WOR TOPS ALL OTHER STATIONS IN NEWS LISTENING

Independent New York survey gives advertisers positive proof; WOR has the listeners to buy their products

To advertisers contemplating a news program to sell their wares — a fistful of facts is worth a ton of fancy claims. The facts that prove WOR the undisputed favorite for news-listening. In an independent survey, WOR placed first (with a tidy 27.2% of the total); piled up a preference with listeners almost equal to that of the next two major station news audiences combined. Another morsel for advertisers to munch on, that came out of the survey, was this: women listen to newscasts as avidly as men!

WHO WAS ASKED?
2,000 people. 1,000 men and 1,000 women in the 10-county metropolitan New York area.

QUESTION #1:
"What radio station do you prefer for news broadcasts?"

ANSWERS:

<table>
<thead>
<tr>
<th>Station</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOR</td>
<td>27.2</td>
</tr>
<tr>
<td>X</td>
<td>15.7</td>
</tr>
<tr>
<td>Y</td>
<td>12.4</td>
</tr>
<tr>
<td>Z</td>
<td>10.3</td>
</tr>
<tr>
<td>A</td>
<td>8.8</td>
</tr>
</tbody>
</table>

The rest filtered down from 3.9 and 11.1% had no preference.

MORAL: The advertiser who pins down one of WOR's famous news programs for his product reaches a vast audience. For now it has been proved that more people listen to WOR for news than to any other station. Add to this the fact that WOR has the largest single-station audience in America; 36,000,000 people in 18 states. Gentlemen, why let the other fellow get all that business? Phone LONgacre 4-8000 and ask for Sales today.

—heard by the most people where the most people are

See Further Details On Page 41
THE Vissering Mercantile Company in Minonk, Illinois, 39 miles northeast of Peoria, is the largest retail establishment in Woodford County. Three floors of electrical appliances, home furnishings, textiles, meats and food products attract customers from El Paso, Eureka, Roanoke and all the prosperous little towns surrounding Minonk.

Herman Vissering, who with his brother, John, and sister, Mrs. Viola Beckman, operates Vissering Mercantile Company, says, "WLS is especially popular among farm people, and over 60 per cent of our business comes from farm families. I guess WLS is the most popular station in Woodford County."

The Visserings know the radio tastes of their customers for they were all born and raised in Minonk. Their father founded the store in 1890, turned it over to them 14 years ago. John Jr. now heads the meat and grocery section; Herman has charge of the dry goods, appliances and furnishings; Viola is the chief bookkeeper and runs the office.

Minonk, population 1,897, like many another small Midwest town, knows WLS well; has played host to WLS Barn Dance talent, depends largely on WLS for its news, markets, weather reports, and entertainment fare. WLS has the highest BMB in Woodford County: 87 per cent day, 90 per cent night. The county population of 19,124 is entirely rural. Retail sales in 1946 totaled over 12 million dollars... effective buying income almost 20½ million dollars!

This important market is just one of many in the WLS area where merchants and their customers listen to and are influenced by the advertising messages heard on WLS. Intensive coverage of a prosperous market... loyal listeners... programming that serves the community—that's why WLS gets results!
BRING YOUR FIGURES Up-to-Date

March 1, 1946

The "OLD" Look

Have a "new look" in your advertising. Bring your figures up-to-date.

THE INTERMOUNTAIN NETWORK Inc.

Covered

As of today Intermountain Network delivers 406,200 radio homes — twice as many as in the old days of BMB Study No. 1, 1946. Here’s why —

I. In March 1946 IMN had 12 affiliates. Today IMN has 19 strategically located stations — a 95% increase in stations in two short years!

KMGN Great Falls — Montana’s most powerful station — 5000 W 560 KC.

KBMY Billings, Montana — located in state’s second most populous county.

New Stations

KEYY Pocatello, Idaho — second largest city in state.

KVMV Twin Falls, Idaho — fourth county in state.

KRAM Las Vegas, Nevada — second county in state — 1000 W 920 KC.

KSVC Richfield, Utah — Heart of Utah farm — 1000 W 690 KC.

KOWB Laramie, Wyoming — railroad center.

II. Of the 12 IMN stations March 1, 1946—six or 50% have increased in power and improved their frequencies.

KOVO from 250W 1240 KC to 1000W 960 KC

KVNU from 250W 1230 KC to 1000W 610 KC

KFXD from 250W 1230 KC to 1000W 580 KC

KVRS from 250W 1400 KC to 1000W 1360 KC

KWYO from 250W 1400 KC to 1000W 1410 KC

KPOW from 250W 1230 KC to 1000W 1260 KC

Today 85% or 1,633,400 of the total population of Utah, Idaho, Wyoming, Montana and Eastern Nevada receives primary merchandiseable coverage from IMN.

LISTENING

In 1946 advertisers had no data on audience size for the Intermountain West.

Today the Intermountain Network offers you the complete 58,163 call Hooper coincidental survey giving station ratings for every hour day and night.

Here are the over-all indexes for affiliates of all four national networks in the Intermountain area:

HOOPER STATION LISTENING INDEX
14 Intermountain Network Cities Winter, 1947

<table>
<thead>
<tr>
<th>Time and Day</th>
<th>Sets In Use</th>
<th>A† Network</th>
<th>B§ Network</th>
<th>C§ Network</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 noon</td>
<td>22.2</td>
<td>36.0</td>
<td>17.1</td>
<td>18.9</td>
<td>25.2</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>25.0</td>
<td>40.4</td>
<td>11.6</td>
<td>10.4</td>
<td>31.6</td>
</tr>
<tr>
<td>12 Noon</td>
<td>37.0</td>
<td>24.5</td>
<td>10.8</td>
<td>23.1</td>
<td>39.0</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>6 p.m. to 10 p.m.</td>
<td>10.4</td>
<td>25.0</td>
<td>40.4</td>
<td>11.6</td>
</tr>
<tr>
<td>Sun. thru Sat.</td>
<td>25.2</td>
<td>40.4</td>
<td>11.6</td>
<td>10.4</td>
<td>31.6</td>
</tr>
</tbody>
</table>

†Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

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The "NEW" Look

Northwest, first is to begin

UNITED huddle in heard, TV ings all, already designated ed and Christmas. Elgin Watch programming information from REL's inner will TECHNICAL surprise sister first half Fortune entire undecided. one Understood Nov. NBC Closed (Lever Bros.) has rejected and to NBC. Now will 20.3 closed story, page 21). (Continued

BUSINESS Briefly

WHAS Sale to Avco Near Completion

NEGOTIATIONS for purchase of 50-kw WHAS Louisville, pioneer station, by Avco's Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York) are underway and will resume this week, it was revealed Friday. Tentative sales price understood to be in neighborhood of $2,000,000 stripped.

Sale would include FM, TV and facsimile interests as well as Class I clear-channel WHAS, all owned by Bingham family, which also owns Courier-Journal and Louisville Times. Transfer subject to approval of FCC and to FCC's Avco Rule—open bidding procedure developed by Commission when Crosley interests were acquired by Aviation Corp. in 1946.

Negotiation conducted by Crosley President James D. House; Mark Ethridge, publisher and general manager of Journal and Times and vice president and general manager of WHAS Inc., licensee firm; and Lisle Baker Jr., vice president and treasurer of both radio and newspaper operations. Barry Birdham is president of both WHAS Inc. and publishing company, and Victor A. Sholis is director of WHAS.

Mr. Ethridge told Broadcasting, “We often get offers. Mr. House made us one and we decided to look into it.”
Six aggressive stations which deliver you top returns on every advertising dollar through consistent listener-interest. This selling effectiveness is built and held through foremost NBC Network Shows, good showmanship on local programming and outstanding public service. Backing this is the full cooperation and collective know-how of the personnel of these six stations. Many national advertisers are cashing in on their sales-producing abilities. Write for information.
"TOAST OF THE TOWN," only three months old, has the largest audience in all television today, with an average quarter-hour rating of 35 and a high of 37.

CBS-TV NEWS has the largest audience for any regular news program in television, and the largest audience in its time-period, with a rating of 12.4.

"TO THE QUEEN'S TASTE" has the largest audience of any cooking show in television, and the largest audience in its time-period, with a rating of 15.5.

"PLACES, PLEASE!" has the largest audience for any "strip" variety show in television, and the largest audience in its time-period, with a rating of 14.6.

"FACE THE MUSIC" now has the second largest audience in its time-period, with a rating of 11.0 (a 25% gain over its July rating).
One fact emerges as Television continues to gain momentum:

**CBS-TV is pulling ahead of the entire field in audience preference.**

This leadership is evidenced not only by the biggest-audience show in *all* Television today (it's on **CBS-TV**) ...not only by the biggest News show in Television (it’s on **CBS-TV**) ...not only by the best “cooking” show in Television (it’s also on **CBS-TV**) ...but by programs of many other types as well, as you can see from the audience figures* on the opposite page.

The consistent audience-winning power of the **CBS-TV** schedule is measured by the fact that:

**WCBS-TV leads all** other New York Television stations in size of audience, seven days a week, in the average quarter-hour between 8 and 11 p.m.—27% ahead of the second station!

CBS’ skill and zest in programming ...long-acknowledged “tops” in Radio ...is now setting the pace in Television too, to the satisfaction of audience and advertisers and critics alike.

*Latest Pulse rating report (Augur, 1948)*

---

**CBS-TV**

*first in audience!*
DON'T BE MISLED!

According To The Latest Available Audience Surveys, 1948 Figures, Not 1947
WROL IS YOUR BEST BUY IN KNOXVILLE

- Proof of Greater Coverage
WROL with 5,000 watts at 620 kilocycles, gives you greater coverage than any other Knoxville station. WROL's 0.5 MA/MV signal covers greater area according to the calculated values of Harold H. Rothrock, consulting radio engineer, Washington, D. C.

- Proof of Greater Audience
Based on the only complete quarter-hour breakdown of Knoxville listening published since February, 1948, "The Knoxville Radio Research Study", sponsored by the radio stations of Knoxville and conducted by Bernice M. O'Connor and Dr. E. E. Carrison, Associate Professor of Marketing, College of Business Administration, University of Tennessee, covering the months of April, May and June, 1948, with a total of 43,200 coincidental telephone calls.

<table>
<thead>
<tr>
<th>7 AM-7 PM Man.-Fri.</th>
<th>WROL Station &quot;B&quot;</th>
<th>WROL Station &quot;C&quot;</th>
<th>WROL Station &quot;D&quot;</th>
<th>WROL Station &quot;E&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>37.5</td>
<td>30.7</td>
<td>17.9</td>
<td>7.3</td>
</tr>
</tbody>
</table>

- Proof of Lower Cost
The cost of Knoxville listening is approximated by assuming 100% listening and 40,000 radio homes in Knox County and using the single 15 minutes published card rate. Relative costs are correct for any percentage of listening.

<table>
<thead>
<tr>
<th>Homes Per Dollar Cost</th>
<th>WROL Station &quot;G&quot;</th>
<th>WROL Station &quot;H&quot;</th>
<th>WROL Station &quot;I&quot;</th>
<th>WROL Station &quot;J&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>750</td>
<td>490</td>
<td>480</td>
<td>223</td>
</tr>
</tbody>
</table>

WROL Invites Any FACTS Contrary to the Above Statements

Harry Cummings, Jacksonville, Fla.
Southeastern Rep.

620 KILOCYCLES
5,000 WATTS

East Tennessee's Greatest Coverage

WROL-FM 76,000 WATTS, 97.3 M.G, CHANNEL 247
East Tennessee's Most Powerful Station

 Agencies

ROGER PRYOR, head of television production for Foote, Cone & Belding, New York, has been appointed television director of New York office of agency.

JOHN K. MORTLAND, former vice president of Campbell-Mithun, Inc., Minneapolis, joined Olmsted & Foley, Minneapolis, as associate partner.

WILLIAM SLOAN, former KNX Hollywood staff producer, joined Roy S. Durstine, Los Angeles as head of radio and television. Coincident with this development, Mr. Sloan became the father of a boy, David, September 11.

GLENN WIGGINS, account executive with Kenyon & Eckhardt, New York, appointed a vice president of K & E.

ERWIN THEOBALD, former advertising manager of AMORC (The Rosicrucian Order), joined Benet Hanau & Assoc., San Jose, Calif.

RALPH B. AUSTRIAN resigned as vice president in charge of television for Foote, Cone & Belding, New York.

Mr. Austrian

J. J. HARTIGAN and J. H. NEEBE elected directors of Campbell-Ewald, Chicago, with L. R. NELSON, R. F. FIELD and W. H. CASE promoted to senior vice presidents. COLIN CAMPBELL is new vice president.

JAMES E. DUNCAN, former member of Cooperative Advertising Department of Packard Motor Car Co., Detroit, joins media department of Young and Rubicam, Chicago.

HARRY SEGAL, former sales manager of Advertising Corp. of America, New York, elected executive vice president of corporation.


S. A. RUTLAND, operating an advertising agency under his own name for the past few years at Toronto, has formed Rutland, Gilchrist and Clem Ltd., Toronto, with offices at 26 Queen St. East.

DGN BELDING, chairman of board of Foote, Cone & Belding, with headquarters in Los Angeles, and Mrs. Belding leave October 6 for month's visit to Europe.

ROBERT WHEELER, art director for Young & Rubicam Inc., Hollywood, was one of three winners of UN Poster contest given by American Assoc. For United Nations. Poster has been entered in International UN poster contest being held in Paris October 15.

PHILLIP R. WARNER, associated with Bermingham, Castleman & Pierce Inc., since 1938, has joined Needham & Grohmann Inc., New York, as vice president and account executive.

BOB McANDREWS, Young & Rubicam, Inc., Hollywood promotion director, has been named publicity chairman for Advertising Asan. of the West.


PETER LANGHOFF, research director for Young & Rubicam Inc., New York, will address Pacific Council convention of AAAA at Lake Arrowhead, Calif., October 12.

ATHERTON & Co., Los Angeles, moved to new offices at 8455 Melrose Place.

T. C. MAGUIRE, formerly with All-Canada Radio Facilities, Montreal, appointed radio director of Erwin Wasey of Canada Ltd., Montreal.
The Smith A Mighty Man Is He—
and he's heard on WMT

Unlike the crooners who moo indigo, six-footer Jack Smith bounces along his happy, rhythmic way. He adds "that Oxydol sparkle" to WMT's nightly programming—and thereby gives listeners another good reason for tuning in Eastern Iowa's exclusive CBS outlet.

When you've something to say—and something to sell—in Iowa, tell WMT's audience and watch results! The combination is unbeatable: prosperous farm and industrial market, solid coverage, and loyal listeners. Ask the Katz man for full details.
do as 600 Local Advertisers
do to get their share of
200,000,000 Retail Dollars

- The acid test of any medium's potency is local-advertiser opinion...and Flint's radio time buyers are WFDF's head cheer leaders!

More than 600 of them—anxious as you are to get their share of the $200,000,000 spent annually in Flint for retailed products—are keeping their prospects alive via Flint's favorite station.

Get the facts—get in Flint's profit picture, and get in right through WFDF. Approximately a quarter of a million customers are buying comforts, conveniences, necessities and entertainment in Flint—two hundred million dollars' worth a year.

910 Kilocycles

WFDF MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville
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
TROUBLES, MISTER?

With sales problems, you don't need a sympathy chit—you need WHB!

Reach and sell the golden Kansas City Marketland at rock-bottom rates which include expert assistance in merchandising and promotion.

Powerful WHB dominates the incredibly wealthy Midwest, puts an end to advertising worries.

Send for complete coverage data and join other smart media men in the Swing to WHB!

LONGINES-WITTNAUR WATCH Co., Inc., next month begins sponsorship for sixth year of Symphonette program on KYW Philadelphia. Program is heard Sundays at 1:30 p.m. Agency: Victor A. Bennett, New York.

SALAD PRODUCTS Corp., Clinton, Iowa, Manufacturers of Lettuce Leaf, and Olive-Infused Salad and Cooking Oil, appointed Maxon Inc., New York, to handle its advertising. Maxon also handles advertising for parent company, Clinton Industries Inc., manufacturer of products from corn for home and industry, Snow Crop Marketers, and are producers and distributors of frozen foods and orange juice concentrate. Tyler Davis is account executive. Salad Products will use spot announcements in radio.

TRANSIMIRA PRODUCTS Corp., New York (television filters), has bought participations on Stan Shaw's Record Rendezvous, WPIX New York, 7:05-7:30 p.m., Thursdays. Firm plans to expand its video advertising in other cities in three or four weeks. Conti Adv., New York, is agency.

HOUSE OF OLD MOLINEAUX Inc., Boston (wines), starting radio campaign to promote Three Monks wines, using one minute spot radio commercials daily, and concentrated primarily in New England. Stations currently participating include: WBZ, WNAC and WHDH Boston; WBZ-A and WMAS Springfield; WHAI Greenfield; WORC Worcester; WBEC Pittsfield; WHAV Haverhill; WLLH Lowell and Lawrence all in Massachusetts; WEAN Providence, R. I.; WSKI Barre and Montpelier; and WSYB Rutland all in Vermont. Hirshon Garfield Inc., Boston, is agency.

AMERICAN HOME PRODUCTS, Jersey City (Kalynos Toothpaste), has bought quarter-hour of Monday, Wednesday and Friday Small Fry telecasts on WABD New York, starting (today) Sept. 27. Dancer-Fitzgerald-Sample, New York, is agency.

LINCO PRODUCTS DISTRIBUTING Co., Chicago, began Linco Luncheon Party (12:45 to 1 p.m. CST) on five-a-week schedule over WMAQ Chicago today for 52 weeks. Agency: Schwimmer and Scott, same city.

NORTHEAST LINCOLN-MERCURY, Inc., automobile dealers in Philadelphia, have purchased series of previews with football notables to be held prior to telecasts of pro Philadelphia Eagles football games over WFIL-TV Philadelphia. Philip Klein agency handled contract.

ALBERS MILLING Co., Los Angeles (cereals), Sept. 18 started test of half-hour audience-participation show Fun To Be Young on KNX Hollywood. Later program may be extended to other CBS westem stations. Present contract for 52 weeks. Agency: Erwin-Wasey & Co., Ltd., Los Angeles.


ARTHUR MURRAY Pacific Coast studios, Los Angeles, through Hunter Adv. (same city) running one weekly five minute sports roundup on ten basic Columbia Pacific Network stations, started September 18, contract is for 18 weeks.

HOFFRITZ FOR CUTLERY, New York firm operating five local retail gift and cutlery stores, names Morris F. Swaney agency, also New York, to handle its advertising. Company, which will use radio, plans modernization of all stores and expansion of outlets beyond metropolitan New York, Chicago office reported last week. W. Clemens Bentley, Swaney vice president, is account executive.

UTAH POWER AND LIGHT Co. starts 26-week half-hour musical program on KDYL Salt Lake City. Program, Songs for Everyone, aired Thursdays 7:30 p.m., marks return to musical program field for Power Co. for institutional advertising. Agency: Gillham Adv., same city.

PURE OIL Co., Chicago, sponsoring two-a-week schedule of chalk-talk (Continued on page 73)
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.
### SOME PROBLEMS OF TELEVISION AUDIENCE RESEARCH

<table>
<thead>
<tr>
<th>WHO HAS DONE IT</th>
<th>HOW TO DO IT</th>
</tr>
</thead>
<tbody>
<tr>
<td>RMA reports</td>
<td>Develop contacts for continuing dealer sales data.</td>
</tr>
<tr>
<td>RCA reports</td>
<td>Obtain RMA figures.</td>
</tr>
<tr>
<td>Audience Research Institute, in 1946</td>
<td>Interview an adequate cross-section of families in the station service area.</td>
</tr>
</tbody>
</table>

### I. Set Ownership

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Home vs. Places of Public Assembly</td>
<td>-</td>
</tr>
<tr>
<td>2. Make of set</td>
<td>-</td>
</tr>
<tr>
<td>3. Age of set</td>
<td>-</td>
</tr>
<tr>
<td>4. Size of screen</td>
<td>-</td>
</tr>
</tbody>
</table>

### II. Description of TV Set Owners

<table>
<thead>
<tr>
<th>Description of TV Set Owners</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Size of family</td>
<td>-</td>
</tr>
<tr>
<td>2. Age of family members</td>
<td>-</td>
</tr>
<tr>
<td>3. Education of family members</td>
<td>-</td>
</tr>
<tr>
<td>4. Occupation of working members of family</td>
<td>-</td>
</tr>
<tr>
<td>5. Ownership of Radio</td>
<td>-</td>
</tr>
<tr>
<td>6. Telephone</td>
<td>-</td>
</tr>
<tr>
<td>7. Automobile</td>
<td>-</td>
</tr>
<tr>
<td>8. Magazine subscriptions and readership</td>
<td>-</td>
</tr>
<tr>
<td>9. Newspapers subscriptions and readership</td>
<td>-</td>
</tr>
</tbody>
</table>

### III. General Viewing Habits

<table>
<thead>
<tr>
<th>General Viewing Habits</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Hours per day</td>
<td>-</td>
</tr>
<tr>
<td>2. Times per week</td>
<td>-</td>
</tr>
<tr>
<td>3. Number of Viewers</td>
<td>-</td>
</tr>
<tr>
<td>4. Audience fatigue</td>
<td>-</td>
</tr>
<tr>
<td>5. Impact on other activities</td>
<td>-</td>
</tr>
</tbody>
</table>

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Mr. SALK  
Page 14. • September 27, 1948
Four months ago we set this date for the opening of the first television operation in the deep south, and it was publicly announced to the trade. That promise is being kept, despite "H & HW". Set sales have exceeded all expectations—audience interest is at fever pitch—program and equipment test have been most gratifying—the market is right for the television advertiser.

Bargain rates won't last much longer.

WSB-TV
On Peachtree Street

Owned and Operated by the
Atlanta Journal

Represented Nationally By
Edward Petry & Co., Inc.
You state that stations have complained that we have solicited free radio time for our "Fire Insurance Facts and Trends." The copy describes services of the fire insurance business. No station has ever complained to us. "Fire Insurance Facts and Trends" is a bi-monthly news letter (copy enclosed) which we send to thousands of leading citizens throughout the nation because we feel it is our obligation to keep the public informed about a business which plays such a vital part in the economic and social life of the nation. Radio station managers obviously are leading citizens, and the news letter is therefore sent to them. There's no solicitation, no script.

Your story puts our relations with stations in a very bad light. There is no time chiseling. Stations everywhere have given generously of their time and talent in public service campaigns in support of local fire departments, safety councils, Chambers of Commerce, and other groups sponsoring Fire Prevention Week and Spring Clean-up Week. Radio stations, fire departments and many other organizations look to the National Board of Fire Underwriters as the nation's leading authority and source of information on fire problems, and we have to supply them with material for broadcast. We answer such requests from hundreds of radio stations every year.

When we help a local fire chief and program manager work out a program intended to save lives and property in their own community, we are only extending the long record of public service for which the National Board of Fire Underwriters were organized.

J. Wendell Sether
Director of Public Information
National Board of Fire Underwriters
New York, N. Y.

We're Barking Up The Right Tree!

Peachtree, that is—the famous street that cuts right through the heart of Atlanta.

We're barking loud, too—telling all the people that WGST has switched to MUTUAL. We're telling them via newspapers, billboards, car cards and direct mail. It's the greatest job of promoting a radio station in Atlanta's history. And it's getting us a crop of listeners.

Why don't you cash in on this Peachtree harvest?

Open Mike

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

To determine the depth of listening in the heart of its 34 county BMB area, WTAD commissioned Edw. G. Doody & Co., St. Louis, to conduct a COINCIDENTAL survey. This survey is the first of its kind, covering the core of this prosperous, balanced urban-farm market. Adequate sampling gives an accurate picture of WTAD dominance in the important rural market in the three states around Quincy . . . and the diversified business and industrial markets in the area.

Get your copy of this Doody COINCIDENTAL survey to verify your radio coverage in this important midwest market. Contact Walter J. Rothschild, Nat'l. Sales Mgr., Lee Stations, Quincy, Illinois or call your Weed & Co. representative.

WTAD QuinCy, ILLINOIS
920 K.C., 1,000 Watts CBS Affiliate
COVERAGE—34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa—core of productive Illinois-Missouri-Iowa agricultural region.

WTAD - FM
99.5 MC ERP 53,000 Watts

kglo MASON CITY
IOWA
1300 K.C., 5,000 Watts CBS Affiliate
COVERAGE—29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGLO - FM
101.1 MC ERP 14,000 Watts
WFLA...

TOP STATION
in the NATION

*EVENING AUDIENCE*

According to Hooper's first "Top 20 stations in U.S.", WFLA out-ranked all other stations in the nation in evening audience rating during May-June, 1948.

WFLA...

TOP STATION
in the TAMPA-
ST. PETERSBURG
MARKET

* MORNING *
* AFTERNOON *
* EVENING *

Month after month, Hooper after Hooper, WFLA has earned top audience ratings—morning, afternoon and night—in this important Florida market.

Industry, agriculture and business provide steady buying power right around the calendar in the Tampa-St. Petersburg market. For MORE listeners in the heart of Florida's richest, most heavily populated trade area, get the double-barreled impact of WFLA and WFLA-FM.

WFLA NBC
WFLA-FM

The Tampa Tribune Stations

National Representative: JOHN BLAIR & CO.
Southeastern Representative: HARRY E. CUMMINGS, Jacksonville, FL.

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Feature of the Week

SPANIARDS, notoriously avid for all kinds of entertainment, were especially enthusiastic about television and radio in Spain. In order to purchase video receivers as soon as a TV program service is available, William J. Reilly, advertising manager of RCA International Div., stated on his return from Madrid where RCA staged a two-month demonstration of television for Spanish officials and public.

The governmental chiefs of Spain, beginning with Generalissimo Franco, who received a private demonstration in his palace, became television fans almost at once, Mr. Reilly said, and offered RCA the utmost cooperation in its demonstration telecasts. These were staged twice each evening, plus some daytime programs, in a mid-Madrid auditorium where a thousand or more Spaniards at a time saw bullfights, boxing and wrestling matches and other athletic events, as well as variety entertainment, on 17 RCA receivers. The bullfights and other remote pictures were made by an RCA video mobile unit, which relayed these programs by radio beam from the scene to the auditorium.

On All Accounts

WITH a background comprising 12 years of experience in four of the most important phases of radio broadcasting—showmanship, selling, publicity and production—Nona Kirby directs the metropolitan Boston business of WLAW Law-rence, Mass., the 60-kw ABC affiliate as regional sales manager.

She has been an active and talented figure in radio circles since 1935, joining the industry after a successful career in show business in association with the Shuberts. She appeared in several of their outstanding productions, and filled stage roles over a period of seven years.

Forsaking the footlights she became New England representative for C. A. Coulter, a theatrical premium house, and Popular Music Inc.

In 1935 she decided that radio, the newcomer to the advertising field, offered her the best opportunity for her particular abilities and, as the first step in that direction toward a new career, she accepted a position in the sales department of WCOP Boston. In addition to selling time, she assumed duties as manager of the artists' bureau of that station.

Using, to a great extent, the experience gained in the production of stage shows, she wrote and produced professional radio programs which originated in New England theaters. These shows brought attention to many personalities who have since reached the top in the world of entertainment.

Joining the sales staff of WHDH Boston, in 1943, she remained with that organization until she assumed her present association with WLAW, which has since added FM to its facilities.

Since her entrance into radio she has been generous with her hours and talents in the origination and promotion of ideas for the general good of radio in its Boston. Her latest contribution to the advancement of the industry is the "Radio Executives Club of Boston," which she organized. Patterned after the New York Club in objectives, its formation was warmly welcomed by Hub executives.

A member of the Boston Chamber of Commerce, she is the wife of a Boston Advertising man, and resides with him and their two children in a nearby suburb.

William R. Glossford, RCA European manager (l), and Gen. Alfredo Guisarro, director of broadcasting for the Spanish Government.

WOC

"FIRST to broadcast a home economics program."

FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT ROCK ISLAND MOLINE EAST MOLINE

AM 5,000 W. 1420Kc.
FM 47 Km. 103.7 Mc.
TV C.P. 229 Kc. visual and audio.

BASIC NBC Affiliate
DAVENPORT, IOWA
National Representatives
Free & Peters, Inc.

BROADCASTING • Telecasting
Back in 1946, when BMB's "radio-family" figures were first announced, they showed that in six great market areas Westinghouse stations were leaders in listenership.

And now, BMB's 1948 "radio-family" figures look even better! In each station-area there are more listeners...a bigger target for advertisers to shoot at! The chart shows the listener-increase by stations.

<table>
<thead>
<tr>
<th>Station</th>
<th>1946-48 Increase in Radio Families (BMB Daytime Areas)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDKA</td>
<td>16.9%</td>
</tr>
<tr>
<td>WBZ-WBZA</td>
<td>14.4%</td>
</tr>
<tr>
<td>WOWO</td>
<td>16.8%</td>
</tr>
<tr>
<td>KYW</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

The percentage for KEX would be even higher, since this station serves one of the nation's two fastest-growing areas. KEX is excluded from the chart, however, because its power increase—5,000 to 50,000 watts—does not conform to the standard of comparison.

It's easy to see that advertisers on Westinghouse stations are getting even more for their money now than they did in 1946. Are you one of them? Our national representatives have further details.

**WESTINGHOUSE RADIO STATIONS INC**

**KDKA** - **KYW** - **KEX** - **WBZ** - **WBZA** - **WOWO** - **WBZ-TV**

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
IT'S EASY, IF YOU KNOW HOW!

IT'S easy to build a top-quality live-talent radio show, if you know how!

KWKH's new "Louisiana Hayride" (inaugurated last April) is one of the Nation's best "Saturday night barn-dance" attractions. It has a cast of fifty proven characters (35 of whom are recording artists). All this hot summer, it pulled an average of nearly 2,000 paid admissions each Saturday night, and will undoubtedly double that figure this Fall. More important still, Louisiana Hayride pulls mail from enthusiastic listeners in 45 States!

Several segments of this spectacular new three-hour show are now available for sponsorship. Write for all the facts, or ask The Branham Company.

KWKH

50,000 Watts  •  CBS  •

The Branham Company
Representatives

Henry Clay, General Manager
TV EXPANSION

By RUFUS CRATER
AND LARRY CHRISTOPHER

EXPANSION of television into the 475-880 mc band appeared more imminent last week after a four-day hearing which produced broad agreement on that point but left FCC to face a maze of divergent proposals, views and data on the methods of its accomplishment.

Proposals ranged from appeals for a "cautious approach," with protection against the exclusion of color, to recommendations that the entire band be allocated for black-and-white according to present standards and that, when it comes, be given microwave frequencies.

The hearing also produced testimony, obviously impressive to the Commission, that color television may not need the 18-me channels it had been expected to require but might, instead, need no more than 10, 12 or 14 mc (RCA-NBC testimony) or even as little as 6 mc which present black-and-white requires (CBS and Zenith Radio Corp.).

In the course of cross-examination, FCC Chairman Wayne Coy suggested two possibilities which observers felt might prove to be more than mere hypotheses: (1) That an attempt be made to determine the ultimate color band width and that then, on that basis, the UHF be allocated for either black-and-white or color, at the individual broadcaster's discretion; or (2) that this procedure be followed, but expanded to include a cut-off date when UHF black-and-white operations must cease and color take over. A comparable proposal was offered by Zenith.

These possibilities got no encouragement, however, from RCA Labs' Elmer W. Engstrom, who was on the stand when Chairman Coy first posed them. Dr. Engstrom felt that the ultimate color bandwidth cannot be fixed on the basis of current information; he also doubted that broadcasters would care to use the UHF band for monochrome if they knew they would have to switch to color later.

Chairman Coy, though he agreed it would be hard to fix the ultimate color bandwidth now, felt that under his hypothesis broadcasters would have an incentive to get into UHF black-and-white "so as to be assured a position for color television in the future."

"Can the spectrum afford two or three systems of television, or must we at some time make a choice as to the system of television we are going to have?" Mr. Coy asked. "I might say the same thing about aural broadcasting," he added. "I think it stands perhaps in the same position at some date."

Among the more conservative proposals were those advanced by the Joint Technical Advisory Committee. RCA-NBC, and Television

(Continued on page 70)

D-F-S PLANS

By BILL THOMPSON

DANCER-Fitzgerald-Sample, is thinking about operations expansion. "We haven't said this for a long time, but we're looking for new business," H. M. Dancer, president of the agency, declared as he confirmed Thursday in Chicago a report that the company will consolidate the handling of its present large accounts in New York.

Mr. Dancer verified officially that he and Vice President C. L. Fitzgerald had bought the one-third interest of J. G. Sample at the end of the company's fiscal year, Aug. 31.

About 20% of the Chicago office personnel will be shifted east to service the agency's General Mills and Procter & Gamble accounts, as Mr. Dancer said. He added that the "importance of television and the major part we expect to play in TV through our subsidiary show productions" influenced the decision to make New York the agency's main operating base. D-F-S was founded in Chicago in 1943.

"The business is in New York—so is the talent and the facilities," said Mr. Dancer. "Our account people are there and many of our clients make frequent trips there. It is better all-around for us to handle certain accounts in New York."

Mr. Dancer vigorously denied, however, that the Chicago office would be closed. He said the Palstaff Brewing Corp. and Continental Illinois National Bank & Trust Co. accounts would be handled there as well as new product development for Kraft Foods Co.

He would not say exactly what personnel will be moved to New York, but in answer to a direct question about the future of James Neale, radio director, admitted that Mr. Neale will be shifted.

Space in the agency's Chicago headquarters in the LaSalle-Wacker Bldg. will be trimmed by about one-third, he said.

Asked whether the firm name would be changed in view of Mr. Sample's retirement, Mr. Dancer said "definitely not." He added that the post of executive manager, formerly held by F. K. Beirn, who recently resigned to become vice president of the Bloch Co., New York, [Broadcasting, Sept. 20] had been abolished.

September 27, 1948 • Page 21
IT'S HURRICANE time in Florida, and radio is in there pitching, as it always is in time of disaster.

When last week's big blow smashed the broadcast boom of the Sunshine State, radio men across and isolated Key West and Ft. Myers, and many other stations in all parts of the state, began putting on their customary emergency programs.

WQAM, Miami, as reported last week, was on the air 24 hours a day through the storm. The station's preschool and national news was broadcast, as well as the Red Cross weather service, bulletins. Despite high winds and reports of hundreds of power failures, the station was able to continue operation and to keep the public informed of the progress of the storm.

Ft. Myers, Fla., reported there was no major damage to any of the area stations, and the weather bureau was opened to the Red Cross. The station was not directly in the path of the storm, but the 200,000 listeners in the area were able to get the latest developments on their radios.

Several stations stayed on the air far beyond their normal period of operation to air weather bulletins and keep the public informed of the progress of the storm.

WIOD Miami, which was on the air 24 hours a day, reported there was no major damage to any Miami area station despite winds as strong as 140 miles an hour, and it remained on the air 66 hours continuously from 6 a.m. Sept. 20 to 12:05 a.m. Sept. 23 during the height of the storm. The station aired a total of 116 hours of continuous programming, with six hours of weather reports and continuous bulletins every half hour. Half of them were broadcast direct from the Miami weather bureau. The reports from the weather bureau were carried by all Miami area stations simultaneously.

The Miami stations also worked cooperatively with the American Red Cross and local disaster relief committees, with committees reports being made direct from the weather bureau, and a Red Cross announcer and carried by all Miami stations as follows each weather report.

WIOD followed its weather reports in English with a Spanish translation for Latin-American radio listeners. The station also carried reports from the Miami Red Cross and other public service bulletins. Despite high water in the streets near its studios and falling power lines, no injuries were suffered by station personnel.

WQAM Miami, while on the air with 66 hours of continuous hurricane service, provided a regular twenty-four hour network origination during the storm. The broadcasts were made by WQAM's news editor, John T. Bills, on the Headline Edition and News of the Times. WQAM's weather service advisories from the U. S. Weather Bureau and by transcription were included in the hurricane bulletins.

The storm passed squarely over Belle Glade, according to Mr. Watson, and after power lines went down, WSWN remained in operation by using their own installed emergency generators.

Wire recording of on-the-scene news highlighted WVCG Coral Gables. While the hurricane winds were still blowing, Jack Maala, WVCG's special events staff, took a wire recorder and portable generator on a special trip to the Miami area, obtaining on-the-scene interviews in hurricane shelters and along the bay front and beachfront in the various municipalities. When it appeared the storm was increasing in intensity, WVCG, a 1-kw daytimer, went on the air at 2 o'clock on morning of Sept. 21 from its transmitter building site. The high winds knocked out the station's power facilities Sept. 22 and WVCG was unable to go on the air until 2:15 that afternoon. WIRK West Palm Beach reported that its full staff was on constant duty from Monday afternoon (Sept. 20) until Wednesday night (Sept. 22). Constant service was provided, WIRK said, except for a 45-minute period early Tuesday when power lines failed and the emergency generator was cut in. WATE Lake Worth, like WIRK, was forced to evacuate its studios but continued through use of auxiliary power at its transmitter. On Wednesday morning WATE furnished NBC with full details on the story of the hurricane in its area.

RESOLUTIONS calling upon NBC to revise its operating policies along lines that will bring more effective competition and at the same time increase station compensation to meet increased operating costs were adopted at a closed session of NBC affiliates at their second annual convention at Sun Valley, Ida. last week.

The resolutions, which are rec-ommendatory, were debated at a closed session Wednesday afternoon, and adopted Thursday. The Stations Planning and Advisory Committee, headed by Paul W. Mor- ency, WTIC Hartford, was to de-ter with NBC's executive staff at the conclusion of the three day convention Friday afternoon, if the latter would be willing to consider the resolutions the following day.

Substance of the resolutions, adopted without dissent, was as follows:

1. Improve program structure year round by staging occasional and broadcast and other shows.

2. Allow presentation of transcriptions by name artists at least 25% of the time, to enable name talent to record in advance for their vacations.

3. Open up of increased number of listeners and increased hours of listening, plus inflationary spiral rate reductions in line costs and in discounts, network rates or station compensation, or both, should be increased.

4. Retention of chain breaks on television at least one minute between programs.

5. Consideration of participation in 28% revenue derived from advertisers to a sufficient time. At this time only one advertiser has a sufficient time.

6. That NBC should encourage full net-works.

NBC should establish a minimum of $3 on cut-in announcements, so that low rate stations would benefit.

NBC should arrange liaison so that its national stations would know in advance of bookings of talent making personal appearances in home towns to arrange publicity and air programs.

Return to a mandatory 15 minute chain break on network programs.

Coordination of spotlight advertising in Parade of Stars so that station and advertiser don't buy newspaper space on same programs at same time.

Barhing of mention of commercial names or trademarks on station programs.

Cut-in announcements supplied by network should be within limits of NBC's recommendations.

In addition to Chairman Morency, the SPAC committee is made up of Milton Greenbaum, WJSM Saginaw, Mich., secretary; John J. Gillin Jr., WOW Omaha, Neb., vice chairman; Martin Campbell, WFAA Dallas; H. Quenton Cox, KGW Portland, Ore.; S. S. Fox, KDFL Salt Lake City; Wiley H. Phillips, KDNL St. Louis; J. Frank Worthington, Miss.; and Richard Mason, WPTF Raleigh. Members of resolutions committee were J. Harold Ryan, WSPD To ledo, chairman; J. B. Conley, KLYW Philadelphia, and Mesara, Greenebaum, Fox and Mason.
NBC TV Affiliate Contract Unveiled

The ACCENT was on television at the three-day NBC affiliates convention which concluded at Sun Valley, Ida., last Friday but sound broadcasting can look to new highs in revenue circulation and service through an aggressive campaign to broaden its business base.

The picture portrayed by Niles Trammell, NBC president, in his keynote address which animated the convention, was one of a radio utopia with television and sound broadcasting running hand in hand through a continuing campaign to (1) create more money in the video's way and (2) increase radio's share of the total advertising dollar.

Charles R. Denny made his maiden speech as NBC's executive vice president, and unfolded the story of NBC's new TV affiliation contract to the 130 affiliate delegates. It hues closer to the standard station contract and supplants one which most of the affiliates felt was too stringent.

Six Pioneer Years Loom

Before Mr. Denny had predicted an NBC TV network of 20 to 30 stations by next year, Mr. Trammell had admonished his affiliates that TV is a blue chip business, that it will be good for the industry for six years before TV reaches the beginning of the period of plenty, but that radio generally is in a healthy state and is not ready for the oxygen tent because of TV's emergency.

Many old-timers remarked that the revised NBC television rate proposal was reminiscent of the earlier days of oral broadcasting. There was spontaneous opposition to the 30 free hour per month proposal, on the ground that it constituted payment for sustaining time, and that affiliates in addition would be called upon to pay for other sustaining service.

Affiliates also objected to the absence of any provision for spot announcements in between TV programs in station time. This important revenue source was left open for further discussion with the likelihood that some provision would be made for TV spots. Discussions centered around whether spots should be of 10, 20, or 30 seconds duration.

There was also strong affiliate sentiment for open-end programming, which would be tantamount to the cooperative plan on other networks.

Ryan Named

At the Wednesday afternoon session of the affiliates, no definitive action was taken. J. Harold Ryan, former NAB president, represented the Fort Industry stations, was designated to head a committee to draft resolutions for consideration at the Thursday morning session. Afterward the SPAC committee was to meet with NBC's high command.

While television figured prominently in the affiliates' deliberation, it was on the economies of standard broadcasting that most trouble brewed. FM was virtually the forgotten medium. Mr. Trammell contended himself with a reiteration of established NBC policy of having FM develop side by side with AM.

A horizontal rate increase for affiliated stations was sought by a number of affiliates. It was argued in the closed sessions Wednesday and Thursday that network station rates were the only ones among all media that had not increased in the past decade.

It was concluded in the closed sessions that NBC, by reducing frequency dollar volume discount, had actually increased its return at the expense of affiliates. Moreover, certain affiliates held that NBC was profited by virtue of lower programming costs during the summer hiatuses, with no additional remuneration to affiliates.

Changes Sought

A number of affiliates, particularly those in thriving markets, urged individual renegotiation of contracts, on the ground that those cities that have enjoyed increased population and radio homes should benefit in proportion to their growth. It was generally thought that NBC would be loath to consider a horizontal rate increase, but that there probably would be action in connection with individual renegotiation.

Smaller affiliates met at a breakfast meeting Thursday at the call of Harry C. Butcher, owner of KIST Santa Barbara and wartime naval aide to Gen. Dwight D. Eisenhower. The affiliates are seeking full commercial network service. Their complaint was that large affiliates in key markets which refuse network programs derive the programs and revenue by blocking the feed to the balance of the network leg. Radio developed new advertising money, Mr. Trammell pointed out, and did not increase its revenue at the expense of other media. While radio's share of the advertising dollar rose from 6.3% in 1932 to 17.8% in 1944, it is estimated to have declined to an estimated 13.5% in 1948. This

NBC's Proposed New TV Contract

| REGULAR SERVICE. Old contract makes no provision. New contract sets 4 hours a day 7 days a week—28 hours a week as objective plus special broadcasts. |
| COST OF INTERCONNECTING. Old contract: NBC and its stations on one hand and affiliated stations on other hand equally divide costs of the wires. New contract: NBC assumes full risk on wire lines in exchange for waiver of compensation by stations on 30 hours per month at unit rate, i.e., NBC takes 30 hours per month and pays all wire costs. In AM NBC takes 16 free hours. |
| COMPENSATION. Old contract: 30% of the gross. New contract: 33 1/3% of the gross which is about 50% of the net. |
| SUSTAINING SERVICE. Old contract makes no provision for sustaining service. There was a feature service where NBC offered programs out for sale on a case to case basis but which NBC said had not worked out satisfactorily. New contract contemplates sustaining service, cost of which will be divided among the stations and the network. Stations will pay their share on basis of size and ultimate potential of their market. Each market has been given an index number. Index numbers of the 16 stations certain to be interconnected range from low of 31 at Rich- |

NBC Code

NBC, which was a dominant force in the adoption of Standards of Practice by the NAB last May, and which then expressed the mild rebuke that the standards as adopted were not as stringent as they might be, last week unveiled a code of its own.

The NBC code, introduced at the network's second annual convention of affiliated stations at Sun Valley, Idaho, is basically an amplification of the NAB code, although in two sections it is slightly stricter.

The network also announced that its standards and practices would be applied to television, at least in spirit if not in letter, "until definitive standards for the new broadcast medium are codified."

Two measures in which NBC takes a stiffer stand than did the industry association are: (1) Crime and mystery shows.

NBC reiterated its announcement made a year ago that it would not broadcast such programs earlier than 9:30 p.m. Eastern time, 8:30 p.m. Central time, and 7 p.m. elsewhere. The NBC code has no reference to the time of day for broadcast of "whodunits."

(2) Commercial time limitations. NBC will not permit middle commercials in newcasts, a prohibition not to be found in the NAB code, and restricts all news programs in commercials to shorter times than does the NAB. The basic time standards for advertising copy are, however, identical in both codes, although NBC has inserted limitations for 20- and 40-minute program segments, periods which are peculiar to television schedules and not to sound radio and hence not covered by the NAB code.

Although the NBC code follows the general pattern established by the NAB, it includes a few added clauses covering practices which are of particular interest to the network.

Procedure for Fading

One of these deals with the procedure for fading programs which during actual broadcast violate the network's conception of good taste. This policy was announced last year after the celebrated Fred Allen incident.

Mr. Allen was summarily cut off the air during his delivery of a verboten and unkind reference to vice presidents. The incident created a public furor and the subsequent announcement of fading policies which would therefore govern at NBC.

As announced at that time and repeated in its newly-published

Qualifications Put on Giveaways

September 27, 1948 • Page 23
FM, Fax Seen in Philadelphia

By HERMAN BRANDSCAIN

DEMONSTRATION of a multiplexing system, which, it was claimed, permitted facsimile transmission and FM radio at the same time over the same frequency with no degradation of the full FM range of 15,000 cycles, was conducted last Wednesday night for the FCC Commissioners and the trade press.

Demonstration was carried on by Radio Inventions Inc. and The Philadelphia Inquirer FM station, WFIL-FM, in the studio of the station.

Those attending had the opportunity of checking on the audio characteristics by first listening in on a combined FM and facsimile receiver unit, then going into another room and hearing the audio, without facsimile, on a small FM receiver.

FCC Commissioner Rosel H. Hyde hailed the demonstration as a success. He said that multiplexing promises very significant contributions to communications as we know them.

In the show, John V. L. Hogan, president of Radio Inventions and a facsimile pioneer, explained the need for multiplexing. He stated that FCC rules require that both facsimile and FM may be transmitted simultaneously only if there is no degradation of the audio signals and no change required in present FM receivers.

See Adaptations

He stated that its significance lay in the fact that many new uses for radio would be possible thereby. For example, a broadcasting school program could be aired orally while at the same time instructions and recipes could be sent out visually via the facsimile system. Similarly music lessons, including sheet music, or foreign language lessons, including text material, could be sent orally and visually, the latter in permanent record form.

"After further tests," said Mr. Hogan, "we hope to be able to make this system generally available so that any FM broadcaster may, in effect, double the usefulness of the frequency assigned him by broadcasting sound and facsimile at the same time, without one interfering with the other in any way."

Roger W. Clipp, general manager of the Inquirer stations, hailed the experiment as a boon to the advertising agencies.

FRANK HESTER, chief engineer of Radio Inventions Inc., explained in an interview that the multiplexer consists of an attachment in the FM control room and another on the facsimile receiver.

All the equipment needed for the demonstration was moved in, installed and ready for operation in five hours, he said. The company is not making public the engineering characteristics of its multiplexing.

Low Price Range Seen

Mr. Hester, a former RCA engineer and a former physics instructor at the University of Texas, said that manufacturers have estimated that facsimile receivers could be made available for as little as $25 if they were produced in the quantity with which record players are produced. His multiplexing device, in which he was the primary developer, would be included with record players. He added that three other engineers aided him in the work: John W. Smith, John Long, and Mr. Hogan's son, John V. L. Hogan Jr.

The demonstration was conducted on the set of WFIL-FM's dual facsimile scanner, designed by Radio Inventions, and the station's FM transmitter, operating on 102.1 mc. Console model receivers-recorders were used to receive the sound program and the facsimile intelligence.

WFIL-FM inaugurated an eight-page facsimile edition of The Philadelphia Inquirer each Friday from 3 to 3:30 p.m. The special Wednesday night edition followed the same established format, including news, pictures, comics and special features. WFIL-FM inaugurated its regular facsimile broadcasting Dec. 31, 1947. Currently seven advertisers are buying space in the weekly editions.

In view of the fact that the FCC stressed the importance of multiplex in facsimile broadcasting, all members of the Commission were invited to attend. Accepting the invitations, in addition to Commissioner Hyde, were Commissioners George E. Starcher, Edward M. Webster, and Acting Chief Engineer John S. Willoughby.

Also attending from FCC were Arnold Skrivseth and John E. Dougan, Jr., FTC.

A dinner at the Bellevue-Stratford Hotel followed.

6-Station Markets Group Is Launched

Outlets Affording New England Coverage, Hill Says

THE NEW ENGLAND Major Markets Group officially came into being today (Sept. 27) with inauguration of the New England Notebook program on six stations comprising the group, WFLD, WPBN, WPRO, WDRC, WSB and WAGN.

Mr. Hill, WTAG Worcester, Mass., WGAN Portland, Me., and WGUY Bangor, Me. Program will be heard regularly on these stations, Mon.-Fri., 4:30-5 p.m.

"Thorough coverage of New England's major markets, Boston, Providence, Worcester, Hartford, Portland and Bangor, with a single program and under a single contract is the purpose of the group," said E. E. Hill, executive vice president of the new organization's permanent chairman.

New England Notebook is written and voiced by Walter Covel, of Providence, long identified with radio and dramatic work as announcer, writer and agency executive. Mr. Hill said it is directed at a feminine audience but that it will have wide general appeal.

The program will be confined to participation by national advertisers and to food and kitchen products. Since all of the six participating stations are represented by the Paul H. Raymer Co., the same company will represent the new group, according to Mr. Hill.

NEW AGENCY FORMED BY STANTON B. FISHER

STANTON B. FISHER, advertising director of the United States Whelan Stores Corp., New York, has been named president of Stanton B. Fisher Inc., newly formed advertising agency.

Among the new firm's accounts are Whelan Drug Stores, United Cigar Stores and other subsidiary companies (Hamilton Products, Mary Scott Rowell, Ltd. and Whelen Products Inc.) and the Universal Fountain Pen and Pencil Co.

One of the agency's first extensive campaigns will be national promotion of a line of Whelan Co. products, which in the past has used little advertising. Television will be used, although definite plans have not been formulated.

United Whelan will continue with "Charades Quiz on WABD New York, with radio being used in spot announcement form whenever and wherever new stores are opened.
FIRST NATIONWIDE FM-only network broadcast, scheduled Tuesday, was recorded Thursday in control room of Continental Network's Washington key, WASH. Tape was sent to several stations to be keyed to regional FM hookups. Col. R. H. Ranger (11), president of Rangertone, directed recording operation. Watching is Everett Dillard, president of Continental and FMA.

FIRST coast-to-coast exclusively FM 15,000-cycle network program will be broadcast Tuesday, 8:30 p.m. (EST) as a feature of the FM Assn. convention banquet at the Hotel Sheraton, Chicago.

Envisioned by Everett H. Ford, FM Vice President, Continental president, and Hudson Eldridge, network manager, is a permanent nationwide FM network based on a series of regional hookups fed by magnetic tape recordings from key outlets.

The recording technique was demonstrated last Monday before the Washington, D.C., section of the Institute of Radio Engineers. Col. R. H. Ranger, inventor of the Rangertone tape recorder, described the method and demonstrated recordings of a Continental Network program. Using 30-inch-per-second speed, a program of the Army Band from Fort Myer, Va., was recorded at the Armstrong laboratories, Alpine, N.J., off a 15,000-cycle AT&T line. The Rangertone R4 console was used as playback, with Samuel L. Ackerman, Rangertone production engineer, behind the equipment. Col. Ranger described the program as the longest-distance high fidelity recording ever made.

Pickup From Evanston

The FMA banquet will hear a recorded program by the Air Force Band, broadcast from WEAW FM Chicago this evening. The Band's program will be played simultaneously from WABB FM Mobile, Ala., and to five other stations; from KSBR (FM) San Francisco; from KMGF Los Angeles; and from WASH (FM) Washington, for the 20-station East Coast hookup of Continental. Thirty-two stations will take part.

The program was produced at Bolling Field, Washington, last week by the Air Force Concert Orchestra and 30-voice Singing Sergeants. It was fed by 15,000-cycle line to the WASH studio and transmitted for Continental. At the same time it was sent to Alpine where copies were made on Rangertone tape for the Gulf and West Coast key stations.

The Tuesday night demonstration will carry a recruiting theme for the Air Force, whose band was the first large musical group to broadcast in on FM. The band's concert orchestra was heard last season over Continental in a recruiting series.

Cooperating at key stations on the special hookup program are: W. J. Hearn Jr., WABB FM Mobile; George Mayorall, WRCM New Orleans; Lessie Wheeler, WEAW (FM) Evanston; Orrin Brown, KSBR (FM) San Francisco; W. F. MacCrystall, KMGF (FM) Los Angeles. Others who took part in the planning include these Rangertone distributors: L. S. Too- good Jr., Seattle; Herbert Turner, Opelika, Ala.; Harry Bryant, Radio Recorders, Los Angeles.

WASH Washington will feed the Continental network, which utilizes high-frequency, high-level FM link, radio relay and off-the-air facilities. WABB-FM will feed WRCM New Orleans, WLSU Baton Rouge, KSBR-KFAB Los Angeles, KFMF Monroe, WLAU Laurel, Miss. KSBR San Francisco will feed KRPM Fresno.

Larry Carl, Continental program specialist, is handling the hookup program arrangements for the demonstration.

Ultrafax will be shown at "Library of Congress Demonstrations of RCA's Ultrafax, high-speed communications system, have been scheduled for Sept. 29 at the Library of Congress in Washington, it was learned last week.

Library officials last Wednesday confirmed the reported demonstrations [CLOSED CIRCUIT, Sept. 20] had been scheduled but indicated full details were available only from the sponsoring firm.

Public demonstrations have been delayed for some time while experiments have been conducted in New York and elsewhere.


Ultrafax Will Be Shown At Library of Congress DEMONSTRATIONS of RCA's Ultrafax, high-speed communications system, have been scheduled for Sept. 29 at the Library of Congress in the District of Columbia, it was learned last week.

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PARTY BUDGETS

By ED KEYS

UNOFFICIAL estimates indicate that Democratic expenditures for radio time during the current national campaign will be small in comparison with those of the Republicans.

Reports that the Democratic National Committee had established a radio campaign chest of from $750,000 to $960,000 were confirmed last Thursday as "substantially correct," by Kenneth M. nightly, national radio director of the committee. During the 1944 campaign the Democrats spent $714,000 for radio time. Outside groups, however, paid for a number of major broadcasts that year on behalf of the Democrats.

Ed Ingle, national radio director of the Republican National Committee, refused comment on proposed expenditures of the GOP. It was generally believed, however, that the Republican budget might be revealed soon. Keeping wraps on radio budgets until one or the other party has "tipped its hand" is a strategy common to both major parties.

It is expected that more than $800,000 of the Democrats' national allocation to radio will be expended during October. The chest was drained of about $16,000 for President Truman's speech at Des- ter, Iowa. Speech originated with WHO Des Moines, an ABC outlet, and then was rebroadcast over the full network of MBS. During September the committee allowed about $110,000 for broadcasts.

President Truman and Sen. Alben W. Barkley (D-Ky.) will address the nation's women in an ABC broadcast today (Sept. 27). Point of origin was not known last late Thursday.

Future strategy for the Democrats, observers believe, will be reliance, as nearly as possible, upon transcribed shows and sustaining time, except for those major networks broadcast being planned for the most effective time and place. In the President's 40 stops on the 16-day trek, every part of the campaign trail his remarks have reached the public almost entirely through sustaining broadcasts.

North Carolina's State Democratic Committee has lined up a five-state "network" for a speech by Sen. Barkley, Democratic Vice Presidential candidate, 8:30-9 p.m. (EST), today (Sept. 27). His talk from Asheville's municipal auditorium will originate from WWGO Asheville and be carried simultaneously by WJJS Winston-Salem, WHIG Greensboro, WPFT Raleigh and WBT Charlotte.

Republican Splurge

Republicans, meanwhile, continue to splurge on national radio time and have intensified their broadcasting activities on the regional, state and local levels.

Gov. Dewey carried Truman's speech from Des Moines, by contrast to the Democrats' $16,000 Iowa expenditure, cost somewhere in the neighborhood of $50,000.

Utah State State Central Committee claims establishment of a precedent in state political circles. GOP officials there purchased television time for a broadcast as early as KDYL-WEXIS Salt Lake City for the coverage of Gov. Earl Warren's recent address there.

The Republican Presidential candidate was heard from Denver last Tuesday over CBS and Don Lee stations. The Denver speech was rebroadcast the following night over an ABC Eastern network of 76 stations. Gov. Dewey plunged for time on two networks, CBS and MBS, when speaking from Des Moines Sept. 20. Such lavish coverage in the early part of the campaign clearly indicates the GOP national committee will easily reach the maximum $1 million expenditure permitted by law, observers say.

Gov. Dewey's speech from Los Angeles' Hollywood Bowl last Friday was carried by NBC to listeners in 11 Western states. The following day his remarks from San Francisco were carried over a network of ABC stations.

In another move, Dewey announced the appointment of the following regional radio directors, whose duties will include the placement of recorded rebroadcasts and spot announcements on regional networks and independent stations:

Fred Beker, Seattle; Wash., regional radio representative for the eleven far Western states.

Alabama-Per-Cora McCracken, Mobile: Arizona—Charles H. Garrett with KOOL Phoenix; Northern California—Eric Colvin, San Francisco; Southern California—Charles Bowen, Los Angeles; M. M. Denning, Denver; Connecticut—Milton Meyers, Hartford; District of Columbia—Indiana—Larry Richardson, Indianapolis; Kansas—Margaret Truman, Des Moines; Kentucky—Wendell Elliott, Louisville; Louisiana—N. C. Hoag, New Orleans; Massachusetts—Phil Clark, Boston; Michigan—Robert Trump, Detroit; New Jersey—Harold J. Adsona, Newark, N. J.—Wisner Ammon, Columbus; Ohio—Lawson Taylor, Oklahoma City; Oregon—Sam Wilderman, Portland; Pennsylvania—Leon Tropper, Scranton, Pa.; Rhode Island—Arthur Braliush, Providence; South Dakota—Tony Payh, with KABB, Aberdeen; Tennessee—Dean Jones, Nashville; Utah—D. K. McFate, Salt Lake City; West Virginia—Charles Schlag, Charleston; Wisconsin—E. Bryan Mirt, Cheyenne; Louisiana—Henry Paster, New Orleans and Dept. of Coloni—Paul Bolton, Washington.

The Progressive Party has turned its attention to the press and newsmen in an effort to increase newspaper coverage and is buying radio time. Henry Wallace has opened a series of Monday night NBC broadcasts to reportedly costing the third party about $2,000.

During their first month of political life, the State's Rights Democrats operated in the red. Receipts totaled $14,449 and expenditures $14,890 during the period from Aug. 4 through Aug. 31.

Demos' Tops $750,000; GOP Splurges

Local Radio Shines

PRESIDENT TRUMAN III is greeted by Herb Plambeck, WHO Des Moines farm service announcer, at the WHO National Plowing Match and Soil Conservation Field Day Sept. 18. Standing at extreme right is Col. B. J. Palmer, president of Central Broadcasting Co., WHO licensee, and beside him is Margaret Truman. The station reports that approximately 100,000 people attended the event which is dedicated to education in the interest of soil conservation. Conservation officials and farmers gave demonstration of 25 conservation practices, rebuilding a farm, and 40 plowmen from 10 states competed for championship titles in four classes.

Local Radio Shines

The President's Denver conservation speech was carried commercial- ly on KLZ Denver. And time allotment for the reclamation and power address at Salt Lake City was forthcoming on KSL and KDYL in that city.

In addition, local Democratic groups have bought up local broadcasts at several other stops, building quarter or half-hour pro- grams around the brief platform talks by the President. KFXJ Grand Junction, Col., and KFBK Sacramento carried such broadcasts.

After clearing in advance with the Secret Service prior to the President's arrival, stations lift their microphones up to the podium on the platform rail of the President's car. This shelf is equipped with strong spring clips into which the microphones can be fitted in a matter of seconds. Many of the stations broke out with snappy-colored call letter flags, sometimes to the displeasure of news photographers who whipped out flash-bulbs at every stop.

In other cases, mike men get as close as the crowds will safely permit. As with the Army Air Corps, nothing can stop them. Thus some broadcasts emanated from the tops of freight cars and station sheds. One fearless radio reporter manned a mike while hanging precariously from a signal tower.

Network reporters aboard the

TRUMAN TREK

Local Radio Shines

The stops along a ruggedly traveled radio spotlight and network corner from sleepless nights aboard Presi-

dent Truman's Campaign Special is making its long way homeward after covering the Southern Plains.

In all, Candidate Truman already has given more than 40 talks—and at almost every town and city, his visit was broadcast, mostly on a local sustaining basis.

Local radio took the initiative at the outset when the President made his first major address—the farm policy speech—in Dexter, Iowa, Sept. 18. The occasion was the annual plowing contest conducted by WHO Des Moines, whose farm director, Herb Plambeck, served as master of ceremonies and introduced the President to 100,000 farmers and their families. Col. B. J. Palmer and Ralph Evans, president and vice president, respectively, of WHO, boarded the Special as Mr. Trum-

an's guests.

There has been less network coverage of the plainly political addresses than usual due to the limited funds of the National Demo- cratic Committee, it was under-

stood. The visit of a President of the United States for most of the 125 cities and towns marked for stops on the 16-day trek, has been an historic event, nonetheless, and local stations are according all-out coverage. It is a natural for special events men.

The President's Denver conserva-

tion speech was carried commercial- ly on KLZ Denver. And time allotment for the reclamation and power address at Salt Lake City was forthcoming on KSL and KDYL in that city.

In addition, local Democratic groups have bought up local broadcasts at several other stops, building quarter or half-hour pro-

(Continued on page 60)
RELAY RUMPUS

PHILCO CORP. last week started injunctive proceedings against American Telephone and Telegraph Co. charging the AT&T with violations of the Federal Communications Act and urging the U. S. District Court to order the com-
mon carrier to relay its programs.

According to the suit filed last Tuesday, AT&T is seeking to "totally and completely abandon the use of its own relay and make a connection with AT&T's carrier facility in Philadelphia."

Specifically, the suit alleged that Philco wished to bring its program in Philadelphia, carry it to New York, via its own relay, and then use AT&T facilities to send it on to Boston. It charged that AT&T wanted to use its facilities for the whole route.

Program involved was Dr. Roy K. Marshall's The Nature of Things, which AT&T rejected for NBC at 8:15 p.m. Thursdays. Philco carried the program to New York over its own relay and then asked AT&T to carry it to Boston. After two weeks AT&T refused, it was alleged.

Grid Pickup Complaint

Another complaint was the Philco charge that AT&T had notified the National Broadcasting Co. that it would transmit the Army-Villanova football telecast Saturday (Sept. 25) from West Point for only on condition that NBC discontinue its program to Philco's television station in Philadelphia.

WSB-TV IN ATLANTA

OPENING ON SEPT. 29

WSB-TV Atlanta will start operation Sept. 29 on Channel 8, 180-186 mc, the station reports. Opening day ceremonies will be divided into three segments: official opening, preview of WSB-TV programs and full length motion picture.

During the official opening Dr. Munroe Willey will pronounce the invocation and benediction. Other Atlanta officials to appear on WSB-TV are: Gov. M. E. Thompson; Gov.-Elect Herman Talmadge; Mayor William B. Hartsfield; R. L. Doyal, chairman of Fulton County commission; A. L. Zachry, presi-
dent of Atlanta Chamber of Com-
merce; Dr. William Paty, chancellor of University System, and Miss Iris Jarrell, superintendent of At-

During second segment programs to be previewed include: Gilpin Marionettes, Monkey Business, a sports show with Thad Horton and Dorothy Kirby, new film Tommy Bridges and Lee Jordan, Bill Pack-
ham's Pantry Party and the Sun-
shine Boys.

The full length feature film selected by Jean Hopkins, WSB TV film director, is "Cheers for Miss Bishop" with Martha Scott.

Philco Hits AT&T Action

Half-Million in U. S.

The number of television stations on the air in each follow:

<table>
<thead>
<tr>
<th>City</th>
<th>No. of Stations</th>
<th>Population</th>
<th>Set Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>2,371,000</td>
<td>15,300</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>2,116,000</td>
<td>14,500</td>
<td></td>
</tr>
<tr>
<td>Buffalo</td>
<td>1,069,500</td>
<td>3,700</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>4,950,000</td>
<td>16,500</td>
<td></td>
</tr>
<tr>
<td>Cincinnati</td>
<td>959,100</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>1,041,500</td>
<td>8,400</td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td>3,657,100</td>
<td>10,400</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>4,013,200</td>
<td>24,700</td>
<td></td>
</tr>
<tr>
<td>Milwaukee</td>
<td>932,600</td>
<td>5,500</td>
<td></td>
</tr>
<tr>
<td>Minn.-St. Paul</td>
<td>1,072,800</td>
<td>3,500</td>
<td></td>
</tr>
<tr>
<td>New Haven</td>
<td>155,300</td>
<td>9,100</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>12,279,400</td>
<td>260,000</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>3,400,600</td>
<td>64,000</td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>299,800</td>
<td>1,700</td>
<td></td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>251,200</td>
<td>600</td>
<td></td>
</tr>
<tr>
<td>Schenectady</td>
<td>467,300</td>
<td>9,000</td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>1,619,500</td>
<td>9,300</td>
<td></td>
</tr>
<tr>
<td>Toledo</td>
<td>383,700</td>
<td>1,600</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>1,168,800</td>
<td>10,900</td>
<td></td>
</tr>
<tr>
<td>SUB TOTAL</td>
<td>42,464,600</td>
<td>508,300</td>
<td></td>
</tr>
</tbody>
</table>

The total number of television sets in the U. S., located in cities having a total population of 46,743,100, according to a survey by the NBC research department. Circulation of sets by cities and other pages,

Television stories, on other pages, in this issue:

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
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</thead>
<tbody>
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<td>Teleestus: Planning Audience Research</td>
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<td>TV Band Expansion</td>
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<td>NBC TV Affiliate Contract Unveiled</td>
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<td>Capt. Eddy Will Direct TV for Meredith Publishing</td>
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<td>Committee Drafting Code for IFTA</td>
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<td>Paramount to Extend Theatre TV Service</td>
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<td>WCAU-TV's New Rate Code Rebuts Boost</td>
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<td>RCA 16-Inch Tube Planned in Quantity</td>
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<td>New Type Television Research Is Offered</td>
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<td>WBT-AM Makes Debut</td>
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<td>VA includes Video in Year's Planning</td>
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<td>WCBN-TV Boosts Basic Time Rates</td>
<td>54</td>
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<tr>
<td>New RCA Theatre Video Projector to Be Shown</td>
<td>75</td>
</tr>
<tr>
<td>17 New Adventurer Boy Time on WCAU-TV</td>
<td>75</td>
</tr>
<tr>
<td>Phillips Jones Takes Two Fall TV Programs</td>
<td>87</td>
</tr>
</tbody>
</table>

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

The suit, stating that AT&T as a common carrier is bound to fur-
nish its facilities, asks that the court order AT&T to carry Dr. Marshall's program to Boston and to compel it to supply WPTZ with the football telecast.

An immediate temporary order was asked, but Judge William H. Kirkpatrick set argument for a later date (Sept. 24) in order to give AT&T time to prepare an answer.

The suit was filed by Charles T. Thompson of the law firm of Ballard, Spahr, Andrews and In-
gersoll, Philadelphia. He said that the same dispute is due to be heard this week by the FCC pro-

T. By Sid Hix

Drawn for Broadcasting by Sid Hix

"He couldn't wait to see it on his set at home."

Broadcasting * Telecating

"Cheers for Miss Bishop" with Martha Scott.

September 27, 1948 * Page 27
ANSWERING the House Select Committee’s interim report attacking FCC’s Scott and Port Huron decisions [BROADCASTING, Sept. 20], FCC Chairman Wayne Coy last week called upon Congress to re-
define “public interest” if the Com-
mision’s conception of it is found to be wrong.

In a personal statement defend-
ing the two decisions (see extracts from text, below), Mr. Coy said that if FCC’s idea of public in-
terest is questionable then it should be “thoroughly reviewed” by Congress and that an ap-
propriate amendment of the Communi-
cations Act should be made if such a review shows FCC’s con-
ception to be faulty.

For the most part his statement was a reiteration of the position which he and other Commission
spokesmen took in the course of the Select Committee’s hearings on the two decisions [BROADCASTING,
Aug. 9, Sept. 6].

Conflict in Laws

Because of the conflict between state libel laws and the Port Huron
decision’s view that the federal ban
on political censorship is abso-
late, he repeated, “the FCC does
assure broadcasters who are honest
and conscientious and who do not use this conflict of state and fed-
eral law to favor one political candidate over another that they
need not fear any capricious ac-
tion by the Commission.

The principle of the Scott
decision, dealing with atheists’ right
to air time, is “that the radio broad-
cast licensee in exercising his juris-
diction as to what is a controversi-
ial issue should not deny time
over his broadcast facilities for
the expression of a particular
point of view solely because he
does not agree with that point of
view,” Chairman Coy declared.

He denied flatly that the Scott
decision gave atheists a right to
radio time.

Mr. Coy’s statement was in reply
to the report of the Select Com-
mittee, headed by Rep. Forest A.
Harness (R-Ind.), which contended that the two decisions followed a
“dangerous and mischievous line
of reasoning,” that FCC had ind-
ulged in careless language “for
some time,” and that the contro-
versial language of the decisions
should be deleted.

Extracts covering principal
points of Chairman Coy’s state-
ment follow.

In his report with the interim Re-
port of the Select Committee I
vestigate the FCC which was distrib-
uted shortly after the NBC radio
license on Sunday, Sept. 19, 1948, I have made the following personal observations to make:

The “Port Huron” Decision

The difficult situation in which
American broadcasters have found themselves as a result of Sec.
217 of the Federal Communications Act of 1934, as amended, and its conflict with private
state libel laws is not the making of
a new and untried front, the so-called “Port Huron” decision of the
Commission.

The Supreme Court of the United States in United
States v. NAB, 335 U.S. 373, May 7, 1948, where a radio broadcast
licensee, subject to a ban on enemy
and civil prosecution under state laws, was held liable for uttering
false and defamatory remarks made
over their radio stations by political candidates.

The FCC does not stand alone in its views about Sec. 315 of the Communi-
cations Act. S. 1333, a bill to amend the Communications Act of 1934, was intro-
duced and, for other purposes, reported
to the Senate of the United States on June 9, 1948, contains the following provisions:

“The licensee of any station so used shall have no power to censor, alter,
or in any manner affect or control the broadcast of material broadcast under the provisions of
this section.”

In the report accompanying the re-
port of the Select Committee to the Senate Committee on Interstate and Foreign Commerce was said with respect to this section:

“The flat prohibition against the li-
censee of any station exercising any censorship authority over any political or public question discussion is
re-tained and emphasized. This means that the Commission cannot itself or by rule or regulation require the
licensee to censor, alter, or in any man-
ner affect or control the subject mat-
ter of any such broadcast and the li-
censee may not in his own discretion exercise any such censorship author-
ity.”

S. 1333 includes a further provi-
sion as follows: “Provided, That li-
censee shall not be liable in any civil or criminal action in any local, state or federal court or in federal
proceedings after this section is en-
terably as may be permitted by
the licensee or persons under his
control.”

The question of whether or not a li-
censee is liable for libel where a political candidate makes a speech to his radio
audience, therefore, is the same as the Section 315 of the present Commu-
nications Act, where the provision is that the licensee shall not be liable for libel.

However, many of the states con-
structively declare jurisdiction in this matter. There is a real conflict.

Because of the conflict the FCC does
assure broadcasters who are honest and conscientious and who do not use this
controversial line of reasoning, in favor one political candidate over another that they
need not fear any capricious action by the Commission.

The question which needs to be set-
tled by an act of Congress is the ques-
tion of how to make federal law sup-
portable under the libel laws of state
—but whether he can censor or not. The bill clearly says he cannot censor...

(Continued on page 68)

Page 28 • September 27, 1948
WITH's MEMO

Says FCC Has Lottery Powers

WITH Baltimore has giveaway programs but will be happy to give them up if the FCC adopts proposals abandoning such programs, the body filed with WITF Friday.

Paul A. Porter, former FCC chairman and now a member of the law firm of Arnold, Portas & Porter, wrote the 42-page memorandum, in which the FCC's power to adopt anti-lottery rules is supported.

The Baltimore independent's memorandum goes centuries back into legal and lottery lore to provide background for documented arguments that the evils of gambling devices are cited and regulatory powers of the FCC are supported.

Special target of the statement is the contention that the FCC has been shorn of its lottery-control powers by transfer of Section 316 to the Criminal Code. Cited are large numbers of functions of other government agencies with similar transfers having been made in the codification process, Mr. Porter argued Congress had no intention of impairing the substance of the Communications Act.

Listener Appeal

WITH would like to be free to appeal for listeners solely through the quality of its programs; it is argued, fearing that if giveaways are not checked they will lead to lower program standards. WITH is operated by Thomas G. Tinley Jr.

"Broadcasting is a medium which can survive and expand on the merits of its own service and does not require devous hypodermics to stimulate public acceptance"

STANTON NAMES AAW ACTIVITIES CHAIRMEN

SEVEN CHAIRMEN have been named by Advertising Assn. of the West President Gilbert L. Stanton to lead the network advertising and business program.


Association will hold mid-winter conference at Santa Barbara, Jan. 23-24, and 48th annual convention in Vancouver, B. C., June 26-29.

DUAL IDENTIFICATION

FIRST blow at the double call letter practice ("This is WWWW and WWW-FM") was aimed last week at AM-FM stations by BMB.

The industry research group has proposed to NAB that the association ask the FCC to issue a rule banning the practice.

Meeting last Monday in New York, the BMB board sharply criticized double call letters. BMB objects to the dual calls because they cause confusion in conducting listener surveys.

BMB did not go direct to the FCC with its complaint, however, feeling that its advertiser and agency board members are not directly involved. In addition, an industry organization feels that NAB, as station spokesman, should take the action.

A letter asking NAB to act on dual identification was sent to NAB President Justin Miller, now on the West Coast following the series of district meetings that ended a week ago. It is expected Judge Miller will submit the matter to the NAB board.

Practically all board members representing AM stations also have FM outlets and many of them are understood to use the double calls.

FM Assn. may take up the question at its three-day convention starting today (Sept. 27) in Chicago. Many FM stations are affiliation outlets using dual identification.

Everett L. Dillard, FMA's retiring president, said the dual calls have provided one of FM's strongest promotion devices. Millions of listeners have become familiar with the term "FM" through AM station breaks.

On the other hand, many persons contend that the double letters are both deceptive and confusing. They argue that large numbers of listeners who have AM-only sets actually believe they are tuned to FM. On behalf of FM's highbrow advocates it is maintained that the public will never learn to desire FM's staticless signal if they identify AM breaks as FM calls.

BMB spokesmen called double identification "a troubling research problem" and pointed out that BMB's new ballot includes space for listing of dial location as well as call letters for each station.

The dial location device in most cases reveals whether the FM station listing actually is an AM outlet using double call letters.
AFM OFFER

WELFARE FUND technique proposed by AFM President James C. Petrillo awaits ruling by at least two governmental agencies as to its legality under the Taft-Hartley Act [Broadcasting, Sept. 20]. The Petrillo plan involves a trustee-ship arrangement for administration of a royalty fund based on sales of records and transcription manufacturers.

Favorable rulings by federal agencies would lead to resumption of AFM-recorder negotiations, it is believed. However, legal specialists in Washington have voiced some doubt about the Petrillo idea though they had not yet had a chance to study its details. Checks at the Dept. of Justice, Treasury and National Labor Relations Board in Washington failed to produce any light on the whereabouts of any requests for interpretation of the fund's legality. At NLRB it was stated that the requests might have been made at a regional office.

Possibility developed last week that the Industry Music Committee might meet soon with the union president. NAB President Justin Miller and Richard P. Doherty, NAB director of employee-employer relations, were expected back at Washington headquarters this week following the second segment of NAB district meetings.

Pending before regional offices of NLRB are complaints by two transcription manufacturers charging the AFM with secondary boycott, refusal to live up to terms of contracts and other charges.

Source of Funds

It was explained informally in Washington that trustee royalty funds appear to be legal when the same employees who donate the money also receive benefits. In the case of coal miners, payments into the trustee's fund are based on a per-ton fee, with all members of the union entitled to benefits and the mine owners actually providing aid for their own

LEGALITY DOUBTS ARISE DURING LULL

T-H Provision

The question is not one of AFM influence over the war funds or disbursement.

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SIX weekly jingle contests, with awards of four new Ford cars each week, will help to spearhead the Colgate-Palmolive-Peet fall promotion campaign for Super Suds. Spots and chain breaks in one-minute announcements are currently being distributed throughout the country.

Contests will begin Oct. 3 and run through Nov. 20. A total of 24 Fords and 1,548 additional prizes will be awarded, including GE Rotary Ironers, hand irons and 500 separate awards of a full year's supply of the soap powder. The switch of Blondie to the full NBC network, starting Wednesday, Oct. 5, 8-9:30 p.m. is part of the stepped-up promotion. William Esty & Co. is the agency.

Frankel Named to Head Radio at Murphy - Lillis

Frankel, former associate editor for CBS.

Murphy-Lillis INC., New York, producers of motion pictures for television and industrial use, has established a radio department headed by Mortimer Frankel, former associate script editor for CBS.

New department's first contract has been signed with Adela de Hawley, fashion commentator, for a five-minute program titled Fashion Flashes, starting next month.

Fashion Flashes will be transmitted for local broadcast on about 75 stations

SEVERAL NAB officials and station executives talking things over at cocktail party given at the Early Birds Club, Spokane, during the NAB District 17 meeting are (l to r): Mrs.自动化等) Washington, president of KJOK Aberdeen, Wash., and District 17 director; Judge Justin Miller, NAB president; S. W. McCready, general manager of KUGN Eugene, Ore.; C. O. Fisher, assistant general manager of KUGN; Harold Fair, director of NAB Program Dept.; and Richard (Dick) Doherty, director of NAB Employer-Employee Relations Dept.

Eddy Will Direct TV for Meredith

Iowa Magazine Publishers Retain Head of Television Assoc.

CAPT. WILLIAM C. EDDY, president of Television Assoc., Inc., Chicago, has been retained as director of television activities for Meredith Publishing Co., Des Moines, publishers of Better Homes and Gardens and Successful Farming magazines.

In making the announcement yesterday (Sept. 26), E. T. Meredith, vice president and general manager of the publishing firm, said Capt. Eddy's "great contribution to the art and technique of television is evidenced by his more than 100 television, radio and electronics patents."

Capt. Eddy, under whose direction some 86,000 radio and radar technicians were trained during the war, resigned recently after nine years of directing television operations of Paramount Pictures' Chicago outlet, WBKB.

Meredith Publishing Co. has one television station under construction in Syracuse, N. Y., and applications pending for channels in two other New York cities, Rochester and Albany [Broadcasting, May 3, April 19].

The Syracuse station will operate on Channel 8 (180-186 mc) with 16 kw visual and 7.5 kw aural. Meredith's Rochester application is for Channel 11 (198-204 mc) and its Albany application for Channel 9 (188-192 mc).

WABD Appointment

ROY PASSMAN, former program and operations manager of WOL Washington, has been appointed assistant to Leonard Hole, general manager of WABD New York, DuMont video station. Beginning as a page boy at CBS in 1934, Mr. Passman had advanced to assistant director of program operations for the network by 1945, when he joined OWI for overseas service with ABSIE. He returned to CBS after the war as director of operations for WTOP Washington, transferring to WOL last year.

C-P-P JINGLES

Contests Spearhead Campaign

For Super Suds -

GOF TV Program

AN AUDIENCE participation television program was to open the Women's National Republican Club campaign for Dewey and Warren on Friday night, Sept. 24. The 15-minute show on WNBT New York was to have originated at the club's New York headquarters and had as principal speakers Mrs. Charles W. Weis Jr., associate chairman of the campaign; Mrs. John Davis Lodow and Col. Frederick V. P. Bryan.

Stations to Get Invite From '5th Network' Soon

FOLLOWING the "go-ahead" signal from "Fifth Network" officials in the East, George Roessler, sales manager of Radio America Inc. [Broadcasting, Aug. 30, Sept. 6] made plans in Chicago late last week to attend broadcasters' conventions next month to line up stations for the new network.

Sessions will include those of NAB Districts 15, 6 and 5, and meetings of the Mississippi and Kentucky Broadcasting Assns.

Page 30 • September 27, 1948

Broadcasting • Telecasting
Elementary, my dear Watson!

It wouldn't take the great Sherlock Holmes long to solve the problem of buying radio time in Baltimore—the nation's sixth largest market. After a few minutes' study, he would say:

“Elementary, my dear Watson. The best buy is the BIG independent with the BIG audience, Station W-I-T-H.”

Yes, sir! In this big, rich market, it's W-I-T-H that delivers more listeners-per-dollar than any other station in town. W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area.

So if you're looking for the station that produces low-cost sales, the station that is the big-bargain-buy, the station that has the big audience at low cost, put W-I-T-H on that list of yours. Call in the Headley-Reed man, and get the whole exciting story about W-I-T-H today.
By J. FRANK BEATTY

UNCLE SAM will lose his electronic shirt in Occupied Germany under terms of a new European broadcasting treaty.

The convention was adopted at the European Conference of Copenhagen, which adjourned Sept. 15 after two months of diplomatic juggling led by Russia.

Sears of the Copenhagen fracas will be carried into the High-Frequency Conference now in the preparatory stage at Mexico City, and may have a profound impact on that meeting when it opens Oct. 22.

Almost revolutionary were some of the actions taken at Copenhagen. Their practical effect on standard broadcasting in Europe is open to doubt, according to observers, due to the fact that 24 of the 25 representatives now signed their reservations with reservations.

In brief, the treaty includes these potent provisions:

- Narrows channel width from 10 to 9 kc.
- Adds more channels due to narrowing.
- All the gravy grabbed by Russia, Great Britain and France.
- U.S. Narrows 22 to 15 kc.
- France and Russia to work on making the war.

The Copenhagen meeting was originally scheduled to end Aug. 15. According to word from Denmark, the Russian delegates dragged out proceedings, leading to a shortening of the agreement until Sept. 10. The job of drafting a plan was placed in the hands of a working committee consisting of Russia, Great Britain, France and Luxembourg. The last was sent within the Russian sphere, giving the Soviets half the committee.

Submission of the plan was put off until Sept. 10, permitting little chance to study and discuss its provisions. Small nations

felt they had been taken for a ride, and Russia thereby charged they were trying to sabotage proceedings. Spain was not permitted to take part in the conference.

Great Britain and France also lost free frequencies in occupied Germany, but they prefer to cover from their home stations and suffer no actual loss while enjoying gains as a result of the channel narrowing. Frequencies were taken away from Germany on the theory that the nation started the war and therefore should be punished. Argument that the station in occupied Germany are not German, and that there really isn't a German nation any more, failed to sway the powers.

That the U.S. won't be trampled under is seen in action by our delegation in refusing to accept its loss of German frequencies with other powers.


HARMONI-CAT FIGHT

Group Joins AFM, Averting Trouble for WENR-TV

AFM LOCAL 10, Chicago, threatened to torpedo the finale of the WENR-TV Chicago premiere Sept. 17 by refusing to allow a local 60-piece "Rhapsody in Blue" under the direction of Paul Whiteman, unless the famous mouth-organ players, Harmonicats, joined the AFM. They were reported to have signed less than two hours before the program got under way.

AFM, after threat to play a recent convention in Asbury Park, N. J., that harmonicats players could become AFM members if they chose, but it was understood they were not obligated to join. Action of Mr. Bauman in insisting that the Harmonicats join was considered irregular by Chicago TV men in view of fact the aggregation played on the Fessco Star Theater TV show recently in New York without interference.

PARAMOUNT EXTENDS THEATRE TV SERVICE

PARAMOUNT Pictures, which last spring inaugurated large screen theatre television at the Paramount Theatre in New York (Broadcasting, April 19), is preparing to install similar equipment in its theatres in Los Angeles and Chicago. Equipment has been ordered and is now being tested, and installation should be completed in both cities by the end of October.

Equipment utilized by Paramount includes a fast-developing film process which records the video programs received at the theatre on film for projection over the theatre's regular system within 66 seconds of the time of reception. The film processing permits the video pickups to be shown either immediately following reception or be delayed until the conclusion of a feature picture or at any time appropriate in view of the theatre's regular movie program schedule.

The system, which is being fully developed through its video subsidiary, Television Productions, also has made its New York film recording apparatus available to advertisers or others who want to have new film copyrighted for rebroadcast use on other than the original station or network. Company, with its new installations, will be able to offer similar service from its originating points in the Chicago and Los Angeles areas as well as in New York.
WMPS
MEMPHIS

Announces
the Appointment of

RADIO REPRESENTATIVES, Inc.

As Their National Representatives

EFFECTIVE IMMEDIATELY

WMPS
680 K.C. - 10,000 W Day - 5,000 W Night

Affiliated with American Broadcasting Company
MIDWEST NETWORK television was launched Monday by both ABC and NBC, the former scoring two aces by airing the first network and first commercial network show from WENR-TV Chicago at 6 p.m. (CDT). An hour later, NBC inaugurated its Midwest service from KSD-TV St. Louis.

ABC's premiere program, a half-hour variety show originated by the Admiral Corp., was the first TV network fare to be aired over WEWS Cleveland, WTMJ-TV Milwaukee, and WBEN-TV Buffalo, as well as WENR-TV Chicago. The Cleveland station is exclusively an ABC television affiliate, while WTMJ-TV and WBEN-TV are affiliated with both ABC and NBC.

After showing the Admiral program on ABC, the Milwaukee and Buffalo stations, whose AM affiliates are NBC, shifted to that network's St. Louis premiere. They continued to show the NBC program, as did WSPD-TV Toledo and WWJ-TV Detroit despite the fact ABC had two network programs available later in the evening. WEWS, however, aired the two—Stump the Authors, 7:30-8, and WENR-Varieties, 8-9.

Trammell Remarks

The NBC inaugural was divided into four parts. At 7 p.m., Niles Trammell, network president, delivered a dedicatory speech on film (he was enroute to the NBC affiliates Sun Valley convention at the time). Announcer Bob Trout followed with a recapitulation of NBC's TV news operations.

From 7:30 to 8:30 film excerpts from NBC's East Coast network video shows were shown from St. Louis, followed by a half-hour program of interviews originating at each of the five stations in the hook-up. At a special reception in Chicago's NBC studios, an interview from St. Louis featured Benson Ford, vice president of the Ford Motor Co. and Frank Eschen, special events director of KSD-TV.

Wind-up of the NBC premiere was a gala variety show with Jinx Falkenburg as mistress of ceremonies and featuring Jane Pickens, William Howard, Jerry Bergen, Buck and Bubbles, the Art Van Damme instrumental quintet, the Whirlwinds roller skaters, and Russ David's KSD orchestra.

The network opener on WENR-TV presented the Prairie Ramblers, hillbilly instrumentalists; Mary Jane Johnson and the Dezurik sisters, vocalist and guitarist; the James Indians, from the Santa Fe railroad's exhibit at the Chicago Railroad Fair; and Johnny Hill, baritone vocalist, as m.e.

ABC has 13 weekly programs scheduled from Chicago. NBC has no immediate plans for future network programming.

In addition, ABC will carry on the four stations which were part of the inaugural hook-up, plus WSPD-TV Toledo, all Notre Dame home football games, beginning with last Saturday's Purdue game. The home schedule is being sponsored by the Admiral Corp. WKBK, the Balaban & Katz TV station, originally contracted for the games but is offering them to ABC "to benefit the television industry as a whole.

Both networks reported hundreds of calls Monday from televisioners in cities along their routes. ABC's Chicago outlet—WENR-TV—said its opening night audience Sept. 17 was "five times greater than that of other Chicago television stations combined."

WNBQ Chicago, NBC's key video station in the Midwest, put its test pattern on Channel 19 Monday. This signals the approach of regular programming in the "very near future," officials said. Meanwhile it was announced that WMAQ-FM will begin regular operations Oct. 14.

Devaney Appointed New Manager of WMIN

FORMAL appointment of Frank M. Devaney as general manager of WMIN St. Paul, to succeed the late Edward Hoffman, was announced Sept. 16 by the executors of Mr. Hoffman's estate. Simultaneously it announced the radio property would not be for sale.

Prior to the death July 31 of Mr. Hoffman, owner and president of WMIN, Mr. Devaney was assistant general manager. He has since been operating WMIN.

With the station since its beginning in 1936, he became assistant general manager in 1943.

CONFERING on plans for last Monday's inaugural of NBC's midwest television network were (l to r, seated) John Murphy, NBC New York, station relations; George Burbach, general manager, KSD St. Louis; William Hedges, NBC vice president in charge of planning and development; Charles R. Denny, NBC executive vice president; O. B. Hamson, NBC vice president in charge of engineering, and Carlton D. Smith, NBC TV manager. E to r, standing: Harold Grams, program manager, KSD St. Louis; Robert E. Shelby, NBC New York director of TV engineering operations; Jules Herbeuveaux, NBC Central Division television manager; I. E. Showman, NBC vice president in charge of Central Division; E. Y. Flanigen, vice president in charge of operations, WSPD Toledo; Alfred H. Kirchoffer, vice president, WBEN Buffalo; H. C. Lutgert, NBC Central Division television manager; Walter Demm, general manager, WMJ Milwaukee, and Charles Bovis, television manager, WTAM Cleveland.

Advertising Group Expanded by RMA

Stanley H. Monson Reappointed Chairman of Committee

ADVERTISING Committee of Radio Mfrs. Assoc., with an expanded membership, was appointed last week by Chairman George M. Gardner, of the RMA Set Division. The committee will direct radio and television advertising promotion and merchandising activities during the 1948-49 period.

Reappointed chairman was Stanley H. Monson, Stromberg-Carlson Co.'s manager of public relations. Lee Pettit, advertising director of the General Electric Co. Electronics Division, was named vice chairman.

Size of the committee was enlarged due to the growing position of television in the radio industry. The new committee will hold its first meeting Oct. 6 at the Rosevelt Hotel, New York. It is expected to take up plans for National Radio Week, promoted jointly with NAB and other cooperating associations, along with the Radio-in-Every-Room campaign.

New membership of the committee follows:

Mr. Monson, chairman; Mr. Pettit, vice chairman; T. F. Cross, Stewart-Warner Corp.; Guy C. Cary, Neilitt & Biltmore Hotel, New York. The committee will be reappointed by the industry.

Mr. Hoffman, owner and president of WMIN, Mr. Devaney was assistant general manager. He has since been operating WMIN. With the station since its beginning in 1936, he became assistant general manager in 1943.
In a blaze of glory, WAGA emerges from an era of independent operation. In nine short months this promotion-minded Georgia station catapulted to a top-most place among the Nation's independent stations.

Just to do it up right, WAGA took over first place in Atlanta mornings and second place afternoons.*

Now, to all this know-how comes Columbia Broadcasting System (where 99,000,000 people gather weekly).

Listeners and time-buyers, alike, are saying, "What a combination!" For availabilities call your local KATZ AGENCY representative.
SETTLEMENT FOR $4,500 ENDS JACKPOT BATTLE

A SAN DIEGO woman who had been denied a $20,000 giveaway program Jackpot she claimed was rightfully hers Wednesday morning, after a partial victory over NBC, which has made a $4,500 out-of-court settlement, it was learned last week.

Called last April 24 by Jack Gregson, owner of the NBC Western network's Lynden Show, Mrs. C. S. Laffoon, of San Diego, said she thought the correct identification for the “free treasure island” was “Swan, or Cygnus [Latin word for swan].” Mr. Gregson said she would have to choose between the two. She chose “Cygnus,” and was told the answer was incorrect. A week later the $20,000 jackpot went to a Texas woman who said simply, “Swan Island.”

Laffoon protested, but NBC, after making an investigation, informed her she had no claim. Eventually she engaged an attorney, and a series of conferences with NBC legal representatives followed.

When the out-of-court settlement was reached it was announced that neither Mrs. Laffoon nor her attorney, David Casey of San Diego, was free to comment because of a contractual agreement with NBC that they would not contribute further to publicity on the case.

WNBW, WBZ-TV Report Augmented TV Schedules

REVISED TV broadcast schedules, looking toward the inclusion of more video programming, were announced last week by WNBW Washington and WBZ-TV Boston and are now in effect.

WNBW schedule, as announced by George Y. Wheeler, NBC Washington program director, and Charles Kelly, WNBW program manager, calls for continuations telecast of programs starting daily at 5:30 p.m., Monday through Friday, and an evening starting with NBC's 11th hour being used at that time, WNBW will operate without interruption by test patterns or scenic slides.

WBZ-TV will increase its telecasts from last week by about a week, according to W. C. Swarts, station manager. Since the formal opening of the New England station last June 9, WBZ-TV has been operating on a regular schedule, with no telecasts Sunday. Only exception was the inclusion of Boston's major league baseball games on Monday and Tuesday.

WPIX (TV) Signs

STUARTS Clothes, New York (men's clothing), has contracted for 30 one-minute video announcements for the National Hockey League Ranger hockey telecasts on WPIX New York. Spots will start Oct. 27 and run through next March. Emil Mogul Co., New York, is the agency.

'GHOST ORDERS' Ready Defense Radio 'Shopping List'

TOP-SECRET plans of the military chiefs of staff for the strategic defense of the nation are being assimilated with data on industrial capacity for translation by National Security Resources Board officials into "ghost orders" to be filled immediately by the communications industry in the event of war.

Plans for civilian defense, prepared by the Office of Defense Planning Board, and the National Munitions Board's complete military blueprint for defense are incorporated in the master plan for defense of the United States, it was learned last week as international relations became even more delicate.

The Defense Department disclosed that the plan, issued to subordinates of the chiefs of staff, is based on the overall strategy developed by the military leaders during a series of conferences, which included sessions at Key West, Fla., and Newport, R. I.

As a starter, the NSRB has already issued 100,000 orders for machine tools. It is presently enacting a study of the first plan and surveys of electronics and communications plants. Its next batch of "ghost orders" will be for electronics and communications equipment, a defense official told Broadcasting last Thursday. Its first of these "mothball orders" will be placed in about two months.

Plaat Survey

The Munitions Board launched its survey of what plants and production potentialities of about 11,000 industrial plants of the nation early this year [Broadcasting, April 5]. Of these plants 200 produce component electronics and communications parts or smaller finished products and 400 plants manufacture larger finished communications equipment.

Rumors persist in Washington that allocation of basic materials may be necessary, Authorities have pointed out that if a "freeze" is put on aluminum, metal, tungsten and such, it may produce dire consequences for the radio industry during its period of greatest expansion.

Details of the master plan, on which the joint chiefs of staff have been working for almost a year, are secret. The reportedly vast "shopping list" for armed forces materials for the event of war mobilization, was prepared at the suggestion of the Munitions Board, the joint procurement planning agency of the munitions establishment.

Denying that the plan hold any ominous implications, officials said it represented "one of the concrete accomplishments of unification." It was described as the first definite advanced plan of its kind ever prepared in the United States.

Another part of the strategy plan is the gathering of a $700,000 stockpile of critical materials, through the Munitions Board. Some of the materials being gathered fall into the category of basic materials used in the manufacture of radio equipment.

It is first hint of civilian entrenchments which would be required by the radio industry in the event of a national emergency was given in a handbook issued by the Munitions Board to its procurement officers dealing with manufacturing companies on allocation of private industrial capacity.

It was pointed out in the booklet that current national defense demands would not handicap the radio industry, except possibly in the case of the available supply of cathode or transmitter tubes, it was noted that the national budget proposed for the next year would have on the industry.

An approximate breakdown of the Defense Board's $4,981,911,008 budget alone for the current fiscal year ending next June 29 is $108,100,000 for communications and electronics equipment, industrial planning and guided missiles.

WBAL Presses Action In Baltimore Gag Fight

WBAL Baltimore last week filed a demand for particulars in Baltimore Criminal Court in connection with contempt-of-court citations issued against four stations and two persons. The citations charged violation of the “Baltimore gag” rule forbidding publication of certain material in violation of a pending indictment [Broadcasting, July 26].

Heart Radio Inc., operating WBAL, through Attorney Karl F. Steinman asked the court for particulars. Similar demand has been made by WCBM Baltimore, also cited for contempt in connection with newscasts concerned the conduct of Eugene James, since convicted on a murder charge.

WBAL asked for details of the alleged gag order breached and further charges occurred July 8; what rule of the Supreme Bench was violated, and sought specific information on material charged with being in contempt.

Model Recordings Are Contest Aids

FIVE transcribed broadcasts by eminent Americans will be distributed to all stations as models for boxed radio contest entries in connection with the second “Voice of Democracy” contest during National Radio Week, Nov. 14-20.

The programs are being produced by the NAB Dept. of Public Relations, sponsoring the contest with the Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce.

Eligible to enter the contest are juniors and seniors (10th, 11th and 12th grade pupils). They will write and voice radio broadcasts on broad casts scripts on the subject, “I Speak for Democracy.”

Contests will begin during Radio Week on the community level, with radio dealers donating prizes. They will continue by transcription on the state level, with Junior Chamber judges, and wind up with national judging.

In the first of the five minute model programs, the voice of James Stewart, film actor, is accompanied by barking of a dog and ringing of a telephone. The background music is not placed, but are said to aid the dramatic effect of his voice. The talk was recorded in the actor's home. His subject is “Platform for Democracy.”

Others who transcribed model talks for broadcast were Justin Miller, NAB president, on “Freedom of Expression”; Maj. Gen. Luther Miller, U. S. Army Chief of Chaplains, on “Freedom of Worship”; Paul Ragwell, president, Junior Chamber, on “Democracy is a Word”; John W. Delashner, former U. S. Commissioner of Education, on “Education for Democracy.”

The first contest last year drew over 2,000 entries from San Francisco and Alaska. Four winners received university scholarships as prizes. The contest is endorsed by the U. S. Commissioner of Education and is expected to attract a much larger entry list this year.

Model Recordings Are Contest Aids

Model Recordings Are Contest Aids

Three ABC Co-op Shows Sold in Week by WCPQ

SALE of three ABC co-op shows within a week by WCPQ Boston was announced by the station's general manager, Craig Lawrence, last Thursday. Contracts are with La Rondine, Boston co-op for "Sail Busters," Chevrolet Dealers' Assn. for America's Town Meeting and Stetson Fuel Co. for the Harry Wismer sports show.

Included is all business at WCPQ, Mr. Lawrence said, are new spot campaigns and participations for such advertisers as Stand and Brand Foods, Growers Laboratories, Penick & Ford, Cecilia Inc., American Home Products, Personal Products Corp., Garrett & Co., and Cat's Paw Rubber Co.
the best Market in Dixie has heard

This is REBEL

This is REBEL

This is REBEL

This is REBEL

Over 18,250 Times

They’ve heard it for over a year . . . and they’ll keep on hearing it, because REBEL is here to stay. On the air August 21, 1947 . . . in the black at the end of the first four months . . . WRBC (This is REBEL) is still gaining listenership and sponsors in a market where there’s plenty of room to grow. First station in Jackson and Mississippi to give advertisers and listeners the benefits of a full-time news director, full-time program director and complete staff of announcers, salesmen and copywriters . . . WRBC has already gained a reputation as one of the most promotion-minded radio stations in Dixie. If you’re selling South, sign REBEL.

*ROSES ARE BLACK . . .

Results are what count in radio advertising. As an example of how REBEL can change red to black . . . spot announcements on WRBC sold rose bushes for Tolisman Nurseries of Tyler, Texas, during the spring of 1948 at 72% of the estimated and allowed cost of advertising per order. During the height of the sales program, the cost to the advertiser was only 31 1/2% per order.

*REBELS ARE MANY . . .

WRBC’s market area takes in more than 133 counties in Mississippi, Alabama, Arkansas and Louisiana with a total population of 3,603,000. REBEL’s listeners have an effective buying income of $3,360,912,000, annually purchasing $1,726,555,000 in retail goods, and do a wholesale business amounting to more than $375,712,000.

*ONE’s MORE THAN THREE . . .

It is when you use REBEL to reach the rich Mississippi market . . . because WRBC gives you more daytime coverage than any other three stations in the state. The mail count for seven months—from November 1947 through May 1948—was 53,886 letters from all 82 counties in Mississippi, 34 counties in Alabama, 44 parishes in Louisiana, 37 counties in Arkansas, and 1 county in Tennessee. A detailed mail map is available on request.

*WITH 5 AT 620 . . .

REBEL’s phenomenal coverage for a 5000 watt station is due to an excellent position on the dial—620 KC, easy to tune, easy to hear and lots of power. WRBC is reaching bonus markets never before sold by a Jackson station. For high sales curves get low on the dial with REBEL.

WRBC
SERVING MISSISSIPPI . . .
620 KC 5000 WATTS

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
TELEVISION as the greatest sales tool of advertising is talked up by Joseph Ream (center), CBS v.p., to Milton Allison (l), WLWT (TV) Cincinnati sales manager, Herman Fast, WKRC Cincinnati general manager, following Mr. Ream's speech to Advertisers Club of Cincinnati, Sept. 15.


SALES Executive Club award—a pair of applauding hands—goes to Charles Luckman (l), Lever Bros. president, for outstanding salesmanship. Arthur Motley, publisher of Parade Publications Inc., presents award.

"BEAR-TRAINER" Hugh Terry (l), KLZ Denver, shows a bit of Wild West antics to members attending NAB District 14 meeting at Yellowstone Park. (l to r) Harold Fair, Hugh Higgins, NAB; Carl Haverlin, BMI; Charles Batson, NAB; Hugh Feltis, BMI; Richard Daherty, NAB. The bear was not a member of the "Flea circus."

IT was a neat engineering trick when KRNT-FM Des Moines hoisted its new FM tower and antenna intact atop the Register & Tribune building. Chief Engineer Charles Quentin (lower right) supervises.

POW-WOW goes on air—promoting Milt Hinkle Rodeo—via WSSV Petersburg, Va. Around WSSV campfire are (l to r) Chief Crazy Bull, Lone Star Ranger, and Louis Peterson, WSSV president.
Here's what we're doing about

TELEVISION

in Memphis and the Mid-South

We're past the planning stage
WMCT, the first television station in Memphis and the Mid-South, will be operating in this Two Billion Dollar market almost before you know it. Equipment has been installed (and tested); the WMCT staff has been organized and is ready to go at a moment's notice! "T" Day is set for December, just a few months away!

The stage is set
Memphis set distributors are well supplied, and TV sets are being sold and installed right now. Members of our Staff have been out in the field for some months, covering local events and building documentary films for our program library. In addition to one studio 28 x 34 ft., WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our new mobile unit, complete with micro-wave relay equipment, is ready to go into action.

No expense has been spared
WMCT equipment is RCA throughout. Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Rapid film processor—Houston; Printer—Bell & Howell. No expense has been spared to bring our clients the finest TV service to be had—bar none! We'll be rolling before you know it. Make your plans now!
Editorial

Exit Here

BRIEFS ARE in on the giveaway fiasco. Arguments are scheduled Oct. 19. The proceeding, legally, is moot—an FCC face-saver.

The FCC has no jurisdiction over lotteries. Congress transferred the Department of Justice at the last session—an act which somehow slipped by the FCC’s vaunted legal staff.

There is much dispute about the law, despite the FCC’s efforts to justify its blunder. The proceedings are going forward, and there is no disposition to thwart them.

What can the FCC do? Giveaways are parasitic. They are not only improper; they are illegal. The FCC should not stand by and watch them. The broadcasters are killed in the act. There is no time to lie down. The proceedings are going forward, and there is no disposition to thwart them.

FMA’s Crossroads

IN CHICAGO today (Monday) the FMA Assn. meets in convention—its second since formal organization in January 1947.

FMA has had a turbulent, oft-times violent, upbringing. FMA has not forged to the forefront of the mass media as many of its supporters—inside Government and out—have predicted. Conversely, it has done better in some areas than its opponents expected.

The development of the television industry is a long way to go before it approaches a medium horizontally competitive on a national scale, with AM. By the same token, it has made prodigious strides when compared with then-developing radio.

Take a look at the record. In 1923—three years after AM broadcasting began—there were 1,100,000 sets in use. The figure jumped to 3,000,000 the next year; 4,000,000 in 1925, and in gradual steps until 1929 when the plug-in set came into vogue, and when the table-model receiver made its bow. Today there are some 68,000,000 sound receivers in use, about 2,500,000 of them postwar FM equipped.

So the FM showing, circulation-wise, isn’t as bleak as some picture. FM will develop just as rapidly as its circulation expands.

Thus the problem of FM is unchanged.

When AM gets a “people’s radio,” within the price range of the average listener, it should show the same sort of dynamic development that animated AM broadcasting in the ’20’s.

There are 600 FM stations on the air. Another 800 are authorized. Many of them will begin to call in 1947 because their principals have their doubts. To many otherwise would be to ignore the facts.

Standard station service on most duplicated channels has been degraded by the wholesale licensing of new stations, shrinking service areas, particularly at night. FM is not affected, because the allocations permit uniform days and night coverage. The salvation of most daytimers is in FM if they are to get fulltime.

The mission of FMA was to promote FM’s interest in it. FMA supports this interest because its members support their businesses. That means to exploit the sale of receivers—to provide circulation. Good, low-priced FM receivers are hitting the market. There’s talk of a continuous tuning all-purpose receiver which will pick up the full FM range, and in the moderate-price field.

Thus the function of FMA was, and continues to be, exploitation. It is a long haul. It can’t be achieved by inciting interchannel strikes against the AM broad-caster or the telecaster.

FM isn’t the forgotten medium. It is providing an improved and more abundant service in certain areas. It tried to grow too fast. It has stumbled, but it hasn’t fallen down. Properly nurtured, it will grow and eventually thrive. Remember, AM didn’t make the grade in a month or a year.

Our Respects To—

DAVID FORD BOND

B Y ALL ODDS one of the slickest, best-trained radio voices in any political campaign of 1948 belongs to the Republican President-hopeful. When Thomas E. Dewey takes to the air, the land is flooded with pure, pear-shaped tones that as well might be fondling a commercial as a campaign speech.

It is not mere accident that Mr. Dewey’s larynx dries with honey. Before entering politics he was a serious student of voice, and since becoming an important political figure he has been carefully coached in microphone technique by one of the most seasoned announcers in radio. A future full of happy Kooperatings was assured when Mr. Dewey met up with Ford Bond.

American radio had been ornamented with Mr. Bond’s distinguished voice for 20 years by the time Mr. Dewey came under his tutelage. Although now only 44 years old, Mr. Bond is a veteran of a quarter century of broadcasting.

Mr. Bond and Mr. Dewey first met in 1940 under circumstances which Mr. Bond now says are forgotten. But similarities in their earlier interests—both were singers and incorrigible Republicans—drew them together. In Mr. Dewey’s 1942 New York gubernatorial campaign Mr. Bond was his radio advisor. Since that time, Mr. Bond has been at or near the microphone in all Dewey campaigns.

Yet the Dewey voice is a phenomenon for which Mr. Bond claims no credit. “He has a naturally fine voice,” Mr. Bond explains. “Being an intelligent man, he has worked to improve it.”

No matter how assiduously self-critical Mr. Dewey may be, it is unlikely that he could so successfully have burnedish his delivery unassisted. The Dewey of 1942 is remembered as an adequate but certainly not remarkable radio performer. The Dewey of 1948 reads a speech with the sharp timing and caressing tones of a Ford Bond muming the virtues of Bab-O.

Lest he lose the fine edge to which his voice is now attuned, Mr. Dewey has engaged the services of Mr. Bond as his radio consultant for the coming Presidential campaign. Mr. Bond will again be at his side, polishing infections and shushing sibilants.

David Ford Bond was born Oct. 23, 1904, in Louisville. It is a tribute to his rugged individualism that he survived a boyhood lived with parents who were ardent Republicans in a city which was solidly Democratic.

(Continued on page 44)
"What station do you prefer for news broadcasts?"
When this question was asked of 2,000 New York men and women in an independent survey, an overwhelming number (27.3%) said "WOR."

25.4% of the 1,000 men asked to name their favorite station for news chose WOR.

28.9% of the 1,000 women asked to name their favorite station for news said "WOR."

"How many news periods do you hear during a day?" was the second question asked. About 45% of the men and 60% of the women said that they listened to at least three a day. More advertisers of women's products might well use a WOR news show to sell their wares.
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

<table>
<thead>
<tr>
<th>CAMEL</th>
<th>GENERAL ELECTRIC</th>
<th>Firestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrow Beer</td>
<td></td>
<td>Hutzel Brothers Co.</td>
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<tr>
<td>Maxwell House</td>
<td>Bulova</td>
<td>Lucky Strike</td>
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<tr>
<td>Chesterfield</td>
<td>Swift &amp; Company</td>
<td>Kraft</td>
</tr>
<tr>
<td>REM</td>
<td>Jello</td>
<td>Athey's Paints</td>
</tr>
<tr>
<td>S. &amp; N. Katz</td>
<td>Davidson Transfer &amp; Storage Co.</td>
<td>The University Motor Co.</td>
</tr>
<tr>
<td>Martin J. Barry</td>
<td>Koester's Bakery</td>
<td>Burke-Savage Tire Co.</td>
</tr>
</tbody>
</table>
Paul A. Loyet, vice president of Central Broadcasting Co. and resident manager of WHO Des Moines, was married Sept. 17 to Virginia Hobbs.

Gordon J. Lewis has resigned as assistant manager of WFOF Portland, Me., to become general manager of WIDE Biddeford, Me., which began operating this fall. Mr. Lewis is president of Biddeford Broadcasting Corp.

Arthur A. Peters will become chief engineer at WIDE. He was formerly with WNBK New Bedford. Since Mr. Peters is vice president of new broadcasting corporation.

Emerson J. Fryor, former manager of WRRN Warren, Ohio, has assumed his duties as general manager of WDVA Danville, Va.

William A. Banks, president and general manager of what Philadelphia, has returned to his office after two weeks stay in hospital due to back ailment.

Gerry Wilmot, manager of ZBM Hamilton, Bermuda, and Ken Mer- ray, manager of TBC Port of Spain, Trinidad, were on business visit to the Eastern Canada and United States, calling on agencies and offices of their representatives, H. N. Stovin and Co., Toronto and Montreal.

Herb Ferguson, manager of KXOB Stockton, Calif., has been appointed chairman of Industrial Division for forthcoming Community Chest drive in Stockton. Mr. Ferguson has also been appointed publicly chairman of Red Cross drive in Stockton.

Richard E. Jones, former commercial manager of CKLW Windsor, has been named general manager of WJBK Detroit, Mich.

Roland Fowler, assistant general manager of WGST Atlanta, Ga., is the father of a boy, Brian Warren, born Sept. 3.

John Dene has been released as consultant to WBSI Bristol, Conn.

Respects
(Continued from page 10)

Music rather than politics claimed his interests, however. He began studying piano, violin, and voice at the age of 6. In teens he became a boy soprano in the choir of Christ Church Cathedral, Louisville.

In his teens he dropped his voice and his first name and, as Ford Bond, embarked on a singing career.

It was as a singer, indeed, that Mr. Bond first appeared in radio. He performed in the opening program of WHAS Louisville at night the station went on the air in 1922.

Still in pursuit of a life as a concert singer, Mr. Bond emigrated from Louisville that same year to Chicago to study voice. It was no time until his had begun conspicuous success — WGN put him on as a singer and paid him $5, a fee by no means inconsiderable in those lean radio days.

Mr. Bond sang at several Chicago churches, including the services of the Chicago Symphony Orchestra. He continued his work for several years and then in 1927 went to Alexandria, La., as the conductor of a community chorus.

A year later he returned to WHAS, the station on which he first had his first wild but un rewarded triumph, as program manager.

He remained at WHAS a year before being summoned to NBC headquarters, New York, as a staff announcer.

It appeared that Mr. Bond was just what NBC had been waiting for. Within two months of his arrival in New York he was announcing 16 commercial programs. Soon he took on other duties such as sports broadcasting. It was perhaps because of this strenuous taxation of his energies that he suffered his first and only loss of a job.

One of the programs on which he appeared was the General Motors Family Party. One night, in closing the program, Ford Bond neglected to pause long enough between the mention of Chevrolet and his own identification. He was released the next day.

Mr. Bond's activities as a commercial announcer became so pressing that he took a leave from the NBC staff in 1935. He finally resigned in 1942 when he formed his own transcription agency which now produces several programs including Howard & Sheldon, The Music Hall of Fame and Rod Hendrickson. Ford Bond Radio Productions Inc. now sells open-ended shows to some 300 stations.

Although in recent years he has necessarily limited the number of programs on which he appears, Mr. Bond is still heard almost around the clock. Among the programs with which he has been associated as announcer for extended periods appeared Cities Service Show, for 18 years, Manhattan Merry-Go-Round for 17 and David Harum for 14.

Mr. Bond is kept busy running from studio to studio that he has time for only one hobby, and that an exceedingly sedentary one — chess. He lives in Bayside, Long Island, with his wife, the former Mary Elizabeth Ford, whom he married in Louisville in 1927, a daughter, Marylyn, 16, and a son, Reynolds Ford, 14.

He belongs to the Mendelsohn Club, New York, and the Pawling Country Club. Mr. Bond used to live at Pawling, which is also the home of Mr. Dewey, but he moved to Long Island in 1946.

As radio consultant to Mr. Dewey, Mr. Bond will be spared the burden of traveling with the candidate on campaign tours. But from New York he will be able to assist Mr. Dewey in arranging facilities, scheduling broadcasts and keeping the Dewey voice soothing to the voters' ears.

Seeks TV Show

MEMPHIS' MUTUAL STATION

WHBQ comes through Construction Permit Granted!

THANKS, Mr. F. C. C.

We're on our way to 560 KC

5 KW—day
1 KW—night

Notice!
CONTRACTS ACCEPTED AT PRESENT LOW RATES
Call the Walker Co. today for availabilities

The Harding College Station

WHBQ
MEMPHIS, TENNESSEE
Represented by
THE WALKER COMPANY
New York — Chicago — Los Angeles — Minneapolis
Boston — Kansas City — San Francisco — Atlanta
WCAU-TV's NEW RATE CARD REFLECTS BOOST
A new rate card, effective as of Sept. 1, 1948, has been released by WCAU-TV Philadelphia calling for an average increase of 50% in time costs. Basis of the advance is the outlet's increased audience and expanded program schedule.

Class A "live" time is set at $300 an hour, with film running $225.00 for a 60 minute segment. The station now lists three separate time periods, setting up Class A, B and C strips. Class A time covers between 7:00 and 10:30 p.m. Monday through Friday and 1:00 to 10:00 p.m. on Saturday and Sunday. Class B is considered between 5:00 and 7:00 p.m. Monday through Friday. All other hours are considered Class C time. Class B rates call for $270 "live" and $210.00 film. Class C rate costs are at $225 "live" and $165.75 film. Rehearsal time with cameras is listed at $25 per half hour. Announcements, one minute or less, slide or film, also are broken into the three time separations. Announcement costs now scale from $50 for Class A to $37 for Class C.

The new rate card, which is Number 2 for the Philadelphia station, also lists general information on the station, names and offices of the various CBS Radio Sales managers who represent WCAU-TV nationally and special contract information.

SUMMER AD SALES
Idea of Miami as Year-Round
Resort Pushed by WMBM

BISCAYNE Broadcasting Co., licensee of WMBM Miami Beach, Fla., 1-kw daytimer on 800 kc, believes it has found an "advance antidote" to that familiar recession which radio time salesmen often get during the summer months, "We're not doing any advertising before the season begins." WMBM inaugurated a series of sales promotion plans designed not only to bring in summertime advertising but also to assist in the current campaign to establish the Miami area as a summer vacation center as well as a winter resort.

Station's first series of announcements, continued for four weeks, opened with the statement that "Business in Dad's Hardware is a year-round operation" and followed with facts to prove it. After a four-week interval, a second series of similar announcements was broadcast. In both series the announcements were used at the end of each program where no commercial spot was scheduled.

Results were highly satisfactory, according to T. O. McCullough, president of Biscayne Broadcasting, who said the announcements not only were directly responsible for the signing of a number of contracts by WMBM but also brought considerable favorable comment from Miami area business establishments.

Television Talk
TELEVISION's importance to the modern business world will be discussed by Raymond C. Coagrove, executive vice president, of Avco Manufacturing Corp. at the annual Boston Conference on Distribution, Hotel Statler, Oct. 25-26.

WNAC-TV ISSUES ITS FIRST AD RATE CARD

WNAC-TV Boston, owned and operated by The Yankee Network Inc., has published its first rate card covering general telecast advertising rates. Card was effective Sept. 1.

Rates are divided by programs and announcements into two classes, A and B. Class A program rates, to $11 p.m. cost $300 for one hour; Class B (before 6 p.m. and after 11 p.m.) run $225. Other time segments: for Class A; $150 for one-half hour and $120 for one-fourth hour; for Class B, $135 for one-half hour and $90 for a quarter hour.

Rates also are quoted for 40, 20 and 10 minute periods. Additional time for publication of all charges are made for live programs, while charges for film include facilities and normal rehearsal time.

Announcement cost $45 for Class A and $33.75 for Class B— for one minute or less. Figures are for those announcements not requiring use of studio camera, and included facilities, normal rehearsal time and services of one announcer.

WNAC-TV also announced its first four commercial contracts.

Lancaster (Pa.) Newspapers, T. I. Mahon & Bros. Co., Inc., Lifegood & Myers Tobacco Co. and Merrill, Lynch, Pierce, Fenner & Beam, GE, through its dealer V. C. Stockdale & Son Co. will televise all North Shore High School football games from Lynn, Mass. Larus & Bros. makers of Edgeworth cigarettes, sponsor the Sponsorship's Quiz each Friday. Merrill, Lynch is presenting George Gallup's America Speaks through Oct. 31. Lifegood & Myers (Chesterfield Cigarettes) has a series of shows before boxing and wrestling bouts, remaining baseball games and all Boston Yanks football games.

RCA 16-inch TV Tube Is Planned in Quantity

ALTHOUGH subject of the RCA 16-inch television tube is not mentioned in the Supplement to the Company and other set manufacturers, it is known that the tube will be produced in such quantity by the first of the coming year that shipments will be made to all receiver builders.

RCA itself is planning to announce the tube with a big public relations campaign. Theash will be produced the second quarter of the year, with press parties and other affairs in the making as part of the build-up.

Tube is being manufactured in the Biscayne Building. Samples, it is known, already have been sent to many manufacturers so they can build test sets and make engineering production plans around the new tube. The 16-inch tube sets, it is understood, will be manufactured at prices close to current prices of l0-inch tube sets.

NBC Announces AM, TV Election Coverage Plans

A STAFF of more than 300 will be assigned in NBC's coverage by radio and television of the nation's elections, the network has announced.

William Brooks, NBC vice president in charge of news and international relations, said that the most elaborate coverage in NBC's history had been planned. In addition to coverage on the sound networks, NBC will undertake its first television network election coverage not only in the East over inter-connected stations but also in special broad- casts over its newly organized Midwest network, which is not inter-connected with the East.

Radio and television coverage will begin at 8 p.m. election night, and both networks will stay open until winners are known. NBC's election headquarters will be in studio 8H at Radio City.

FINAL PLANS for sponsorship of broadcasts of the Tulane football games by the Louisiana Coca-Cola Bottling Co. on WWL New Orleans are drawn by (seated I to r) Bill Bengrel, WWL sportscaster, who will do color; Larry Baird, WWL commercial manager; Ted Andrews, play-by-play man; (standing I to r) Ed Hoerner, WWL program director, and Francis Jacob Jr., studio supervisor.

J. Fonda to Handle CBS' "Amos 'n Andy" Contract

JAMES FONDA, radio production manager for Foote, Cone & Belding, Chicago, will join the CBS program staff on Oct. 15 with primary responsibility for handling the Amos 'n Andy properties bought by the network.

After spending seven weeks in New York conferring with Hubbell Robinson Jr., CBS vice president and director of programs, Mr. Fonda will make his headquarters in Hollywood, origin point of the program.

Mr. Robinson also announced that Mr. Fonda will be in charge of a projected Amos 'n Andy television show, and of other unnamed properties purchased by the network from Charles Correll (Andy) and Freeman Gosden (Amos).

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COMMERCIAL

L. E. Ricketts, for fire and one half years manager of KFBR Sacramento, Calif., has been appointed director of sales for McClellan-Brodatco Co., operators of KFBR and other California stations.

JAMES T. WALL has joined sales staff of WBKE Detroit. He was formerly with CKLW Windsor, Ont.

GERRY OLIVER has been named commercial manager of KBBE Bangor, Maine, replacing E. W. BURWELL, resigned.

MILES REED has joined sales staff of WHTO Phila., the program.

J. W. (BILL) SLATES, formerly general manager of KXKX Portland, Ore., has been appointed commercial manager of WSAV Savannah, Ga.

JOHN WHITE, salesman of JXKK St. Louis, was married Sept. 17 to Eleanor Anne Ring.

WALTER GREEN has been named local sales manager for WKPR Peoria, Ill.

AARON HANGER has returned as salesman for WVOO New York after year's affiliation with WMCA New York.

KATHRYN McNAught has resigned as accountant for WHFB Rock Island, Ill., to work on her master's degree at Iowa State College. She is succeeded by ALICE SCHAFFER.

MARION SEXTON has been named commercial manager of KPOA Honolulu. He formulated television advertising enterprises at KVAN Vancouver, Wash., and as commercial manager for KBEB Mt. Vernon, Wash., and KPQD Portland, Ore.

LOUISE E. NEWTON has been appointed traffic manager at WIS and WJS-FM Columbus, S. C.

STAN SHAW and JOHN CUBLEY have joined sales staff of WOAT Utica, N. Y.
RCA Laboratories...

America's Center of Radio and Electronic Research and Pioneering

- Basic and outstanding scientific developments, achieved at RCA Laboratories, have made the United States pre-eminent in radio and electronics... new industries and a new service to the public have been created.

Overlooking the rolling countryside at Princeton, N. J., the research laboratories of the Radio Corporation of America are built on land over which trails were blazed by American pioneers and across which Washington and his soldiers fought in the American Revolution. Today, on this historic site, scientists are conquering elements of nature so that the world continually may enjoy new benefits of electronics, AM and FM radio, and television.

Here, through discovery and invention, new products and new services are created for our national security and for the benefit of people everywhere.

The scientists and research men who work here are explorers of new frontiers in the invisible spectrum of space. They blaze new trails, not only in radio broadcasting but also in radiotelegraphy, radar, and many other phases of radio-electronics, for the present and the future.

RCA scientists and engineers devote their efforts to the discovery of previously unknown principles and phenomena, to the revelation and expansion of knowledge, to the extension of man's horizons. They create and develop new and improved industrial processes and products, and provide new and expanded communication services.

The scientists of RCA believe that all additions to fundamental knowledge eventually will be worth while from the commercial as well as the scientific point of view. Therefore, RCA conducts basic research, the foundation upon which new industries are built and through which new services are made available to the public.

When in Radio City, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission.
730TV2—FM, AM, Television and Victrola Phonograph . . . 52-square-inch picture . . . RCA Victor "Eye-Witness" Picture Synchronizer . . . picture tube, 26 RCA Victor Preferred Type Tubes plus 3 rectifier tubes . . . walnut, mahogany and blond finishes.

648PV—FM, AM, Short Wave and Television . . . 500 square-inch television screen . . . RCA Victor "Eye-Witness" Picture Synchronizer . . . picture tube, 40 RCA Victor Preferred Type Tubes plus 7 rectifier tubes . . . 12-inch electro-dynamic speaker . . . walnut or mahogany finish.

8V151—FM, AM, Short Wave and Victrola Phonograph. 14 RCA Victor Preferred Type Tubes plus 1 rectifier tube . . . 12-inch electro-dynamic speaker . . . "Crestwood" roll-out control unit . . . rich mahogany veneers.

8R71—FM and AM . . . Six RCA Victor Preferred Type Tubes plus one rectifier tube . . . powerful electro-dynamic speaker . . . maroon plastic case.

There's an
RCA Victor FM instrument for everybody

Now, everyone can enjoy the thrill of FM in the widest selection of RCA Victor instruments ever.

The great RCA Victor line has a full range of FM instruments ... from the 8R71 table model AM-FM, to the superb 648PV AM-FM radio and TV receiver. All have the thrilling tone of the "Golden Throat" 3-way acoustical system.

Powerful RCA Victor advertising, in top-ranking national magazines, and over 165 NBC stations send people to their dealer for RCA Victor instruments with FM. Look for these hard-hitting advertisements in LIFE, COLLIER'S, SATURDAY EVENING POST and LOOK. Listen to the RCA Victor Show "The Music America Loves Best" over your favorite NBC station every Sunday afternoon.

Every day more people learn about FM and want an RCA Victor FM instrument. RCA Victor dealers have the FM instruments everybody wants ... instruments that offer FM through the famous "Golden Throat" tone system.

RCA's FM TRANSMITTER
Type BTF-250-A

Completely self-contained, this pace-setting 250-watt FM transmitter offers low-power stations the easy way to get on the air immediately with true FM quality. It includes RCA's "Direct FM" system using only 16 inexpensive tubes (about half the number used in many exciters)—with only 7 tubes in the r-f chain. All r-f circuits are single-ended. Multi-unit construction permits easy addition of higher power units later on. The BTF-250-A is the ideal standby for higher-power FM stations.

RCA's 3-KW FM TRANSMITTER
Type BTF-3B

The BTF-3B is designed and built strictly for professional transmitter engineers who know transmitters. It uses only 36 tubes (15 regulator and voltage control tubes do not contribute to outages) and employs RCA's simple, straightforward "Direct FM" type exciter. The driver and final are "Grounded-Grid" for easy tuning and maximum stability. Shielded final tank circuit reduces housing radiation and r-f pick-up in nearby a-f circuits. Single-ended output provides greater stability and easier matching. Every component is easy to reach. Unit-type design makes for easy installation and simple modification to higher power. All air-cooled and self-contained. Can be tuned by inexperienced personnel in minutes.

RCA's 1-KW FM TRANSMITTER
Type BTF-1-C

Here is a self-contained 1-kw transmitter with a "Direct FM" exciter inherently capable of lower noise and distortion than any exciter yet developed. No fussy, complicated circuits. No trick tubes. Only 8 tubes in the r-f chain. Grounded-Grid circuits in the final amplifier provide greater stability than conventional amplifiers—require no neutralizing. The shielded tank circuit of the final amplifier provides near-perfect shielding. Output is single-ended for maximum stability. Unit-type design provides easy installation, flexibility, and simple modification for higher power. Type BTF-1-C is all air-cooled.
Continuing its active production of FM equipment, RCA today is manufacturing the most complete line of well-engineered FM station equipment in the industry—and is stocking it. Nothing in your station "specs" that RCA cannot supply. Nothing in the transmitter equipment line that RCA cannot ship promptly.

Who are RCA's best references?
The station men of the nation's leading FM stations. These are the men who like the practical engineering that goes into each piece of RCA FM equipment. They like the completeness of the RCA FM line—with one manufacturing source for everything they need in the station. They like the undivided responsibility RCA assumes for its equipment. They like the prompt delivery RCA gives them on every item on the list.

Call your RCA Broadcast Sales Engineer for information and help. He's an FM specialist. Or write Dept. 307, RCA Engineering Products, Camden, N. J.
RCA's 50-KW FM TRANSMITTER
Type BTF-50A. One of the easiest-handling high-power transmitters ever designed... and as reliable as a powerhouse. Grounded-Grid amplifiers and simplified single-end r-f circuits (class C) insure highly stable operation and easy tuning. Direct FM produces high-fidelity frequency modulation simply and directly (less than 1% output distortion 30-15,000 cps). Total tube complement, 42 tubes. Of these, only 26 can seriously affect the carrier. Number of different tube types, only 14. One high-voltage power supply for the entire transmitter.
Type BTF-50A is built for true walk-in. Its unified front-panel design is functionally styled to fit any station layout—makes it economical to set up. Here is the 50-kw FM transmitter that is completely air-cooled—with two blowers operating independently to assure maximum program continuity.

RCA STUDIO CONSOLETTE
Type 76-B5
Latest in the series of RCA Consolettes is the 76-B5. This type performs all the amplifying, monitoring, and control functions of most large and small stations—AM and FM. It has full facilities for simultaneous auditioning and broadcasting for practically any combination of studios, turntables, or remote lines.
Expressly designed for monitoring FM programs and high-fidelity recordings, this revolutionary new two-cone speaker provides true FM response throughout the range 50 to 15,000 cps! It is free from resonant peaks, harmonics, and transient distortion at all usual volume levels. Cross-over response is remarkably smooth. Controlled "roll-off" is provided for 5 and 10 kc. Room location of the LC-1A is non-critical.

The RCA Duo-Cone Speaker is available in three bass-reflex cabinets; finished in two-tone gray, dark walnut, and light mahogany.

RCA Pylon Antennas for Every FM Station

Today, RCA FM Pylons are by far the most popular radiators in the nation's FM broadcast stations. They are easy to erect, completely self-supporting, and can be mounted anywhere. RCA Pylons assure you maximum radiation. For example, an 8-section Pylon operated in conjunction with a 50-kw FM transmitter can deliver an effective radiated power of over 600 kw!

RCA Isolation Unit

Type BAF-4A

For AM broadcasters who wish to install an RCA FM Pylon atop their present AM tower, and operate AM and FM simultaneously, this unique unit provides complete and efficient isolation of FM and AM signals. Mounts at the base of an insulated broadcast tower.

Data for RCA Pylon Antennas

Standard Pylon. This antenna is designed to meet the requirements of all FM Stations... handles up to 50 kw of power. The Standard combines maximum strength and rigidity with minimum weight.

Heavy-Duty Pylon. This is the only FM antenna designed to support the RCA Super-turnstile Television antenna. The Heavy-Duty Pylon is built for locations where winds of hurricane force prevail. It is designed to withstand wind velocities of more than 160 mph when used for FM service alone.

Low-Power Pylon. Here is the ideal low-cost antenna for interim operation and stand-by service. It has the same high gain as other two models, but is available only as a single-section antenna. The Low-Power Pylon handles up to 3 kw.

<table>
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<tr>
<th>Type No.</th>
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HEAVY-DUTY PYLONS

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LOW-POWER PYLONS

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</table>
The RCA 7C24 and 5592 "metal header" tubes... used in the latest RCA FM transmitters... are striking examples of RCA's leadership in modern tube development. In addition to increased ruggedness and operating economy, these tubes require no neutralization, give stable wide-band operation, and provide superior shielding of elements when used in grounded-grid circuits.

RCA has a complete line of modern, more efficient power tubes for FM transmitters. For your convenience, these tubes are now available from your local RCA Tube Distributor or directly from RCA.

For information on any RCA tube, write RCA, Commercial Engineering, Section IP-36, Harrison, N.J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA
**INCOME SHIFT**

MARKED shift of relative income from New England and the Middle East to the South and West occurred during the 1929-47 period, according to the Dept. of Commerce. Decline from 42% to 36% occurred in the share of the nation's total income payments received by New England and the Middle East (see table this page).

Share of income received by the Southeast, Southwest, and Far West, rising from 47% in 1929 to 57%, the department found, with the share of the large Central region falling slightly, from 29% to 28%.

Total dollar volume of income payments in the nation rose from 83 billions in 1929 to 190 billions in 1947.

New England and the Middle East, still accounted for over a third of total income in 1947 despite the declining trend in those regions.

Industrial progress was cited as main factor in the gains made by the Far West, Southeast and Southwest, with their factory payroll rising from 15.5% of the nation's total in 1929 to 20.5% in 1947, an increase of roughly one-third.

Increases in income payments by government agencies also were important in the Southeast and Southwest and population growth was a major factor in the Far West. Farm income was the key element in the Northwest.

The change in income positions of New England and the Middle East are ascribed largely to the industrial, commercial and population growth of the newer and less developed parts of the country. A tapering in this rate of growth, the department notes, would make the forces underlying the relative shift of income to the South and West less strong in the future than they were in the past.

Per capita income in the nation as a whole nearly doubled from 1929 to 1947, rising from $680 to $1,323. Largest regional gains were in the Northwest and South, each being 157% above the 1929 average compared to a 95% increase for the nation. Smallest percentage increases in per capita income occurred in the Middle East and New England.

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**WIL Power Boost**

EQUIPMENT being installed by WIL St. Louis at North Duplo, Ill. to raise its power from 25 kw fulltime on 1430 kc from its present 250 w fulltime on 1230 kc, will include the latest Gates 5 kw transmitter and associated equipment. Four Wincharger towers will be utilized in a directional array beams on the city. Officials hope to have the new transmitter in operation by Christmas. Studios will remain open at the Melbourne Hotel, St. Louis.

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**CATHODE TUBE SALES UP 68% FOR QUARTER**

Reflecting the upsurge in TV set production, sales of cathode ray tubes to set manufacturers rose more than 68% during the second quarter compared to sales in the first three months of 1946, according to Radiography Assn. Sales to manufacturers in the second quarter totaled 267,763 cathode tubes valued at $6,021,878 compared to first quarter sales of 108,706 units valued at $4,228,340. All second quarter sales including replacements, exports and government agencies totaled 222,270 tubes valued at $6,824,784.

For the first half of the year, sales to manufacturers totaled 426,469 tubes valued at $10,250,218 compared to 265,035 units valued at $7,218,386 a year ago.

Total sales of electron tubes in the second quarter, as reported by RMA and the National Electric Mfrs. Assn. jointly, were 1,177,602 units valued at $13,815,098. These included industrial tubes but not those used in receiving sets. Of the total, government agencies bought $1,688,777 worth and exports amounted to $452,941.
Bill Ely, manager of KONG, Alameda, California, says this about the London Library Service:

The London Library Service is excellent, superb and without fault. The selections are flawlessly recorded and are of excellent choice. The London Library Service is exactly what FM has needed in the way of recorded music. It certainly makes the Program Director's job a much easier one."

The following are just a few more of the many AM and FM radio stations subscribing to the London Library Service:

WQXR, New York City,
KBON, Omaha, Nebraska,
KXYZ, Houston, Texas,
Rural Radio Network,
WXRT, Chicago, Illinois

For additional information write to:
London Library Service
16 West 22 Street, N. Y. 1, N. Y.
a division of:
The London Gramophone Corp.

Rehire Announcer, NLRB Tells WATL

REINSTATEMENT of and payment of back wages to a discharged employee of the Atlanta Broadcasting Co. (WATL) was ordered by the National Labor Relations Board. The order upheld the earlier findings and rulings of an NLRB trial examiner.

Ordered reinstated is Lawrence J. Mellert, former announcer, who, according to a complaint filed by the American Federation of Radio Artists (AFRA), WATL in April 1946 because he filed charges before the NLRB and because of his membership and activity in AFRA. AFRA's complaint had charged also that WATL refused to rehire Mr. Mellert.

In ordering reinstatement Sept. 18, NLRB directed he be paid "a sum of money equal to the amount which he normally would have earned as wages from the date of the discrimination to the date of the respondent's offer of reinstatement, less his net earnings during said period."

AFRA's complaint was dismissed insofar as it alleged that two other WATL employees, Theodore Fenster and James Lurie, were discriminatorily discharged. The NLRB decision pointed out that Mr. Fenster and Mr. Lurie admitted that at the time of their discharge Walter Speight, then station manager of WATL, had said they were being discharged for having deliberately conspired to miss a newscast. "We cannot say," said NLRB, "that Speight did not honestly believe that Fenster and Lurie had deliberately engaged in misconduct, or that this belief was not the motivating cause of the discharges."

NEW TYPE TELEVISION RESEARCH IS OFFERED

NEW TYPE of television research is being offered TV stations in the New York area on a yearly basis by Advertest Research, New Brunswick and Newark, N. J.

The plan involves the use of a series of specially constructed panels, with separate panels for each contracting station. Listening information collected is confidential and available only to the party contracting for it, Advertest announced.

Panel members include only those receiving six New York area TV stations, WABD, WATV, WGBS-TV, WNLV, WPIX and WJZ-TV. Three test panels have been running in the area since last June.

A new type of questionnaire has been developed by Advertest during the test period, and one of its features is the discarding of the stilted language normally used in questionnaires. The vernacular is used as a means of establishing closer liaison with panel members, Advertest said.

McClatchy Co. Presents TV Exhibition at Fair

McClatchy Broadcasting Co., Sacramento, Calif., applicant for two television permits, staged a television demonstration at the California State Fair at Sacramento this month. A lecture was given five times a day, ranging from a half hour to forty-five minutes. Marionettes and members of the audience were televised in the booth.

The same exhibit and demonstration will be repeated at the Fresno County Fair, Oct. 5 to 10. In addition to the television demonstration, KFBK Sacramento originated 5 broadcasts from the Fair Grounds.

Two British radio and television receiver manufacturers have opened branches in Canada, Pye Radio Ltd., at Alexon, Ont., and Cossor (Canada) Ltd., at Halifax, with headquarters at Montreal. Both companies will also manufacture television transmitting equipment.

Philadelphia's No. 1

Sports! News! Music! Walli

10,000 WIBG

Represented: Nationally by Adam J. Young, Inc.

Broadcasting • Telecasting
The average WGN quarter hour between 5:45 to 7:00 AM, Monday thru Friday, delivered over 275,000 impressions in 10 days to 126,000 different homes.*

This army of early risers is often not given proper emphasis. Thru WGN’s early morning programs it is possible to reach a sizable chunk of these consumers. Don’t miss this sure bet for these coming winter months.

* Nielsen Radio Index

A Clear Channel Station... Serving the Middle West

Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts

720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
2978 Wilshire Blvd., Los Angeles 5, 225 Montgomery St., San Francisco 4
210 Lewis Bldg., 333 SW Oak St., Portland 4
Feature
(Continued from page 18)

a charge was made for admission to the viewing hall, which had to be refunded because of poor reception for the initial fights, caused by a difference in power services at the polling station and reception. A total of 1,800 tickets had been sold, but before the RCA engineers had located and remedied the trouble, refunds had been demanded by as many as 600 individuals. After that reception was perfect—and admission was free.

Before televi'son could be introduced into Madrid, Mr. Reilly said, some arrangement for standardizing the city's power supply would have to be made. Three companies now serve the area, he said, and while all three services are supposed to be on a 55-cycle basis, there is enough variation to upset TV reception of a program originating in an area served by a different company than that serving the receiving area.

Mr. Reilly gave another deterrent to the immediate introduction of television into Spain, Mr. Reilly admitted. Sets could be sold there at about the same retail prices as in the U. S., he said, but the average income is somewhat lower in Spain, with a government chauffer, for example, earning about $125 a month, making the least expensive set an appreciable part of his annual income. Installment plan sales might overcome this price handicap, he added.

Texas Stations Cover State Democratic Meet
HEAVY radio coverage was given the Texas state Democratic convention in Fort Worth Sept. 14 when about 40 correspondents, newscasters and technicians from seven stations in the vicinity were on hand to cover the meeting.

Broadcasts were originated by WBAP and KFJZ Fort Worth, WFBA Dallas, and KLEE KPBC and KTRH Houston. Coverage included shots of scenes by WBAP-TV film staff for future telecasts.

Memorial Dedicated
A MEMORIAL honoring war correspondents who were lost while serving with United States forces in World War II was unveiled last Monday in the National Military Establishment press room at the Pent'gun, War'h'ton, D. C. by Secretary of Defense McNamara and Secretary Forrestal. Among the photographs of more than 40 correspondents included in the memorial are those of two radiomen, Frank J. Cuhel of WBRR and John Elliott of the Australian Broadcasting Co. Mr. Cuhel was killed in a plane crash at Lisbon, Portugal, Feb. 22, 1943. Mr. Elliott was killed by a Japanese sniper in Borneo July 8, 1943.

Joseph M. Sitrick in New State Dept. Radio Post
JOSEPH M. SITRICK, member of Broadcastling's editorial staff for the last year and a half, has joined the State Dept.'s International Broadcastling Division. He will be in charge of special events in Washington for the "Voice of America," directing coverage of news events and handling program arrangements in the capital. He will serve under Harold Janis, chief of special events for the "Voice" in New York.

Mr. Sitrick has served in both the New York bureau and Washington headquarters office of Broadcastling, and for the last year covered Capitol Hill and the New State Dept. He was on the announcing staff of WHBF Rock Island, Ill., before joining Broadcastling, and spent two years before the war on the staff of WSUI, the U. of Iowa station at Iowa City.

Entering the Navy in March 1945, Mr. Sitrick left the service in May 1946 with the rank of lieutenant (jg). While in the service he was production director and assistant officer-in-charge of the Navy's Armed Forces Radio Service in Washington.

'Axis Sally' Arraigned
ARRAIGNMENT of Miss Mildred E. Gillars, reputedly the "Axis Sally" of the Nazi radio, on charges of treason, was scheduled for last Friday in United States District Court before Judge J. N. Bailey, following a court postponement.

Keeping up with WCBS
(NY's #1 STATION)

In 31st annual convention assembled, enthusiastic Lions from 48 states and 21 foreign countries jammed Madison Square Garden, applauded long and loud as their hosts, the New York State Lions, singled out WCBS for exceptional honors. To WCBS executive Milton CARTING—a guest speaker at many local Lions' functions—and to WCBS, went a unique plaque citing "unselfish community interest on the part of a great institution and its representative." Intimate participation in the lives of the communities it serves has won WCBS as many friends as it has listeners

...another reason why WCBS (represented by Radio Sales) is the #1 Station in America's #1 Market.
OF Auntie's Pattern

She's a loveable old party—to her listeners, her sponsor and to Pacific Coast radio.

"Aunt Mary" has been on the air since 1944, stitching together the lives of assorted characters who figure in the serial about youth, age, love, devotion and other successful components of daytime drama.

She's been selling a lot of Albers Flap Jack Mix, Albers Quick Oats and Carnation Corn Flakes this year; the program now has been sponsored on 26 NBC Western Network stations since February by the Albers Milling Company. And product sales have soared—naturally, since "Aunt Mary" rates an average 5.1, with a 32.8 share-of-audience.

"Aunt Mary's" rating is spectacular—for when the seventh most popular of all national and regional daytime shows in the West began, it broke the industry conviction that no serial program could be done successfully from the Pacific Coast. But "Aunt Mary" on NBC was an immediate hit, the result of a proved pattern: a good program, aired over the West's No. 1 Network to NBC's responsive audience. Other advertisers—White King Soap, Planters Nut and Chocolate, Wesson Oil and Snowdrift, among them—value that pattern, a sure formula for sales.
W CBS - TV Boosts Basic Time Rates

W CBS-TV New York on Oct. 1 will boost its evening hour air time base rate from $700 to $1,000, according to Rate Card #4. In issuing the new card, however, CBS points out that with some 500,000 TV sets in the New York area, the cost per thousand families under the new rate is only $3.33, 43% lower than the cost on April 1, when Rate Card #3 went into effect. Advertisers contracting for time on W CBS-TV before Oct. 1 will receive protection on present rates until Jan. 1, 1949.

New rates for Class A time (6-11 p.m., Mon.-Fri.; noon-11 p.m. Sat. and Sun.) are:
1 hour, $1,000; 45 minutes, $800; 30 minutes, $600; 20 minutes, $500; 15 minutes, $400; 10 minutes $335. Minutes announce- ments and chain breaks are $155, up from $75. Rates for all other time periods are 65% of the Class A rates.

W CBS-TV facilities charges remain as before, with base hourly rates of $125 for film facilities, $200 for studio facilities, $500 for remote pickup facilities. Frequency discounts for air time run from 5% for 28 times a year to 20% more times a year.

Agency commission is allowed on both time and facilities charges.

Mr. Hough

“family night” series sponsored by W. C. Striplings, Fort Worth department store. Preceding the movie, Amon Carter, Harold Hough and George Cranston will greet the video audience in brief ceremonies. A more elaborate formal opening will be staged at a later date.

Firm’s Officers

Mr. Carter is president of WBAP, Mr. Hough is radio director and Mr. Cranston, manager.

An estimated 1,000 video sets will be tuned to the inaugural program, with about 100 in cafes, bars and other public places.

W BAP -TV DEBUT

WBAP Fort Worth brings television to Texas with a formal debut Wednesday (Sept. 29) at 7 p.m. But a telecast of President Truman making a campaign appearance in Fort Worth Monday afternoon (today) was put on the last-minute schedule as a preview event.

WBAP-TV says its signal will reach a population of over 1,000,000 in Fort Worth, Dallas and the surrounding area. First program to be telecast will be the Alexander Korda film, “Scarlet Pimpernel,” first of a Wednesday “family night” series.

Good Reception

Tests begun Sept. 15 show good reception throughout Dallas and Fort Worth, as well as in distant cities like McKinney, 53 miles northeast of Fort Worth, and Waxahachie, 40 miles southeast, WBAP-TV reports.

A television dealer at DeLeon, a hamlet 87 miles away in the western mesquite country, reported successful reception.

Flat terrain favors transmission from the WBAP-TV site, a knob about four miles east of downtown Fort Worth. A tower rises 502 feet above ground to send the TV signal.

Promotional efforts by the station to sell TV to the public were receiving support of local newspapers.

Fort Worth Press will run a special TV section day before the opening, and the Dallas News will have a section the following Sunday.

Dealers displayed placards heralding “WBAP-TV Day” and distributed a six-page folder, “Facts about WBAP-TV,” 10,000 copies of which were printed by the station.

Five-Day Schedule

WBAP-TV will be on the air Wednesday through Sunday, four hours a night. First high school football game will be carried Friday night and first college game Saturday.

Initial commercial accounts number eight, five of these being television-spot sponsors.

Construction continued on WBAP’s new radio-television center even as the TV units were to be put into use. Shift of WBAP’s standard broadcasting from Medical Arts Bldg. studios will be about Jan. 1.

Largest of WBAP-TV’s three television studios measures 45 by 82 by 28 feet. Equipment includes a complete mobile unit, a $7,500 Zoomar TV camera lens, complete film setup and RCA transmitter.

Robert Gould is chief producer for WBAP-TV and Seymour Andrews is program director.

Station is on Channel 5 (76-82 mc) with 17.6 kw visual, 8.8 aural power. Studio address is 3900 Barnett St., Fort Worth.
WILLIAM A. (BILL) MORRISON
Garfield and Guild
San Francisco

 Succinct is the word for you, Bill Morrison. Your brief thumbnail biographical sketch notes that your “early advertising background was in department stores and men's specialty stores.” Then came your association in 1940 with Garfield & Guild, three years with Uncle Sam in the Armed Forces Radio service, and return to G & G in 1945. But in your terse comments we at KGW particularly noted the last sentence: “Principal chore is million and one details related to airing the Skippy Hollywood Theater weekly on 40 of the country’s finest radio stations, including KGW— which has one of the longest tenures of any station we use.” Those are welcome words, Bill, and they’re positive indication of the value you timebuyers place on the market and audience KGW can deliver. The market’s getting bigger, too. Since 1940 Oregon's population has increased 41.8 per cent, proof that the Northwest's war boom was not a “flash in the pan”. Oregon is the nation's Number Two state in population growth. KGW and KGW-FM are growing with the market. New quarters and new facilities permit KGW and KGW-FM to better serve this market area, one of the richest in the nation from an advertiser's standpoint.
REVENGE!

DULUTH, MINN.—"Outa my way," snarls Otto Mattick. "I'm out to get the guy who told me not to put my cracknose on the Duluth-Superior Market!"

No wonder Otto's in a snit. He really missed a sure thing when he ignored the Duluth-Superior market. It's growing like wildfire...the population has leaped 15.5% in the past two years and retail sales have made the terrific jump of 88.2% in the same period. Sell your product to this booming market by using KDAL, favorite radio station of a tremendous and receptive listening audience.

Don't miss out on this wealthy and swiftly-growing Duluth-Superior Market. Contact Avery-Knodel...then buy KDAL for soaring sales.
Thanks to many well-known advertisers, WBAP-TV, the Southwest's FIRST television station, begins operation September 29th with over 100 hours of commercial commitments.

Among these clients are: Leonard's Department Store, sponsoring high school football, Thurs., Fri. and Sat. nights; Humble Oil & Refining Company, presenting T. C. U. home football games on Sat.; and the W. C. Stripling Company with a full-length Alexander Korda picture each Wed. night.

WBAP-TV is housed in a huge, new radio and television center, completely and expensively equipped from film laboratory to mobile unit.

An exceptional line-up of local productions, including filmed Fort Worth and Dallas daily newscasts, will be supplemented by NBC and ABC Network programs via kinescope.

After September 29th, the Southwest will be receiving top quality television. Your product, too, should be represented.
NEW TRANSMITTING KMOS

Honnibol, Mo., which increased its power to 5 kw daytime and 1 kw night
on Sept. 5, includes engineers’ comments.
On the transmitter site also are an
dodgment smaller building, which houses
five 35 kVA Diesel generators, and six
23.5-ft. oil steel towers. In shifting to
higher power, the entire transmitter was
new dial spot, 1070 kc. The station,
Mutual, had been operating
since 1941 with 250 w on 1340 kc.

I
M. Mager, Westminster Electric Co.,
South Chicago, R.R. Miller, RCA-Victor, Camden, N.J.;
Leonard Marks, Cohn & Marks, Washington; A. F. Martin, WKPX-FM
Kingston, New York; Don C. Martin, School of Radio Arj, Hollywood; J. R. Martinez,
Westminster Electric Co., Baltimore; John Mayo, WPJB
Infrastructure, Raleigh, N.C.; bells,
Casper, Wyoming; Miss Florence
McKenzie, South Burlington, Vt.;
Blanche Mc콰, Blue Island, Ill.; Emmet McMurtry,
WJPD-FM Greenfield, Mass.;
Frances X. McNerney, WJAB, Adrian,
Mich.; Thomas F. McNulty, BMC
Baltimore; John French, WMC, Chicago;
Richard Meyer III, Stewart-Warner
Electric; George C. Witten, WMB, Chicago;
Nickell, Westminster Electric Co., Baltimore;
Harry B. Revell, WOR, New York; Neville Miller, Miller & Schenck,
Cleveland; John O. Miller, WZIL-FM,
Milwaukee, Wis.; W. S. Millard, RF, Battle Creek,
Mich.; J. L. Mitchell, WDAE,
Port Huron, Mich.; L. M. Moore, radio
Press Service, New York; N. Blair Munroh, WPKB-FM Coran, Long
Island, N.Y.; C. H. Murphy, Chicago
Car Advertising Co., Chicago;
Murphy, Westminster Electric Co.,
Baltimore; R. H. Myers, KHF-AM
Texasax; Larry Myers, Syracuse.

J
Charles W. Nax, KGOD St. Louis;
Bob Grind, New Orleans, LA; Newman, Neumann, Martin &
Seymour, Los Angeles, CA; N. B. Novin,
Unity Corp., New York; Helen Nugent,
WCTM Cincinnati; John Neyt, KTVN,
Fargo, N. D.

O
Harold O. Glaws, Collins Radio Co.,
Cedar Rapids, Ia.; Herbert R. Ohl,
KOLO-KGMO Mason City, Ia.;
John Thimmann, Stewart-Warner, Chicago.

P
Roger C. Peace, WPBC WPBC-FM
Greenville, S. C.; N. J. Peterson,
Greenville, S. C.; Millies, Phillips, Radio Engineering Labs.,
New York; John H. Sisler, WPBC-FM
Richmond, Va.

R
Col. R. H. Ranger, Rangerite Inc,
washington, D.C. (Rangerite Inc.,
Newark, New Jersey, N.Y., Syracuse, N.Y.;
Alston, Reynolds, WPAF, Kansas City; Paul W. Reed, FPAF, Alliance,
Ohio; H. A. Reinholf, RCA-Victor, Chicago;
F. B. Reynolds, WPAF-CM, Tulsa;
Va.: A. W. Rittsun, Federal Telephone
Co., Orange, N.J.; Albert Riesen,
KVSF-AM Dakota, Okla.;
William C. Roper, WPAF, Weatherford;
Terre Haute, Ind.; Greg Rouleau,
WPBC-FM, Toms River, N.J.;
Nelson B. Roundley, WEBC Easton,
Pa.; A. G. Rusk, WPAF-
Ontario, Calif.; C. H. Runyon III, Radio
Engineering Labs., Long Island City,
N.Y.; E. E. Russell, WDIN-FM
Oswego, N.Y.

S
A. S. Bankhead, World Broadcasting
System, New York; Harold Saul, Strom-
berg-Carlson Co., Rochester, N.Y.;
Charles P. Brevard, Westminster Electric
Co., Baltimore; J. P. Scherer, WAIV

290 KC
1000 WATTS

Affiliated with
National Broadcasting Co.
LONE STAR CHAIN

WESLACO, TEXAS
IN THE LOWER RIO GRANDE VALLEY

Where OIL PRODUCTION added
$40,000,000,000 to the $130,
000,000 produced by citrus,
vegetables, cotton and poultry in
1947. Bank deposits totalled $124,
473,512.00. Let KGW deliver this
magical market for you.

Represented by
TAYLOR-BORROFF & CO., INC.

FM Broadcasting

Indianapolis, Walter L. Emerson, WJEZ-AM WFPS-FM, C. E. Emery,
Westinghouse Electric Corp.; Balti-
more, WIRI-AM WIRI-FM, C. F. Spelman,
Noblit-Sparks Industries, Columbus;
John L. Collins Radio Co., Cedar Rapids, Ia.; E. J. Staebel,
KNOX-AM, Albert A. Stone, WTJB-Jackson, Tenn.; Robert Stone,
WSSAC-AM, C. H. Stratemeyer, Collins Radio Co., Cedar
Rapids, Ia.; Ben Stroze, WWDC-FM
Washington; George Swartwout, WTAX-FM
Springfield, II.

David G. Taft, WCTS Cincinnati;
Hubert Reif, WCTS Cincinnati; Sol
Tenenbaum, Madison, Wis.;
Washington: Jack Tailcoat, BBSAC,
New York; Ken Q. Thomas, WYV-
FM Fort Wayne, Ind.; Gardner J.
Thomas, WYX-AM, Harry H. Thomas, Buel, Lafayette, Ind.; Bill
Thompson, BROADCASTING Chicago; W. R. Westinghouse Radio
Engineering Labs., Long Island City, N.Y.;
F. H. Wink Sfinkham, E. K. Tuchman
Enterprises, Hollywood; L. S. Too-
good, Rangertone Inc., Newark; E. C.
Tracy, RCA-Victor, Camden, N.J.;
J. H. J. Trautvetter, WYB Baltimore,
Neil W. Turner, Hallcrafters Co.,
Chicago; William E. Turner, WCTW
New Castle, Ind.

Dane Ulrich, WMRI Marion, Ind.

Walter Valerius, WKNP Corning,
N.Y.; Leonard Ball, WVL-FM
Grand Rapids, Mich.; George J.
Gor, WKPD Muscato, Ia.

Paul A. Walker, FCC, Washington;
John W. Mait, WJPG-FM Green Bay,
Wisconsin Council Bluffs, Ia.; Charles Wayland, Fisher,
Waukesha, Wis.; Fred Walker, WDHU
FM New Orleans; Henry Weber,
WJMC-AM Chicago.

John B. Sparks, BROADCASTING Chicago;
WJPG, WJPG-FM, WJPG-AM
Ham-
monmd, Ind.; Senator Elmer Wenzel,
WJAM-FM, WJAM-FM Wheeler, WAEW-FM
Evansville, Ind.; Edwin K. White,
Cities, Radio wpd-AM, Chattanooga, Tenn.; Andy Wurzel,
XHC, Detroit; Robert Wolfe, WOF-AM
Baltimore; F. W. Wortendyke, Chicago;
H. H. Woodward, KETV-FM, Omaha;
CTHA, Okla.; Albert Zirpolo,
WIS-TV, St. Louis.

St. John, R. A.; RCA-Victor, Camden,
N.J.; William E. Young, Capitol

WTMJ-FM is Operating
With 50-kw Transmitter
WTMJ-FM, Milwaukee Journal
station, took the air Sept. 18 with a
new RCA 50-kw transmitter, to be
installed at any station. WTMJ-FM
operated previously with a 3-kw
transmitter.

Station began full-time operations
on the same day, with 9 hours of
programming and 17¾ hours on
Sundays. Local and NBC-
WTMJ shows are duplicated from
5:30 a.m. to 12:30 a.m. daily, and
2 ½ hours on Sundays. The station
formerly broadcast from 3 p.m. to
10:15 p.m.

Transmitter is located at Rich-
field, Wis., where a new 650-ft.
tower and eight-element square
loop 50-kw antenna 80 feet high
have been erected.

Reach

4,000,000 PEOPLE

K W K W
Pasadena- Los Angeles

Page 58 • September 27, 1948

BROADCASTING • Telecasting
You get all these features ONLY in the Western Electric 5A Monitor for FM Broadcasting

**CENTER FREQUENCY MONITOR:**
- Accuracy — better than ± 500 cycles. (± 200 cycles if occasionally adjusted to agree with a primary standard)
- Meter Range — 3,000 cycles
- Terminals for connecting remote meter

**MODULATION PERCENTAGE MONITOR:**
- Accuracy — better than 5% for all readings
- Modulation Range Capability — up to 133% (= 100 kc)
- Terminals for connecting remote meter

**QUALITY DESIGN AND MANUFACTURE:**
- Designed by Bell Telephone Laboratories.
- Built by Western Electric, to Western Electric standards of quality.

**PROGRAM MONITORING CIRCUIT:**
- Output suitable for either aural program monitoring or FM noise and distortion measurements
- Frequency Response — ± 0.25 db, 30 to 30,000 cycles, without de-emphasis, response is within ± 0.5 db of the standard 75 microsecond de-emphasis curve
- Audio Output Power — output level adjustable up to +12 dbm — permits direct switching of program monitor from transmitter input to 5A Monitor output
- Harmonic Distortion — less than 1/4 of 1% from 30 to 15,000 cps
- Output Noise — at least 75 db below signal at 100% modulation

**MODULATION PEAK INDICATOR:**
- Indication Lamp — flashes when a selected level of modulation is exceeded
- Peak Limit Range — continuously adjustable between 40% and 110% modulation

**POWER SUPPLY:**
- Newly designed 20C Rectifier (furnished as a part of the 5A Monitor) provides electronically regulated d-c with less than 1 millivolt ripple from 105-125 volts a-c 60 cycles. May be remotely located if desired.

**AM NOISE DETECTOR:**
- An exclusive feature in the 5A Monitor. The output of this detector — which may be read directly on an electronic voltmeter or noise meter — is automatically referred to 100% amplitude modulation, thus simplifying measurement of transmitter AM noise.

The 5A Monitor includes numerous other valuable features such as dual thermostats and dual heaters for each crystal — means for checking the inherent noise level of the monitor from its input to output terminals — requires only a low RF input level (1 watt) which can vary from 0.3 to 3.0 watts; i.e., a 10 to 1 variation without affecting the performance of the monitor. To get the complete story on this outstanding monitor value, call your Graybar Broadcast Representative or mail the coupon below.

---

Western Electric

Distributors: In the U.S.A. — Graybar Electric Company.
In Canada and Newfoundland — Northern Electric Company, Ltd.

** QUALITY COUNTS —**

Graybar Electric Company
420 Lexington Avenue, New York 17, N.Y.

Please send me Bulletin T-2437, including curves, schematics and block diagram of the 5A Monitor.

NAME: _______________________

STATION: ____________________

ADDRESS: ____________________

CITY: ___________ STATE: ______
Truman Trek
(Continued from page 58)

Special are kept busy from as early as 5 a.m. until past midnight, for Candidate Truman maintains a gruelling schedule. The correspondents hop off the train as it slows down and cover the President’s appearances at each pin point. Where line facilities are available, they feed inserts to regular network shows. They also telephone or overhead color and other angles not likely to be covered in the regular wire service reports.

The correspondents still are pressing for the assignment of a car to radio men on the same basis as the automobile allocated to the wire services which follows closely behind the President when he leaves the train.

Part of the correspondents’ daily routine is consumed by interviews with local station personnel who call on them. Bulk of this has gone to Charter Heslep of Mutual (which has a outlets along route), CBS’ John Adams, NBC’s Frank Bourgholzer and ABC’s Bryson Rash. Sometimes the interviews end abruptly. Signal for the end of each train stop is a weird “beep-beep” over the loudspeaker. News- men are then confronted with a 20 or 30 second dash the length of four cars to get aboard.

An added feature of the radio phase is the engineer pool, consisting of Keith Williams, WRC- NBC, and Ed Laker, WTOP-CBS. They are responsible for engineering setups on all network pickups and are available to supply a tape on any talk by Candidate Truman if a network desires it. They have also assisted local stations in setting up the handling of major addresses.

Abroad also is Mrs. Adelheid (the Social Democrats of Copenhagen, Denmark), who recorded several shows for the State Dept.’s “Voice of America” in San Francisco. Leonard Mial, Washington correspondent of the BBC, also made the trip to Dexter. He aired a show to London from the WHO Des Moines studios.

Reynolds Identification
WITH appointment of Will Whitmore, Western Electric advertising manager, as new radio advertising representative for AT&T, W. M. Reynolds of Western Electric at the same time was named to succeed Mr. Whitmore [BROADCASTING, Sept. 20]. In error, an accompanying picture of Edwin A. Freed, new manager of electronic component sales to customers of RCA Tube Dept., was identified as Mr. Reynolds.

Upcoming

Oct. 4: Directors’ meeting, Canadian Assn. of Broadcasters, Toronto.
Oct. 4-5: NAB District 13 meeting, Blackburn Hotel, Fort Worth, Texas.
Oct. 5-7: American Institute of Electrical Engineers, Middle Eastern District meeting, Washington, D. C.
Oct. 8: AAAA Central Council meeting, Home, Des Moines, Iowa.
Oct. 9-16: Mississippitop Broadcasters Assn. meeting, Biloxi, Miss.
Oct. 12-17: NAB District 6 meeting, Buena Vista Hotel, Biloxi, Miss.
Oct. 14-15: NAB District 5 meeting, Blimont Hotel, Atlanta.
Nov. 6-7: AWB District 13 meeting, Gunther Hotel, San Antonio, Tex.
Nov. 11: AAAA Michigan Council meeting, Detroit.

WILM Sells To New Firm Before FCC
Transfer of Control is Sought On Three Other Stations

SALE of WILM Wilmington, Del., from Delaware Broadcasting Co. to Hawkins Broadcasting Co., a new firm, for $205,000 was reported to FCC last week for approval. Transfers of control in two other stations and a guarantee company also was filed. Other stations are WBVP Beaver Falls, Pa.; KBMY Billings, Mont., and WKDN Camden, N. J.

Hawkins Broadcasting is composed of Ewing B. Hawkins, assistant general manager of WHBF Davenport, Ia., and owner of WHBF, 30% is held by Ewing Hawkins in trust for his four children. William W. Hawkins Sr., chairman of the board of directors of Scripps-Howard Newspapers, is a member of the board of directors but holds no stock.

Interest in KBMY will transfer from six equal partners to four of the original partners holding equal shares. Robert E. Mulvaney and Willard Mulvaney sell their holdings for $10,000 each to the remaining partners: Don C. Foote, John W. Foote, Horace S. Davis and Rockwood Brown.

Smith Request
Frank R. Smith Jr., licensee of WBVP, requests transfer of the license to a new corporation, WBVP Inc., in which he will hold majority interest. The new firm will be owned as follows:

Mr. Smith, president, 93%; Lillian Smith, his wife, secretary, 1%; Thomas B. Price, vice-president, 5%; and Charles Onderka, treasurer, 2%. Mr. Price, who manages the station, pays $10,000 for his interest and Mr. Onderka, station’s bookkeeper and auditor, pays $5,000. Mr. and Mrs. Smith’s interest is for services rendered by Mr. Smith. Mr. Smith is president and 97% owner of United Broadcasting Corp., applicant for AM and TV stations at Pittsburgh.

Ramulf Compton requests that his construction permit for WKDN be transferred to a new corporation, South Jersey Broadcasting Co., in which he will hold majority interest. Mr. Compton will be president and treasurer and hold 77%, his wife Florence J. Compton, vice-president and 20%, and Mr. Mortimer Hendrickson, general manager of all the stations—KMPG, WJR Detroit, and WGAR Cleveland. Up to late last Thursday night, Rep. Klein’s office had received no reply from Mr. Slowie, an associate of the legislator said.

WGMT Now 5 Kw
WGMT Wilson, N. C., increased its power from 250 w to 5 kw full-time on Sept. 12. At the same time frequency was changed from 1340 kc to 590 kc. Allen Wannamaker is manager of the Mutual outlet.

17 BATTERY PLACE
New York 4, N. Y.

your inquiries are invited
There's a lot of satisfaction in working with radio engineers who know exactly what they need to get top efficiency from the transmitter. To their specifications Blaw-Knox applies an experience in antenna tower building that dates back to the days of "wireless"... Together we get results that reflect credit on our structural designers and the station's technical experts... If your plans call for more effective coverage or directional changes we would welcome an engineering interview at your convenience.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

Blaw-Knox 550' Heavy Duty Type H40 Tower supporting a Federal 8 square loop FM antenna 74' high. Station WTMJ-FM, Richfield, Wisconsin.
Public Interest
(Continued from page 88)

medium for the expression of any view which falls within the scope of the constitutional guarantee of freedom of speech.”

The decision clearly indicates that the mere fact thatatheists or persons or groups with similar views do not agree with the contents of a religious radio broadcast will not raise the subject of that broadcast to the position of a public controversy or require that such differing viewpoints on the matter also be afforded radio time. The Scott decision does point out that an organization or an idea “may be projected into the realm of public controversy necessarily. The particular point or idea “may give rise to a public controversy necessarily. The test must of necessity be one of reasonableness and of overall fairness and any radio broadcast license applicant should be in accord with such standards would be acceptable. In accordance with his duty to operate in the public interest.

What the Scott decision has emphasized is the principle that the radio broadcast licensees in exercising their judgment as to what is a controversial issue should not deny time over their broadcast facilities for the expression of a particular point of view solely because he does not agree with the fact point of view. The license of radio station WHAM in Rochester, New York, was renewed, not in compliance with a ruling of the Court of the Scott decision, but upon the assurance of the license that the Society of Free Thinkers had not been denied time because of disagreement with their point of view."

The doctrine stated in the Scott decision is a reiteration of the principle that freedom of speech on the radio does not permit the exclusion of particular viewpoints because of the licensees' disagreements with them. It is impossible to see how anyone can accept that without agreeing that the licensee is allowed to broadcast on station, under the law, operate in the public interest. Indeed, far from quarreling with this proposition, S. 1233, the bill to amend the Communications Act, to which I have already referred and which was reported to the Senate and the United States on June 3, 1948, by the Senate Committee on Interstate and Foreign Commerce, strongly reemphasizes it."

The FCC has said in a number of decisions that the public interest is served by affording to radio listeners the opportunity to hear differing points of view about controversial public questions over the radio facilities of this country. It is difficult to imagine that it is the public interest of business for the American people to hear all sides of public questions. It seems to me that the observance of the principle that a single point of view is the public interest serves to reinforce the principles of the Communications Act of 1934 that the Commission may amend so as to define the standard of the public interest in this regard.

Suit Threated
WILLIAM W. REMINGTON, a suspended Commerce Department official and figure in hearings before the House Un-American Activities Committee, last Thursday threatened to sue NBC and Miss Elizabeth T. Bentley unless the latter retracts charges that he is a Communist. In letters to Miss Bentley, admitted Communist spy during the war, and the network, Mr. Remington set 12 noon, Sept 30 as the deadline for a retraction of charges which he said were made on Martha Rountree’s “Meet the Press” television show Sept. 12. Her reply of “certainly” to Author Remington, who asked the network whether it would repeat her charges made before Congress, was given as the basis of the threatened suit.

ADMIRA!, Corp., Chicago, declared regular quarterly dividend of $.15 per share on common stock payable to stockholders of record at close of business Sept. 17. Next payment date is Sept. 30.

WFTR DEBUTS AS NEW VIRGINIA MBS OUTLET
WFTR Front Royal, Va., new 250-w AM station, began regular operation Sept 19 as a MBS affiliate. Station is licensed to the Sky- Park Broadcasting Corp., and operates on 1450 kc.

Personnel of WFTR includes Warren S. Bell, general manager and chief engineer; Roy Springer, commercial manager; Bob Martin, program director, and Sandra Robinson, traffic control writer. Sky-Park Broadcasting Corp. consists of H. F. Mintz, president; Everett Williams, vice president, and Howard A. Duncan, treasurer.

Mr. Bell previously was associated with WOL, Washington as chief engineer until last December. He joined that station in 1937 after serving for two years with WSVA, Staunton, Va.

WFTR launched its operation with appropriate ceremonies highlighted by promotional announcements, an address by Mayor Purdum, a recitation of poem by Robin group as well as open house. Station will operate from 6 a.m. to 11 p.m. daily except Sundays when it will operate from 8 a.m. to 11 p.m. WFTR's staff numbers 11 employees including officers.

AM studios and offices are located on John Marshall highway one mile west of Front Royal. It has a 250-w Western Electric transmitter. Twenty-five accounts already have been signed, according to Mr. Bell.

Henry B. Humphrey, 82, Ad Agency Founder, Dies
HENRY B. HUMPHREY, 82, founder and chairman of the board of the H. B. Humphrey Co., Boston, one of the nation's oldest advertising agencies, died Sept. 19.

Mr. Humphrey was instrumental in founding what is now the American Assn. of Advertising Agencies, had been in the advertising business for more than 60 years. He founded his company in 1887.

A crusader for better advertising procedures, Mr. Humphrey started the "Truth in Advertising" movement. He was active in the affairs of his home city. In 1908 he reorganized the Boston Ad Club, and served as its president for several years.

Surviving him are two sons, Richard, of Brookline, Mass., and Henry Jr., New York, and two daughters, Mrs. Humphrey Nelson and Mrs. Francis S. Moulton, both of Boston.

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### First 15 Program Hooparters—Sept. 15 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hoopper</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hooper 1-9</td>
<td>Pos.</td>
</tr>
<tr>
<td>WALTER WINDSALL, (Orv)</td>
<td>218</td>
<td>Andrew Jergens</td>
<td>16.9</td>
<td>16.3</td>
</tr>
<tr>
<td>Radio Theatre</td>
<td>152 (Lever Bros. (UWJ)</td>
<td>13.7</td>
<td>10.7</td>
<td>10.3</td>
</tr>
<tr>
<td>Artie Godfrey</td>
<td>149</td>
<td>Linton Div., Lever Bros. (YAR)</td>
<td>12.1</td>
<td>11.5</td>
</tr>
<tr>
<td>THE PEOPLE</td>
<td>149</td>
<td>Gulf Oil (YAR)</td>
<td>11.4</td>
<td>11.2</td>
</tr>
<tr>
<td>Mr. Fixit Jones</td>
<td>149</td>
<td>Lever Bros. (FCB)</td>
<td>10.7</td>
<td>11.2</td>
</tr>
<tr>
<td>STOP THE MUSIC</td>
<td>171</td>
<td>LE(P) &amp; Transmitters</td>
<td>9.4</td>
<td>8.5</td>
</tr>
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</table>

### Top Ten Daytime Hooparters—Sept. 15 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hoopper 1-9</th>
<th>Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>When A Girl Marries</td>
<td>77</td>
<td>Central Foods (B &amp; B)</td>
<td>8.8</td>
<td>8.2</td>
</tr>
<tr>
<td>Me Parsons (CBB)</td>
<td>81</td>
<td>Procter &amp; Gamble (D-F)</td>
<td>6.8</td>
<td>6.2</td>
</tr>
<tr>
<td>Big Sister</td>
<td>93</td>
<td>Procter &amp; Gamble (Compton)</td>
<td>5.3</td>
<td>4.7</td>
</tr>
<tr>
<td>Pertie Focus Life</td>
<td>89</td>
<td>General Foods (B&amp;B for Post)</td>
<td>5.7</td>
<td>5.1</td>
</tr>
<tr>
<td>Our Goal, Sunday</td>
<td>80</td>
<td>Whirlpool Corporation (D-F)</td>
<td>5.7</td>
<td>5.1</td>
</tr>
<tr>
<td>Rudi's Wife</td>
<td>90</td>
<td>Procter &amp; Gamble (Compton)</td>
<td>5.4</td>
<td>4.8</td>
</tr>
<tr>
<td>Young Dr. Malone (Orr)</td>
<td>91</td>
<td>Procter &amp; Gamble (Compton)</td>
<td>5.4</td>
<td>4.4</td>
</tr>
<tr>
<td>Goldilocks' Crypt</td>
<td>85</td>
<td>Procter &amp; Gamble (Compton)</td>
<td>5.3</td>
<td>4.8</td>
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<tr>
<td>Right To Happiness</td>
<td>149</td>
<td>Procter &amp; Gamble (Compton)</td>
<td>5.3</td>
<td>4.8</td>
</tr>
<tr>
<td>Pepper Young's Family</td>
<td>150</td>
<td>Procter &amp; Gamble (PRK)</td>
<td>5.3</td>
<td>4.9</td>
</tr>
</tbody>
</table>
The C.B.S. Affiliates in Georgia's First 3 Markets

The Georgia Trio

WAGA
ATLANTA
5000W • 590Kc

WMAS
MACON
10,000W • 940Kc

WTDC
SAVANNAH
5000W • 1290Kc

The Trio Offers Advertisers at One Low Cost:

Concentrated coverage • Merchandising assistance
Listener loyalty built by local programming • Dealer loyalties

IN GEORGIA'S FIRST THREE MARKETS

The Georgia Trio

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas
ASCAP

THE present ASCAP contracts do not expire until Dec. 31, 1949, but already the advancing shadows of the consciousness of broadcasters, particularly those whose contracts were signed in the early months of the year.

Section 17 of the standard station contract agreement form gives the station the right to change its present form of license from blanket to per program or vice versa "at the end of each contract year during the original term thereof upon 90 days written prior notice to society." But this switch-over privilege is not extended to new contracts covering the period beyond Dec. 31, 1949. The end of the contract year has been defined as meaning the contract year has advanced to the contract agreement form.

Everyone agrees that ASCAP, under its contracts with the broadcasters, is entitled to some payment for the co-op shows. And, while the question of what should pay would seem to be primarily a station-network problem, it is one which the broadcasters must get settled with ASCAP before the new contracts can be drafted.

Most difficult of those trouble points has been the determination of the proper basis of payment for network cooperative programs.

The broadcasters have, since 1938, produced fall production sets. In August, ASCAP has indicated that the music of ASCAP members, which ASCAP is already broadcasting, since then, will have to be paid for the coming nine years to be covered by the new agreements. This switch-over privilege, incidentally, applies to individual stations only, the networks having agreed to take out blanket licenses both for their network programs and for the programs of their owned and operated stations, without the right to change to a per program basis.

Another impending deadline is Dec. 31 of this year, when ASCAP must inform the broadcasters whether it intends to ask for an increase in the rate currently paid for the use of the music of ASCAP members on the air or whether it will continue the present scale for the nine-year period beginning Jan. 1, 1950. In negotiations over the past two years with a committee of broadcasters headed by Theodore C. Streibert, president of WOR New York, ASCAP has indicated its willingness to continue the present arrangement, provided that certain troublesome details of the present contracts can be satisfactorily worked out.

New Contract Details
In Discussion Stage

Nielsen Radio Index Top Programs

REPORT WEEK, AUG. 15-21, 1948


<table>
<thead>
<tr>
<th>TOTAL AUDIENCE</th>
<th>AVERAGE AUDIENCE</th>
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<tr>
<td>1</td>
<td>1</td>
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<td>2</td>
<td>11</td>
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<td>3</td>
<td>7</td>
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<td>18</td>
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<td>15</td>
<td>19</td>
</tr>
</tbody>
</table>

KEY TO SYMBOLS—(NR) Not asked in "Top Programs" in preceding report. Copyright 1948, A. C. Nielsen Co.

August New High
In TV Set Output

RMA Members Make 64,953

Receivers in August

ANOTHER record in TV set production was set in August, when Radio Manufacturers Assn. members turned out 64,953 video receivers. Production of AM-FM sets rose to 110,879, highest figure since the 161,185 record set last March.

Average weekly output of TV sets in August was 51% over the weekly average for the first half of the year.

Output of all types of sets was 870,044 in August compared to 627,349 in July. Auto and portable models totaled 256,594 and 178,323 respectively.

AM-FM set production thus far in 1948 follows:

<table>
<thead>
<tr>
<th>TV</th>
<th>FM</th>
<th>AM</th>
<th>AM All Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>30,001</td>
<td>134,015</td>
<td>1,173,240</td>
</tr>
<tr>
<td>Feb.</td>
<td>25,227</td>
<td>129,015</td>
<td>981,505</td>
</tr>
<tr>
<td>Mar.</td>
<td>52,137</td>
<td>161,815</td>
<td>1,420,113</td>
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<tr>
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<td>50,177</td>
<td>78,435</td>
<td>970,168</td>
</tr>
<tr>
<td>June</td>
<td>64,569</td>
<td>99,414</td>
<td>993,878</td>
</tr>
<tr>
<td>July</td>
<td>56,089</td>
<td>98,988</td>
<td>552,361</td>
</tr>
<tr>
<td>August</td>
<td>64,953</td>
<td>110,879</td>
<td>913,947</td>
</tr>
</tbody>
</table>

Total | 399,928 | 881,180 | 9,363,854

START GET - OUT - VOTE DRIVES, NAB ADVISES

WITH special interest groups starting to use get-out-the-vote devices to obtain free air mention, A. D. Willard Jr., NAB executive vice president, has asked stations to start their own voting campaigns if they have not already done so.

He pointed out that radio should get the credit for this service and perform the precinct role under its own auspices as a means of promoting good citizenship.

Statements from the three Presidential candidates urging voters to cast their ballots were made available last week by the Advertising Council.

this year totals 881,180 sets, according to RMA.

Monthly production thus far in 1948 follows:

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Nielsen Radio Index Top Programs

BROADCASTING • Teletesting
BE SURE TO VISIT
THE RAYTHEON EXHIBIT
F. M. A. Convention Chicago - Sept. 27-28-29

LOOK TO RAYTHEON FOR THE FINEST IN
FM TRANSMITTERS

- Cascade Phase Shift Modulation
- Simplified Circuit Design
- Direct Crystal Control
- Inherently Low Noise Level
- Very Low Harmonic Distortion
- Conservatively Operated Circuits
- No Expensive Special Tubes
- Fast, Simple Tuning
- No Absorption
- Lasting Economy

RAYTHEON
Excellence in Electronics
RAYTHEON MANUFACTURING COMPANY
WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, FM, AM and TV
Broadcasting Equipment, Tubes and Accessories

BOSTON CHICAGO LOS ANGELES SEATTLE
CHATTANOOGA DALLAS NEW YORK WASHINGTON

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES
Raytheon Manufacturing Company, 50 Broadway, New York 4, N.Y., W.H. 3-4980
Sun Valley
(Continued from page 23)
means a more aggressive fight ahead by all broadcasters to create new money for TV and increase radio's share of the total advertising dollar.

"To hold and increase revenues for sound broadcasting and to develop new money for television is the challenge to every one of us in this business," said Mr. Trammell. "Together we can do that job but I warn you that it will not be easy. Broadcasting was not developed quickly and television, although it is in part and parcel of the broadcasters business, has few precedents to fall back on."

AM Increase
On the sound broadcasting side Mr. Trammell said that the estimated broadcasting revenue in 1948—$570,000—"is an increase over 1947. This is the highest revenue ever in the history of radio advertising and is 13.5% of the total advertising bill estimated for 1948. Most of the largest national advertisers continue to spend more money in radio than in any other medium. NBC's gross, he said, will be the highest in its history this year.

In five years (by 1953), barring unforeseen developments, there will be approximately 11½ million television receivers in operation, Mr. Trammell said. "That's a lot of circulation, but its a far cry from the circulation sound broadcasting has today—73 million sound receivers in 37 million homes and 9 million automobiles."

In reciting the terms of the new network-affiliate contract for TV, Mr. Denny explained that it was in process of being drafted by the network's attorneys, but had been blocked out in broad outline to the network's affiliates and to the NBC Station Planning and Advisory Committee which met at Sun Valley last Monday preparatory to the meeting.

After presentation of the contract the SPAC membership met with NBC affiliates in executive session to discuss the contract proposal as well as other matters on the agenda of the closed sessions. Mr. Denny predicted that, barring unforeseen, NBC's TV network may reach 30 stations in 1949. The minimum of connected stations, he said, will be 15 but more probably between 20 and 25. By the end of 1949 there will be 2,500,000 TV sets in homes and public places as against an estimated 870,000 next December.

In 1949, Mr. Denny asserted, television will emerge as a regular, dependable service to the public.

Sharper Programming Need
The novelty aspects, he said, have worn off. The public accepts television as commonplace and begins to rely upon it for information, education and entertainment. In 1949 viewing habits will become more critical. Regular features for the viewing public will be more important.

Cities in which NBC will have TV affiliates through coaxial cable or microwave relays by the end of 1949 were listed by Mr. Denny as: Boston, Providence, Hartford, New York, Schenectady, Wilkes Barre, Allentown, Trenton, Philadelphia, Wilmington, Baltimore, Washington, Richmond, Norfolk, Lancaster, Johnstown, Pa., Pittsburgh, Cleveland, Buffalo, Rochester, Syracuse, Toledo, Detroit, Chicago, Milwauk ee, St. Louis, Columbus, Dayton, Cincinnati, Louisville, Fort Wayne, Indianapolis and Peoria. Of these, 15 already are operating commercially and one (WGL-TV Fort Wayne) is operating experimentally.

Mr. Denny explained that under the new plan NBC network TV will provide 22 hours of network programming a week. Network option time will be from 5 to 6 p.m. and from 7:30 to 10:30 p.m. Eastern Standard Time. Local station time will be from 6 to 7:30 p.m. The schedule does not account for special events or Saturday and Sunday afternoon telecasts.

Time Already Contracted
Of the 22 hours supplied by NBC, 11 hours 55 minutes already have been sold, he said. Harry Kopf, administrative vice president in charge of NBC sales, predicts 15 hours of commercial time in 1949 as a conservative estimate. The estimated 13 hours of sustained time will be supplied through a cost sharing arrangement whereby affiliates pay roughly 50%. By spreading the cost among the entire network, top flight programs will be provided at lower cost, he declared.

After outlining terms of the affiliate contract, Mr. Denny said it was not projected as a get rich quick scheme for either NBC or for the affiliated stations. The operation, he declared, will involve a very substantial loss for NBC in 1949.

He predicted that the firm foundation which could be fashioned upon this contract would secure that NBC television network will hold the same position of leadership in TV which it and its affiliates have achieved in aural broadcasting.

Cost Relief in 1950
Mr. Denny said television now is in the period of peak losses and is hitting the apex of the cost curve. He predicted it would take a turn for the better next in 1950, although he did not expect it would be on a paying basis then. Mr. Trammell earlier had told the affiliates that the economic future of TV could be divided into three periods, the period of losses, the break even period and the beginning of the period of plenty (about six years).

The prime purpose of the new contract, said the former FCC

Radio Station WCSI
The Mid-West's Most Powerful FM Station
COLUMBUS, INDIANA
takes pleasure in announcing the appointment of
McGEEHAN and O'MARA
as our
NATIONAL REPRESENTATIVE
McGeehan and O'Mara is equipped to tell the WCSI story to the National Advertiser.

WCSI-FM
71,000 Watts of Selling Power
95.7 Megacycles Channel 229
Represented Nationally by: McGeehan and O'Mara
New York—Chicago—Atlanta—Boston—Detroit—San Francisco

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Broadcasting • Telecasting
Strictly in Red
WHEN Charles R. Denny, NBC executive vice president and former FCC chairman, arose to address the NBC convention at Sun Valley last Wednesday he had distributed to the audience of 800 delegates and their guests a U. S. map depicting the television status of NBC AM network stations. Stations holding construction permits were circled in green. Those with TV applications were shown in yellow. The 16 TV operating stations were encircled in red ink.

afiliates, James M. Nelson, NBC's director of advertising and promotion, outlined the scope and purpose of the picture, as well as the forthcoming "Parade of Stars," promotion for the fall listening season. He emphasized particularly the new Wednesday and Saturday night network competition, and urged stations to get behind the exploitation locally. The $60,000 picture was the plan of Charles Hammond, NBC vice president.

Friday was given over to television, and to the SPAC deliberations with the NBC high command. Sidney M. Strota, administrative vice president for television, and West Coast head discussed the administration problems of a television network. Mr. Hedges then recounted TV economics; Harry G. Kopf, administrative vice president in charge of sales, the sales outlook for video.

A panel discussion on the problems of television affiliates was presided over by Noran E. Kersta, associate director. Participants were Harry Bannister, WWJ-TV Detroit; Walter J. Damm, WTMJ-TV Milwaukee; Robert S. Pearse, vice president of GE; J. B. Conley, Westinghouse; R. V. Tooke, Philco; Harold Burch, WEAL-TV Baltimore; Robert E. Dunville, WLWT Cincinnati; A. H. Kirchofer, WBEN-TV Buffalo; Stanley Hubbard, KSTP-TV St. Paul and Carleton D. Smith, NBC television manager. O. B. Hanson, NBC vice president in charge of engineering, discussed technical assets of TV.

Radio Men Presented Presidential Awards
The President's Certificate of Merit was presented to 30 members of the Institute of Radio Engineers last week for "outstanding services in technological research and development during World War II." The recipients and their affiliations follow:


Loren P. Jones, manager of research and development projects of the RCA Engineering Products Department, and Hugh H. Spencer, manager of RCA Teleran Sales, also received Certificates of Merit.

Looking for a tape recorder?
Rangerton is the only magnetic tape recorder that is commercially ready now to meet the new NAB recording speed characteristics 7 1/2" — 15" — 30" a second
You can switch at will instantly to any of the three. You will need this feature. Be sure you get it.

Frequency Range at 30 inches per second 40 — 16,000 cycles. Less than 4% intermodulation distortion (overall). Other specifications supplied promptly on request.

Rangerton, Inc.
73 Winthrop St. • Newark 4, N. J.
NBC's Proposed TV Contract
(Continued from page 28)

mon to 224 for New York, Philadelphia has an index of 111, Baltimore of 64. Thus Baltimore would pay more for sustaining service than Richmond.

Cost of sustaining service figures out to 1 times the index number per hour.

All monies received from stations for sustaining service to be ploughed back into programs.

NBC will make no charge for its studio and production facilities for sustaining shows.

V

PARTLY INTERCONNECTED. Some stations will not get full time service in 1949. NBC will seek to work with AT&T and with other TV networks on equitable method of sharing use of such lines. Nevertheless, there will be some programs which will not get through on the cable to Midwest stations.

NBC will send as many of those commercial programs as possible to partly-interconnected stations by kinescope (film transcriptions). Because these stations will have waived compensation for 30 unit hours NBC will bear cost of the kinescope recordings to partly-interconnected stations.

NON-INTERCONNECTED NETWORK: By kinescope recording NBC will deliver both commercial and sustaining service to non-interconnected stations and to partly-interconnected network during hours when coaxial cable is not available. Deliveries will differ depending upon whether program is commercial or sustaining.

KINESCOPE—COMMERCIAL. Non-interconnected stations. One print per station for commercial. NBC will charge station for making print according to a table which will be set forth in station contract. Cost of an hour's kinescope on a 1 print per station basis will be $125. This will be graduated downward for 45 minute, 30 minute and 15 minute shows.

NBC and affiliates will divide equally balance of station rate after deducting discount agency commissions and the cost of kinescoping.

In the case of partly-interconnected stations NBC has waived compensation on the 30 hours NBC will pay cost of kinescoping and will pay affiliate 33 1/3% of gross.

KINESCOPE—SUSTAINING. Arrangement identical for non-interconnected and partly-interconnected.

Sustaining service to partly-interconnected stations will be on same basis as to interconnected stations.

To reduce cost of sustaining service NBC will bicycle prints from station to station, serving 3 stations with a single print.

Stations will pay for sustaining service in accordance with table set forth in the contract; Charge for an hour's sustaining program will be $80 if the station's index number is 80 or less. If index number is more than 80, station will pay one times its index time per hour. This is same charge as is made on interconnected network.

'BEHIND YOUR RADIO DIAL' NBC Film, Showing Network Stars, Personnel, Previewed at Sun Valley

A 25-MINUTE promotional movie to which NBC hopes to attract 5,000,000 televiewers before the end of 1949 was shown to the network's second annual convention of affiliates at Sun Valley last week.

The picture, an elaborate production which features some of NBC's brightest stars and biggest executives, will be first distributed to affiliated stations which will air range showings in their areas. Additional showings through trade and consumer channels and time will also be scheduled.

Shooting of the picture was done by RKO Pathe under the supervision of Phillips Brooks Nichols, assistant manager of RKO Pathe's commercial film and television department, and Roy C. Porteous, NBC manager of advertising and promotion.

The film, entitled "Behind Your Radio Dial," was described by James H. Nelson, NBC director of advertising and promotion, as one of the "most useful public relations instruments" which NBC has made available to its stations. Special promotion kits containing publicity and promotion aids will be sent to stations with the film.

In one sequence of the film, Niles Trammell, NBC president, describes television as the "greatest medium of mass information and mass entertainment in the world."

The picture opens and closes with scenes of Arturo Toscanini conducting the NBC symphony orchestra. Various NBC programs and top performers are also shown.

Ben Grauer, narrator, describes the operations of NBC departments as the camera shows them at work. The technique here is to show a party of guests touring the network headquarters, with Mr. Grauer leading the tour.

Fairchild Recording Firm to Be Formed
FORMATION of Fairchild Recording Equipment Corp., to combine the manufacture and sale of a magnetic tape recorder said to have professional studio quality with the disc recording and sound equipment of Fairchild Camera and Instrument Corp., has been approved by the latter's board, it was announced by James S. Ogbsbury, president of the latter company.

The new corporation, with offices at 30 East 42nd Street, New York, will specialize in requirements of the broadcasting industry and to apply magnetic tape recording to industrial, motion picture, and agricultural motion uses.

President of Fairchild Recording is Sherman M. Fairchild. Wentworth Fling, former engineering head of Fairchild Camera's recording equipment division, is operating vice president; Jay H. Quinn, formerly sales manager of Gray Research and Development Corp., is director of sales and advertising; C. V. Kettering, chief of recording and equipment sales at Fairchild for years, directs the educational and industrial sales division; Theodore Lindenbarg, inventor of many devices in the field, heads the mechanical laboratory; Gordon Mercer, widely known in the recording field, is in charge of the electrical laboratory. John B. Wolf switches from cameras to recorders to become secretary-treasurer of the firm.

Dr. D. G. C. Hare, recently president of Deering-Milliken Research Trust, is technical consultant and advisor for the company. As director of the Research Laboratory at Mineola, N. Y., during the war, Dr. Hare applied magnetic recording techniques to develop submarine detection and guided missile and proximity fuse counter measures.

The new company will start with working assets of over $500,000, and will be financed jointly by Fairchild Camera and Instrument Corp. and Mr. Fairchild.

\textit{IATSE Extension}\n
THE International Alliance of Theatrical Stage Employees (IATSE-AFL) last week was granted a third continuance—until 10:30 a.m., Oct. 15—in U. S. District Court, New York, to reply to an NLRB growing out of the union's alleged attempt to interfere with the opening of WJZ-TV New York in August.

\textit{MOTOROLA Inc., Chicago, has purchased inventory and certain assets of the Chicago Radio Instrument Co. and Detroit Corp., producer of marine and boat equipment and manufacturers of marine and boat equipment. Motorola will manufacture these items at its Chicago plant.}

\textit{MARSHALL WELLS, WJR Detroit farm editor, was named president of the 23rd annual club meeting at Michigan State College. Mr. Wells has seven regular farm programs each week, in addition to special assignments at fairs and agricultural meetings.}
N. J. BROADCASTERS ASSN. HOLDS MEETING

PAUL PORTER, former FCC chairman, was principal speaker at the annual fall meeting of the New Jersey Broadcasters Assn. in New Brunswick Sept. 17 and 18. "Radio as a Profession" was discussed by Mr. Porter, who opened the parade at a banquet at the Roger Smith Hotel.

Fifteen member stations conducted clinics on programming, management, and promotion. The group was guest for lunch on the campus of Dr. Robert Clothier, president of Rutgers, who addressed the closing session. He urged radio representatives to discharge "their special functions," and emphasized the need for various direct services for the public interest such as the great networks are able to offer.

George Stringfellow, president of the New Jersey division of the American Cancer Society, presented the broadcasters with a plaque "for outstanding services," which was accepted by James L. Howe, president of WCTC New Brunswick.

Officers elected for 1948-49 were J. L. Howe, WCTC New Brunswick, president; Paul Alger, WTTM Trenton and WSNJ Bridge- ton, vice president, and Roland Trenchard, WAAT Newark, executive secretary.

VAN DIVER & CARLYLE REALIGNS EXECUTIVES

PAUL CARLYLE, vice president and partner of Van Diver & Carlyle Inc. New York, has been named executive vice president and director of art for the firm. Simultaneously Wayne Wirth, director of television, and Clement R. Hoopes, director of copy, were named vice presidents, it was announced last week by V. H. Van Diver, president of the agency.

Mr. Carlyle has been associated with the agency since its formation on Aug. 3, 1946. Prior to that he was with Grey Adv.

Mr. Wirth, who is in charge of the agency's recently announced department for the packaging of shows for television stations, was executive director of Harvey Marlow Television Assoc. before joining Van Diver & Carlyle.

Mr. Hoopes came to the company in 1947. He was formerly with Time Inc. and Harper & Bros.

Michel Named TV Chief Of Weiss-Geller Agency

APPOINTMENT of John D. Michel, television director of Weiss & Geller Agency, Chicago, was announced last week by Marvin L. Mann, agency vice president.

Two clients have scheduled video programs this fall in one or more markets Mr. Mann said. They are B. Kuppenheimer and Co., Chicago and Elgin American Division of the Illinois Watch Case Co.

FORMAL Dedication Held By WQQW's FM Outlet

FORMAL dedication ceremonies were held Sept. 17 at WQQW-FM Washington. The station is on Channel 278, 103.5 mc, with 20 kw. Master of ceremonies for the occasion was M. Robert Rogers, general manager of the station.

A number of celebrities and civic leaders participated in the special broadcast, in person or by specially transcribed messages, the station reports. Among invited guests were representatives of the music world, including Howard Mitchell of the National Symphony. Benjamin Cohen, acting secretary general of the UN, welcomed the station to the UN Network for Peace, of which WQQW is already a member. Messages from Wayne Coy, chairman of the FCC, and Everett Dillard, president of FMA, were featured, the station reports.

DAYTIME VIDEO

WABD New York will be the first television station to present full-scale daytime programming in the AM pattern. Station early in October will start a Monday-through-Friday schedule of daytime service from 7 a.m. to 6 p.m. in addition to its present evening programs, giving it a 15-hour service schedule on those days [BROADCASTING, Sept. 20].

In announcing the new service, Commander Mortimer W. Loewi, executive assistant to the president of Allen B. DuMont Labs., owner of WABD and operator of the DuMont Television Network, said that day and evening programming are both essential to economic station operation. He pointed out that the station overhead goes on all the time and that the transmitter costs are no more for programs than for test patterns, the present daytime fare.

Daytime programming also offers an opportunity to small advertisers, "who can buy the me-

WTAD-FM

Quincy, Illinois

a gueyed 806-foot

(overall height above ground)

Truscon Steel Radio Tower...

Rising high and strong on the Illinois plain at Quincy, this Truscon Radio Tower represents the most skillful engineering and construction in the industry.

This slender framework of steel is an outstanding example of structural design, assuring great stability despite high winds peculiar to the locality.

Truscon experience in radio tower engineering throughout the world can help you make the correct choice for your particular needs. For AM, FM or TV specifications, Truscon has exactly the right broadcasting tower to best serve you and your audience. There is a Truscon Radio Tower engineering office near you for consultation and assistance.

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

Subsidiary of Republic Steel Corporation

TRUSCON

SELF-SUPPORTING AND UNIFORM CROSS SECTION GUEYED TOWERS

Copper Mesh Ground Screen...Steel Building Products

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TV Expansion
(Continued from page 31)

Broadcasters Assn. TBA forewarn eventual use of UHF, but took the flat position that commercial operation should be withheld until tests were run to provide the "full, necessary background information."

Allen D. Du Mont Labs, however, proposed that the high band be opened immediately for black-and-white, and Cowles Broadcasting Co. Vice President J. T. Craven, while speaking of the "illusion of color television," offered two UHF plans: One which would provide for eventual color without reallocation, and another (which he preferred) that would provide for only monochrome now but would permit reallocation to accommodate color. Both Du Mont and Cowles offered extensive tentative channel allocation plans.

Although relying on its testimony in bearing without presenting additional data, CBS was quoted in the JTAC report as being at work on developments in its sequential color system that would indicate the feasibility of 6-mc band widths at a rate of 441 lines instead of the present 525 lines. Zenith, too, favored the sequential system and said its own experience indicated 6-mc color would provide a satisfactory service.

RCA-NBC emphasized, on the other hand, that their simultaneous system would permit black-and-white reception of color transmissions, via the "green" transmitter.

Norton Support

The use of Stratovision to reach wide areas got substantial support not only from Westinghouse, which developed it with Glenn L. Martin, but also from Mr. Norton of the Bureau of Standards, who suggested that the present 12 channels be used for airborne transmissions and that the UHF band be interlaced with VHF Commdr. Craven, who utilized the Stratovision principle for rural coverage in both his plans.

Witnesses almost without exception stressed the need for retention of television's present VHF channels. But in their questioning, FCC members and staff did not always use the same terminology reference to these low-band frequencies. Meanwhile, reports circulated that FCC was approaching agreement that virtual freeze on the processing of applications should be put into effect at least until the end of the year, pending a decision on standards to be followed with regard to the mileage separation of co-channel and adjacent-channel stations, respectively [Broadcasting, Sept. 13, 20]. It was expected the final decision would be announced this week. There have been no grants at all in several weeks and the Albany TV hearings slated to start today (Monday) were postponed indefinitely.

Follow ing is a running account of the week's sessions, which were held before the full Commission with Assistant General Counsel Harry M. Plotkin and Attorney Joseph Nelson handling the legal details for FCC:

MONDAY

Philip F. Siling, chairman of the new Joint Technical Advisory Committee, and Donald G. Fink, vice chairman, presented a comprehensive data of the high transmission and television question—JTAC's first formal activity.

JTAC maintained that television's 12 present channels should continue as "the backbone of the monochrome television system," but should be supplemented. If space is unavailable near the present 12—a foregone conclusion to most observers—JTAC recommended that use of the lower end of the UHF region be "thoroughly explored."

The report held that allocations standards for the high band cannot be adopted on the basis of present information, but that transmission standards might be set up in a preliminary step, anticipating UHF reception on VHF receivers via converters. In about six months, the report continued, FCC should call a hearing to receive new data which may then be available in UHF propagation, to determine whether VHF standards can be used in the high band, and to decide the number of UHF channels (if any) and the portion of the band to which the standards would apply.

The advisory group opposed adoption of standards for color or high-definition black-and-white at this time, but urged that some portion of the UHF area be reserved for experimental purposes.

In the belief that UHF coverage comparable to that on present channels cannot be attained with potentially available power broadcast on the ground, the group recommended consideration of "less conventional" methods of transmission, specifically mentioning airborne transmitters, satellite stations, and a large number of low-powered outlets.

George P. Adair, former FCC chief of engineers now a consultant, saw many UHF propagation problems but "no reason to believe that an excellent television broadcast service cannot be established in the high band," as had appeared for Oscar Ed Pauley's Television California, submitting a report on the company's experimental high-band station WEXH. He told FCC that development of UHF should be "pushed as rapidly as possible but that no commercial operation 1s hould be permitted . . . until the standards are fixed.

Mr. Adair recommended that both high-definition monochrome and color television systems be provided for in the UHF band. Chairman Coy's question of which to choose should both systems not be compatible, he recommended each.

The FCC chairman asked if enough engineering data were available now for the Commission to decide the color question. Mr. Adair replied that within six months to a year "a decision could be made that would stand up all right."

Kendrick R. Lippitt, of the Washington radio engineering firm of George D. Davis and previously superintendent of the Navy's Aeronautical Radio and Radar Labs, stated that the present UHF channel allocations and research as compiled under his direction in 1945 and released last July. Using airborne transmitters, tests were conducted at 288 mc and 870 mc. He concluded that the major problem in UHF television is receiving antennas.

Frank J. Bingley, co-chairman of the Eastern Council of Television Broadcasters Assn., stated that the "presently occupied 12 channels plus eventual allocation of ultra high frequencies assigned for television experimentation are necessary for the minimum future needs of television broadcast. He indicated the Chairman's belief that commercial operation in the UHF region should be withheld "until experimental procedures have provided a satisfactory background of technical information upon which a guaranteed and satisfactory nationwide commercial broadcast service can be founded."

Committee's Action

Mr. Bingley said it was the committee's recommendation that immediate release of the 475-890 mc band on present information might prevent later establishment of a superior service. No recommendation was not unanimously approved by the board, he related.

Harold E. Sorg, director of research for Eitel-McCullough Inc., a tube manufacturer and research firm, testified that all the basic tube design work for high band television already had been done and that transmitting tubes with peak output of 50 kw can be made available for the low end of the high band within a "reasonable" period of time, defined as six months to a year depending upon nature of demand, and that similar tubes for operation in the 660-890 mc region could be had in one to two years. Mr. Sorg said he has evidence that with multi-tube circuits more than 80-kw output could be achieved.

John T. Goldsmith Jr., director of research, Allen B. DuMont Labs., presented his company's firm position that the high band should be opened immediately for occupation of a black-and-white system similar to the present low-band operation.

"In the presence of troposphere interference which we know from our field observations to be serious," Dr. Goldsmith said, "we are convinced that full occupancy which has been considered for the 22 VHF television channels would..."
You can't cover California's Bonanza Beeline without on-the-spot radio

Just how important is the Beeline market? In total gross buying power it is virtually equal to the State of Washington. In annual retail sales it surpasses Connecticut and Vermont combined.

Can you afford not to cover the Bonanza Beeline? Then be sure you use the right radio — on-the-spot radio. For this is a land ringed by mountains, high enough to turn away outside radio signals.

You have the inside track when you're on the five BEELINE stations . . . the old established favorites. In the Stockton area, for instance, people have been listening to KWG for 27 years! You can buy the BEELINE stations the way you want, as a group or individually.

*Sales Management's 1948 Copyrighted Survey

McClatchy Broadcasting Company

KFBK SACRAMENTO, CALIFORNIA PAUL H. RAYMER CO., National Representative

KFBK
Sacramento (ABC)
10,000 watts 1530 kc.
Going to 30,000 Watts Oct. 2, 1948

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
cause intolerable co-channel interference and some measure of adjacent-channel interference. The commercial pressure for television stations cannot be satisfied with only 12 channels."

To assure a competitive nationwide system, Dr. Goldsmith offered a comprehensive VHF-UHF allocation plan for the U. S. and summarized the following recommendations of DuMont:

1. Leave present operating VHF stations untouched.

2. Leave present construction permit holders untouched, except those closer than about 160 miles co-channel or those in cities which cannot be provided with an adequate number of VHF channels after first providing large neighboring cities with sufficient VHF channels.

3. Present operating stations are almost entirely within first 50 market areas; most of existing CP holders are within first 50 areas or areas where little crowding would exist. Few of these CP areas are overcrowded and the super stations are either outside these areas or there are much smaller locations that insufficient VHF channels could be used to provide competitive service. Thus, provide VHF channels in quantity of five stations minimum where possible and attempt at least 100-mile separation. Make this allocation available on a first-come, first-served basis in other cities with sufficient UHF channels to provide competitive service. Five channels per city is probably.

4. Use left-over UHF channels for relay services.

Dr. Goldsmith said color television may be able to utilize micro-wave frequencies to acquire sufficient channels for a competitive system.

**TUESDAY**

Cross-examining Dr. Goldsmith, Chairman Coy raised the question of narrowing the band widths on say, Channels 2-5, to get additional space. Dr. Goldsmith thought this would prove unsatisfactory. Under questioning by two RCA-NBC attorneys he conceded that development of power in the 200-300 kw range will be a "matter of years." Elmer W. Ethgstrom, vice president of research, RCA Labs, subscribed to the JTAC belief that the growth of television must be based on the present 12 channels and that additional frequencies should be added preferably below 300 mc.

He recommended that FCC complete its studies of the 470-890 mc area and "then prepare plans for the use of a part of that band for the expansion of commercial monochrome television." He urged the use of every standard for the UHF band insofar as they relate to interchangeability of operation," and cautioned that enough space should be reserved to encourage color work in the color bands.

George H. Brown, research engineer for RCA Labs, presented technical details of the RCA-NBC high-band experiments in Washington with duplicating on 610 mc of WNBW's Channel 4 (68-72 mc) operation. He said that on the basis of measurements at 42 receiver locations, radiated power of 2,000 kw on 510 mc would be required to produce a signal strength at 50% of the locations equal to that being received from WNBW. A 5,000-kw radiation would be necessary for 70% of the locations on the same basis, he said.

George L. Beers, assistant director of engineering, RCA Victor Division, testified on availability of equipment for UHF monochrome operation. He said commercial tubes of 10 kw power for UHF operation may be available in 1953. He urged adoption of 10 kw power for UHF channels now, with possibly two more channels in 1954. Commercial two-tube receivers could be made available in about two years, he estimated.

**WEDNESDAY**

Reviewing RCA color developments since the 1946-47 color hearings, R. D. Kell, head of RCA Labs' television section, indicated that "it may be possible to set up a three color channel system plus the associated sound channel" in a total channel width of about 12 to 14 mc.

He said RCA has "now constructed a [direct pickup] camera which uses three image orthicons of the type similar to those used in the present commercial television cameras"; has "practically completed" a film projector which uses three 16 mm film with sound as a source of program material; and is now working toward a "new direct pickup camera in which a single camera tube is used" and in which there will be no registration problem. He also described work on color receivers.

Dividing questioning, Dr. Kell said development of the simultaneous color system might be completed in less than three years, it we were not for propagation problems. By about mid-1956, with 100 receivers are being built for the color tests to be undertaken in New York when the "green" transmissions will establish the high-band black-and-white experiments now in progress in Washington. It was thought these tests would be under way within a year. Under questioning, Walter Evans, president of Westinghouse Radio Stations, traced the origin and development of the airborne transmission system. He said tests have been "exceedingly encouraging" and have demonstrated that areas 400-500 miles in diameter can be "consistently covered." He said he saw no reason why four programs—perhaps more—could not be transmitted simultaneously from a single plane.

Paul Raibourn, president of Paramount Television Productions, urged adoption of 6-mc black-and-white standards for the 475-890 mc range, with microwave channels set aside for "vigorous color or high-definition experimentation."

To encourage UHF use and development, he recommended that the present monopoly on color be waived to permit the owner of a low-band station also to operate one in the high band, on condition of the stations being programmed separately. He also urged stricter minimum-hours requirements for presently operating stations.

C. E. Nobles, Westinghouse engineer, testified that the Stratovision system of teleporting, tested at length on the technical details and findings of the airborne experiments.

Andrew G. Ring, Washington consulting engineer, testified in behalf of Westinghouse that 33 Stratovision planes would provide service to 98.9% of the U. S. population and would use three channels with four additional guard channels. But he did not consider such a group to be economically feasible. A 22-plane station-set up would serve 92.5% of the population and a 14-station network would serve 72% of the people, he reported.

H. W. Schaefer, Westinghouse engineer, testified that the unit cost of UHF converters, retail, would be about $75 and that a receiver with built-in converter would add about $50 to today's set price.

**THURSDAY**

Ralph Harmon, WRS chief engineer, estimated Stratovision would need three or four channels to provide nationwide coverage.

He said model tubes now being tried at Westinghouse would approach 5 kw and noted that in a year Eitel-McCullough will have 50-kw tubes which he said could be used in parallel to produce 300-400 kw.

Dr. Norton of the Bureau of Standards, whose testimony was a major factor in the decision to move FM from the low band to the high, urged the use of fewer stations but more channels than more stations with less power.

Reiterating his plea for wider spacing of co-channel stations, he submitted data showing that 1-kw stations, for example, should be separated by at least 200 miles in order to protect service to a distance of 85 miles. He thought even wider spacing would be necessary in the high band.

With reference to his suggestion that the present 12 channels be allocated to Stratovision for monochrome video and that the upper band be used for color, he recommended that the airborne system be given an early "full-scale trial" on one of the low-band channels. He noted:

However, it would appear that at least two complete monochrome television systems would be required, one employing 100 kw and another using 50 kw. The latter would be the high-band system. He estimated that 30 receivers per market area would be required.

Comdr. Craven, ex-FCC Commissioner, pointed out that there is more data now concerning the performance of television in UHF than there was with respect to VHF operation when the lower-band system began. He presented two comprehensive allocation plans for the UHF.

Plan I calls for 14-mc channels, 33 of them, in an expanded UHF band of 470 to 940 mc. Present 6-mc monochrome transmission would be retained, leaving an additional guard band until a color system is developed which would use the full 14-mc channel. If simultaneous color system is evolved the monochrome receiver could still give service by using only the green portion of the color signal.

Plan II calls for 6-mc channels within 500-890 mc for immediate monochrome transmission as now. Space would allow 68 new channels.

Comdr. Craven discarded Plan I on grounds that color television is not imminent and any advantages in adoption of a plan providing for ultimate transition to color without future reallocation is outweighed by "serious disadvantages." Among the disadvantages he listed the assumption in Plan I

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New Business
(Continued from page 18)
safety discussions on WBBK Chicago. Program marks first time in Chicago television history an industrial advertiser will use medium to foster public safety education, station reports. Show is Pure Oil firm’s first video venture.

THORNTON FULLER Co., Philadelphia (car service), for second consecutive year purchases 15 minute segment preceding Saturday afternoon football games on KYW Philadelphia for Pigskin Preview. Program features KYW’s Tom Rodgers with predictions on games being played throughout nation. In addition to football series, which began Sept. 25, firm purchases three spot announcements per week on 26 week basis. Agency: A. E. Aldridge & Assoc., Philadelphia.


JOHNSON AND JOHNSON takes over sponsorship, effective Oct. 18, of It’s Your Life, quarter hour documentary show, Mondays through Fridays, 11:45 a.m. on WMAQ Chicago. Show is produced by Chicago Industrial Health Assn., and consists of tape-recorded direct interviews of medical case histories. It is believed to be one of first time commercials technical sponsor has underwritten this type of documentary, station reports. Young & Rubicam, New York, is agency.

G. KRUEGER BREWING Co., Newark (Krueger beer and ale), will sponsor telecasts of Saturday night boxing bouts from Redwood Grove on WPIX New York for 13 weeks, starting Oct. 2. Telecasts, starting at 9:05 p.m. each Saturday, are handled by Benton & Bowles, New York.

Network Accounts • • •

FORD MOTOR Co. starts, Oct. 8, fall season of Ford Theatre with Madame Bovary starring Claudette Colbert. Program is heard Fridays, 9-10 p.m. on CBS. Agency: Kenyon & Eckhardt, New York.

ADMIRAL RADIO Corp., Sept. 25, started sponsorship of four home Notre Dame football games, to be heard Saturdays over ABC Midwestern television network. WENR-TV Chicago will feed network which is composed of WTMJ-TV Milwaukee, KSD-TV St. Louis, WEWS Cleveland, WSPD-TV Toledo, WXYZ-TV Detroit and WBEN-TV Buffalo. Agency for Admiral is Cruttenden & Eger, Chicago.

CHAMPION SPARK PLUG Co., Toledo, signed 52-week renewal of its ABC sports show, Champion Roll Call. Show is heard Friday nights, 9:45-10 p.m. MacManus, John & Adams, Inc., Detroit, is agency.

LESTER PIANO Co. purchased 52-week contract for ABC cooperative, Piano Playhouse, over WFIL Philadelphia through H. M. Dittman agency. Program will be heard Sundays from 12:30-1 p.m. Company also sponsors, over same station, Keys to Happiness, 15-minute show with Edmund Vichin five days a week.

MOTOROLA Inc, has renewed Dr. Roy K. Marshall’s The Nature of Things, televised series of scientific demonstrations on NBC East Coast video network Thursdays 8:15 p.m. (EDT). Renewal is for 13 weeks.

CRJ CERTIFICATES GO TO 9 NEWS INTERNS

RADIO news internship program of the Council on Radio Journalism was completed last week with return of the nine 1948 “graduates” to their academic posts following summer experience in station news departments.

In the four years of the internship project, 28 professors have “learned by doing” in radio news rooms, according to Arthur C. Stringer, NAB department head and secretary-treasurer of the radio council.

Certificates are being awarded to interns by the council. Those who served 1948 internships were: Harold E. Addington, U. and was graduating from KMBC Kansas City; Joseph L. Morrison, U. of North Carolina, from WPTF Raleigh; Russell N. Baird, Bowling Green State U. from WOAR Cleveland; Jack LeRoy Billings, U. of Oregon, from KIEM Bakersfield, Calif; Emil L. Teifel, U. of Kansas, from WMAM Rochbank; David M. Bradley U., from WMGB Peoria; George Weisheit, U. of California, from KFSG San Francisco; Paul Krakowski, U. of Georgia, from WJJS Hammond; Floyd R. Baskette, Emory U., from WSB Atlanta.

AP Radio Assn. Formed At N. J. Station Meet

THE New Jersey AP Radio Assn. was formed Sept. 17 at New Brunswick, N. J. A news committee, composed of news editors of AP stations in the state, was selected to meet at various times and discuss AP radio news reports.

Thomas Tighe, manager of WJLK Asbury Park, is president of the new association. David Freedman, acting general manager of WMID Atlantic City, is vice president and Samuel G. Blackman, AP chief of bureaus for New York and New Jersey, is secretary.

KFH-FM Wichita, Kan.,
Starts on Channel 262

KFH-FM Wichita, Kan., started operation Sept. 19 with 10.6 kw on Channel 262, 100.3 mc. The station is affiliated in ownership with the Wichita Eagle and will duplicate programs of KFH.

Gov. Frank Carlson of Kansas participated in the dedication ceremonies. A 16-page supplement of the Wichita Eagle was devoted to the new FM station, and also saluted the AM operation which is observing its 25th year of broadcasting.

Fulltime Soon

WGAT Utica, N. Y., which has been operating as a daytime station with 250 w on 1100 kc, expects to be able to start fulltime operation on its newly-allocated frequency, 1310 kc, by mid-October, J. Eric Williams, who is WGAT’s owner and general manager, announced last week. Four 200-ft. towers have been completed. Mr. Williams said, and the announcing and sales staffs have been augmented.

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COLUMBUS, SELLING STATION in Chicago New York

Harry B. M. PHELPS of KHKM has joined WJPA to become a program producer and will be in charge of the station's production department.

ERNIE MILLER has been named the new station manager for WJPA, succeeding Ben Horowitz, who has resigned to accept a position with another station.

BOBBY BARKER, who has been with WJPA for the past two years, will continue in his present capacity as assistant program director.

In other station news, the WJPA staff has been busy preparing for the station's 50th anniversary celebration, which will be held on October 15th.

The station's new slogan, "For All America," has been adopted as a symbol of the station's commitment to provide high-quality programming to its listeners.

JIMMY McGUIRE, assistant program director, has been named the new news director, succeeding BOBBY BARKER, who has been named the new station manager.

In other news, WJPA has been awarded a grant from the National Endowment for the Arts to support its community service programming.

The station's board of directors has also announced plans for a new studio facility to be completed in the fall of 1948.
Detroit-Cleveland TV
NEW Midwest television network was used Sept. 20 by WEWS (TV) Cleveland when the station presented the Detroit-Boston Red Sox baseball game from Detroit. The game was broadcast at 2 p.m. (CDT) with the cooperation of WEBS TV Detroit. WEWS’s Van Patrick flew to Detroit for the game and flew back to handle the Cleveland-Philadelphia game televised by WEWS that night. GE, sponsor of all Cleveland Indians home games on WEWS, sponsored the Detroit game.

IBEW NAMES ADVISORY COMMITTEE FOR RADIO
FORMATION of a special advisory committee on matters pertaining to radio was announced by the International Brotherhood of Electrical Workers (AFL) following the conclusion of its 23rd annual convention in Atlantic City, Sept. 20. The committee comprises five members selected by delegates from IBEW union locals of radio broadcast technicians and engineers.

Reports revealed at the convention showed that 73 locals of IBEW have agreements with radio stations in the United States and Canada. Collective bargaining agreements between unions and employers in the industry cover more than 4,000 technical employees, according to the reports.

D. W. Tracy, IBEW president, said the committee will be used in a consultative and advisory capacity on special matters and problems that may develop in AM and TV broadcasting. Those selected were G. Tyler Byrne, Boston; Charles A. Calame, New York; Robert W. Robbins, Indianapolis; Frederick J. Fabre, New Orleans; and Roy Tindall, Los Angeles. In addition, two alternate members were chosen.

‘TOWN MEETING’
Radio Technicians Talk Servicing
AN ESTIMATED 1,500 radio and television servicemen are expected to attend the first Town Meeting of Radio Technicians to be held at the Hotel Astor, New York, starting today, Sept. 27, and continuing through Wednesday, Sept. 29. The stated purpose of the meeting is to “re-educate an entire industry” in the problems of servicing and maintaining television sets.

Harry A. Ehle, Philadelphia parts manufacturer, is chairman of the Town Meeting Sub-committee of the Radio Parts Industry Coordinating Committee, members of which are the Electronic Parts and Equipment Manufacturers Association, Radio Manufacturers Assn., Sales Managers Club (East) and the West Coast Electronic Mfrs. Assn.

This week’s meeting is the first of five scheduled during the next eight months, Mr. Ehle said. Other conclaves are to be held in Boston, Atlanta, Los Angeles and Chicago. Forerunner of the series was an experimental meeting, sponsored by the same groups, which was held last January in Philadelphia.

Attendance at the New York meeting is free to all radio technicians earning their living from the trade, and to the faculties of electronic trade schools. National expenses incurred in the series of meetings are being paid by the Coordinating Committee, and local expenses by 54 radio set and parts wholesalers in New York and New Jersey, and by New York chapter representatives.

Tonight’s session will be opened by Mr. Ehle, who will introduce Max Balcom, RCA chairman, Mr. Balcom’s talk, “Why a Town Meeting”, will cover the need of tuning for up television.

Other speakers and their subjects are Ira Kamen, television antenna dept., Commercial Radio Sound Corp. “Antenna Installation” and John Nuffort, creditman, American Cyanamid Co., “How and When to Collect Your Bills”. A symposium on “TV Installation in the Home” will be led by Maxvin Kaplan, Video Television Inc.; Errol Jones, Amie Assoc., and

New RCA Theatre Video Projector to Be Shown
A NEW RCA theatre television projector, described by RCA as being “of advanced experimental design,” is to be unveiled in St. Louis Sept. 30 for the initial Midwest showing of 20-by-15 ft. television pictures, Frank M. Tindall, executive vice president of RCA, announces. RCA’s Theatre Equipment Section will present the St. Louis demonstration with the cooperation of KSDK-TV St. Louis.

The new projector, according to RCA, is greatly reduced in size and weight as compared to those used in the first postwar demonstrations of theatre television in Philadelphia and Hollywood in the past six months.

It consists of two units. The main housing contains the high-efficiency reflective optical system, video amplifier, deflection circuits and 80-kilovolt power supply for the kinescope. An auxiliary console contains the control panel and low-voltage plate power supply.

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CONSULTING RADIO ENGINEERS

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Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414

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RADIO ENGINEERS
906 NoLi. Press Bldg., Reservar Hotel
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A. D. RING & CO.
40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-5000
Little Falls 4-1000
Labs: Great Notch, N. J.

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W.
DE. 1234
WASHINGTON 5, D. C.

ROTHROCK & BAIREY
SUITE 604, 1737 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

RUSSELL P. MAY
1422 F St., N.W.
Kellogg Bldg.
Washington, D. C.
Republic 3994

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Washington 6, D. C.
Republic 7236

KEAR & KENNEDY
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GILBE BROS.
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Hollywood 6178
HOLLYWOOD, CALIFORNIA

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NA. 7161

WILLIAM E. BENNS, JR.,
& Associates
3726 Kanawha St., N. W.
Oldway 8971
Washington, D. C.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
5390 16th St., N. W.
Washington 19, D. C.
Adams 7999

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.
C. MICHELIETE, former general sales manager and controller of WDAR and WDAR-FM, will join Simplex Time Recorder Co., Garvin, Minn., as general sales manager. Mr. Micheliets was previously sales manager of WDAR for 10 years prior to his position with WDAR.

DAVID E. ANDERSON and CHARLES H. WELCH have formed public relations service under name of PW Inc., at 204 S. Beverly Drive, Beverly Hills, Calif. Services are Bradshaw 2-4000 and Crestrive 6-8982.

BRISE CALHOUN, director of Olympic Productions in Seattle, has joined U. of Washington as an assistant professor. He will work directly with Prof. EDWIN H. ADAMS, University's director of radio.

NORMAN M. MARKWELL has resigned as advertising and sales promotion manager of Television Receiver Division of Allen B. DuMont Labs., because of illness. No successor has been announced.

TOYIO M. LIMATAYEN, formerly associated with Sylvania Electric Products Co., New York, has been appointed to sales director of Electronic Tube Laboratory, National Bureau of Standards, Washington, where he will work on engineering and development of microwave tubes.

FINLEY Productions has added three to staff in two of its offices. LOUIS BLANK was appointed manager of engineering and production from Chicago office as head of sales; DYNAL M. MUGROVE and MORT E. DAY join New York branch, former as sales manager for TV and trans- transistors, head of talent depart- department, Mr. Mugrove was former commentator and director of the program "The Brown Productions," San Jose, Calif., has opened offices at Cross Country World, Hollywood, for television department. JOE PARKER heads new office.

ERNEST F. SHIRO has been ap- appointed manager of Stromberg-Carson Corp., E. New York, which manu- manufactures tables tubes and radio-phono- consoles. Mr. Shiro was with Stromberg- Carson in 1945, leaving to establish a radio production business. Although he resigned from latter concern in order to join Stromberg-Carson, he retains financial interest in the business.

JAMES J. KRIEGSMANN, photog- rapher of radio, stage and screen personal- ities, is the father of a boy, Thomas.

GEORGE L. BEST has been appointed associate president of Sanborn of Western Electric Co. to succeed J. KENNEDY DAVIS, who left May 30. Mr. Best will also continue in charge of firm's patent licensing activities. Before joining Western Electric in 1946 he was general attorney for the American Telephone and Telegraph Co. Best's new appointment becomes effec- tive when Mr. Davis retires from the company.

ROBERT A. FREED has been appointed manager of electronic components division of E. H. FRITSCHEL, a manufacturer of RCA Tube products, New York. Mr. Freed has been with RCA since 1942.

E. H. FRITSCHEL has been named manager of division of engineering and transmission of Tube Division of OR Tube Division, Schene- nady, N. Y.

Mr. Freed

HAROLD DIETZ, formerly with Emerson Radio and Phonograph Corp., has been named sales manager of GABLE Radios, West Co., New York.

GEORGE MALLOY has been appointed regional sales manager for Admiral radio division, territory encompasses areas of Chicago, Detroit, and other electrical appliances in Oaklahoma, Colo., and West Texas and Louisiana. His headquarters will be in Dallas. He was formerly in charge of RCA district sales manager.

JOHN T. LUCAS has been named super- visor of quality control and customer service for Raybestos, Hancock, Wis. Radio Tube Plant of Sylvania Electric Prod- ucts, Inc., Mr. Lucas formerly was super- visor of product engineering at Syl- vania plant, Phoenix, Pa., tube plant manager.

Mr. Lucas

RADIO EMPLOYMENT BUREAU division of Radio's Reliable Resources, Phil- adelphia, announces opening of new branch office in Boston.

C. W. PAYD, 100 W. Fifth St., will join newly formed Hall-Hopper Productions, Detroit, manager of public relations for WJR, formerly with WIXN and WOOG Wash- ington.

Choice Availability

Commercial)

Now six days a week
in Salt Lake City

Meeting the rapidly growing interest in television, KDSY/WKXY has expanded its service to six days a week — Sunday through Friday.

KDSY/WKXY- NBC Station

National Representative: John Blair & Co.
ELECTION COVERAGE
WGST Uses Big Staff to Tell
Georgia Primary Story

WGST's manager, John Fulton (I), interviews the successful candidate, Mr. Talmadge.

WGST Atlanta used its entire staff and 60 outside reporters in assembling and broadcasting returns in the Democratic primary election for the Georgia governorship nomination this month, station reports.

The nomination, tantamount to election in Georgia, was won by Herman Talmadge, whose claim to the governorship was denied by the State Supreme Court in March 1947.

The returns compiled by WGST were fed to 18 other Georgia stations through facilities of the Georgia Assn. of Local Stations.

High point of WGST's election coverage came when Mr. Talmadge gave Ken Wilson, WGST reporting, reporter, what the station claimed was an exclusive remote broadcast announcing that he was assured of winning the election.

Complete local returns were broadcast individually over each of the 17 participating stations in five-minute periods preceding the hour and half-hour, according to WGST.

DUPONT AIR AWARDS FOR 1948 ANNOUNCED

STATIONS and commentators have been invited to compete for the annual awards of the Alfred I. duPont Radio Award, which for 1948 will offer two station awards and one commentator award of $1,000 each.

The awards to one large and one small station are presented "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

Judges will confer the other award on a commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, independence and public service through the medium of radio."

All entries must be submitted on or before Dec. 31, 1948. Inquiries are being received by W. H. Goodwin, secretary of the Committee of Awards, Alfred I. duPont Radio Awards Foundation, P. O. Box 720, Jacksonville 1, Fla.

Annual awards have been conferred upon the following stations and commentators: KGEO San Francisco, Fulton Lewis Jr., 1942; WLW Cincinnati, WMAZ Macon, Ga., Raymond Gray Swing, 1943; WJR Detroit, WTAG Worcester, Mass., H. V. Kautenborn, 1944; KDKA Pittsburgh, WNAK Yankton, S. D., Lowell Thomas, 1945; WHO Des Moines, WKY Oklahoma City, Elmer Davis. 1946. and WBBM Chicago, WFPS Philadelphia and Edward R. Murrow, 1947.

Program Service Starts On Colonial FM Network

COLONIAL FM Network, a group of upstate New York FM stations, started operation Sept. 29. Participants on the opening program included Gerald Mayer, president of the network and general manager of WKLY-FM Cortland; H. R. Ekins, news commentator who will be heard on the network; Byron Emerson, organist, and the Trailblazers, western band. The network will provide one hour of program service five days a week to its stations and member outlets will exchange programs.

Stations included in the network are WWHG-FM Hornell, WKNP-FM Corning, WQPT-FM Oswego, WFLD-FM Niagara Falls-Buffalo and WKRT-FM. All programs on the network are offered to advertisers on a cooperative basis locally or on a regional basis, the network announced.

FIRST IN THIS IMPORTANT NORTH-EASTERN LOUISIANA MARKET . . .

MONROE
LOUISIANA

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.

September 27, 1948 • Page 79
FCC Actions

(Continued from page 76)

Applications Cont.:  
KNBC-FM San Francisco—Mod. CP new FM station for extension of completion date.
WANB-FM Bridgeport, Conn.—Same.
WTOA Trenton, N. J.—Same.
WLSR-FM Ogdenburg, N. Y.—Same.
WSKY-FM Asheville, N. C.—Same.
WNBR-FM Jacksonville, Fla.—Same.
WNEX-FM Macon, Ga.—Same.
WOAI-FM Selma, Tex.—Same.
KWFT-FM Wichita Falls, Tex.—Same.
WACE-FM Chocopee, Mass.—Same.
WNNO-FM Natchitoches, La.—Same.
WRLN-FM Richmond, Va.—Same.
WFNU Crawfordsville, Ind.—Same.
WBKA-FM Brockton, Mass.—Same.
WEAL Toledo, Ohio—Same.
WEAN-AM Providence, R. I.—Same.
WOR-TV New York—Mod. CP new commercial TV station to increase ERP vis. from 9.5 kw to 22 kw.
WIAS-TV Louisville, Ky.—Mod. CP new commercial TV station for extension of completion date.
WAVE-TV Louisville, Ky.—Same.
WCAI-TV Philadelphia—Same.

APPLICATION DISMISSED  
TV—192-198 mc  
Greensboro Bestg. Co. Inc., Greensboro, N. C.—CP new commercial TV station on Channel 10, (192-198 mc), ERP vis. 2.8 kw, aur. 1.4 kw and unim.  
DISMISSED Sept. 15.

APPLICATION RETURNED  
Assignment of CP

TENDERED FOR FILING  
Transfer of Control
WILM Wilmington, Del.—Consent to transfer of control to Hawkins Bestg. Co. Inc.

September 21 Decisions  
DOCKET CASE ACTIONS
Announced adoption of order granting petition of Sky Way Bestg. Corp., Columbus, Ohio, insofar as it requests that Commission's decision of March 15 be set aside (Com'r. Hyde not participating), and said decision was vacated; further ordered that argument upon any exceptions that may be filed by parties to this proceeding pursuant to Sec. 1.54 of rules, be scheduled for Oct. 15, and further that application of Northwestern Ohio Bestg. Corp., for mod. CP be referred to Commissioners for considering adoption of final decision in this proceeding. 

BY THE SECRETARY

TENDERED FOR FILING  
Transfer of Control
WILM Wilmington, Del.—Consent to transfer of control to Hawkins Bestg. Co. Inc.

September 21 Decisions  
DOCKET CASE ACTIONS
Announced adoption of order granting

When you think of REPLACEMENTS

RE-TUBE with AMPEREX
ALL TYPES—TRANSMITTING AND RECTIFYING TUBES

AMPERE ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers-Jugati Limited

Raining Umbrellas

TO SYMBOLIZE "umbrella coverage" of its large market,
WIBW in Topeka, Kansas has been distributing approximately 500 umbrellas to advertising agency officials, sales representatives and trade paper editors. An accompanying blue and white tag advises the recipient that "On WCAU You're in Philadelphia." Another legend says: "WCAU, with 50,000 watts swaying out in all directions, gives intensive 'umbrella coverage' in America's third largest market."

KSMO-FM San Mateo, Calif.—Granted mod. CP change trans.
WREY Redsville, N. C.—Granted mod. CP change studio location and change type of trans.
WSLR-FM Ogdenburg, N. Y.—Granted mod. CP change type trans.

Following were granted mod. CPs for extension of CP expiration dates as shown: WTCN-FM Minneapolis, to 4-15; WLOS-KG—4-15; WTHS Chicago, to 1-1-49; WJCH-AM—San Antonio, Tex., to 1-1-49; KCMX-AM Los Angeles, to 1-1-49; WRNY-AM—New York, to 1-1-49; WBU-FM Lubbock, Texas, to 1-1-49; WBBM New Bedford, Mass., to 1-1-49; KWHO-FM—San Francisco, to 1-1-49; WCAW-FM Pontiac, Mich., to 11-1-49.

September 21 Applications  
ACCEPTED FOR FILING
License for CP
WREJ Atlanta, Ga.—License to cover CP new standard station and to specify studio location as 23 Broad St., S., Atlanta.

KBMW Breckenridge, Minn.—License to cover CP new standard station and to specify studio location as Stratford Hotel.

KBMM Breckenridge, Minn.—License to cover CP new standard station and to specify studio location as Stratford Hotel.

WIBF-FM Topeka, Kansas—License to cover CP new standard station and to specify studio location as 2920 SW 6th St., Topeka.

WBOH-AM Elyria, Ohio—Mod. CP new standard station for extension of completion date.
Whether you are visually inspecting the tubes while in operation, test-checking them, or actually replacing them . . . you can do it quickly and easily in the Westinghouse FM-3 because they are all within "finger-tip reach" of the transmitter front. The tubes are all readily accessible through clear glass panels which are electrically interlocked for the safety of the operator. Furthermore, spare tube storage space . . . in the upper right-hand compartment . . . is also within "finger-tip" reach.

This is another of the many important elements . . . found in all Westinghouse FM transmitters that protects your investment . . . simplifies maintenance and inspection, and keeps you on the air.

Your Westinghouse salesman is anxious to show you more completely how this feature benefits you . . . or write us, Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features . . .

- Only one control to adjust output power
- All key circuits contained in two drawer-type chassis
- FM-3 is complete driver cubicle for FM-10 and FM-50
- R.F. voltmeter indicates transmission-line volts
- Glass-insulated wire with a lead sheath*

This service . . . anywhere!

. . . on 24-hour call, as close as your telephone. Westinghouse field service engineers are backed by 35 repair plants and 17 warehouses nationwide!

*A Westinghouse exclusive

MR. A. DARRELL MASSEY CAN HELP YOU IN THE SOUTHWEST YOUR WESTINGHOUSE SALES MAN HAS COMPLETE FACILITIES AT HIS FINGER TIPS TO HELP YOU WITH BROADCAST PROBLEMS . . . FROM PLANNING TO OPERATION. MR. A. DARRELL MASSEY, ONE OF SEVERAL WESTINGHOUSE SALES ENGINEERS, ABLY ASSISTS HIM IN THE SOUTHWESTERN AREA. HIS KNOWLEDGE IS BACKED BY FIVE YEARS OF COMMERCIAL BROADCASTING EXPERIENCE, MORE THAN FIVE YEARS AS A CIVILIAN RADIO ENGINEER WITH THE NAVY AND ASSOCIATION WITH THE WESTINGHOUSE INDUSTRIAL ELECTRONICS DIVISION SINCE 1946.
NOTE: Data number of stations mar-
dermined? How?—Which they prefer?—by types of programs
1. Stations
- How-ever ratings available in
NYC with studies in other
solidated to over 60.
- Trends in television and

2. Program types (children's,
drama, sports, etc.)
- Several studies have investi-
gation of the market.
- How the programs are

3. Best times of day for viewing
- by day-parts
- by hours
- by type of program

IV General Preferences

3. Reaction—Cont'd.

2. Local vs network programs
- the difference recognized? How?
- by types of programs
- by stations
- by types of programs

3. Repetition
- any particular types of programs?
- How often?
- at what intervals?

4. What types of commercials are
most effective?
- in recall value?
- in results?

5. Evaluation of the program
-type of program?
- personal opinion
- examples of each

VI Problems of Set Owners

1. Location of set
a. Where located by convenience, for best
b. Best viewing distance
- by type of program

2. Installation
a. Cost?
- beyond expectations?

b. Troublesome?
- available?
- competent?

3. Using the set
a. Difficulties in adjusting?
- by type of program

b. Operated by adults only?
- by any particular station?

- with any particular type of program?
- consistent with particular weather condi-
tions?

CBC Planning Program
Discussions at Toronto
TO SETTLE PLANS for the forth-
coming programs of the three
networks of the Canadian Broad-
casting Corp., a national program
meeting is to be held at Toronto
Oct. 4-5, with top executives of
CBC from all parts of Canada
attending. Chairman will be E. L.
Bushnell, general manager of pro-
grams.

Attention!

DO YOU HAVE A STATION THAT CAN SELL BY MAIL?

WE HAVE SEVERAL ITEMS TO OFFER IN 1, 5, AND 15 MINUTE PROGRAMS.

You can learn about our interesting proposition by writing direct to:

MAIL ORDER DIVISION
OF IRVING ROCKLIN & ASSOCIATES
155 North Clark St. • Chicago

MEMO to: GENE LITT, NEWELL-EMMETT:

Of the top ten local shows in Cincinnati, Monday thru
Friday, WCKY has THREE—more than any other Cin-
cinnati station carrying local advertising.

50,000 WATTS
OF SELLING POWER
ON THE AIR EVERYWHERE 24 HOURS A DAY
KOCO's Recorder Banned at Hearing

Salem Station Denied Pickup By Oregon Governor

MUCH ado about rights stirred a tempest in Oregon radio circles last week following Gov. John Hall's refusal to permit KOCO Salem either to broadcast live or tape record a public hearing.

Earlier the station had requested permission, but Oregon's Governor wrote Jack Zubon, KOCO program director, that "it would not be appropriate nor practical to broadcast the hearing." According to the station, when KOCO announced the hearing would then be covered "in a routine way," Gov. Hall blew his gubernatorial top—being quoted as saying, "I'll throw the station's whole staff out if they try it." The latter threat was not carried out.

The Governor's actions drew charges of discrimination from Loring Schmidt, KOCO president, and other broadcasters, including Bert McAllister, KPRP, Moscow, IDA. In a personal letter to the Governor, Mr. McAllister wrote: "Why should the hearing be denied especially the highest official of a great state, stop so low as (to make such a threat)? . Radio broadcasting, Governor Hall, is here to stay."

Mr. Zubon said he felt it was "difficult to understand why the Governor should deny radio the rights we assumed to be granted to other members of newsgathering mediums." He quoted the Governor as saying the hearing was "highly overrated . . . a perfunctory matter."

Mr. Zubon and his staff appeared at the hearing Sept. 19 and the Governor backed down and allowed them to cover it. However, from Mr. Zubon, "to avoid discrimination against radio press." A KOCO reporter remanded for the hearing, but Robert Suing, an engineer, returned the equipment to the studio when denied access to a power outlet in the state building.

The hearing involved a liquor commissioner, charged with illegally selling supplies to the mission.

SAFETY AWARD

KDAL Newsmen Is Cited
By Minnesota Governor

A COOPERATIVE campaign by KDAL Duluth and the city's newspapers focusing public attention on safe driving and particularly on capture of hit-and-run drivers, recently brought the station's top reporter, Bill Kreuger, a special safety award.

Mr. Kreuger received special recognition from Luther Youngdahl, Governor of Minnesota, for an outstanding job of reporting on both straight and political assignments.

During the campaign KDAL and Duluth newspapers donated $500 for the capture of Twin Port (Duluth-Superior) hit-and-run drivers. Mr. Kreuger mined no political words either.

A newscast last July he raised an accusing finger at the City Council for inactivity, reminding that last year the Citizen Planning Aaaan, published a report indicting the Council for "failure to bring the city out of the brownout" existing since the war.

Only recently, he said, did the city swing into remedial action.

"What happened last night (when a woman was critically hurt) . . . shows too well that the Council might have helped to save a life if it had hit the ball a little harder in its lighting program," he philosophized.

La Rosa Time Deal Raises Complaints

Free Program for Time Swap Cited in Station Letters to NAB OFFER by the makers of La Rosa macaroni to give stations, absolutely free, "The Greatest Dramatic Program of Daytime Radio," is bringing new complaints to NAB from small market stations in the East.

These stations would receive no payment from the sponsor, according to Kiesewetter, Wetterau & Baker, New York, La Rosa agency, which explains that the firm is a regional advertiser whose "distribution and potential sales" in minor markets "could not justify the straight purchase of time and program."

However, the company pays the program producer 20% of the basic national rate of stations accepting the five-a-week series, called "the biggest transcribed program ever broadcast," according to a form letter to stations signed by Horace Hagedorn, agency vice president.

"Starting Oct. 11 on a number of Eastern 50,000-watters, the makers of the La Rosa Macaroni, the Spaghetti will present The La Rosa Hollywood Theatre of Stars," he writes [Broadcasting, Sept. 20].

This drew from Victor C. Diehm, manager of WAZL Hazleton, Pa., a letter asking: "I am rather curious what 50,000-watt stations in the East are giving away free time to an advertiser. We would be very happy to carry the programs of your client at our regular commercial rates."

Complicated

"After more than 20 years in the radio business, it is difficult to explain to one advertiser why we charge him for time and give this away to a competitive advertiser. Consequently, we give time to public service features and charge advertisers for advertising time."

The letter to statis from Mr. Hagedorn declared. "Much to our surprise, a number of excellent stations located outside of the major population centers have offered their facilities in return for this unusual audience-building program. They wisely realize that this advertiser cannot afford an intensive promotion in the so-called 'minor markets.'"

Another station, WLBR Lebanon, Pa., also pointed to the incongruity of selling time to some advertisers and donating it to others.

Julian F. Skinnell, operations manager, termed the La Rosa offer "not only an insult to the intelligence of the management of WLBR" but "offensive to all small market stations."


OUT OCT. 11

BROADCASTING 300-page MARKETBOOK

Free . . . TO OUR SUBSCRIBERS

IF you are a Broadcasting subscriber on Oct. 11, you will receive as a bonus, a free copy of this fact-packed MARKETBOOK. This volume comes with your regular weekly edition securely wrapped in a heavy-duty envelope.

SELLS SEPARATELY FOR $1.00

NOW . . . and until October 11, a regular subscription to Broadcasting includes:

- $3.00 Yearbook-1949
- $1.00 MARKETBOOK
- 52 weekly issues

all for $7

UNTIL OCTOBER 11

MAIL COUPON TODAY
Important television news was made here recently at the great dedicatory debut of the new video affiliation between ABC-Dow Lee and the Los Angeles Examiner.

Many of Hollywood's outstanding show people and civic leaders passed in review under TV lighting designed by Otto K. Olesen Co.

In addition to a full-dress studio audience, it was estimated that more than 25,000 television receivers were tuned to the big show.

Otto K. Olesen Co. technicians, as usual, were on the scene before, during and after the performance, seeing to it that the lighting was doing its job. The firm has had over 35 years of experience in meeting specialized lighting problems.

MAIL THIS COUPON FOR MORE INFORMATION OTO K. OLESEN CO. 1250 North Vine Street, Hollywood 28, Calif.

Gentlemen: Please send me additional information on television lighting.

Name. 

Firm. 

Address. 

Title. 

Programs

PREVIEW of "You Can Be a Star" Oct. 11 from stage of Paramount Theatre over WHAM Rochester, N. Y., is one of the highest in live talent shows for that city, station report. Show was produced by Mort Nusbaum, is budgeted at $600 a week (top money TV show). Program will utilize 12 piece orchestra and feature four concerts each week with elimination quartets over 26 week period. Winner of Paramount screen test will enter NBC audition, free New York trip, free Washing machine, hi-fi record player, TV set, etc. Twenty-six week show being split three ways between Paramount Theatre, Norge distributor and Union Operating Co. Agency is Susan New York, with Mr. Nusbaum owning package rights as well as booking.

"DON'T SAY Hello, or your chance will go by." That's slogan of WCKY Cincinnati's new dinner theater program, "Dinner Winner," broadcast Monday through Friday, 7 to 8:45 p.m. During 15 minute program, residents listed in Greater Cincinnati directory are telephoned by Larry Brunner, WCKY "Dinner Winner" chef. In greater three minutes, Dinner Winner party caller must answer with useful, "Hello," but instead, tell what he is having for dinner. "Dinner Winner," then awards complete meal, duplicating what he is having at time of call.

"SUNDAY Down South" "SUNDAY Down South," Sept. 26, celebrated 100th broadcast over WVOX Knoxville, Tenn. Program offers half hour to the singing of meeting churches colleges and universities. In addition to presenting music which wins public approval, groups have an opportunity to explain their activities and promote their worthwhile causes. Pastor of church or president of college has three minutes on program to use in way he feels best rule. Program written by its organization and of most interest to listeners. Program sponsored by Knoxville Furniture Dealers Assn. and advertising is institutional.

Fashion Show SPARKLING half-hour combining well in Madison Madison show for youngsters plus good solid variety entertainment is being aired by WARD DuMont TV station in New York Thursdays 7-7:30 p.m. Accesses glasses and wall of vision's newest star, "Okey-Dokey" take charge of production. Show is sponsored by R. H. Macy Co., New York.


Documentary on Communism "WHAT Communism Means to You," is documentary that deals with life as it would be if we were under Communist rule. Program written by John McBride, news editor at WFKI American, was aired Sunday, Sept. 12.
**Classified Advertisements**

**PAYABLE IN ADVANCE—Checks and money orders only.** **Situation Wanted** $2.00 per word—all other classifications 50¢ per word—$4 minimum. No charge for blind box number. One insertion, $5.00 for 100 words. Deadline two weeks preceding issue date. Send box replies to Broadcastng Magazine, 870 N. Michigan Ave., Chicago 11, Ill., 60611.

**Help Wanted**

**Managerial**

**WANTED:** Live station manager who can sell time—250 watt station in small strong market. Send complete details in first letter. All replies confident. Reply Bx 335, BROADCASTING.

**Salesman—** Top permanent sales position open for now experienced man with a good track record. Well established independent in market of 25,000 population. Complete details in first letter. Box 329, BROADCASTING.

**Salesman—** Young, aggressive, nice appearing, prefer college graduate with work experience. Excellent opportunity. Box 322, BROADCASTING.

**Announcer—** Good, experienced announcer wanted. General announcements, character voices, for small service station. Box 323, BROADCASTING.

**Disc Jockey—** 50 kw network affiliate in major midwest city seeks top notch, experienced disc jockey for night shows. Send full resume and photo to Box 745, BROADCASTING.

**Technical**

**Combination engineer/announcer wanted.** B.S. in electrical engineering, or for 5 years experience in various areas in broadcasting. Reply Bx 805, BROADCASTING.

**Announcer-engineer wanted.** Primary duty announcing. KXKX-KMS, Russellville, Ark. Box 330, BROADCASTING.

**Announcer wanted.** A-1 ability, pleasant voice. Fulltime independent. VEOB, Gardner, Mass.

**Situations Wanted**

**Managerial**

**Manager—** Employed commercial manager. Ten years experience with 5000 watt network affiliate. Has excellent references. Box 708, BROADCASTING.

**Announcer—Operator/Network and independent operations. Good announcer and salesman. Guarantees result! Contact only Trippe, WFEZ, Bynac, Alabama. Box 601, BROADCASTING.

**Commercial manager with successful record desires major market connection and opportunity with progressive organization. Scope of work and salary will be discussed. Box 501, BROADCASTING.

**Attention station owners. Station manager with 10 years' experience. Interested in north, Deep south, Gulf Coast, Florida or California only. 14 years experience as staff announcer, disc jockey, program director, sales and promotion manager. Five years experience in network affiliation. Best trade references. Excellent manager. Large station, combination manager/sales manager-program director. Excellent references. Will travel. Box 785, BROADCASTING.

**Announcer—** Experienced announcer wanted for a major network affiliation. Excellent references. Box 785, BROADCASTING.

**Announcer—** Experienced announcer. Top of his field. Good voice. Will work full time. Box 785, BROADCASTING.

**Announcers wanted.** Good, experienced announcers for medium size network station. Reply Box 805, BROADCASTING.

**Announcer—** Sales engineer west coast for old line supplier of technical equipment for broadcast and wide area transmission. Send complete resume and photo to Box 200, BROADCASTING.

**Announcer—** First class licensed transmis- sor operator with studio wiring experience. Work near Lawrence, Massachusetts.

**BROADCASTING**

**September 27, 1948**

**Situations Wanted (Cont'd)**

**Announcer—** Employed, very versatile, college graduate, with several years' experience in radio, television, and other types of public address. Must be an excellent public speaker. Have plenty know how, good voices and excellent recommendations. Will come to our aid? Box 819, BROADCASTING.

**Situations Wanted (Cont'd)**

**Announcer—** Experienced, versatile, college graduate, with several years' experience in radio, television, and other types of public address. Must be an excellent public speaker. Have plenty know how, good voices and excellent recommendations. Will come to our aid? Box 819, BROADCASTING.

**Announcer—** Young single veteran. One year experience in both radio and FM. Talented, versatile, quick thinking, and a fellofessional person. Will travel anywhere. Box 780, BROADCASTING.

**Announcer-program director hunting for a station with a little more ambition.** Intelligent and responsible. Box 803, BROADCASTING.

**Announcer—** Station managers. Available now—2 experienced, highly trained network announcers and program directors (and technicians). Please write or wire Wally E. Goss, 180 N. Cherokee, Hollywood 28, Calif.

**Announcer-engineer needed.** For fast growing Florida station. WJKK, Orlando, Florida.

**Announcer—** Experienced, college graduate, now employed west coast metropolitan network station. Must return to midwest. Excellent references. Box 722, BROADCASTING.

**Announcer—** General manager. Ten years experience all phases of construction and operation. Currently general manager of NBC affiliate in large coast city. Now managing 1000 watt network outlet, BROADCASTING. Box 786, BROADCASTING.

**Announcer—** Manager, Commercial and Education. Proven sales record. Family man. Good voice, pleasant personality, excellent newsman, deejay, sports color commentator. Will accept good offers anywhere. Box 508, Welch, Va.

**Announcer-director program.** 25, single, specializes in news, 21/2 years experience. Will take permanent position preferably in midwest, with good network affiliation. Dependable staff man. Box 882, BROADCASTING.

**Announcer—** Experienced, local and network announcer. Graduated, single, veteran. Disc, photo, and sales management experience. Box 884, BROADCASTING.

**Announcer, engineer, experienced all phases of broadcasting. Very versatile. Wishing to expand in that direction. Currently in school. Will accept good offers anywhere. Box 796, BROADCASTING.

**Announcer—** 15 months experience both in broadcasting and sales. Excellent references, versatile, desire permanent position immediately. Box 799, BROADCASTING.

**Announcer—** Experienced college work in Los Angeles area. Desires position as network program director. Box 801, BROADCASTING.

**Announcer—** Professionally trained announcer, Thousand Oaks, California. Experienced in newscasting, production, writing. No flattered. Box 802, BROADCASTING.

**Announcer—** Will write or wire William L. Hutton, 1222 S. W. 18th Ave., Portland 3, Oregon.

**Announcer—** Experienced, college graduate, now employed with a major network as a newscaster. Desires year round commercial experience. Reliable. Interested in California, Oregon, Washington. Box 777, BROADCASTING.

**Announcer—** Single, veteran, 27, reliable. Commercial experience in both network and clear channel. Knowledgeable in engineering with congenial employer in west or southwest. Will travel anyplace. Box 800, BROADCASTING.

**Announcer—** Graduate leading school. Experienced, broadcaster, versatile, personable staff member. Ambitious, dependable, single, Desire permanent position. Box 789, BROADCASTING. Send full details. Box 786, BROADCASTING.

**Announcer—** (33) currently employed, desires permanent position. Excellent experience in network operation and co-op shows. Box 829, BROADCASTING.

**Announcer—** Experienced top announcer with delivery that sells. Leading broadcaster. Possesses fine delivery, pleasant personality. Prefer, but not necessary, station in midwest. Will accept good offers anywhere. Box 828, BROADCASTING.

**Technical**

**Engineer available with easy telegraph.** Requires no travel. Box 614, BROADCASTING.

**Engineer—** First phone, second broadcasting, college graduate, 4 years experience in radio, television, and FM broadcasting experience. 21, single, will travel anywhere. Experience listed includes: Certified Graduate, 10 years experience in FM installation experience. Desires top of the line position, preferably in the northeast. Box 780, BROADCASTING.

**Engineer—** FM installation experience. Desires staff job. Address only: George Low, 3894 12th Ave., S., Minneapolis, Minnesota.

**Continued on page 85**
Young TV engineer position CASTING.
BROADCASTING.
IBEW, Combination engineer-announcer, Engineer 795, school, ham.
years college, Good voice, Transmitter part Chief Engineer.
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LIMA DECISION

LIMA, Ohio—FCC last week set aside its 1-kw, 1150-ke grant to Northwestern Ohio Broadcasting Co., of Lima, Ohio, but simultaneously handed down a "revised proposed decision" in which the company was renominated for a grant.

The Commission also issued a proposed decision looking toward a grant of Batesville Broadcasting Co.'s application for a new 250-watt station on 1340 kc at Batesville, Ark., and denial of White River Valley Broadcasters' bid for the same facility.

In the Ohio case the Commission's action reacts the application of Sky Way Broadcasting Corp., of Columbus, which had been given a denial. It does not affect that of WOPP Inc., of Dayton, which originally was in the 1150-ke case but did not file exceptions when FCC denied it (BROADCASTING, March 26).

As in the decision which was set aside, the "revised proposed decision" preferred Northwestern Ohio Broadcasting Co. to the Columbus station on grounds that Lima is "an outlying community" for an additional local outlet than does Columbus.

In granting Sky Way's petition to set aside the grant the FCC noted that its earlier decision contained "a finding-of-fact which is erroneous," that a quorum of the Commissioners who originally heard argument in the case is no longer available, and that therefore the best procedure is to issue a corrected decision. Sky Way's another oral argument may be held. This argument was slated for Oct. 15.

Harry Dissent

Comr. Rosel H. Harry dissented from this procedure, contending that the erroneous finding—that WJR Detroit serves Columbus—"is practically too significant since it does not affect 'the essential fact' that Columbus has several local stations while Lima has only one. He thought the original decision carried over, which another oral argument may be held, but that "the Commission is wholly unwarranted in setting aside its decision."

Out-voted on that point, he joined his colleagues in their "revised proposed decision" looking to a grant of the Northwestern application. Comr. Robert F. Jones, hearing chairman, is at Lima home and was a minority stockholder in Northwestern before he became a Commissioner, and Comr. Paul A. Walker did not take part in the proceedings.

Northwestern is headed by George E. Hamilton, banker and real estate man, who owns 45.45%, and a small group of stockholders, proportions of 27.27% each by William L. Rickman and Robert W. Mack, local businessmen. Sky Way is headed by Gustav Hirsch, Columbus businessman, and is owned by 28 persons, none of whom has more than 8%. The stockholders include Ronald B. Woodyard, 47.24% owner of WIZE Springfield, Ohio.

Mr. Terry was cited as a "public citizen" for his work as producer of Knave of Hearts, a recent KLZ public service series dealing with major causes of heart disease and "in appreciation of outstanding services rendered for the furtherance of the ideals and purposes of this society." Mr. Terry is a member of the board of trustees of the Colorado Cancer Society and currently is a member of that board. In 1947 he was a member of the board of directors of the Colorado Community Chest drive and presently is co-chairman of the 1948 drive.

Phillips-Jones Takes Two Full Television Programmes

The PHILLIPS-JONES line of Van Heusen shirts, socks, ties and related men's merchandise will sponsor two television shows this fall. Started Sept. 24, the firm is sponsoring Bump Halley Sports Review on WZTV-TV Boston, Friday and Saturday, 7-7:15 p.m., and effective Sept. 30, a half-hour quiz program Dress and Guess featuring Paul Hodgks, Thursday, 8:30-9 p.m. on WEWS, Cleveland video station.

A major promotion campaign is planned in the Boston and Cleveland areas with dealer tie-ins, displays and promotions. Surveys are also in work to measure the programs' effectiveness for the client. Grey Adv. Agency, New York, is the agency.

WANTED TO BUY

SIX Daytime Regional Stations

We have a qualified client interested in buying six regional stations located in the midwest, southwest, mountain or west coast. Should be on channel below 1300 Kc, 4000 or 5000 watts, removed from metropolitan areas and serving markets not likely to be affected by television for many years. Might consider strategically located 250 watters. Confidential handling of all correspondence. Reply immediately to our San Francisco office, giving station, years of operating data, pertinent facts and price you would consider.

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
J. B. D'AMATO

DALLAS
James W. Blackburn

SAN FRANCISCO
Bay V. Hamilton

1500 P St., N. W.
1515 White Ave.
3130 Market St.
Avenue
Tower Petroleum Bldg.
National 7465
Central
Exhibit 2-5472

September 27, 1948 • Page 87
Promotion

that "Casey" had to be identified by going up to men and asking "Are you Casey, the KCLG Kid?" Winter was Floyd Arnold who correctly identified August Wesley, a far salesman, as Casey.

FIGURES Featured

PICTURES of featured performers are local by WBAI and CBS Baltimore to show that it is only Baltimore station which offers AM and TV to its radio clients.

Prompt Action

HOSPITAL television campaign started less than month ago on Bill Hornum's morning program. ABC Washington has brought in contributions from area hospitals. Television receivers to be installed in local hospitals, it is stated, for what is believed to be first time in radio history. Broadcasters are scheduled to show view of new medium. "Shorty" is scheduled to be filmed in Hollywood by ABC in exhibition for distribution in December. Another "Shorty" show, "Europe's Travelers" already has been filmed in Chicago, from whose program Hal Hays agreed to distribute slated for next month. Procter & Gamble, "Truth or Consequences" for Duax, through Com- pany agencies, and show every Saturday at 9:30 p.m. EDT.

Watermelon Slices

With big chunks of juicy watermelon WABC New York, Ohio, has shown how it is getting a bigger slice of city's audi- ence, through innovation. So good are the watermelon slices, that is, figures that go with size of slices is WABC's graphic way of proving its point.

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With big chunks of juicy watermelon WABC New York, Ohio, has shown how it is getting a bigger slice of city's audi- ence, through innovation. So good are the watermelon slices, that is, figures that go with size of slices is WABC's graphic way of proving its point.

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FCC Actions
(Continued from page 80)

WFPG WILL DEDICATE ITS NEW TOWER TODAY

NEW TRANSMITTER TOWER, 408 feet tall and said to be the highest structure in South Jersey, will be dedicated today (Sept. 27) by WFPG Atlantic City when Mayor Joseph Alberti and an executive from Blaw-Knox will push a bottle of ocean water against its steel uprights.

The new tower will replace the ABC affiliate’s old structure on Steel Pier and will carry a stronger signal along the coast from Asbury Park to Cape May, at the same time extending the station’s broadcast range beyond 50%, WFPG reports. Within a month, it also will radiate the station’s FM signal with a power of 15.6 kw to listeners within a 60-mile radius.

WFPG is on 1450 kc with 250 w unlimited. WFPG-FM is assigned Channel 256 (99.1 mc). Should WFPG be successful in its pending application for a television license, the same tower and transmitter will be adaptable for video.

Cost of the tower and transmitting plant was $200,000. The tower was built by Blaw-Knox, and is topped by a heavy-duty 4-bay RCA pylon antenna. It was erected by Radio Television and Maintenance Co., Fort Wayne, Ind.

Scheduled to attend the ceremonies today are city officials, local business leaders and sponsors. Greetings will be delivered by John Laux, managing director of the Friendly Group Broadcasting Stations, owners of WFPG; Richard Teitelbaum, board member, and Irving Teetsel, WFPG general manager.

TV Expansion
(Continued from page 78)

that simultaneous color would win out over the sequential or any other method, whereby monochrome set obsolence would be reduced, priced to fit if the public thought color was coming; and plan could not provide for full competitive color system with limited channels.

Wide geographical spacing of Plan II allocations would allow eventual reallocation for color, Condr. Craven said. Presently it could provide as an eventual monochrome system with communities having as little as 25,000 population getting at least one channel each. Plan II would leave the present operating and under-construction VHF stations substantially the same, as under the Du Mont plan.

J. E. Brown, assistant vice president and chief engineer of Zenith Radio Corp., testified Zenith is now producing receivers which “can be made to operate” in both bands. He said his firm’s experience with 6mc color indicates a “very satisfactory” system can be provided in the UHF and permits economical design of receivers.

Mr. Brown said Zenith recommends that current monochrome standards be used in UHF band which should be allocated in terms of 6mc channels to allow immediate use. FCC in addition, Zenith believes, should assign suitable color standards using the 6mc channel with applicants having opportunity to use color or monochrome.

Sarkes Tarzian, equipment design and development engineer and owner of WTTV (TV) Blooming- ton, Ind., told FCC the present VHF tuners, costing set makers $15.70 each, will be unsatisfactory in the UHF area but that acceptable units may be developed at an additional $18 to the manufacturer and about $50-$60 retail. Concerning converters he said the public has not taken too well to adding gadgets on their receivers but suitable UHF converters could be made for about $29-$35 retail.

George E. Sleeper Jr., vice president and chief engineer of Color Television Inc., outlined technical details of the new method of sequential line-by-line color television which his firm is developing in San Francisco for two years.

An all-electronic system, method employs standard monochrome equipment. Band width is expanded to 12.5 mc. Camera uses single image orthicon tube with multiple image lens and stationary filter system. The receiver employs multiple image lense, the orthicon image and filter images are used to register three images (red, green, blue), each fluorescing from end of a single cathode ray projection tube onto the projection screen.

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**At Deadline...**

**NBC FLIES TOP TALENT TO SUN VALLEY BANQUET**

NEW HIGH in broadcast entertainment for broadcasters attended at NBC's Sun Valley convention. Top Hollywood talent was flown to banquet Thursday night, which ran three hours. Wednesday night there was buffalo barbecue with leading artist talent. Banquet was directed by NBC's Hollywood administrative vice president, Sidney Strotz, and produced by Homer Canfield and Howard Wylie. Barbecue was planned by John J. Gillin, WOW Omaha, and Walter Wagstaff, KIDO Boise.

Banquet m.c. was Ralph Edwards of *Truth or Consequences* fame, who twitted NBC officials for giveaway ban. He presented gifts to number of broadcasters but immediately recovered them because of NBC's giveaway policy (early Sun Valley story page 23).

Talent included Pat Rino in operatic numbers; Harry Mendoza, magician; Corriona Mura, star of Mexican Hayride; Dick Contino, accordionist; Marina Koshe, Metropolitan opera star; Al Seib, comedian, recently of CB. Dr. Joseph D. Ilvery, lawyer, who friended President Trammell, Sid Strotz, Harold Burke, WBL, of their watches, money, suspenders, and vests; and Dennis Day. Music was by Bud Dant.

Gigantic pitch for 1956 convention in Hawaii was made by Lorrin P. Thurston, president of KGU. Orchid leis were flown in from Hawaii and presented to 175 ladies present. Next convention tentatively set for White Sulphur Springs, W. Va., in September 1949.

**FCC Lottery Power Disputed in Briefs**

SEVEN briefs opposing FCC's proposed lottery rules filed at Commission Friday, final day for filing. Submitting briefs were NAB, CBS, NBC, ABC, Radio Features, WGAC Augusta, and Arthur W. Scharfield.

Justice in letter to FCC has declined requested comment on proposed rules under Criminal Code but added, "In our view, however, the recodification of 47 U.S.C. 316 will result in no change in the existing procedure for the investigation and prosecution of violations of this statute."

NAB takes no position on merit of giveaways but challenges Commission's right to issue proposed rules. It argues FCC is proposing to take over function of Dept. of Justice and courts; that since programs are not illegal, FCC would be interfering with right of free speech under Section 326 of Act; and reminds that NAB's Standards of Practice provide that broadcasts designed to "buy" audience should be avoided.

ABC, whose *Stop the Music* is fully sponsored weekly hour and most popular of big giveaways, argues FCC has neither jurisdiction nor authority to issue any rule under Criminal Code but said, "In our view, however, the recodification of 47 U.S.C. 316 will result in no change in the existing procedure for the investigation and prosecution of violations of this statute."

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**PROBE DELAY EXPLAINED**

DELAY in FCC's investigation of news practices of G. A. Richards stations (KMPC Los Angeles, WGAR Cleveland, WJR Detroit) is due only to complexity of case and "in order to assure that the Commission has all relevant facts and that the persons involved have an opportunity to present such facts," FCC said Friday. Statement was in letter sent to Rep. Arthur G. Klein (D-N.Y.), who had condemned delay (story page 69). Letter released by Rep. Klein's office.

**PHOENIX TV APPLICATION**

TELEVISION application for Phoenix, Ariz., filed Friday at FCC by T. M. and J. M. Gibbons, co-partners also owning Venice Tram Bons Co. (transportation), Venice, Calif. Request_channels 7 (174-180 mc), radiated power 30 kw visual, 15 kw aural, antenna height above average terrain 1010 ft. Estimated cost $180,852.07, first year operating cost $96,000, revenue unknown.

**COY TELLS THEATRE OWNERS TO UTILIZE TELEVISION**

MEET television's competitive threat by utilizing it yourselves, FCC Chairman Wayne Coy told Theatre Owners of America at Chicago Saturday.

"Eventually there will be one or more television sets in every one of the 35,000,000 homes of America," he declared, warning that theatres will run of "theatres" which "will exhibit motion pictures on a scale far surpassing the present rate of theatre showings."

He suggested theatres might negotiate for showing of network shows brought in by common-carrier facilities for exhibition of local news or sports events with own crews, using coaxial cable or radio relay (if relay frequencies become available); might have local stations televise from theatre stage, and might use TV to promote feature films.

Meanwhile, Marcus Cohn, Washington radio attorney, told theatre owners Friday that an alliance between movies and television is inevitable but warns that exhibitors under stand "the limitations" of TV programming. He predicted they will find it increasingly difficult to get rights to telecasts for their theatres.

**FCC SEEKS STRATO SHIP**

FIVE members of FCC crawled through hatch of B-29 Stratovision plane Friday afternoon to inspect new equipment used to transmit TV from sky over area with 500-mile diameter. Chili Nobles, Stratovision inventor, explained technical assembly. Other Westinghouse executives at National Airport, Washington, where plane was parked, included E. T. Morris, John Steen and Ralph Harmon. Commissioners showed interest in Stratovision, asking many questions. In inspection party were Commissioners Hyde, Sterling, Walker, Hennock, Webster.

**Closed Circuit**

(Continued from page 4)

to other markets. Newspaper test campaign in Northwest started last August. Agency, Bozell & Jacobs, Minneapolis.

AFTER TOYING with several what-to-do-next ideas since expiration of his FCC commission-ership last June 30, Clifford J. Durr is about ready to announce opening of Washington law practice, including radio law.

**PLANS NEAR completion for expansion of Canadian station representation firm to represent number of U. S. border stations carrying Canadian advertising. Understood some lines are already been placed on American border stations.

**SULLIVAN, Stauffer, Colwell & Bayles, New York, planning to start television department with Dick Uhl, now director of several shows in Hollywood office, moving to New York as television head.**

**BROADCASTING • Telecasting**
MANY are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. But not through advertising alone!

For service at The Nation’s Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a “know-how” peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW’s merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists’ shelves throughout the nation and its name is a household word. (We’ll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure . . . cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions, and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and “know-how” to check accordingly the effectiveness of your advertising in this area under various conditions.

WLW SERVICE FACILITIES INCLUDE . . .

PEOPLE’S ADVISORY COUNCIL
to determine program preferences and for general consumer market studies.

CONSUMER’S FOUNDATION
to determine consumer reaction to products and packaging.

MERCHANDISING DEPARTMENTS
to stimulate dealer cooperation, check distribution, report attitudes, etc.

TEST STORES
to check potential buying responses, effectiveness of new packaging, displays, etc.

BUY WAY
monthly merchandising newspaper for retailers and wholesalers.

SPECIALTY SALES
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

WLW
THE NATION’S MOST MERCHANDISE-ABLE STATION
Crosley Broadcasting Corporation
PEACHES. One of the outstanding peach growing areas of the world is located on Colorado's western slope. During the picking season just ended, nearly 2,000,000 bushels of large, golden, meaty Colorado peaches were shipped to all parts of the U. S. Rigid inspection, right, controls the grading and reputation of Colorado peaches. The state is also high in production of pears, cherries, plums, apricots and apples.

CANNING INDUSTRY. From June to mid-November, several million cases of "sky-grown" fruits and vegetables will have moved out of Colorado's canneries. In addition to those canned, preserved, frozen and pickled, Colorado ships more than 32,000 carloads of fresh fruit and vegetables to all parts of the U. S.

Colorado's fortunate combination of soil, climate and altitude produces fruits and vegetables of premium flavor and quality, rich in mineral and vitamin content.

The growing and canning of fruits and vegetables is another one of the many diversified industries which are part of Colorado's economic scene and which add up to basic stability and continuous business health in the Rocky Mountain region.

KLZ FARM REPORTER. Prominent in the Colorado agricultural scene is Lowell Watts, KLZ's Farm Reporter. He is shown above interviewing workers in a packing house during the busy peach picking season. Watts was recently selected one of the country's most popular farm reporters in a poll conducted by editors of Radio Best.

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