BROADCASTING • Telecasting
BUT NOT
THROUGH ADVERTISING ALONE

MANY are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. But not through advertising alone!

For service at The Nation's Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a "know-how" peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW's merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists' shelves throughout the nation and its name is a household word. (We'll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure...cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions, and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and "know-how" to check accordingly the effectiveness of your advertising in this area under various conditions.

WLW SERVICE FACILITIES INCLUDE...

PEOPLE'S ADVISORY COUNCIL
to determine program preferences and for general consumer market studies.

CONSUMER'S FOUNDATION
to determine consumer reaction to products and packaging.

MERCHANDISING DEPARTMENTS
to stimulate dealer cooperation, check distribution, report attitudes, etc.

TEST STORES
to check potential buying responses, effectiveness of new packaging, displays, etc.

BUY WAY
monthly merchandising newspaper for retailers and wholesalers.

SPECIALTY SALES
senior drug sales force to help secure basic distribution or supplement current sales or distribution.
Behind the magic of a Television Tube

Every morning, 14 tons of glass “bulbs” go down to the production lines at the RCA Tube Plant in Lancaster, Pa.

By evening, the bulbs are television picture tubes, their luminescent faces ready to glow—in television homes everywhere—with news, sports, entertainment, education, politics.

Born of glass, metals, chemicals, the picture tube comes to life through flame and heat. Its face is coated with fluorescent material—forming a screen on which an electron gun “paints” moving images.

Each step is so delicately handled that, although RCA craftsmen are working with fragile glass, breakage is less than 1%.

Water, twice-distilled, floats the fluorescent material into place on the face of the tube, where it clings by molecular attraction—as a uniform and perfect coating.

Every phase of manufacture conforms to scientific specifications established by RCA Laboratories. Result: Television tubes of highest perfection—assuring sharp, clear pictures on the screens of RCA Victor home television receivers.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.