IT was fair weather for the state fairs of Illinois, Wisconsin and Indiana this year! And, as in the past decade and a half, WLS was “at the fairs” with its family of listeners. Daily broadcasts, contests, free entertainment, picnic facilities, big displays—all were part of the WLS state fair activities. At Illinois the Midwest’s favorite WLS National Barn Dance was broadcast direct from the fair grounds as the fair’s opening feature. At all three fairs popular programs featuring WLS stars were aired direct from WLS headquarters.

It’s another example of WLS friendliness and neighborliness—a “oneness” with the countless thousands of listeners who came to the fairs. Further proof that WLS is, “One of the family in Midwest America.”
You guessed it! WINSmore is on the stump this year. Like thousands upon thousands of New York listeners, he's sold on the WINS platform—the BEST in music, news and sports.

Realizing there are other hopefuls on the stump this election year, WINS is there to cover them. With direct lines from three political hotspots, Washington, Philadelphia, and Cincinnati, plus leading wire services, WINS is giving New Yorkers by far the best coverage of any independent New York station.

Our veteran newscasters. Don Goddard, Sidney Walton, Gil Kingsbury, Paul Jones, Carroll Alcott, and Howard Chamberlain, give WINS listeners vivid, complete commentaries, not capsule coverage.

The WINS news coverage is just one of the reasons why the New York audience is getting behind WINSmore. He has the word on what New Yorkers like to hear.

More and more advertisers prove that it's WINS! ... more than ever before.
Check these points!

Local Penetration ✓
City and Suburban ✓
Local Acceptance ✓
Dealer and Consumer ✓
Flexibility ✓
To fit your needs

Localize your selling the Yankee way!

WFAU—Augusta, Me.  WONS—Hartford, Ct.  WMTW—Portland, Me.
WJOR—Bangor, Me.  WHYN—Holyoke, Mass.  WHEB—Portsmouth-
WICC—Bridgeport, Ct.  WLNH—Laconia, N. H.  Dover, N. H.
WTSV—Claremont, N. H.  WCOU—Lewiston-Auburn, Me.  WEAH—Providence, R. I.
WSAR—Fall River, Mass.  Lawrence, Mass.  WWCO—Waterbury, Ct.
WEIM—Fitchburg—  WKBR—Manchester, N. H.  WDEV—Waterbury, Vt.

Nothing takes the place of selling right in the market, close to the customers of the merchants who stock your goods.

Every Yankee home-town station is a vehicle for this effective close-up selling. It gives you complete coverage of city zone and suburban shopping centers. It has complete acceptance. Dealers know its audience pull for Yankee and Mutual programs. They will co-operate to make your campaign locally successful.

Wherever you want to go in New England, there's a Yankee home-town station. You can buy Yankee prestige and showmanship to suit your needs — one station or several, or the 24-station network.

Make your selling close, intimate, local — with Yankee.

“This is The Yankee Network”

Member Mutual Broadcasting System

NBC CODE to be presented to affiliates convention this week (see page 25) is in some provisions than NAB Standards of Practice and is applicable to both sound broadcasting and TV. Commercial time limits reportedly similar to those of NAB, except NBC will permit less time for commercials on news shows than on others. Identifications of brand names of gifts in giveaways will count against commercial time.

MORE than cursory interest shown in National Military Establishment's request that news organizations accredit their correspondents covering military affairs at home and abroad. News executives asked to supply lists of correspondents now covering military activities or those who might be overseas correspondents in event of outbreak. Each correspondent must fill out loyalty form, which is checked against FBI and other records.

WITH BASEBALL World Series in immediate offering, FCC has written Mutual asking it about its intentions on network alignment. Understood Better radio network is expected to be held in Washington, perhaps Congressional Library, before end of October. Recent experiments in New York and elsewhere reported to have been up to most hopeful expectations.

CBS on verge of signing $100,000 annual contract with Tournament of Roses, Pacific Coast Conference, and Big Nine, for radio and television rights to annual Rose Bowl game. NBC has broadcast event for many years sustaining, but will carry it in first commercial presentation Jan. 1, 1949. Pact to cover '49, '50 and '51 with options.

BILL CORNELL, WOL-Mutual engineer, assigned as official engineer of Dewey presidential campaign on pooled basis. His selection was straw-drawn from among networks.

PROCTOR & GAMBLE Co., Cincinnati, through Compton Adv., New York, is mulling possibility of placing one of its radio shows, most likely Welcome Travelers, in television period, Fridays, 9-9:30 p.m. P&G will sponsor on NBC video network.

FCC DECISION on use of AM's new 540-kc channel is in preparation, with present indications that it will be made shared channel for widespread use with low power in view of wide coverage characteristics.

IVAR H. PETERSON, of NAB legal staff, is resigning to become executive aide to Sen.

(Continued on page 94)
How to be FIRST in the World's No. 1 Oil Market!

Pick KPRC

It's true! Within Houston's trade area thousands of producing oil and gas wells supply fourteen of the nation's greatest petroleum refineries! The city itself houses more oil companies and industries allied with petroleum than any other community in the world!

Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South's FIRST Market!

Blanket this tremendous oil market FIRST and deliver the big shipping ports of Beaumont, Port Arthur, Galveston and Texas City besides. Pick KPRC now! Write Petry or call us for availabilities.

KPRC HOUSTON

950 Kilocycles • 5000 Watts

National Representatives: Edward Petry & Company • Affiliated with NBC and TQN • Jack Harris, Manager
How a quartz ring drove the first crystal clock in 1928

Heart of the crystal clock built 20 years ago at Bell Laboratories was this quartz ring, adjusted to a frequency of 100 kc. With the crystal cut to correct proportions in this annular shape, positive and negative temperature coefficients of frequency effectively neutralized each other. Resultant temperature coefficient was less than 1 part in $10^6$ per degree C.

In the complete oscillator, the crystal was mounted inside a chamber in which the temperature was kept constant within 0.01° C, and placed in a hermetically sealed bell jar to maintain uniform pressure. The frequency of the oscillator output was reduced to 1,000 cycles by means of submultiple generators.

In the clock mechanism, a 1,000-cycle synchronous motor, driven by the output of the submultiple generators, was geared to the clock hands. Accuracy of this clock in 1928 was within 1 part in $10^8$. Accuracy of the present-day successor is of the order of 1 part in $10^9$—an advance made possible by continuing research.

Where a second is

... in the clock that varies less than 1/1000th of a second a day

There's a clock at Bell Telephone Laboratories—evolved by the scientists there—that keeps accurate time within 0.001 second a day. It is the latest step in a series of developments that began 20 years ago when Bell Laboratories built the first crystal clock.

Why are the men of Bell Laboratories, whose basic interest is communications, so concerned with time? Because the study of communications is largely the study of frequency—and frequency is the inverse of time. To deal with frequencies in megacycles requires accurate measurement of fractions of micro-seconds.

In their early studies of piezoelectric crystals for frequency control, Bell scientists saw the desirability of using them also as a source of accurate time.

Two obstacles stood in the way of devising a crystal clock: the relatively high temperature coefficient of crystals, and the fact that their frequencies were too high to drive a synchronous motor. Annular crystals, with extremely low temperature coefficients, solved the first problem. Sub-multiple generators solved the second, accurately dividing the crystal frequency. Thus the barrier between frequency standards and time standards was finally broken down.
...in a frequency standard that's accurate to 1 part in $10^8$ a day

Continuing research on piezoelectric crystals at Bell Laboratories resulted in a development of far-reaching importance—the GT cut.

This opened the way to revolutionary advances in instruments for time-frequency measurements. The GT-cut crystals make possible entirely new standards of accuracy, because of their extremely low temperature coefficient—less than 19 parts in $10^8$ per degree C, far lower than produced by any other method of cutting.

Moreover, GT-cut crystals are admirably adapted to wire-suspension mounting, which virtually nullifies the effect of shock on frequency. This greatly enlarges the range of conditions under which accurate measurements can be made.

The Western Electric Primary Frequency Standard is the embodiment of these new concepts in design. It is a 100-kc source that combines accuracy and ruggedness to a remarkable degree. Frequency variation is less than 1 part in $10^8$ over a 24-hour period; yet the Standard, far from being confined to the laboratory, performs with equal accuracy on ships, planes and vehicles—even in earthquake areas! Wherever there is a need for time-frequency measurements, or the synchronous operation of two or more systems, the Frequency Standard is ready and able to take on the job.

--- QUALITY COUNTS ---

**Western Electric**

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
NO BONES ABOUT IT

The ladies, particularly, know what the above means in a foundation garment.

But we make no bones about the fact that

WHHM DELIVERS
MORE LISTENERS
PER DOLLAR
IN MEMPHIS

"Step-in" the Memphis market on the station with the "two-way stretch".

WHHM
Independent—but not aloof
MEMPHIS, TENNESSEE

PATT MCDONALD, manager
FORJEE & CO., representatives

Member
Association of Independent Metropolitan Stations

* Perma Lift Girdles Stay Up Without Stays

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Page 8 • September 20, 1948

BROADCASTING ° Telecasting
KXOK's Keys to extra sales

ring up a plus for advertisers

KXOK continues to be the only St. Louis network station to show an audience increase in Hooper total rated time periods... with an audience gain of 5.5% in the December '47 thru April '48 period over the same report of the previous year. Audience gains continued through May-June and June-July 1948 index periods, the latter gain reaching a "high" in total rated time periods of 22%!

Extra "reach" gets extra results! A survey* of the 30 counties surrounding St. Louis... where a million spenders live... shows that KXOK alone delivers 22.1% of the audience... morning, afternoon and night! PLUS THIS: BMB shows that KXOK reaches a buying audience in 115 counties daytime and 98 counties nighttime with a population of nearly 4 million! Compare the rates... compare the "reach"... compare the Hooper trend... KXOK rings the register, with plus sales!

* A comprehensive coincidental survey of over 109,000 calls made by Edw. G. Doody & Co.

ST. LOUIS 1, MO. Chestnut 3700 KXOK 630 KC, 5000 WATTS, FULL TIME

Represented by John Blair & Co.

Owned and Operated by the St. Louis Star-Times.
IF ANYONE ever had a valid excuse for "mike fright," it was that bewildered horde of visitors who heard a provocative microphone talk back to them at the exhibit of KDKA Pittsburgh at a recent county fair.

The "Magic Mike" which baffled visitors at the KDKA exhibit was reportedly one of the most popular features for the million-plus visitors at the Allegheny County Fair, held annually at South Park, near Pittsburgh.

To allay suspicions of trick-solvers the "Magic Mike" was rested on a glass table in the center of the exhibit. Visitors were permitted to pick the microphone up and hold it while listening to its responses.

Producer Lionel Poulton, with his hidden partner, Announcer Announcer (Continued on page 14)

On All Accounts

THE ads say "Ford's Out Front," but make no mention of the men out front of Ford. William Alexander Chalmers, one-time motion picture actor, department store buyer and station representative, is one of those guiding, if anonymous, figures in his present capacity as account executive for the Ford Motor Co. at Kenyon & Eckhardt, New York.

Bill Chalmers, with consistent circumspection, began his career as an American advertising luminary by being born in Canada. At the age of two, however, he left Winnipeg with his family to come to New York where he subsequently underwent a Quaker school education until time for matriculation at the BBDO agency.

After a year with BBDO he shifted to a sport coat and Hollywood, appearing as a Paramount and Universal contract player in such productions as "All Quiet on the Western Front," "Honey" and "Only the Brave."

Two years later he returned to New York and entered the book publishing field in the production department with Albert & Charles Boni. When the firm closed down, young Bill Chalmers went to Gimbel Brothers for a six week pre-Christmas stop-gap period as sales clerk. Four years later he departed the organization as head buyer of one of its principal departments.

He returned to show business as a stage manager for a theatre group in Woodstock, N. Y., and struck Broadway with questionable impact in 1937 as stage manager and assistant director of "Orchids Preferred," starring Edie Foy. The preference for orchids that season apparently was limited and the show closed after one week. The production drew the curtain also on Mr. Chalmers' theatrical career and he returned to the (Continued on page 14)
This new Hooper report gives station-preferences for morning, afternoon, and night in "Iowa Plus!"

C. E. Hooper, Inc. has just released a new Winter, 1948 Listening Area Coverage Index giving station-preferences in the 116-county area shown at the left.

The findings again confirm the facts disclosed by many previous studies, including all ten of the famed annual Iowa Radio Audience Surveys.

*Mornings,* WHO gets 30% of the preference votes, against 31% for all other Iowa commercial stations combined, rated 1% or better. *Station B* gets 9%.

*Afternoons,* WHO gets 27%, against 32% for all other Iowa commercial stations combined, rated 1% or better. *Station B* gets 11%.

*Evenings,* WHO gets 34%, against 30% for all other Iowa commercial stations combined, rated 1% or better. *Station B* gets 11%.

Top-notch Programming and statewide Public Service mean better values for listener and advertiser alike. Every buyer of radio time in Iowa will find the new Hooper intensely interesting. Write today for your copy, or ask Free & Peters.

**WHO**

† for Iowa PLUS †

**DES MOINES . . . 50,000 WATTS**

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives
Reach this Growing Market with the Growing Station...

Utah has gained 17.1% in population since 1940—and continues to grow under the impetus of new industrial activity.

To reach this expanding market, smart advertisers are using the popular station—the station that has built its leadership on showmanship "know-how", and on its alertness to public preferences.

* * *

The first television station between the Mississippi River and the Pacific Coast, KDLW-W6XIS is now offering commercial television six days a week, Sunday through Friday.

Wire, write or phone for further information and availabilities.

KDLW
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative: John Blair & Co.

Agencies

Ruthrauff & Ryan, Oct. 1 will open Baltimore office to be located at 7 West Hamilton St. Office will be equipped to provide on-the-ground service to their present clients and advertisers in area. New office will make 10th R & R office in U.S. in addition to offices in Toronto and Mexico City.

Carl B. Robbins, executive vice president of McCann-Erickson, New York, has been granted a leave of absence in order to devote majority of his time to one of company’s clients, The General Plywood Corp. He has been made president of that corporation. Mr. Robbins will continue to act as consultant to McCann-Erickson. Marion Harper Jr., assistant to McCann-Erickson president, will take over the duties of Mr. Robbins, while Mr. Robbins is on leave of absence with General Plywood Corp.


Robert Howell appointed a vice president of Shutran Mahlin Adv., Detroit. Mr. Howell, who joined firm last year, will continue to serve as creative and copy director.

Dr. Lyndon O. Brown, agency veteran of 20 years, has joined Dancer-Fitzgerald-Sample as vice president in charge of media, research and marketing for all offices—Chicago, Toronto, New York and Hollywood. During his advertising career, Dr. Brown has been associated with three agencies in media and research, and from 1938 until 1942 he served as vice president and director of these departments.

Stanley B. Resor, president of J. Walter Thompson Co., New York, selected by American Hospital Assn. as one of 50 outstanding benefactors of American and Canadian Hospitals. He will be admitted to honorary membership in American Hospital Assn. at special Honor Night Dinner Sept. 21. He is cited for his meritorious service on behalf of hospitals and health of his community for past 25 years.

John D. Upton, vice president, N. W. Ayer & Son, New York, named manager of service in firm's New York office. Mr. Upton joined Ayer in 1936 and was elected vice president in October 1947.

Charles B. West, formerly associated with the media department of Neal D. Ivey Co., Philadelphia, has joined the Paul Smith Adv. Co., New York, as media director. Mr. West is treasurer and member of Board of Governors of Advertising Media Forum of Philadelphia and member of American Marketing Assn.

Sam Kaiser, formerly with Kayton-Spiro, New York, on 20th Century-Fox account, has joined Blaine-Thompson Co. Inc., New York, as head of the newly expanded motion picture department.

Phil Edwards, former radio, TV and newsreel director of Carl Byoir, New York, has been named radio and television director for W. B. Doner & Co., Chicago. He was associated previously with KYW and W PEN Philadelphia as announcer and continuity chief, after which he served four years in Marine Corps as combat correspondent.

Lawrence (Larry) Holcomb, formerly in radio and television department of Grey Adv., New York, and prior to that director of radio for Sherman K. Ellis Inc., New York, joined Lennen & Mitchell, New York, as assistant to Nicholas Keelsey, manager of radio and television department.

Everard W. Meade, vice president and manager of radio and television, Young & Rubicam Inc., is in Hollywood from New York for two weeks' conferences.

(Continued on page 41)

Broadcasting • Telescasting
WHN IS NOW...

WMGM

************* "CALL LETTERS OF THE STARS" *************

WITH NEW MILLION DOLLAR STUDIOS AT...

711 FIFTH AVENUE
SIX MODERN NEW STUDIO UNITS...

THE MOST ADVANCED TRANSMISSION FACILITIES

RADIO'S MOST BEAUTIFUL STUDIOS

THIS IS

WM

50,000 WATTS • 1050 KILOCYCLES
WMGM—FM 100.3 MEGACYCLES • CHANNEL 262
LAST WORD in luxury and efficiency! Studio A seats 250 visitors... has large stage with automatic draw curtain... symphonic control room and sponsor's booth. Equipped for AM and FM.

IMPRESSIVELY BEAUTIFUL reception room on 15th floor is finished in imported Greek Cipollino marble... richly appointed in modern style. WMGM occupies 13th, 14th and 15th floors.

NEWEST DESIGN for broadcasting is found in all of WMGM's six new studios. Here is view of Studio B, station's second largest, which seats 150. Note elevated sponsor's booth... ultra-modern construction.

NEW LOOK in smaller studios is exemplified by Studio F. Everything's new—turntables... control board... microphones... furnishings. Ted Husing's Bandstand and other great shows come from here.

These are "the call letters of the stars!" WMGM will bring you the pick of Hollywood's beauty and talent—like the glamorous stars you see above—from Metro-Goldwyn-Mayer's famous family... a new era in programming with a new aura of great entertainment.
FOR NEWS... now IT'S WMGM

FOR SPORTS... now IT'S WMGM

FOR ENTERTAINMENT as always IT'S WMGM

"CALL LETTERS OF THE STARS"

For more than a quarter century WHN, New York's second oldest station, has served America's Number One Market with dignity and distinction. Now, drawing closer to its affiliated organization—the world-famous Metro-Goldwyn-Mayer Studios—it continues its record of public service with new and exciting call letters... WMGM. But this is more than a change in name... The new call letters bring with them the vista of great new programs added to the cream of the old... new lustre... a new spirit of wonderful entertainment. Just as M-G-M means the best in motion pictures... so, for the best in radio, it's now WMGM.

1050 ON YOUR DIAL also 100.3 mc. on FM
NEW BUSINESS


WESTERN PRESS ASSN., St. Louis, producer of package television shows, announced it will open first television show for Stephen Burns, local Lincoln-Mercury dealer on Sept. 24. Show series is comedy-variety. There is possibility of Midwest television network sponsorship of show by overall Lincoln-Mercury organization, as well as by network officials who are considering show for possible NBC production.


SCHOENHOFEN EDELWEISS Co., Chicago (Edelweiss beer), replaced its Frank Parker Show with Edelweiss Album Hour, three-a-week, 10:30 to 11 p.m. (CDT), on WMAQ Chicago. Agency: Olian Advertising, Chicago.

SALERNO-MEGOWAN BISCUIT Co., Chicago, has contracted for The Shadow, Sundays, 4 to 4:30 p.m. (CDT), on WGN Chicago for 39 weeks, starting Sept. 19. Agency: Schwimmer and Scott, Chicago.

AC'CENT, product which enhances natural food flavors, developed recently by Amino Products Division of International Minerals and Chemical Corp., Chicago, will be introduced to public via radio this fall as consumer tests are conducted by J. Walter Thompson, also Chicago, which took over account mid-August. Test market areas are now being determined.

V. LA ROSA & SONS, (La Rosa macaroni, spaghetti, egg noodles and pasta), New York, through its agency Kiesewetter, Wetterau & Baker Inc., New York, will sponsor half-hour complete daytime dramatic show five times weekly starting Aug. 11. Program will be called La Rosa Hollywood Theatre of Stars and will feature an important Hollywood movie star each day, on transmissions. Show will be heard on following stations: WOR New York, WCAU Philadelphia, WBZA Springfield, Mass., WMAR Providence, WITC Hartford, and others. Firm plans to add more stations to its list in near future.

ANGOSTURA-WUPPERMANN Corp., New York, appointed Robert W. Orr & Assoc., New York, to handle its advertising campaign. Spot announcements will be used although definite plans have not yet been set.

WM. WRIGLEY Jr. Co. Ltd., Toronto (chewing gum) has appointed Walsh Adv. Co., Toronto, to handle all Canadian radio advertising. Wrigley's uses network quiz shows in English and French.

CANADIAN INDUSTRIES Ltd., Montreal (paint and varnish division) has started daily one-minute spot announcement campaign for six weeks on 76 Canadian stations. Agency: Cockfield Brown & Co., Montreal.

UNIQUE ART MFG. Co., Newark, N. J. (mechanical toys), will sponsor 15-minute weekly segment of Howdy Doody show 6:45-6 p.m. on NBC television starting Fri. Oct. 1. Grant Adv. Inc. is agency.

MANUFACTURERS Sales Co., San Francisco (plastic adding machines), appoints Ad Fried Adv., Oakland, Calif., to handle its advertising. A test campaign will be used on northern California stations.

PLASTIKON-WESTERN, San Francisco (Uneek, plastic floor and linoleum finish), appoints Benson M. Sherman agency, same city, to handle its advertising. Radio will be used.

(Continued on page 47)

BROADCASTING • TELECASTING
Open Mike

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

A Pilgrim Peeps
EDITOR,.Broadcasting:
Either you give WCAU a different position in the magazine or else Doc Levy should get himself a sturdier Pilgrim. (Pages 38-39, Broadcasting, Sept. 6.) The old boy at the top of the page looked primly away from the Radiorama cheesecake layout on the opposite page. By the time he reached the bottom of the page, however, the Pilgrim was peeping lecherously at the Congo beauties with their native headdress.

Victor A. Skolia
Director
WHAS Louisville
...

Required Reading
EDITOR, Broadcasting:
I've been a subscriber to your magazine for years, require it in my college classes, and, in the writing of my book "Radio Workshop for Children," used to advantage your copious reporting of network, local station, and school activities in radio for children.

Jennie Waugh Callahan
Ph.D.
Hunter College
New York City
...

Promotion Requests
EDITOR, Broadcasting:
Recently Broadcasting Magazine published a description of the new WLBR promotion folder. I thought you might be interested in knowing that I have received a number of inquiries...requesting copies...

I am reluctant to release the exact amount of mail received as our disc jockeys would turn green with envy if they found out they are facing keen competition from our promotion department.

Julien F. Skinner
Operations Manager
WLBR Lebanon, Pa.

Feature
(Continued from page 10)
Carl Ide, did a series of audience interviews. Another hidden, but not silent partner, was a small radio receiver which KDKA technicians had installed in the base of the velocity microphone. The receiver was operated by batteries designed for hearing aids.

From his hiding spot Mr. Ide watched through an observation slot in the wall as Mr. Poulton conducted the interviews. The audience was mystified as Mr. Ide's voice gave an accurate description of the person being interviewed or jested with interviewee.

Many closely observed the lips of Mr. Poulton to see if he were employing ventriloquism when the voice of the mystic mike described their clothing, guessed their weight and gave the color of their hair.

A series of recorded sections of KDKA shows were presented by the mike with the responding voice when it was not being used for interviews.
Things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

AWARD OF MERIT
Farm Placement Program
IN COOPERATION WITH THE
TEXAS EMPLOYMENT COMMISSION

T'WERN'T REALLY NOTHING UNUSUAL FOR KGNC...

Wheat is a 200 million dollar activity in the Texas Panhandle—a mighty important business.

For two years KGNC's "Uncle Jay" during his 15 minutes Trading Post program, has been directing harvest crews, routing labor, trucks and combines to areas where they were most needed...thus combining public service with entertainment to bring another award to KGNC.

Working with County Agents last year and with the Texas Employment Commission this year, KGNC has been successful in solving a serious problem both for farmers and harvest crews by avoiding pirating and other evils.

This service was used to direct harvest crews in the area served by KGNC—a big job—since the primary area alone covers 54 counties in Texas, 16 in New Mexico, 18 in Oklahoma, and 6 in Kansas. Inquiries were received far beyond this area.

So successful was this service that KGNC was given the above mentioned Award of Merit, and it is planned to continue this cooperative program again next year during the harvest season.

This proves one thing—that public service with entertainment builds a loyal, consistent audience, and in the fabulous Panhandle of Texas this valuable combination belongs to KGNC.
TELEVISION has been called “the greatest medium of expression mankind has ever had at its disposal” and, as an advertising medium, has demonstrated its tremendous impact on the American people. The technical development of the medium has progressed from an idea to a reality and more and more people are trying to get into the act.

To help the novice in the field, and as a reference for all people interested in video, John F. Royal, vice president of NBC, compiled a book, Television Production Problems. The volume, published by McGraw-Hill, is a collection of “lectures” given by top NBC personnel in connection with the Columbia U. course in the programming phases of video.

The chapters covered in this Telestatus are by Richard F. McDonagh, manager of the script division of NBC; N. Ray Kelly, manager of production facilities for NBC Television; Robert J. Wade, art director of NBC Television, and Edward Sobol, NBC Television producer.

Need for Improvement

Despite the technical advancement that has taken place, the consensus is that television programs must improve to hold the audience of the future. Outside of sports, which now consumes the majority of video time, it is necessary for someone to write and produce all other programs.

“Television’s two great primary needs are material and writers,” in the opinion of Mr. McDonagh in his chapter on Television Writing Problems, is one of the many other problems involved in putting a television show on the air, that may sound like a broad statement, but, “before any of them can display their talents, they must have material with which to work.”

Mr. McDonagh feels that video writers will come from practically every field, but that they must combine “the visual sense of the stage writer and the facility of screen writer, with the ingenuity of the radio writer.”

In the interest of efficiency, considering the time-consuming job of writing a television script, “it is essential that it will be ready for each station or network to have a staff of writers whose main duty will be that of adapting . . .” and as created by the great number of other writers.” These people should be selected for their imaginative capacity and facility in creation. They should be trained in the mechanics of preparing a TV script so they can adapt to television literary material written for other mediums.

Cuts and changes are, of course, necessary in writing an adaptation, and Mr. McDonagh states that the only obligation to the original author is to be as faithful as possible to the original work in making the adaptation.

Importance of Titles

Titles for a work are important and should be “arresting, suggestive, challenging.” Remember, too, that for newspaper listings they should be as short as possible.

Because of the physical limitations of a video studio, characters should be kept to a minimum. Care should be used in biographical studies where a person is shown at several ages because of the time taken in changing costume. The same care should be applied in the use of a flashback where the “main characters appear in both framework and story proper, and where the age and costume differences, as between framework and flashback scenes, are marked.”

In writing for video “it will help the writer to remember that as in radio, television programs go into the home,” and that “the prudent writer will be on guard against offending.” Here the same rules of good taste that apply to radio should be followed. As to subject matter remember: “The masses want entertainment—they don’t want to be educated unless it can be done in a highly palatable way.” Television, like radio, must offer a carefully balanced schedule of entertainment, including special events, drama, etc. Programs, as a rule, are practical to all kinds, and, of course, the weightier public-service variations of these types of programs.

Focus of Camera

The depth of focus of an iconoscope is short and the writer should not indicate two simultaneous, significant pieces of action, one taking place behind the other.

Remember, also, a television screen is small and too many people in one scene will not show clearly and the action will be unsatisfactory and become of fast “panning.”

Camera direction should not be the concern of a writer. “Unless specific camera shots are necessary the writer will be of assistance of your plot and leave them to the director.” Know the limitations and demands of video writing but “leave the technical and production details to the men best qualified to handle them—the directors.”

When the script is completed, the production facilities of the station come into play to get the show on the air. In the chapter on these production facilities, Mr. Kelly states that the term “encompassing an array of functions and materials, which, with live performers, can display the visual and audible content of a television show.” Specifically, it includes design, construction and execution of settings, dioramic and model miniatures, and other visual effects required as a means of scenic and dramatic illusion, set dressings of all kinds, furnishings, properties both mobile and stationary, make-up, wardrobe, costume design and execution, sound effects, lighting, and incidental art material in a wide variety.

Production Facilities

The various activities of the production facilities staff is divided into two groups—technical and operating. The technical staff includes the art director and all those engaged in scenic design, including artists and construction workers. It also includes wardrobe workers, visible and audible effects technicians, property custodian, make-up artists, little letterers and commercial artists.

The operating staff is headed by the staging coordinator, who, “working in close cooperation with the director, the technical director, and various members of the technical staff from the inception of the program, coordinates all the production and assembly of all necessary equipment and manages the staging staff . . . and is responsible for the installation, operation, and placement of production facilities during rehearsals and broadcasts.”

“At a meeting with members of the facilities department, including the manager, art director, scenic designer, assistant art director, studio director, etc., the producer presents a general picture or style, based on the script or his conception of the original.” With the feeling of the script in mind the stage staff starts work on the set layout. In “Settings for Television,” Mr. Wade states “the tentative plan is approved by the producer, by the facilities manager—who tests it for sight lines with a specially designed scale—and by the technical director, who prepares a rough plan on possible camera angles and problems of moving video and sound equipment.”

The next step is casting. In “Production of Dramatic and Variety Programs,” Mr. Sobol advises getting the best actors available, particularly in leading roles. When casting for television, it is best to cast to type.”

“Now you are ready to put your play into rehearsals. Full-length plays need about 10 to 12 days for rehearsals. Only two of these days are for camera rehearsals. The rest is away from the studio and are called dry rehearsals. About four hours a day are used for the first five days, about six for the remaining days. Of course rehearsal time can be cut down by careful planning and blocking. The general rule holds, however, that a television rehearsal is to run through the play at a speed of the benefit of the cameramen and the rest of the studio crew. You will work directly with the technical director and a stage manager. The technical director has full charge of cameramen, sound men, lights, and all engineering facilities. He is in communication with them to get you your address all requests for camera movements, etc. Your contact with the actors during rehearsals is either through your stage manager or direct to the actors by means of a private line . . .”

Dress Rehearsal

“After about 10 hours of camera rehearsal, you are now ready for a dress rehearsal. Try to make it as nearly perfect and as much like the broadcast as possible. Have your actors in full costume and make-up, all your sets properly dressed, all your props set, all your cues properly marked in your script and then shot. Set up your shots . . . before you take it. Be sure the shot is ready when you take it, because once it is being broadcast there is little you can do about it. Try to have your dress rehearsal in time to give the actors a chance to rest before the broadcast. Now you are ready for your broadcast.”

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In Maryland, it's **WMAR-TV** for Complete Facilities

Already operating two mobile units, remote studios and a complete film department, WMAR-TV opens its new main television studio this week.

Equipped with the newest electronic devices, WMAR-TV's newest studio is located in the Sun Building only one block from the antenna atop the O'Sullivan Building—593 feet above street level.

Included in the new studio are two studio-type image orthicon camera chains, the latest studio switching and fading console, and hydraulic camera dollies.

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.
Your distribution may blanket the area.. but

Are you using the medium that penetrates your distribution area as completely as your product?
Does the circulation of your advertising “fade” 25 miles, 50 miles, 100 miles from its point
does your advertising?

of origination?... Here are three maps of the Chicago area. Which map comes closest to coinciding with your distribution area? Which medium penetrates that area best for you?

WMAQ is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how closely these stations' coverage areas match your distribution areas... how thoroughly they penetrate those areas.

New York .......... WNBC
Chicago ............ WMAQ
Philadelphia ........ KYW
Cleveland ........... WTAM
Washington .......... WRC
Boston-Springfield ...... WBZ-A
San Francisco .......... KNBC
Pittsburgh .......... KDKA
Denver ............ KOA
Schenectady .......... WGY
Fort Wayne .......... WOWO

LEGEND
50 to 100% of total families reached
25 to 49% of total families reached
10 to 24% of total families reached

SPOT SALES
NEW YORK · CHICAGO · HOLLYWOOD · CLEVELAND · WASHINGTON · BOSTON · SAN FRANCISCO · DENVER
GROWTH and PROGRESS

Growth and progress are not synonymous. When they do develop together, however, they produce wonderful results! The history of KVOO is an inspiring story of growth and progress... growth in power and service to an ever widening circle of faithful listeners... progress in bringing the newest and best in programming to listeners in advance of competition. These are the reasons KVOO is Oklahoma's Greatest Station.

These are the reasons KVOO continues to grow and progress from year to year. These are the reasons advertising dollars on KVOO bring greater returns to advertisers, year after year.
TV PROCESSING

By RUFUS CRATER

A VIRTUAL SHUTDOWN of FCC's television processing lines until the end of the year—and possibly into 1949—appeared certain last week as the Commission prepared to call an engineering conference, probably before mid-October, looking to revisions of TV standards and perhaps channel allocations.

This prospect, which had been forecast unofficially [Broadcasting, Sept. 11], became evident during a 1½-day FCC-industry conference which also produced testimony that Allen B. DuMont Labs could begin to turn out transmitters for the 475-890 mc television region within six months to a year.

Dr. Allen B. DuMont, head of

TV Hearing Witnesses

THE ORDER in which witnesses will appear at the FCC high-band television hearing starting today (Monday) is shown below as announced by the FCC last week.

The hearing, concerned with the feasibility of opening the 475-890 mc video band and expected to take up most if not all of the week, will be held before the Commission en banc, starting at 10 a.m. today in the U. S. Dept. of Commerce Auditorium in Washington.

Evidence will be presented in the following order:

- Bureau of Standards—Kenneth Norton, joint technical advisory committee.
- Technical Advisory Committee—Philips Allen, Donald Pink, George Lippsitt, personal appearance.
- Television engineers—George F. Adair, consulting engineer.
- Phillips Television Broadcasting Corp. and Philco Corp.—David H. Smith, Philco Corp. vice president in charge of engineering.
- RCA and NBC—C. B. Jolliffe, executive vice president of RCA; others.
- CBS—William B. Lodge, vice president and director of general engineering.
- Cowles Broadcasting Co.—T. A. M. Craven, vice president.
- Eitel-McCullough Inc.—Harold E. Sorg, research director.
- G. A. Richards Stations—R. Morris Fierce, vice president, NBC station; others.
- Zenith Radio Corp.—J. E. Brown, assistant vice president.
- Paramount Television Productions—Paul Raibourn, president; Richard Hodges.
- Sarkes Tarzian (WTTS Bloomington, Ind.)—Sarkes Tarzian.

CENSUS PREVIEW

TRIAL RUN of the 1950 decennial census will be held Oct. 22 through the world's largest and most revealing nose count is still a year-and-a-half away.

The quarter-finals of the U. S. include a radio question. It will be a simple question:

Is there a radio in these living quarters? Yes... No...

Inclusion of the radio question offers encouragement in view of the Census Bureau's previous reluctance to include the subject in the 1950 count [Broadcasting, May 3].

But bureau officials were quick to point out last week that the trial-run version in no way insures inclusion of a radio set query in the 1950 project.

"The test will merely provide experience in setting down a work-load of items that can be answered by the public," Robert C. Hamer, chief, Housing Facilities Unit, Population Division, told Broadcasting.

The bureau is experimenting with a full range of subjects, he said. Judging by reaction of bureau officials, there is grave doubt that a comprehensive radio question has any chance. Wide demand has been voiced by industry sources for a question covering AM, FM, television and even facsimile receivers.

Don't Like It

Bureau economists, experienced in getting information out of the populace, shudder at the idea of a comprehensive radio question.

Basic element in any question, they point out, is the ability of 95% of the population to understand and answer it. Relatively few persons, they contend, know the difference between an AM and FM receiver. They add that the practice of using combination station breaks ("This is WWW and WWW-FM") leads many of the listeners to believe they are receiving FM programs though they own only AM sets.

Difficulty Seen

On that basis alone, they feel a non-technical enumerator would have difficulty getting an accurate answer out of a householder.

The problem in television is entirely different, according to Census Bureau officials. They anticipate no special problem in asking a TV question in cities with television stations, but they fear the indignation of persons in non-TV areas would harm the prestige of the census. People would think the enumerator was "nuts," one official declared.

Splitting the census into TV and non-TV areas would be a costly endeavor.
Spector Launches
New N.Y. Agency

RAYMOND SPECTOR, president of Raymond Spector Co. Inc., New York, which discontinued active operations in Jan. 1947, has formed a new agency under the same name at 445 Park Ave., New York. Among the accounts handled by Mr. Spector’s former agency were: Serutan, Nutrex, True Story and Look magazines, Lone Ranger, Fiction House, Advertising Age, Drug World, Car Life, Continental, Service Station Times, Trade Review, Food Trade, Industrial Engineer, National Farmers Union, Radio Television Mirror, and the Advertisers Council, Inc. In 1936 he started Serutan in radio by sponsoring Victor Lindtzh on WOR New York.

With the formation of the new agency, Mr. Spector stated that television will be a major factor of the organization and that at least two of the agency’s clients were about to use the medium for the first time.

A list of accounts and names of executives will be announced Oct. 15.

W. H. CASE IS NAMED TO NEW AGENCY POST

WINSLOW H. CASE, senior vice president of Campbell-Ewald Co., Detroit, has been placed in charge of the New York offices of Campbell-Ewald which will have complete responsibility for overall operation of the agency in the East. All television and radio accounts will clear through him.

In addition, J. H. Hartigan and J. H. Neebe, vice presidents, have been elected directors of the company.

Mr. Case

Canadian Ace Is Target
In $735,000 FTC Suit

THE CANADIAN Ace Brewing Co. is faced with a $735,000 suit filed against it by the Federal Trade Commission last Thursday for allegedly failing to indicate that its product was brewed in the United States.

It was pointed out in the suit that the firm’s radio jingle contained no mention of where the beer was brewed. Filed in Federal Court in Chicago, the suit contained seven counts, each citing specific instances of broadcasting the jingle which exhorted listeners to “drink Canadian Ace.”

NAB Retail Brochure

BROCHURE analyzing the Sears Roebuck & Co. advertising budget for the year has been prepared by the NAB Dept. of Broadcast Advertising. Lee Hart, retail advertising director, breaks down the budget, which shows a percentage drop for radio (4.1% to 3.4%) but dollar gain. The budget is up from 18 to 23 million dollars.

CBS Promotes Danzig

JERRY DANZIG, who joined the CBS television staff early this year as senior producer, has been promoted to the post of associate director of TV programs.

P & G and C-P-P
Buy TV Net Time

Soap Manufacturers Each Toke Half Hour on NBC Video

TWO LEADING soap manufacturers, who are also two of the nation’s foremost advertisers and largest users of radio time, have bought time on NBC’s TV network for half-hour weekly programs to start early next month. Continuing the parallel, neither company has announced what program it will sponsor nor what product will be advertised.

Procter & Gamble Co., Cincinnati, has contracted for the Friday, 9-9:30 p.m. period through Compton Adv. Inc., New York. It is the company’s second video network program, with P & G already sponsoring television fashions on parade on the DuMont video network, Friday, 8-8:30 p.m., for Ivory Snow and Prell, through Benton & Bowles, New York.

Colgate-Palmolive-Peet Co., Jersey City, will sponsor the Monday 9-9:30 p.m. half-hour on the NBC video network. Pending decision must be made to be advertised, the company has not announced which of its three agencies—Ted Bates Inc., Sherman & Marquette, William Esty—will handle the video series.

UNIFIED ARMED FORCES PRESTIGE DRIVE IS SET

NATIONAL campaign to promote unified armed services prestige was approved last week at a meeting in the White House of representatives of the Advertising Council, Army Air Forces, Marine Corps, and the staff of John R. Steelman, assistant to the President.

An all-media drive was proposed by the council some months ago, with perhaps $8,000,000 worth of advertising time and space to be contributed by business firms.


John R. Steelman, Charles W. Jackson, Mr. Gibson represented the White House.

The Advertising Council’s representatives were Theodore S. Reppier, president; Allan M. Wilson, vice president; and Henry C. Wehe Jr., Council executive for the campaign.

Bulova Contract

BULOVA Watch Co., New York, has placed 52-week contract for television time signals for its TV Seminar, effective when the television station goes on the air, probably about Nov. 15. Agency is Biow Co., N. Y.
FCC ASSAILED

By ED KEYS

THREATENING remedial legislation unless an offer is made, a House Select Committee, in a scathing report to Congress, charged late last week that FCC had exceeded its authority in an injurious legislative field and "embarked upon a dangerous and mischievous line of reasoning" in its Port Huron and Scott decisions.

The blistering indictment of the agency was contained in a nine-page interim report of the House Select Committee Investigating the FCC (Broadcasting, Sept. 6, 137) scheduled to be filed today (Sept. 20) with the Clerk of the House, in the absence of regular Congressional sessions. Approval of the report was taken by four members of the five-man Committee. These included Reps. Forest A. Harnes (R-Ind.), chairman of the Committee, Rep. Charles H. Elston (R-Ohio) and J. Pery Priest (D-Tenn.), Rep. Oren Harris (D-Ark.) up to Friday afternoon had not indicated if he would subscribe to the views or write a minority report.

Opinions were based on Committee hearings Aug. 5-6 on the Port Huron Decision dealing with political broadcasting; Aug. 9 and Aug. 31-Sept. 1 hearings on the Scott Decision concerning atheists' right to radio time (Broadcasting, Aug. 19) and on Aug. 10-11. Other major conclusions reached by the Committee were:

- Careless language had been "indulged in for some time" by the Commission. It was intimated that this originated in the legal division.
- There is doubt as to "who and what considerations dictate decisions of the FCC."
- An accusing finger was pointed at the law bureau and also at the public information director.
- FCC had, in effect, reversed its Scott Decision with the renewal of WHAM Rochester's regular license and should specifically say so.

The Committee should, itself, expunge the controversial language in the opinions.

Port Huron Edict

It was pointed out in the Port Huron hearings, the Committee said, that stations had no right to censor libelous or slanderous statements in part because even though a station might be liable under state laws, thus placing the broadcaster in a "dilemma of self-destruction."

The decision, the report explained, was subscribed to fully by only two of the Commissionners. It cited Comr. Robert F. Jones' dissenting opinion which held that the decision "serves to support the magic and to hold forth both promise and threat without legal effect."

It was recalled that the Committee's "freewheeling" opinions of the Commission are prepared originally by the legal staff without consultation with members of the Commission as to their views. It was also developed that the Public Information Director is consulted before decisions are handed down and that the Public Information Director advises as to possible reaction.

This type of information, the report declared, gave the Committee "the sense of being set aside as to what, and what considerations, dictate decisions by the FCC."

An immediate effect of the decision had been to encourage irresponsible persons and those with grudges to go on the air with unfounded and slanderous attacks upon any person seeking public office, the Committee charged.

The problem has been "substantially resolved," the Committee said, by assurances from the Commission that "for the time being, at least until the matter is filed" that the honest and conscientious broadcaster who uses ordinary common sense in trying to prevent obscene and slanderous statements and "is going out over the air, need not fear any capricious action."

Assail Scott Decision

Assailing the Scott Decision as "unwarrantable and impossible of clear and unambiguous interpretation," the Committee declared it "obviously would be advantageous only to the atheists and the Committee.

For any method or means that blocks the words of God, the enemy of these groups, is a victory for their cause of Godlessness."

Language of a witness, characterizing the decision as a "tissue of naive, inaccurate, and self-contradictory affirmations," was adopted in the Committee report.

The Committee decided that in both decisions "the Commission has embarked upon a dangerous and unwise line and ignored that anything and everything should be permitted on the air regardless of its conformity to the rules of ordinary decency, sensibilities of the listening public or to the possible effect upon the moral standards of the Nation."

On the basis of evidence presented before the Committee it firmly concluded that the Scott Decision demonstrated "a dangerous and unwanted policy of 'thought policing' that has no basis in law."

FCC Jurisdiction

When the FCC attempts to regulate such matters it is invading the field of legislation and indulging in quasi-judicial legislation on a subject which Congress clearly decided was outside the Communications Act, the Committee determined.

As evidence that their views did not conflict with freedom of speech, the Committee pointed to U. S. Supreme Court decisions in the cases of NBC vs US which stated in part:

"Freedom of utterances is abridged to many who wish to use the limited facilities of radio. Unlike other modes of expression, radio inherently is not available to all. That is its unique character, and is in the same way as other modes of expression, it is subject to governmental regulations. Because it cannot be avoided by those who wish to use it must be denied. But Congress did not authorize the Commission to choose among applicants upon the basis of their political, economic, social views, or upon any other capricious basis."

The Committee expressed the belief that the broadcast of a regular religious worship from a church, cathedral, temple or synagogue did not present a public controversy which in the public interest "requires that time be granted to all who would destroy the Church in America." Assurances from Commission representatives that dictum in the Scott Decision would not be applied literally failed to satisfy. It was felt by the Congressional body that "much of the language of the Scott Decision is unfortunate. It can be removed only by expunging the language of its opinion from the record of the Commission."

Renewal of the regular license of WHAM Rochester, after it had long been held up pending investigation of complaints by atheists, was interpreted by the Committee as a Commission reversal of the Scott Decision. The Committee felt that the agency should clearly indicate its opinion reversal.

"Your Committee," the report said, "is hopeful that remedial action can be taken by the Commission itself, in view of the full facts as developed in the public hearings. If no such action is taken by the Commission, your Committee will propose legislation in the next session of Congress."

"The use of careless words and language in opinions of the FCC is unfortunate. It is a practice that has been indulged in for some time, perhaps under the guidance of the legal division of the Commission. Your Committee does not feel that the public interest is well served by such practice and condemns it."

AFM RETREAT?

Industry Mulls Petrillo Plan

ATTORNEYS for three major recording firms and for the overall recording industry were studying AFM President James C. Petrillo's midweek proposal which offered a basis for settling the week's end no official comment was known. Originally the companies had accused the AFM of conducting a secondary boycott and of refusing to bargain. Speculation was rife as to whether the union chief's proposal would alter any aspects of the 12-page NLRB on these grounds.

The NLRB, which has no important enforcement powers of its own, commonly seeks injunctions in federal court against unions which its investigations find to be in probable violation of the law. Although no such action had yet been taken by the NLRB against the AFM, it was considered not unlikely that the agency may have been on the verge of taking it.

The basis of Mr. Petrillo's proposal was this: that the establishment of a disinterested trustee to collect funds from recording companies and use them to hire otherwise unemployed musicians could be found as a circumvention of the Taft-Hartley Law, which prohibits payment of royalties directly to unions by recording companies.

It was the passage of the Taft-Hartley Law that led to the present musicians' ban on recordings.

Until outlawed by the federal legislation enactment between the AFM and recording companies which provided the union with a royalty on every record sold. That agreement had been reached only after a long musicians' ban against the companies several years ago. It has been Mr. Petrillo's contention that the widespread use of recordings as a source of musicians' earnings causes unemployment.

Since imposing the work stoppage last Jan. 1, Mr. Petrillo has made no secret of his hope that a means could be found to continue the royalty arrangement (Continued on page 59).
STUMP TIME

RELYING on radio to carry their messages to the people, the nation's candidates for President and Vice President threw their campaigns into high gear last week.

Gov. Thomas E. Dewey, Republican candidate from Drake Stadium in Des Moines, Iowa, today (Sept. 20) over CBS and MBS, 10:10-10 p.m. (EDT).

The initial speech of Gov. Earl Warren, Vice Presidential candidate, was aired last Thursday from Salt Lake City over 165 stations of CBS. The California Governor, off on a 31-day tour, will make 25 major speeches and also 60 platform appearances.

Three New Biow Executives Named

F. K. Beirn, Formerly of D-F-S, Joins Agency Sept. 27

Mr. Swann Mr. Clyne

Mr. Tyler Mr. Beirn

BIOW Co., New York, elected three vice presidents, effective immediately, at a recent board of directors meeting, Milton Biow, president of the agency, announced last week.

The three vice presidents are C. Terrence Clyne [Broadcasting Sept. 13], Erwin D. Swann and Charles P. Tyler.

A fourth vice president, F. Kenneth Beirn, who resigned last week from Dance-Fitzgerald-Sample, New York, as executive manager, will join the agency Sept. 27.

No replacement for Mr. Beirn has been named as yet at D-F-S.

Mr. Clyne, previously with Free & Peters, as vice president, joined the agency in 1947 and is account executive on the Bulova Watch Co. account, as well as a member of the agency's plans board in charge of radio and television.

Mr. Swann joined the agency in December 1946, and prior to that he was associated with Dance-Fitzgerald & Sample. He is account executive on Schenley Distillers.

Mr. Tyler joined Biow Co. in December 1947 and before that was with J. Walter Thompson Co. He is the account executive on Philip Morris & Co. Ltd.

Wallace Budget Said To Be $200,000

President Truman, who opened his campaign in Detroit Labor Day, was scheduled for another major address at Des Moines, Iowa, last Saturday.

Kenneth Fry, radio director of the Democratic National Committee, told Broadcasting last Thursday there was no basis for earlier rumors that live broadcasts by the President from Des Moines had been cancelled for lack of sufficient funds. President Truman's speech was to be carried by WHO Des Moines from 12 to 12:30 p.m., transcribed and then broadcast at 8:30 p.m. (EDT) last Saturday over the full network of MBS.

Henry Wallace, the Progressive Party's candidate for President, on Sept. 15 started a series of Monday night broadcasts over NBC from 10:30 to 10:45 p.m. His party reportedly will spend about $200,000 for the series, with several New York and Hollywood dramatic broadcasts and an election eve program from New York. The party contemplates no newspaper advertising.

Dewey Denver Talk

Gov. Dewey's second major address will originate from Denver Tuesday (Sept. 21), according to Ed Ingle, GOP radio director. The speech will be carried over more than 30 stations of the CBS western network and the Don Lee Network, 8:30-9 p.m. (Mountain Standard Time).

Sen. Alben W. Barkley, Democratic nominee for Vice President, will deliver 15 speeches in eight states within the next two weeks, Sen. J. Howard McGrath, chairman of the Democratic National Committee, announced last Thursday.

His opening address was scheduled for delivery last Saturday in Wilkes Barre, Pa.

"This has been a presentation of Smoothy, the hair oil that gives you the well-groomed look."

MERCHANDISING PLAN SET UP BY COLUMBIA

COLUMBIA Records' dealers and distributors will join in a "9-Point Merchandising Plan" to be initiated by the firm in October and to continue through November on behalf of Columbia's long-playing Microgroove Records.

The plan is described as including radio chain breaks, co-operative newspaper advertising, a win-dow display contest with $1,000 in savings bonds offered for the best tie-in displays, a direct mail campaign, telephone solicitation, point of sale material, free service from magazines and trade journal advertising.

In addition, Columbia Records will run full-page advertisements for its L-P records in 10 magazines.

L-P record commercials have already been launched on WQXR New York, music-news stations.

SUMMER SLUMP

A SUMMER SLUMP in time sales by the four major networks last July was noted in tabulations released last week to Broadcasting by Publishers Information Bureau. Total gross time sales on the major networks in July were $131,043,940, as compared with June figures of $15,653,147. The total gross value of time sold on the networks through July this year is $115,307,811.

Food and food products continued to lead all other products in

June 1948

Food and food products continued to lead all other products in

July 1948

the amount of network time purchases, with $2,849,153 in July. Toiletries and toilet goods, the next largest spender, was $2,085,146.

Will Whitmore to Head AT&T Radio Advertising

WILL WHITMORE, Western Electric Co. advertising manager, has been named radio advertising manager of American Telephone & Telegraph Co., effective Sept. 14. Mr. Whitmore will be replaced at Western Electric by W. M. Reynolds, the firm's publications manager.

Mr. Whitmore joined Western Electric in 1929. Mr. Reynolds entered Bell System same year.

July Network Figures Down

Mr. Whitmore Mr. Reynolds

Drawn for broadcasting by Sid Dix

Source: Publishers Information Bureau.

BROADCASTING • Telecasting

Page 24 • September 20, 1948
Details Set for Sun Valley

Mr. Trammell
The convention's first morning session, Sept. 22, will include a call to order by Easton C. Woolley, vice president in charge of station relations; Mr. Trammell's address; a report by Paul W. Morency, chairman of the NBC stations planning and advisory committee; programming by Ken R. Dyke, administrative vice president, Thomas C. McCray, national program director, and Sterling Fisher, manager of the Public Affairs Dept.; report on election coverage by William F. Brooks, vice president in charge of news, special events and international affairs; reports on daylight saving time operations and AM-FM duplication by Mr. Woolley.

Mr. Denny, executive vice president, will speak at the luncheon Sept. 22.

The afternoon of the first day will be devoted to an affiliates meeting conducted by SPAC with Mr. Morency presiding, assisted by Richard Mason, WPTF Raleigh, 2nd district; Milton Greenbaum, WSAM Saginaw, Mich., 3rd district; Wiley P. McElroy, KDYL Jackson, Miss., 4th district; John J. Gillin Jr., WOW Omaha, 5th district; Martin B. Campbell, WPAA Dallas, 6th district; S. S. Fox, KDYL Salt Lake City, 7th district; and H. Quentin Cox, KGW Portland, Ore., 8th district.

Wednesday Evening
Cocktails and an outdoor barbecue are planned for the evening. The morning session of the second day includes a report on research activities by Hugh M. Beville Jr., director of research; a report on radio's improving public relations by Sydney H. Eiges, vice president in charge of press, and a report on promotion by James Nelson, director of advertising and promotion. The NBC promotional motion picture, Behind Your Radio Dial, will be shown by Mr. Nelson. No afternoon or evening meetings are scheduled Sept. 23.

The morning session on Sept. 24

WRS Stratovision Request Is Denied

FCC Refusal, However, Concedes
Need for Consideration

FCC last week denied Westinghouse Radio Stations' request for rule-making proceedings to set up standards for recognizing Stratovision, simultaneously rejecting the WRS bid for changes in allocations to accommodate Stratovision on the Television Channel 8 at Pittsburgh.

The Commission ruled, however, that the question of rules and standards for airborne television is appropriate for consideration in the high-band television hearing which gets under way today (Monday), and pointed out that Westinghouse already has reserved six hours of this proceeding for testimony on its Stratovision system.

The order made clear that FCC does not intend to entertain a Westinghouse request for Stratovision on Channel 8 at Pittsburgh until after it has the current channel-reallocation proceeding, from which two previous hearings were excluded earlier on grounds that adequate notice of all the changes had not been given [Broadcasting, Aug. 2].

Channel 8 Petition

The new petition for Channel 8, FCC ruled, "constitutes in effect a request for reconsideration of the Commission's action in excluding petitioner's exhibit from the record in the [general channel reallocation] hearing." FCC also rejected Westinghouse's request that pending hearings be continued and action withheld on any authorization which might conflict with the petition.

If Westinghouse re-files after the current channel hearings have been held, the agency's petition would still be subject to the rule-making procedure.

The company had estimated that its proposed Stratovision station, if protected to the 600-mile contour, could bring television to 6,000,000 persons who otherwise would not receive 5,000-microwatt signals even if all the ground stations envisioned in FCC's allocations table were in operation [Broadcasting, Aug. 16].

Sun Valley Registration

NBC

(Continued on page 78)
By J. FRANK BEATTY

FM ASSN. will decide next week where it will go next.

With some 250 delegates already registered for the Sept. 27-29 convention at the Hotel Sheraton, Chicago, the FM segment of the industry — FM operating on both commercial and non-commercial segments—is booming. (See page 20.) The manufacturer and related interests—will go right to the fundamentals of the future of FM and FMA.

Four main courses have been discussed in our association meetings:

First, expand the scope of the association's operations; second, narrow down to a purely promotional enterprise; third, close shop and build something new; fourth, work out a cooperative setup with NAB.

Of the four, No. 2 has the support of most of the group according to Everett L. Dillard, WASH Washington, retiring president. Mr. Dillard is not a candidate for re-election.

Possible outcome—Drive to raise $50,000, establish FM promotions through FMA by the association. This was the original budget goal in 1947 when FM was born, but the association has operated on hardships ever since.

A three-day agenda has been drawn up by C. M. Janasy Jr., FMA program committee chairman, and Bill Bailey, FMA executive director (see agenda page). Featured speaker will be Wayne Coy, FCC chairman, who is expected to discuss the future of FM from a regulatory standpoint.

Sunday Session

An FMA by-laws committee will submit a series of recommendation for actions at the board's pre-convention meeting, to be held at 10 a.m. next Sunday. These recommendations, it is understood, would specify that manufacturers have all directors, three board members and would give the paid executive director more freedom of action. The new board will meet Sept. 29, final convention day. Six board vacancies will be filled by the FMA membership.

“The question of greatest importance at the convention,” Mr. Dillard said, “is to decide the course FMA should follow as FM emerges from its technical development stage into a nationwide commercial business.

“There will be a lot of discussion of whether FM should broaden its functions to encompass those of a general trade association. It appears at this time that the majority of FMA members are opposed to activities beyond the original promotional purposes. And the sentiment of board members is practically unanimous against abolition of FMA, though many feel it should be confined to promotion and fighting the battles of FM.

“There is practically no objection in the FMA board to performance of trade association functions by NAB and there is opposition to supporting two general trade associations with closely paralleling functions.”

Functional Trend

Mr. Dillard, a member of the NAB board representing FM (B) stations, observed that the functions handled by NAB is constantly growing. He reminded that the NAB board is dominated by directors who have FM operations. Furthermore, the FMA board of 15 has seven directors who also have AM operations.

He said he had no definite views on long-range proposals that one FM trade association serve the FM and TV, with separate divisions for each type of membership, but pointed out that FM could not support another separate association service at this stage of its commercial development.

Mr. Dillard said FM is now a nationwide operation, with a large number of consumers getting strong signals. “Within a month or so at least four FM stations will be operating with over 250,000 owners now have a big investment in equipment and are vitally interested in making FM pay.”

The program duplication issue will be another live topic at the convention, he said, recalling that this duplication is usually a bonus to advertisers. As FM becomes an accepted medium, many stations will give away their service he feels, agreeing duplication has attracted listeners and served as a promotion. Mr. Dillard said stations would benefit off in FM if they had set circulation in their area, he added.

Introduction of FM-only sets is an excellent opportunity to develop in FM's history,” Mr. Dillard said. “On top of that must be placed the large number of TV sets having FM circuits. Of about 180 TV models now on the market, 80 have FM band reception (50 with AM also); 91 have TV only; 5 have AM and TV without FM.

The industry has discovered that 75% of FM stations are AM operated, with only 25% exclusively FM. This means that the weight of AM stations is an extremely important factor. Of the 75% a considerable number are genuinely interested in FM, with the others taking it out as insurance.

“Duplication of programs has done a lot for FM from a program standpoint and has attracted many AM broadcasters into FM. Dual call letters have been the best promotion of all for FM. As an association we no longer stand on program duplication but the issue will be an explosive one at the convention.”

“A very vital subject will be what's being done. A promotion to the advertiser and how to produce for the advertiser. FM has had more than a promotion. The longer public at least must be sold on advantages. FMA's membership must be expanded. FMA will do its best job if it fights the battles of FM. This does not preclude any other agency from doing necessary jobs.”

Mr. Dillard said he is not candidate for re-election, being too busy with consulting and operation of two FM stations (WASH Washington and KOZY Kansas City). He favors one-year terms on the board of directors, with re-election barred.

The three-day FMA agenda opens Monday with talks by Messrs. Bailey and Bailer. FMA set may be followed by the report of the nominating and by-laws committees. These are expected to start the fireworks.

Coy to Speak at Luncheon

Chairman Coy will speak at the Monday luncheon and all of the major subjects are slated for the afternoon, followed by a promotion discussion. Tuesday's program includes transit radio, storcasting and agency discussions. Bond, Geedes, RMA executive vice president, was to have spoken at the Tuesday luncheon but will be unable to attend because of a recent operation.

Full session covering facsimile's "important role in the success of FM broadcasting" will be held, according to Lt. Dr. L. Jr. and talks on "The Money Maker." Inventions, "Faximile as a Money Maker," and will be in charge of John V. L. Hogan, president of Radio Inventions, Facsimile developer.


Wednesday's program includes talks on FM networking, recording and "The Facsimile Stakes." The following day will follow, with the touchy duplication topic slated for a working session.

For award contest winners will be presented at the luncheon. General discussion topics are slated for the afternoon. The new board will meet at 4 p.m. It is expected to elect association officers and discuss FMA administrative affairs.

Tentative Agenda for FMA Sessions

MONDAY, SEPT. 27, 1948

8:00 a.m.—Registration

9:30 a.m.—Call to order, Marion Claire, WGNB Chicago, Convention Chairman.

10:00 a.m.—Introduction C. M. Janasy Jr., chairman, FMA committee on which plan will preside.

10:30 a.m.—Everett L. Dillard, president (10 minutes).

10:40 a.m.—Call to order, Executive Director, "FMA—Past and Future"

10:50 a.m.—Report of Nominating Committee, Matthew C. Bickel, KOCY-FM Oklahoma City.

11:00 a.m.—Report of By-Laws Amend- ment committee, representing F. M. McNulty, WMCUP Baltimore.

12:30 p.m.—Luncheon. Marion Claire, toastmaster.

Wayne Coy, Chairman, FCC, speaker.

2:00 p.m.—E. Z. Jones, WBBM-FM Bur- lington, N. C., presiding.

C. H. Simpson, managing director, Na- tional Electrical Retailers Assn.

Mortimer R. Fisk, New York dealer.

Red. Elmer Wells, owner, WGN-FM Bridgeton, N. J.

4:00 p.m.—F. M., Sunset Zenith Radio Corp., "Good Low Cost Sets a Necessity.”

4:15 p.m.—Promotion. TUESDAY, SEPT. 28

8:00 a.m.—Registration.

8:30 a.m.—Call to order, Marion Claire.

9:35 a.m.—Travel. Ra 610—Hubert Salt Jr., Director.

10:00 a.m.—Storecasting—Stanley Joste- lon, radio director, Storecast Corp. of America.

10:30 a.m.—"The Agency and FM.”

Ken Godfrey, AAAA.

10:40 a.m.—"The Agency and FM.”

John C. Rogers, general manager WJW-FM Cleveland.

12:30 p.m.—Luncheon.

1:30 p.m.—"FMA Convention Awards for Film and Radio.”

2:30 p.m.—"Educational FM—Rev. R. F. Grady, founder and former director, WFUN, Fordham U.

3:00 p.m.—"FM—Facsimile As a Money Maker.”

John V. L. Hogan, "Faximile—A Prog- ress Report.”

Samuel Insull Jr., "The Manufacturer's Stake in Facsimile.”

Elliot Croot, "Radio FM—Facsimile Opera- tions.”

4:00 p.m.—"The Facsimile Market.”

5:00 p.m.—Recess.

7:30 p.m.—Second Annual Banquet.

Speaker—Dr. F. H. Armstrong; "Spokesmen of Government," Wednesday, Sept. 29

8:30 a.m.—Farewell call. (a) "Bell System Network Facilities for FM Stations," H. R. Huntley, Tull Transmission Engineer, AT&T.

(b) "Rural FM Network," K. G. Ber- gan, general manager, Rural Ra- dio Network.

(c) Relays—George Mayoral, WRCM New Orleans.

(d) Magnetic Tape Recording—Col. R. H. Ranger, Rangertone Inc.

11:00 a.m.—"Antenna Locations, Effecti- vity and Coverage,” Glenn R. Gil- bert, consulting engineer, Ward and Bass.

"Moviestere and Multiplexing FM and TV.”

Fred Webster, vice president, WMFM Orlando.

11:30 a.m.—Program forum, Dr. M. C. (Tex) Fughe, moderator.

3:00 p.m.—Call to order, Executive Director, WPVU Fordham U., "Programming and Facsimile on FM Stations.”

This forum to cover duplication, independent programming, etc.

R. E. Grady, WCHG Chicago, "Music on FM.”

12:30 p.m.—Luncheon.

1:30 p.m.—Presentation of awards in FM promo- tion, slogan, newspaper and dealer cooperation contests.

2:00 p.m.—General discussion.

4:00 p.m.—Board of Directors meeting.

BROADCASTING • Telecasting
CBS EXPANDS TV

Following up its midsummer announcement of a five TV network expansion [Broadcasting, Aug. 9], CBS last week reported the addition of five new TV affiliates, which will receive the network's video program service via kinescopes, films pending the completion of connections by coaxial cable or radio relay links.

Three of the new CBS-TV outlets are Fort Wayne station WJBT-TV Detroit, which is due to begin operations Oct. 24; WAGA-TV Atlanta, set to start about Dec. 1; and WSPD-TV Toledo, already operating. WJBT-TV and WAGA-TV will be "primary" affiliates, CBS reported. WSPD-TV, already affiliated with NBC and ABC, is adding CBS as a third network affiliation.

WMTJ-TV Milwaukee, which some months ago became an NBC TV affiliate as WTJN is an AM affiliate of NBC, is now hooked up with CBS under working agreements which, like that with NBC, run concurrently to April 26, 1946. Fifth new CBS outlet, effective Oct. 1, will be WEWS Cleveland, which CBS announced a "primary station agreement" to receive "the full program service of CBS-TV, similar to that now offered by WCBS-TV, Chicago, as its television's flagship station in New York."

This is somewhat difficult to understand, as ABC last week announced the signing of WEWS as a "full TV affiliate" effective Oct. 20, to receive ABC's midwestern video program service via the new regional network setup whose programs originate in Chicago. ABC owned and operated TV station in Chicago, WEWS also has an agreement with DuMont for TV program service.

The whole TV network picture is not too clear, however, due largely to a few basic facts. First, only a very few cities have enough TV stations to provide an individual outlet for each network. Next, limited TV network facilities, shared among the various networks, make it easy for a station to receive programs from a number of networks without many conflicts. The same FCC restrictions on exclusive affiliation apply to TV as to AM radio, making illegal for any network to enforce an exclusive affiliation.

Finally, the high costs of constructing and operating a television station and the difficulties of local programming mean that there will be profit for several years at best, so that any TV broadcaster is understandably anxious to get programs, particularly sponsored programs, from as many sources as possible.

Multiple affiliations, agreements, working arrangements or whatever name one wishes to use, between TV stations and networks, may be expected to continue and multiply for some years to come, at least until there is a supply of stations and network facilities adequate to afford full time individual service to four or more networks.

The following table is based on information received from the four TV network headquarters in New York last week; covering contracts with stations now operating or due to begin operations in the near future:

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Network</th>
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<tr>
<td>Atlanta</td>
<td>WAGA-TV</td>
<td>CBS</td>
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<td>WSB-TV</td>
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<td>Baltimore</td>
<td>WAAM (ABC)</td>
<td>WLAB-TV (ABC)</td>
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<td>Boston</td>
<td>WBZ - TV (NBC)</td>
<td>WMAR-TV (CBS, DuMont)</td>
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<td>Cleveland</td>
<td>WEWS (CBS, DuMont)</td>
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<td>WJY - TV (NBC)</td>
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Broadcasting, September 20, 1948
FCC Affirms FM Low Band Ruling

Commission Denies the Request Of Maj. Armstrong, FMA

FCC last week refused to reconsider or modify its decision not to allocate part of the 44-50 mc band to FM and decided the station now operating in that region to vacate it by Dec. 31 [Broadcasting, May 10].

Prof. Edwin H. Armstrong, FM inventor, had asked the Commission to reopen the record and reconsider its decision, and FM Assn. had asked that FM stations be given until Dec. 31, 1950, to discontinue 44-50 mc operation.

With Comm. Robert F. Jones dissenting and Comm. Paul A. Walker not participating, the Commission denied both requests, declaring:

... The compelling reason for the Commission's conclusion that the public welfare and national security require that the services engaged in safety and special services he assigned to the 44-50 mc band at the earliest possible date is the burden of petitioners' argument is that the allocation of the frequencies in question for rail purposes is not appropriate to argue that the safety and special services do not need the frequencies, nor that the FM service is not, as found by the Commission, greater than that of the FM service. In our view, the latter conclusion is determinative of the allocation problem...

The 44-50 mc band is the former television Channel 1 before that was part of the old FM "low band." When the frequencies were reallocated from television to safety and special services, 24 FM stations were operating in that area, though most of them were operating also in the high band.

Under FCC's order, they may continue in the 44-50 mc band "until Dec. 31, 1946, or until a suballocation of the facility is made and mobile services has been made final and effective by the Commission, whichever date is earlier." FCC pointed out that "as early as July 15, 1945, the government and mobile services have been made final and effective by the Commission." FCC further noted that "further FM broadcast operation in the 42-50 mc band was temporary for existing licensees pending conversion to the new band."

Bamberger TV Engineer Post Goes To N. F. Smith

NEWLAND F. SMITH, formerly engineering supervisor in charge of television systems for RCA, has been appointed television facilities engineer for WOR-TV New York and WOIC Washington, video stations of the Bamberger Broadcasting Service. Mr. Smith will be responsible for the installation and maintenance of equipment, studios and transmitter buildings for the TV stations, both now under construction. WOIC expects to have a test pattern on the air in December and to begin operations in January; WOR-TV plans to get on the air by March.

SAGE COUNSEL on labor problems was given some 80 broadcasters attending the Thursday-Friday meeting of NAB District 15 in San Francisco by Richard P. Doherty, NAB director of employee-employer relations. The meeting wound up the second series in the NAB district circuit.

At a meeting chaired by Clyde Coombs, KARM Fresno, district employee-employer chairman, Mr. Doherty suggested broadcasters play their cards close to the belt in negotiations. He frowned

on across-the-board talent fees sometimes demanded by AFRA and said some stations are too lenient in granting talent fees.

"Broadcasters should have the answer on how much they can afford for labor," Mr. Doherty said. "They should take some standard to establish their labor costs, principally by determining what the relation of labor costs should be to the entire operating cost of the station." He added that 60 cents of every dollar spent by the average station is paid to labor, with management underpaid in comparison to other industries.

The district meeting was called to order by William B. Smullin, KIEM Eureka, district director. Opening speaker was Don Petty, NAB general counsel, who reviewed editorializing, political broadcasts, controversial issues, libel and slander laws and Bohio tax problems and legislative trends. He warned that many states are looking for new ways of taxing radio.

President John B. Miller reviewed overall NAB activities.

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Stone Heads AP's Radio Group in Northwest U. S.

LOREN STONE, KIRO Seattle, heads the new Washington-North Dakota-Alaska Radio Members Assn., organized Sept. 13 at Spokane, Wash. Murlin Spencer, chief of AP's Seattle bureau, was secretary. Creation of a continuing study committee, the members to be named later, was authorized.

John W. Kendall, president of KWWB Walla Walla, Wash., presided over the organization meeting.

District 15 He5r Warning

Governor Praises WHN at Fete Celebrating Switch to WMGM

GOV. Thomas E. Dewey, New York, said last week that radio and press "need no censorship and should be free of the canons of public interest and good taste."

The GOP Presidential nominee's remarks were part of a congratulatory message to WMGM New York on a special program broadcast in celebration of the station's change in call letters from WBN.

Mr. Dewey complimented the station on its growth in the quarter-century it has been on the air, and said "this progress has been achieved by American methods, by methods indigenous to our enterprise system."

"The directors of WHN have shown, like American editors generally, that they need no censorship and can be trusted to guide themselves by the canons of public interest and good taste, and I congratulate them on their fine contribution to our community life," he said.

Mayor William O'Dwyer, of New York, cited the station for its "fine traditions of public service and community understanding."

DISTRICT 16

By RALPH TUCHMAN

SELF-REGULATION and industry leadership will make the code a reality, Judge Justin Miller, NAB president, advised the registrants at the NAB 16th District meeting in Los Angeles, Sept. 14-15.

Judge Miller advised the group that the first step was writing the code. He said the next move would be a clear definition of terms, and the final step putting the standards to work. He insisted that the only road was the voluntary road of adoption in the best interest of the industry rather than an attempt to establish enforcement machinery. If it fails to accomplish a self-policing policy, he said, radio will only invite the investigation of federal agencies and/or militant pressure groups such as educators.

In the main, Judge Miller reviewed his term in office and the accomplishments of his staff. He stressed the progress made with the FCC, but he warned the industry to be alert against its bureaucratic over-reaching. He reported that television was not being overlooked, but said NAB was moving with caution in this field. He emphasized that the method must be evolved to solve TV costs equitably since the majority of NAB’s membership is still interested in radio alone.

Quotes Sarnoff

Viewing the future of television, Judge Miller quoted Brig. Gen. David Sarnoff, RCA board chairman, as saying that television manufacturing alone would exceed in magnitude automotive manufacturing facilities. Further, he said that of the NAB membership 500 stations already had received the cost of obtaining a hearing for a TV construction permit.

Commenting on the Mayflower decision, Judge Miller anticipated a reversal. He stressed the fact that the fight has been carried on only to guarantee a freedom of speech. President of the NAB District 17 in 1949 calling for one overall radio measurement operation, centered within the NAB, was widely industry discussion that will force the subject into the NAB board meeting July 11.

Meeting in Spokane, Sept. 12-15, the district unanimously endorsed a proposal introduced by Saul Haas, KIRO Seattle, and seconded by James W. Wallace, KPW Wenatchee, Wash. It was received with enthusiasm by the delegates, who had just heard BMB President Hugh Felts report on BMB’s activities.

The Haas resolution pointed out that BMB could perform such measurement operations as adequately as they can be done under the present procedure, and do it cheaper.

Mr. Haas advised BROADCASTING that his first idea was to feel out the sentiment of broadcasters on the combined measurement plan. He said no to it that it would be received with such unanimity.

Mr. Felts described the action as “the most spontaneous thing I’ve ever seen.”

No immediate marriage of all measurement under BMB is envisioned, Mr. Haas said. Rather the plan would expand BMB’s scope as readily and as practical. Explaining his purpose, he declared, “I’d like to see our organization (BMB) have the same stature as the Audit Bureau of Circulation and open to as little challenge. This can best be accomplished by broadening the scope of BMB’s activities.”

Included in Minutes

Through a procedural oversight the actual Haas motion, which was to have been formalized as a resolution, was not included in the list of resolutions but the actual minutes of the meeting will contain a formal paragraph to this effect.

George Weber, executive vice president of MacWilkins, Cole & Weber, large northwest agency, told the district many regional advertisers “are being won to radio by the increased certainty and confidence with which BMB permits them to use the medium.”

He cited many specific instances in which BMB data have been used in planning radio campaigns. BMB information is of particular value to medium-size agencies which place business beyond the local market in which personal knowledge of media suffices.

Spence Chairman

The District 17 meetings were held at the Davenport Hotel in Spokane under chairmanship of Harry R. Spence, KXRO Aberdeen, Wash., district director.

Other resolutions praised Mr. Spence’s conduct of the meeting and called it “the best NAB 17th District meeting in history.”

Recommended President Miller for his defense of radio’s freedom; lauded the work of Don Petty, Charles A. Batson, Harold Fair, Richard P. Doherty and Hugh M. P. Higgins, NAB staff executives who took part in the program; asked that NAB seek per-program privileges from SESAC (also adopted by District 14), approved a committee on observance of the Standards of Practice and pledged enforcement of standards; endorsed the All-Radio Presentation; approved district action to assure appropriate use of BMI music; advocated inclusion of the set ownership question in the 1950 U. S. Census.

Members of the Resolutions Committee were Richard Dunning, KHQ Spokane, chairman; Lincoln Miller, KXA Seattle; Harry H. Buckingham, KOIN Portland.

L. A., Spokane Meetings

ADOPTION last week by NAB District 17 of a resolution calling for one overall radio measurement operation, centered with BMB, was widely industry discussion that will force the subject into the NAB board meeting Nov. 17 and the industry convention next April.

DISCUSSING mutual problems at Mammoth Hotel in Yellowstone Park are these broadcasters attending the NAB District 14 meeting (l to r): Standing—Art Mosby, KCVI Missoula, Mont.; E. E. Krebsbach, KGKX Sidney, Mont., and Robert Dean, KOTA Rapid City, S. D.; Seated—Ed Yocum, KGKX True, Mont.; Florence Gurner, KTFI Twin Falls, Idaho; Douglas Kohle, KCOL Fort Collins, Colo., and Walter Wagstaff, KIDO Boise, Idaho.

DISTRICT 17

September 30, 1948 • Page 29
A SPECIAL award from the Colorado Medical Society for KLZ Denver's public service series, "Know of Hearts," on heart diseases, is accepted by Station Manager Hugh B. Terry (I) from Dr. John S. Boussel, the society's president.

As in the development of any new major advancement, television was genuinely a hazard to boxing. The sport lends itself quite well to television, to no other, because the seat at the television set brings the fan to the ringside and drops him right on top of the performers.

"Boxing 'Badly Affected'

"As a result, the boxing club which televised its events found its attendance badly affected, while on the other hand, other clubs competing against the attraction of television from remote places found a severe dent in the box office." "Ultimately," he said, "television will be harnessed to boxing as an adjunct and a valuable co-partner. But at the moment, until this great channel is properly harnessed, it offers a threat to promotions, hence to boxers, hence to organized boxing." He then urged the convention to set up an agency which can act as liaison with the television industry and asserted it was important to take quick action because within two years television will pipe boxing matches into theaters and concert halls where patrons will pay admissions.

**Television Threat To Boxing-Greene**

New NA Head Asks That Liaison Agency Be Set up at Once

ABBE J. GREENE, newly elected "car" of boxing with the title of National Commissioner of Boxing, told Broadcasting that one of the first things he will do when he enters his new post is the relation between boxing and television.

Mr. Greene, associate editor of the Paterson (N. J.) News, was elected to the newly created office by the National Boxing Assn., at its 29th annual meeting in Philadelphia. The association comprises boxing commissioners of 69 states, territories, foreign countries and municipalities.

Mr. Greene's new head man indicated that the threat of television to boxing requires that liaison be effected between the two industries so that both can co-exist.

In a speech before the NBA last Monday, Mr. Greene, who retired as the association's president, had this to say about the effect of television on boxing during the past year:

"Television began to come into its own in the populous sectors of the business as a new medium and sensed the threat of a new competitor. As in the development of any new major advancement, television was genuinely a hazard to boxing. The sport lends itself quite well to television, to no other, because the seat at the television set brings the fan to the ringside and drops him right on top of the performers."

**CBS Shifts Western Division Personnel**

FIRST personnel change in the direction of television at CBS Hollywood took place last week with announcement by D. W. Thornburgh, CBS Western vice president, that Hal Hudson, Western program director, was relieved of his duties, effective Sept. 17, to become program director of KTTV Los Angeles, outlet of The Times. Mr. Hudson goes to New York for several weeks orientation and then will resume his new post upon return.

Coincident with his departure, George Allen, program director of KNX, has been appointed to the Western Division program director. E. T. Tomlinson becomes Western assistant program director and Maurie Webster will serve as executive assistant to Mr. Allen. Others affected in the realignment are Ben Paley named as director of program operations and Cran Chamberlain as director of program writing.

**BMB Radio Families VOLUME DISTRIBUTED**

FIRST copies of "Radio Families U. S. A.—1948," BMB's tabulation of the number of radio families in each of the country's 3,071 counties and in approximately 1,500 cities, went out to BMB subscribers last week. In addition, copies will go to all members of Advertising Agencies and of the Assn. of National Advertisers. Others may obtain copies at $5 each.

The volume contains a city index, a metropolitan area index showing radio ownership for 137 metropolitan districts, a Canadian province and county map of the United States and Canada. An explanatory section details the preparation of the data from a formula worked out in cooperation with the Census Bureau and approved by that agency as well as the AAAA, ANA and NAB.

Field surveys by Market Research of America and Alfred Polity, Research Director, under the direction of John Churchill, BMB director of research.

A companion volume, "Who Owns Radio?" will be issued in about a month.

**Transit Radio Service for Houston; Thomas Named V.P.**

THE TREND to provide the nation's transit riders with music continued last week when Houston, Tex., became the third city to provide this service. Another city, St. Louis, radio-equipped busses as a passenger bonus.

There were strong indications that the music-while-you-ride plan would be given Houston's nod of approval [CLOSED CIRCUIT, Aug. 28] following exhaustive surveys of passengers last spring which showed that 97.6% of the 2,440 riders queried wanted transit radio as a regular feature.

In a recent statement last week, officials of KPRC-FM and the Houston Transit Co. announced that they had negotiated for the service on a regular basis with Transit Radio Inc. of Cincinnati, prime mover in the transit broadcasting field.

According to Jack Harris, general manager of KPRC and KPRC-FM, Houston Post's stations, and Carl Frazer, president of the transit company, actual installation of equipment in 200 of the 600 busses got underway last week. Installations will be completed before the middle of October, they said. The remaining 400 busses will be equipped about the first of the year. It is estimated that 11,926,164 rides are taken per month on the 600 Houston busses.

A official of KKOK-FM St. Louis, planning affiliation with transit broadcasting in that city, reports that on the basis of overwhelming acceptance of transit radio by the St. Louis public it appears likely that FM receivers and loudspeakers will be installed on an additional 1,300 busses and streetcars—not now equipped for test runs beginning Oct. 1.

C. L. (Chet) Thomas, general manager of KKOK and KKOK-FM, was elected vice-president of Transit Radio, Inc. last Tuesday at the annual board of directors meeting in Cincinnati.

Other cities in which special FM fare has become a regular feature of bus rides are Cincinnati, served by WCTS-FM, and Wilkes-Barre, Pa., receiving service from WIZZ (FM).

Radio to Hold Its Own As Ad Medium-Peligrin

PHENOMENAL coverage and effectiveness as an advertising medium are the two most striking characteristics of American radio, Frank Pellegrin, president of KSTL St. Louis, told members of the St. Louis Advertising Club Sept. 14.

Speaking on "Radio's One-Two Punch," Mr. Peligrin pointed out that 66 million homes are in 37 million American homes, giving radio coverage greater than that of any other advertising medium.

**FCC Is Defended In Blue Book Case**

WGR Brief Denies Censorship Claim of WADC Akron

DEFENSE of FCC's action in the so-called Blue Book case involving WADC, according to the U. S. Supreme Court [Broadcasting, Aug. 23], was offered last week by WGR Cleveland, winner of the facilities which WADC was seeking.

WGR contended that the Commission was correct in finding that a grant of WADC's application would not be in the public interest because its proposed program to carry the complete daily schedule of a national network (CBS). The Cleveland station flatly denied WADC's claim of censorship, asserting:

The Commission's decision holds that a radio station licensee must maintain the right to reject programs that programs he will or will not broadcast. Under FCC's policy... Petitioner [WADC] denied to license under whose programs he would accept or reject. His application was therefore held not to justify the extension of the characteristic of the one national network. That is the essence of the Commission's decision... is affirmed in the light of its affirmation by the [Court of Appeals]. The basis of the Commission's decision, therefore, instead of stating that constitutionality, affirms the right of licensees to decide for themselves what programs they shall or shall not broadcast.

The brief was filed by Louis G. Caldwell, Donald C. Beeler and Percy H. Russell Jr., WGR Washington counsel, subject to the granting of an accompanying motion to designate WGR a party to the proceeding, as it had been in the lower-court proceeding. The brief asks the Supreme Court to deny WADC's request for review of the lower-court decision.

The case involves FCC's grant of the WGR application to boost power on 1220 kc from 5 to 50 kw, and denial of WADC's request for the 1250 kc frequency with 50 kw in lieu of its present 5 kw on 1350 kc. FCC's decision was issued in 1947. WADC then took the case to the Court of Appeals for the District of Columbia, which upheld FCC. The Supreme Court presumably will decide at its fall session whether to grant the review now being requested by the Akron station.

WGR argued that "quite regardless of what radio program Petitioner proposes to broadcast or not to broadcast, he brought upon himself, by seeking to displace another radio broadcasting station from its existing radio frequency assignment, the burden of establishing affirmatively compelling reasons in the public interest for such drastic action." WADC, the brief continued, "failed to establish any" and that any procedure warranting Commission action of displacing WGR from its existing frequency assignment.

**Western Electric Co. Inc. last week declared dividend of $1 per share on outstanding capital stock, payable on Sept. 30 to stockholders of record on Sept. 22.**

**Broadcasting** • **Telecasting**
Here's the kind of immediate, tangible results Richmond advertisers get from WLEE: an automobile dealer offered rebuilt engines over WLEE for two weeks. The response was so great that he had to triple his production.

And that meant that he needed more skilled mechanics—in a hurry. These workers were scarce.

But just five announcements on WLEE found all the men needed, plus a backlog of skilled workers available to this smart Richmond dealer. That's what we call getting real results.

If you'd like this kind of action from radio advertising, use WLEE. Follow the lead of local Richmond merchants—more of them use WLEE than any other station in town. They know that WLEE is the best buy in Richmond. Call in your Forjoe representative today and get the full WLEE story.
Albuquerque \[\text{KOB}\] \[\text{NBC}\]
Beaumont \[\text{KFDM}\] \[\text{ABC}\]
Boise \[\text{KDSH}\] \[\text{CBS}\]
Buffalo \[\text{WGR}\] \[\text{CBS}\]
Charleston, S. C. \[\text{WCSC}\] \[\text{CBS}\]
Columbia, S. C. \[\text{WIS}\] \[\text{NBC}\]
Corpus Christi \[\text{KXRS}\] \[\text{NBC}\]
Davenport \[\text{WOC}\] \[\text{NBC}\]
Des Moines \[\text{WHO}\] \[\text{NBC}\]
Denver \[\text{KVOD}\] \[\text{ABC}\]
Duluth \[\text{WDSM}\] \[\text{ABC}\]
Fargo \[\text{WDAY}\] \[\text{NBC}\]
Ft. Worth-Dallas \[\text{WBAP-TV}\]
Honolulu-Hilo \[\text{KGMB-KHBC}\] \[\text{CBS}\]
Houston \[\text{KXYZ}\] \[\text{ABC}\]
Indianapolis \[\text{WISH}\] \[\text{ABC}\]
Kansas City \[\text{KMBC-KFIR}\] \[\text{CRS}\]
Louisville \[\text{WAVE}\] \[\text{NBC}\]
Milwaukee \[\text{WMAW}\] \[\text{ABC}\]
Minneapolis-St. Paul \[\text{WTCN}\] \[\text{ABC}\]
New York \[\text{WMCA}\] \[\text{IND}\]
Norfolk \[\text{WGH}\] \[\text{ABC}\]
Omaha \[\text{KFAB}\] \[\text{CBS}\]
Peoria-Tuscola \[\text{WMBD-WDZ}\] \[\text{CBS}\]
Portland, Ore. \[\text{KEX}\] \[\text{ABC}\]
Raleigh \[\text{WPTF}\] \[\text{NBC}\]
Roanoke \[\text{WDBJ}\] \[\text{CRS}\]
San Diego \[\text{KSDJ}\] \[\text{CBS}\]
St. Louis \[\text{KSD}\] \[\text{NBC}\]
Seattle \[\text{KIRO}\] \[\text{CBS}\]
Syracuse \[\text{WFBL}\] \[\text{CBS}\]
Terre Haute \[\text{WTHI}\] \[\text{ABC}\]

### Television

- **Fort Worth-Dallas**: WBAP-TV
- **Louisville**: WAVE-TV
- **New York**: WPIX
- **St. Louis**: KSD-TV
As the pressure of competitive selling increases, and the buying power of the advertising dollar decreases, what can you do to get continuously better results from your advertising budget?

Bull's-Eye Radio—national spot radio—makes dollars work harder. Using “national spot” you can select your markets with pin-point accuracy—can pick the best medium in each market regardless of network affiliation—can choose your audience, your time, your programming and your sales appeal to fit your exact needs in each locality, instead of “a national picture.” You can plan your radio to be as sales-minded and as dollar-wise as any flesh-and-blood local salesman.

For over sixteen years, Free & Peters have pioneered in national spot radio. Our business has been built on honest and conscientious selling—on sound liaison between station and advertiser—on helping to make national spot radio the nation’s most economical and effective advertising medium. May we show you how we work here at F&P?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK     CHICAGO
ATLANTA      DETROIT      FT. WORTH      HOLLYWOOD      SAN FRANCISCO
INCIDENT

THE STATE DEPT. has written a diplomatic close to the international "incident" provoked by the Argentine government's interception and publication of private dispatches to Broadcasting from its Buenos Aires correspondent [Broadcasting, July 26], it was learned last week.


The legislators had requested a State Dept. explanation of what steps were proposed to avoid a recurrence of such incidents.

Correspondent Herbert M. Clark's letter, published in Madam Peron's Democacia, had reported the joint declaration by 14 nations at the first assembly of the Inter-

American Broadcasters Assn., July 10, condemning the lack of freedom of speech in Argentine radio. Peron's government retaliated with charges in the controlled press and radio that an "international plot" had been initiated against Argentina by North American capitalists.

U.S. Ambassador James Bruce recently returned from Argentina to Washington, where he conferred with State Dept. officials, and presumably talked with Sen. Tobey.

Secretary Marshall told the legislators that Ambassador Bruce had taken up the question of censorship of the mail with the Argentine Foreign Minister on July 20, following the Argentina charges of a conspiracy.

"He [Ambassador Bruce] pointed out," wrote Secretary Marshall, "that such censorship was contrary to the letter and spirit of Article XXVII of the Final Act of the Inter-American Conference on War and Peace signed at Mexico City in March 1945, and emphasized that such interference would make a most unfavorable impression on public opinion in the United States."

Secretary Marshall explained that, while Argentina's Foreign Minister did not discuss the matter further, that he did give assurances to Ambassador Bruce that "the Argentine government was not contemplating sanctions against Mr. Clark."

The Ambassador noted, Secretary Marshall said, that the Argentine Sub-Secretariat of Information issued a statement July 20 saying Mr. Clark's letter had been obtained through private channels. Mr. Clark, however, has consistently maintained that he mailed it in a large branch post-office directly across the street from the government press office.

"I am . . . of the opinion," Secretary Marshall declared, "that it would serve no useful purpose to make any further protest to the Argentine government on this matter, particularly since this government has already expressed its opinion."

Observers were of the opinion that troubled world conditions and attempts to maintain hemispheric solidarity had influenced the Department's decision not to pursue the matter further. Neither Senator could be reached in Washington to learn if action was contemplated in the 81st Congress.

CBS Artists' Show

AN ART exhibition featuring work by CBS employees was held at the network's New York headquarters last week. Contributors included:


WSIX holds volume

Competition is keen in the drug field with many products trying to get a share of each drug dollar. In WSIX's 60 BMB counties $21,172,000* was spent for drugs last year. And leading drug manufacturers have used WSIX for four, five and six years without a break to hold volume in this rich trade area. There's room for your products. So let WSIX help you do a volume job!

* Projected from Sales Management May, 1948

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

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State Dept. Writes Finis To Argentine Affair

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

Better Buy WSIX

BROADCASTING • Teletcasting
and proud of it!

...a market of 1,125,000 busy people. In Eastern North Carolina, we're proud of that.

...a part of the South's fastest growing state. In Eastern North Carolina, we're proud of that.

...$400 million in yearly retail sales. In Eastern North Carolina, we're proud of that.

and now...

5000 watts

of fulltime radiated power

...for Eastern North Carolina's favorite radio station.

WE'RE MIGHTY PROUD OF THAT!

WGTM

Wilson, North Carolina  •  Mutual
5000 Watts fulltime  •  590 Kilocycles
National Representatives:  Weed
and Company
REVISED proposed decision was adopted by FCC last Tuesday to grant request of James A. Noe for switch of WNOE New Orleans from local assignment on 1450 kc with 250 w to expanded operation on 1060 kc with 50 kw day, 5 kw night using directional array fulltime. The Commission proposed to deny competing application of Deep South Broadcasting Corp., chiefly owned by broadcaster-publisher John D. Ewing, for new station at New Orleans using same facilities.

FCC also announced proposed decision to deny applications of both Atlantic City Broadcasting Corp. and Strand Broadcasting Corp. for new local outlet at Atlantic City on 1230 kc with 250 w fulltime.

The Commission majority preferred WNOE over Deep South on basis of program proposals, and said it wished to afford "the existing local station the opportunity to improve its facilities" and to provide for "a greater diversification of control of media for mass communications." The publishing and large-station interests of Mr. Ewing in the New Orleans area were noted by the Commission in its finding.

FCC Chairman Wayne Coy favored a grant of the Deep South application "on the basis of the program proposals made by this applicant which he regards superior to those of the other applicant, James A. Noe," FCC's report stated.

Comrs. Robert F. Jones and George E. Sterling concurred in part with the majority opinion, taking exception to that portion of the conclusion relating to the newspaper interests of Mr. Ewing as not necessary for the consideration. Comr. Frieda B. Hennock voted for further hearing in the case and Comr. Paul A. Walker did not participate in the decision.

Mr. Noe owns WNOE Monroe, La., in addition to WNOE and holds a 50% interest in KOTN Pine Bluff, Ark. All are local outlets. Mr. Ewing, secretary-treasurer and 80% owner of Deep South Broadcasting, is trustee and one-fourth owner of the Robert Ewing Estate and sole owner of KWKH Shreveport, La., a 50-kw outlet on 1130 kc. Mr. Ewing also holds 80% interest in KTIS Hot Springs, Ark., operating on 1090 kc with 10 kw day, 1 kw night. The Ewing Estate owns the Shreveport Times and Monroe World and News-Star.

Associated with Mr. Ewing in ownership of Deep South is Clarke Salmon, active head and 75% owner of George Banerlein Adv., New Orleans. Mr. Salmon is president and 20% owner of the applicant firm which holds permit for new FM station there. WNOE also holds an FM permit.

Holding extensive oil and gas interests, Mr. Noe, former Governor of Louisiana, has operated WNOE since 1936 and first filed for the increased facilities in 1941. Subsequently the WNOE request, for 50 kw day and 2 kw night on 1060 kc, and the competing application of Deep South for 50 kw day and 10 kw night on that channel were designated for consolidated hearing which was held in 1946. In mid-1947 FCC issued a proposed decision to deny both requests as involving violations of the North American Regional Broadcasting Agreement.

Both parties petitioned the Commission for leave to amend their applications to specify 5 kw night power, to show revised directional antenna patterns for both day and night and for reconsideration of the proposed decision. Early this year FCC granted the amendments and closed the record in the case.

WNOE Service Praised

In its conclusions on the programming factors, the FCC report stated that "Mr. Noe has developed Station WNOE from a part-time station to an unlimited time station and the station renders a meritorious public service to the community in which it is located."

Deep South "also proposes a meritorious program service," FCC stated. FCC pointed out it recognized "that this applicant's plans may be changed to some undetermined extent since it may, during the first year of its operation, accept a network affiliation" and concluded that therefore, "the program proposals of Deep South are no less as definite as those of WNOE."

James E. Gordon, WNOE general manager, told BROADCASTING that FCC's action "now makes possible an expansion program" to eventually include TV.

Atlantic City Case

In the Atlantic City case, the application of Strand Broadcasting was denied for default since the firm failed to appear and present evidence in support of its request. Denial was also given the Atlantic City Broadcasting request because its proposed station would cause interference to WCAU Philadelphia within WCAU's primary service area and would violate the Commission's standards on operation with less than 30 kc frequency separation from adjacent stations. WCAU operates on 1210 kc with 50 kw.

Principals in Atlantic City Broadcasting Corp. include: E. Blackedge Sack, local General Motors Corp. employer, president and owner of 63 of total 250 shares authorized; Jerome S. Ihas, ext-Signal Corps officer and radio instructor, owner of 63 shares; Hugh L. Wathen, sales manager of South Jersey Co., Atlantic City, secretary and 62 shares, and George T. Graves, retired theatre man, treasurer 62 shares.
One of the Nation's Great Markets!

183 COUNTIES COVERING A 4-STATE AREA

ALERT ADVERTISERS ARE REACHING IT WITH ONE STATION, ONE COST, ONE BILLING

People make a market, and here are more than eight million of them! They are people who earn their money in the great industrial and mining area of Eastern Ohio, Western Pennsylvania, West Virginia and Virginia—and they spend it to the tune of *Four and One-Half Billion* Dollars annually in retail outlets.

The friendly programming of WWVA has made it the welcome station on their radio dials. They proved it with more than a half million pieces of mail in 1947, and by another half million paid admissions to personal appearances of WWVA artists. Yes, it's a great market; you can reach it with one station, one cost, one billing—with WWVA. Your nearest EDWARD PETRY Man has all the details.

WWVA

50,000 WATTS • CBS • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
AT LUNCHEON honoring Gen. Julius Ochs Adler (center), vice chairman of WQXR New York, were Amon Carter (1), president of WBAP Fort Worth, and Tom Gooch, president of KRLD Dallas. Gen. Adler was recipient of a Neiman-Marcus Award on behalf of the “New York Times” for service in the field of fashion.

MODERATOR of a panel on “Motion Pictures, Radio Broadcasting and Comic Strips in Relation to the Administration of Justice” over KIRO Seattle was NAB President Justin Miller (1). Among the experts participating was Kenneth Yeend (behind Judge Miller), program director of KIRO.

A BIG birthday cake plus congratulations on the first year of operation with 50 kw for KCMA Kansas City, go to E. K. Hartenbower (1), general manager of KCMA from Owen Balch, of John E. Pearson, K.C. station representative.

TWO became vice presidents of L. W. Ramsey agency, Chicago, Hollywood and Davenport, Iowa. They are (1 to r, standing) William W. Kennedy and Frank R. Capka. E. G. Naethel, agency president, makes it official.

ON HIS 15th anniversary with WOR New York, Theodore C. Streibert, president, is congratulated by: (1 to r) Robert Mayo, Donald Hamilton, Norman Livingston, Jack R. Popple, Nor Abramson, (Mr. Streibert), Emmanuel Dangatt, Harry Lockwood, R. C. Madura, Dave Driscoll, Robert Hoffman, Joseph Creamer, Richard Connell, Robert Blake.

SMOOTH sailing for CBS TV series, “Toast of the Town,” now sponsored by Emerson Radio & Phonograph Corp. Sealing deal are David Sutton (1), CBS TV sales manager and Stanley Abrams, Emerson sales promotion chief.

LOOK OUT! George Burns and Gracie Allen are hanging out their ears on a conversation between R. H. Bennett (1), advertising manager of Maxwell House division of General Foods, (Burns & Allen sponsor) and Clarence Gos- horn, Beno & Bowles president.

EXECUTIVES of KLAC-TV Hollywood, USC and UCLA arranging for football TV are (1 to r, seated) George F. Taylor, UCLA business manager, Dan Fedderson, v.p, and general manager of KLAC-TV; Robert Fisher, USC financial v.p. (standing) Wilber Johns, UCLA; Bill Ackerman, UCLA; Willis O. Hunter, USC.

BACKSTAGE after first “My Friend Irma” for Pepsodent are (1 to r) Raoul Taylor, account executive for Pepsodent, of Foote, Cone & Belding; Hugh Davis, v.p. of FC&B; Cy Howard, show’s producer-director; James Barnett, v.p. of FC&B; D. W. Tharsburgh, CBS Western v. p.; Henry Woulfe, Pepsodent president, Lever Bros.
Who's TV now?

"Only somebody in the chips can afford to buy a Television set. Others look for free in a bar."

That's the curbstone appraisal of the TV market today... ground floor chance to get close to the upper classes—before the Joe Doakes crowd in!

To the advertiser Always Chasing Rainbows, we bring bad news. Joe is not only in—but It!

From three leading set manufacturers, WPIX secured lists of 1947 installations in New York City and suburbs—33,074 in all. Discarding 1,319 in saloon—well, public places—left 31,755 in homes... of which 16,961 were City, and 14,794 suburbs.

Allocating City sets to districts by income groups... upset the TVclass market apple cart! Because:

High districts had only 12.5% of the sets; and Upper Middle 14%—both combined 26.5%! But Middle districts showed 60.1%—and with Lower Middle and Poor districts totalled 73.5%!

Park Avenue is poor pickings... compared to the Borough That Has Everything—ranks first in set ownership! (Brooklyn! What else?) Manhattan is a poor fourth!... Write WPIX for the survey.

The majority TV audience is folks who stay home nights so they can get to work in the morning—mass market, growing fast in New York!

And WPIX, with its extensive facilities for producing picture programs, and the most modern equipment... offers advertisers the opportunity to grow with a growing market and medium...

Time rates and programs on request.

WPIX - THE NEWS Television Station
220 East 42nd St., N. Y. C... Murray Hill 2-1234
Represented outside New York City by FREE & PETERS, 444 Madison Ave., New York 22
Here is a transmitter in the $10,000 class. Many competitive models sell 10% to 25% higher.

Why spend this extra money?

You lose $1000 to $2500 on such purchases because you pay for equipment you never get.

When you buy Gates you get the equipment you pay for.

Why? . . . . Because overhead is lower, due to better production control, worker efficiency and intensive owner interest in the Gates operations.

Buy Gates, . . . . whether it’s a 3KW FM transmitter or a 1/2 watt resistor. You always get the equipment you pay for.

Your inquiries are welcomed by the Sales Department.
BROADCASTING • Telecasting

YOU’VE GOTTA BE HEADS-UP IN COIN (Ky.)!

Yessiree . . . you’ve got to flip hard in towns like Coin (Ky.) to make a plugged nickel. In fact, we’ve never seen any “cents” in trying!

If you really like the jingle of silver and the rustle of “foldin’ money,” you’d better take the WAVE point of view and stick to the Louisville Trading Area exclusively. There’s more income and outgo of cash in this one great trading zone than in all the rest of the State rolled together.

March into this mint with WAVE. We’ve got NBC keys to almost every door and ear in the area. WAVE costs less, and makes your dollars talk!

LOUISVILLE’S

WAVE

5000 WATTS • 970 KC

NBC AFFILIIATE

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

September 20, 1948 • Page 41
NO FURTHER from the venerable Mory's than even the hoarsest Whiffenpoof can throw his trembling beat, a little band of 20th century pioneers is plotting to do for the sedate and ancient grills of Yale U. what others like them have already done for the gin mills of New York's Third Avenue and the cabarets of Chicago's South Side. It is only a matter of time until the future. until the focus hubbub of undergraduate caroling around Old Eli's taverns will be silenced by the built-in amusements of the electronic age.

Television has come to New Haven.

It will be a shock to Yale alumni and to that larger but no less partisan clan—admirers of the ubiquitous Whiffenpoof song—to learn that Mory's, the famous tavern where the song was born, is surrounded by television. A resolute outpost against the tide of mechanical invention, Mory's has not yet been engulfed by video, but the waves are lapping at its door.

The creation of sudden television interest in New Haven is due to the work of The Elm City Broadcasting Corp., owner of WNHC and WNHC-FM, which last June began operating New Haven's first video station—WNHC-TV. It is a testimonial to the intrinsic charms of television that so much public enthusiasm for the medium could be so instantly aroused and by such an unconventional station.

Less Than $200,000

WNHC-TV has no studios, no local programs, virtually no staff of its own. Its owners put the station in business with an initial capital outlay of less than $200,000, a figure which was only a fraction of the money commonly spent by television stations elsewhere. Yet within a month of its debut, WNHC-TV was broadcasting regular programming—and breaking even financially. Its modest operation boosted television set sales in New Haven by more than 75%, although some New York stations had long been received in the area on sets with special equipment.

It was not done by mirrors, but by a radio relay. All of WNHC-TV's programs come from the DuMont television network, and its revenue from commercial spots. The arrangement is unique in the video business.

WNHC-TV intercepts signals of DuMont's New York station, WABD, on a mountaintop between New York and New Haven, relays the signal to its own station on a hill 11 miles from New Haven and retransmits them to the customers. Except for a few features like Yankee baseball games, WNHC-TV broadcasts the whole of WABD programming. Lacking its own studios, for the present the station does no programming of its own.

WNHC-TV is an adventure in pioneering enterprise. At the time it began to break even financially, its equipment consisted of three television relay stations at Oxford, Conn., and a tower and transmitter house on Mt. Carmel, 11 miles from New Haven. Its transmitter was a DuMont with 500 w video power and 250 w audio. Atop a Blaw-Knox tower was a three-ray RCA super-turnstile antenna, giving an effective 10 mile range. At the input. It had two DuMont cameras for the commercial spots.

Not for weeks after the television station was on the air did technicians at the transmitter house, an isolated building on a remote hilltop, have a water supply on the premises. Water was brought in by cans until a well was dug and a septic tank was installed.

The video station was operated without a staff that could be called its own, save for a couple of technicians. This phenomenon was possible because the station's programming was provided for it by DuMont and also because of the arrangement of staff in the three-station family.

Everybody who works for WNHC, the AM station in the Elm City family, also works for WNHC-FM (which duplicates the AM programs) and for WNHC-TV.

The television station needs little or no attention from the company's program department. Salesmen sell time for all three stations. The engineering staff also tends to the equipment of all three, although a few of the technicians pay primary attention to television.

When the company began to build a television station, it hired two technicians. The new technicians who were assigned to the AM operation, replaced two more veteran men who were switched to FM and TV. This constituted the entire expansion of the company's staff to accommodate its television development.

First Experiences

Despite the modesty of its initial operations, WNHC-TV has hit New Haven the way Pudge Hofheinzinger used to hit opposing line- men. Although the station has no regular measurements of video viewing in its area, it asserts—with good reason—that its influence is widespread.

At the start of the operations last June WNHC-TV attempted without success to carry the New York Yankee baseball games. According to the station, the Yankees asked $500 more per game from the Ballentine Co. (ale and beer), which was sponsoring the telecasts on DuMont's New York outlet to permit the pickups by New Haven. Ballentine felt the price was high, and consequently WNHC-TV was without the Yanks.

The New Haven television station broadcast four announce- ments, explaining to its audience that it could not broadcast the games and explaining how to request them, the Yankee manage- ment might let the station do the telecasts unsponsored—as a public service. Although this was not enough to move the Yankees to such magnanimity, the response was in sufficient volume to prove New Haven was a hotbed of Yankee and television fans.

The four announcements, broad- cast only over the television station, pulled more than 3500 pieces of correspondence, some of them petitions bearing hundreds of names. Several of the petitions came from saloons where irate customers were up in arms at the decision.

Although its acceptance by the public of New Haven has been demonstrably good, WNHC-TV has not been universally overwhelmed with welcomes. Among the elements which seem disinterested in the success of television in New Haven is the press.

The Journal-Courier and the Register, the town's two papers, are commonly owned and commonly united in the belief and probable hope that radio and its newest manifestation, television, are not here to stay. Or at least not in New Haven. By a curious quirk of journalistic thinking, the New Haven papers print the logs of New York radio stations regu- larly, but seldom mention a program which is broadcast over an outlet in their own home town.

The practice leads to mysteri- ous euphemisms. If the coverage of news demands that the press refer to a New Haven radio station, the papers are apt to exclude the call letters and the precise ad- dress, and speak only of "a ra- dio station on Chapel Street." The same technique has been used by skittish papers elsewhere when it was necessary to report incidents in bawdy houses.

It goes without saying that the advent of television in New Ha- ven went unnoticed in the news columns of the press.

Perhaps the dominant force in New Haven is Yale U. which ex- erts a prodigious cultural and eco-
- Television broadcasting does not have to be a millionaire's dream or your financial dilemma. Nor must it be your engineer's nightmare in electronics.

There is no need to accept the advice of the operationwise-inexperienced engineer. Nor again the high-pressure talk of the "quota-conscious" salesman usually unconcerned with your budgetary problems, future operating costs or profit-and-loss statements.

You definitely do not have to settle for equipment designed to satisfy the laboratory engineer, with little or no regard for maintenance facilities, operating ease, component replacement cost, and design for expansion without obsolescence.

Dr. Allen B. Du Mont says...

**It's Plain Fact that**
Basic equipment cost is only the start of your economic problems.
The greater the quantity of equipment initially purchased, the greater the size of your operating staff and component replacement cost.
The greater your operating expense and general overhead, the greater your time rate.
The greater your time rate, the greater your time sales problem and the lower your income.

**It Remains Plain Fact that**
Television sets cannot be delivered in your marketing area to provide you with an audience the proportions of AM, immediately.
You must schedule the growth of your station according to this factor.
You must use discretion in determining flexibility in operation at lower initial cost, lower operating expense, lower component replacement cost, and still provide for expansion without obsolescence.

It all adds up to this: It is well to heed the advice of those who possess the practical "know-how".

Turn to this better way of equipping your television broadcast station. Du Mont "Geared to Your Need" equipment has gone into many stations operating today and to operate tomorrow. Plan your station economically on this "grow as you go" basis with Du Mont "know-how." as others are doing.
Du Mont is capable of providing any type of installation you may require on a sensible, tried-tested-proven, fully engineered basis. Du Mont equipment can fill your every need. Du Mont service can assist in the solution of your every problem.

For example:

The Du Mont TA-143-A Studio Orthicon Camera Chain utilizes the same units as the TA-124-B Chain, but substitutes studio Orthicon tubes for field type. Such units, as used by American Broadcasting Co. and WBKB (Chicago) can be used in modern studio console or out in the field, for dual utility and maximum flexibility.

- This Studio and control plan was devised through the collaboration of KBTV (Dallas) staff, their consulting engineer and architect, and the Du Mont field engineer. Small, compact, flexible, these facilities may be expanded at will through Du Mont's "Geared to Your Need" technique, yet are immediately capable of fundamental commercial operation.

~DuMont~

First with the

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BROADCASTING  •  Telecasting
The Du Mont TA-124-B Image Orthicon Chain as used by KMBC (Kansas City), KSL (Salt Lake City) and to be used by Bamberger Broadcasting Service is ideally suited for field use. "Jiffy" connectors assure errorless, rapid hookup of units with single plug for each. "Breakaway" chassis designed for quick, easy maintenance in the field. Camera features the lens turret, fingertip lens iris control at rear, electronic viewfinder, automatic lap dissolve and fade, for best in programming and continuity.

Film integration and control is a vital telecast function. The Du Mont TA-512-A Film Pickup Equipment continues the "economics safety factor" of the Du Mont Line. A fatigue-proof control layout provides exacting control of varied condition films available for telecasting. "Breakaway" sliding door chassis assure quick, easy maintenance. To be installed at Maison Blanche (New Orleans) and KBTV (Dallas), this TA-512-A can be expanded later. Incorporating the automatic lap dissolve and fade facility, this equipment is an integral part of the smoothest commercial operation.

Stable sync pulses—the very heart of any telecasting station—are assured by Du Mont TA-107-A or B Studio Sync Generator to be used by WICU (Erie) and WDTV (Pittsburgh). With dual tube scopes, every phase of the synchronizing pulse is visibly and simply checked. Operable on crystal, line, lock or external control source, the TA-107-A or B provides a day in and day out sync stabilization, assuring technical operations in full conformity with commercial standards.

Film projection remains the very essence of any telecasting station with particular emphasis on inexpensive 16 mm. Du Mont S130-A projector is specifically designed for heavy-duty requirements of telecasting. Capable of two-hour continuous film programming, with 35 mm. standards of operation, the S130-A will be installed at WNHC (New Haven) and Tidewater Television Inc. (Ports- mouth, Va.). Another simple step to economical programming becomes a reality.

Master Control facilities provide the difference between professional and non-professional status. An integrating program point, the Du Mont Master Control eliminates "blank-screen" and excuses for pauses in switching from one program source to another. Incorporated in WTTG (Washington), such equipment provides the Du Mont network with superior commercial network operation.
The Du Mont "Acorn" Transmitter is definitely identified with Du Mont "Geared to Your Need" equipment at the very start of telecasting careers. Containing the most advanced thinking in television transmitters, this basic 500 watt video and 250 watt audio transmitter can readily be expanded to 5 kilowatt or even higher power at later date, without obsolescence. Providing adequate transmitting facilities for start in most areas, the "Acorn" can grow as revenue warrants. To be installed by Easton Daily Express, (Easton, Pa.) and Greensboro News (North Carolina), the "Acorn" includes necessary monitoring equipment for professional operations.

The Du Mont Master Series Transmitter has proven itself the "work horse" of the telecasting industry. Low-cost air-cooled tubes insure low maintenance cost without impairing quality of transmission. Water problems are relegated to the Dark Ages. Such equipment in use at WEWS (Cleveland) and WWJ (Detroit), includes the TA-129-A Transmitter Control Console. Lower in cost, easier to install, the Master Series Transmitter, has led the industry in uninterrupted operation.

Make it DuMont all the way...

- From Television Camera to Quality Teleset — including every bit of equipment between — Du Mont is the recognized leader.

Your installation can be as pretentious and complete, or again as modest yet adequate, as your budget will allow.

Many of the Du Mont installations have saved station owners from 30 to 40 thousand dollars in equipment costs alone, and many more thousands in operating expense.

Definitely, but definitely, the trend is to Du Mont.

'PHONE, WRITE OR WIRE — TODAY!

ALLEN B. DU MONT LABORATORIES, INC.
Transmitting Equipment Division, 42 Harding Avenue, Clifton, N.J.
nomic influence on the town. Yale, unlike the city's newspapers, takes a friendly view of television.

A special seminar in video production has been included for several years as an extra course in Yale's famed dramatic school. This year, about 26 students will enroll in the course, which is directed by Edward C. Cole, associate professor.

Mr. Cole hopes that when WNHC-TV begins its own studio operations, the Yale school may do actual television shows. The televising of other Yale attractions, like athletics and musical performances, will be linked to the AM station, already in operation, and will await the completion of the television station's local facilities.

Mr. Cole reports that a notable increase in television interest has occurred recently among his students. Television sets have been installed in several fraternity houses and clubs on the campus, and, of course, they abound in pubs which Yalemen have been known to visit. Mory's, the most famous of all Yale saloons, still depend upon beer-drenched quarters for its entertainment, but television has supplanted it and is moving in.

The men who are directing New Haven's first television station are the officers of the Elm City Broadcasting Corp.: Patrick J. Goode, president; Garo W. Ray, vice president; and De Dominici, secretary-treasurer; James T. Milne, station manager, and Vincent De Laurentis, chief engineer.

Look to Future

All have ambitious plans for television's future, but the plans, they are quick to point out, depend upon the commercial success of facilities.

By year's end, the station hopes to receive an RCA radio relay link, which will connect the downtown studios at 1110 Chapel St. with the top of 35 Chapel St. and an RCA remote unit to permit out-of-studio pickups. When this equipment is installed, the station will be in position to undertake programming of its own.

By the time the remote and relay equipment is in place and the station is in business with not only tailor-made programs from the DuMont network but also shows of its own, a total of $250,000 will have been spent, according to Mr. De Dominici.

The company is figuring a 10% annual depreciation on facilities. Based on that figure and on current running costs, the station is now operating in the black. Mr. De Dominici thinks, however, it may—as video stations almost everywhere else have found—slip into deficit operations when it takes on local programming and the attendant additional expense.

Mr. De Dominici, a veteran of many years of radio in New Haven, believes that local advertisers can provide WNHC-TV with the biggest part of its budget.

New Haven is a busy town; jam-packed with small industries. Local advertisers have provided a healthy chunk of business for the AM station of the company, and Mr. De Dominici believes that even more of them will be attracted to TV.

A 10% rate has been set for the station's first year. Television sets have abounded in New Haven properly and perhaps 6000 in the station's coverage area. Sets are selling as fast as the dealers get them.

Although the population of New Haven is only 175,000, WNHC-TV asserts that more than 2,500,000 people live within its total area.

Educators To Meet

TWENTY-THIRD annual meeting of the National Assn. of Educational Broadcasters will be held Oct. 10-12 at the U. of Illinois, operator of WILL and WUGC (FM) and home of the new Institute for Communications Research. The discussions at Urbana will center on Washington representation, neglect of public service programs and TV.

New Business

(Continued from page 13)


RCA VICTOR and its Twin Cities dealers, and Ford Motor Co. and its dealers will co-sponsor telecasts of U. of Minnesota home games starting Oct. 2 on KSTP-TV Minneapolis. Sponsors will share honors equally on each telecast.

GLOBE PIPE & TOBACCO Co., Oakland, Calif., and Lo-Fare Cig Co., northern California chain, appoint Ad Fried Agency, same city, to handle their advertising. Radio will be used on both accounts.

E. E. PISHER & ASSOC., San Francisco, appointed to handle advertising for Gunther's Beer, Baltimore.

NEW ENGLAND CONFECTIONERY Co. started, Sept. 19, a spot radio campaign in 13 key cities to promote their "Bolster" bar. Campaign will run through June 1948. Agency: C. J. LaRoche, New York and Chicago.

Network Accounts

WESTERN AUTO SUPPLY Co., Kansas City, Mo., renews Circle Arrow Show on NBC for 52 weeks from Oct. 3, through Bruce B. Brewer and Co., Kansas City. Cincinnati-originated program is aired on 67-station regional network, and stars Ann Ryan and John Johnson, vocalists, Swanee River Boys and Buccaneer, Chicago.

PROCTOR & GAMBLE'S Joyce Jordan, M.D., heard daily 10:45-11 a.m. on ABC, will be replaced on Oct. 11 by new P&G daytime serial which has not yet been titled. New program will be produced by Show Productions, Dancer-Fitzgerald-Sample, Chicago, radio producing subsidiary.

STANDARD OIL Co. of Calif., San Francisco (petroleum products), has renewed sponsorship of Let George Do It on full Don Lee network plus nine intermountain stations, three Arizona affiliates, KOKY Coolidge; KWOI Phoenix; KGN Williston Island Group (four stations), Mon. 8-8:30 p.m. (PDT). Contract is for 52 weeks. Agency: BBD, Hollywood.

LIGGETT & MYERS TOBACCO Co. expands its current spot announcement campaign for Chesterfield Cigarettes to include Paramount TV stations WBKB Chicago and KTLA Los Angeles. Contract is for 26 weeks. Newell-Emmett Co., New York is agency.

LEYER BROS. Ltd., Toronto (Pepsodent), plan to start about Sept. 22 My Friend Irma till end of 1948, on Canadian network. Net and time of delayed program have not yet been decided. Agency: Ruthrauff & Ryan, Toronto.


Wrong Approach!

A DISCOURAGING note has been sounded for any would-be TV radio, by a tone-tuner who might have been contemplating a show of charm or attentiveness to influence decisions of the FCC's Lady Commissioner. An article in the Sept. 5 edition of The American Weekly throws cold water on such enterprising thoughts with the assertion that Miss Frieda B. Hennock has never during her 22-year career “mixed business and social life—never has she found a man who interested her as much as her work.” “The wives of clients who don't understand care women have cost me a fortune,” the author quotes Miss Hennock as saying. According to the author, “she's been so busy, in fact, that she's never found time for romance.”
IN BALTIMORE

WBAL

and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio are on WBAL

1090 Kilocycles • 50,000 Watts

NBC Affiliate

The Greatest Shows in Television are on WBAL-TV

32,600 Watts (Effective Power)

Channel 11 • NBC Affiliate

WBAL and WBAL-TV • 2610 North Charles Street • Baltimore 18, Md.
Some of the Growing List of
LOCAL and NATIONAL Advertisers who use
BOTH WBAL and WBAL-TV

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<th>CAMEL</th>
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<td>ARROW BEER</td>
<td>Globe Brewery, Inc., Baltimore, Md.</td>
<td>HUTZLER BROTHERS CO.</td>
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<td>KOESTER'S BAKERY</td>
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BROADCASTING • Telecasting

September 20, 1948 • Page 49
Editorial

A Freeze in Time...

THE FUTURE of television may stand or fall on the outcome of the series of deliberations upon which FCC embarked last week.

FCC Chairman Wayne Coy succinctly defined the dilemma as "a basic conflict in the desires of the industry to obtain stations with large service areas and at the same time have a large number of assignments in each of the various cities." A partial solution may come out of the high-band hearings which start today (Monday), if the use of channels in the 475-580 mc range, or part of it, appears feasible. But channels are not the only problem.

The Commission also faces the fundamental question of technical standards on which the present low-band channels are to be allocated and used. Are existing standards and allocations policies sufficient, or should they be revised? The answer requires administrative wisdom and resourceful engineering.

We think the Commission has acted constructively in its efforts to dispel the uncertainties which beset the future of television. We think it has made a wise start in calling upon the experience and genius of the broadcasters and manufacturers, who should share in the formulation of basic decisions under which they must live.

The need will be stability. The alternative is inevitable chaos.

There may be a temporary "freeze" of the FCC TV licensing function until these basic problems are resolved to the satisfaction of the game written. This possible hiatus is a small price to pay for future stability. For then broadcasters and public alike will know where they are going. They will invest with the assurance that obsolescence will not set in overnight.

The whole TV art will move forward with the confidence that a venture of this magnitude must have for orderly development.

$1 Will Get You 100!

HAVE YOU noticed the national consumer weeklies lately? And the metropolitan newspapers? They are unusually heavy. It's the kind of volume you usually see around Christmas time.

Radio business, generally, isn't bad either. But there are many more radio mouths to be fed. Magazines remain fairly static, while the trend is to newspaper mergers.

Why the noticeably heavy printed page volume? The stock market has been acting up—largely downward. Business generally is nervous because of the sabre-rattling. Credit has been tightened up to check inflation.

The answer unquestionably is that newspapers and magazines have been making the pitches for business on a scientific, organized scale. They started out before V-J Day. They have spent at the rate of a million a year (or better) in promotion.

The All-Industry Presentation Plan sponsored by NAB seeks $200,000 for the initial job of producing a motion picture to tell radio's sales story. It is being favorably received, with 400 stations already pledged. Its prime movers obviously regarded their plan as a first step.

Now a project for a continuing campaign to sell radio, espoused by Murray Carpenter, general manager of WFOR Portland, Me., is winning spontaneous support. It was proposed last month in Rochester. Every district meeting since has seen fit to urge the NAB board to consider the plan at its meeting in November. Cost and related data are being prepared.

Radio has the story. It isn't being told. It can't be told in one shot, no matter how massive the injection. Radio sells its prospects on consistency, to get results. It must sell that logic to itself before it can ring the national advertising doorknobs in an integrated, continuing, all-inclusive campaign.

The chips are bigger—a million perhaps the first year—but so are the stakes. We're glad Mr. Carpenter had the courage, foresight and will to present his plan now. Radio's horizons are expanding. It takes dollars in exploitation to get the additional dollars needed to keep the transmitters spouting. Properly done, one will get you a hundred.

Our Respects To—

The Spokane Word

SOMETHING really new has been added to the program rating melee. A proposal that Broadcast Measurement Bureau take over all measurement and appraisal of radio, (which really means adding the popularity ratings) was given a rousing vote by the 17th NAB District meeting last week at Spokane.

The suggestion, advanced by Saul Haas, president of KIRO Seattle, in our view, has merit. It warrants thorough study.

The history of the popularity rating services has been fraught with controversy from the beginning. First there was Crossley, which ANA clutched to its bosom. It went by the boards as the Hooper coincidentals took over.

Now Hooper and Nielsen (with his audio meters) are at swords' points. There are other surveys.

All these services are private business ventures. Only those cities in which the stations will foot the bill are covered. There are complaints that the samples are too small, and allegations of injustices.

The rating services have been useful. But they are not optimum. BMB is a trade unit, supported by broadcasters' subscriptions, but operates a tripartite board representing medium, agency and account. The basic structure would have to undergo sweeping change to extend BMB operations to program measurement. It would appear desirable to have agency and advertising costs.

But we're ahead of ourselves. Such a project can't be achieved overnight. There may be cogent reasons why it shouldn't be undertaken. The way to decide that is through a thorough airing of all facets of popularity ratings.

Haas proposal should be considered by the full NAB membership at the annual convention in Chicago next April. It should go before the American Assn. of Advertising Agencies and the Assn. of National Advertisers at their urging. Perhaps BMB may not be the agency to do it. But the nucleus and the machinery are there.

(Continued on page 92)

BROADCASTING • Telecasting
“Music and women,” Sam Pepys told his diary, “I cannot but give way to, whatever my business.” And whatever their business...there are more than half a million New York families that cannot but give way to the music they love... as it comes to them over WQXR and WQXR-FM. They listen so steadily ...no other station in this biggest and richest of all markets can reach them so effectively. These families love good things as they love good music...and can afford them, too. So whatever your business...business can be better if you’ll let us help you reach these families — and reaching them, sell them—with the music they cannot but give way to. May we?

WQXR
AND WQXR-FM
RADIO STATIONS OF THE NEW YORK TIMES
FALL television and radio plans for Strauss Stores, the New York automobile accessory chain with an estimated $200,000 annual budget, were revealed last week.

The chain of stores has bought Jack Elgen's Meet Me at the Copa, 49 hours a week, for 52 weeks on WINS New York. The program was formerly sponsored by Norman Fens. In addition, on Sept. 21 it starts a spot announcement campaign on WMCA New York, for 52 weeks. A similar campaign is expected to be used on all local New York stations.

The firm's television schedule started Sept. 14 with 20 spot announcements slated to be telecast before the Dodger baseball games on WCBS-TV. The company is also planning to buy spots prior to

sports events on television stations WNBT, WPIX, and WJZ-TV.


'Familiar Music' Show Tops Canadian Ratings

AMERICAN network programs led in popularity in Canada during August, according to national ratings report of Elliott-Haynes Ltd., issued Sept. 10. First ten evening programs were Album of Familiar Music 14.1, Twenty Questions 10.5, Mystery Theatre 9.9, Robert Shaw Chorale 5.1, Club 19 5.5, Music Hall 7.5, Pause That Refreshes 7.8, Contented Hour 7.7, Suspense 6.9 Gillette Fights 6.4.

Leading daytime English network programs were Big Sister 13.2, Ma Perkins 12.8, Pepper Young's Family 12.7, Lucy Linton 12.6, and Road of Life 12.3. French-language evening programs during August were led by Salon Metropole with rating of 10.2, and French-language daytime programs were led by Rue Principale 18.9.

IT'S THE POUNDING, POUNDING, POUNDING IN PERFECT RHYTHM

that sets up a huge circus in a few hours ready to make money.

IT'S THE POUNDING, POUNDING, POUNDING of your commercials in perfect timing with WPTR's listener-intriguing shows that sets up a demand for your product in the Albany-Schenectady-Troy area.

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

Management

NEIL C. CONKLIN, commercial manager of KCRO and KCRK (FM) Cedar Rapids, Iowa, became temporary general manager of the stations Sept. 14, replacing GEORGE C. BIGGAR, resigned. Mr. Biggar's future plans have not been announced.

F. C. DAVIES, vice president of KRIC and KRIC-FM, Beaumont, Texas, has taken over following the resignation of PHIL DUSENBURY, now opening his own agency in Houston.

HARRY M. BINGAR, former commercial manager of CKWB Kingston, CCOB Timmins, Ont., and CKOK Sarnia, Ont., has been appointed manager of CCOK, Kirkland Lake, Ont. He succeeds BRIAN SHELLON, who has been appointed manager of the affiliated Timmins "Daily Press".

LEE HOGG, formerly with Bozell & Jacobs Inc., Houston, Tex., has been appointed general manager of KCOR Houston.

PERCY ELLIOTT, former manager of WRDL West Point, Ga., has been named general manager of WMGY Montgomery.

GAYLE V. GRUBB, general manager of KGO San Francisco, will address Men's Forum of St. Paul's Episcopal Church in Burlington, Calif., September 23 on television and how it will effect community.

WILTON COBB, general manager of WMWZ Macon, Ga., has been installed as vice president of Atlanta professional chapter of Sigma Delta Chi, national journalistic fraternity.

CHARLES (Bud) BARRY, ABC vice president in charge of programs, is in Hollywood from New York for 10 days of conferences.

CLARK LUTHER has resigned as general manager of RAKE Wichita, Kansas.

'PEAK OF SERVICE' N. O. Mayor Lauds Radio
In Emergency

THE "FORCEFUL demonstration of radio at a peak of public service and usefulness" was commended by the Mayor of New Orleans after the early September hurricane emergency in that city.

In a letter to the FCC, Mayor deLesseps S. Morrison said that he wished "to express officially the appreciation of the city government . . . for the fine job radio did in the hurricane emergency."

"New Orleans" radio stations displayed energy, initiative and good judgment in presenting latest available information to the people. They cooperated fully with and were an integral part of disaster preparation. They were an outstanding factor in minimizing public hysteria.

Stations Named

"These stations," he continued, "--WDSU WJWB WOUE XWCM WSMR WSMF-FM WTFM WTOJ-FM WWL WWL-FM and WVEZ--have given a forceful demonstration of radio at a peak of public service and usefulness."

He praised the work of amateur radio operators as well as the Checker Cab Co. of N. O., whose cabs are equipped with FM. "Thus," Mayor Morrison concluded, " as in the Gulf hurricane of 1947, New Orleans radio did an excellent job and is deserving of commendation . . ."
YOU MIGHT SCORE A KNOCKOUT IN 2 SECONDS—

BUT... YOU'LL NEVER WIN IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There's only one way to "knock 'em cold" with radio in Western Michigan—and that's by using home stations in the area. Here's why...

Because of some peculiar phenomenon of soil conditions and skywaves, "outside" stations simply don't get proper reception in Western Michigan. They come in weak, have lots of static, and fade badly. Hence most people in this area don't even try very much to get faraway stations. Instead, they listen to their own stations—and this usually means WKZO, Kalamazoo and WJEF, Grand Rapids.

Hooperatings show that WKZO and WJEF are the best buy you can make in Western Michigan. The figures for all periods are impressive—in some periods are actually startling. Write us, or ask Avery-Knodel, Inc., for all the facts.

* Battling Nelson knocked out Willie Rossler in 2 seconds on April 5, 1902 at Harvey, Illinois.
Man about twelve towns

Radio Sales Account Executives get around—748,500 miles last year! Each hits the road—regularly—visits each of the stations he represents. Each talks (and listens, too) to local talent. Each studies the market. Each learns local listening likes and dislikes. From such repeated personal contact, each gains inside information on how you can use radio's best time and talent to meet and beat your sales quotas. To go to town in 12 of your most important markets, call our man about 12 towns.

Radio Sales
RADIO AND TELEVISION STATIONS REPRESENTATIVE...CBS
Tide Water Airing
103-Game Series
Sponsors Coast College Football
23rd Year; 125 Outlets Used

BROADCAST of western college football games by Tide Water Associated Oil Co., San Francisco, marking its 23rd consecutive year of sponsorship, was launched Sept. 17 with airing of Southern California-Utah game at Los Angeles.

Games are being carried over facilities of Mutual-Don Lee, Arizona Broadcasting System, Inter-Mountain Network and a special network through Idaho, Oregon, Washington, California, Nevada and Hawaii. Total of 125 stations will air the 103-game schedule, which includes Pacific Coast Conference games and those of the U. of Portland, Utah, Nevada, Loyola, Santa Clara, San Francisco and St. Mary's College.

Oil firm's season sponsorship concludes Dec. 11 with broadcast of College of the Pacific vs. Hardin-Simmons Grape Bowl game at Lodi, Calif., on complete Pacific Coast Network of 85 stations.

Rule Revisions Planned
By Chicago Radio Club

MEMBERS of the Chicago Radio Management Club will vote at the luncheon meeting Wednesday on proposed amendments to the constitution and by-laws concerning membership, terms of office and meeting dates.

At the first fall meeting last Wednesday, President Mark Smith conducted an open discussion on revisions, which include extension of membership to all persons who have "an executive business interest in radio, TV and allied fields in Chicago." Other proposals—two-year term for four trustees, with two taking office each year, and alternate Wednesday meeting days rather than weekly.

ADAM J. YOUNG Jr., Inc., New York, has been appointed national representative of KLAQ-TV Los Angeles, which was scheduled to begin television operations Sept. 17. Contract is on temporary basis pending completion of sale of station to Warner Bros. according to DON FEDERMAN of KLAQ.

GEORGE F. MCGARRITY, former account executive with Ponte, Cone & Bressler, New York, has joined ABC as account executive on network sales staff. Mr. McGarrity previously was program manager in radio department of Young & Rubicam Inc., and before that was with CBS in executive programming posts.

FRANK (Red Cross) CROWTHER, commercial manager of WMZT Mazon, Ill., has been named chairman of Macon Chamber of Commerce's Christmas Parade, Santa Claus and Radio committee. Committee is making plans for Macon's 1948 Christmas holiday shopping season promotions.

WILLIAM D. SCHUELER has joined WBBM, Baltimore, as account executive. Mr. Schueler was formerly sales representative at WBBM Baltimore.

W. WILLIAM WARELL has been appointed sales manager for CKLW-WHCT, St. Louis. Mr. Warell has been sales staff of that station for 10 years.

ROBERT T. McGEE and HARVEY J. C. SULLIVAN have joined sales staff of WJAM Oak Ridge, Tenn.

UNA KING, former director of women's programs at WHTM Hartford, Conn., moved to that station's commercial department Sept. 10. Miss King will devote her time to local sales.

DONALD D. SULLIVAN, former commercial manager of WMYT Cedar Rapids, Iowa, has joined WNAO, Youngstown, Ohio, in same capacity.

WILLIAM D. TREVOR, assistant to sales manager and director of traffic and continuity for WQI, Washington, has been appointed account executive with that station.

LOUISE NEWTON has been appointed traffic manager of WIS and WIS-FM Columbia, S. C.

VERNON STEDDY has been promoted to sales manager, WJAG Norfolk, Va.

Iowa Tall Corn Network
Expanded by 2 Stations

MANAGERS of stations of the Iowa Tall Corn Network at a recent meeting developed many new plans for the next two years of network operation, Ed Breen, network chairman announced.

Two new stations, KSTT Davenport and KCRI Cedar Rapids, have been added, enlarging the network to 16 stations with a claimed coverage of more than 3 million people, Mr. Breen said.

J. P. McKinney & Son has been named national representative in the territory east of the Mississippi River, including Chicago, Milwaukee and all eastern territory. George W. Webber, manager of the network, will be the representative for the area west of the Mississippi River. Headquarters of the network is in Des Moines. Officers are Messrs. Breen and Webber, Ken Gordon, Morgan Sexton, Ben Sanders, vice chairmen, and George Volger, secretary.

MARSHALL WELLS, WJR Detroit farm editor, was awarded 4-H club plaque in recognition of his outstanding service to 4-H clubs of Michigan.

MARILYN LASSEN, WGN-TV Chicago public relations representative, discussed television programs as medium for sales promotion at meeting of Executives Club.
CLASS OF THE POWER-TUBE FIELD FOR FM AND TELEVISION

GL-9C24 V-h-f Triode

- POWER TO SPARE...two tubes "under wraps" will put out more than 10 kw in FM—more than 5 kw in television.
- FREQUENCY UP TO 220 MC at max plate input.
- All the electrical characteristics of ULTRA-MODERN H-F TUBE DESIGN.
- Sturdy and COMPACT for close side-by-side tube mounting.
- G-E RING SEAL construction gives generous terminal-contact areas.

TODAY's better pictures, in many cases, owe a debt for sharpness and quality to the superior signal put on the air by General Electric's great power triode, GL-9C24. Newest transmitters with finer video performance, use GL-9C24's in push-pull for final output over both low and high-band channels.

In FM work, too, this tube has set noteworthy standards. With ratings in frequency and power that are ideal for the job—plus a wholly new design concept which outmodes earlier v-h-f types—the GL-9C24 is an example of detailed planning for efficiency.

When applied in a properly designed grounded-grid amplifier circuit, no neutralization is necessary. Lead inductance is extremely low.

External metal parts are silver-plated, to cut r-f losses and provide better electrical contact surfaces. Fernico metal-to-glass seals are used throughout...this tube is long-lived, sturdy!

If you build transmitters and wish to benefit from the proved brilliant performance of Type GL-9C24, your nearby G-E electronics office gladly will give you further details.

If you are a station operator or engineer, needing replacement tubes of any type—FM, television, or AM—see your local General Electric tube distributor or dealer for alert service! Besides showing the way in tube design, G.E. gets tubes to you fastest when you need them. Electronics Department, General Electric Company, Schenectady 5, N. Y.

GENERAL ELECTRIC
FIRST AND GREATEST NAME IN ELECTRONICS
Three Beauties of the Deep South

1. "RIENZI", Thibodaux, Louisiana — gem of early plantation architecture, and rich in romantic history.

2. THOMSON MACHINERY COMPANY, Thibodaux, Louisiana. Industries in the Deep South produce a great diversity of products — utilize vast quantities of the South's own natural resources. This helps explain why WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

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

The Greatest SELLING Power in the South's Greatest City

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

50,000 WATTS — CLEAR CHANNEL CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
AFM Retreat
(Continued from page 28)

without violating the Taft-Hartley Law. Apparently he and his legal counsel believe that such a means can be found in the establishment of an impartial trusteeship. Some recording companies are known to have been as eager as Mr. Petrillo to uncover a loophole in the Taft-Hartley Law that would permit a continuation of royalty payments and hence the resumption of work by the AFM.

The plan was submitted by Mr. Petrillo to only four principals—Decca, RCA-Victor, Columbia Records, and A. Walter Socolow (attorney representing the combined transcription industry) but it was made clear that its proposals were offered to the industry as a whole. None would comment openly as to whether he believed it a solution, but a few were reported to be convinced the plan was not a successful circumvention of the Taft-Hartley Law. The plan, in essence, calls for the selection of an independent trustee who would collect and administer royalties paid by the record and transcription firms into the AFM welfare fund. Such royalties, which before the ban became effective last Jan. 1, accumulated at the rate of about $2,000,000 annually, would continue to finance free public concerts given by the union as part of its effort to increase employment among its members.

The system would differ markedly from the pre-ban setup in that no royalties would be paid directly to the AFM, since such payments are illegal under the Taft-Hartley Law. The accrued royalty cash itself would be deposited in a bank, to be disbursed by the trustee but only to the union's knowledge and approval.

By and large, Mr. Petrillo's first and only formal peace proposal since his no-recording edict bears a marked resemblance to the so-called Kapp plan, submitted to the AFM president some weeks ago by Jack Kapp, president of Decca Records. It also contains elements of the Diamond plan, drafted by Mr. Petrillo's general counsel, Milton Diamond.

Both of these plans caused raised eyebrows in legal circles within the industry, and some of the same eyebrows went up again last week when Mr. Petrillo's own plan was given to the industry.

An attorney for one of the firms said that, while the fact the union itself has made a concrete settlement offer is a most heartening development, the issue remains far from settled. This view was shared by the counsel for another record firm, who indicated his belief that the Petrillo plan was the starting point for what may be a long series of peace talks among AFM officials, the record and transcription companies, and legal batteries of both camps.

While the text of the AFM plan was not made public, it was believed to call for the resumption of royalty payments into the AFM fund at the same rates in effect before the ban. These ranged from one-quarter cent for the smallest records up to five cents for the king-sized platters selling for about $2.

Industry observers were of the opinion that, in the event that the plan nears adoption, closest legal scrutiny will be made of the actual expenditure of the royalty monies. The Taft-Hartley Law is emphatic on the point that any such royalties must go to union members who have earned them in the pursuit of their profession. Mr. Petrillo is equally emphatic in his assertion that the AFM welfare fund has been and will be spent only to pay the union members for putting on free concerts.

However, there was some speculation in the industry on what conclusions a congressional labor group might draw from the fact that, by the AFM's own admission, a majority of its members are not full-time musicians, and that many of them now make bow to string or lip to horn. It will be remembered that as long ago as last spring, during the AFM national convention in Asbury Park, N. J., Mr. Petrillo permitted it to be known that he might, after all, back down somewhat on his vehement assertion that "... we will never make records again. That means not ever, doesn't it?"

Bond Geddes Improved
BOND GEDDES, executive vice president of the Radio Mfrs. Assn., is recuperating from an emergency appendectomy. He was stricken Sept. 12 while playing golf and underwent an operation a few hours later. Mr. Geddes was to have addressed the FM Assn. convention in Chicago Tuesday of next week.


Downey is just another of the 1,059 towns and cities that dot the WMT (BMB) map. Some are large, some are small, but their radio families add up to 595,220—288,980 of which are BMB station audience families (a nice nest egg for any advertiser!)

WMT is the No. 1 station in Downey's Cedar County, with 90% day-and-night saturation (BMB). Tell your advertising story on WMT, Eastern Iowa's only CBS outlet, and you'll nestle in one of the world's richest farm-and-industrial markets. Ask the Katz man for details.

"Miss Sweet Six-Ten"
NOW!
610 Kc
1000 Watts
WSLS
Serving Roanoke
and Southwest Virginia
Let WEED AND COMPANY
TELL YOU THE COMPLETE STORY

BROADCASTING • Telecasting

September 20, 1948 • Page 59
Three Proposed Grants, One Denial Made

FINAL ACTION

FINAL DECISIONS were adopted by FCC last week to:

1. Grant WHBQ Memphis, Tenn., 5 kw day, 1 kw night on 1400 kc to switch from 250 w on 1400 kc to 5 kw fulltime on 1400 kc, director 20%; Joseph P. Keliiher, Lycoming County district attorney, director 20%; and Fred B. Wetzel, real estate and insurance, director 30%.

2. Grant Radio Television of Baltimore station on 1010 kc with 1 kw and deny WLOW Norfolk, Va., change from 1 kw daytime on 1560 kc to 5 kw fulltime on 1510 kc, director 20%; and Fred B. Wetzel.

3. Grant Williamsport Radio Broadcasting Assoc. new station at Williamsport, Pa., on 1340 kc, 250 w fulltime, and deny request of Lycoming County Broadcasting Co. for same facilities.

WHBQ, a Mutual affiliate and owned by Harding College, will gain 1,058,305 persons daytime and 126,164 persons nighttime through its expanded service, FCC stated. Operation is limited to 13.4 millivolt contour at night. WHBQ would not interfere with the daytime service of any existing station but would affect 5.5% of the population proposed to be served by Radio Broadcasting Inc., applicant at Hot Springs, Ark. At night WHBQ would not displace the present service of any existing station, FCC said, but would interfere to a minor extent with the service to be rendered by KFDM Beaumont, Tex., when that station commences operation. KHJ's grant earlier had been made conditional upon whatever interference it might receive from the proposed WHBQ switch. WHBQ's request had been set for hearing real estate and business questions.

Follows Proposed Action

Conforming to its earlier proposed decision, FCC favored Radio Television of Baltimore over WLOW because the latter's proposed operation would violate the provisions of the North American Regional Broadcasting Agreement which reserves 1010 kc for use by Canada as a clear channel facility. The FCC has been making only daytime assignments on that channel, report explained.

The grantee holds a construction permit for WAAM, new television outlet being erected in Baltimore.

WLOW was granted permission by FCC, however, to discontinue its exceptions to the proposed decision and to amend its application to request switch instead to 1 kw daytime on 1410 kc. Radio Television is composed of the following: Ben and Herman Cohen, who have real estate and business interests in Baltimore, Washington, Norfolk and Portsmouth, Va., respectively president and vice president of firm and jointly holding 40% interest; Samuel Carliner, attorney, treasurer 20%; Herbert Levy, attorney, secretary 20%; Frederick L. Allman, chief owner WSRB, Winter Haven, Fla., instant treasurer 10%; and Norman Kal, head of Kal Adv., Washington, director 10%.

In its Williamsport action, FCC adhered to its ruling in both its proposed decision and supple-

---

MEMO to: DICK GRAHL, WM. ESTY CO.: WCKY's Saturday DAILY HIT PARADE with a rating of 8.2 is the highest rated Saturday local musical program in Cincinnati. *Pulse July-August 1948

50,000 WATTS OF SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

BROADCASTING * Telecasting

S.P. Wilson

WCKY

CINCINNATI

---

KGA 50,000 WATTS of Persuasive Power Extends and Increases the Market

Ask Any Petrie Man!
BASIC CBS - 5000 watts 600 kilocycles = PROMOTES YOUR SHOW*

*Just ask your Raymer representative
A modern brick building is the new home of KTBS Shreveport, La.

**WTPG (TV) Again Gets Arena Events Exclusive**

WTTG, Washington outlet for the DuMont Television Network, has negotiated an agreement with Washington's Uline Arena which gives the station exclusive coverage of all events at the arena during the 1948-1949 season.

Professional basketball, hockey and wrestling are among features. This is the third successive year WTTG has exclusively telecast from the arena.

---

**KTBS NOW IN ITS NEW HOME IN SHREVEPORT**

As the first step in a large expansion program, KTBS Shreveport, La., has now occupied its new $300,000 Radio Center building on East Kings Highway in the Broadmoor section of the city.

Another phase of the development program initiated by General Manager C. K. Beaver, who came to Shreveport two years ago from WOAI San Antonio, includes a power boost early this fall from 1 kw on 1480 kc to 10 kw day and 5 kw night on 710 kc. Simultaneously, an FM sister operation will commence. A KTBS application for television facilities is pending before the FCC.

The section of the new building accommodating the two main studios is two stories high. Studios feature polycylindrical windows and walls, the latter finished in natural birch wood. Personnel offices are located in the one-story section of the building and newsrooms and reception hall are in the middle section. Located on the second level of the middle section are the sponsors’ booth, audition room, chief engineer’s office and sales promotion and research offices. RCA studio and control equipment is used.

KTBS, an NBC affiliate since 1932, became a member of the Texas Quality Network last August.

Mr. Beaver recently expanded his staff to include Hellen Morton, former network organist, and Elsie Salaasi, a Hollywood commentator. Deane Fleet is program director and David Kent production chief.

**WOC FM Tower Up**

ERECTION of an FM transmitting tower for WOCP Boston has been completed and the station expects to begin FM operations within a month, station officials report. The 54 foot RCA four section FM antenna is mounted on a 410 foot guide tower, located on the same site as the station's AM transmitter at Lexington, Mass.

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**NBC Sun Valley Agenda**

(Continued from page 85)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>11:00 a.m.</td>
<td>Luncheon-Terrace</td>
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<td>11:30 a.m.</td>
<td>Dinner-Terrace</td>
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<td>12:30 p.m.</td>
<td>Luncheon-Terrace</td>
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<td>12:30 p.m.</td>
<td>Cocktails-Dining room in the Lodge</td>
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<td>2:00 p.m.</td>
<td>Dinner-Terrace</td>
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<tr>
<td>3:00 p.m.</td>
<td>Special train leaves Sun Valley for Chicago</td>
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* * *

**Down in Carolina**

* * *

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**WNAO RALEIGH**

The News and Observer Station

5000 WATTS • ABC • 850 KC

Ask EVELYN KNOWTEL, INC.

BROADCASTING • Telecasting
Pick the **POWER** you need
take the **performance** for granted

**8 WATTS**

**755A**

Combines outstanding quality with low cost and small space requirements. Frequency range 70 to 13,000 cycles. Coverage angle 70°, 8⅞" in diameter, 3½" deep. Requires only 2 cubic feet of enclosure space.

**20 WATTS**

**756A**

Ample power capacity for the great majority of applications—plus peak performance. Frequency range 65 to 10,000 cycles. Coverage angle 60°, 10¼" in diameter, 3¾" deep. Enclosure space 2½ cubic feet.

**30 WATTS**

**728B**

Ideal for use wherever extra high power is needed. Frequency response 60 to 10,000 cycles. Coverage angle 50°. 12 11/32" in diameter, 3 25/32" deep. 3 cubic feet of enclosure space.

**Western Electric**

---

**THESE THREE direct radiators will meet practically all your requirements—studios, control room monitoring, cue and talkback, audition rooms, visitors’ lounges, executive offices. Pick the ones you need on the basis of power requirements. You’ll find superior quality of reproduction in all of them.**

Get the full story of this Western Electric line from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.
District 16
(Continued from page 29)

on "Better Programming for Greater Profits"; Don Petey on "Radio—Its Current Legal Problems"; Hugh M. P. Higgins on "All Radio Presentation"; Charles A. Sharp, president, on "Television—the Blue Chip Decision." Carl Haverlin reported on BMI.

In addition, Richard P. Doherty presided over an employer-employee relations clinic. Harry Butcher, owner of KIST Santa Barbara and president of the California State Broadcasters Assn., briefly reported on the development of the single-station group to meet the statewide problems of California stations.

Jerry King, Standard Transcriptions executive, advised the broadcasters that, Petroillo or no, the transcription companies have found an answer in foreign recording. He reported that his firm had representatives in Europe and others were in the process of sending men abroad too. "Petroillo is licked and doesn't know it yet," Mr. King concluded.

Nine Resolutions were passed by the 16th NAB District meeting at the close of the two day sessions with Albert Johnson, general manager of KOY Phoenix, serving as chairman of the resolutions committee.

Baseball Situation

Prime resolution concerned the difference in rates available to radio stations who seek baseball play-by-play information from Western Union as against that possible by United Press until latter was forced to terminate same by Western Union. Actual differential in price represented one sixth of the Western Union price in one California market. This was at KIST Santa Barbara, which found itself having to pay the same price for its Western Union service as a station in Los Angeles. Western Union contention is that common carrier requirements require it to charge the same rate to all.

The language of the resolution:

"Whereas, the broadcasting of baseball is of unusual interest to a large number of listeners and whereas during the Spring of 1948 radio stations of the 16th District, particularly in the smaller markets, were unable to obtain play-by-play information and to recreate major league games as broadcast by United Press at a cost within their ability and whereas, after the public had been given this service for several weeks with widespread and enthusiastic approval, the play-by-play accounts as furnished by United Press were terminated with the explanation that the service had been rendered under an informal agreement with the major leagues with the understanding that such play-by-play details would not be transmitted to broadcasters until after the game was completed. Therefore an informal agreement was withdrawn by the major leagues upon payment by Western Union which cited its formal contract for exclusive rights of major league games; and whereas the differential in price charged by United Press in comparison to the smaller market, where the broadcaster was illustrated by the fact that in one smaller market the United Press rate was less than one-sixth the rate charged by Western Union; and whereas Western Union maintains that because it is a common carrier it must charge the same rate for its baseball service in a small market as the charges for the largest market such as the city of Los Angeles, and whereas the rendition of play-by-play recreations is of unusual interest to the smaller stations which cannot afford to pay the same rate as charged in the largest city, it is of great interest to the people living in the smaller cities; be it therefore resolved that the members of the 16th District respectfully invite the extension of the board of directors and officers of the National Association of Broadcasters to this inequitable situation and earnestly request that efforts be directed toward the end of obtaining such service from some source, on a basis of price to the broadcaster commensurate with the size of the market."

Other resolutions "commended" Judge Justin Miller for his leadership and for manner in which he has vigorously and effectively espoused radio freedom; one favoring "appropriate use of the music of BMI"; another urging the board of directors of NAB to consider advisability of transcribed speeches made of discussions by Judge Miller of radio problems of general interest for distribution to and broadcast by NAB stations throughout the country; the NAB do what it can to effect per-program basis, as well as blanket license of SESAC music; support of the "committee of observance" to be appointed by Judge Miller to be in concurrence with the NAB Standards of Practice; request to Bureau of Census to include a question in the 1960 census covering the number of American homes having AM, FM and TV sets; commendation of Calvin J. Smith, 16th District director for his leadership and conduct of the meeting; endorsement of the "All-Radio Presentation" and recommendation of active participation on part of member stations in the district.

Besides Mr. Johnson, other members of Resolution Committee were Norman Ostloy, assistant to ABC Western vice president; Thomas Sharp, president KFSD San Diego; Ernest Spencer, president KYOE Santa Ana and Larry McDowell, manager KFOX Long Beach.

KCVR Lodi Authorized For Increase in Power

FINAL decision was adopted by FCC last Thursday to grant application of KCVR Lodi, Calif., for power increase on 1570 kc from 250 to 1 kw, operating daytime only. The Commission denied by default the request of Del Paso Broadcasting Co. for new station at North Sacramento, Calif., on 1580 kc with 250 kw; Del Paso failed to appear at the hearing.

The grant is made subject to the condition that KCVR make prompt adjustment of all complaints of blanketing within the station's 250 mile volt per meter contour.

Del Paso Broadcasting is owned by Earl C. Cooper. KCVR is licensed to Central Valley Radio Co., a partnership of Herbert W. and David A. Brown.

ARRIVING a la tourist in Yellowstone Park for NAB District 14 meeting are (1 to r) President of KFSD Grand Junction, Col., district small markets chairman; Albert N. Williams, U. of Denver radio instructor, and R. Russell Porter, coordinator of radio at the university.

A $100 MOBILE UNIT

Built From War Surplus

Shown for NAB Dist. 14

Mobile unit costing under $100 and weighing less than 100 pounds was demonstrated at the NAB District 14 convention in Yellowstone Park by William C. Grove, general manager of KPBC Cheyenne, Wyo., who built the rig from war surplus equipment originally valued at $3,000.

The remote FM relay has performed successfully for two years, Mr. Grove said, pointing to its suitability for small market situations. The transmitter, receiver and cigar-box control panel are easily transported. He sent a good signal while driving through a canyon eight miles away.

---

Here's Feature For Fall that can do a real job for you!

The Texas Rangers, stars of stage, screen, and radio, are America's largest and finest group, playing and singing Western tunes. The Texas Rangers have just released a new Sidewhite "Cowboy Hymn" album—feast of its kind.

The Texas Rangers music is transcribed vertically for high fidelity—America's only vertical cut transcriptions of western music.

You'll find them ideal for either FM or AM. They are priced right for your market and your station!

Wire, Write or Phone for Complete Details

THE TEXAS RANGERS
An ARTHUR B. CURCH PRODUCTION
KANSAS CITY 4, MO.

Page 64 • September 20, 1948
Hetherington

...from Berlin

Wm. G. Hetherington, the Newark News-WNJR corresponden
tcommentator, is making radio history with his broadcasts from Mil
an, Rome, Tel Aviv, Berlin, and Cairo for WNJR.

NOW AVAILABLE
Sunday 6:45 PM Wednesday 7:45 PM
1430 Kv
5000 Watts

WNJR
91-93 Halsey Street
Newark, New Jersey

THE MAIN COMBINATION
WGAN
CBS IN PORTLAND
3000 WATTS

WGAN PRESENTS
BROADCASTING SERVICES
WGAN-FM
National Representative
PAUL H. RAYMER

NAB Campaign Booklet
NAB is publishing a new version of its tips to political candidates,
titled "Is Your Hat in the Ring?" The booklet was first issued in 1940,
revised in 1944. A completely rewritten version has been pre-
pared for the current campaign.

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APPLICATIONS for transfer of were filed last week with the FCC. The three of the transfers involve the radio holdings of Burridge D. Butler, deceased Prairie Farmer publisher.

Ross K. Prescott for $10,000.

Details of the transactions follow:

WKBC North Wilkesboro, N. C.—Assignment of license from John T. Cashen and Dorris B. Brown doing business as Wilkes Broadcasting Co. to new partnership of same name, R. B. Potter, commercial manager of station, becomes 1/3 owner for $4,500. It purchases 43 shares—15 from Mr. Cashen, 15 from Mrs. Brown and 13 from treasury. Mrs. Brown is one-third owner of WASHM, Annapolis, Md.

ROY, Phoenix, Ariz.—Transfer of control of 1,000 shares from Thomas E. Murphy and James E. Edwards, executors of the will of Burridge D. Butler, deceased, to Salt River Valley Broadcasting Co., licensee. Stock is purchased by the company for $100,000. Outstanding stock after the transfer would be held by Glenn Snyder, vice president 34.28%; George R. Cook, treasurer 34.28%; Robert W. Johnson, secretary 5.79%; John L. Hogg, president 5.79%; John R. Williams, secretary 8.27%, and Irving A. Jennings, director 5.79.

KOL, San Fernando, Calif.—Transfer of 1,025 of total 2,500 shares Class B voting stock in San Fernando Broadcasting Co., licensee, from estate of late M. Allen to Mrs. J. W. Smalley. Mrs. Smalley also buys 600 shares of Class A voting stock and becomes president and general manager of station. Price paid for all is $10 a share.

Mrs. Smalley has not been in business since 1947 but previous to the war was associated with KKKD and KVPD Los Angeles and Smalley Broadcasting, the city's WKKP WAKP-FM Allentown, Pa.—Assignment of license of WAKP and permit of WAKP-FM from an existing partnership composed of N. Joe Rahall, Sam T. Rahall, Farris E. Rahall and Deem F. Rahall, brothers, to new corporation with same parties all holding equal interest.

WADG Chicago.—Transfer of control of 1,750 shares of common stock In Prairie Farmer Publishing Co., which holds all stock in Agricultural Broadcasting Co., WLS licensee, from Thomas E. Murphy and James E. Edwards, co-executors of the will of Burridge D. Butler, deceased, to his widow, Ina H. Butler.

WHXY Hattiesburg, Miss.—Transfer of construction permit of WOC vice president, effective Oct. 1. Mr. Lottridge will enter the television field in Chicago, it was understood.

So if your sales have been sleeping well in the great Cleveland market, wake 'em up with ANYTHING GOES!

Ask Headley-Reed,
FREE LANCERS

A COMMITTEE representing the New York advertising agencies which have been negotiating with the Radio Writers Guild in an attempt to reach an agreement last week sent the union its definition of the lance writers.

The agency representatives said the following definition would be acceptable to them: "Any agency shall have power and shall apply only to free lance writers (as distinguished from employees) who are employed by the company while engaged in employee activities (as distinct from independent contractors) and are employed in the writing of material for radio programs, including, but without limiting the meaning of the term, such writer as to whom the company by contract shall have the right to direct and control the performance of such work, provided such work is in making revisions, modifications, or changes in material originally prepared by such writer."

The definition was contained in a letter sent to the agency committee by Erich Barnouw, RWG president. Disagreement between the union and the agencies on what constitutes an employee has been one of the main stumbling blocks in the way of a settlement. The agencies have expressed the opinion that the Guild's own definition of "employee" was "unacceptable from a legal point of view."

The agency letter, signed by Leonard T. Bush, of Compton Advertising, chairman; Louis N. Brockway, Young & Rubicam, and Walter Craig, Benton & Bowles, says that such a definition is of vital importance because an agreement on prices with independent contractors, as distinguished from actual employees, would be "subject to fixing combination" and as such illegal under the anti-trust laws. Although Mr. Barnouw was not available for comment last week, the Guild's executive secretary, Roy Langham, said that the agency definition would be presented to the council's of the union's key local for consideration. He indicated that the union's reaction to the agency statement will be made public this week.

**Upcoming**


Sept. 28-29: AFW Broadcasters, last week word "employee" as applied to free

BOSTON RADIO CLUB WILL MEET SEPT. 29

FIRST meeting of the Radio Executives Club of Boston for the 1948-49 season will be held Sept. 29, 12:30 p.m., at the Hotel Touraine, with election of officers as first order of business.

The club was set in motion last summer. Constitution and by-laws patterned after those of the New York club were tentatively approved at a meeting of Boston radio executives held July 29. Harold Falls, WEER, president, Jan Gilbert, chairman of the WRG California & Co., temporary secretary. Membership committee is headed by Nona Kirby, WLAW Lawrence.

A nominating committee was also named. At that time 400 foot-slate of candidates. It was headed by C. Herbert Massie, WBB. William B. McGrath, WDH, was named to prepare constitution and by-laws. Radio executives from all New England stations will be eligible to membership.

**WRG Is Given Agencies 'Employe' Definition**

**FREE LANCERS**

**Upcoming**


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**WXYT-TV TO COMPLETE MIDWEST TV NETWORK**

WXYT-TV Detroit, opening Oct. 9, will complete the coaxial system joining Chicago, Cleveland, Buffalo, St. Louis and Milwaukee. Link is supplemented by microwave relay between Detroit and Toledo, already connected. Exchange programs are expected from the east early in the year, according to James G. Riddell, general manager of WXYZ AM, TV and FM. Before year's end, ABC expects to have video stations operating also in Los Angeles and San Francisco. In addition to programming from these five key cities, the network will establish three preliminary regional circuits, from which an overall national TV network will be developed later, Mr. Riddell said.

New 40,000-pound TV and FM tower, mounted atop the Mackebee Bldg. and anchored to concrete beams at the 15th floor level, is in the "last stages of construction." Added to the 187-foot tower and antenna, dismantled at cost of $50,000.

Facilities will include nine studio cameras, one complete remote unit and a film projection unit. Studios and control room will be constructed on the 15th floor of the building, centered in the city's art district, with a main floor auditorium to be used as an audience studio.

**Electra, Defiance Daytimers Granted**

NEW STANDARD daytime-only stations were authorized last Thursday by FCC for Electra, Tex., and Defiance, Ohio. Improvement of operating assignments to KYUM Yuma, Ariz., and KNEB Scottsbluff, Neb.

Oil City Broadcasting Co. re- ceived the Electra permit to operate on 1050 kc with 250 w daytime, while Defiance Bryan Paulding Broadcasting Co. won the Defiance assignment, 500 w daytime on 1290 kc. Both involve engineering conditions.

KYUM was granted permission to change operation from 250 w on 7046 kc to 1 kw fulltime on 500 kc daytime.

This move, which would free 4000 kc for directional array at night, is expected to increase power from 500 w to 1 kw, operating daytime on 970 kc.

Details of new standard station grants:

Defiance, Ohio—Defiance Bryan Paulding Broadcasting Co., 1280 kc, 500 w, daytime; engineering conditions: estimated construction cost $17,715, principal

R. W. Crowell, general manager, president; Lloyd P. Bess, farmer, vice president; Edwin N. Rankin, treasurer; Robert S. Burke, dentist, and Carl N. Fox, superintendent of Stokie Foods Packing Plant No. 45, Paulding, Ohio. Each holds 20% interest.

Bryan Paulding Broadcasting Co., 1055 kc, 250 w, daytime; engineering conditions: estimated construction cost $9,135, co-partners: C. E. Ellis Jr., head of engineering firm, and Earle, Rode School, Dallas, and Bill Frank Lindsay, radio operator-mechanician when in AAF, and radio, student.

**KMLB**

Has more listeners in Monroe and Northeastern Louisiana than all other stations combined.

REPRESENTED BY TAYLOR-BORROFF & CO., INC.

AFFILIATED WITH AMERICAN BROADCASTING CO.

**You Can't Complete This Picture Without**

Lubbock

The Key Station of the South Plains of Texas

Because it's the Central Selling Force of the vast geographical, trading, financial, industrial, com-

merical, and educational center located at Lubbock... Because it can open the door to this multi-

million dollar market it's a Key station... KFYO—The station with the consistent clear signal.

Affiliated with AMERICAN BROADCASTING CO., Inc.

Lone Star Chain

Represented by TAYLOR-BORROFF & CO., INC.

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S-T Link—transmitter shown here—feeds programs from master studio in Ithaca to broadcast transmitter on hilltop—a distance of 9.5 miles. Microwave “dish” antennas (right) are mounted on studio building and on transmitter house.

Mobile Unit—hauling by jeep, covers county fairs, livestock shows, can broadcast from virtually every back pasture in the state. Completely G-E equipped, truck contains 50-watt transmitter which feeds remotes into network at any point, plus wire recording apparatus, amplifiers and all accessory items. Two-way radio in jeep also ties into network intercom.

RURAL RADIO NETWORK

FM

This unique chain of 6 FM broadcast stations across New York State gives the rural listener the programs he wants—when he wants them.

Built specifically to serve the farmer and owned by ten farm organizations in New York State, the Rural Radio Network is also an outstanding General Electric achievement. Transmitters, S-T Link, mobile radio communication, station and studio equipment, accessory gear of every kind—all from Electronics Park! This RRN system is one more example of General Electric’s four big plusses—Completeness, Acceptance, Performance, Service!

Upwards of 250 General Electric FM transmitters are now on the air or being installed.

Programs for Rural Listeners—originate here at RRN studios, Ithaca, N. Y. Each station is equipped with meteorological instruments for pinpoint weather forecasting. Part of rack in background contains facsimile scanner and recorder, used for transmitting and receiving weather maps. This equipment is also manufactured by G. E.
Radio Jeep Patrol—ties all stations together by radio. G-E 2-way radio in each vehicle, plus station units at RRN headquarters and all transmitter sites increase tremendously the efficiency of field service crews—save time, save money.

Network Chief Engineer—Donald K. de Neuf, well pleased with his G-E equipped enterprise, cites superiority of equipment and constant and exhaustive field service as powerful factors affecting selection of General Electric.

Radio Intercom at network headquarters in Ithaca is powered by 50-watt G-E wall-mounted transmitter. From here studio officials enjoy two-way communication with 5 jeep crews and all stations of the net. Sturdy, dependable intercom eliminates problem of party line phone service in rural areas.

-FIRST IN THE NATION!

IT'S G.E.

More FM stations are equipped by G. E. than by any other producer.

This acceptance is the strongest endorsement a manufacturer can receive.

For complete information about the Rural Radio Network—and about broadcast equipment for every need—call the General Electric office nearest you, or write: General Electric Company, Electronics Park, Syracuse, New York.

G-E 250-watt FM Transmitter in each of 6 stations fills primary need for a signal that is not subject to fading, interference or static in its service area. Entire network is flexible; each station can switch programs in either direction, pick up remotes, originate local programs. All FM transmitters are within line of sight, giving best possible coverage between stations and permitting intercom link by 2-way radio. Line of sight locations are also in step with television.
Two Station Sales Authorized by FCC
Approval Given KFBI, KCMJ

Applications

CONSENT was granted by FCC last Thursday to assignment of license of KFBI Wichita, Kan., from Farmers and Bankers Broadcasting Corp., to new firm of KFBI Inc. for $30,000. Competing bid of John R. Griffith and associates, including KFBI employees, was dismissed by the Commission upon petition of KFBI Inc.

The Commission also approved assignment of license of KCMJ Palm Springs, Calif., to new firm including two original owners and three newcomers. Stock was issued to cover advances of about $10,000

made to station by newcomers.

The Farmers and Bankers Broadcasting Corp. is owned by The Farmers and Bankers Insurance Co. which has divested itself of the station interest in order to devote full time to its principal business as a lending institution. KFBI Inc. is owned by R. J. Laubengayer, president and part owner of KSAL Salina, Kan; John P. Harris, associate of Mr. Laubengayer in ownership of KSAL; Horace L. Lohnes, Washington radio attorney; Clem Randau, former vice president of Marshall Field radio and newspaper enterprises and previously vice president of UP; and Howard Lane, director of radio for the Marshall Field operations. Each holds about 20% interest.

The unsuccessful competitive bidder is an association of Mr. Griffith, drug chain operator, and Evart Mills, attorney, and a group of KFBI employees not identified. Their application was sought to be dismissed by KFBI Inc. on grounds it did not properly meet the conditions of the original transfer under the requirements of the ARCO rules of the Commission.

In the KMJ case, license is assigned from equal partnership of Richard W. Joy and Donald C. McBain to new corporation including Mr. McBain as president and 37.36% owner and Mr. Joy as secretary-treasurer and 18.655% owner. His wife, Jean W. Joy, also has 18.655% holding. George W. Irwin, employee of Marquess Allen Co., a wood, and Roland B. Vaile, KCMJ announcer, each acquire 12.69% interests for advances of about $5,000 apiece made to the station.

KFBI is assigned 10 kw day, 1 kw night on 1070 kc and is an ABC affiliate. KCMJ operates on 1570 kc with 250 w day.

L. A. COURT BEGINS

KGIL SALE HEARING

HEARING will be conducted today (Aug. 20) on action brought by Gil Paltridge, former manager of KGIL San Fernando, against the Charles Allen estate on grounds of breach of contract and illegal transfer of stock. The proceeding will be heard in Los Angeles Superior Court.

Mr. Paltridge contends that he had a five year contract of employment which was (a) contracted and he also seeks an injunction against the estate on grounds that 50% of the stock had been disposed of contrary to the by-laws. Disposition of stock, according to by-laws, was first to have been offered to holders of record. Mr. Paltridge owns a minority share of stock.

Majority control of the station passed from the estate to P. J. Snally recently [BROADCASTING, Aug. 30] concurrent with change in majority stock control. Mr. Paltridge was deposed as general manager, although he remained a member of the board of directors by dint of his stockholding.

Fall Time Change

Again Impending

NETWORKS last week were confronted with the problem of what to do about program scheduling when every state in the union save two returns to standard time after the usual summer hodge-podge of daylight saving time.

All states which have been on daylight save will return to standard, Sunday, Sept. 26, except California and Nevada which will keep their clocks at daylight saving time at least until Jan. 1.

ABC has decided to split its Pacific Coast Network to keep programs arriving at accustomed times, by means of recorded repeats, despite the fact that Washington and Oregon will be on standard and California and Nevada on daylight.

Mutual, as a network, will feed shows to the Don Lee Network on the Coast at the usual times, but Don Lee is reported to be undertaking a considerable rescheduling.

NBC will not reschedule repeats to keep programs on at accustomed hours so NBC California and Nevada stations will be broadcasting network shows an hour later than usual.

CBS plans were not complete last week.

New Term Opens Sept. 27

At TV Workshop of N. Y.

TELEVISION Workshop of New York will open its fall term Sept. 27, offering 48 courses, from its new headquarters at 1780 Broadway.

Instructors include: Roger Bowman, WNET New York; Hal Proper, WPIX New York; Bob Bright, WPIX; Charles J. Doran, M. S. Rubber Co.; Myron Freedman, free-lance film producer, cameraman; Austin O. Huhn, WPIX; James N. Purpura, formerly of CBS-TV; Max Fleischer, film pioneer; Ted Houston and Ed Sprouse, Messr.-Inson; Dr. John Reich, former dramatic director, WPIX-TV; Robert Wade, WNET; Kendall Foster, William Eyte Agency; Cledge Roberts, WPIX; Zina Provenzile, Television Workshop; Ed Evans, WPIX; Walsey Barrett, Doubleday & Co.; Irwin A. Shane, "Television Monthly," and Edward Stasheff, WPIX.

FCC AUGUST REPORT

FCC MONTHLY report for August shows that as of August 31 the status of broadcast station authorizations and applications was as follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,966</td>
<td>1,066</td>
</tr>
<tr>
<td>On the air</td>
<td>1,537</td>
<td>610</td>
</tr>
<tr>
<td>Licensed</td>
<td>1,358</td>
<td>582</td>
</tr>
<tr>
<td>Construction permits</td>
<td>308</td>
<td>737</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,357</td>
<td>474</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>390</td>
<td>41</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>345</td>
<td>18</td>
</tr>
<tr>
<td>Deletion of permits in August</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Deletion of licenses</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Includes 23 conditional grants and 399 construction permits.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Axis Sally Proceedings

Postponed to Sept. 24

THE ARRAIGNMENT of Miss Mildred Elizabeth Gillas, identified as the Nazi's "Axis Sally," who broadcast to American troops, has been postponed until Sept. 24.

Judge Jennings Bailey said in Federal District Court last Thursday that her arraignment had been postponed due to other court business.

Miss Gillas, who had been scheduled to enter a plea on treason charges, was indicted a fortnight ago by a Federal Grand Jury on 10 specific charges indicating she had attempted, in the role of "Axis Sally," to destroy morale of American troops. [BROADCASTING, Sept. 13.]
Judge Dismisses Bennett's Charges

MUNICIPAL JUDGE Harry B. Grund of Des Moines on Sept. 11 dismissed three charges against Edwin S. Thayer, first assistant Polk County (Iowa) attorney, filed by Myron J. Bennett, 41-year-old Des Moines safety commissioner and announcer at KSO Des Moines.

Mr. Bennett's charges were filed Sept. 2, five days after Mr. Thayer filed a county attorney's information charging the announcer and Jack Wolfe, printing company official, with unlawfully conspiring with six Des Moines tavern operators to accept a "payoff" and violate ordinances regulating the closing hours of taverns.

The charges stated that Mr. Thayer (1) used his office to intimidate three KSO officials to restrict Mr. Bennett's broadcast; (2) falsely abstracted testimony of witnesses in filing the conspiracy charge against Mr. Bennett; and (3) attempted to get a witness to commit perjury in a county fraud trial.

In clearing the assistant county attorney, Judge Grund said Mr. Thayer was not only innocent of oppressing KSO officials but "would have been derelict in his duty if he had not told them what was happening on Bennett's program." Mr. Thayer's abstracts of testimony given by three city officials in the "payoff" investigation had no "glaring" difference from what the three testified before Mr. Thayer, the judge said.

During the 5-day hearing, Judge Grund ordered transcriptions played in court of Mr. Bennett's broadcasts on Aug. 30 and 31, the two days before Mr. Thayer called KSO officials to his office. Those summoned were Max Friedman, sales manager, Herbert Holm, comptroller, and Lewis Shumate, program director.

KRSC-TV PLANS TEST PATTERNS NEXT MONTH

INDICATIONS are that KRSC-TV Searle will be on the air with test patterns late in October and will start programming about Dec. 1. Lee Schulman, program director, reports.

Work is proceeding at a fast pace on the KRSC-TV building, according to Mr. Schulman, RCA equipment is utilized. Construction and installation work at the new building is under the direction of George Freeman, KRSC technical director.

KRSC-TV, operating on Channel 6 (76-82 mc), will be on the air five days a week with network shows, filmed off the kinescope in New York, feature films, newsreels and one remote sporting event each evening. Studio productions will be kept at a minimum in the initial phases of operation.

Permittee of KRSC-TV is Radio Sales Corp., which owns KRSC, TV Searle at 1150 kc, and KRSC, operating on 98.1 mc (Channel 251).

Johnson Election Stymied by Injunction

REPUBLICAN candidate Lyndon B. Johnson still holds an edge last week in Texas's hottest political race in history to determine if he or former Gov. Coke Stevenson will be the Lone Star State's new U. S. Senator.

Victory seemed assured for Rep. Johnson when the Texas State Convention by a narrow vote certified him and sent the official certification by registered mail to the Secretary of State at Austin, to forestall possible legal action by his opponent, defeated in the Senate race by a slim margin of 87 votes.

But last Wednesday Mr. Stevenson obtained in Fort Worth from Federal District Judge T. Whitefield Davidson a temporary federal injunction restraining the Texas Secretary of State from certifying Rep. Johnson as the party nominee for the Nov. 2 ballot.
Jury Co. Favors FCC’s Lottery Ban

THE JOURNAL Co., in behalf of its WTMJ Milwaukee and WSAU Wausau, Wls., and associated FM outlets, has requested an appearance to be held in accord with the Commission’s proposed ban on “lottery” or give-away programs.

In a letter to the Commission the stations’ operator said “we would like to go on record as being sympathetic to the Commission’s efforts to improve American radio through the elimination of the lottery type of give-away programs.”

Several hundred letters from listeners, radio councils, Congressmen and trade organizations have been received to date by FCC and the Commission is receiving briefs and comment to Sept. 24 and oral argument has been scheduled Oct. 19 (Broadcasting, Sept. 13).

Premium Advertising Assn. of America Inc., an Advertising Federation of America affiliate formed in 1911 to encourage proper use of premiums in advertising, indicated it approved the intent of FCC’s proposed radio lottery ban and held that it is supported by prior court decisions. Organization, however, stated the “rules should not restrict any radio plan of premium advertising which does not involve lot or chance, regardless of whether or not the consumer receiving the premium is required to furnish any money or other thing of value such as a coupon or box top from the manufacturer’s package.”

WASHINGTON Disavowment of old radio tower on top of Omaha American Legion building KBON Omaha, Neb. recently completed its 1947-1948 improvement program. Program started in August when station moved from American Legion Building to World Insurance Co. building in downtown Omaha. New quarters consist of over twenty offices and studios.

METTEES SCHEDULED BY NAB COMMITTEES

SERIES of autumn meetings will be held by NAB standing committees. All sessions will be held in Washington.

First on the agenda will be the FM Executive Committee, of which Leonard Asch, WBAC Schenectady, is chairman, with a two-day session starting Oct. 22 and continuing through Oct. 25, following the FM Assn. convention in Chicago.

The Public Relations Executive Committee will meet Oct. 21-22.

Sales and advertising problems will come before the Sales Management Executive Committee Oct. 22-26 and the Small Market Stations Executive Committee Oct. 27-28.

Registration (Continued from page 25)

Al Walker, Jerry Fairbanks and Miss Alice Tyler.

REGISTRATION (Continued)

Paul W. Moore, WTIC, J. Harold Ryan, Port Industry; Lee H. Waits, Port Industry; S. F. Ricker, WPTF; W. A. Swartwout, WBAB; Charles E. Wilson, WOTC; E. M. Rosson, KGII; H. C. Smith, K evolution, KBSC; A. E. Kells, KBSC; L. B. Hateley, KBSC; W. D. Berman, KBSC; H. E. Keen, KBSC.

The following is a complete list of RCA beam-power tubes:

- RCA pioneered in design of beam power tubes for broadcasting and RCA has the most FCC licenses in line in the field. In your transmitter, these are the tubes that make possible fewer stages, fewer components, fewer tuning controls. And, with their conservative ratings for a 100-hour after-hour service, RCA beam tubes assure you maximum performance for your money.

- For your convenience, the complete list of RCA beam tubes are now available directly from RCA or from your local RCA Tube Distributor. For data on any RCA tube, write RCA, Commercial Engineering, Section IP36-2, Harrison, N. J.

Registration (Continued from page 25)

Al Walker, Jerry Fairbanks and Miss Alice Tyler.

NABC AFFILIATES

Paul W. Moore, WTIC, J. Harold Ryan, Port Industry; Lee H. Waits, Port Industry; S. F. Ricker, WPTF; W. A. Swartwout, WBAB; Charles E. Wilson, WOTC; E. M. Rosson, KGII; H. C. Smith, K evolution, KBSC; A. E. Kells, KBSC; L. B. Hateley, KBSC; W. D. Berman, KBSC; H. E. Keen, KBSC.
Assists FM Listeners
E. A. MERRYMAN, chief engineer of WBUZ-FM Bradbury Heights, Md., has rigged his automobile with a dipole FM antenna and FM radio constructed from a Pilot Tuner and an old automobile receiver. He is now using the car, which he has dubbed "the Green Hornet," for any calls that WBZU-FM receives on bad reception. Mr. Merryman, who has been in radio in the Washington area for 28 years, says the "Green Hornet" device he built has enabled him to assist many listeners.

"Answer this question, Homer Sleet, and you'll be living on Easy Street!"

WIN A MILLION

Emcee: "How much does it cost, by Air Express?
To ship 10 pounds 1200 miles, no less?"

Homer: "Why didn't you ask me that before?
All it costs is $3.84!

"I use it many times each day—
It's the fastest possible way to make hay!
Easy Street's already my address,
Thanks to Scheduled Airline Air Express.

"What's more you get door-to-door service, too—
And all at no extra cost to you.
In these days of price inflation
Air Express rates are cause for elation!"

Specify Air Express—World's Fastest Shipping Service

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

True case history: Truck and auto parts comprise big portion of Air Express shipments. Keep equipment rolling! Typical 36-lb. shipment picked up Detroit late afternoon, delivered Salt Lake City noon next day. 1507 miles, Air Express charge $16.38. Any distance similarly inexpensive. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

\[textField\]
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24 hours a day
WINZ
FLORIDA'S BIG INDEPENDENT
940 KC clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH

Studio:
MIAMI, MIAMI BEACH
and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH
HOTEL
Jonne Waltman, President

If Selling is Your Problem, BUY—
KRNT
THE STATION THAT LEADS
• MORNING
• AFTERNOON
• NIGHT-TIME, TOO
IN DES MOINES*
To Penetrate . . . Saturate . . . One of the Nation’s Richest Markets, Buy the Huge Audience of
KRNT
DES MOINES
The Register & Tribune Station
—ASK A KATZ MAN—


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TV Processing
(Continued from page 81)

week’s hearings: One in the event color television is expected within 10 years, and another in event it isn’t. He estimated television ultimately will need some 50 channels—38 more than now. But he felt the present low band would be retained for many years at least.

Another former Commissioner, E. K. Jett, and a former chief engineer, George P. Adair, were less optimistic. Mr. Jett, now vice president and radio director of the Baltimore Sunpapers, observed that the high band will be useful “after sufficient time has gone by.” But felt it would be “a long time” before these frequencies are ready for commercial use.

On the other hand, he felt that some governmental frequencies between 216 and 400 mc are usable by industry on a regional basis—that is, in areas where they would not interfere with the government operations. He also raised the possibility of taking two of the 4 mc assigned to educational FM and combining them with the 70-76 mc band to form a new TV channel.

Mr. Adair felt that allocation of UHF channels to relieve the VHF shortage would “in the present state of the art place a very unfair economic burden on the smaller cities and the newcomers,” and would “establish a pattern of allocation and an investment that would haunt us for all time to come.” He voiced belief that “development of the UHF band should proceed with all possible speed but that at the same time [we should] establish both system and allocation standards which will provide a superior television service.”

Engineering Conference

Upshot of the conference, held Monday and Tuesday to consider the advisability of revising TV standards before going ahead with proposed FM and TV-channel allocations, was a decision to call an engineering conference at which the latest propagation data—particularly long-range tropospheric effects—would be considered.

This was first set tentatively for about mid-November, but after subsequent Commission discussion it was indicated that the date would be advanced by at least a month— to the first part of October. FCC staff members late last week were undertaking the preparation of an agenda for this engineering session. The date probably will be announced within a week or 10 days.

The engineering conference probably will be followed within a month or six weeks by other conferences to consider what changes, if any, should be made not only in TV standards but also in those for FM.

If changes are decided upon, these would have to be reflected in the rules, which would require yet another proceeding. If the present spacings between stations were adjudged inadequate, it also would be necessary to reallocate FCC channel allocations across the nation, a long and tedious task which also would be subject to rule-making proceedings.

Suggesting this general approach at the outset (see text, this page), FCC Chairman Wayne Coy estimated that the full process might take six to nine months, and said: “It seems obvious that if we are to pursue these procedures I have been talking about, the processing of applications will necessarily need to be held up pending adoption of a final rule on a new allocation plan.”

Wants Positive Policy

In the face of general disagreement on this point, however, Mr. Coy announced later that the question of holding up processing would be given further consideration and that a decision would be reached by the FCC “for the date for the next conference. But it was the consensus of processing would be halted until some decision is reached on the nature of the standards, at least to the point of making no grants involving separations of less than 150 to 200 miles for co-channel assignments. This policy was involved informally even before last week’s conference.

The seriousness of the questions up for discussion was recognized by both FCC and industry. Past D. P. Spearman, Washington attorney, said flatly that “television is at the cross-roads” and that its success depends upon FCC choosing a definite course of action and sticking to it. One of the Commission’s basic faults, he contended, is that it has had “a lot of policies that are loose at both ends and won’t stay still in the middle.”

E. W. Allen, chief of the FCC Engineering Bureau’s Technical Information Division, presented a preliminary report on tropospheric propagation and said more complete data would be distributed to the industry at the earliest possible date.

He also discussed tentative subjects for the various conferences suggested by Chairman Coy, including not only tropospheric propagation but also possible revisions in the protected-contour standards, changes in power and antenna-height restrictions, and use of directional antennas.

Kenneth Norton of the Bureau of Standards, who developed the famous Norton “location” which contributed to FM’s reallocation to its present “upstairs” position, recommended that the present policy of spacing co-channel stations 150 miles be extended to 250 miles, and that adjacent-channel separation be increased from 75 miles to about 125 miles.

To cover the widest area, he also recommended use of maximum available antenna heights and powers, use of same antenna height and power for stations on same channels, and location of stations on a “triangular lattice.”

Several industry spokesmen characterized the present 100-to-1 ratio for desired to undesired co-channel separations as “too late” to give consideration to tropospheric effects “at least in Area 1 [Northeastern U. S.] and in a substantial part of Area 2 [rest of nation].” The present difficulty, he said, can be minimized by “judicious use of directional antennas and by allocating power according to the needs of the area and of the areas of other stations which would be affected thereby.”

“Otherwise,” he declared, “I believe that the allocation will be gradually broken down as has been the history in standard broadcasting, thereby a poorer allocation will eventually result than if a little more interference is accepted now.”

Mr. Jett urged that metropolitan stations be protected throughout the metropolitan area, and suggested that the present standard of protection to the 5,000 microvolt contour be revised to about 1,000 microvolts. He said he liked the 150-mile separation policy FCC is following for co-channel stations.

Mr. Jett submitted a list of dis-
Dutta Recommendations

Williams Duttera, NBC staff locations engineer, recommended interim standards on tropospheric propagation, establishment of standards for use of directional antennas, power increases consistent with need, and adoption on tropospheric and protected contours, and, pending adoption of locations and standards changes, the issuance of pseudo-permanent 10-mile channel and 35-mile adjacent-channel separation basis.

G. L. Beers, RCA-Victor assistant director of engineering, submitted data based on reports submitted to the Commission showing that, in specific areas, less than 1% of the RCA set-owners had reported co-channel interference, but that adjacent-channel interference produced complaints ranging up to 70%. These, he said, had been adjusted, and that complaints directed at the RCA stations are to the areas to which Comr. George E. Sterling had referred pointedly.

Raymond F. Guy, manager of NBC radio and allocations engineering, presented recommendations of the NBC Engineers Assn. that the low-band channels be the subject of “definitive” tropospheric standards; that use of interception standards be adopted if not encouraged; that FCC keep an “open mind” on the question of power and grant power above the present maximum where it is needed and for stations who “careful studies” be made with respect to protected contours (2 mV/m seems “reasonable and attainable”); that the standards be modified and that, in the meantime, FCC continue to make grants on the 150 and 75-mile separation bases.

Lodge Represents CBS

Mr. Guy said present standards are not so firm that everyone feels they need to “think,” but that applications should not be made with separations violating the 150 and 75-mile policy until efforts have been made to satisfy the resultant interference effects by use of reduced power, directional antennas, etc.

William B. Lodge, CBS vice president and director of general engineering, advised the Commission not to upset its allocation plan. Changes in standards to give recognition to interference effects he felt, are inadvisable at this point. He urged the use of directional antennas, but did not think FCC should impose a so-called “seven percent” control, declaring that this would impede and distort the development of television and the television network pattern.

Earl Cullum, Jr., consulting engineer, suggested that additional stations be fitted into the present allocation plan where needed, without attempting to increase the assignments in “tight” areas which already have channels.

Andrew Corp. Announces Personnel Realignment

A THREE-WAY change in top-level organization was announced Thursday by the Andrew Corp., Chicago. C. Russell Cox, formerly sales manager and chief engineer, takes over the newly created office of director of sales and engineering. Walter F. Kean, who headed Andrew’s broadcast communications division since formation in 1944, assumes new duties as sales manager. John S. Brown moves from assistant chief engineer to the top engineering post. The reorganization was designed, it was said, by company officials as part of a large-scale expansion program now underway.

FCC CHAIRMAN Wayne Coy’s summary of the allocations challenge confronting television today, and the procedures he has suggested in the search for a solution, are reprinted below in text, as taken from his opening remarks at the FCC-industry television conference last Monday (see separate story, page 21):

To summarize “where we are”:

(a) There were 14 commercial VHF television channels available at the outbreak of the last war, but this number has now been reduced to 12, primarily because of the requirements for spectrum space of other radio services. The Commission has issued 116 authorizations for Commercial television stations and 334 applications are now pending. 36 of the stations authorized are now in operation in 21 cities and the remaining 36 in the remaining cities are under construction.

(b) The geographical allocation plan for television now pending reflects a continuing effort to obtain the maximum number of assignments with the few frequencies available. We have continuously thrown away the “safety factor” of greater mileage separations in a series of progressive steps, and today the assignments on these 12 channels are expanding beyond the limitations of tropospheric propagation, because of the power and antenna requirements of stations in many areas of the country.

(c) The Commission is now confronted with a basic decision: for the present, is it possible to revise the VHF allocation rules and standards and authorize additional channels? Are there any large areas of the country that could be served with the presently available television standards? And, if so, what would be the allocation plan and rules for such a system?

1. Proposals for increased power, for example, for applications pending in New York and Chicago, would provide a firm basis for proceeding while we continue to study the problem of the proper VHF allocations. Whether the applications for the two channels could be revised to accept an increase in power and antenna requirements as currently proposed will be considered in the light of the current trends in VHF television systems.

2. The Commission’s notice providing for this conference today set forth these two questions:

(a) Whether the Commission’s present TV allocations are adequate to meet future demands for VHF television and the subsequent demand for VHF television, assuming that some type of additional service is clearly needed.

(b) If the standards are to be revised, what power and antenna requirements should be adopted in order that the revised standards can be substantially successful and be made available to the industry at the earliest possible date.

3. Following general engineering conference, two further engineering conferences could be held. One would discuss what standards on tropospheric propagation, if any, would be incorporated in the standards of good engineering practice for television, and the other to do the same thing for the FM broadcast service.

4. The next logical step would be the issue of interim standards for the protection of tropospheric propagation in the rules of the Commission.

Coy Summary of Television’s Allocation Problems

September 20, 1948 • Page 75
Coy Summarizes 20-Years

MILESTONES marking television's progress in the past two decades are chronologically outlined below, as prepared from FCC Chairman Wayne Coy's summary of TV history at the opening of last week's FCC-industry teleconference in Washington (See Story page 21).

1. Federal Radio Commission's annual report for the year ended June 30, 1928, saw television then as "only a matter of speculation."

2. By 1929 four 100-ke channels between 2000 and 3000 kc had been allocated for experimental "visual" broadcasting.

3. "By 1935 continued efforts to obtain a better and firmer definition had pushed the experimental television stations to still higher frequencies" in 42-66 and 60-86 mc bands. Band width of 3000-4000 kc was thought necessary for high quality.

4. In 1936 an informal engineering conference prepared recommendations for allocations and in 1937 FCC allocated six television channels to experimental operation. Initial applications were for the development of equipment and for experimentation.

1939 Applications

5. First applications for commercial, public broadcasting of television were filed in 1939. FCC meanwhile set up its experimental Television Committee, which on May 22, 1939, issued the first FCC report on television, recommending that adoption of standards be delayed.

6. Also in 1939, three of TV's 19 channels were allocated for use also in general or specific research and experimental purposes.

7. On Dec. 22, 1939, FCC issued proposed rules which would permit the licensing of a class of station to carry sponsored programs on a limited basis. In hearings a month later there was still considerable difference of opinion on standards for line and frame frequencies.

8. On Feb. 29, 1940, FCC announced tentative adoption of new rules providing for two classes of station: One class for experimental television and research, and one for experimental program facilities. FCC then thought television was on "threshold of significant advances," but warned against encouraging an early public investment in receivers.

9. A "large-scale advertising campaign" to sell sets was nevertheless undertaken and FCC, after further hearings, repeated its previous authorization of limited program operation.

Report to FCC

10. In January 1941 the National Television Systems Committee (NTSC), newly formed by Radio Manufacturers Assn. with FCC cooperation, submitted a report which was followed on March 20 by an FCC hearing designed to gather data on the state of the art. The line, frame, and frame frequencies be fixed at 525 and 30 respectively, but indicated that color standards could not be agreed upon.

11. New rules permitting commercial television operation and adopting the NTSC standards were issued April 30, 1941. By that time one of the 19 channels had been reallocated to FM. Minimum program time was 15 hours a week, reduced to 4 hour because of wartime conditions.

12. "Five commercial television stations...kept the art alive during the war." These were operating in New York (2), Philadelphia (1), Schenectady (1), and Chicago (1). Otherwise, construction was at a standstill under the conflict between advocates of color in the UHF spectrum and proponents of monochrome in the VHF range.

13. On April 9, 1942, NTSC recommended that existing monochrome standards be retained, and indicated that color standards still were not justified.

14. Interest in postwar television began building up in early 1944. By June there were 62 applications for 19 channels. Eight six commercial and three experimental stations were furnishing program service, and 118 commercial applications were pending. The freeze was lifted on Oct. 7, 1945.

Allocation Research

15. Even before the construction ban had been removed, the Commission undertook (Sept. 28, 1944) the most comprehensive proceeding of its kind in the history of radio: A hearing to establish service allocations from 10 to 30,000,000 kc. In television there was conflict between advocates of color in the UHF band and proponents of monochrome in the VHF range.

16. FCC issued its proposed allocations plan in January 1945, providing for 12 VHF television channels and recognizing that more space would be needed in the future. Hearings in February and March 1945 indicated the industry's opinion that 12 channels would be adequate at the outset. Notice of proposed rule making on May 25, 1946, provided for 13 television channels and urged experimentation above 300 mc, which FCC regarded as the logical place for television expansion.

Allocation Plan

17. Various channel allocations plans were undertaken by FCC and industry experts, leading to the issuance on Sept. 20, 1946, of proposal whereby all but one of the first 140 metropolitan districts would have at least one channel.

18. A hearing on television rate regulations and duopoly rule was held in October, 1945, at which time Television Broadcasters Assn. opposed the FCC allocation plan on grounds that the larger cities would get too many channels. FCC offered a plan of its own, which FCC subsequently rejected chiefly because of antenna-site limitations.

19. On Nov. 21, 1945, FCC adopted a new plan which gave each city the same number of channels as the TBA plan provided, but did not utilize directional antennas.

20. CBS meanwhile petitioned for color standards in the UHF band. FCC denied the petition March 18, 1947, after hearing the preceding December, January, and February.

21. On Aug. 14, 1947, FCC proposed to eliminate the sharing of television channels by nonbroadcast services, and, to make room for these services, to delete TV Channel 1. A proposed new allocation plan, based on 12 channels, was issued at the same time.

22. On May 8, 1948, after hearings held in November, the Commission made final its decision to eliminate sharing and delete Channel 1, simultaneously issuing a new proposed allocation plan in which the number of assignments in smaller communities not previously included.

23. Hearings on the proposed new television allocations were started on June 29, producing testimony on tropospheric effects, use of directional antennas, and other questions which led to the present series of conferences to determine whether existing rules and standards ought not to be revised.

'Brightly' Sells WVLK

Scripps-Howard Radio was reported last week to have acquired Baseball Commissioner A. B. (Happy) Chandler's former Cincinnati WVLK Versailles, Ky., with intentions of moving it to Cincinnati, subject to customary FCC approval. The sales price was understood to be in the vicinity of $500,000.

24. Under FCC's duopoly rule, Scripps-Howard would be required to dispose of KPFT, Cincinnati, 590 kc for which it has long sought a regional assignment. WVLK is on 590 kc with 1 kw. It went on the air last fall.

25. Formal application for FCC consent to the sale and transfer to Cincinnati is expected to be filed this week by the Washington law firm of Segal, Smith & Hennessy.

26. WVLK is licensed to Bluegrass Broadcasting Co., of which Mr. Chandler is president and one of the chief owners. The former Kentucky Governor and U. S. Senator organized the radio company in 1946 with his law partner, Calvin P. Rouse, and a group of local business and professional men. Recent realignments in the ownership have just been reported to FCC, including a reduction of President Chandler's holdings and with Gen. J. Fred Miles, of Louisville, becoming one of the principals.

27. WVLK has studios in Lexington, Ky., and Versailles. It is affiliated with Mutual, as is WCPQ.

Scripps-Howard Radio has Cincinnati's WCKY, which is the FM affiliate of its television stations, and to be could be a candidate for any of the new Call letters. WCKY is presently licensed to WCKY-FM, which is now the station's new, wavy format. The newspaper firm, owner of Scripps-Howard Publishing Co. of Daily Times, is WMC and WMC-TV Memphis.
WNYC New York will be taken over by local children on Wed., Sept. 22, as part of station's observance of "Youth Month." Youngsters will be entertained by Boy Scouts, Giri Scous, Police Athletic League, college work- shops, and other youth groups to record shows, cover news stories, and even broadcast regular WNYC commentaries.

**TV Mystery Theatre**

BECAUSE of public demand for more TV drama, WGN-TV, Chicago inaugurated "Chicagoan Television Mystery Theatre," with Gordon Dr- qahart playing Jeffery Hall, private detective. Written by George L. Brod- erick, program uses as many as three stage sets during each telecast, with an average cast of six. Bruno Veblo directs.

**Documentaries on TV**

MBS has scheduled series of four half-hour documentaries on "The Atom and You," the first program to be broadcast tonight, Sept. 20, 9:30-9:55. Others to be aired on succeeding Monday nights. Series, being produced and directed by Sherman R. Dyer, will be handled in four different formats: special studio program, juvenile panel, dis- cussion-quiz, and straight drama. Use of different formats is an experiment by which network hopes to learn best method of reaching sections of listen- ers with a message. Program handled by Fred Biddle, his Chuck Wagon Gang, with Riley Sisters, Harmonia, and Jack Wiggs, Swiss yodeler. "Furby" from the radio square dance clan handled the hoedowns. Barn dance will be a regular weekly feature of WTTM.

**In the Store**

**Operations Success**

"OPERATIONS Success," new public service series, produced in cooperation with U. S. Veterans Administration, was premiered over WNBQ New Haven and DuMont TV Network Sept. 21. Series will be telecast on Tuesdays, Thursdays, and Saturdays for an eight-week period. Program will demonstrate meth- ods developed by VA to help disabled and partially disabled veterans find meaningful places in business and jobs. Emphasis will be placed on work done with amputees who need special training and must master special skills in order to step out of category of "handicapped." Special emphasis will be placed on work done with amputees who need special training and must master special skills in order to step out of category of "handicapped." Special emphasis will be placed on work done with amputees who need special training and must master special skills in order to step out of category of "handicapped."

**Shelby Peterson,** special events direc- tor, is the key man in the operation. Program which has been arranged through CBO and CHFC Niagara Falls, Ont. Ontario Labor Minister Charles Deiley, who is chairman of Ontario's Niagara Parks Commission, broker delivered a message from Premier George Drew of Ontario and Chairman Robert L. Ride Jr. of Niagara Parks Commission, spoke for Gov. Thomas E. Dewey of New York.

**Recorded Interviews**

IN VIATION of recorded telephone interviews as means of adding realism to radio newscasts has been announced by Sheldon Peterson, KLZ Denver news and special events direc- tor. Innovation is first of its kind in the Rocky Mountain area, according to KLZ. Recorded interviews are made possible through use of recorder-connector apparatus and will make possible faster on-the-scene reporting. KLZ listeners were introduced to station's new facil- ities during special program which aired during "Buster Bill" Programs and other DuMont affiliated stations, will flash Job offers to network headquarters in New York so that they will be relayed to VA headquarters in Washington. At each program, a number of windows will be held to audition audience as to number of job offers that will be received.

**Mr. Von Albrecht is taking television training in New York, and will report to Chicago Oct. 1. He has been chief stage designer at the Goodman Theatre in Chicago since his discharge from the Army in 1945.**

NBC's Midwest television network, scheduled to begin program- ming today with live operatic shows from Detroit and St. Louis affili- ates until TV studios for WNBQ are completed later this fall. Original units in the Midwest net- work include KSD-TV St. Louis, WWJ-TV Detroit, WSPD-TV To-ledo, WTMJ-TV Milwaukee and WBEN-TV Buffalo.

Talk by Comr. Henneck To Be Carried by CBS

FCC Comr. Frieda B. Henneck will make her first broadcast as a director joining the National Business Women's Week at the Hotel Biltmore in New York, the network announced last week. Miss Henneck will spend the day with a group representing the New York League of Business and Profes- sional Women's Club Inc. Her com- ments will be carried by CBS from 145 to 2 p.m.

**20 YEAR**

**REGIONAL PROMOTION CAMPAIGNS**

Howard J. McCollister
16600 Bel Air
Los Angeles • BR 4075

**BROADCASTING • Telecasting**

**Special "DJ" couplings for your shows from RCA VICTOR!!**

**SAMMY KAYE**
Here I'll Stay

**JAN PEERCE**
Bluedrop of Happiness DJ 559

**EVE YOUNG**
Cuantu Le Gusta and Say Something Sweet To Your Sweetheart with The Drugstore Cowboys DJ 540

**LOUIS PRIMA**
Love That Boy! DJ 497

**Pee Wee KING**
New York to New Orleans DJ 561

**BILLY JOHNSON**
New York to New Orleans and his Musical Notes Elevator Boogie

**LUKE MILL'S RHYTHM BUSTERS**
The Texas Special DJ 562

**BILL ANSON** KFWB Los Angeles disc jockey, is currently singing at Song Book Club, Los Angeles.
WITIN few hours after WFAQ Waco-
cer ster Bed Cross chapter for more
volunteer nurses, on "Julie 'n' John-
y show, three former nurses called to
requirements according to Mrs.
Roberts, Red Cross flack, with,
WFAQ. Iver show got only tangible results, although all sta-
tation and newspapers were used in
campaign, station reported.

Your Sales Message

PROMOTION sheet distributed by WFAQ to area merchants, new
station "can deliver your sales mes-
50 families on Long Island in 26 days!" With facts and figures
plus lists of advertisers who have sold
merchandise and services, new

Pulse of Boston

GRAPH showing how Boston radio
listeners react to seasonal program
fluctuations, such as baseball, used by
WEEI Boston to tell trade that lis-
teners stick with it in spite of sea-
sional fluctuations. Graph shows WEEI
has maintained listening audience of
23.1% for a 20 month period, January
1947 to August 1948.

TV in School

EXPLORING the possible uses of televi-
sion in the medium, students in Salt Lake City's three
major high schools witnessed tele-
1948, Salt Lake City's board of education and Glenn
Reed, principal of the RIA Vocational
Dr. M. Lynn Bennion, city superin-
tendent of schools, welcomed students back to regular class work in what
they believed to be first time in U. S.
that school superintendent has used
television to talk to students in com-
plete high school under his direction.
Reception in three high schools was
near-perfect and educators and school
officials were highly pleased with the
results. Mr. Bennion told WKEX-
WITIN officials after demonstration that
"school television is interested in any
media which will improve the process
of education."

Star Market

DOMINATING the rich Lebanon Valley
and covers six major cities is theme of
televised market promotion, pro-
duced by WLBR and WLBR-FM Lebanon, and
WITIN service and coverage and gives
broader types of shows which make it
"Star Market of Pennsylvania."

On-the-Spot

SPECIAL events crew of KGO San Francisco was on-the-spot when 15,000
schoolchildren broke out in redwood forest of
Santa Cruz county this month. Crew
flew over area in Southeast Airways spe-
cial plane. Tape recordings were
made of scene before, and broadcast
was later released to ABC coast to
coast network as well as on two local
newscasts.

Prize Winner

FIRST PRIZE in the Gene Autry song-
title contest conducted by WBMS-CBS
during his personal appearance at Chi-
6193, theater goer is Sugg-
cagoan Bob Preston, guitarist, who sug-
gested "The Rainbow." Win-
ceived phonograph, long-playing micro-
groove records and albums.

TV Demonstration

IN cooperation with The Associated
Broadcasters Inc.-KSP0 San Francisco, and
KPIX, San Francisco, new tele-
manning stations KPIX, San Francisco, an-
unveiling of complete arrangements for
week television demonstration.
Two television receiving sets will be in-
stalled at strategic locations on each of
seven evenings to show television pro-
grams picked up by cameras installed on
northern. General public will be
invited to witness television in opera-
tion for full week, both mornings and

afternoon. This television preview is
in advance of KPIX's actual broad-
casting of television scheduled for
December, 1948.

Interview

REPORTER Tony Morse, KGO San Francisco, was invited to witness television in opera-
for San Francisco Fire Dept., which is
in registration, program with dynamic ladder and Chief Kruger helped

Mr. Morse on-the-spot interview was heard Sept
9 on ABC's "Headline Edition" and
KGO's "Eleventh Hour News" that
night.

Favorite Story Contest

PRODUCERS of Ronald Colman "Fa-
favorite Story" program, Frederic W. Ziv
of Ziv Co., announce opening of contest that
will give every radio listener an opportun-
ity to state why a certain book, mo-
tion picture, etc., is its "Favorite Story."
Contestants are asked to write brief
statement about their "Favorite Story" and
entry that is chosen by of-
program, Ronald Colman, and his
t judging committee as national winner,
will receive an all-expense two-week
trip to Hollywood, accompanied by a
member of their family or friend. Of,
winner elects, he may take $1,000 as his
his 98c Cleansing powder.
Mr. Colman in Hollywood. In
in which a "Favorite Story" program
is sponsored, local winner will be
chosen of station and event.

Information Folder

IN A 15 page folder divided into sec-
tions on market information, phonograph
information and coverage, KHAS Hast-
ington, from the picture, is offered
rendered and marked covered for
potential time-buyers. Also included are
pictures of station events and two-
page spread on featured programs and
sponsors. KHAS is represented by
John E. Pearson Co.

AM, FM and TV

THREE broadcast media, AM, FM and
TV, will team up in a "Radio-Television
Tomorrow" as Lee Bennett conducts
show on WGN AM and WGN-TV Chi-
ago. First broadcast was on Sept.
18, and will be followed by annual one
on Sept. 26. Program will originate from
national headquarters and the
Living Show at Chicago's Coliseum, as
sponsored by Electrical /Asn. of Chi-
icago.

Too Much Business

COUPLE of weeks ago Clark
Allan, salesman for KBC and
KBC - FM Beaumont, Texas,
dropped by a little repair shop
run by man named Moses. Mr.
Clark told Moses two tiny second
day plugs. Slogan to be
used was "Moses fixes everything."
Recently Mr. Clark dropped into shop and found it
bedlam. Mr. Moses rushed to
him yelling, "Take it off the air!" For伽ed's sake take it off!"
Mr. Moses said that since ad
had been on air he had been
swamped with 86 alarm clocks,
baby bunnies, old washe-
bottles, and sundry other things. While Mr. Clark was there Moses
answered five telephone calls—all
left out and shouted at all five callers: "No new business. Can't fix
this kind of thing!" Mr. Moses finally decided to
keep his plugs, but with po-
tence. Mr. Clark says that it's first time in his
many years of selling, that an
advertiser had complained of too
much business!

LISTENER'S NEWS...}}

NEWSPROMOTION FOR KCML Kan-
sas City, Mo., is listener's news which
features "Gum Sheet," radio and tele-
vision schedules, daily. "Gum Sheet"
has been handled entirely on air. Ad-
couragement mailing for first issue went out to 5,000 people,
according to station. "Gum Sheet" rep-
resents KCML's place on radio dial.
Paper also carries many pictures of station's staff and facilities.

New Home

WITH bright yellow alp of paper
signed, Mr. and Mrs.Stride
WTIP-FM Min-
nesota announced that starting Oct
1, their residence will be 3415 Uni-
versity Ave., in both Minneapolis and
St. Paul. Slip shows picture of station's new
modernistic home.

Lace Up

ENTITLED "Try Lace Up More Kansas
Sales," WIBW and WIBW-TM Topeka
and KCKN Kansas City, folder states
in "Try Lace Up More Kansas
selling program." Aimed at new home, folder included
small plastic booklet used for
threading lace in blouses, etc.

Donkey Prize

RADIO announcer Ed Fishel of WHIZ
Zanesville, Ohio, winner of baby
donkey "Atomic," offered by comedian
Jerry Colonna in recent contest, pre-
seated animal to children of Avondale
High School, who broadcast for WHIZ..
sent at Muskingum County Fair,
Atomic was named Honorary Staff-
Sergeant at West Coast U.S. Navy
jury in which Mr. Colonna was
named "Atomic" (to be out-
ranked by the donkey) was flown to
Chicago by American Airlines and
brought to Zanesville by truck. On
receive "Honoray Staff-Sergeant Atomic." In addition to Mr. Fishel, was
sponsored by Marine Corps
stationed at Zanesville, who added an
endorsement to "Sergeant" in
orders, transferring him permanently to
Children's Home, where he will serve
"in charge of recreation."
RCA Field-Intensity Meter
Type WX-1A
50 to 220 Mc

NEW
field-intensity meter
—for the television and FM bands

SPECIFICATIONS
Freq. Range . . . . . . . 50 to 220 Mc
Sensitivity . . . . . . . 5 microvolts to
20 microvolts per meter, depending on frequency
L-F Bandwidth . . . . 150 kc
FM Adjacent Channel
Selectivity . . . . 65 to 1
FM Band Image Ratio . 130 to 1
Voltage-regulated
(6-v. power supply also available)
Weight
Meter . . . . . . . 43 1/2 lbs.
Antenna (including tripod) . . . . 15 lbs.
Size . . . . . . . 19"L x 14 1/2"H x 13" D

THE WX-1A meets the strict requirements of FM and TV engineers for a field-intensity meter of laboratory accuracy covering television, FM, and AM services between 50 and 220 Mc. Its high sensitivity permits minimum readings ranging from as low as 5 microvolts per meter at 50 Mc, to 20 microvolts per meter at 200 Mc.

Completely self-contained, the WX-1A includes a very stable superheterodyne receiver. Selectivity characteristic is down 65 to 1 on adjacent FM channels. Image ratio is 130 to 1 at 100 Mc. A 2-stage audio amplifier drives a built-in loudspeaker for continuous audio monitoring of the signals being measured. Separate output terminals provide for convenient use with the standard Easterline-Angus recorder. The built-in vibrator power supply includes its own voltage regulator. The antenna . . . furnished with each WX-1A . . . is adjustable for horizontal or vertical polarization.

For accurate data on the service area of any TV, FM, or AM station in the uhf—and for authoritative coverage information for FCC proof-of-performance—the WX-1A is second to none. Complete details are available from your RCA Broadcast Sales Engineer. Or from Dept. 19IC, RCA Engineering Products, Camden, N. J.

The One Equipment Source for Everything in Broadcast—is RCA

BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

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TV LIGHTING

TELEVISION lighting conference was held last Monday and Tuesday under auspices of General Electric Lighting Institute, Nela Park, Cleveland, with 75 industry executives in attendance.

The two-day agenda included a series of talks covering various aspects of lighting. General Electric engineers were assisted by guest speakers from other organizations.

Conference Plans

Plans for the conference were outlined by F. E. Carlson, of GE, in opening the conference. Other talks are as follows: "TV Demonstration of Lighting Terms," D. A. Pritchard; "TV Demonstration of Pickup Tube Characteristic," C. H. Hendrie; RCA; "Light Sources for TV," and "Quality and Quantity of Light," Mr. Pritchard; "TV Demonstration of Tonal Rendering," W. H. L. Johnson; General Electric Lighting Co., C. M. Cutler; "New Horizons in Lamp Research," Alston Rodgers; demonstration at WEWS Cleveland; "Lighting of Other Station Areas," R. L. Oetinger; "Interpretation of Performance Data for Lighting Equipment," Mr. Farnham; "TV Demonstration of Use of Light for Effective Modeling," D. J. Mohler; "Layout of Light System for Typcal Studios," R. Blount; "Interference From Discharge Light Sources," Jack Campbell.

Attendence follows:

Adams, Paul O., WEWS Cleveland; Allen, A. BB-TV-Detroit; Atman, Edward; Century Lighting Co., New York; Arrindell, Paul E., WOC-TV Davenport, Iowa; Austin, Alan S., Station CCo., Cleveland.


NBC, Columbia U. Will Collaborate on Courses

COLUMBIA U. will offer 18 courses in radio and television during the coming winter semester, in cooperation with NBC.

Instructors will include Fred Batie, assistant to the network's vice president in charge of international relations, and Hugh M. Beville, NBC research director. Columbia will give a course in the development of international broadcasting, radio systems now in operation throughout the world, and radio regulations. Mr. Beville will lecture on radio research.

Columbia's radio courses are directed by Earl Barnouw, president of the Radio Writers Guild, and assistant professor of English at Columbia.

Change Call Letters

THE FORT INDUSTRY CO.'s television station in Detroit will use the call letters WJBK-TV instead of WVTY, Ralph A. Talcott, managing director, announces. WJBK-TV will be on Channel 2 (54-60 mc).

Agriculture

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW Voice of Kansas in Opera
SPRINGFIELD—FM—PLEA TURNED DOWN BY FCC

DECISION to deny application of Radio Voice of Springfield Inc., Springfield, Ohio, for new Class B FM station in that city was announced by FCC last Monday. FCC said the proposed outlet would substantially overlap with a Dayton station under common control.

Radio Voice of Springfield, licensee of AM station WIZE Springfield, is 52% owned by Charles Sawyer, who is sole owner of WING and WING-FM Dayton. Both WIZE and WING are affiliated with ABC and have joint management and sales operations, FCC found.

The report showed that the 50-microvolt contour of the proposed Springfield FM outlet would overlap with 31.2% of the Dayton population while WING-FM would overlap 97.8% of the within the proposed Springfield station’s area. On this basis FCC held the Springfield proposal would violate Sec. 3.204(a) of its rules relating to multiple ownership and prohibiting common ownership of outlets in the same area.

The Springfield station has sought facilities of Channel 251 (100.1 mc) with effective radiated power of 3.38 kw and antenna height above average terrain of 197 ft.

New Capital FM Outlet To Get Underway Today

WOL-FM Washington is slated to go on the air today (Sept. 20), duplicating all programs of WOL, Cowles Broadcasting Co.’s AM station in the Capital, Phil Hoffman, Cowles vice president, announced.

WOL, a 5-kw Mutual affiliate, operates from 6 a.m. to 12:30 a.m. on 1260 kc. WOL-FM, operating from 7 a.m. to 11 p.m., will be on Channel 254 (98.7 mc).

NEW one-volume edition of Art Henrey’s “Hotel Broadcasting: How to Write It,” published by Humor Books, will be off the press Sept. 15 at reduced price of $6.00.

HOOPER TOP 20 STATIONS IN U. S.

Morning, Afternoon and Evening in Cities Covered by Hooper Listening Index

Hooper’s Top 20 Stations in the United States for June-July period. C. E. Hooper Inc. pointed out that stations listed were only those in cities where the company’s city Hoopertabulation was published and also that share of audience was seriously influenced by the number of stations operating in the area.

The rankings follow:

**Video’s Impact on Sales Is Outlined by Carmine**

PROBABLE effect on the sale and distribution of goods was outlined by James Carmine, sales and merchandising executive of the Philco Corp., in a $20,000 visual demonstration of TV in both production and reception stages. Thursday night members of the Chicago Federated Advertising Club at the Morrison Hotel. Mr. Carmine, vice president in charge of distribution for the firm, and his engineers arranged the Hotel’s Terrace Room with TV studio, transmission and reception facilities so that 600 persons could watch the entire process from dining tables. Theme of the show, “Television in Action,” backed Mr. Carmine’s belief that TV makes “entirely new fields of entertainment open for millions of people, and is a tremendous impact on our way of living.”

Parks Johnson Retiring From Radio for Farm Life

PARKS JOHNSON, originator and “senior interviewer” of Voz Pop, a pioneer network quiz-audience participation show, has announced his retirement from radio to devote full time to his ranch and farms in Texas.

Mr. Johnson will retain his ownership rights in Voz Pop, last heard in May on ABC for American Express. The show will be rebuilt around Warren Hull, Mr. Johnson’s interviewing associate, and “slanted towards television.” The show has not yet been sold for the fall season. A new partner is being sought for Mr. Hull.

Vox Pop has been on the air for 16 years.
KGO-‘EXAMINER’

KGO San Francisco and the San Francisco Examiner have signed a cooperative pact involving mutual use of their facilities. The contract became effective Sept. 15. The Examiner, under terms of the pact, has the use of KGO’s AM, FM and TV transmissions. KGO is an ABC station.

The pact was signed by Clarence Lindner, publisher of the Examiner, and Gayle V. Grubb, KGO general manager.

Among the provisions of the pact are:

- Televising by KGO-TV of such Examiner sponsored events as the "I Am an American Day" celebration, amateur boxing, football, basketball and other athletic events.
- Co-operation of the two organizations in public service and news events, publicized regularly with identifying and “coming attraction” spots at station breaks on KGO-TV.
- Each organization bears its own expenses on mutually sponsored programs. KGO’s paid radio contracts with Mr. Hodapp are three times weekly in four other Bay Area newspapers, inserted in the Examiner.
- Highlighting of KGO’s program listing in Examiner’s daily log and a daily box publicizing mutually sponsored events and other KGO programs.
- Six-man committee, three from the Examiner and three from KGO, to meet once a month.

Discussions leading up to the agreement were begun when ABC President Mark Woods visited San Francisco early this year.

LECTURE BY MORTIMER WILL OPEN AD COURSE

ADVERTISING Women of New York will open its 20th annual survey of advertising course for registration on Oct. 6 at the Hotel Astor in New York. Subsequent weekly sessions are to be held Monday evenings at 7:30 p.m. for 24 weeks.

Lectures will start on Oct. 11 with a talk on public relations and advertising by Charles G. Mortimer Jr., General Foods Corp., vice president in charge of marketing. Among other subjects included in the course are: Planning the campaign, budgets, research, radio and television, films and jobs in advertising. Field trips will include a daily newspaper, radio station, printing plant and a photograph studio.

Chairman of the course is Margaret Stark, research director, Gotham Adv. Co. Co-chairmen are Hulda Kloenne, educational director of public health committee of Paper Cup & Container Institute, and Nadine Miller, director of press and public relations for C. E. Hooper.

Requests for information should be addressed to Survey Course, Advertising Women of New York, 1233 Avenue of Americas.

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
OPENING FOR SALES MANAGER IN MAJOR MARKET

Ability to promote broadcast sales in major market on highly competitive basis. Must have at least 10 years sales experience in radio advertising. Unlimited opportunity for the man who can qualify. Send complete information regarding salary, past positions and date available first letter, Confidential.

BOX 604, BROADCASTING

HELP WANTED . . . COPYWRITER

The hard-hitting one . . .

Need college graduate, experienced in radio station copy department. Air Mail age, experience, references.

Ed Yocum
Radio Station KGHL
Billings, Montana

Situations Wanted

Manager

Available on two week notice. Fifteen years experience as program director. Excellent work and continuity on all size markets and stations. For full details write Box 603, BROADCASTING.

Commercial manager with successful record. Desires one opportunity with progressive organization on salary-bonus remuneration basis. State details your proposition first letter. All replies answered.

Box 601, BROADCASTING

Help Wanted (Cont'd)

Radio station sales manager wanted by progressive station. Must have at least 5000 watt plus percentage. Radio or agency experience desired. Must know Washington. Our station is growing. If you wish to arrange interview, address Box 710, BROADCASTING.

WANTED

Announcer

Announcer-control board operator willing and able to work on GI Bill of Rights. Somebody with initiative who is willing to work in exchange for varied experience in all types of announcing. Please send audition disc and photo to Radio Station WAND, 106 High, N. W., Washington. Announcer wanted by 50,000 watt CBS affiliate. Must have ability to punch commercials. Good voice. Willingness to prove reliability, congeniality and initiative are prerequisites. Must have detailed background and references to WKNR, Shreveport, Louisiana. No applications considered without disc and photo. Announcer—Directing, producing experience for new Washington FM station, $600 a year. Write full particulars. Disc Box 689, BROADCASTING.

Announcer—Who can do show business. Act as farm editor and do general announcing. Must have selling voice. 685, WMUX, Mt. Vernon, Illinois.

Announcer—Experienced, permanent position for Pennsylvania station. General staff work, specialities. Box 727, BROADCASTING.

WANTED

Topnotch thoroughly experienced announcer to handle major market midwestern station. Excellent offer to consider. First-year minimum. Charge $500 down and audition disc from qualified men only. Box 728, BROADCASTING.


Technical

Engineer-announcer for network affiliate in major market. Must work with three friends to be together on well paid twin job. Box 784, Hickory, N. C.

WANTED


Production-Programming, others

Young woman who can write with a punch! 1000 watt, midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong sales copy, and who "nikes" well. Send sample copy, qualifications expected and photo to Box 592, BROADCASTING.

Engineer-announcer for 250 watt MBB affiliate of NBC network. Experience essential. Contact Bob Moran, WBBM, Chicago.

Team of two transmitter engineers for new 1000 watt opening. Chance to work with three friends to be together on well paid twin job. Box 784, Hickory, N. C.

THANKS . . .

Broadcasting

TRANSCRIPTION LIBRARY

WANTED: To travel. Commission basis. Every station can use our large repertoire, augmented monthly. Library sells at a low monthly rental. Must have car. Renter who likes giving your past experience. A hard worker can make real money. Box 673, BROADCASTING.

Live in Los Angeles. 24 hour station has opening, no commission to draw. Jim Strain, Commercial Manager, KFWI, Burbank, Calif.

Salesman, exclusive territory, Buffalo area suburban station. Box 746, BROADCASTING.
WANTED

Young men and women thoroughly grounded in ALL phases of radio broadcasting are wanted to fill vacancies in WOODBINE, City. Promotional/production staff desires fresh blood to replace veterans.

Production-Programming, others

Situations Wanted (Cont’d)

Announcer-College, graduate of School, Radio City. Wants experience, salary open. Please send details. Box 736, BROADCASTING.


Man, 35, married, BA Speech University of Wisconsin desires position on station including announcing, dramatics, all-round radio work; In Southeastern California. Personal audition or details on request. Alex Barjuke, 511 Van Owen St., Van Nus, California.

National Award Winning disc jockey now available with proven sales. Box 731, BROADCASTING.

Wanted: Sports job with station that handles lot of sports. Four years experience in broadcasting all play-by-play. College graduate, married, sober. Will work hard to make success of venture. If you want sports man who has the know-how, here is your opportunity. Will send air disc upon request. Presently employed. Box 734, BROADCASTING.

Experienced announcer available 2 weeks notice. Strong commercial, good copy writing, 30 year college, minimum 75 kw. Also experience as disc jockey in Chicago. Can operate control board (FM and AM), cheerful and likable, good speaker. Please send disc. Box 706, BROADCASTING.

Experienced announcer, program director—recent graduate. Veteran desires chance to prove ability. Free to travel. Disc, resume and myself available immediately. James Woods, 408 S. Broad St., Elizabeth, New Jersey.

Announcer, graduate radio school. Very free to travel. Available now. Disc, etc., upon request. Box 704, BROADCASTING.

Versatile announcer, thirty-two years experience. Capable handling news, newscasts, interviews and quiz shows. Am now employed in this field. Free to move to other station in good competitive market. Box 707, BROADCASTING.

Women’s programs announcer (including record programs), continuity writer. Excellent background of education and experience; latter in retail and personal fields, previous to radio training. Extensive travel by plane and train, some college. Seeking permanent full-time position. Will go anywhere. Box 730, BROADCASTING.

Announcer, 11 years experience, age 28, good morning Van. Disc shows, talk and program. Present station since 1941, with others, paying position in present climate. Interested in sector from Illinois to New York. Absolute minimum $75.00 plus expenses. Will move, use own plane and hotel. Box 732, BROADCASTING.

Announcer, 12 years experience, age 30. Good morning, midday, disc shows, continuity. Available immediately. M. B. Black, 114 Dewey Place, Atlantic City, N. J.

Engineer—First phone, one year as engineer, and manager of station. Free to move. Done some selling, Married, Pref. midwest or east coast. Will work in engineering or building. Box 977, BROADCASTING.

Chief engineer—Experienced in transmitter, studio, recording, remote and main- tenance work. Free 5000-30 kw. FM stations. Have car and would like position in progressive station. Box 748, BROADCASTING.

Production-Programming, others

Situations Wanted (Cont’d)

Announcer, 21, graduate of School of Broadcasting in Chicago. Can operate control board (FM and AM). Experienced. Please send disc. Box 708, BROADCASTING.

Experienced announcer-program director—recent graduate. Veteran desires chance to prove ability. Free to travel. Disc, resume and myself available immediately. James Woods, 408 S. Broad St., Elizabeth, New Jersey.

Announcer, graduate radio school. Very free to travel. Available now. Disc, etc., upon request. Box 704, BROADCASTING.

Engineer—4 years experience. Familiar all phases broadcast. Free to travel. Experienced. Reference. Box 963, BROADCASTING.

Engineer—no broadcast experience. Drives and letter; will travel. Box 661, BROADCASTING.

Engineer—First phone, second telegraph. Has to work ten years but no broadcasting experience. 28, single, will move anywhere. Box 660, BROADCASTING.

Veteran, 21 years old with first phone desire position as engineer with upward opportunity. Experience Box 697, BROADCASTING.

Engineer with first phone license, preferably AM. Desires position in radio school. Desires change. Box 698, BROADCASTING.

Engineer, no broadcast experience. Graduate NY radio school. 1st phone, will move. Box 699, BROADCASTING.

Ambitious engineer wants to move forward. At present chief of 1 kw and box 701, BROADCASTING. Interested in managing small station or engineering in 5 kw. Box 721, BROADCASTING.

Engineer—1st phone, 2nd telegraph, class A automatic. Permanent position desired. Box 702, BROADCASTING.

Engineer—1st phone, 5 years broadcast experience, 50 kw transmitter, control, remote work. Married, will move. Pre- fer east. Box 718, BROADCASTING.

Experienced first class engineer; AM-FM installation experience. Desires station, 500-2000. Box 731, Silver Spring, Maryland.

Engineer, first phone ticket, single with engineering experience. Will move for- ward. Also interested in managing small station or engineering in 5 kw. Box 721, BROADCASTING.

Chief engineer—Experienced and FM; transmitter and control, directional. Veteran, young, single, will travel. $70 required. Two weeks notice. Box 734, BROADCASTING.

Engineer, first phone, 1 months experience, 250 watts AM. Interested in permanent position. Box 733, BROADCASTING.

Transmitter operator-first phone. Capa- ble, ambitious, announce if necessary, will work day or night. Will work permanent position in New York City. Box 727, BROADCASTING.

Engineer—Transmitter, 25 years in radio. Chief engineer with considerable experience in management and operation. Completely versatile. Free to travel. Box 735, BROADCASTING.

Chief engineer—Experienced in transmitter, studio, recording, remote and main- tenance work. Free 5000-30 kw. FM stations. Have car and would like position in progressive station. Box 748, BROADCASTING.

Engineer—2 engineers both experienced in 5000 watt directional AM and 30 kw FM stations. One has 15 years experience, other 8 years, plus 2 years college. Box 746, BROADCASTING.

Chief engineer—250 w—50 kw experience. Available 5 kw up only. Box 743, BROADCASTING.

Chief engineer—employed, experienced, dependable, married. Want change to better position. Box 730, BROADCASTING.

Engineer, college, first phone, xmitter, 7 years college, some broadcasting. N. Y. area. Ted Braunstein, P. O. B. 511, Chester, Pa.

Engineer—2 years college and first license. Some experience transmitter and studio. Box 747, BROADCASTING.

Engineer—First phone, age 24, married. Experience, Free to move. Two years studio and transmitter operating and maintenance. Some an- nouncing experience. Prefer midwest. Central, consider elsewhere. Box 739, BROADCASTING.

Engineer—First phone desire permanent location, AM or FM, available immediately. S. C. H., 2920 N. 56th St., Omaha, Nebraska.

THE NATIONAL ACADEMY OF BROADCASTING, INC.

Gives its classes practical experience in broadcasting over local stations.

WE PREPARE AND SUPPLY TRAINED PERSONNEL

Our graduates are employed in stations from Nashua, N. H., to San Francisco.

Production-Programming, others

Continuity director desires responsible, permanent position. Experienced in promotion and advertising, writing (radio & TV) with references of top broad- casters. No experience. Box 767, BROADCASTING.

Farm director, experienced, agricultural college background. Familiar with current advancement. Box 686, BROADCASTING.

WANTED

Jobs for graduates, "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting. Desires standing professionals!

HAL STYLES SCHOOL OF RADIO AND TELEVISION
(2030 Wilshire Blvd., Los Angeles, California)

Appeal for veterans

Beverly Hills, California

Bradshaw 21490

NOTE: Station Managers and Program Di- rectors from coast to coast are satisfied with personnel we furnish.

Music director, BA, BB, MA, knowledge all phases music broadcasting, live and recorded, programming, music continuity and music library. 27, mar- ried, single, travel. Box 720, BROADCASTING.

"WAFP"—Writer, announcer, producer, selling, sales, production, promotion; promotion on request. Will forward brochure on request. Write Box 718, BROADCASTING.


BROADCASTING

In your money generously refused if I don’t measure up to expectations. And I mean it. Twelve years in radio majoring in program, sales and production; really have a job to do, please don’t answer this. You must have an interest of interest to existing small station or you are too anxious to manage small station not make the grade. Box 700, BROADCASTING.

Newscaster-writer from 50 kw news- room. Formerly news director smaller stations. Married, 30 years college. Prefer midwest city. Available immediately. Box 728, BROADCASTING.

Program director-announcer. Excellent classical music background. Experienced in promotion, sales, program, production. Will write complete broadcast schedule for FM station. Box 728, BROADCASTING.

A radio news editor with American and foreign experience. Expert at how to build up lagging ratings and top stiff stations. Bingle, sober, steady, good appearance, good reference. Radio City. Box 729, BROADCASTING.

Engineer, college, first phone, xmitter, 7 years college, some broadcasting. N. Y. area. Ted Braunstein, P. O. B. 511, Chester, Pa.

Engineer—Radio—TV—FM, graduate, producer—announcer, to progressive organization, available. Box 742, BROADCASTING.

NABOB, Dept. 111
3338 16th St., N.W., Washington 10, D. C.

Please send information about
Exrazier Correspondence Course

Address

Page 84 • September 20, 1948

BROADCASTING • Telecasting
For Sale

To buy—Fulltime 250 watt station located in the south. Send full details to Box 745, BROADCASTING.

WANTED—Q. Flyer model model 818 double field two speed; also Blue Flyer model E. Buy complete for cash. Price $30.00. W. D. Waco, South Dekalb, Ill.

For Sale

To buy—Fulltime 250 watt station located in the south. Send full details to Box 745, BROADCASTING.
September 10 Decisions...

DOCKET CASE ACTIONS

Petition Denied

Adopted order denying petition of Sky Way Bstg., Corp., Columbus, Ohio, for stay of issuance of CP and for denial of authorization for program tests to Northwestern Bstg., Corp., Lima, Ohio, without prejudice to any action which may be taken with respect to petition for referral by Bestg. Corp., which is presently pending before Commission.

License Renewal

Announced decision granting application of Kalamazoo Valley Bstg., Co., Charleston, W. Va., for renewal of license for WOKJ and granting authorization for transfer of control of licensee (and petition for transfer of control) from Worth Kramer to Eugene R. Clutter, Richard M. Venable and Floyd E. Price, and for transfer of control from Clutter, Price and Venable to Venable alone.

AM—1489 kHz

Announced decision proposed to deny applications of East Liverpool Bstg., Co., and Radio Courier Inc., both requesting new station at East Liverpool, Ohio, 1480 kc 250 w un.

AM—978 kHz

Announced decision granting application of Bremere Bstg., Inc., inorder as it requests authority to increase D power of WAA7 Newark, N. J., from 1 to 5 kw, but denied application insofar as it requests increase in N power from 1 to 5 kw.

AM—1249 kHz

Announced decision (Chairman C.O. dissenting) granting application of Mahoning Valley Bstg. Corp., for new station Youngstown, Ohio, 1240 kc 250 w un., cond.

Petition Denied

Adopted memorandum opinion and order denying petition of George Arthur Smith, Jackson, Tenn., for publication of president's recommended decision in proceeding involving his application.

ACTIONS ON MOTIONS

(Continued from Commissioner Hyde) Antelope Valley Bstg. Co., Lancaster, Calif.—Granted petition for leave to file answer to complaint filed by a number of limited partners to application part.

BROADCASTING

Tri-City Telecasters Inc., Allentown, Pa.—Petition granted to amend CP to permit standard to change transmitter to a relisted studio and to permit station to apply to different frequencies for program transmission to cable plant.

Sarken Tarlton, Bloomington, Ind.—Granted petition to accept evidence in matter of utilizing facilities of commercial FM station for pre-satellite broadcasts.


Radio Courier Inc., Co., Gary, Ind., and Radio Station WGES, Chicago—Dismissed petition requesting reconsideration and grant of their applications.

KCMC Texarkana, Tex.—Granted petition to proceed with amendment to amendment to CP of KRUS and KGBR.

Snowden Radio Enterprises, New Braunfels, Tex.—Granted petition to permit construction of second AM station in San Antonio area.

Tri-City Telecasters Inc., Allentown, Pa.—Granted petition for amendment to CP of nonstandard station to permit operation of another antenna.

AM—1580 kHz

Rock River Valley Bstg., Co., Water- town, Wis.—Granting new standard station 920 kc 500 w A.D. AMENDED to change frequency from 920 to 1500 kw, power from 500 kw to 1500 kw.

AM—1540 kHz

WPTR Albany, N. Y.—Granted time change, makes in DA and in change power to 10 kw.

Acquisition of Control

WBRS Pensacola, Fla.—Voluntary acquisi- tion of control of licensee Corporation from Erkke M. Beall to Ruth R. Jackson.

Assignment of License

WOKZ Alton, Ill.—Voluntary assign- ment of license from R. C. Ghonhun and R. L. Ross, partners d/b a.s Illinois Bstg. Co. to WOKZ Inc.

Modification of CP

VKVW Anchorage—Mod.-CP granted change frequency, increase power, AM—1540 kHz 10 kw to 15 kw and 25 kw, D. CB.

WNAC-FM Boston—Mod.—CP new FM station to change carrier frequency from 19.5 kw to 20 kw, ant. height above average terrain of 2000 ft.

WSFJ Springfield, Mass.—Mod.—CP new station for extension of clearance period.

WTAX-FM Springfield, Ill.—Same.

GWWS Champaign, Ill.—CP to rein- state CP as of this date and no control of station shall be relinquished until new FM station is authorized and constructed.

WJFX Jacksonville, Fla.—Granting new standard station 100 kw 100 kw to AM 1460 kHz Station Binghamton, N. Y.—Same.

CP New standard to 15 kw 15 kw at

AM 1540 kHz 25 kw.

AM—1460 kHz

chanute Bstg. Co., Chanute, Kan., CP new standard station 1460 kc 250 w D. AMENDED to change name of licensee of applicant with interpretation of license.

WLWA Chicago—Same.

AM 1400 kHz 10 kw 10 kw to.

WEXT Inc., Milwaukee—Granted petition to permit station to operate a full power station for 50 kw.

KGA Prcole.—Granted petition for extension of time to Sept. 17 in which petition was to be acted upon by FCC, and retracted on advice from WOW.

WRKO Boston, Mass.—Granted petition for extension of time to Sept. 20 within which time they were to send to ALFORDS IC and to grant permission to re-amend 7th. and 114th.

KXTM San Antonio, Tex.—In opposition to request in which they were asked to permit the station to continue to operate at full power.

K ecstasy to Sandusky, Ohio—Granted petition to allow station to continue to operate at 25 kw 25 kw.

KUJF Co., Sonoma, Calif.—Granted petition to allow station to change frequencies from 1490 to 1500

KUCO Camarillo, Calif.—Granted petition to grant amendment to standard station 1460 kHz 15 kw 15 kw at.

WKBX Los Angeles—Same.

WATX-FM Springfield, Ill.—Same.

WJXG-AM Missoula, Mont. —Same.

APPLICATIONS

Applications for renewal of standard broadcasting licenses:

KWVI Tucson, Ariz.—KZQO Mason City, Iowa—KJHD Duncan, Okla. —WCAP Asbury Park, N. J.—WFTF Find- ley, Ohio—WTAC Troy, N. Y.—WSLB Shreveport, La.—WHIO Dayton, Ohio—KWSO and KYOV Portland, Ore.—WGTU Salisbury, N. C.

AM—1580 kHz

AM—1540 kHz

WPTR Albany, N. Y.—CP change time trans, make changes in DA and in change power to 10 kw.

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WSFJ Springfield, Mass.—Mod.—CP new station for extension of clearance period.

WTAX-FM Springfield, Ill.—Same.

GWWS Champaign, Ill.—CP to rein- state CP as of this date and no control of station shall be relinquished until new FM station is authorized and constructed.

WJFX Jacksonville, Fla.—Granting new standard station 100 kw 100 kw to AM 1460 kHz Station Binghamton, N. Y.—Same.

CP New standard to 15 kw 15 kw at

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AM—1460 kHz

chanute Bstg. Co., Chanute, Kan., CP new standard station 1460 kc 250 w D. AMENDED to change name of licensee of applicant with interpretation of license.

WLWA Chicago—Same.

AM 1400 kHz 10 kw 10 kw to.
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Michigan 2261

KEAR & KENNEDY
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33 West 42nd St.
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Telephone: Longacre 3-6029

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CONSULTING RADIO ENGINEERS
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TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

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203 W. Hutchison Street
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1011 New Hampshire Ave. RE. 6644
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George C. Davis
581-514 Munsey Bldg.—District 8456
Washington 4, D. C.

John Barron
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7757

Frank H. McIntosh
710 14th St., N.W.—Metropolitan 6477
WASHINGTON, D. C.

Herbert L. Wilson
1033 Connecticut Ave., N. W.
WASHINGTON 6, D. C. NA. 7161

Weldon & Carr
Washington, D. C.
1603 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3613

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& Associates
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PREISMAN & BISER
AM, FM, Television
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MANAGEMENT TRAINING ASSOCIATES
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Adams 7299

Lynne C. Smeby
820 13th St. N. W., EX. 8073
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September 20, 1948 • Page 87
Every Weekday Morning—6 to 9 in the Detroit Area

THE

TOBY DAVID SHOW

* A comedy disc show that is selling national products in this area at mighty small cost. For particulars, contact our reps, now!

5,000 WATTS • MUTUAL SYSTEM

Page 88 • September 20, 1948

FCC Actions
(Continued from page 86)

Applications Cont.: Modification of CP

WBNF-TV Ruyghtonton, Y.—Mod. CP.

New commercial TV station for slight change in trans. site, increase ERP from 12.0 kw aur. 8.9 kw to

23.45 kw aur. 11.725 kw and change time and date.

WPTZ Philadelphia.—Mod. CP change station location, increase ERP from 10.76 kw aur. 10.76 kw to

10.77 kw aur. 10.76 kw. Change of time and date.

License for CP

WBEN-TV Buffalo, N. Y.—License to
cover CP new commercial TV station and to request change in ERP from 15.8 kw aur. 19.11 kw to

11.4 kw aur., and to request change in time and date.

TENDERED FOR FILING

Transfer of Control

WCMB Lemoine, Pa.—Consent to
transfer of control of 55 sh. from Sam-
uel W. Fogelsanger to Edgar T. Shep-
ard Jr.

Assignment of License

KEEN San Jose, Calif.—Consent to
assignment of license to United Bostc.
Corp.

WAKP WKP-AM Allentown, Pa.—
Consent to assignment of AM license and FM CP to WAKP Inc.

KTAE Taylor, Tex.—Consent to
assignment of license to Graham Ollie
Conley, Dr. Raymond Garrett and K.
McCulloch, partners d/b/a as William-
son County Bscg.

Transfer of Control

KQY Phoenix, Ariz.—Consent to
transfer of control 1000 sh. of capital stock from Thomas E. Murphy and James E. Edwards, co-executors, will of Burridge D. Butler, deceased, to Salt River Valley Bscg. Co.

KTUC Tucson, Ariz.—Consent to
transfer of control of 180 sh. common stock from Thomas E. Murphy and James E. Edwards, co-executors, will of Burridge D. Butler, deceased, to Salt River Valley Bscg. Co.

WLS Chicago.—Consent to transfer of control of common stock of 1750 sh. from Thomas E. Murphy and James E. Edwards, co-executors, will of Burridge D. Butler, deceased, to Ina H. Butler.

APPLICATION RETURNED

FM—100.1 mc


—CP new FM station (Class A) on 100.1 mc.

Channel 361, 89.050 kw and

8bit, antenna at average terrain 503

ft. RETURNED Sept. 7.

AM—1460 kc

James W. Arendale Sr. and H. M. Bos-

well Jr. d/b as Grenada Bscg. Co.,

Grenada, Miss.—For new standard sta-

tion 1460 kc 250 w un. RETURNED

Sept. 7.

APPLICATION DISMISSAL

License for CP

WPTZ Philadelphia.—License to
cover CP change ERP from 10.27 kw to

5.26 kw, aur. 10.7 kw to 4.81 kw. 30 Sept.

September 13 Decisions ...

DOCKET CASE ACTIONS

AM—1010 kc

Announced decision granting applica-
tion of Radio Telestation of Baltimore
Inc. for new standard station in Balti-

more, 1010 kc d. cond. and deny-

ning application of Commonwealth Bscg.

Corp. to change facilities of WLOW

Norfolk, Va. from 1000 kc to 1010 kc, increase

power from 1 kw to 5 kw, and change hours from D. unt., DA-NA.

Adopted order dismissing petition of

LOW requesting leave to withdraw

its petition, —Granted. Order for oral

argument with respect to Commission's pro-

ceedings in above proceeding. Adopted order granting

permission of WLOW for the station to

operate 1:56 to 6:56, to file application for CP to change

station from 1000 kw to 1010 kw, with 1 kw D.

AM—1230 kc

Announced proposed decision looking

toward denial of application of Atlantic City Bscg. Corp. for new standard station in Atlantic City, N. J., 1230 kc 250 w unt. and denial, in default, of applica-
tion of station Bscg. Corp. seeking the same facilities, for failure to ap-

ply for CP.

FM—Class B

Announced decision denying applica-
tion of Radio Voice of Springfield for

new Class B FM station in Springfield,

Ohio.

AM—1340 kc

Announced decision granting applica-
tion of Williamsport Radio Bscg. Asso-

ciates for new standard station at its

exemption site, Pa., 1440 kc d. cond., and
denyng application of Lycoming County Bscg. Co., seeking same facili-
ties.

September 13 Applications ...

ACCEPTED FOR FILING

License Renewals

Applications for renewal of standard broadcast license filed by: KEFPA Helena, Ar.; WJTV White, S.C.; WBB

Dundan, N. D.; WOBF Evansville, Ind.; WAKJ Youngstown, Ohio; WJRL Milwaukee, Wis.; WRB Denver, Tex.

Modification of CP

KCLI Los Angeles.—Mod. CP new

FM station for extension of completion date.

WHW-FM Cleveland.—Same.

KSD-FM St. Louis.—Same.

Assignment of License

WOKZ-FM Alton, Ill.—Voluntary as-


License for CP

WIST Charlotte, N. C.—To cover CP

close station.

Modification of CP

KN-RO-TV San Francisco.—Mod. CP

new FM station for waiver of specific completion dates.

WCHR-FM Alton, Ill.—Same.

WCHR-FM Alton, Ill.—Voluntary as-

signment of license from C. L. Stovin d/b/a C. L. Stovin Bscg. Co.

FM—88.1 mc

WFLX-FM to cover CP new station

station to change

WCHR-FM Alton, Ill. —Granted.

TENDERED FOR FILING

School City of New Albany, Ind.—CP

new FM station on 1010 kc, 250 w.

WCHR-FM Alton, Ill. —Denied.

Assignment of CP

WHXY Hattiesburg, Miss.—Consent to

assignment of CP to WHBY Bscg. Co.

Inc.

KFBG Perryton, Tex.—Consent to

assignment of CP to North Plains Bscg.

Co. Inc.

September 14 Decisions ...

DOCKET CASE ACTIONS

AM—540 kc

Announced decision granting applica-
tion of Harding College to change fre-

quency of WHEB Memphis, Tenn., from

1400 kc to 560 kc. Increase ERP from 250 w to 1 kw. 5 kw, 1.5 kw, DA.

AM—1090 kc

Announced decision granting proposed decision looking toward grant of amended ap-

plicant A. W. Talbot of Austin, Tex., oper-

ating assignment of WNOE New Orleans, La., to change frequency of 1070 kc to

1600 kc 50 kw D. cond., DA, subject to

condition by Bscg. Co. for exclusive use of site subject to grant of constr.

by CAA, and denial of applica-
tion for Operating Bscg. Corp. for new

station at New Orleans Co.

same facilities. (Comrs. Jones and Ster-

ning dissenting, Commissioner Walker not participating.) Adopted order closing record in this proceeding.

BY THE SECRETARY

WUTC Erte, Pa.—Granted CP to

change studio and studio locations, change type of equipment, decrease ERP from 5 kw, aur. 2.5 kw, to

2.5 kw aur. 1.48 kw. and make seat.

changes.

WHJO Ospella, Ala.—Granted invol-

untary assignment of license to Sara

G. Samford, C. S. Shealy, Thomas D.

Garrett, debit, d/o C. S. Shealy, Auburn Bscg. Co. to Yettie G. Sam-

ford, C. S. Shealy and Aileen M. Sam-

ford, executors of the estate of Thomas D. Samford Jr., deceased, d/o Ope-

lina A. Shealy d/o.

KOVE Lander, Wyo.—Granted mod.

clearance of application for ana-

log station, trans. location, and to specify studio location.

KWBQ Carlsbad, Calif.—Grant of CP to change type of trans. and to specify the studio location.

Followed were granted mod. CPs for extension of completion dates as below, KEMD Medford, Ore. to Aug. 1-49; WNLW Butler, Wis. to 12-27-48; KFNT St. Louis, Mo. to 12-29-48; WIRL-FM Illinois Valley Bscg. Co., Bureau, Ill. Granted request for de-

lection of FM CP Neus 8-13-47.

A WOXFP Carter Publications Inc., Fort Worth, Tex.—Granted license for new exp. TV relay.

‘Kidisk’ Show

AN all-children’s record show, possibly the first of its kind in the radio field, cele-

brated its third anniversary Aug. 24 on WJW Cleveland. Program, Cousin Kay’s Kor-

ner, is presented by Walter Kay, whose collection of “kidisks” exceeds 460 al-

bums. More than 1,000 separate items are included, such as nursery rhymes, fairy tales and lessons on manners, as well as records for preschool kids and recordings from the sound tracks of Walt Disney films. Program is aired daily except Sundays on WJW.
Industry Events Planned by RCA
May Port Show and Convention Plus Radio Week on Agenda
PLANS for two major radio industry celebrations will be drawn up by committees of Radio Mfrs. Ass'n at the annual RCA fall conv. to be held Oct. 6-8 at the Roosevelt Hotel, New York.

The events are National Radio Week (Nov. 14-20) and a new combined parts show and RCA convention (Nov. 15-17). National Radio Week, conducted jointly by NAB and RCA, includes the Radio-in-Every-Room project and the Voice of Democracy radio script contest.

The spring event will be held in connection with RCA’s Silver Anniversary convention. RCA and the annual Radio Parts & Electronic Equipment Show have pool facilities for the celebration, and will take over 1,450 rooms in the Stevens Hotel, Chicago. Hitherto the parts show has been a separate event. Parts makers selling to set manufacturers or other industrial outlets will be admitted to the parts show for the first time.

At the Oct. 6-8 RCA fall conv., RCA activities for the coming year will be arranged. Among these are RCA “town meetings” for radio servicemen scheduled Nov. 14-20 in major cities.

The conv. will wind up with a meeting of the RCA board.

Opening the New York session will be a meeting of the Advertising Committee under Chairman Stanley H. Manson, Stromberg Carlson Co. Other committees and divisions will meet.

R. M. President Max F. Balcom, Sylvania Electric Products, has named a Silver Anniversary Convention and Banquet Committee headed by Leslie F. Muter, Muter Co., who is RCA treasurer and chairman is Charles M. Hofman, Belmont Radio Corp. The committee will meet Oct. 7 at the New York conv. to appoint subcommittees, including one on broadcasting.

The first town meeting for servicemen will be held at the Hotel Astor, New York, Sept. 27-29. Boston’s meeting will be held during National Radio Week. Others are planned later at Atlanta, Los Angeles and Chicago.
BETTY JO DOYLE, Mr. DON GAYNOR, LLOYD GRANT staff WCTC, and broadcasting —

AURY FARRELL Local Men, there's Steele, of WIRK West Palm Beach, Florida's rich and National "Time Buyers" since 1947, as summer replacement announcer, joining WTTP, formerly of KVDO Colorado Springs, Colorado, takes over as chief announcer, and sports director and HENRIETTA HAY assumes her duties as women's director.

JOANNA STANDISH has joined staff of WKNX Kalamazoo, Michigan, as women's editor. Miss Standish goes to WOWO from Chicago, where she was in charge of Home Planning Center at Marshall Field's.

WAYNE LARSON has been named program director at WAPN, and HOLLY GRANT has been named production manager of same station.

TROY GRANT has joined announcing staff of WNNX Yankton-Sioux City, Iowa, as Mr. Grant was with WXLQ Guam, KYXQ Mankato, Minn., KOTA Rapid City, SD. He is currently in Oregon.

Betty Jo Doyle, receptionist at WAPN, was married Aug. 27 to Chet Fletcher.

BILL Willar, formerly chief of operations at KNDG in Minneapolis, and earlier with KXY San Francisco, has joined announcing staff at WAPI. He replaced HERB ELLIS, who resigned to go to Hollywood. Willar has been known for "a Day" and JANICE LUNDELL, assisting on the show, have announced their marriage.

JACK DOUGLAS, HOWARD HARRIS, and SOLOMON have joined writing staff of CBS "Jack Carson Show." John Linnan, of KBGM (formerly of WLOS), and Helen Henry were recently married.

KENNETH Michael has joined KPLTV Los Angeles as stage manager. Mr. Michael was formerly with NBC and ABC in New York, and, before that, worked for State Department. Other changes at station include addition of MARTI WILL as music library replac- ing MARIE HARDING, who resigned: promotion of MAXINE HODGSON to public service department, to secretary of production manager, PAT KELLY.

JIM CHAMBERS, staff announcer at WJXL (WJXL-P) Washington, Pa., has resigned to take similar job at WHOL, new CBS station in Washington, D.C. Formerly the WJXL recruiting manager, he began his new duties Sept. 13.

BARRY BURNS, former home-making director on KMA Shenandoah, Iowa, has returned following an absence of 18 years, as their regular morning homemaker. Mr. Currier was homemaker and program director on several midwest stations including KSMO Hollywood, KSMO Denver, and KMA, five.

FRANK MONTEKONE has been appointed program director of WMQY Morning-News in Altoona. He started with WMQY as scriptwriter, advanced to head that department, and has now become program director. WALTER SPIRO, formerly with WDHD Dawson, Ohio, has been named chief announcer at WMQY.

ROGER STICHT, former continuity editor in Los Angeles, has been appointed assistant program director. He has been named to accept position as radio director for Bert Sarason Inc., local agency. LARRY TAYLOR, has been appointed chief announcer of KRKC—KRKC-FM Junction, Texas.

KFXJ Grand Junction, Col., announced appointment of two new members of program staff, formerly, of KRDO Colorado Springs, Col., takes over as chief announcer, and sports director and HENRIETTA HAY assumes her duties as women's director.

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DISAPPEARANCE of the motion picture theatre from the American scene, possibly by 1955, was predicted last week by Television Research Institute in a special report to its members.

The decline and eventual demise of the present system of movie making and distribution is an in-eliminable concomitant of the growth of television, TRI concluded.

Citing the Hofstra College survey [TELESTATUS, Aug. 23] as evidence that the introduction today of a video receiver in the living room means a 20% decline in movie attendance, despite the low level of video entertainment, TRI predicted that as TV programming improves—and it inevitably will—movie attendance will fall off proportionately.

"By the time video-makers install their hoped-for 24 million U. S. sets, it seems likely that the motion picture will no longer cast its shadow over pavements. The consumer will be able to have his made-to-order dreams in the comfort of his own living room," TRI said.

This is by no means the end of motion pictures, TRI concluded, but it means pictures a decade hence will be produced for video distribution and home reception. "There will be, in the next few years, many more pictures produced than ever before. They will be turned out at a cost level undreamed of by today's cinemoguls. There will be fewer and fewer spectacle pictures, more and more Hollywood output designed for television's smaller screens."

Facing Problems

Meanwhile, TRI pointed out, there are a number of problems to be thought over. The cost of making feature movies today is enormous for advertising sponsorship; old films, which might be rented at reasonable figures, are not suitable for this high-priced "re-production" and besides, Petrillo won't let the musical soundtracks on these old pictures be used on the air; foreign films lack the necessary mass audience appeal.

The Zenith plan of connecting TV customers with movie house broadcasters via metered telephone connections breaks down, in TRI's estimation, because of the "unlikelihood that FCC will issue television licenses to every local movie house." Perhaps, TRI suggested, "the old paid-radio idea may be tried for motion pictures" but then the problem "would be to keep servicemen from making and selling bootleg uncensurables to set owners."

"There seems little question that television will win out in the end," according to TRI. Though the cost problem will still have to be solved, it seems likely that the emphasis will be on the less expensive cinematic production, the institute believes. TRI's line of reasoning is sure to be disputed by those who will
Respects

(Continued from page 80)

...sheets on the cots and billowing nets to keep out the bugs." After the Armistice, he returned to tool making for a year. During a visit to his parents' home in Racine, he noticed that a young man in the neighborhood drove an expensive car, went to work late, came home early "and managed to support a wife and two children in impressive style".

Novelty Promotion

"I learned this chap was in advertising," he related, "and, comparing our ways of living, decided that some of that prosperity was for me! I asked him for a job and started working with him in merchandising and promoting novelties throughout the country. I soon gave this up, however, when I got a yen to set down." Selling displays advertising on the Journal-Times seemed the answer.

"I wanted to settle down all the more after meeting my wife in a rainstorm and marrying her two months after becoming station manager. She's pretty good at helping me with my magic shows at home!" A daughter, Elaine, who is 20, is also an amateur magician.

The lure of magic attracted Mr. Newcomb when he was a child, and he has accumulated a mass of equipment for amateur shows. Another sideline is catching fish and curing and mounting their heads. This summer he plans to spend two weeks at Lake Towanda in Northern Wisconsin casting for muskies. His prize catch to date is a 32-pounder, 48 inches long, whose head is mounted in his garage.

The soft-spoken and genial WRJN executive has attained a reputation for honesty and integrity for his station, locally and regionally. WRJN is an ABC affiliate. It is also an owner-member of the Wisconsin State Network, and takes a lead in promoting inter-station goodwill and helping solve mutual station problems.

WRJN-FM went on the air Aug. 26, 100.7 mc (Channel 264), with 15 kw. A 54-foot high FM antenna was mounted late in June atop a new 283-foot AM tower. The FM listening area will have a 30-to-40 mile radius with 1,000 microvolt signal. The station plans to duplicate its AM programs, in general, on its regular minimum schedule, which now stands at 6:15 a.m. to 10:15 p.m., CST, Mr. Newcomb said.

Affiliation

Mr. Newcomb is one of the founders and a former vice president of the League of Wisconsin Radio Stations. He is president of the Racine Lions Club, and is a member of the Elks Club, American Legion and Racine Asan of Commerce. Though not a confirmed joiner, he formerly belonged to "a half dozen other organizations," but now limits outside activities to the above groups so as to "keep both eyes on television and facsimile, as well as our AM and FM setups."

"Besides, I have to have some time left for my No. 1 superintending job," he said recently as he leaned his graying head against a window to watch a crew of laborers rip huge concrete slabs from Racine's main drag. "Last week I 'helped' them take out 60-year old wooden water pipes. You know, those pipes are STILL good!"

Saudek Flying to Berlin

For Documentary Data

ROBERT SAUDEK, ABC vice president in charge of public affairs, was to fly to Berlin on Saturday, Sept. 16, to gather first-hand material on the German occupation for a projected documentary broadcast scheduled for late fall. He plans to spend a month in Germany conferring with occupation officials.

"Beginning with the Moscow Conference of 1945", Mr. Saudek said, "the new ABC documentary will review and spotlight the ebb and flow of international negotiations since that time, with consideration to be given to the personalit"...
September 16 Actions

DOCKET CASE ACTIONS

Announced final decision granting application for increase in daytime radio power to 500 kw D for KCVR (Lodi, Calif., 57554). The application for a daytime 500 kw D and install new trans., operating on assigned 1500 ke, subject to cond. that applicant will make prompt amends to eliminate complaints with respect to blanket increases in power. Petitions denied

September 16 Applications

ACCEPTED FOR FILING

Applications for renewal of standard broadcast licenses for: KSBY (San Diego, Calif.); WYUM (Gulfport, Miss., km); WMOS (Marinesville, Va., kw); WJDA (Marion, Ill.), kw; WKYS (Stevenson, Ala., km); WDDR (Andrews, N.C., kw) and WGST (Logan, Okla., kw).

Modification of CP

WVirginia: KSBY-OO, Mod. CP change frequency, increase power, etc., for extension of completion date, 1947.

WYUM: Mod. CP change frequency, power, etc., for extension of completion date.

WKYS: Mod. CP change frequency, etc., for extension of completion date.

WJDA: Mod. CP change frequency, etc., for extension of completion date.

WDDR: Mod. CP change frequency, etc., for extension of completion date.

WGST: Mod. CP change frequency, etc., for extension of completion date.

Relinquishment of Control

WCFM, Washington, D.C.: Relinquishment of control to common stockholders, insofar as may be necessary to assure control of common stockholders, insofar as may be necessary to assure control of the firm.

Modification of CP

WCBM, Washington, D.C.: Mod. CP new FM station to cover area.

WNYF, Baltimore: Mod. CP new FM station to cover area.

Warner Joins Neendham

Phillip R. Warner, a partner with the Southern California Distributorship, has joined Neendham & Grohmich Inc., New York, as vice president and account executive.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SPECTUM TO SEPTEMBER 16

Class Licensed CPS Con'd Licenses Applications In

AM STATIONS

192

17,106

FM STATIONS

TV STATIONS

1,664

1,797

*403 are on air. 727 are on air. 724 are on air.

3 FM OUTLET PERMITS ARE DELETED BY FCC

THREE permits for FM stations were deleted last week by FCC at the request of the permittees.

Due to construction difficulties which make it impossible to start operations by the date originally stated for relinquishment of the permits, the FCC was requested to delete the permits. The construction permit was issued by the Commission, the Illinois Valley Broadcasting Co., permittee of WIRL-FM Peoria, Ill., requested the permit deletion.

The construction permit was issued on Aug. 13, 1947, and had been extended to Oct. 3.

The permit of WVAV (FM) Cheviot, Ohio, was deleted at the request of the board of directors of Suburban Broadcasting Inc., permittee. In a letter to the Commission, the firm requested the deletion for economic reasons and stated that in its opinion the area is not ready for FM.

Piedmont Carolina Broadcasting Co. Inc., permittee of WFRC-FM Reidsville, N.C., also requested that its permit be deleted for economic reasons. Firm said the company was given its permit on new and although it was operating its station in the "black" now, it would not be able to do so and serve the community if the FM operation were continued.

Don Lee Network Elects Weiss as New President

THOMAS S. LEE ENTERPRISES, operating the Don Lee network and owned stations on the West Coast, has elected Lewis John Weiss as president of the firm. Mr. Weiss is a sole stockholder, who entered a California hospital a fortnight ago following complete nervous breakdown [Broadcasting, Sept. 13].

Other newly elected officers are: Willet H. Brown, executive vice president; A. M. Quinn, secretary-treasurer, and Ray Sandler, assistant secretary. Mr. Weiss was appointed chairman of the board of directors of the parent firm.

Messrs. Weiss and Brown, who have been vice presidents and respective managers of the firm, will still act as assistant general manager, have been appointed guardians of the property by the Los Angeles Superior Court. Mr. Weiss has given a transfer of control to them will be sought soon. Mr. Sandler is attorney for the Lee interests.

Thomas S. Lee Enterprises, in addition to owning the Don Lee Network and owned stations, has an interest in and owns the Don Lee Cadillac Motor Car California Distributorship.

FCC Rules Amended

FCC's rules relating to administrative powers of its Secretary were amended last week to authorize that office to pass upon applications made under Secs. 3.30 (a) and 3.20 (a) of its rules. Waiver of these rules permit identification of a station as a city when the station is located in a city or county. The new main studio location has been approved at a transmitter site located outside the city boundaries.
FCC ACTS TO ABOLISH N. J. TIME-SHARING PLAN

RECONSIDERING its denial of license renewal of WCAM Camden, N. J., FCC moved toward early effectuation of its decision to eliminate time-sharing arrangements involving WCAM, WTNJ Trenton, and WCAP Asbury Park [Broadcasting, May 17].

Commission rejected WTNJ's plea that status quo is essential, stating that it can be achieved "anywhere but on the air." If present assignment should be extended pending appeal, records on its original renewal Decision pointed out that 1170 kc is being sought at Upper Darby, Pa., and that in any event, since it's clear channel, this frequency can't be assigned until after decision in daytime-skywave case.

FCC said it will issue CP's to WCAM, WTNJ, and WCAP in accordance with its decision last May whereby these stations, instead of sharing 1310 kc with 500 w, will be assigned as follows: WTNJ, 1250 kc with 250 w, daytime only; WCAM, 1310 kc with 250 w fulltime; WCAP, also 1310 kc with 250 w fulltime. WCAM and WCAP were given 49 days to complete construction; WTNJ given 30 days to supply transmitter on which CP can then be based. Date for simultaneous commencement of new operations has been set later.

Rejection of WCAM's license was based on city-owned station's report that its time-sale agreement with radio Echelon Inc. (Echo) had questioned, has now terminated, and that city officials will have full control that requires appropriaed $45,000 for additional equipment; and the FCC, while balancing, found it had indicated it would reconsider and grant renewal if these conditions were met.

PERON RADIO MONOPOLY DECLARED ABSOLUTE

ABSOLUTE Peronista monopoly established over Argentine radio, according to strong evidence placed before Argentina's lower house of Congress by Deputy Reynaldo Pastor, lone Democratic survivor in that body, BROADCASTING learned Friday.

Exposé, accompanying measure by Senator Pastor requiring government to make expenditures public, revealed formation of official state network had eliminated private competition; a "black list" of all Democratic artists exists; all scripts are censored; political opponents of Peron have no access to microphone, and that Jaime Yankelevich, president, Assn., or Argentina Broadcasters, is salaried government employee, realizing better than 20,000 pesos monthly.

Pastor leveled his charges, backed by official statistics [Broadcasting, Sept. 13] showed 14% million pesos (approximately $3 million) paid by Peron government for Radio Belgrano, Premier Argentine network, with 11 longwave, six shortwave affiliates, although it was not clear if all had been acquired outright.

Shortwave acquisitions may spark international complications.

GRAY ON AD COUNCIL BOARD

ROBERT M. GRAY, manager, Esso Standard Oil advertising and sales promotion department, elected to Advertising Council board as advertising representative, replacing Paul S. Ellison, resigned. Paul G. Hoffman, ECA administrator, resigned from council's industries advisory committee, but agreed to remain active on public policy committee.

FCC Commissioner Frieda B. Henwood will speak Oct. 10 at luncheon opening National Business Women's Week at Hotel Biltmore, New York. Network executives and radio writers and columnists will attend.

FURTHER HEARING ORDERED ON NEW JERSEY CHARGES

TO PROBE charges against A. Harry Zoog, agency owner and broadcaster, FCC Friday ordered further hearing Oct. 11 on rival 1400-kc applications of Pioneer Broadcasters, of Pleasantville, N. J., of which Mr. Zoog is executive vice president and 15% stockholder, and Seattle Broadcast Co., Atlantic City.

FCC said charges were made by Rev. Percy B. Crawford, religious broadcaster, and relate to "alleged discrepancies in the handling of funds under an agency contract" between himself and Mr. Zoog. Mr. Zoog has been identified with ownership and operation of several New Jersey stations including present 15% interest in WWBZ Vineland, N. J. Original agreement whereby he acquired contract was signed during the period Mr. Zoog was a partner in Zoog & Johnson, later renamed Zoog Television Corp., New York.

AD MEN'S 'HALL OF FAME'

ADVERTISING Federation of America board approved establishment of national "Advertising Hall of Fame" in new Park Avenue building of New York Advertising Club. Col. Gilbert T. Hodges, chairman of executive committee, New York Sun, and former AFA chairman, named chairman of planning committee. Nomination of 50 "pioneers and leaders of advertising... to Hall of Fame between now and 2000 A.D." contemplated.

THIRD ARMY CAMPAIGN

TUCKER WAYNE & Co., Atlanta, named agency for $140,000 advertising and publicity campaign to promote recruiting for Army and Air Force. Douglas D. Connah, of agency, to supervise radio activities, Mrs. C. C. Fuller man, former executive, to supervise television. Seven-state southeastern area included. Maj. William R. Berkeley in charge for Third Army.

AUSTRIAN QUITS FC&B

RALPH B. AUSTRIAN, has resigned as vice president in charge of television, Foote, Cone & Belding, New York, due to "irreconcilable differences of opinion," he stated. Austrian, before joining FC&B he was president of RKO Television Corp., video subsidiary of RKO Pathé.

WBEN-TV TAKING ABC

WBEN-TV Buffalo Sept. 20 becomes full affiliate of ABC's TV network, along with WTMJ-TV Milwaukee and WEWS Cleveland. Affiliation is non-exclusive, WBEN-TV already having NBC.

ORAL ARGUMENT on examiner's decision finding that Dollars for Answers show on WOR, Arlington, Va., violated lottery law [Broadcasting, Aug. 9] was set by FCC Friday for Oct. 19, same day as oral argument on Commission's proposed new rules to regulate giveaways.

CONDITION of Rep. Carroll D. Kearns (R.-Pa.), member of House Labor Committee, reported "good" Friday at Spencer, Pa. hospital where he is being treated for broken leg suffered in fall. Rep. Kearns was chairman of subcommittee investigating James C. Petrillo.

WAYNE MORSE, (R.-Ore.), with whom he once worked at Dept. of Justice. It's second departure from NAB legal office, Bryce R. Jr. having gone to Merer U. campus.

JOHNSON & JOHNSON, New Brunswick, N. J. (medical supplies) to sponsor Your Life, public health documentary produced by Ben Park, whose Report Uncensored won several radio prizes during past year. WMQA Chicago has reserved cross-the-board schedule 11:15 a.m., beginning Oct. 18. Mr. Park formerly member of WBBM Chicago staff.

NATIONAL CENTRAL DIVISION executives looking over sites in Lincolnwood, Chicago suburb, 16 miles northwest of Loop, for future television "lot.

STATE DEPT. hasn't formalized it yet, but it's likely FCC contingent to Mexico City High Frequency Broadcasting Conference, which convenes Oct. 22 for months-long job, will be headed by Comr. George E. Sterling, as vice chairman of U.S. delegation with these other FCC experts: Curtis B. Yeoman, chief of TV Engineering; Joseph M. Kittner, assistant to general counsel; L. de la Fleur, assistant chief, Frequency Allocations & Treaty Division; Prose Walker, allocations chief, TV Engineering. E. Henry Norwood, crack career diplomat and radio ham, is chairman of delegation.

BOB HINKLEY, ABC senior vice president, accompanying Bob Saudek, ABC's vice president in charge of public affairs, on two-week trip to Berlin mission which will involve throwing Voice of America "into reverse." Documentary series on inside Europe will be relayed to ABC. Mr. Hinkley, former chairman of CAA, is second largest stockholder in ABC.

PLAN to reorganize FCC into three autonomous divisions, as means of expediting its work, probably won't receive consideration prior to November elections. And then, chances are Commission would be loath to make change without executive consultation.

ALTHOUGH NO RESOLUTION drawn at Los Angeles last week during NAB 16th district meeting, next session expected to be in Arizona with Phoenix likely host.

TV AD SERVICE BEGUN

FORMATION of new department for local radio and TV advertising announced by Bert M. Sarazen, president, and Emile M. Sarazen Inc., Washington retail advisers. New department to be directed by Bert Libin, former WWDC Washington production manager. Firm also enlarging facilities to provide local and national service for advertisers, especially to aid in preparation of advertising for former group.

DENVER TRIAL POSTPONED

DENVER trial of Mr. & Mrs. Nathan J. Warren, officers of United Broadcasting Co., postponed indefinitely. Couple charged with "conspiracy to commit confidence games and to obtain money under false pretenses" by selling fraudulent time to western cattle breeders [Broadcasting, Aug. 23, 30, Sept. 6].
Never before in the history of broadcasting has any transcribed feature earned such consistently high ratings as THE EMILE COTÉ GLEE CLUB!

30.6 in Halifax . . . 31.0 in Portland . . . 32.3 in Manchester . . . “Highest-ranking local show” in dozens of small towns and major cities.

This all-male Glee Club is an exclusive Lang-Worth feature, with a repertoire of over 200 well-known songs, performed with warmth and friendliness.

Henceforth, THE EMILE COTÉ GLEE CLUB was restricted to local advertisers. Today it is released for sponsorship to national and regional advertisers as well, in Network Calibre program form by 600 Lang-Worth Stations—15 minutes, 5 times weekly.

For complete listing of the 600 Lang-Worth Affiliates, call your favorite station representative, or contact Lang-Worth Feature Programs, Inc.

Network Calibre Programs at Local Station Cost

LANG-WORTH FEATURE PROGRAMS, INC.
113 WEST 57TH STREET, NEW YORK 19, NEW YORK
AUDIENCE PROMOTION
A THREE-PART JOB

NOW that our Fall and Winter schedule is fast assuming shape, with the spotlights trained not only on those shows which have stayed on our air throughout the summer but also on

a. such new programs as Great Scenes From Great Plays, Bill Henry, The Better Half, John B. Kennedy...
b. such returning Mutual bell-ringers as The World Series, The Shadow, Juvenile Jury, Quick As A Flash, Sherlock Holmes and many others...

...it seems to us that now is a good time to review one of the most important activities of our network—our Audience Promotion localized in over 500 markets. And to say a word about a new Promotion aid we are working out for you.

A THREE-PART JOB

I don't think we need to detail all the reasons which make Audience Promotion so important: All our stations, even those which have come to the network in recent months, realize fully that successful Audience Promotion not only builds listening and rating for network sponsored shows (and in so doing delivers to our advertisers that "more for their money" for which Mutual is known) — but that Audience Promotion also builds round-the-clock listening to the station and helps increase its stature in the community.

(Note to Advertisers: In over 500 markets, the Mutual affiliate is the only station, or only network station. The resulting local influence, combined with Audience Promotion, can and does add important local impact to your national advertising.)

Audience Promotion, as carried out by Mutual and its 500-plus stations, is a three-part job which calls for close coordination and cooperation:

1. Planning the individual campaigns and providing the basic material. This is the job of the network.
2. Making full use of the material in successful local promotions. This is where you, our stations, come in.
3. Reporting back to our sponsors. This takes the combined efforts of both stations and network.

THE NETWORK'S RESPONSIBILITY
Planning the individual campaigns and providing the basic material.

Each time a new advertiser comes on Mutual, or an old advertiser returns from summer hiatus or renew his contract, Mutual Audience Promotion headquarters sits down with sponsor and agency and plans the promotion campaign. Each campaign is different; we have no such thing as a "canned job" made to fit all cases. This basic plan is then translated into practical material—air announcements, ad mats, suggested copy, photographs, publicity stories—everything necessary to help the station build larger audiences for the particular program. This material goes to you, our stations, all wrapped up in a "kit."

In addition to the kits, network headquarters provides current promotion material in several ways—through weekly Mailings of additional announcements and special mats; through exchanges of ideas carried out on our weekly "Promotion Closed Circuit"; through letters, telegrams and, sometimes, long distance discussions.

Now, for that new Promotion aid: our Audience Promotion department has been working on an overall audience promotion portfolio "Going Places With Mutual."

This is a sort of super kit, not keyed to any program, but broad enough in scope and content to help each of our stations do a thorough and comprehensive audience promotion job for its entire program structure. This portfolio will include material in five sections—Air Announcements, Advertising and Publicity, Showmanship, Display and Merchandising—and those who have seen it say it is practically a promotion department in covers. It will be ready for mailing soon.

THE STATIONS' PART
Making full use of the campaign material in successful local promotions.

On this section we could almost write a book—because there is scarcely a method, medium or technique of promoting increased listening which is not used by our 500-plus stations. And used to excellent effect and with imagination.

To list but a few: there is, of course, air promotion involving not only announcements but specially written "behind the scenes" program previews; there is generous use of tune-in announcements, publicity stories, pictorial features; there is direct mail material such as house-organs, program folios, letter and post-card campaigns; there is display and outdoor; there are movie trailers and exploitations such as parties, parades, open-house sessions, local contests of every conceivable kind.

Yes, many advertisers who have seen the reports of these local activities have said that Mutual stations are undoubtedly among the most active and successful of all stations in Audience Promotion. And we have seen enough reports to know that they are right.

REPORTING BACK TO SPONSORS
A Station-and-Network Job.

We have never believed in hiding our light under the proverbial bushel; nor, it appears, have our stations. And that means comprehensive reports of promotion jobs well done.

These reports perform two important functions: first, they prove to our sponsors, what they already know, but would like evidence on, i.e. that Mutual stations are active in promotion; and second, they show the extent and infinite variety of the promotion which Mutual stations provide.

And so, as we move into a new broadcasting season— with as strong a lineup of programs as Mutual has offered—I commend to you (as though it were necessary) the successful continuation of a job you have always done well—top-flight Audience Promotion.