SUCCESS STORY:

You've probably already heard some convincing result stories about WLEE. But listen to this one:

A furniture dealer in Richmond, who has never before used radio, went on the air with a 15-minute program once a week. He was advertising mattresses.

After the fourth program, he had sold more mattresses in just three weeks than he had ever sold before in three months! He used no other media.

This sort of success comes all the time to local Richmond merchants who use WLEE. And more of them use WLEE than any other station in town. Call in your Forjoe man today and get the full WLEE story.

WLEE Mutual in Richmond
For solid coverage of the whole Billion Dollar Sacramento Trading Area

KFBK SACRAMENTO GOES TO 50,000 WATTS

(EFFECTIVE NOW)

ON OCTOBER 2, 1948, at 5 PM, KFBK Sacramento became one of the most powerful stations in the country. KFBK boosted its power to 50,000 watts for one reason: to solidify its coverage of the 21-county Sacramento Trading Area.

How good a market is this part of Northern California? According to Sales Management, it's worth more than $1 Billion in gross buying power . . . worth $765 Million in annual retail sales. In population it outranks Pittsburgh.

Now, KFBK will broadcast a strong, clear signal into every corner of this rich market. And listeners will get KFBK's topflight programs at the same position on their dials—there has been no change of frequency.
Presenting
WNAC-TV
CHANNEL 7
Featuring
CBS • ABC
and
DUMONT PROGRAMS

PLUS

MORE LOCAL "EXCLUSIVES"

Boston College, Harvard, and Holy Cross Football
Boston Yanks Pro Football
Manning Bowl Highschool Football
Callahan A. C. Boxing Bouts
Paul Bowser Wrestling Matches
and a selected schedule of special events
and news features

WNAC-TV CHANNEL 7
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO., INC.
TRANSACTION whereby Dayton Journal-Herald, published by Col. L. B. Rock, will acquire minority interest in Crosley's new TV station in Dayton (about 30%) is in negotiation and probably will be consummated shortly by Col. Rock with James D. House, Crosley president. Dayton Daily News, James M. Cox-owned opposition, owns WHIO and upcoming WHIO-TV.

OFT-HEARD suggestion that Judge Miller become radio's voice and broadcast regularly will come up at NAB board meeting in November. Ideas broached at several district meetings. Possible outcome: Regular program series built around judge, with top-flight officials and talent participating.

SHORTLY to be formed within framework of FM Assn. will be group of newspaper-owned FM outlets for purposes of interchange of data and cooperative exploration of FM. Approximately one-third of 650 authorized FM stations are newspaper-owned or affiliated.

CBS PLANNING to demonstrate this winter Instantaneous Audience Measurement system, revolutionary project for research by radar announced months ago by Frank Stanton, CBS president.

GIL. EALSTON, radio and television executive of Procter & Gamble, shopping Hollywood for two television programs, one is to be an audience participation format priced no higher than $2,500 and second is film dramatic series not priced above $8,500.

IF FCC approves Warner Bros. purchase of KLAC Los Angeles AM and TV plus KYA San Francisco, Gene Autry is likely bidder for standard outlet of KLAC. Warner Bros. already owns KFWB Hollywood and Autry holds 30% of KOWL.

FCC MAY ACT shortly on pending $1,270,000 transactions whereby CBS sells majority interest in WTOP Washington to Washington Post and acquires full ownership of KQW San Francisco. Present outlook: Favorable.

REGIONAL sponsor who buys large outlets but has sought free time on small ones understood to be dropping latter practice following publication in these columns of typical complaints.

BECAUSE of impetus given Transit Radio Inc.'s project to equip buses for FM reception, company is about prepared to enter contract with major equipment manufacturer (probably Stromberg-Carlson) for production line output of special shockproof receivers.

CBS negotiations looking toward acquisition of Edgar Bergen (and sidekick McCarthy) (Continued on page 90)
1. OAK ALLEE, St. James Parish, Louisiana—one of the stateliest old plantation homes. Authentic furnishings add to its charm.

2. KAISER PERMANENTE ALUMINUM PLANT, Baton Rouge, Louisiana—typical of vast heavy industries in the state's capital city. Fast-growing industry has helped WWL-land score above 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.
Figures recently made available by the Indiana Gross Income Tax Division indicate that WFBM's white collar listeners earned more than $8 BILLION DUCS during 1946. And there's every reason to assume they've done even better in the past two years.

Salaries alone, paid in the 36 BMB counties credited to WFBM, amounted to over $8 1/2 MILLION DOLLARS—a neat sum in terms of sales, whether it's soap, smokes, salad dressing, shoes or what-have-you!

In fact, 34% of the state's total paid in wages, salaries, commissions and fees for professional and personal services went to residents in WFBM's central Indiana coverage area.

BECAUSE WFBM, A BASIC CBS OUTLET:

—serves these high-income, product-buying homes with outstanding news, sport shows and top performance local programs,
—serves first with Hooper and BMB,
—is Indiana's oldest radio station,
—gives outstanding merchandising and promotion support,

...WFBM is your natural first choice for selling Mr. Whitecollar!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF Flint — WOOD Grand Rapids — WEOA Evansville

BROADCASTING • Telecasting

Published Weekly by Broadcasting Publications, Inc.


Washington, D. C.  Telephone: ME 1022

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FEATURE CALENDAR

First Issue of the month: Comparative Network Program Sponsors Schedule
Second Issue: Network Boxscore; Public Interest
Third Issue: Trends Survey
Fourth Issue: Milestones
Each Issue: FCC Box Score

At Washington Headquarters

SOL TASHOFF

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Estelle Markowitz.

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WINFIELD B. LEVI, Manager


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Florence Small, Irving Marder, Stella Volpi.

Henry Robertson, Senior Associate Editor.

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William L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU


Edward H. Zoll.

David Glickman, West Coast Manager; Ralph G. Tuchman, Hollywood News Editor; Ann August.

TORONTO

417 Harbour Commission Bldg. E4lin 0776

James Montagney

Broadcasting Magazine was founded in 1931 by Broadcasting Publications Inc., using the title; Broadcasting — The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1931 and Broadcast Reporter in 1933.

Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year; 25c Per Copy
The Railroad Hour

World’s Great Musical Comedies

by Radio

Every Monday night—set your dial for the Railroad Show Train. It’s loaded with celebrities of the stage, screen and radio bringing you the entertaining dialogue and hit songs of Broadway’s most popular musical shows.

ABC Network Monday Nights

8 to 8:45 Eastern, Mountain and Pacific Standard Time
7 to 7:45 Central Standard Time

Presented by the American Railroads
"Any advertiser can—and most advertisers should—use SPOT RADIO"
WHAT A BAR OF CANDY!
WHAT A CANDY BAR!

- And what a job of selling and what a selling job Peter Paul has done and is doing for M-O-U-N-D-S and other confections with Spot Radio.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

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<thead>
<tr>
<th>Station</th>
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<tr>
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<td>WAAB</td>
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<td>MBS</td>
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THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA __________ WSB-TV
BALTIMORE __________ WBAI-TV
BOSTON ___________ WNBC-TV
BUFFALO ___________ WBEN-TV
LOS ANGELES ___________ KFI-TV
MILWAUKEE ___________ WTMJ-TV
M'P'L'S-ST. PAUL ___________ KTSP-TV

October 4, 1948 • Page 9
Feature of the Week

PHIL HINERFELD

PHIL HINERFELD is known and respected in the trade as account executive for Eversharp Inc., with the Biow Co., New York. And though few in the industry deny the comparative eminence of that designation, fewer still are aware that kindly, soft-spoken Phil Hinerfeld enjoys a status that ranks him with the inventors of midget auto racing and cellulophane lamp shades. Phil is an originator of the singing telegram.

Born in Scranton, Pa., in 1907, Phil vegetable from the prescribed number of years in that hair-chest mining town before setting out to earn his own living at 9. He began as a newsboy but gave up the route after three years to join a wholesale dry goods firm as bookkeeper, shipper and salesman.

Four years later, a jaded 16, he entered the haberdashery field, and at 20 took over the management of a campus haberdashery at the U. of Pennsylvania. Matriculating himself at the University's Wharton School of Commerce, he majored in accounting, completing the entire curriculum in two years.

Fortified with an accountant's diploma and a new confidence, he had no trouble securing a job in New York as a haberdashery clerk.

Two and a half months later, however, he departed the shirt-and-tie milieu forever to join Postal Telegraph as an accountant. He was soon appointed assistant to the general manager, then assistant to the vice president, and ultimately he was named manager in charge of promotion and advertising. It was during that period that he, together with a friend, Phil Schuyler, devised the singing telegram.

Another innovation which he helped invite was the General Air Express service of Postal Telegraph from 1933-1936. It was he who instituted the railway and air ticket department of the telegraph company.

Originator also of a special market research service for Postal Telegraph customers, Phil Hinerfeld first met Milton Biow, president of the Biow Co., when that firm availed itself of the service in a test study for Philip Morris. And when Postal merged with Western Union, Phil accepted the offer of merger with the Biow Co.

Phil handles the American Trucking Assn., Eversharp Inc., and Lydia Gray Doeskin Tissues.

(Continued on page 86)

On All Accounts

PHIL

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Phil handles the American Trucking Assn., Eversharp Inc., and Lydia Gray Doeskin Tissues.

(Continued on page 86)
Yeah, but can he lift a sales curve?

(To avoid witchcraft, see back page of insert)
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<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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</thead>
<tbody>
<tr>
<td>6:00 P.M.</td>
<td>ABC</td>
<td>MBS</td>
</tr>
<tr>
<td>6:15</td>
<td>Law and Order</td>
<td>20th Century EYES</td>
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<tr>
<td>6:30</td>
<td>Private Practice</td>
<td>20th Century EYES</td>
</tr>
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<td>6:45</td>
<td>20th Century EYES</td>
<td>Family事务</td>
</tr>
<tr>
<td>7:00</td>
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<td>Family事务</td>
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<tr>
<td>7:15</td>
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**NEDASD**

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<tr>
<th>SATURDAY</th>
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<th>THURSDAY</th>
<th>MONDAY - FRIDAY</th>
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<tr>
<td>6:00 P.M.</td>
<td>News Summertime</td>
<td>Metro Lost in Erin Silver</td>
<td>Metro Lost in Erin Silver</td>
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<td>Art at Living</td>
<td>UK Politics</td>
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<td>Sports Review</td>
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<td>6:45</td>
<td>Bonds for Heroes</td>
<td>Time of The Moon</td>
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<td>7:00</td>
<td>Hollywood Calls</td>
<td>Happy Trails</td>
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<td>7:15</td>
<td>U. S. Navy</td>
<td>Fast Food Tonight</td>
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<td>Pot With Saturday Night</td>
<td>U.S. News</td>
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<td>Red Sals</td>
<td>Sals-Ster Extra</td>
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<td>Melody</td>
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<td>3-Star Extra</td>
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<tr>
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<td>6:00 PM</td>
<td>L.A. News</td>
<td>L.A. News</td>
<td>6:00 PM</td>
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</tbody>
</table>

*EXPLANATORY NOTES*

**FRIDAYS**

**9:30-9:45**
N.W.I.A. reporter turbine, Barnes, Billy "Barnes, Billy" (1922).

**9:45-9:50**
General Foods Campbell Soup Foods.

**9:50-10:00**
M. E. D. F. A. (Chicago) 50th birthday, Barnes, Billy "Barnes, Billy" (1922).

**10:00-10:15**
Carnival Willard Hotel.

**10:15-10:30**
Chicago Newsco.

**10:30-10:45**
Chicago Newsco.

**10:45-10:50**
Chicago Newsco.

**SATURDAYS**

**6:00-6:15**
W. R. C. D. (Chicago) 50th birthday, Barnes, Billy "Barnes, Billy" (1922).

**6:15-6:30**
Barnes, Billy "Barnes, Billy" (1922).

**6:30-6:45**
Barnes, Billy "Barnes, Billy" (1922).

**6:45-7:00**
Barnes, Billy "Barnes, Billy" (1922).

**7:00-7:15**
Barnes, Billy "Barnes, Billy" (1922).
CBS can't float a female figure in the air, but many advertisers know that CBS can help a sales figure climb up a piece of graph paper. For the second year in a row, CBS sponsored programs have again averaged the lowest cost per thousand families in all network radio.*

*For details, write CBS, New York
No, we have something better!

This broadcasting business would be easy if science would perfect a gadget like the one shown.

Simply feed in data about product, price, and market desired... turn the handle... and presto, your program is ready!

It would be easy, all right—but would it be good? We doubt it. Sales-producing programs require the best creative efforts of a staff that knows its audience.

Yes, it takes people to attract people. And at KYW, we have the people to build the show that will build your sales in the Philadelphia market-area. Whether you want a variety show, a musical, a kid show, or a news program... we have the writers, directors, producers, actors, and announcers to build it for you. Samples? Certainly. Ask NBC Spot Sales!

KYW
Philadelphia's 50,000 Watt
NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

GEORGE M. DENES, formerly of Federal Advertising Agency and James Thomas Chirurg Co., both of New York, joins the Fred Gardner Co., Inc., New York, as production manager.

WILLIAM C. LEWELLEN, head of motion picture department of J. Walter Thompson Co., Los Angeles, transferred to Hollywood office in that capacity and also as director of public relations of both offices.


WILLIAM H. GRACE named full partner of Calvin D. Wood Adv., San Francisco, with agency name being changed to WOOD & GRACE Inc.

PETER PIPER, former public relations director, Makelim Assoc., Hollywood, joins Curt Freiberger & Co., Denver, as radio director.

WALTER C. GOTTFRED named production manager at Chicago office of Roy S. Durstine Agency. He worked previously as promotion manager for Spiegel Inc. and with Albert Frank & Co., Walgreen Drug Co. and Muir Drug Chain, Grand Rapids, Mich.

HERB BEAVEN and DON BREYER elected vice presidents of Brisacher, Van Norden & Staff, Adv. Engineers, San Francisco. Mr. Beaven becomes manager of Los Angeles office where he has been an account executive since 1934 and Mr. Breyer, account executive in Los Angeles office since 1946, goes to Plans Department there.

R. A. REAVIS joins Federal Advertising Agency Inc., New York, as account executive. Mr. Reavis was formerly with Lynn-Fieldhouse and McCann-Erickson.


ARTHUR KNORR, designer and director of stage shows, has been engaged by Kudner Agency Inc., New York, as consulting producer of television. His first assignment will be with production staff of NBC Texaco Star Theatre television hour to assist on all phases of show.

JAMES P. ELLIS, former writer and director at MBS, joins New York staff of Gardner Adv. Co. as assistant to ROLAND MARTINI, vice president in charge of radio.

CLIFFORD BOTWAY, formerly radio director of Julian Goss Adv., Hartford, and of continuity and production staff of WKNB New Britain, Conn., joins J. B. Sebrell Adv., Los Angeles, as radio director. Addition of Mr. Botway to staff in line with agency's expansion of radio department.

RICHARD UHL appointed head of television activities in radio department of Sullivan, Stauffer, Colwell & Bayles Inc., New York. Mr. Uhl was formerly with the firm's Hollywood office.

MARTY HOGAN, well-known radio personality, appointed head of Chicago office of Sawdon Adv. Co. Mr. Hogan will handle all Chicago radio advertising for agency, including Robert Hall Clothing account.


GEORGE C. GALLATI, former Central Division manager of INS, named to publicity staff of Needham, Louis and Brorby, Chicago. Mr. Gallati worked in an editorial capacity at INS for 19 years.

JACK CUMMINGS, resigns as production manager of Honig-Cooper Co., San Francisco, to join Harrington, Whitney & Hurst, that city, as production and traffic manager.

STANTON KRAMER, former publicity man for Warner Bros., has

(Continued on page 40)
LEKTROLITE Corp., New York (cigarette lighters), is promoting its new sportsman's Lektrolite via an extensive campaign. Radio and television will be used, but details are not yet set. Birmingham, Castleman & Pierce Inc., New York, is handling account.

CVA Corp. announces, as of Nov. 1, all trade and consumer advertising for Cresta Blanca Wines will be handled by McCann-Erickson Inc., San Francisco.


EDGAR P. LEWIS & SONS, Maiden, Mass. (candy manufacturer), starts 13-week schedule of transcribed musical commercials, minutes and chain breaks, over eight New England stations, concentrating on four markets, Boston and Springfield, Mass., Portland, Me., and Providence, R.I.


PLANKINTON PACKING Co., Milwaukee, Wis., signed contract for ten minute Sports Roundup program immediately following college and professional football games broadcast on WTMJ-TV Milwaukee. This is first time that Plankinton has used television. Agency: Cranner-Krasselt, same city.

ADIRAL RADIO & TELEVISION to sponsor Notre Dame home games on WTMJ-TV Milwaukee, Wis. Four home games to be carried through facilities of ABC TV network.

COOPER'S Inc., Boston (Cooper's Shorts), to sponsor six 15-minute segments of Sherm Feller's Club Midnight, six days a week, and three 10-minute portions of Sing America Sing, 7:20-7:30 a.m. Mon., Wed. and Fri. on WEEI Boston. This is firm's first radio venture.


BRITISH AMERICAN OIL Co., Toronto on Oct. 7 for 23 weeks starts Vancouver Symphony Pop Concerts on 9 western Trans-Canada network stations, Thurs. 11:30 p.m.-12:15 a.m. Agency is James Lovick Co., Vancouver.

PECK ADV. Inc., New York, announces it will start radio campaign for The Tailored Woman, New York (dress shop).

McDaniel's Sales Co., Oakland, Calif. (industrial refrigeration), has appointed Ad Fried Adv., Oakland, as its agency. Firm plans to use radio.

JAMES J. HARRIS INSURANCE Co., Charlotte, N.C., begins first radio venture with broadcasts of Central High School football games over WBT same city.


ALOHA Network in Hawaiian Islands has been added to lineup of MBS stations for Leave It to the Girls, sponsored by Continental Pharmaceutical Co., Chicago, for Kryon Reducing Tablets. Other MBS outlets signed last week—WNAC Boston, KVER Albuquerque, WIP Philadelphia and WGST Atlanta. Arthur Meyerhoff, Chicago, is agency.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., Montreal (razor blades), on Oct. 6 brings World Series Baseball Games to 68 Canadian broadcasting stations, piping in from MBS, 12:45 p.m. to conclusion. Agency is Maxon Inc., New York.

MOLSON'S BREWERY Ltd., Montreal (beer), on Oct 4 renews to March

(Continued on page 42)
Voice From England
EDITOR, Broadcasting:
I have found the “Major Radio Market Studies” very interesting. I am eagerly awaiting the sixth in the series.
Peter B. Jones
Watford, Hertfordshire England

Sees School Use
EDITOR, Broadcasting:
Manchester College is now expanding its radio department. In this expansion, I have been added to the speech department to teach radio courses and control operations of the campus station, WMIB (North Manchester, Ind.). Having worked in commercial radio, I know the value of your publication, Broadcasting, to those connected with the radio profession. I am anxious to acquaint the many radio enthusiasts here with your excellent manual...

Milton Bohard
Professor of Radio
Manchester College
North Manchester, Ind.

Spectrum Congestion
EDITOR, Broadcasting:
In surveying the future prospects of the broadcasting industry... this “small station” operator would like to express a few thoughts...

A great many of us invested heavily in FM in the belief that what we know as “Standard” broadcasting was to become a thing of the past. Now, we awake to find that the spotlight has been nearly eclipsed by the new boom toward television...

Now, it appears that there is not sufficient spectrum space to accommodate all of the television carriers required... We feel that FM is good, and that television is good... a way must be found to relieve spectrum congestion...

Found...
a way to take ‘guess’ out of selling in Nashville!

WSIX has proved its sales ability to dozens of advertisers. And year after year these national, regional and local sponsors keep getting results they can measure from WSIX’s 60 BMB counties. 1,321,400* people in that coverage area spent $654,888,000* last year in retail stores alone. Go after your share via WSIX.

*Projected from Sales Management, May, 1948.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Better Buy WSIX

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

National Representatives: THE KATZ AGENCY, INC.

KNOG to Don Lee
KNOG, Nogales, Ariz., has joined Don Lee Network as part of Arizona Network. The 250-w station operates on 1340 kc. Samuel Marcus is owner-manager.
A MAJOR MARKET
dominated by Big Aggie

Big Aggie's influence extends over 308 counties (BMB station audience survey)--The richest agricultural area in the world. Farm folks in these counties within Iowa, Minnesota, Nebraska, North and South Dakota accounted for $2,680,220,000 in net farm income for 1947.* This bulging bundle of cash does not include the farm income of Big Aggie's BMB counties in Kansas, Montana, Wyoming and Canada.

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

Let Big Aggie sow your advertising dollars in this rich major market. You'll reap a harvest of profitable sales and lasting goodwill. Any Katz man can show you that Big Aggie gets results.

A Cowles Station
Affiliated with ABC
570 KC - 5,000 WATTS
SIOUX CITY - YANKTON
ENGLISH television broadcasting in Britain is two years old today, following the resumption of video broadcasts following a seven-year wartime” layoff, consisting of one TV station. It is located at Alexandria Palace on a hilltop some 300 feet above sea level overlooking the northern suburbs of London.

Here are the video and audio transmitters, two studios, workshops, staff accommodations, etc., and the 300-foot tower from which the TV programs are sent out for a nominal radius of 40 miles. Actually, the BBC reports, many viewers enjoy regular program service at distances of 60 miles and more.

Like sound broadcasting in Britain, video program service is a BBC monopoly, provided without benefit of advertising and supported by license fees paid by set owners.

As of Aug. 1, television receiving licenses totaled 58,250, with the actual number of home video sets believed to be considerably in excess of that number. Explanation given for fewer licenses than TV sets is that the owner of a sound broadcasting receiver who possesses a television set is apt to wait until the expiration of his annual “wireless” license before applying for a new one for video.

This procrastination is encouraged by the fact that a TV receiving license costs $4 a year, twice the fee for the aural set. Issuance of 2,950 TV receiver licenses in June and 3,400 in July, however, gives encouragement to hobbiers, like inhabitants of U. S. cities with video program service, want to have in their own homes and that the annual $4 license fee is a weak deterrent. British sets, incidentally, cost around $200 on the average, being cheaper to make than those in the U. S. because they have to tune in only one channel in place of the widely-separated 12 channels allocated for commercial video service in this country.

Slight Variation

The BBC television, previous broadcast on 41.5 mc, sound on 41.5 mc, operating on the Marconi-EMI system with a definition of 405 lines per picture, is transmitted to provide 50 frames a second. This is somewhat below the U. S. standard of 525 lines, interlaced to 60 frames a second.

Observers of both systems have stated that the British picture compared favorably, in color, to American, although, without a chance to watch the two systems side-by-side, no absolute comparison is possible.

BBC video programs are broadcast daily, including Sundays, both afternoons and evenings, the normal schedule including an hour’s telegraphic from 2:45 to 4 p.m. and an evening program from 8:30 to 10. A demonstration film is broadcast from 11 a.m. to noon each weekday morning for the benefit of dealers who want to operate in prospective buyers.

July BBC video schedule totaled 127 hours and 20 minutes of air time, including 22 hours of demonstration films. Remainder of the month’s telecasts breaks down into program categories as follows:

\[
\begin{array}{l|l}
\text{Programs} & \text{Hours : Minutes} \\
\hline
\text{Children's} & 6:30 \\
\text{Commentary} & 4:45 \\
\text{Drama} & 39:25 \\
\text{Education} & 6:55 \\
\text{Musical} & 3:50 \\
\text{News} & 8:30 \\
\text{Quiz} & 3:30 \\
\text{Sports} & 30:30 \\
\text{Variety} & 9:30 \\
\text{Miscellaneous} & 2:30 \\
\end{array}
\]

That breakdown indicates some of the differences between British and American video programming. Sports, for example, take up the largest part of television time in this country while in Britain in July this type of program ranked a poor second to dramatic productions. And it is probable that sports would rank even lower in most months as the BBC’s video schedule at the time included tours of tennis matches from Wimbledon and 12 hours, 45 minutes of pick-ups from the Olympic Games, which started in London on July 29.

The BBC is now out for its video, as well as radio, coverage of the Olympics, assigning a special video crew of nearly 100, including 13 commentators, 13 production men and 60 engineers, to these events. Camera installations were made both at Wembley Stadium and the adjoining pool, with a television interviewing control room also set up on the grounds. Some 15,000 yards of coaxial cable were laid between the broadcasting center at Wembley and mid-London, with a radio link in reserve as a safety device against cable breaks. About 50 hours of video time were scheduled for the Olympics coverage, averaging between three and four hours a day.

Dramas Rate High

But, despite the emphasis on sports during the Olympic period, the BBC schedules an hour and a half of studio programs daily, particularly dramatics, the most popular type of program with British audiences and the class given the most air time by the BBC television service. These dramatic offerings run the full gamut from homepun comedies to such high drama as Eugene O’Neill’s “Mourning Becomes Electra,” which because of its length was presented in two installments, the opening 90 minutes on Sunday, the conclusion 105 minutes on the following Thursday.

While most dramatic productions run about an hour and a half, this is before the actual maximum if producers feel time is more time is needed. James Parish’s “Distinguished Gathering,” broadcast July 8, occupied two hours and 45 minutes from 10:15 to 9:30 p.m. Frequently, the BBC repeats a play several nights later for the benefit of those who may have missed the original telecast.

Space Limitations

Such repeats also serve the useful purpose of providing a program without tying up the limited studio space for a particular show that is just as pressing in London as over here. The BBC at present has two television studios, each measuring 70 feet by 30 feet and 25 feet high, each with A has four camera channels; Studio B has three. Camera rehearsals are usually possible only for a few hours before the actual broadcast.

Some of the BBC dramatic productions are extremely elaborate by American video standards. Last month’s production of “King Lear,” for instance, called for 17 sets. One scene, the green with the green, Gloucester’s castle, operated on two levels, with cameras mounted on cranes to show scenes in the gallery overlooking the hall itself. This program was broadcast in two parts, each being repeated on two evenings, Part One on Aug. 22 and 25, Part Two on Aug. 29 and Sept. 1.

Stage and screen artists make frequent appearances in the BBC’s video productions, but it has been handicapped in its variety shows because many of the music hall performers have contracts prohibiting television appearances.

The BBC film unit prepares two 15-minute newreels a week, the Monday edition being repeated on Wednesday and the Friday edition being repeated on Saturday. A weekly newsgate edition newsreel is also broadcast each Saturday from 11 a.m. to noon, replacing the demonstration film on that morning. Each evening’s video program concludes with a 15-minute newscast, sound only, broadcast on the television sound channel. Feature films of regular motion picture programs are, for the most part, not available for video use in England.

Report on German

Noteworthy among July’s non-dramatic BBC telecasts were a documentary report on Germany, filmed by German cameramen under the direction of a BBC documentary and film supervisor; the Inventors’ Club, a half-hour program of new inventions displayed and demonstrated by their inventors; and a crossword puzzle program.

While limited to one station at present, the BBC television service ultimately expects to cover all the main cities of the country. Work has already been under way in the post and the television station at Sutton Coldfield, near Birmingham, and a contract has been placed for a radio link and a special cable to carry programs from Alexandra Palace to the new station.

The progress of the BBC’s television activity is guided by a television advisory committee, headed by Lord Trefgarne, which makes recommendations to the Postmaster General on such matters as extending the service to other parts of the country or the adoption of higher standards. The Postmaster General’s recent announcement that the present video standards would remain in force for some years to come [Broadcasting, Aug. 30] followed recommendations of the committee which was made at this time. Committee includes representatives of the British Treasury, Post Office Board, Ministry of Trade, Ministry of Supply and Department of Scientific and Industrial Research, as well as the BBC.
In Maryland, its WMAR-TV for Authenticity

Some people might call "Pick" Temple a hillbilly singer. Actually, Mr. L. Parker Temple is one of the country's foremost authorities and singers of authentic American ballads.

Now appearing regularly in studio productions of WMAR-TV, "Pick" Temple brings televiwers all the robust color of the authentic ballads this country has made famous.

He has collected hundreds of American folk songs and has recorded a number of them for the Library of Congress. "Pick" Temple has no longing to take to the open road with a "gittar" in hand. He would much rather track down an old folk song in the musty shelves of the Folklore Archives of the Library of Congress.

"Pick" plays and sings entirely by ear—as do most of the famous balladeers. And nothing makes him happier than to share his fun with famous old folk songs with WMAR-TV's audience.

"Pick" Temple's folk songs are just one facet of the selected programming now being presented by WMAR-TV to the growing audience throughout the Chesapeake basin—one of the most productive areas in the nation.
Everything for TV...

Superior Film Programming Every Time. A completely equipped TV film-projection room by RCA—one of nearly 10 different combinations now being delivered to more than 50 television stations throughout the country.
entire film-projection rooms,

for instance—

You are looking at a complete film projection room for a typical small television station—one of nearly ten different “all-RCA” combinations now being delivered to more than fifty stations throughout the country.

As reliable and practicable as the projection room of a modern theater, this simple, integrated equipment is designed to handle film program material of every description—station identification slides, news reels, commercial announcements, shorts, feature films, cue-ins for live-talent shows, etc. And one operator can run it!

All-RCA from floor to ceiling, the installation includes everything needed to produce bright, flickerless, dependable television pictures: A TV film camera; a new 35-mm film projector; a 16-mm film projector; a multiplexer for using two projectors with one film camera; and rack-mounting power supplies, amplifiers, and monitors. Projector switching for the entire room is under finger-tip control from the room itself—or from the studio control room.

Why the extraordinary acceptance of RCA film projection equipment by more than 50 television stations?

Because all RCA projection units are unified and designed to work together in any combination—enabling each station to select just the proper units for its special needs and budget. Because RCA makes it practical for a station to start small and add projection units as it grows—without discarding any of the original equipment. Because RCA makes everything required in a television film-projection room—and accepts complete responsibility for the over-all performance of the equipment. Because each station layout is planned correctly from the start, by television experts who understand the business thoroughly.

No need for expensive experiments with your own film-projection room...if you let an RCA Television Specialist help you with the planning. Call him. Or write Dept. 19 JA, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in TV—is RCA

RCA Multiplexer, Type TP-9A. Produces uninterrupted projection of multiplex films with only one film camera. Complete, with slide projector for station breaks, commercials, etc.

RCA 16-mm Film Projector, Type TP-16A. Popular low-cost projector. Self-contained. Simple. Low cost enables one station to use the film programming now available. Produces brilliant pictures and high-quality sound.

RCA Film Camera, Type TK-30A. A high-contrast film camera having unusual stability. It is used with either 16-mm or 35-mm film projectors, and slide projectors.

RCA 35-mm Film Projector, Type TP-35A. Projects sharp, flickerless pictures—and high-fidelity sound. Brilliant light output with negligible heating of film and film case. Can project single frames as stills.

RCA Film Camera Monitor Rack. This is the control center of the projection room. It houses the amplifiers, all necessary rack-mounted power supplies, and the kinescope for viewing the film pictures.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
The greatest love story in Radio Diary history was uncovered by Audience Surveys, Inc., in their 1948 LISTENER DIARY STUDY of WPTF's 62 county, 50% or more day and night BMB coverage.

Here's the tale of listener devotion in brief:

Listeners prefer WPTF over all competition at all times. WPTF ranks first in audience in every single broadcasting quarter-hour from sign-on to sign-off, seven days a week!

In the evening, WPTF is a 7 to 1 choice over its nearest competitor, and a 13 to 1 over its second closest competitor.

In the daytime, WPTF is a 9 to 1 choice over its nearest competitor, and a 13 to 1 over its second closest competitor.

For the entire week (day and night) WPTF is first station by 8 to 1.

Complete details on 1948 LISTENER DIARY STUDY available from WPTF or FREE & PETERS, Inc. Findings include sets-in-use, station ratings, share-of-audience, net weekly audience, audience flow and composition by quarter-hours.

MORE PROOF THAT . . .
The Number One Salesman
In North Carolina, The South's Number One State, Is . . .

WPTF
Raleigh, North Carolina
50,000 WATTS NBC AFFILIATE

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.
By BILL THOMPSON

IF FMA's pulse is stronger today, thank a group of FM practitioners from the hinterland who refused to let the patient die.

Most of the 300 odd members who attended FMA's convention last week in Chicago came to town to cash in their FMA chips, it was said. They felt they couldn't carry on without vigorous support from certain metropolitan members who purportedly had let them down.

This majority did not include, however, a dozen or so seasoned FMs—campagneity, treasurer towns of Fremont, Ohio, Burlington, N. C., Bridgeton, N. J., Council Bluffs, Iowa, Ithaca, N. Y., Crawfordsville, Ind., Beckley, W. Va., Allentown, Pa., Evanston, Ill., and Oklahoma City. It was men from these smaller centers—plus Retiring President Everett L. Dillard—and Executive Director Bill Bailey, both from Washington, D. C., and Treasurer Thomas F. McNulty, of Baltimore—who were credited with "saving" FMA.

New Officers Named

The rank and file of the association acknowledged its "Main Street" leadership by electing as new directors for three-year terms Matthew H. Bonebrake, KOY- FM Oklahoma City; Robert F. Wolfe, WUL-FM Fremont, Ohio; Edward A. Wheeler, WEAW Evanston, Ill., and Lee McCann, vice president of Stromberg-Carlson Co., Rochester, N. Y. Frank Gunther, vice president of REL, was reelected for a three-year term, and Marion Claire, WGNB Chicago, and Morris Novik, Unity Broadcasting Corp., New York, for one year each.

The new directors, in turn, named as president William E. Ware, KFMY Council Bluffs, and as vice president E. Z. Jones, WBBM-FM Chicago, as treasurer, and Mr. McNulty, as secretary.

Chairman of the resolutions committee was R. B. Gervan, of the Rural Radio Network, from Ithaca, N. Y. This group drafted 15 measures, all of which were ratified by unanimous vote. Delegates regarded as most important resolutions placing FMA on record as favoring use by stations duplicating AM and FM programs of the combination station identification call letters, a request that FCC adopt a rule prohibiting the filing of new applications for FM facilities by those abandoning CPs within the previous two years, and a recommendation that FMA be expanded to include as associate members dealers and other business organizations.

Following his election, Mr. Ware said his first act would be to appoint committees to work more closely with manufacturers and newspaper publishers, as well as a group to look after special needs of non-commercial stations. He said the new officers and directors contemplated no change in the FMA staff, headed by Executive Director Bailey.

Mr. Dillard sounded the convention keynote in his opening address when he called for a "narrowing of the issues to those problems which are primarily of interest to FM and on which no one else can take a strong affirmative stand."

"FMA is diverting its energies if it attempts to duplicate or parallel the trade services of other organizations," he declared. "If we are to continue to serve in the vigorous promotion of FM, the membership must chart its course by defining a clean-cut policy procedure."

Picking up the thread where Mr. Dillard left off, FCC Chairman Wayne Coy told a Monday luncheon session (see separate story page 23) that the convention "can mark a turning point in FM—-and, as a former member of FMA, I share your hopes and aspirations."

Reassured by Mr. Coy, the small-town FMers went into high gear during the afternoon. State Senator Elmer Wene of New Jersey, owner of WSNJ-FM Bridgeport, lauded the FCC chairman as "open-minded" and said he was confident he could go to the FCC in the future and get "the fullest consideration." He told how his station had placed FM receivers in selected places where large groups assemble.

D. E. Payne of WELL-FM Battle Creek, Mich., reported his station has inaugurated a plan to acquaint store clerks—"those who do the selling on the floor"—with FM. He observed that most dealers are FM-educated, whereas the salesmen aren't.

During a discussion of "FM Complaints," Mr. Ware disclosed he pays repairmen to balance FM sets in homes so that his station won't be blamed for imperfect reception. Mr. McNulty said his station airs a weekly talk on the technical side of radio and FM "in lay language." J. Frank Knebel, WFPM Crawfordsville, Ind., said he puts up the antennas for a dealer to insure good reception.

Mr. Wolfe favored doing every-

(Continued on page 22)

NEW officers of FM Assn. (l to r) are: Thomas F. McNulty, WMCP Baltimore, treasurer; E. J. Hodel, WCFC Beckley, W. Va., secretary; William E. Ware, KFMY Council Bluffs, Iowa, president, and E. Z. Jones, WBBM-FM Burlington, N. C., vice president.

HINTERLAND Members Inject Shot in Arm

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Mr. Wolfe favored doing every-

(Continued on page 22)

KEYSTONE

AN AMBITIOUS project to provide Hooper listening area coverage indexes for the 355 small-market stations of the Keystone Broadcasting System was announced to Broadcastings last week by Michael M. Sillerman, KBS president.

Mr. Sillerman said that C. E. Hooper Inc. had been engaged to produce the studies which he described as a refinement of BMB data and a more detailed reflection of small station influence.

Mr. Sillerman said that until Mr. Hooper's development of the listening area coverage index, no survey that was economically or physically practical provided detailed measurements that "reached into the counties."

The telephone coincidental technique, for example, was inadequate, he said, owing to the inaccessibility of rural homes and the technical shortcomings of rural telephone service. The Hooper listening area coverage index surveys will be done entirely by postcard ballots.

Pilot studies have already been completed by Hooper for three KBS stations. Mr. Sillerman reported, and they have shown variations in the comparative rank of stations in given areas from those in BMB ratings. The studies were done for KTEM Temple, Tex.; WBBQ Harrsiburgh, Ill., and WAYX Waycross, Ga.

Basis of Choice

KTEM and WBBQ were selected for the pilot studies because each is an area where big stations also are clearly heard, and WAYX was picked for the reverse reason.

(Continued on page 56)

October 4, 1948 • Page 21
PLR INQUIRY THREAT

A DIVISION of a program designed to meet the recent surge of per inquiry and time-chisel offers [BROADCASTING, Sept. 13, 27] will be taken up at the Sales Practices Subcommittee, which meets in Washington Oct. 25-26.

New approach to the problem will be sought, possibly calling for cooperation of sponsors and agencies in wiping out the practice. The full Sales Managers Executive Committee meets at the same time and may have recommendations for the board’s mid-November meeting.

An agency recognition idea has been floating around NAB for years and has had considerable support, but never enough to justify its launching. Pressure on stations by free-time interests may force its creation, according to J. Allen Brown, NAB assistant director of broadcast advertising.

Mr. Brown has written Sales Practices Subcommittee members about the growing list of free-time proposals, reviewing NAB’s official stand on the matter and pointing to the interest aroused by publication in Broadcasting of a list of companies indulging in the practice.

Chairman of the subcommittee is John R. Van Hise, Jr., R.A.M. Broadcasting. Two others are John A. Toothill, Burn-Smith Co.; J. Robert Gulick, WGAL, Lancaster, Pa.; John M. Butler Jr., WSB Atlanta; Craig Lawrence, WCOP Boston.

The free-time and p. i. problems are expected to come up in sales discussions during the three remaining NAB district meetings, the first opening Oct. 4 in Fort Worth. Maurice B. Mitchell, new NAB director of Broadcast Advertising, who headed taking up sales trends with station executives.

Fogal opposition to p. i. and time-chisel proposals around NAB was resolution adopted at the 1948 NAB convention. Since the resolution.

NATIONAL Assn. of Radio Station Representatives last week began an industry-wide mailing of its first promotion on spot radio. The piece is a crisp, eye-catching illustrated book titled Spot Broadcasting Lets You Decide.

Representing the co-operative presentation of 25 leading station representatives who banded together last fall to form the NARS, the booklet will go in a mailing of 12,500 to agencies, advertisers, timebuyers, FCC, NAB, college marketing departments, and “everybody else who ought to know the story of spot radio.”

Prepared by O’Brien & Dorran, under the direction of T. F. Flanagan, NARS managing director, the booklet defines spot broadcasting as “any use of the nation’s radio stations by a national advertiser on a selective market basis.”

This NARS definition is expanded as follows: “It can be a two hour game ... a full hour dance band ... a half hour mystery drama ... a quarter hour news roundup ... a five minute weather report ... a ten word time signal ... or a participation of a newsmaker’s program.”

The NARS booklet takes issue with the phrase, “average radio family,” declaring that such a family doesn’t exist. Says the NARS: “There’s no such thing, if you look closely. People have different living habits, different buying habits, different listening habits. And, accordingly, a single good listening time for the whole nation is as non-existent as the United Nations. Inex- ences in time zones, climates, occupations, regional preferences—all create differences in living patterns. Not only are people different in different places—but the same people may be different at different times of the year. . . . There just isn’t any listening time uniformly good across the whole country. But spot broadcasting takes positive advantage of those very differences in listening habits.”

The NARS presentation continues: “Spot broadcasting lets you select the markets that are most likely to want your product. You can go where the best potential sales are, make every advertising dollar score, and never know the extravagance of waste circulation. Because . . . spot broadcasting lets you decide . . .”

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Navy Industrial Assn.
HERBERT H. ROGGE, Westinghouse Electric Corp. vice president, was elected board chairman and a trustee of the Navy Industrial Assn. Frank M. Folsom, RCA executive vice president, was elected president of the association, and F. R. Lack, Western Electric vice president, was named a director. The two were elected by a vote during the group’s fifth annual meeting in New York on Sept. 29.

SPOTLIGHT ON SPOTS

NAB Counter Moves

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Hooper Reports Cited

Hooper city reports are quoted in the booklet to bolster the NARS point that listener reaction is dictated by the characteristics.

“Jack Benny gets a healthy 26.8 in Des Moines, but in Memphis he drops to a 13.9. Fibber McGee rates 34.5 in Seattle. Boston lists Lux 48.3, Standard Oil 34, in the extent of only 18.1. Helen Trent, on the other hand, rates a solid 8.2 in the Massachusetts capital against a weak 5.9 in Denver. Mr. District Attorney earns twice as big a rating in Atlanta as it does in Los Angeles . . .”

The booklet also beats the drums for local shows in competition with high-powered network productions. “Despite the fundamental role of networks in American broadcasting, we have plentiful proof that all that is not too bad. Almost every market has its locally-planned shows that earn the fattest ratings . . . People like familiar, close-to-home things . . . and the show keyed to local tastes, with local personalities, often wins more friends than the brightest hotshot originating thousands of miles away.”

“Widely understood and intelligently used,” says the NARS, “spot broadcasting is one of the most powerful, flexible and rewarding media of advertising ever developed. In 1947 alone, according to Broadcasting’s Yearbook, some 643 million listeners were tuned to $95,000,000 in spot broadcasting—and reaped, as did the rest, many times that in greater sales.”


Spotlight on Spots

Mr. Flanagan

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BROADCASTING • Telecasting
TELEVISION FREEZE

By RUFUS CRATER

A FREEZE that may last six to nine months or longer was imposed by FCC on its television licensing and hearing functions last Thursday, pending a decision on possible changes in existing video Standards.

Until the question of Standards and channel-allocation policies is settled, the Commission said it will put all present and future applications for Channels 2 through 13 into its pending files, will schedule no hearings on television applications, and will decide no cases already heard [BROADCASTING, Sept. 13, 20, 27].

This "interim procedure"—which the Commission made a part of its formal Rules & Regulations—specifically exempts outstanding grants and "other television authorizations heretofore issued," and provides that applications for modification of existing licenses or permits "will be considered on a case-to-case basis" depending on the extent to which they might be affected by changes in Standards.

The freeze order came at a time when 308 television applications are pending, 97 stations are on the air, and construction permits for 86 others are outstanding. Nine hearings are awaiting

Travers Is Named Mutual Vice Pres.

LINUS TRAVERS, executive vice president and general manager of the Yankee Network, has been appointed a vice president of MBS, with special concentration on program and sales, effective Nov. 1.

Mr. Travers will remain on the Yankee Board, which is 20% stockholder in Mutual, and continue to represent Yankee on the Mutual Board. The Yankee Network has just completed renewal of its affiliation with Mutual.

PREPAREDNESS

NERVE-RACKING international government and industry groups are lining up to determine the communications industry for rapid conversion to war production in the event of an emergency.

While government spokesmen bridled their tongues enough to avoid the label of "alarmists," the language they used to describe the Berlin situation was, by no stretch of the imagination, comforting. Evidence of intensified activities to prepare the communications industry for any contingency was manifest in many government and industry activities.

Already American factories have commenced to pour out a stream of equipment authorized in the Armed Forces $16 billion budget for fiscal 1949. The military might of the nation is steadily growing to back up a stiffening foreign policy.

Wednesday Meeting

Arthur M. Hill, chairman of the National Security Resources Board, outlined plans for industrial mobilization last Wednesday when he appeared before the Navy Industrial Assn. in New York. The organization had, itself, concerned itself relations last week were driving it to take lightning action to prepare the communications industry for rapid conversion to war production in the event of an emergency.

Nerve-racking international government and industry groups are lined up to determine the communications industry for rapid conversion to war production in the event of an emergency.

Mr. TRAVERS

BROADCASTING • Telecasting

FCC Action Halted Pending Definite Policy

He also felt, personally, that it would be difficult for FCC to force an existing permitted to push construction during the freeze period if the permittee felt it desirable to await development.

Mr. Coy made clear that FCC intends to provide more space for television—in the 475-890 me band. But he did not know whether he could be done now or not. The Commission, he said, has had no chance to study or discuss the data collected in its high-band hearing two weeks ago [BROADCASTING, Sept. 27].

Sees No Effect

He said the outcome of the VHF studies won't "necessarily" wait for the UHF decision.

He regarded the two proceedings as separate, but conceded that channel allocations might well be affected if the Commission knew definitely that additional channels could be allocated to the high-band.

If it were known that upstairs channels won't be available, he added, FCC might be "pushed" into considering a downstream channel allocation system which would put emphasis on number of stations.

He recalled that the high-band hearing produced broad agreement that the UHF band can be used, but disagreement over the method of use.

The duration of the freeze, Mr. Coy reiterated, is "very difficult" to predict since it depends on studies and decisions yet to be made. He noted that at the FCC-industry conference a few weeks ago he estimated six or nine months might be needed to complete a revision of the Rules and Standards [BROADCASTING, Sept. 20].

It is a possibility, he reiterated.

(Continued on page 57)

FCC’s rule establishing a freeze on television licensing:

Pending further consideration of the issues involved, in Docket Nos. 9759 and 9764 (issues relating to engineering Standards), requests for television authorizations on Channels 2 through 13 will be considered in accordance with the following procedure:

(a) Applications pending before the Commission and those hereafter filed for permits to construct television stations Docket No. 9759 and 9764 will not be acted upon by the Commission in the next few months and will not be held pending rules.

(b) Applications pending before the Commission and those hereafter filed for modification of existing permits or licenses will be considered on a case-to-case basis and Commission action thereon will depend on the extent to which they are affected by the issues to be resolved in the proceedings bearing Docket Nos. 9759 and 9764.

(c) No hearing dates will be scheduled with respect to applications for construction permits which have been designated for hearing, and in cases in which hearings have been commenced or completed, but decisions have not been issued, no further action will be taken.

(d) This procedure does not apply to construction permits or other television authorizations heretofore issued by the Commission.

Conversion Plans Rushed

As its first step, the NSRB has already issued 100,000 orders for machine tools and immediately turned its attention to communications.

It is presently engaged in studying the military's master plan and surveys of electronics and communications plants in order to draft its next batch of "ghost orders" for electronics and communications equipment. These are expected to be placed within several weeks.

Elaborate plans have been drawn up by the National Munications Board, advising officials of some 17,500 industrial plants what they will be called upon to produce in the event of war. Among these plants are some of the 200 producing electrical and communications parts or smaller finished products and 400 manufacturing larger finished communications items.

"An emergency," Mr. Hill de- (Continued on page 58)

October 4, 1948 • Page 22A
FMA Speedup

(Continued from page 21)

thing possible to help listeners get good reception, but noted that "automobiles, refrigerators and adding machines fall apart, too." He related that his station and other FM outlets in that vicinity "have filled northern Ohio stadiums to capacity during the past season and no longer have to pay broadcast fees formerly required."

Mr. Wolfe said WPRO Fremont has sold the fall elections to two sponsors at $125 each.

Edward Breen, KFMY Fort Dodge, Iowa, called on members with AM stations to "start pounding the desks in your markets and give out the news that FM's really got something."".

Says Duplication Was Mistake

"We made a mistake when we started duplicating AM on FM," he confessed. "Now we're back-tracking to give local people in towns 40 miles away something they can't get on AM."

Putting FM sets in strategic crossroads stores in rural areas is paying off for WCEC (FM) Rocky Mount, N. C. Josh L. Horne, owner of the station, reported. "Dozens of our rural residents recently have found out for the first time that FM performs during thunderstorms," he said. Mr. Horne also revealed that because of a shortage of school music teachers in his area, 28 FM sets are carrying music lessons by air.

Robert French, WVKO Columbus, advocated that FMers "beat AM at their own game" by getting a better staff and giving better programming to parallel FM's better reception.

The convention reached a climax Tuesday noon after an inspiring address by Stromberg-Carlson's Lee McCanne. Treasurer McNulty chose this occasion to make an appeal for FMA funds, as the association now has a $5,000 deficit. During the last minutes of the luncheon session and the remainder of the afternoon, Mr. McNulty took in nearly $4,000 in pledges for back dues, advance payments to 1952, and a few cash donations.

Speaking as a representative of the RMA, Mr. McCanne declared "it is only good business to make FM a big business in 1946."

"Will the radio industry, which produced over 20 million sets of all kinds in 1947 and has produced 12,835,864 sets of all kinds in the first eight months of 1948, be content to shrink its production to a mere 1,600,000 TV sets in 1949 as has been estimated by the better-informed statisticians, plus a few million radios under $25, and portabel sets, and auto radios?" he asked. "The answer is no. That would be a calamity. That would be a colossal drop in employment and use of machine load capacity."

Half Million Sets Monthly

Mr. McCanne said the manufacturers may be expected to turn their energies in some other direction and "FM radios will be produced and promoted by companies that never seriously promoted FM before."

The radio manufacturing industry could turn out up to half a million sets a month in 1949 and all the AM sets it can sell as well as all the FM sets it will have tubes for "without overstraining its capacity," he claimed.

Television production, he said, is limited by the bottleneck in blowing glass, settling the phosphor present chemicals and high vacuum pumping and sealing of cathode ray tubes. There will definitely be a shortage of these tubes until after Christmas, he predicted.

"It is not just up to the manufacturers to do the promoting of FM radios, however," he asserted. "The manufacturer, in a highly competitive business with little or no profit, has done his part of the job when he delivers a good instrument for hearing your programs and sells it for low prices.

"He suggested that FM broadcasters "really go to work to promote the reliable service coverage day or night, winter or summer, that give to your audience, plus freedom from summertime thunderstorm static, and you can go a long way to make FM big business."

"I am convinced that we have underestimated the suburban and rural regional market being developed by FM stations, some of them beyond telephone lines and hard to survey," he added.

FM Can't Be "Jammed"

He also noted that FM is the only service "that can't be jammed by an enemy if another war should come."

Sparks nearly flew in the convention chambers through the afternoon when Arthur H. Hayes, general manager of WCBS-FM, New York, challenged remarks made by John V. L. Hogan, president of Radio Inventions Inc., that FM stations should have embraced facsimile "because the printed word makes a more lasting impression."

Mr. Hayes asked the speaker if he was not aware that such a statement was contrary to what broadcasting researchers had been proving "all these years." Mr. Hogan replied there was an equal volume of research to substantiate his view.

Ensuing speeches in support of facsimile were made by Albert Zugsmith, executive vice president of Smith-Davis Corp., New York, Timothy J. Sullivan, facsimile editor of the Miami Herald, and Elliott Crooks, vice president of Radio Inventions. Mr. Sullivan said the Miami Herald's experiments with facsimile prove that "most powerful stations, sports, top local, state and national news, and spot news photos as fast as they can get them."

Mr. Crooks gave detailed account figures on how an FM station owner in an average size town could net $825 weekly on an investment of $20,885 if he sold small ads on each page of a four-page facsimile publication at $15 each with five editions a day. Equipment would consist of two scanners and $1 for the station and 15 to be rented at $5 weekly to stores, banks, schools, fraternal organizations, cafes and the like.

Banquet Session

At the annual FMA banquet Tuesday evening, Dr. Edwin H. Armstrong, inventor of FM, called early setbaks, adding that "adversity is what makes a man, as well as an industry." He harked back to his "ten years of court battles to prove I had invented something which others denied me." He had to bet his last dollar on FM, he declared.

Miller McClintock, chairman of the board of Communications Research Corp. and a former president of Mutual, described FMA's members as "pioneers willing to take hazards, who believe and have faith."

"FM will replace AM as a normal service," he asserted. "Those who say FM is dead are people with a futile purpose."

A feature of the banquet session was the reception through WEAW's new Air Force station to coast-to-coast recording of a broadcast by the U. S. Air Force Band, transmitted by magnetic tape recording and relayed by several FM stations simultaneously on a transcontinental basis.

The final day of the convention was devoted to technical discussion, a brief session on "FM Programming" and presentation of awards to winners in several recent FMA contests. Station promotion awards went to WHFM Rochester, N. Y., and WPJB Providence. Honorable mentions were awarded to WIZZ Wilkes-Barre, Pa., and WPRO Fremont, Ohio.

Willard to Speak

A. D. WILLARD Jr., NAB executive vice president, will address the Oct. 5 meeting of the Pittsburgh Radio & Television Club to be held at the Sheraton Hotel, that city. His subject: "New Horizons."
TRNSIT FM

By ED KEYS

TRNSIT-CASTING has outgrown its rompers and is hanging out its own shingle as a full-fledged radio advertising medium as various factions scramble for a predominant position in the promising new field.

Hubert Taft Jr., president of Transit Radio Inc., revealed last Tuesday in an address before the City Assn. in Chicago that operations have expanded to such a degree that the firm was preparing to strengthen its public service role as national representative of subscribing stations. Mr. Taft announced that national representative offices were scheduled to be established in New York, Los Angeles, and Chicago within a month.

Mr. Taft confirmed reports [Broadcasting, June 28] that overtures had been made to armagists that car card advertising concerns with Transit Radio Inc. Both mediums have some concessions in certain markets, but major new negotiations appear to have completely broken down. Car card operators purportedly will soon attempt to invade the transit FM field. A representative of the car card medium is alleged to have asked delegates at a recent transportation convention to defer acceptance of contracts until they see a set with a new feature, found in Transit FM, that is not in the car card, Mr. Taft said.

Some FM stations are proceeding independently to negotiate for contracts with transit firms in their cities.

Visions of a multi-million dollar radio advertising industry [Broadcasting, Feb. 23] have not been ignored by equipment manufacturers either. General Electric Co. last week announced it has developed a new FM receiver, especially designed for installation on buses. (See story page 66).

Contract Reported

Transit Radio has no intentions of sitting behind the fence of receiver sets and related equipment, however. The firm reportedly has contracted with another large radio manufacturer for mass production of the sets.

Following the lead of Cincinnati, Wilkes-Barre and Houston, the city of St. Louis recently became the fourth metropolitan city in the U.S. to adopt radio-equipped busses as a passenger bonus.

Cooperating stations in cities where negotiations have been successful are concluded: WCTS (FM) Cincinnati, WIZZ (FM) Wilkes-Barre, KRPC-FM Houston and KXOK-FM St. Louis. Already hundreds of receiving sets have been installed on buses and streetcars in the four cities and hundreds more are being installed or will be at a later date.

Mr. Taft disclosed that test receivers have been placed by Transit Radio in New York, Philadelphia, Seattle, Indianapolis and several other cities. Public reaction to the Transit Radio service has been tested in a number of other cities where more than 90% of the listeners have expressed the hope that permanent installations will be made. WJJD Chicago is also believed to be vitally interested in transit FM.

Contract negotiations are well advanced in Washington, Baltimore, Cleveland, Indianapolis and other major markets, Mr. Taft said. Some of these negotiations purportedly are nearly to the "signing" stage.

Mr. Taft, in an accounting of WCTS’ operations, transmitted a ray of hope to FM station operators thrashing about in the red ink of their statements.

"Station costs will obviously run considerably higher than in operating a duplicated FM," Mr. Taft declared. "In the first place the station must be on the air a full 24 hours a day. It must pay franchise fees to its transit company, and it must employ a maintenance crew adequate to keep its receivers in good working order. "Complete station costs of WCTS last month were approximately 48,000. (Continued on page 66)

FM RESOLUTIONS

THE ASSOCIATION unanimously adopted the following resolutions:

Placing it on record as favoring use by stations duplicating AM and FM stations of the combination station identification call letters.

Deploring the fact that some TV sets are advertised as possessing FM reception facilities while in reality they are using a fundamental FM circuit required to receive telecasts, that manufacturers are using false build-up for reputables manufacturers to market products which do offer good engineered circuits in their TV sets."

URGED FM to adopt a rule prohibiting the filing of a new application for FM facilities by any person or corporation who has, within the past two years, abandoned an FM construction permit.

Favoring expansion of FMA's membership to include as associate members, dealers and other business organizations and individuals "at rates low enough to be attractive."

Urging FM to accelerate its efforts to encourage all manufacturers to use a uniform method of identifying stations by megacycles only to avoid confusion in the minds of the public.

Recommending that FMA members individually make proper representation in Congress urging them to request the Cen- sus Bureau to include in the 1950 communication information concerning the number of AM, FM and TV sets in the U.S.

Directing the FMA liaison committee to discuss with the FCC the establishment of minimum standards for FM receiving equipment.

"So that the FCC may permit FM broadcasting may be made available to the public without requiring FCC approval."

"Commending FCC for "diligently requiring FM broadcasters to reach their fullest potential.""

"Urge FM broadcasters to expand their programming day to project their message to the public in a manner making full development of FM service available to listeners."

"Recommend that FMA last continue authorization for use of the 152 mc band for ST purposes "as this has been of considerable benefit to broadcasters."

BROADCASTING • TELECASTING

FM APPRAISAL

DELEGATES to the FMA convention in Chicago last week were told exactly what advertising agency executives and timebuyers think of FM—by Kenneth Godfrey, director of media of the American Assn. of Advertising Agencies. Speaking at the Tuesday morning session, Mr. Godfrey disclosed that a questionnaire recently sent to 76 agencies and which drew 48 replies. The survey, a "homeshop affair without scientific twists," covered a fair representation of all geographical sections of the country and included agencies of various sizes from the very largest down to several which handle mostly regional business in areas where FM might have special advantages. The respondents turned out to be almost evenly distributed between large, medium and small agencies—an "extremely significant" group with combined billing of an estimated $500,000,000.

To the question: "Are you now buying time on FM stations or network, have you bought any time with the new medium, and do you expect to have occasion to buy FM time in the near future?"—only three said they were currently buying FM time, and one mentioned buying storecasts. Four said they expect to be buyers in the "foreseeable future"; eight said they had bought time within the past year; and two answered in the affirmative as a substitute.

Fourteen said "yes" to the question: "In developing station list for clients, do you consider both FM and AM?" Eleven said they regard FM as a medium distinct from AM and 28 said they did not. The time buyers in one of the largest New York agencies declared that "FM and AM are regarded as "radio"—and radio is bought on the basis of the best availabilities of reach at the lowest cost." This same time buyer told Mr. Godfrey personally.

(Continued on page 68)

BROADEN FM RURAL SERVICE, COY ASKS

FCC CHAIRMAN TELLS FMA MEET OVER POLICY OF HAND

NINETY PER CENT of the nation's AM stations would serve the public better with FM rather than regional and local AM channels, FCC Chairman Wayne Coy told the FMA convention last Monday in Chicago.

After tantalizing a luncheon audience of more than 300 FM-ers with a progress report on television and radio, he set the stage for what he had to say about FM competing with "that diabolical, fendish screen that produces many things—sometimes noises." "Every measure will be taken by the FCC to insure a truly competitive TV," he declared. "The best planning of which the Commission could command (concerning FM) has been made to amal-

High reception facilities as associate dealers and timebuyers to reach their listeners in FM stations. A new blueprint of homespun radio programming "as an aid to marketing the FM medium," by Kenneth Godfrey, director of media of the American Assn. of Advertising Agencies.

Mr. Godfrey's report, "FM Appraisal," was based on a questionnaire sent to 76 advertising agencies, which drew 48 replies. The survey covered a fair representation of all geographical sections of the country and included agencies of various sizes from the very largest down to several which handle mostly regional business in areas where FM might have special advantages. The respondents turned out to be almost evenly distributed between large, medium and small agencies—an "extremely significant" group with combined billing of an estimated $500,000,000.

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Recognizing the "possibility" that the four-year-old clear-channel proceeding may produce a decision in the next few months, FCC scheduled hearings on several cases which heretofore have been continued "indefinitely" because of a tie-in with the clear-channel result. The Commission also recognized that the clear-channel case may not be decided in the near future; related hearings will be held after a change in the law.

ALPHABETICAL listing shows (in order) applicant, docket number in parentheses, date hearing for initial docket date, and location of hearing.

A
Airline Co., Santa Ana, Calif., (9110), 850 kc, Jan. 10, D. C.
Albano, Dr., Waukesha, Wis., (9091), 550 kc, July 5, D. C.
Allentown Bost Co., (WKEA), Allentown, Penna., (8123), 1220 kc, Apr. 4, D. C.
American Bost. Co. (KGO), San Francisco, Calif., (8911), 810 kc, Dec. 13, D. C.
Anderson, L. W., Inc., Davenport, Iowa, (9104), FM, Nov. 22, D. C.
Ashton Bost. Co. (KAST), Austin, Ore., (9002), 1370 kc, May 3, D. C.

Barboa Radio Corp. (KJLX), San Diego, Calif., (8116), 1450 kc, Dec. 2, Field.
Baltimore, Louis G., (WWMD), Wilkes-Barre, Penna., (9135), 1340 kc, Apr. 4, D. C.
Bastrop Bost. Co., Bastrop, La., (9410), 900 kc, Apr. 14, D. C.
Baylor Univ., (WKBW), Houston, Texas, (8007), 1350 kc, Mar. 7, D. C.
Benlee Bost Co., Passyunk, N. Y. (8703), 1350 kc, Apr. 18, D. C.
Bessemer Bost Co., Bessemer, Ala., (9256), 1450 kc, June 10, Field.
Beaver Bost Co., Beaver, Pa., (8927), 1450 kc, Dec. 9, Field.
Big Sandy Bost Co., Paintsville, Ky., (8860), 1450 kc, Nov. 24, Field.
Bing Valley Bost Co., (WBZ), Easton, Mass. (9233), 930 kc, Nov. 29, Field.
Blair, Paul N., (WFKP), Minneapolis, Minn., (9142), 1150 kc, Dec. 5, Field.
Brennan, F., (WKJ), Denver, Colo., (9128), 1430 kc, Feb. 23, Field.
Bunkertown Bost Co. (WPTF), Burlington, N. C. (8707), 1150 kc, Apr. 28, D. C.

(Continued on page 78)

IDEAS TO GERMANY

Continued indefinately again if the decision is not out at least three weeks before the scheduled hearing date.

The same procedure will be followed in the case of other hearings which are scheduled but whose outcome depends on other pending matters, such as the pending petitions for reconsideration and grant of rehearing.

More Time Allowed

The new calendar is longer, chronologically, but otherwise is shorter than the last one, issued a year ago [BROADCASTING, Oct. 5, 1947]. At that time the schedule provided for 188 hearings from late October to mid-April involving 340 applications (including television). The present calendar, running from late October to early June, provides for 149 hearings on 238 applications. It includes all AM and FM applications which had been designated for hearing before Sept. 1.

Field hearings, for the most part, will be held in the cities where operation is proposed. If two or more cities are involved in the same operation, the hearing may be held in the various cities, in the order listed, on the date scheduled. In hearings held in Washington, applicants will be heard in order of docket numbers, starting with the lowest.

The alphabetical arrangement of the calendar is listed at left.

U. S. Radio Studied

Expressed to specific American stations the group singled out KLZ Denver and WCCO Minneapolis as "two of the outstanding stations" in their five-week tour of the country. "KLZ," said Franz Reinholz, head of School Broadcast Department, Radio Hamburg, in the British Zone "is an especially high standard station with a fine public service ideal."

Mr. Didezuhn called WCCO a progressive station with a "surprisingly high quality of news analysis."

The six-man group expressed great interest in American rating systems and confirmed that such analysis might be very helpful in Germany. However, since telephones had not been so completely disseminated in Germany as they are in the U. S., Mr. Kehm suggested that the technique would have to resemble that of the Schriner System rather than that developed by Hooper.

Before returning to Germany the radio broadcasters will spend 15 days in England observing the operations of the BBC.

Continued according to Radio Baden-Baden in the French Zone, said he was greatly taken with the format and intended, along with the others, to champion such pro-German broadcasting. Indiscriminately, he included the telephone participation shows along with "such quizzes as Information Please" in his list of preferences.

Unanimity ceased among the group, however, at the mention of commercials. Mr. Herr agreed that the American system had the advantage of securing "superior talent and high level production," but he observed that he didn't like having news interrupted by advertising."

Commercials Not Objectionable

Hans Westerman, Youth Department chief, Radio Bremen, in the American Zone, maintained a different view of American commercials, as such, nor did he consider them obtrusive so long as the ads are not sacrilegious and not advertisers retained control of the programs.

Peter Kehm, program director, Radio Stuttgart, in the American Zone, was especially impressed with the educational stations in America, describing them as "filling a great vacuum for the intellectual.

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The six-man group expressed great interest in American rating systems and confirmed that such analysis might be very helpful in Germany. However, since telephones had not been so completely disseminated in Germany as they are in the U. S., Mr. Kehm suggested that the technique would have to resemble that of the Schriner System rather than that developed by Hooper.

Before returning to Germany the radio broadcasters will spend 15 days in England observing the operations of the BBC.

Continued according to Radio Baden-Baden in the French Zone, said he was greatly taken with the format and intended, along with the others, to champion such pro-German broadcasting. Indiscriminately, he included the telephone participation shows along with "such quizzes as Information Please" in his list of preferences.

Unanimity ceased among the group, however, at the mention of commercials. Mr. Herr agreed that the American system had the advantage of securing "superior talent and high level production," but he observed that he didn't like having news interrupted by advertising."

Commercials Not Objectionable

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POSSIBILITY of an ASCAP suit against the four nationwide networks for payment of back fees on cooperative programs loomed last week as a result of a series of court decisions involving co-op programs. A new contract that ASCAP negotiated with a broadcaster and ASCAP committee members on co-ops failed to produce an agreement on the proper method of payment for ASCAP music on such programs. Another meeting is scheduled for this week, however, and hope was expressed that the matter may be resolved without resort to court.

Question of co-ops is one of the most troublesome remaining to be settled before a new contract can be drafted to succeed the present ASCAP radio agreement which expired Dec. 31, 1949 [BROADCASTING, Sept. 27]. Haste in reaching a solution is essential, as any change in the rates in the present contracts planned by ASCAP for the new pacts, which would run for nine years beginning Jan. 1, 1950, must be announced before the end of 1948. ASCAP has indicated a willingness to enter into a present scale of payment for the use of its members' music on the air, provided the other details of the contract can be settled satisfactorily.

Payment Problem

Problem of the payment for co-ops arises from a divergence in definition of this type of program. The broadcasters maintain that since co-op programs are sold at the local level they should be considered as station programs and handled in the same way as syndicated programs on transcription. ASCAP's position is that broadcast under local sponsorship. ASCAP's stand is that co-op programs are originated by the networks and transmitted to network affiliates over network lines for simultaneous broadcast and so they are network programs.

ASCAP has backed up its contention by refusing to accept payment for co-ops from individuals whenever these networks were identified as from co-op shows. The issue is practical, as well as a matter of legal technique, since the fee for station programs under ASCAP's blanket contract is 2% of network rate, while the network rate is 2%.

Solution Not Easy

The obvious solution of a compromise at 2% for future broadcast is not as simple as it looks. The situation is complicated by the matter of back payments, in some cases running back for six years or more. Even small fees, and most of those in question are fairly small per broadcast, can be multiplied into sizable sums when left for a number of years, so that whatever solution is reached in the problem of payment is likely to be troublesome all around.

Another complication is the determination of the base to be used in computing the percentages for payment to ASCAP. In some cases the stations sell the co-op programs locally at the same wide range claim for networks for them, so their only real revenue is from the sale of time. Other stations sell co-ops on a package deal, including both time, which is sometimes greater and sometimes less than the station's card rate plus what the station pays for the program.

Representing the broadcasters in the discussions of the co-op problem with ASCAP is a sub-committee of the Industry Music Committee headed by Theodore C. Streibert, president of WOR New York. Chairman of the co-op sub-committee is Joseph A. McDonald, ABC vice president, secretary and general attorney. Its other members are: John Shepard, board chairman, Yankee Network; Walter B. Haase, manager, WDRC Hartford; William S. Hedges, NBC vice president; Robert S. Swezey, MBS vice president and general manager; Julius F. Brauner, CBS secretary and general attorney.

Accord Seen Near in Long Fight

THE OUTLOOK for an early settlement of the AFM recording ban grew still brighter last week with a bid from James C. Petrillo, AFM president, to five leading record firms to attend a parley in New York tomorrow (Oct. 6).

Meanwhile, an attorney for the recording firms said his clients are awaiting the outcome of tomorrow's meeting before taking steps to implement a settlement of their own with the musicians' union.

Mr. Petrillo's invitation to the record firms—RCA-Victor, Columbia, Decca, Capitol and Mercury—came a day after the recorders had suggested such a meeting, and ten days after the union president's plan for resuming recording activities under a trusteeship had been submitted to the record firms.

An attorney for one of the firms characterized tomorrow's conference with Mr. Petrillo as one at which attempts will be made to fill the body of a plan of which the AFM president's proposal is merely the skeleton.

This fill-in, he said, probably will cover, not only the machinery by which the welfare fund trusteeship will operate, but also the business end of the projected settlement. Details to be worked out include new salary scales for the musicians, actual royalty fees per record, and the foreign sale of records.

When the whole plan has been completed to the satisfaction of the recorders and of the union, the attorney continued, it will be submitted for sanctioning by the several governmental departments having jurisdiction over the various sections of the plan—the Justice Dept., the Treasury Dept., the NLRB, possibly a joint Taft-Hartley Congressional committee, and any other interested agencies.

While informal opinion on the legality of the Petrillo plan has come from many quarters, including government agencies, there appears to be no evidence that any opinions have been solicited officially, either by the record companies or by the union.

The size of tomorrow's meeting between Mr. Petrillo and the record company representatives has not yet been disclosed. In the past, however, similar conferences have been held at the AFM national headquarters in New York.

One company spokesman expressed the jocular opinion that a hall may be hired for tomorrow's conference "since so many people seem eager to attend."
FORMAL application for FCC's approval of the sale of WHAS Louisville and associated radio and television properties to the Crosley Broadcasting Corp. for $1,925,000 will be filed with FCC as soon as transfer papers can be completed—probably this week.

The transaction, covering the 50-kw clear-channel station plus a television construction permit and FM, facsimile and relay authorizations, was completed last Tuesday and after several weeks of negotiations [BROADCASTING, Sept. 27].

In addition to the $1,925,000 figure, the transfer includes a 10-year lease at $608,750 per year, of three floors of the new Courier Journal and Times Building, to be occupied early next year. Commitments for nearly $100,000 in additional equipment for the WHAS broadcasting properties and other leasehold improvements will be covered by a reserve of nearly a quarter of a million dollars in the WHAS treasury.

Crosley, subsidiary of Avco Manufacturing Corp., plans to retain the present staff and organization of WHAS upon FCC approval of the transfer. There would be no change in the network affiliation of either Crosley's present clear-channel WLW Cincinnati, which is an NBC outlet, or of WHAS, which is on CBS, it was understood.

Victor A. Sholiss, director of WHAS, has been offered a similar position under the projected Crosley ownership, and also has been offered an executive position with the Louisville newspapers. It is presumed he will reach no decision until the transfer has been effected.

Crosley Stations

In addition to WLW, Crosley operates WLWT (TV) and associated relay, shortwave and FM stations in Cincinnati. It also owns and operates the independent 50-kw WINS New York, and has television grants for Columbus and Dayton and is applying for one at Indianapolis.

With the Louisville grant, and the hoped-for outlet in Indianapolis, the company would have a strong Midwestern television hookup, which it feels will enable it to interchage programs and cover a substantial portion of the primary area now covered by WLW's sound transmissions.

The WHAS radio operations are licensed to WHAS Inc. Under the new ownership, they would occupy the fifth, sixth and seventh floors of the new newspaper building—offices on the first and second floors, and FM on the sixth, and television studios in the seventh-floor penthouse.

WHAS Inc. and the associated newspapers are owned by the Bingham family, with Barry Bingham president of both and Mark Ethington as vice president and general manager of WHAS Inc. and publisher and general manager of the newspapers. WHAS, which commenced operations in July, 1922, operates on the 1-A clear channel 840 Kc.

Applications for the formal transfer are being completed by Neville Miller, Washington, Counsel for the Courier Journal properties and former NAB president, and Duke M. Patrick, Washington counsel for Crosley.

Whether there will be a hearing depends upon a number of factors, including possible competing applications to purchase the facilities on the same terms under FCC's Arco Rule. While the stations—approximately 100 miles apart—may overlap in secondary areas, it was pointed out they could not be transmitted in the same programs, there would be no substantial duplication of coverage. There are a number of examples of duplicated coverage by stations on the same network.

Negotiation Principals

Negotiations for the sale were handled by James D. Shouse, Crosley president; Raymond Pruett, vice president and general counsel of Avco, and Elmer Boos, treasurer of Crosley. Messrs. Bingham, Ethridge and Lisle Baker Jr., vice president and treasurer of the Courier Journal properties, participated for WHAS.

Mr. Shouse, a native of New Castle, Ky., and a former resident of Louisville, pointed out that the transaction was desirable because of WHAS's status as one of the greatest stations in the country and because its television plans tied into those of Crosley.

Mr. Bingham said it was the adventures of television that induced the decision to sell. "Television," he added, "is a new and exciting but a very expensive medium. It will perhaps change the nature of radio in the United States, but it will probably be some time before it becomes profitable for the operators. Besides, to install television requires a very large outlay of capital."

Assuming that the Courier Journal and Times are primarily interested in newspapers rather than radio, Mr. Bingham said his newspaper plant has been operating the Standard Gravure Corp., which prints more than a dozen locally edited magazines and the nationally edited Parade. "That business has trebled since the war and is expected to become much bigger," he said.

"While television is a great invention," Mr. Bingham continued, "by its very nature it is more divisible than double printed pages of a newspaper publisher than the operation of a standard broadcasting station. Its programming makes the staging and techniques of the theatre, in which ABC and NBC are certain leaders. We would rather invest our money and devote our energies to those enterprises which are more closely allied with newspaper publishing and printing."

"If the Commission approves of the sale to the Crosley Broadcasting Co., the people of Louisville may be assured of a fine opera-

The station's executive vice president and WFBF general manager, Mr. Barroll served as a member of the station's board of directors for three years. WFBF is licensed by Baltimore Radio Station. Its president is Robert Maslin Sr., who purchased the station in 1930.

Surviving Mr. Barroll is his wife, Mary Louise, who is the daughter of Mr. Maslin. They were married April 17, 1930. Two sons, Hope H. Barroll III, 16, and Robert Maslin Barroll, survive, as well as three brothers, L. Wethered, John and Morris. Funeral was held Friday.

Texas Gets Video; Truman Is in Cast

WBAP-TV Starts With a Big Bang

Thanks to HT's Visit

WBAP-TV Fort Worth cashed in on President Truman's campaign visit Sept. 27 for a dramatic first telecast, and two days later inaugurated regular video programming.

Appearing on the inaugural program, Amon Carter, of Carter Publications, WBAP licensee, and Harold Hough, radio director, asked the public to be forbearing since WBAP-TV was taking to the air even before its facilities were completed.

First night's telecast bore out anxieties only too well, when suddenly reception was blasted out for 17 minutes. Ironically, it was no fault of television transmission, but failure of electric power, plunging entire station in darkness from 7:26 to 7:45 p.m.

Part of opening night program was a film in which Niles Trimell, NBC president, saluted WBAP-TV.

Reception was good in Fort Worth and Dallas and over a wide surrounding area, the station reported. Farthest point receiving was Henderson, Tex., 120 air lines away, WBAP-TV officials said.

Before the opening, Jack Rogers, WBAP promotion director, and Mr. Hough escorted a press party through the television unit of the station's new Radio Center which is about one - third completed. Afterwards, WBAP was host at a "television party" for newsman at Texas Hotel.

Congratulatory wires to station included messages from top executives of ABC and NBC.

GOP Time Purchase

REPUBLICAN State Committee, District of Columbia, bought 5:00 p.m. segment Oct. 2 (Saturday) on WRC Washington and WMGB Richmond, Va., for Gov. Earl Warren. Time was purchased through Media Inc., Washington.

HOPE H. BARROLL JR., 53, executive vice president and general manager of WFBF Baltimore since 1933, died suddenly at his Baltimore home. Death was attributed to a heart ailment.

Mr. Barroll was a son of the late Hope H. Barroll and Margaret W. Barroll, a socially prominent Maryland family. He was born June 14, 1895 in Chestertown, Md., and attended Washington College there. He went to Baltimore in 1916 and joined Barroll & Co., investment firm.

Prior to his appointment as executive vice president and WFBF general manager, Mr. Barroll served as a member of the station's board of directors for three years. WFBF is licensed by Baltimore Radio Station. Its president is Robert Maslin Sr., who purchased the station in 1930.

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WOIC Will Carry CBS-TV Programs

Bamberger-Owned Capital Outlet

Also to Be MBS Video Station

The corporation, known as WOIC, will carry CBS-TV network programs and in return will give CBS full TV coverage from the Capital was announced Thursday by WOIC.

At the same time, WOIC, which expects to get underway in January, will be the key Washington outlet of the Mutual television network, with which it is affiliated. Station is owned by Bamberger Broadcasting Service (WOR and WOR-TV), New York.

Production Plan

Technicians, studios, cameras, mobile transmitters and other television equipment to be used in Washington will be furnished by WOIC for CBS pickups, and Columbia's TV production and directing staffs will cooperate with WOIC personnel in televising major events.

The agreement was negotiated by Thomas S. Thomas, general manager of WOIC, and Herbert V. Akereberg, CBS vice president in charge of station relations.

The WOIC transmitter is located on high ground at Brandywine and 40th Streets in Washington. Station's 300-ft. tower already has been constructed.

WOIC will operate on Channel 9 (186-192 mc).

TV Relay Actions

REQUESTS for experimental television relay stations by existing television outlets henceforth will be acted upon by FCC's secretary instead of the Commission, according to amendments to FCC's rules adopted last week. Both the Law and Engineering Bureaus of the Commission must approve the applications before the secretary may issue the authorization.

WPTZ CASE

QUESTION of whether American Telephone and Telegraph Co. had the right to reject transmission of WPTZ, Philadelphia programs because the station undertook partial relaying itself was placed in the hands of the FCC Monday by Federal District Court in Philadelphia.

Specifically, Judge William H. Kirkpatrick ruled that the U.S. District Court did not have jurisdiction in the controversy. The dispute reached the court when WPTZ and Philco Corp., which owns the station, sought to enjoin AT&T for cutting off the air and for threatening to cut NBC off the air if the network pined programs for relay by WPTZ's own system. Defense of AT&T was that under FCC rules it has the right to deny its carrier system to a customer which wants it tied in to his own private transmission system.

Said Judge Kirkpatrick: "I accept without reservation the plaintiff's view that the question here presented is whether a telephone company can have a right to control or restrict television programs for transmission solely upon the origin or destination of such programs. But I do not agree with it that in any such case a program travels over a private communications system can have no effect on the carrier service asked of the telephone company or the cost of rendition of such service.

"Under the circumstances, this case calls for the determination of a question of fact by the Commission (FCC), and it might be noted that the Commission is presently concerned with that question in which it is investigating, among other things, the reasonableness of the restriction imposed by this particular regulation."

Philco Takes It to FCC

In Scrap With AT&T

CBS GETS AURAL AND TV ROSE BOWL RIGHTS

CBS last week announced the signing of a three-year contract for exclusive radio and television rights to the Rose Bowl football classic and the attendant festivities of the Pasadena (Calif.) Tournament of Roses. The contract was signed Sept. 29 by representatives of the network, the Tournament of Roses and the Pacific Coast Intercollegiate Conference. It covers the period from Jan. 1, 1949, through Jan. 1, 1951.

Video coverage of the Rose Bowl game will initiate operations of KTTV Los Angeles, the Times Mirror station, which is the Los Angeles video outlet of CBS.

It is understood that CBS is negotiating with a motor car company, possibly Nash, for sponsorship of both radio and video coverage of the network, the Tournament of Roses and the Pacific Coast Extravaganza this New Year's Day.

Video Is Roon to Public Utilities

Thomas Avers

HOW the public utilities industry will benefit from television was discussed by Eugene S. Thomas, general manager of WOIC (TV) Washington and president of the Sales Executives of New York, in a talk before the International Assn. of Electrical Leagues' annual conference at Washington's Mayflower Hotel Sept. 29.

Television already is producing revenue for franchising companies.

"And, fellow Americans, if the Braves win this . . . er, . . . that is, if the Democrats win this . . ."

"Drawn for Broadcasting by Sid Mix"

October 4, 1948 • Page 27
Philo, DuMont Ask AT&T Policy Test

A. Cowan, transmission engineer; Glenn B. Ransom, Long Lines Dept. transmission engineer, and John J. Hanselman, assistant vice president. They made plain that the company permits interconnection of its facilities with those of others to cover areas where it has no day service of its own.

But otherwise, they maintained, interconnection is harmful to the service which the broadcaster receives from a technical standpoint and, from an economic standpoint, would lead private companies to "skim the cream" by setting up facilities in the "easier" areas and leaving AT&T to do the job in the more difficult, less profitable areas.

Cost, Rate Data Presented

Detailed cost and rate data were also presented by Rate Engineer Robert P. Judy and G. M. Wright. Long Lines Dept. general commercial engineer, in addition to exhaustive statistical information furnished by Messrs. Cowan, Ransom, and Hanselman.

Western Union's Arnold J. Douglas, assistant to the commercial vice president, and J. Z. Millar, radio research engineer, attacked the telephone company's policy against interconnection with WU's two reversible-microwave channels linking New York and Philadelphia.

They claimed AT&T's fears about the results of interconnecting with another common carrier are "unfounded," maintaining that WU's technical procedures make it "easy to maintain high standards of service on each section of a system, whether it be under one management or two."

They contended the transmission quality of a microwave system equals or exceeds AT&T's and that their rates vary from "approximately the same, to as low as about one-half of that under the AT&T Co-tariff."

"We are not chained to the already old-fashioned and make-shift methods of coaxial-cable transmission, which were designed primarily for multiplex telephony," Mr. Millar declared. "We have pioneered in microwave transmission and have great confidence in the many advantages it possesses."

William Wendt, counsel for Western Union, stressed the need for a decision on the interconnection question "very quickly" and declared that his client's policy would be to grant, at this critical stage of network television's development, a monopoly to the telephone company.

John T. Quisenberry, AT&T at

(Continued on page 72B)

New Opposition to FCC Plans

rule proposal provides that FCC would not grant an authorization or license to any station which plans for interconnection with any of the Criminal Code anti-broadcast lottery statute, a recodified version of Sec. 316 of FCC's rules [BROADCASTING, Aug. 25, 50]. In order to terminate or reduce the uncertainties as to whether any operation was prohibited by the Criminal Code, FCC upon petition would hold a hearing and issue a declaratory order.

The current practice of informal restraint by FCC of such programs through delays on license renewals or other proceedings until corrections are made was mentioned in the brief. This unofficial "eyebrow lifting" method of handling the problem was attacked since as a result the issue is avoided and no legal guides are established for the industry to follow.

Pierson & Ball indicated it believes that a rule covering the lottery question is desirable but that the present situation with respect to FCC's application of the Criminal Code provision "in the performance of its licensing functions is highly unsatisfactory because of (1) the censorship that in prac

(Continued on page 59)

**TV CONNECTIONS**

**THE BATTLE over American Telephone & Telegraph Co.'s policy against interconnection of its television network facilities with those of other companies appeared headed for a showdown last week as FCC moved into its investigation of television relay rates of both AT&T and Western Union.**

Branding this policy, which the telephone company follows in all areas where it has relay facilities of its own, as "a very serious threat to the independent broadcasting industry," Philco Corp. and Allen B. Du Mont Labs filed a joint motion asking that its legality be decided by FCC in advance of the decision on the rates themselves.

Western Union, reporting that it has no subscribers for its own microwave relay service between New York and Philadelphia because AT&T won't let these channels be tied in with telephone company facilities, joined the motion although maintaining that the job of providing monetary relief should be assigned to common carriers and not to private companies.

AT&T to File Answer

AT&T is slated to file its answer to this motion on Thursday, which should bring it up for FCC action next week. The telephone company contends its policy works to the advantage of both broadcasters and the public. Though not specifically opposing the move for a decision on this policy before the rate question is decided, AT&T did successfully fight down proposals to have testimony confined solely to the interconnection issue.

At the close of the hearing it was pointed out that a U.S. district court had passed jurisdiction on the interconnection question to the Commission, in Philco's interpretation, to the telephone company [BROADCASTING, Sept. 27; also see story page 27].

AT&T meanwhile presented a maze of statistical data to show that, on its presently available facilities and also on the basis of a "forward looking, assumed" network, operating expenses exceed video revenues. Operating expenses and fees for June were reported as $88,475 ($64,041 for line facilities, $24,434 for station connections) as against revenues approximating $56,575 (including switches).**

Average Revenues

In the "assumed network," which AT&T expected to be typical of network service, the telephone company figured revenues at an average of $43 per airline mile per month plus $640 per station connection per month, as against operating-cost estimates of $46.41 per average airline station, $100 per airline connection in use plus $116.66 per average station connection in use. Plant investment for the assumed network was given as $4,500 per average airline channel mile and $34,000 per average station connection in use. The revenue estimates assumed income equivalent to four additional hours of monthly service beyond the basic eight hours per day per month.

It was AT&T's position that losses sustained in the initial period of network operation should be reduced as networks expand.

Harold Cohen, FCC assistant general counsel, charged common carrier activities, brought out, that in preparing the revenue estimates for the assumed network, AT&T did not assign dollar-and-cents values to all the conditions on which the estimates were based.

The hearing was held before FCC Hearing Examiner J. Fred Johnson.

Much of the telephone company's case was an expansion of information tendered when the hearing first convened last June [BROADCASTING, June 21]. This included testimony for improved methods of both coaxial cable and radio relay transmissions, both of which were assumed to be used in the "typical" network on which much of the data was based.

Defense of AT&T's interconnection system was offered by Frank

**FURTHER OPPOSITION** to FCC's proposed rules to ban the giveaway programs as lottery law violations was made by a letter from the Commission from Louis G. Cowan Inc., producer of Stop the Music on ABC, held to be example of type of giveaway program to be ruled off the air. The network itself earlier protested the proposed rules [BROADCASTING, Sept. 27].

Brief also has been filed by Pierson & Ball, Washington radio law firm, in behalf of several station licensees proposing an alternative method of enforcing the ban by requiring that programs in question be found unlawful first under the Criminal Code statute relating to broadcasting of lottery information. Firm held FCC's proposed rules would be legally and factually invalid in light of the Commission's limited jurisdiction in program subject matter.

Cowan indicated it was not sure whether the Commission would "as a practical matter, rule out the type of show that would be barred and pointed out it is "in no sense an ordinary give-away type program." Firm said show is of "high entertainment value, largely in the nature of a musical appreciation quiz" and "tests the musical skill and knowledge of the contestants."

More than "60 musicologists, researchers, writers and musicians" are employed.

The production firm told FCC that Congress intended to prevent the public from being cheated and in giveaway shows there is no financial loss to the listener or chance for him to suffer such loss. The FCC's interpretation of "consideration" in such cases as that of WARL Arlington, Va. [BROADCASTING, Aug. 9] was attacked as being inconsistent with judicial precedent. The act of answering a phone or listening to a program should be considered merely as conditions attached to a promise of a gift and not in any way a lottery consideration, it was said. Note was made that skill and not chance is necessary to win on the programs.

Rules Said Interpretive

Brief pointed out that FCC's notice said the proposed rules are interpretive and in no way should add to or detract from the statutes. It was stated that under "our constitutional system, the interpretation of the laws is both primarily and ultimately committed to the courts."

The Pierson & Ball alternative

**GIVEAWAYS**

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The Pierson & Ball alternative**
NBC Weighs Summer Transcribing

Mr. Trammell indicated that NBC would consider television chain-breaks of 30 seconds, but not of one minute, as suggested by a number of TV affiliates. Presumably such 30-second breaks would work on the hour and the half-hour, as on the sound network.

The plea of the TV affiliates had been for chain-breaks at the end of each program, irrespective of program length. Mr. Trammell said NBC recognized the need for revenue to defray TV costs, but that he felt program continuity and quality inevitably would suffer if local spots were used in between network programs possibly four or five times per hour.

Affiliates expressed themselves in favor of additional cooperative programs in the international news round-up sphere, but not with regular program vehicles.

Other topics taken under advisement, and which will be explored from time to time, were:

- Stations Planning and Advisory Committee include elimination of trade names from sustaining programs;
- Setting of a minimum fee of $3 for annunciations, which affects supplementary stations, and network-station liaison on movements of talent for personal appearances.
- Suggestion that stations should participate in revenue received from advertisers who take summer vacations, but pay 28% of time-on-air to retain time positions, were met with the explanation that the network uses this and other miscellaneous revenue for special events coverage such as the political conventions and the elections, for which affiliates pay no extra fees.

High tribute was paid by the affiliates and network executives alike to Paul W. Morency, vice president and general manager of WPTF Hartford, for his stewardship as chairman of the SPAC committee. There was general expression of satisfaction over the spirit of cooperation between the network and its affiliates.

Trammell Thanks

At the closing dinner Friday night—before departure of the NBC special train—Mr. Trammell expressed his thanks to the affiliates and to his associates for their fine spirit of cooperation, and particularly made mention of the arrangements at Sun Valley, under the direction of John J. Gillin Jr., president and general manager of WOW Omaha and vice chairman of SPAC.

Mr. Gillin, in response, said he believed it expressed the views of all affiliates in asserting that the “affiliates today are closer to NBC than at any time in the history” of the pioneer network.

The affiliates voted at their final session to enlarge the SPAC membership from eight to 10—the two additional to be selected from among the network’s television ranks. One will represent an interconnected station, and the other a non-interconnected outlet. Elections will be held by mail referendum in November. Following precedent, five of the seven SPAC members who have served two years will retire.

The two-year members are: Chairman Morency; Vice Chairman Gillin, Secretary Milton Greenebaum, WSAM Saginaw; H. Quentin Cox, KGW Portland, Ore., and Richard Mason, WPTF Raleigh.

SUN VALLEY

GREATEST sporting feat of NBC’s Sun Valley Convention was performed by Tom Knode, director of the network’s press department. While on a trip to Sugar Mountain, a flicker hawk, with a two-and-one-half foot wing spread, swooped down on the former Army captain and Distinguished Service Cross holder. He grabbed the carnivorous bird, and despite the clawing, pecking, and snarling, brought him back alive to Sun Valley Lodge. After appropriate ceremonies, the chief guide (who said this hawk is the most vicious of the species) released the bird.
this is the man and his wife and their brood

HE is husband, father, singer, actor (Boston Blackie), Broadway producer, Dick Kollmar.

SHE is wife, mother, columnist (Voice of Broadway), radio luminary, Dorothy Kilgallen Kollmar.

THE OFFSPRING are Jill and Dickie, who sing, refuse to sing, tell a story, refuse to tell a story, ask questions... and add to the charm and realism of WOR's "Breakfast with Dorothy and Dick".
the
not-so-private life
of a man
and
his wife

A groan, a giggle, a gasp—they all pay off
for the sponsor on WOR's
"Breakfast with Dorothy and Dick"

BREAKFAST IN MOST homes is a yawning and a gulp and no
one the wiser. Not so with Dorothy and Dick Kollmar.
What they say at breakfast in their Manhattan apart-
ment, weekdays at 8:15 A.M. (Sundays, 11:15 A.M.),
is overhead by thousands of less-sprightly pairs by
way of WOR. A groan, a giggle, a gasp may invade the
microphones propped between their coffee cups. No
matter. The listeners love it. Love that couple. Love
those children. Love that canary.

It's true. Listeners dote on WOR's Dorothy, Dick,
and the whole Kollmar menage. Walter Winchell says
he stays up to listen. More conventional sleepers get up
to listen. The July-August 1948 Hooper report, rates
the D & D program away above any other New York
Mr. and Mrs. show.

Fact is, Hooper shows that out of the ten most popu-
lar women's participating programs on New York sta-
tions—five are on WOR, with "Breakfast with Dorothy
and Dick" right up in the top stratosphere. Considering
that the Mr. and Mrs. formula is said to have started
on WOR, it's hardly surprising that WOR's husband-
and-wife program is such a dazzling success.

WEDDED BLISS, BLISS INDEED. For the Koll-
mar's 24 current sponsors, the wedded bliss that seeps
through the microphones, is bliss indeed. For the love
and life of this espoused team make good listening and
good buying. Listeners buy and buy what Dorothy
and Dick sell. Like the new candy bar the Kollmar's
introduced. One announcement on their program sold
5,000 bars within two days!

What do Dorothy and Dick talk about over WOR?
The play they saw. The state of the world and the
estates of the worldly. The headache of getting the
kitchen painted. The shenanigans of their children,
Dickie and Jill. And then, there's Dick's trek around
town and his transcribed interviews with unexpected
people on "Sounds of the City"—an integral part of
"Breakfast".

"Breakfast with Dorothy and Dick" is a dash of
real life; a peek into a famous neighbor's window. It's
marriage, dream-style; a continued story that's true.

No wonder the listeners love it.

No wonder WOR is so sure that radio marriage is
here to stay!

(continued)
this is the canary

Yasha tweets madly through the program, and was named for the canary dreamed up by Fred Allen for his famous take-off (with Tallulah Bankhead) on husband-and-wife programs.

this is Dick,

feet dangling 80 feet above the floor, while he interviews a trapeze artist at the Ringling Brothers Circus for the "Sounds of the City" section of "Breakfast with Dorothy and Dick" on WOR.
this is Dick,

catching a circus clown's candid chatter for
"Sounds of the City" Dick's safaris around the big
town, make memorable listening for "Breakfast with
Dorothy and Dick" fans. He interviews fencers and
housewreckers, jiu jitsu experts and excavators, for
his "Sounds of the City" feature heard daily on WOR.

these are the spoofers

"Mr. and Mrs." programs, like WOR's
"Breakfast with Dorothy and Dick" are so famous . . . that
notables like the Hartmans "kid" them in the theatre.

— heard by the most people where the most people are WOR

mutual
Kathari O. Cohen, AWB gates engirt infor world press and radio be is pon fits “Man dinne the distri, Elle Mirla Suzet At c: t'f ft c: tion, desribed to his ns and NAB nbe. They made more effective. Tomorrow may be before the Netherland Plaza C: lvlel, told the Assn. of Women Broadc:sters 7th District conference.

Mr. Cohen, speaking at the Sunday luncheon on “Voices of the Peoples,” said, “The only thing stronger than the atom bomb is public opinion. Cooperation of the world press and radio is a must.” The United Nations now maintains information offices in Prague, Warsaw and Moscow, in addition to others.” He urged the AWB to guide public opinion through the use of UN factual information based on peace, or war, as the way out.

At the afternoon business session Run. Crane, Cincinnati, District Head, said: “I urge all women to attend the 10th Annual Meeting to be held in Cleveland on October 7.”

Mr. Cohen, also speaking at the Sunday breakfast session at the meeting Roscoe Duncan, engineering director of WLWT (TV) Cincinnati, spoke on “Putting Vision in Television.” The 32 delegates later took a tour of the WLTW Mt. Olympus studios.

In a series of resolutions, the AWB distinguished Miss Crane, Nunn and Duncan for their participation; thanked Miss Crane and Miss Griffith for their cooperation; praised work of Katherine Fox, WLW, District 7 chairman.

GIRLS GALORE greeted Gilmore N. Nunn, NAB District 7 director, at Cincinnati meeting of Assn. of Women Broadcasters. The girls (l to r): Dorcas Ruthenberg, AWB Kennedy county; Ruth Crane, WMAL Washington, AWB president; Pat Griffith, AWB vice president and NAB women’s director; Katherine Fox, WLW Cincinnati, District 7 AWB chairman; Betsy Nunn, who celebrated her 16th birthday; Madge Cooper, WMRN Mariton, Ohio, AWB Ohio chairman.

And So to Bed

ONE-MINUTE movie short, combining animation and photography, is being used as a television sign-off commercial by Eclipse Sleep Products Inc., New York. The animated sequence presents features in construction of the firm’s Quiltress mattresses. Power Model Rosemary Colligan is stared in a sleep-inviting retiring scene. The sign-off is scheduled in Washington, Baltimore, Philadelphia and New York. Account is handled by Henry J. Kaufman & Assoc., Washington, and film is produced by Byron inc, of that city.

RMA GIVES QUARTER SALES OF COMPANIES

SALES of civilian broadcast transmittin equipment totaled $8,098,780 for the second quarter of 1948, compared to $6,725,335 in the first quarter according to a report by the RMA covering its member companies. TV sales, including antenna and related apparatus, totaled $3,277,907 in the second quarter, or $4,369,922 for six months.

FM transmitting equipment sales totaled $1,385,598 in the second quarter, $3,006,802 for the half-year. AM transmitting equipment sales were $716,707 for the second quarter, $1,384,142 for the half-year.

Studio and antenna equipment for both AM and FM stations totaled $1,666,823 in the second quarter, with miscellaneous equipment adding $437,017 with another $616,328 in export sales.

Total transmitting and communications equipment sales for the second quarter (excluding tubes) were $50,318,006 compared to $30,628,315 in the first quarter, U. S. government purchases accounting for 71% in the second quarter and 67% for the half-year.

Free & Peters Inc. Named by WAAM

Baltimore’s Third Video-Outlet Plans Mid-October Start

APPOINTMENT of Free & Peters Inc. as exclusive national representative of the new WAAM (TV), Baltimore’s third television outlet, was announced last Friday by Frederick L. Allman, executive vice president.

The station, assigned Channel 13, expects to begin operation in mid-October, though no definite date has been set. Test patterns will go on the air this week.

WAAM, licensed to Radio Television of Baltimore Inc., will be an ABC TV affiliate. The company has an AM grant for 10,101 k, 1 kW, daytime, authorized a fort-night ago.

Equipped by RCA throughout, WAAM represents an investment in plant, equipment and real estate of approximately $600,000. Norman C. Kal, Washington and Baltimore agency executive and head of the firm of Kal, Ehrich & Merrick, will double in brass as general manager. The station has a video power of 26.1 kW and audio of 13.8 kW. Mr. Allman also is owner of WSYA Harrisonburg, Va., and of WSIR Winter Haven, Fla.

Hammann to WABD

JOHN HAMMANN, formerly an account executive at ABC and previously sales manager of KXW Philadelphia, has been appointed manager of daytime sales for WABD New York, key station of the DuMont Television Network. WABD is beginning full-scale day-time operations early this month, with a 7 a.m. to 6 p.m. weekday schedule in addition to its evening programs [BROADCASTING, Sept. 27].

CJRW SUMMERSIDE, P. E. I., is new 250 watts station on 1240 kHz which goes on air soon. A. G. ROGERS has been named manager, and L. C. BUN- DRY is engineer. The station is licensed to Gulf Broadcasting Co. Ltd., Summerside, and has appointed Radio Representatives Ltd., Toronto and Montreal, as exclusive representative.

**AWB DIST. 7**

THE MESSAGE of freedom must be carried to the American public and the world “before it is too late,” Gilmore N. Nunn, head of the Nunn Stations and NAB District 7 director, told the Assn. of Women Broadcasters 7th District conference.

Meeting at the Netherland Plaza Hotel, Cincinnati, Sept. 25-26, the district AWB went through a busy two-day agenda. Mr. Nunn and Benjamin Cohen, assistant secretary-general, discussed Public Information, United Nations, were the featured speakers.

Mr. Nunn spoke at the Sunday dinner seminar subject, “Manana Is Too Late,” a Latin title ascribed to his recent participation as American delegate in the Inter-American Broadcasters Assn. meeting at Buenos Aires.

He urged the AWB to step up its educational of listeners on benefits of freedom. “The greatest weapon we have is out—expression,” he said. “Americans must learn we are free because government is free, since they are the government. They must tell the world. Tomorrow may be too late. The future of the United States depends on the solidarity of the Western Hemisphere.”

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**AWB CINCINNATI REGISTRATION**

Susette Baldwin, Public Schools, Louisville; Gloria Brown, WTAM Cleveland; Evelyn Carroll, WPAD Paducah, Ky.; Elaine Cognie, WPAY Portmouth, O.; Madame Cooper, WMRN Cleveland; Ruth Crane, WMAL Washington.

President Ann: Norma Allman, Louisville; O. Myrlan Politz, WOBY Columbus; Mrs. O. K. Ford, 2434 Dewey Ave., Ky.; Katharine Fox, WTIV Cincinnati; Dorothy Quinn, WTIN Cincinnati; Margaretta Halls, Nati Fed. Bus. & Prof. Women’s Clubs, Columbus; Norma Richards, WSPD Toledo; Betty Jane Stroth, WSCR Columbus; Dorcas Ruthenberg, WHAS Louisville; Fern Sharp, WBNS Columbus.

Eleanor Hanson, WHK Cleveland; Jip Houston, WCOL Columbus; Frances Judd, WPAY Portmouth, O.; Norman Kirchner, WINN Louisville; Helen Nugent, WCBS-FM Cincinnati; Fred Piao, WOBY Columbus; Fred Quigley, WOLA Washington; Tom Rabin, WCMY New York.

Margaret Moulton, WPAL Columbus; Mrs. Carl Witch, WSYA Charleston; Mrs. Mary Hurlin, WOSU Columbus; Mrs. Patsy Vosburg, WCN Columbus; Dorothy Wood, WPTM Maysville, Ky.; Meg Zahr, WAKR Akron.

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BROADCASTING • Telecasting
**KRNT LEADS in DES MOINES**

**MORNING!...**

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**NIGHT-TIME, TOO!...**

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Saturday Daytime and Sunday Afternoon Domination Put KRNT Out Front 7 Days a Week!

Use KRNT to Merchandise Your Product in a Territory That Has the Money to Buy it — Central Iowa. Polk County (Des Moines) Boasts the SECOND HIGHEST EFFECTIVE BUYING INCOME PER FAMILY in the entire United States!**

KRNT ranks second to none in EFFECTIVE SELLING POWER! Our many accounts agree that resultful advertising is the cheapest! You will, too!

★ C. E. Hooper Share-of-Audience Report, June-July 1948, Des Moines—City, also shows KRNT leading the next highest-rated station by 10.2 points in total rated time periods.

★ The figure is $6,402, according to 1948 Sales Management Survey of Buying Power (copyrighted).

***KRNT ranks second to none in EFFECTIVE SELLING POWER!***

ASK A KATZ MAN

That Very Highly Cooperated, Sales Results Premeditated, ABC Affiliated Station in Des Moines!
We

sales

WBT, CHARLOTTE
KSL, SALT LAKE CITY
WEWA, RICHMOND
WBAA, BIRMINGHAM

WEEI, BOSTON
WCCO, MINNEAPOLIS
KMOX, ST. LOUIS
WTOP, WASHINGTON

KNX, CPN, LOS ANGELES
WGGI, WHAUP, PHILADELPHIA
WBBM, CHICAGO
WCBS, WBSTV, NEW YORK
have the talent

for making sales

Your Radio Sales Account Executive has the talent—local live talent—that will ring cash registers for you in twelve of your biggest and richest sales territories. Best proof is that national spot advertisers are now sponsoring close to six hundred local live talent broadcasts on the Radio Sales represented stations. And more than seven out of every ten of these sponsors are on a renewal basis!
OUND to get a rise out of the conven-
on—on the ski lift—Paul W. Morency, v. p. and general manager of WTIC Hartford, and chairman of SPAC committee, starts the ascent.

FACING the Idaho hills, Charles R. Den-
y addresses a luncheon meeting of the NIBC affiliates, marking his first official appearance as executive vice president of the network.

A BIG BRASS band—from Sun Valley turned out to meet the early arrivals among the NBC affiliates as they disembarked from their Union Pacific train at the resort.

BASKING in Sun Valley’s sunshine are (I to r) NBC President Niles Trammell; John J. Gillin Jr., WOW Omaha; Fred Schilpin, KFAM St. Cloud, Minn.

TIME OUT for a smoke between sessions for these NBC affiliates (I to r), S. S. Fox, KDYL Salt Lake City; Harry Bannister, WWJ Detroit; Walter Bridges, WEBC Duluth; Walter J. Dam, WMJ Milwaukee; Joe E. Baubino, KDKA Pittsburgh.

COMPLETELY relaxed in the 85-degree temperature of the swimming pool at Sun Valley Lodge are H. Quentin Cox (I), KGW Portland, Ore., and Jim Nelson, NBC promotion manager.

CAUGHT in the midst of a good one are (I to r) Harry Stone, WSM Nashville; Louis G. Baltimore, WBRE Wilkes-Barre, Pa., and Pierre Boucheron, WGL Fort Wayne.

NBC’S MR. DENNY (I) is congratulated by William E. Pope, owner of WALA Mobile, after the executive vice president’s speech on the new television contract for affiliates.

TWO ADMINISTRATIVE vice presidents of NBC get together on the porch of Sun Valley Lodge. Looks as if Harry C. Kopf (I), sales v. p., is selling a show to Ken Dyke, program v. p.

BUFFALO barbecue gourmets are (I to r) E. Y. Flanigan, WSPO Toledo; J. Robert Kerns, WLOK Lima; Mrs. Kerns; Mrs. J. Harold Ryan; Mr. Ryan, Fort Industry Co., v.p. and treasurer.

NICE PERCHERS at the Sun Valley edge are J. R. (Chick) Showman (I), NBC Chicago v. p., and Sidney Stratz, administrative v. p. in charge of Hollywood and television.
In its endeavor to bring Detroiters a diversity of entertainment, WWJ-TV, Michigan's first television station, has added weekly televised broadcasts of the Detroit Symphony Orchestra to its ever-growing list of program features. Compliments received from the thousands of television set owners in Detroit attest to WWJ-TV's perfection in technique during the first broadcasts of the Symphony. It marks another milestone in the progress of WWJ-TV, which, in its second year of operation, has already become an effective advertising medium in this multi-billion dollar market.
Agencies

(Continued from page 19)

joined newly-organized Los Angeles branch of Chicago agency, George F. Florey Inc., as account executive. Agency located at 117 N. Robertson Blvd. Phone number is Bradshaw 2-6485.


CLAIRE H. CRAWSHAW, office manager of Buchanan & Co. Inc., Los Angeles, returned to work after three months' illness.

WILLIAM MAXFIELD, former sales representative for Esquire Magazine, Los Angeles, joins Lindeke Adv., same city, as account executive.


S. L. "PAT" WEAYER, vice-president in charge of radio and television for Young & Rubinac Inc., is in Hollywood from New York for five weeks conferences.

MOORE & HAMM Inc., New York, have moved from 18 East 48th St. to 7 and 9 East 55th St. Telephone: ORegon 9-4100.

TERRY HANSON, formerly with Knollin Adv. Agency, San Francisco and TOM HOPKINS, formerly with Baumont & Hohman, same city, join the Biow Co. there.

MILTON PAUL FIGEROID, formerly with the Hayward (Calif.) Daily Review, joins Ad Fried Adv. Agency, Oakland, Calif., as production manager.

BRISACHER, VAN NORDEN & STAFF, San Francisco, on Sept. 22 announced opening of offices in Smith Tower, Seattle, Wash. DEANE WEINBERG, formerly an account executive in San Francisco office, is in charge.

O'BRIEN ADV. Ltd., announces opening of their new offices at 928 West Pender St., Vancouver, B. C. Telephone: Pacific 9174.


RANDOLPH KUHN Adv., has moved to new quarters at 802 SW Broadway, Portland, Ore.

RADIO & TV LAW

Warner Book Well Done


It is a welcome phenomenon, a law book which even a non-lawyer can read for pleasure as well as profit. It could hardly fail to be engrossing, for it is the story of radio regulation, which means it is also the making it easily readable. It is not nearly so lugubrious as the title may lead you to expect: Radio and Television Law; A Standard Reference Book on the Legal and Regulatory Structure of the Radio Industry.

It is not so brash as to under take to tell you what FCC, or Congress, or the courts are likely to do that if gives you a sense of the future. But if you want to know what they have done in similar situations in the past, you will find much here to help you, and you can gauge the trends for yourself.

Suppose that you have a question about the law on political broadcasts, which seems a safe assumption is yours caring with your vote. This volume not only quotes the law for you but gives the background and reviews the applicable FCC rulings from 1922, from the WDSU, and Rainey cases to the recent kingpin of them all, the Port Huron decision. The history is instructive; and if you fail to find the precise answer to your question, it should be remembered that a Congressional investigating committee had trouble on that score.

Gives All The Answers

Suppose, again, that you have a question relating to the network regulations. Here you will get a history of network broadcasting, an explanation of network operations, the legislative history of the law applicable to networks, and the history of FCC's own network investigation and report, along with the regulations themselves and an explanation of the court decisions bearing on the law.

These are but two illustrations of the scope and detail of the book. Another indication is the fact that if it is 1,005 pages long and the index alone takes 155 pages. It is the first comprehensive analysis of the origin, functions and activities of the FCC in relation to the A.M., F.M. and television fields.

Harry Warner, a young attorney of the Washington law firm of Smith & Hennessey, has spent more than three years gathering the material and writing this book. He comes originally from Newark, more recently from Los Angeles, via the U. of Michigan Law School and the U. S. Army. He was a member of the American Bar Assn.'s Committee on Communication Law, and is a former associate editor and editor-in-chief of the Federal Communications Bar Journal.

He has organized this study— it's to be expanded with supplements, incidentally — into 10 chapters, starting with the prac to television property rights, contracts, and film arrangements. The book is arranged to accomodate inserts of new material, so that supplements to any of the chapters may be issued as developments warrant. A chapter on fascimile also is contemplated.

In the final chapters Mr. Warner examines the courts to the Commission, examines radio legislation from 1912 to the present, and describes and appraises proposals for amendment.

There is a list of all proposed amendments introduced in Congress since 1934, and the latest— the White Bill — is analyzed section by section. An appendix carries the Communications Act in text, and, at the outset, there is a checklist of the application forms, program definitions, and reports required by the Commission.

Video's Problems Covered by Dunlap

IN his new book, Understanding Television—What It Is and How it Works, Orrin Dunlap Jr. "researcher has written a multi- tude of the every day questions asked about video. From the wave motion of light to operation of the image orthicon tube, Mr. Dunlap presents this complex subject in simple language.

The first two chapters, "Steps That Led to Television" and "How You See by Television," discuss the basic discoveries in the electronic and optical fields that were forerunners to video. Today's television camera is an electronic eye. It receives reflected light, trans- forms it into an electronic signal, passes it along for radio transmission to distant places.

The video receiver is, in effect, the brain which interprets this energy of light and sound and shapes to form the picture. A chapter on "What Performers and Should Know About Television" voices the warning: "Be natural, be yourself. Techniques for speakers as well as actors are outlined."

"Testing Your Television I. Q." presents a series of questions and answers on all phases of video while the "Television Glossary" gives the meaning of a large number of words used in the field.

A bibliogarphy of books on television also is included.
There's a lot more to it than this...

In any kind of business these days you certainly have to get around. But in the highly complex advertising field of Spot Radio there's a lot more to it than this.

To cash in on Spot's tremendous sales-making potential—to give advertisers the kind of expert service they need and want, a number of qualities are required. Weed and Company representatives have them all.

First there's training and experience; you can't even get started without them. Then there are the intangibles of timing, associations, persistence—and maybe even a little luck. But, most important of all—are expert knowledge and plain hard work. For these are the two factors that produce most of the results most of the time . . . the two factors that make Weed and Company service so valuable to any advertiser.

Weed and Company representatives

New York • Boston • Chicago • Detroit
San Francisco • Atlanta • Hollywood
In Sunrise (Ky.) you wouldn't get to see very much, because there just isn't much to see. Like so many of the small-town "markets" in Kentucky, it's daylightfully small — and that's about all! But no matter when you look at the Louisville Trading Area — at sunup, high noon or dusk — you'll see a greater sales potential than for all the rest of the counties in the State combined. WAVE has at least a 50% BMB Audience in almost every inch of this Area.

So, gosh dawn it, let WAVE show you how to bask in the wonderful sunshine of bigger sales for less money. From cockcrow to curfew, WAVE's your buy in Kentucky!
In Philadelphia, city of homes, television isn’t just something to come. It’s here... 65,000 antennas on rooftops picking up the programs of WCAU. The nation’s third largest market is second in number of TV set owners. WCAU, with Philadelphia’s highest antenna and the equivalent of an effective radiated power of 50,000 watts, reaches out to them with program popularity and potent advertising pull.

**on WCAU you’re in Philadelphia**

CBS AFFILIATE

THE PHILADELPHIA BULLETIN STATIONS
Expanded Observation Planned

Broadcasting stations will take part in the local merchandise promotion of the Radio-in-Every-Room theme, with 30,000 radio dealers cooperating as well as a score of national trade organizations. Radio Week advertising copy will be provided daily and weekly newspapers by the Advertising Committee of the Radio Mfrs. Assn. with suggestion that they solicit radio dealers for joint sponsorship of the space.

Spot announcements and program scripts carrying out the theme will be supplied stations by NAB, co-sponsoring the week's events with RMA, U. S. Junior Chamber of Commerce and U. S. Office of Education.

Dealers, distributors and broadcasters will display new radio and television sets during the week. Promotion will stress technical advances in receivers, excellence of programs and availability of radios "for every room" and "for everyone . . . everywhere." Newspaper copy will be prepared for re-run as display posters for display in windows and showrooms.

Kit Idea Dropped

The promotion kit idea for dealers has been dropped this year, but set manufacturers and distributors will contact dealers directly to aid them in joining the celebration in cooperation with Junior Chamber chapters, schools and other groups.

Again four national winners will be selected from participants in the "Voice of Democracy" contest. Entries are expected to be several times the 20,000 total a year ago when the contest got away to a faltering and delayed start.

National winners will receive $500 scholarships, with special prizes planned by many local organizations. One such prize is a $500 scholarship to be awarded by the Electric League of Indianapolis to the local winner.

The Junior Chamber is sponsoring and directing the local contests, with broadcasters, dealers, distributors and educators cooperating. The U. S. Office of Education has endorsed the contest again. The winning five-minute essays on freedom in last year's contest have been heard by transcription in many schools.

In cities where the JCC lacks chapters, it will ask mayors to organize committees of young businessmen to direct the contests.

NAB is sending a series of five-minute transcriptions to all stations for broadcast at stated times during Radio Week as guides for high school students (Grades 10, 11 and 12). The discs outline the benefits of the democratic form of government and free enterprise.

Recordings were made by James Stewart, actor; Paul E. Bagwell, president, Junior Chamber; Maj. Gen. Luther Miller, U. S. Army Chief of Chaplains; Dr. John W. Studebaker, editor of School Life; Justin Miller, NAB president. The recordings also will be re-spotted on educational and other programs. Scripts of the talks are being distributed by the Junior Chamber. A number of radio actors are transcribing announcements.

A speech will be supplied by NAB for use at service club lunches and other meetings.

RMA-NAB Display Booth

RMA and NAB are cooperating in a display booth at the national School Broadcast Conference Oct. 13-15 in Chicago, with two of last year's winners to be present. High schools will be supplied three-color posters describing the contest, and advertising material will be supplied to trade publications.


Louis Hausman, of CBS, promotion consultant, is assisting Mr. McGill in the Radio Week planning.
12 is the Limit!

Yours may be one of the twelve stations to be represented by

Radio Representatives, Inc.

You are located in a key market—
You want more sales (and who doesn't)—
You want a Station Rep who is going to serve only a few (not more than 12 key stations) in order to serve them better.

You want a Station Rep who has a prolific organization rendering an outstanding sales job, who punches hard to get good business, who is not just an order-taker or passenger on a gravy train—

Consult:

Radio Representatives, Inc.

(A newcomer to the Station Rep field, but old hands at the business)

See our galaxy of Sales Stars

Peggy Stone
Said to pack a 1-2 sales punch!

Harry S. Goodman
They call him "dynamite"

John North
Knows his Stations and Agencies like a book

We three, and the rest of us, know we cannot serve too many masters and do the job to which we are pledged. For this reason we cannot guarantee that we can serve you, but it costs nothing to find out. We invite your confidential inquiries.

Radio Representatives, Inc.

New York
480 Lexington Ave., New York City

Chicago

Los Angeles

San Francisco
Good news for advertisers: Fort Industry Stations now make it easier than ever to select the "best buys" in their respective markets... because Fort Industry Stations keep on growing like this...

The new look comes to Fort Industry's WLOK (NBC) in Lima as a brand new transmitter building goes up as part of a general expansion and improvement program. Incidentally, business at WLOK is at an all-time high.

Want to do a job of blanketing a rich market? Our 5,000 watt WMMN (CBS) in Fairmont dominates all competition 86% of all broadcast time in its extensive primary coverage area of West Virginia according to a new Listener Diary Survey.

Detroit gets a thrill in October! That's when our popular WJBK starts telecasting in this rich market! (And right now is a good time to take a look at the Hoopers of this AM-FM-er that's wooing and wowing listeners.)

The coal and is a money days—and os (CBS), with watt voice be from Wheeli primary cove heart of the Pennsylvania West Virgini
More than mere talk! Our WSPD-TV began program telecasting in July, treating Toledoans to an eyeful as well as an earful of both network and locally produced shows.

and on September 26, WAGA, our 5,000 watt-in Atlanta went CBS making it an even better buy in this "peach" of a Georgia market. And here's a coming attraction:—WAGA begins telecasting early in November.

Effective this month our WGBS (CBS in Miami), moves to a new, better location and goes to 50,000 watts (daytime)...becomes the first and only 50,000 watt in the fastest growing metropolitan area in all Florida!

There's no chest-thumping here at Fort Industry over the growth and developments mentioned in this advertisement. Actually, you see, these developments are only the most recent ones. Our stations have been growing for years; continual physical growth is a part of our creed. Just as important, we couple each of our individual station's independent programming facilities with Fort Industry's over-all resources to insure continuing audience growth—continually greater rewards for advertisers. This, we think, is just plain good business.

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

**Before It's Too Late**

At no time in radio's 28-year history has there been greater need for freedom's voice to be heard in every community and in every nation. We run the risk of an undersea world situation exploding momentarily, the ideals and achievements and aspirations of a free people must be told and retold at home and abroad.

"Manana is too late," Gilmore Nunn told women broadcasters in Cincinnati (see story this issue). "The greatest weapon that perpetuates our freedom is our free expression."

Most powerful of the freedom-perpetuating devices is the spoken word of free broadcasters. That voice must be heard through every microphone, every day and every week.

The fourth annual celebration of National Radio Week Nov. 14-20 again offers every facet of the industry a chance to join forces to promote and propagate radio's role in national life. But the exploitation of National Radio Week has become subordinate to the whole problem of promoting and preserving freedom.

In its fourth observance, Radio Week at last begins to take shape as an event of national, rather than merely industry, importance. At last it is rising to the need of the hour—the need to bring up young Americans in an atmosphere of freedom, equipped to take their place in democratic life.

This forward step is developing through the "Voice of Democracy" contest, a tall that threatens to war the Radio Week carcass. One year ago, 20,000 high school students wrote radio essays on freedom. This year the contest promises to draw many times that number of competitors.

Out of the idea may develop a nation-wide youth movement for democracy, whose goal will be the training of the young in American ideals.

All this adds up to one thought. Radio must know its own strength, and learn to apply it on behalf of the democratic system under which it can operate as a free institution. "Manana is too late."

**Trail of Two Cities**

In the waning days of September, two conventions were held. The NBC second annual convention at Sun Valley was followed by the FM Assn. second convention in Chicago. Both produced tangible results.

At Sun Valley the emphasis was on television. NBC has been in the forefront of TV development. It has put together two sectional networks which later will be merged and extended. In the words of NBC's Trammell, NBC President, it will be six years before the beginning of the "period of plenty" in TV. Meanwhile, sound broadcasting and new advertising dollars will underwrite TV development.

At Chicago, there was surprising enthusiasm and spirit.

Some FM stations have given up. Despite that there are 650 stations on the air; 2,500 FM sets have been manufactured. That is mass communication. It constitutes a service that can't be ignored. It is a service that needs exploitation. FM Assn. has wisely decided to continue its aggressive selling job.

There are still vexatious problems of allocations and stations that affect both TV and FM. There's too much momentum and public demand to slow down TV. FM will provide more useful service to those areas which do not have adequate sound broadcasting.

Each service will find its level. The public can't lose. The new competition means new innovations in programming. More people will listen and look, and advertisers can be sold. The additional dollars needed to sustain a video system alongside an aural system must be found. In the process, there will be substantial turnover in ownership.

Some of these words were said at both Sun Valley and Chicago. All of them were implied. There was pessimism. But predominant was the will to meet the challenge, and to make each medium a business success.

**Red Ether**

Now that Russia is kicking over the traces in every diplomatic and military quarter, it is becoming apparent that the Kremlin has been playing a cozy radio game. It wants to gag and cripple our system of radio.

Jamming of the Voice of America broadcasts is an old story. The original postwar plan for operation of Radio Berlin by the quadripartite occupying forces never got under way. But last year, the Soviet, British, French and Polish communications officers even though the building was in the American sector, and the transmitter in the British.

The Soviet attitude was evident, too, at the International Telecommunications Conferences at Atlantic City last year, when it spawned two plans diametrically opposed to those we fostered. But evidently the politicians or whatever top brass runs the communications show behind that curtain, wasn't satisfied, because Deputy Communications Minister Alexander Protopopov, who headed the Soviet delegation to Atlantic City, hasn't been heard from since he returned to his motherland.

Preliminary meetings already are under way in Mexico City, preparatory to the 78th National High Frequency Conference on Oct. 22. This session is called primarily to determine distribution of the international broadcast channels, but really takes over the unfinished business of the Atlantic City sessions. The Russians then proposed a "priorities" system of allocation. It's an ingenious plan tailored to freeze us out of international broadcasting by giving preference to nations which lack internal communications. It would take into account total area, population, numbers of broadcasting stations, and such other ingredients that would favor Russia and her satellites, and practically count us out.

Then there's the so-called French plan, upon which the Kremlin has been busy benignly, to give commercial broadcasting "last priority" on allocations of any kind. That's veiled, viciousness with a vengeance. The United Kingdom, with its state-owned radio, France with its BBC-type operation, and Russia with everything for by, and for the totalitarian state, are easy marks for that odiferous thesis.

We will have a strong delegation at Mexico City, headed by R. Henry Norweb, career diplomat, former radio amateur, and chairman of the successful 1937 NARBA delegation to Havana. But can it cope with a stacked deck?

It seems ludicrous for the United States to lay its communications welfare on the line, if the Soviet, its subjugated satellites, and those with state-vested interests, have the votes to override. There are those who believe war can erupt without warning. In good faith, we must seek to bring the Mexico City sessions to a successful conclusion. But it shouldn't be at the sacrifice of a single kilocycle to the Soviet, or through acquiescence to any language that will not make competitive enterprise in radio to Communist imperialism.

(Continued on page 54)

**Our Respects To—**

- FRANK TOWNSEND BOW

FRUSTRATED or confused radionuclides suffering at the hands of the Federal Communications Commission would probably give their eyeteeth to be in Frank Bow's shoes. He is general counsel of the House Select Committee investigating the FCC.

But Mr. Bow has no axe to grind. His immediate ambition, he says, is to finish the job and return to his law practice in Canton, Ohio. He and the agency are probably agreed on one point—the sooner the investigation ends and he goes home, the better. Before leaving, however, he intends to complete the job to which he was put together to handle A. Harness (R-Ind.), chairman of the Committee.

While some might pursue this assignment with a vengeance, the Committee's field marshal accepts it as a public duty.

Mr. Bow has demonstrated an amazing faculty for fastening Committee attention on the FCC's most controversial, and the industry's most troublesome issues.

He originally was called to Washington to serve as general counsel of the House subcommittee investigating publicty and propaganda in government. Congressman Harness appealed to him to stay and serve as counsel of the investigating FCC.

During his short period of service on Congressional committees, he has gained a reputation for searching investigations. Spectacular antics, and other shonwmanship tactics have been notably absent from his presentations. Observers term his interrogating technique "disciplined aggressiveness."

Mr. Bow's age—47—is hinted only by a blaze of gray about the temples of his dark, well-groomed hair and trim mustache, which is affectionately stroked during serious moments. Although there is some evidence of an equatorial bulge, Mr. Bow's husky appearance and rapid stride lead one to the correct assumption that his was a highly-athletic youth.

Sports played a dominant role during his years in Canton's public schools and the U. School of Cleveland, a preparatory school from which he graduated in 1917. Mr. Bow admits his scholastic standing during summers at Culver Military Academy in Culver, Ind., was nothing to write home about—so he didn't. In high school and at the Ohio Northern U. from which he graduated in 1921, he was...
Dependable coverage with 50,000 watts . . .

Faithful listeners because of quality programming . . .

These two factors have made KVOO Oklahoma's Greatest Station.

Advertisers, since 1925, have learned to accept KVOO dominance as an established fact. They regularly prove this dominance through rising sales curves of KVOO advertised products in this great and growing Southwestern market where higher than average income means more spendable income!
Key Man in Washington
Plays to Big National Audience

His technique at a piano keyboard is as good as many professional pianists—but he's better known for his news commentaries before a microphone.

His program makes sweet music for listeners and advertisers. Five nights a week he delivers a wildly followed 2000-word script, packed with a full measure of staccato facts behind the news.

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

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

James to Direct Radio Clinic of N.Y. Ad Club
E. P. H. JAMES, MBS vice president, will direct this fall's radio clinic sponsored by the Advertising Club of New York. Among those in charge of the clinic's various activities are the following: Philip Frank, executive secretary, BMB; Rodney Erickson, Young and Rubicam radio and television dept.; C. E. Midgley, sales service manager; CBS; Joseph A. Moran, vice president and associate director of radio, Y & R; F. Carleton McVayish, audience promotion manager, MBS, and John Southwell, radio and television director, Glee R. Stocker & Assoc.

News Clinic Arranged
For Wisconsin Stations
RADIO News Clinic for Wisconsin stations will be held Oct. 21 at the Plankinton Hotel, Milwaukee, under auspices of NAB and the League of Wisconsin Radio Stations.

Appointed chairman of the clinic by NAB District 9 Director Charles G. Caley, WMBD Peoria, Ill., was Ben A. Laird, WDUZ Green Bay. Mr. Laird and Charles J. Lamphier, WFOX Milwaukee, conferred recently on clinic plans. Arthur G. Stringer, NAB staff director and secretary of the NAB Radio News Committee, will participate.

RFD’S MEET DEWEY
Presidential Nominee Holds
Open House at Pawling

RADIO Farm Directors from all parts of the country have met with Presidential Nominee Dewey at his farm at Pawling, N. Y., to give their views on present and future agricultural problems.

Phil Alampi, WJZ New York farm director, broadcast part of the proceedings, including an interview with Sen. George Aiken (R-Vt.) and Rep. Clifford Hope (R-Kan.), chairman of the Senate and House Agricultural Committees, respectively.

The RFD's and newspaper farm editors also made specific suggestions as to how this year's record feed crop might be used to rebuild the livestock population and to maintain agriculture on a firm foundation, Mr. Alampi reports.

Mr. Alampi (I) is greeted by Gov. Dewey at his farm at Pawling.
You can match the characteristics of most transcriptions and recordings...

...with the 109 Type Reproducer Group

Recording characteristics vary widely from one company's recordings to another. But...when you use the Western Electric 109 Type Reproducer Group, with its 7-position Equalizer, you can correct for practically any of the more commonly used recording characteristics.

Note in the adjoining panel how closely the 109 Type Group equalizes not only for the NAB and Orthacoustic curves, but also for commercial records and lateral transcriptions. In fact, you can match within close tolerances all vertical and most lateral transcriptions and 90% of phonograph records.

That's one factor in the high-quality performance of the 109 Type Group. Another is the exceptionally low intermodulation distortion of the 9 Type Reproducer. Hear the Group for yourself—note how this feature reduces "hash" at the higher frequencies.

The 109 Type Group consists of reproducer arm, your choice of 9A or 9B Reproducer, equalizer and cable assembly, and repeating coil. You can easily mount this top-performance group on your present turntables—and you can get it from stock!

Place your order with your local Graybar Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

Western Electric
HUGENE P. WEIL has been named sales manager of WARY Albany, N. Y. Mr. Weil has been in radio for 15 years, most recently as manager of several Alabama stations.

IRVING HACKETT has joined sales staff of WOCF Boston. Mr. Hackett was formerly with WMEX Boston, where he was an announcer.

RAY WAPLE, formerly associated with Industrial Publishing Co., has joined WHK Akron, Ohio, as sales representative.

GEORGE J. ARKEDIS, former account executive for WCBS New York, has joined CBS TV sales staff. It was announced by David Sutten, sales manager of station. Mr. Arkedis was formerly associated with Simba, Hubbard and Powell Inc., Morgan Reitlinger and Co. and other New York agencies as space buyer, account executive and radio representative.

FRANK DROGHE has joined sales staff of WG&R Covington, Ky.

LARRY LAZARUS, WBBM Chicago, completed his 10th year as a CBS staff member Sept. 5. Head of station's accounting department since 1945, Mr. Lazarus worked previously at CBS New York.

C & FM Columbus, Ind., announces appointment of McGeehan and O'Mara of New York, Chicago, Detroit, Atlanta, Boston and San Francisco as its national representative.

ROBERT H. (Skin) BOLLING has been appointed manager of Chicago office of Bolling Co. Inc. Bolling Co. Midwest headquarters are at 360 N. Michigan Ave, Chicago.

SYDNEY GAYNOR, general sales manager of Don Lee, goes to New York Oct. 7 for three weeks conferences.

BILL HUTT, member of WXY Oklahoma City, Oklahoma, sales staff, has resigned to join advertising staff of "The Farmer Stockman," monthly Oklahoma Farm magazine, as national sales representative.

HARRY BURDICK has left WXY sales staff as national sales manager. His future plans are unannounced. His duties were assumed by LEO HOWARD, commercial manager.

TWO 50 kw publicly-owned stations, CBBC Toronto and CBW Winnipeg, have appointed H. N. Storv & Co., Toronto, as exclusive representative in U. S. Stovin has represented stations heretofore in Canada while CKY, predecessor of CBW, was represented in U. S. by Adam Yeung Inc.

DAVE SCOTT, WKBN New Britain, Conn., "Man on the Street," has become member of sales staff of that station. Mr. Scott will continue his air work with this new position.

JIM BLACK, member of commercial department at WTHP Hartford, Conn., is the father of a girl.

C. F. (Chuck) KEITZER has joined staff of WJB -FM Pittsburgh, Pa., as commercial representative. He was formerly with GE publicity department.

WALLIE C. PERSOW, commercial manager for WJB, Columbus, W. Va., has been appointed Sub-Committee Chairman of the United States Junior Chamber of Commerce Public Safety Committee.

ANNUAL Convention of Pacific Council of American Afn, of Advertising Agencies will be held October 11-13 at Arrowhead Springs Hotel, Arrowhead Springs, Calif.

Hiss Says Slander Suit Does Not Include WOL ALGER HISS, former State Department official who has filed a $50,000 slander suit against Whittaker Chambers for allegedly defamatory remarks made by the latter on Meet the Press over WOL Washington on Aug. 27, said last week that the station itself is not involved in the suit.

Mr. Hiss, president of the Carnegie Endowment for International Peace, charged in U. S. District Court, Maryland, that Mr. Chambers, author of Time, falsely accused him of having been a communist when Mr. Chambers was interviewed on Meet the Press. Mr. Chambers is the sole defendant in the slander suit, according to Mr. Hiss.

TV Not Seriously Affected By Curb, Declares S & P DESPITE the new installment credit regulations which became effective Sept. 20, Standard & Poor's Sept. 15 Industrial Survey in Electrical Products predicts a bright future for the television industry. Radios, however, where demand is reported lagging, will undoubtedly feel a cut in sales, the report states.

Radio production was reported off 16.5% in the first half of 1948 while “television set production was six times greater now, with FM-A set output up 55.3%, product value of the industry is estimated to have been close to that of year before.” The report also states that Philco Corp. expects that by the end of the year the value of television receivers produced will exceed that of radio set output.

McGUINEAS IS SLATED FOR CRMC PRESIDENCY WILLIAM McGUINEAS, commercial manager of WGN, Chicago Tribune, was nominated for presidency of the Chicago Radio Management Club at the regular luncheon meeting Sept. 22. Elections will be held Oct. 6. Arthur Harre, WJJD Chicago general manager, headed the nominating committee.

Other nominees were Hal Rorke, radio director, J. Walter Thompson, for vice president; Holly Shively, Ruthrauff and Ryan radio timebuyer; incumbent secretary, and Mary Polson, Mitchell-Paust Advertising Co. timebuyer, for treasurer. Nominees for trustees include the retiring officers: Mark Smith, president; Ken Shepard, vice president, and Ray Kennedy, treasurer, as well as Holman Faust, vice president and radio director of Mitchell-Paust.

Members of the club voted alternate Wednesday meetings, rather than weekly; extension of membership to all persons who have "an executive business interest in radio, TV or allied fields"; non-resident membership to firms active in Chicago radio but outside the corporate limits of the city.

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available for local sponsorship!

Capitol Transcriptions’

“My Serenade” starring HAL DERWIN

with Frank DeVol and his orchestra

Here’s a network-quality show that you can produce locally. Star is Hal Derwin, that popular young man who sings in a fresh, easy-going style. Listeners hear their favorite ballads sung with a nostalgic flavor. And the music is directed by Frank DeVol, Capitol Transcriptions’ musical director. He conducts those rich, fluid arrangements which have become so familiar to thousands of enthusiastic network listeners.

There are over 150 individual cuts of “My Serenade” songs by Hal Derwin included in every Capitol Transcription Library. In addition, stations receive special voice tracks for that “personal appearance” effect, plus musical interludes and backgrounds for commercials. “My Serenade” featuring Hal Derwin with Frank DeVol’s orchestra is another extra show from Capitol.

EXTRA...because Capitol’s economical Library Service gives you not only “My Serenade” but over 3,500 additional, up-to-the-minute musical selections. And you can tailor-make a variety of shows, including this Hal Derwin production, for any sponsor. Find out how easy it is—and how inexpensive—by sending in the coupon today.

ABOUT HAL DERWIN

This summer finds Hal going great at such spots as Kansas City’s famed Hotel Muehlebach and Minneapolis’ Carnival Club. He opened September 26th at Frank Dailey’s Meadowbrook, the Cedar Grove, N. J. dancery which has springboarded so many bands to the top. Look for future bookings in other quality locations.
Respects

(Continued from page 48)

1921 with an LL.B. degree, he played varsity football and basketball. He was admitted to the Ohio bar in 1922. He began practicing law in 1923 with the Canton firm of Herbruck, Black, McCuskey & Ruoff. In 1925 with Clayton Hoffman, a partnership of Bow & Hoffman was formed. It continued until 1928, when Mr. Bow was appointed as Ohio's assistant attorney general.

Mr. Bow takes pride in the plan he conceived while assistant attorney general for the reorganization of the state banks in Ohio during depression years. Banks reorganized under the Bow Plan have paid back almost 100% of the depositors' investments. This success led to his appointment as chairman of the State Bar's Assn.'s Committee on banking.

In 1939 he opened a private law practice, which continued until 1944, when he and Russell Ake organized the law firm of Bow & Ake in Canton. With the addition of Willard Thomas, in 1946 the firm adopted its present name, Bow, Ake & Thomas.

He ventured into the writing field in 1940 with Independent Labor Organizations and the Wagner Act published by Prentice-Hall during that year.

It was his sympathy for independent labor groups and his taste for unjust labor practices that first took him into radio studios to enjoy an "avocation." Mr. Bow broadcast screening shows for the National Council of Independent Unions.

WHBC remembered Mr. Bow's broadcasts and when the wartime manpower pinch was on implored him in 1942 to fill the gap.

Daily at 5 p.m. he left his law office to go to the station prepared a 6:30 p.m. newscast, presented it and then rushed home for dinner. He was back at the studio again to present the 11 p.m. show each day.

Officials of Brush-Moore Newspapers Inc., licensee of WHBC and of WPAY, Portsmouth, reported Mr. Bow for his services when they suggested in 1945 that he go to the South Pacific to cover the activities of the 57th Division (Ohio National Guard).

After five physical examinations for a Navy commission, Mr. Bow had been advised his condition wouldn't warrant such strenuous activities.

As war correspondent for Brush-Moore, he was in combat areas with the 37th Division 50 hours after leaving San Francisco. The Grim Reaper took two close swings at Mr. Bow during his Pacific experiences—once when the headquarters tent was shelled and again when he and an Army officer jumped from their jeep into a ditch just before a rain of Jap machine-gun bullets raked the vehicle.

Mr. Bow made wire recordings of interviews with the troops, sometimes while under heavy fire. The wire recordings were sent to Manila, transposed to platters and aired to the United States. He soon became identified by home listeners as Ohio's Ernie Pyle as the result of the informal interviews he recorded and dispatched home.

Reunion at Leyte

One of the servicemen interviewed by Mr. Bow was his son, the executive officer of a destroyer escort at the time, who thought his father was still comfortably rooted to the deep leather chair of the law office. Young Robert was thoroughly bewildered one day when at Leyte he received a message saying, "Lieut. Bow, would you please send a boat for Mr. Bow?" The son received the biggest surprise of his life when he learned that the message had not been garbled, but that it actually was his father paying him a visit in the battle area.

One of Mr. Bow's fondest recollections is his experience in combat with Actor Joe E. Brown, who was entertaining troops in the South Pacific.

He won't explain how Mr. Brown, who had lost a son in the war, happened to be in possession of a gun, but he does recall that on June 6, 1945, when he and Mr. Brown were up front with the 145th Regiment the actor's smoking gun was pointed where three Japs lay dead after attempting to ambush an American tank.

Mr. Bow's partner, Charles C. Bow, also was a lawyer and had served as former prosecuting attorney and probate judge of Stark County.

Mr. Bow admits stepping outside the law once when he committed a theft. His charming wife, the former Caroline Denzer of Canton, was "stolen" from a competing lawyer's office, where she was serving as secretary. Married in 1929, they have two sons, Robert Lee Bow, and Joseph Withrow Bow, a sophomore at Lehman High School. They have two grandchildren, Michael Lee and John Patrick Bow. Mr. Bow's chief hobby now is service to his home community, Hills & Dales, a picturesque suburb of Canton. The village, which Mr. Bow claims is even more beautiful than the name implies, is proud of the fact that it has never operated "in the red." Mr. Bow is one of the village's five councilmen.

He is a member of the Stark County Bar Assn., the Ohio State Bar Assn. and the American Bar Assn. He served four years as vice president of the state association and is now a member of the executive committee.

A staunch Republican for 25 years, he is a member of the State Central Republican Committee and the Stark County Committee.

His religious affiliation is with the First Presbyterian Church. Other organizations of which he is a member are the Sigma Pi, national collegiate fraternity, Elks, the Navy League of the United States, Brookside Country Club and the Stark County Historical Society.

CHURCH GROUP STARTS FRIDAY NIGHT SERIES

OPENING of the series, Great Scenes from Great Plays, sponsored by the National Council of the Protestant Episcopal Church in the United States, last Friday night marked first use of "institutional advertising" by a church group. "Cyrano de Bergerac," was the first presentation.

Series is being carried coast-to-coast by more than 500 MBS outlets, some 70 independent stations and five stations in Hawaii, Fridays, 8-9:30 p.m. (EST).

Differing from other religious programs, the series features no sermons, no Bible readings and no attempts at conversion. The only portion of a religious nature is a "Voice of the Church" interpreting the drama's message and a 30-second cut-in which a local Episcopal minister invites listeners to Sunday services.

The program, bought on a straightforward commercial basis, will vie for listeners' attention with other commercial broadcasts.

Agency for the series is H. B. Humphrey, New York.

Page 54 • October 4, 1948
AM GRANTS

CONSTRUCTION PERMITS for eight new standard stations were granted by FCC last Thursday. Four of the outlets are fulltime assignments and four are daytime only authorizations.

The fulltime assignments, each with a $250,000 power, were made to Sandpoint, Ida. (1400 kc); Belen, N. M. (1220 kc); Alliance, Neb. (1400 kc), and Culpeper, Va. (1490 kc). Power of 1 kw is authorized for daytime assignments at Taylorville, Ill. (1410 kc); Hanover, Pa. (1280 kc); Lewistown, Pa. (920 kc). Bryan, Tex., received 500 kw daytime assignment on 1440 kc. KGXC Sidney, Mont., 1 kw fulltime outlet on 1480 kc, owned by E. E. Knobelsdorff, was granted daytime power increase to 5 kw. KGXC is MBS affiliate.

Details are as follows:

Alliance, Neb.—Sandhills Broadcasting Corp., 1400 kc, 250 w, unlimited, conditions. Estimated cost $15,400. Sandhills is owned by Hans Jagger, president 9.4%; W. R. Mets, vice president 2.5%; D. T. Herrman, secretary 2.9%; J. W. Coer, treasurer 4.7%; and 14 other local businessmen.

Belen, N. M.—Belen Broadcasting Corp., 1220 kc, 250 w, unlimited, conditions. Estimated cost $13,500. Principals are Elmer Zemke, local KBEW business manager, president 32.3%; R. A. Williams, electrical contractor, vice president 15.5%; T. B. Stirling and rancher, secretary 10.8%.

Bryan, Tex.—Brazos Broadcasting Co., 1440 kc, 250 w, unlimited, conditions. Estimated cost $13,662. Each of following holds one sixth interest: Joe A. Marino, radio student president; John Benedict, grocery store owner, vice president; Rosalie Marino, stenographer, secretary; and Ana Martinez, Tony Lambo and Lillie Lambo.

Culpeper, Va.—Culpeper Broadcasting Co., 1490 kc, 250 w, unlimited, conditions. Estimated cost $25,000. There are 61 stockholders and six directors, local business men. In addition to following officers: Ira C. Hopkins, Chevrolet dealer, president 6.6%; L. T. Preston, manager of local telephone office, vice president 0.3%; and Harry H. Dickens, International Harvester distributor, secretary-treasurer 6.6%.

Hanover, Pa.—Radio Hanover Inc., 1280 kc, 1 kw, daytime, conditions. Estimated cost $17,560. The 400 shares of stock in corporation are held as follows: John D. E. Eyer, radio projection operator, president and 132 shares; Philip Trebaugh, Spring Grove Electric Co. and former chief engineer at WOBK, York, Pa., vice president and 129 shares; H. V. Ferster, Weaver Piano Co. treasurer, 20 shares; and E. W. Witsoekey, manager and program director of WLAC Lancaster, Pa., 5 shares.


Taylorville, Ill.—Christian County Broadcasting Co., 1410 kc, 1 kw, daytime, conditions. Estimated cost $14,361. Principals are: L. H. Pfeifer, president 33 1/3%; F. J. Stidler, secretary-treasurer 14 2/3%; H. W. Stidler, 14 2/3%; and L. W. Andrews, vice president 33 1/3%.

The full eight CPs issued by FCC

Whether it's Montezuma or Tripoli (IOWA) WMT is There!

F rom the tall corn fields near Montezuma to the dairylands around Tripoli, eastern Iowa listeners keep tuned to WMT for complete farm news, top entertainment and special features offered by this exclusive CBS eastern Iowa outlet.

Iowa farmers depend on WMT. So do the urban communities with their hummimg industries. Reach both these prosperous markets via WMT's 600 kc— Iowa radio's finest frequency. Ask the Katz man for details.

WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

THE BASIC COLUMBIA NETWORK
Votes Are Mailed
On NAB By-laws

FOUR changes in the NAB by-laws, designed to refine association procedure under the new by-laws adopted last year, have been submitted to the membership for referendum vote. Ballots are to be mailed to Ernst & Ernst, New York, before Oct. 22.

First proposal would amend Article III Section 1-A to secure annually an accurate mailing list of persons to whom ballots and other official material will be sent.

Second change would amend Article V by inserting a new section requiring new members to pay a month’s dues in advance.

Third proposal would amend Article VI Section 2, dealing with nomination and election of directors. Each active member is to certify one name as eligible for nomination and election. The number of directors remains at 20, with no change in classification.

In the case of district directors, those receiving three or more nominations, instead of one as at present, would be certified for the final ballot. For director-at-large three or more nominations are specified compared to the present five. Nominations have a five-day period in which to reject nomination.

Incumbent district directors would have the option of choosing whether or not district elections are to be held by mail ballot or at a district meeting. A section is included to provide procedure for run-off elections in case of ties.

Fourth proposal would amend Article VII Section 1 Par. 3 to give the board power to determine the fiscal year, with the president required to submit budget details 45 days prior to end of the fiscal period. The present procedure requires such a report between Oct. 1 and Nov. 15, but this timing has interfered with scheduling of meetings. Dues still are based on the previous calendar year, however.

<table>
<thead>
<tr>
<th>WAYCROSS, GA.</th>
<th>HOME CITY</th>
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**WPIX Booklet on TV**

TO ASSIST listeners who report trouble in tuning in WPIX, New York News television station which operates on Channel 11, the station has issued a booklet which, in simple, non-technical language, explains the TV channel set-up and the wide separation between the low band stations on Channel 1 to 6 and the high band stations on Channels 7 to 13.

**Keystone**

(Continued from page 21)

Mr. Sillerman noted that it was his plan to produce the Hooper studies for all of the 355 stations affiliated with KBS and that "as many of them as possible" would be started beginning in November and continuing through March.

The costs of the surveys will be shared by KBS and the stations.

Tables showing comparison between BMB figures and the Hooper listening area coverage indexes in each of the three pilot markets follow. In each instance, the Hooper figure represents "percent of mentions" received by the stations in this ballot survey.

**WHHM**

Independent—but not aloof

MEMPHIS, TENNESSEE

*King Cotton Country Style Pure Pork Sausage*
that the decision may be to revise engineering standards but to stipulate that stations will not be protected against certain interferences. In that event it might not be necessary to revise the allocation plan, which is an estimated three-month task in itself.

The first step will be taken in November—probably between Nov. 1 and 15—when an FCC-industry conference is to be held to discuss tropospheric transmission and collateral transmission such as use of directional antennas, increased power, and changes in the present 150-mile co-channel and 75-mile adjacent-channel separation provisions.

The exact date, agenda and place of this conference are to be announced "shortly," and Mr. Coy said FCC's data on tropospherics—one of the principal items for consideration—will be ready for distribution to industry engineers within "a few days."

Assuming that this conference produces general agreement on tropospherics and related data, Chairman Coy said, the next step will be to consider how the information should be applied to present standards. Adoption of new standards and their incorporation into the rules would be by rule-making procedure, and extensive public hearings undoubtedly would be necessary before any new allocation plan could be put into effect.

A reallocation of channels, he said, would not affect existing stations. But under questioning he agreed that "there's always a license expiring."

Order Statement

In its freeze order the Commission pointed out that a nationwide allocation plan must be based on the Rules and Standards and that these, in turn, "must reflect the best available engineering information." Until that information is collected and studied, the order continued, revision of the existing channel-allocation table—which was in hearing when the question of changes in the standards developed—"might constitute an unwarranted disregard of important factors."

"Moreover," the order asserted, "it is apparent that assignments cannot continue to be made under the present allocation table since the evidence presented at the hearing [on changes in the table] and conference raises the same serious questions concerning the validity of the bases upon which such table was constructed as in the case of the proposed table. Furthermore, additional assignments at the present time will make more difficult any revisions in the table which might be necessary as a result of any changes in the Standards which might result from the proceeding."

PHILCO SPONSORS TV REVIEW OF TOP GAMES

TWO-MINUTE television review of the top college football games of the week is being presented Friday nights under sponsorship of the Philco Corp. and Philco dealers in 18 TV cities.

The program, called Touchdown, was launched last Friday. Produced by W. Wallace Orr Inc., it features Bob Hall, sports commentator and football columnist, who quarter-backed at Yale for three years.

The games reviewed are filmed in their entirety, and the television audience sees the key plays and players selected from these film reports, Philco announced. Camera crews, composed of football experts, are under the direction of Louis Kellman, of News-reel Laboratory, Philadelphia.

The following stations are carrying the program:

WBTT New York, WATV Newark, WNBW Washington, KSDK-TV St. Louis, WINK Chicago, WNIT-TV Detroit, WEZ-TV Boston, WSPD-TV Toledo, Wbal-TV Baltimore, WTVR Richmond, WEWS Cleveland, WBNM-TV Buffalo, WPM-J-TV Milwaukee, WDBI-Cincinnati, WROG Schenectady, WSB-TV Atlanta, KTSL Los Angeles and WPTZ Philadelphia.

Package Show Partners Double on WJMJ Chores

CRIS HARWOOD and Jerry Warren, partners in their own radio package production outfit in Philadelphia, are involved in a unique arrangement at WJMJ Philadelphia, the Quaker City's newest radio outlet.

The Harwood-Warren team are under contract to the station to handle all production chores and creative programming, while still operating their own business. They share the title of production director at WJMJ. In addition, the duo are currently co-producing a musical stage fantasy with Canada Lee in New York.
Preparedness
(Continued from page 22-A )
dclared, “would require nationwide
employment stabilization to avoid
disruptive turnover and migration of
workers.” Workers after the
initial “freeze” would be permitted to
move only where and when the
government decided they should.

Plan Developing

To deal effectively with the
eventual administrative problems of
mobilization, we are developing
organizational and procedural
plans in such areas as priorities for
and allocations of critical
materials, preference ratings for war
orders, inventory controls and
many other similar or related
measures which will help to assure
the wise use of our available re-
sources,” he forewarned.

Mr. Hill revealed that only
partial conversion, in case of war,
was expected in such important in-
dustries as those producing elec-
trical and communications equip-
ment, as they will be turning out
the same kinds of goods but will be
forced to change designs and in-
crease their output to meet mili-
tary requirements.

He also indicated the feasibility of
integrating sources of energy for
industrial use in wartime is under
consideration.

Earlier in the week the NSRB
chairman had announced formation
of another task group to begin de-
velopment of plans and procedures
for control of critical materials in
event of an emergency.

Leighton H. Peebles, NSRB
communications consultant, and
staff members were meeting over
the weekend with a five-man tele-
communications task group, rep-
resenting industry. They were called
to Washington to assist the govern-
ment in a study of World
War II limitations and to
recommend methods of bringing
them up to date. The proposed
modifications of the radio and
radar industry were to be incor-
porated in a report to the Elec-
tronic Equipment Industry
Advisory Committee.

Members of the industry task
force include: John Ballantine,
executive vice president, RCA; Paul V.
Galvin, president, Motorola Corp., and
Harry A. Ehle, vice president, In-
ternational Resistance Co.

Philadelphia Meeting

Conversion of the communica-
tions industry to war production
rapidly in the case of an emergency
is also under study by the Signal
Corps and representatives of the
industry, Maj. Gen. Spencer B.
Akin, the Army’s Chief Signal Of-
cer, disclosed recently.

The announcement followed a
Philadelphia conference between
Gen. Akin, Mr. Peebles and in-
dustry representatives in Phila-
delphia.

At the session “a contingent con-
tract plan” designed to shorten
the conversion time of industry
from peace to war production was
proposed. “It is believed,” Gen.
Akin said, “that the proposed con-
tingent contract plan has much
merit, and that some plan embo-
ing most of the principles and es-
sential aspects of the one discussed should
be given most serious considera-
tion, looking toward its adoption.”

Details of the proposal were not
revealed.

Other national defense officials
have recently estimated that Ameri-
can industry could get into pro-
duction of vital arms within 18
months by virtue of the new plans
for stepping up war production.
This estimate is based on present
resources, plant capacity and avail-
avability, and relies on a new program of
“set-aside” plants, of which there
are 150 ready for immediate
production, and 245 others on a
“stand-by” basis under lease to
private operators.

Other military and government
bodies were also talking contracts.

Defense Secretary James V.
Forrestal last Wednesday an-
nounced the appointment of the third
division chairman of the Armed
Services Renegotiation Board, who constitute the Military
Renegotiation Policy and Review
Board.

The Policy and Review Board,
with the new division leaders, will
review profits made on contracts
for defense material and service
to which the Renegotiation Act of
1946 applies. It will meet in the
near future to organize and pre-
pare regulations and prescribe
standards and procedures for de-
termining and eliminating exces-
sive profits under the Act. Their
recommendations will be given to
Secretary Forrestal.

Named as secretaries of their
respective departments were:
Frank L. Roberts, Air Force; Rear
Adm. Morton L. Ring, Navy, and
Brig. Gen. Ernest M. Brannon,
Army.

Offices Set Up

Five additional field procurement
planning offices have been estab-
ilished by the Army Engineers to
facilitate current planning for pos-
sible emergency industrial mobil-
ization, Lt. Gen. R. A. Wheeler,
Chief of Engineers, announced re-
cently. The new offices at Cincin-
hatti, Dallas, Detroit, Philadelphia
and Seattle will supplement those
established during recent months
at Chicago, New York, St. Louis,
Atlanta, Pittsburgh and San Fran-
cisco.

Secretary of Commerce Charles
Sawyer last Monday announced
that producers and importers of
copper, lead and bismuth, and cinc-
adium had been invited to meet
jointly during October with
Commerce and Munitions Board
officials to discuss the practicabili-
ty of developing voluntary plans

for procurement of these non-
ferrous metals for the strategic
and critical materials stockpiling
program.

Blueprints of the Civil Defense
Planning group were being polished
up for final modifications.

United States’ $650,000,000 stock-
piling program was also making
headway. Twenty-eight major ma-
terials are included in the third-
quarter proposed procurement pro-
gram, including such important
items as barite, chromite, copper,
cordage, industrial diamonds, lead,
manganese ore, mica, nickel,
natural rubber, shellac, tin and
zine.

Benton & Bowles Agency,
New York, Adds to Staff

BENTON & BOWLES Inc., New
York, last week announced the
following additions to its staff:
James M. Vicary, formerly with
J. L. Hudson, Benson & Benson
and Crowell Collier, all New York,
and lately head of his own inde-
pendent research company, will be
in charge of copy research.

Elizabeth Scolfield, formerly
fashion and beauty editor in the
radio publicity department at
Young & Rubicam, New York,
will write publicity and promo-
tional material.

Robert Hakken, recently pub-
licity writer for aircraft and rail-
road concerns, has been appointed
copywriter for the agency.

we’ve
got
news
for
you

18
times a day direct from our studio
in the City Room of The Newark News.
WNJR is the only New Jersey station offering
complete national and local news coverage.
Another exclusive availability on...
the radio station of the
Newark Evening News

WNJR
91 Halsey Street
Newark 1, N. J.
Market 3-2700

Page 58  October 4, 1948

BROADCASTING  Telecasting

NEW STUDIOS and offices of KNEW Sprague
and Wall Sts. Burl C. Hagadone is president
and Harry Lantry general manager of the
5-kw station.

Benton & Bowles Agency,
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licity writer for aircraft and rail-
road concerns, has been appointed
copywriter for the agency.

Center Your Attention
on
Center of the Dial
860 kc
MILWAUKEE

BROADCASTING  Telecasting
**WXYZ-TV'S INAUGURAL WILL BE 9-HOUR SHOW**

CAPSULE form popularly used for premiere programs will be bypassed for full-length features at the Oct. 9 inaugural of WXYZ-TV Detroit, ABC's third video station, according to Robert E. Kintner, ABC executive vice president.

"A model of future TV programming" will be telecast by the new station starting at 2:15 p.m. and continuing until 11 p.m., Mr. Kintner said. The new TV outlet will carry the Notre Dame-Michigan State U. football game from South Bend, Ind., as part of the inaugural program.

**Name Guests**

City, state and government officials, speaking from the Detroit Art Institute Theatre, will welcome the station. Guests will include Governor Kim Sigler and Detroit's Mayor Eugene I. Van Antwerp.

For more than an-hour, stars-of-stage, screen and radio will appear in a variety program, which will also feature AM programs aired by WXYZ.

A remote pickup from Briggs Stadium of the Detroit Lions-Boston Yanks professional football game also is scheduled. After the opening day, WXYZ-TV will carry regular programs released via ABC's Midwest video circuit, according to Paul V. Mowrey, network director of television. Station will operate on Channel 7 (174-180 mc).

Edward J. Noble, ABC board chairman, and Mark Woods, network president, will head a group of ABC delegates attending the Oct. 9 premiere.

Other ABC officials who will attend the ceremonies are Mr. Kintner; Murray Grabhorn, vice-president in charge of owned and operated stations; Edward P. Evans, director-research; Lee Jahneke, television station relations manager; Ted Oberfieder, director of advertising and promotion; Frank Marx, vice-president in charge of engineering; George Mine, director of technical operations; Michael N. McMillan, New York television maintenance supervisor; James M. Valentine, Chicago operations supervisor; E. C. Hertman, engineering manager; Central Division, and Bruce Crotty, television executive producer.

Mr. Mowrey is supervising the premiere programs.

**Giveaways**

(Continued from page 28)

Technical effect results from present and past practices, (2) the confusion and uncertainty that it causes among licensees, and (3) the resulting lack of competent legal authority that present and past practices induce."

Meanwhile the Commission was told by Bruno Pinkney, who identified himself as financial writer for a Wall St. publication and gave his address as 120 Wall St., that the giveaways constitute a "perversion of the broadcasting industry." As a citizen and taxpayer he did not believe it in the public interest for advertisers to use public facilities to boost their sales through "lavish use of these free gift programs."

"I also believe that the time has come," Mr. Pinkney wrote, "for the FCC to find ways and means to place adequate taxes on the profits of all the broadcasting stations and they should also include the television stations." He said he could not see any reason for permitting the use of these public channels "for the piling up of huge profits by the stations" and denounced the "ridiculous system" by which the public pays more for products because of the money spent to advertise them on the air, which cost is added to the retail price.

**Direct Mail Award**

"BEST OF INDUSTRY" award for radio in the annual direct mail campaign contest went to WMAQ Chicago Wednesday from the Direct Mail Advertising Assn. At association's 31st annual convention in Philadelphia, Promotion Manager Harold Smith earned the honor for "the most effective direct mail campaign" with a presentation which included copies of promotion pieces sent to clients, agencies and prospects during the year.

**RMA to Discuss Plans**

For Remainer of 1948

TELEVISION and broadcast plans of Radio Mfrs. Assn. for the rest of the year will be discussed by industry leaders at the RMA fall conference, Oct. 6-8, at the Roosevelt Hotel, New York. Line-up proceedings will be a meeting of the RMA board with President Max F. Balcom, Sylvania Electric Products, presiding.

National Radio Week (Nov. 14-20), joint RMA-IRE TV activities, the Nov. 10-11 RMA industrial relations conference, expansion of RMA industry statistics and other services will be discussed. RMA committees and divisions will hold meetings. Among long-range topics will be the Industry Mobilization Policy Committee, headed by Fred R. Lack, Western Electric Co., and the RMA Silver Anniversary convention.

**"Oh what beautiful evenings"—for sponsors**

on WCPO CINCINNATI

first again...

1st during evening hours

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<th>SETS IN USE</th>
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<th>WCPO &quot;C&quot;</th>
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<th>STATION &quot;D&quot;</th>
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<td>32.9</td>
<td>20.0</td>
<td>11.9</td>
<td>12.3</td>
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</table>

1st during morning hours

|                | 16.2 | 14.6 | 26.6 | 25.3 | 14.6 | 16.6 |

1st in total rated time periods

|                | 20.8 | 16.3 | 29.6 | 25.3 | 13.9 | 11.8 |

First According to August C. E. HOOPER ratings in Cincinnati, Ohio

**Represented by THE BRANHAM CO.**

CINCINNATI'S NEWS STATION

October 4, 1948 • Page 59
Radio Sales
(Continued from page 29)

stopping, and economists looking
twelve months ahead see very little
hope of major decreases in funda-
mental living costs.

Also contributing to the uncer-
tainties of 1949 is the increase of
competition between the networks.
As of today, CBS has three and
half-hour listening periods in the
afternoon, and Mutual has six and
three-quarter hours and Mutual has 11
hours for sale. Your network has just
one half-hour evening period open;
so, naturally, all of our programs and
particularly those in non-
prime time are subject to the
blandishments of the three other
networks. Newspapers and maga-
zines are stepping up their efforts
against radio and we have the new
competition which we, ourselves,
are creating—television.

I would like to talk to you a
little about our feeling in the con-
troversy of television vs. sound
broadcasting. We cannot be ostrich-
like in our approach to the prob-
lem. Television is competing for the
advertisers' dollar with maga-
zines, newspapers, sound broad-
casting and all other forms of
advertising. But judiciously sold
and handled, it is my belief, that
the largest share of television list-
ing dollars will be new money to
the advertising field. Certainly each
of the present forms of advertising
has its own special advantage. Each
has been tried in the first of
competitive selling and has pro-
duced results for its user. There
is little likelihood that television
will eliminate the newspaper or
magazine ad, or that it will put
sound radio out of business. It will
bring changes—in some cases, rather
dramatic changes—into sound
radio. How well sound radio fares
in the competitive battle will be
determined by how flexible, how use-
ful and how ingenious sound radio
can be in meeting that challenge.

Recall Old Attitude

To those in broadcasting who
flaunt "sound"'s early
demise when television becomes a
universal reality, I recall similar
dire forebodings in the early days
of radio. Newspapers, magazines,
movies, all were "doomed" by the
advent of the wireless. But they
survived—and handsomely—all
having had their biggest years
since the maturity of sound broad-
casting, which was one particular
field—the phonograph record—
which everyone agreed would pass
into limbo. The prophets of doom
could not visualize anyone pay-
ing for a phonograph record when
they could hear the same music abso-
lutely free from their radio set.
Well, what happened? You know
the answer. Better records—tech-
nically, commercially, merchandising
automatic record changers, top-
notch promotion, and 1947 saw the
biggest record sales in history. 

Sound radio is in the same posi-
tion today. Just as newspapers and
magazines have their particular ad-
vantages in the information and
advertising fields—so does sound
radio. It has immediacy, speed, the
power of suggestion, the per-
severance of the human voice. It
is not as demanding of its auditor
as is television. It joins the maga-
zine and newspaper in its use of
words to create mental pictures in
the listeners' minds—a training that
has been ingrained since the story-
teller around the ancient camp-
fire.

The best "guessimates" today
contemplate a television network
of 100 to 110 stations, which could
reach about two-thirds of the na-
ton's population, but a network of
that size is five to 10 years off.
Some time beyond 110 stations a
network will grow will be deter-
mined only by the economic factors
involved. Television's costly sta-
tion operation imposes economic
considerations not faced by sound
radio. Its expansion beyond 110
markets will depend entirely upon
how economical it will be for the
affiliate to operate and how econom-
ic it will be for an advertiser to
buy.

A Sound Market

However, even if television
were to become the sole radio service
of two-thirds of the population,
which is inconceivable—there is
still one-third of the nation which
in the foreseeable future will be an
exclusive sound radio market.

Another approach is obvious:
the yearly average of sets in use
today runs about 17% in the day-
time and 27% at night. Reversing
these figures, we find an average
of 72% of homes at night and 83%
of homes in the daytime are not
using their sets. Here is a huge,
untapped resource which I believe
will be responsive to specialized
programming designed to appeal to
specific groups and types of audi-
ces rather than the broad mass
appeal of current-day radio. Pro-
gress aimed at those audiences
would bring sizeable addition to
the radio listening.

Make no mistake about it, sound
broadcasting is here to stay—and
very profitably so. While we are
going to use every bit of ingenuity
at our command to keep it at max-
imum sales levels, sound broad-
casting can be extremely profitable,
even at somewhat lower sales levels.
But, the lazy days of broad-
casting are over. We're going to
have to take off our coats and re-
condition those pioneering days
again. It can be done because it
has been done, and by the same
men and women who did it before.

Earlier I mentioned the dual job
of our sales department—first—to
sell radio in revenue and, second,
to help in radio programming,
which is our highest priority,
Secondly, to sell television.
One television station is very
much like any other. Roughly
speaking, power is equalized, one
place on the dial is pretty much

SUN VALLEY PARODY

ABE BURROWS, Hollywood
writer and comedian who perform-
ated at the Sun Valley NBC con-
evention and told us through the
proceedings on occasions other
than the formal banquet. At the
wind-up dinner, he led the affili-
ates in a parody sung to President
Truitt Trammell. But only after an
improvised continuity acceptance
department had revised two lines
(works changed in italics). Author
of the parody, to the tune of
"Time on My Hands," remains
anonymous. The opus follows:

Time on our hands
Flat on our pants
Nothing for folks to view

Where is that cable
Is it a fable
All of our dough we've blew

Please send us some shows
Give us some attention
We're going nuts.

From this ding-dang invention

Just mis-ery
Got no T
And it's all because of you

like any other so one of the great
advantages that NBC has enjoyed
in its sound broadcasting opera-
tions is eliminated right from the
start. I do not mean to minimize
the other important factors such
as the undeniable "know-how," and
the strong reputation and out-
standing character of our affiliated
stations. But to most clients and
agencies, particularly at this stage
in the development of television,
all TV stations in any given market
are practically the same.

This factor, of course, carries
over, insofar as audiences are con-
cerned. Their television receivers
get one station about as well as
another. Even if there should be
temporary advantages—engineer-
ing-wise, production, in all prob-
ability, will be leveled out in the
not-too-distant future. So, the
viewer will tune in one station

TO REACH ATLANTA HOUSEWIVES

The Maggie Davis show 2:00 to 3:30
Monday through Friday features our Mag-
gie with Les Henrickson as relief. The gal
features local and national news with the
woman's point of view, a wide knowledge of
home economics, meal planning, nutrition,
child care; also, fashions "with the touch-
touch." Les handles roving mike interviews
with studio audience, supplies the male
angle on food, fashion, general topics.

This is the only established woman's par-
ticipation program available in Atlanta
for national advertisers.

Maggie is now keeping company with
such famous names as: Calzone Corpo-
ration, Chase & Sanborn, Canada Dry, Fleischmann's
Yeast, Welch's Grape Juice, Modern Ice, Yodora
Ladies Home Journal and others.

For further information
call Headley-Reed Company

ABC
IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
5000 WATTS 550 KC

Page 60 * October 4, 1948

JOS. WIEG & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

BROADCASTING * Telecast
against the other, not on a basis of technical reception, but purely on the appeal of the program that he can view.

It is plain to see that with facilities equal to the great advantage that can be gained by one network or station over another is its ability to program to please the public.

Thus, our sales forces must concentrate even more today in encouraging advertisers to utilize their NBC-TV time with the finest programs obtainable. Advertisers must be encouraged to spend considerable sums of money to do the job—and right from the beginning because the network program pattern is being established now. Tomorrow may find them, and us, playing second fiddle to our competition and that cannot be permitted to happen.

The television stations that carry the most popular programs and promote them to the hilt to their audiences, will establish the reputation with their audiences and advertisers that will make them the leaders of television's future.

I don't think I need tell you that nothing is being left undone to assure the finest programs for the NBC-TV Network. This is one of the ways that we have approached the problem.

NBC Consolidation

Recently, NBC consolidated its television and sound sales forces. Each salesman handles television and sound broadcasting. This was done for several very realistic reasons. First, if television is to be pioneered without financially breaking NBC, television revenue must be acquired with the least possible effect on sound broadcasting revenues. Second, NBC's sales force has many years of experience in dealing with the larger advertisers and agencies—knows their problems—their methods of working—the best approach to the sales problem of the nation's major advertisers. We put that experience to work for television without the necessity of training an entirely new sales force for that purpose. Each man is charged with the responsibility of maintaining his sound broadcasting clients and, in addition, doing an aggressive and constructive sales job for television. And progress is being made in the right direction.

At the present time, twelve and one-half hours per week of sponsored network television programs have been sold by the NBC Televising Network; 60% of this time has been bought by advertisers who are not currently using NBC sound broadcasting facilities. Forty percent has been purchased by current NBC advertisers, but in addition to their current NBC appropriations.

We anticipate that 1949 television network sales will increase 50% over 1948, and a comparable increase in the year following is expected. Typical of the advertisers and types of programs that are being bought are Texaco Star Theatre, featuring Milton Berle (and

(Continued on page 62)
Radio Sales
(Continued from page 61)
by 24 or 48 hours delay, can be filmed by kinescope recording and flown to the NBC affiliated station for local broadcast.
This is an expensive process for NBC, but in the interest of furnishing service and getting additional revenue for our affiliated television stations, NBC is presently analyzing this cost. We are doing our level best to induce advertisers to add all non-interconnected NBC affiliates to their current lineups. This plan is progressing nicely, but there are innumerable problems. For instance, a client has made up his mind that he wants to experiment in television. He must first build or secure a suitable, acceptable program. This in itself is a huge job. There is no program history in television—everything is experimental. But for illustration, let's suppose he settles on a variety program of thirty minutes, featuring a top-flight actor as m.c., and Broadway stars and singers. He whips his show into shape and our sales department convinces him that he should add all non-interconnected NBC affiliates to his lineup by means of kinescope recordings. He then must clear literary rights, music rights—including synchronization, performing, dramatization and re-recording rights, motion picture rights, rights for the appearance of actors, singers, announcers, the m.c. and half a dozen others.

The refusal of any one of these clearances would prevent us from making kinescope recordings, and you can appreciate the amount of time it takes to negotiate such agreements.

Interest Mounts
There is tremendous interest and curiosity on the part of advertisers. The potential of the new medium is great. Its rapid strides in the last two years and the challenge of its commercial problems has practically forced the nation's major distributing organizations to experiment with it. Thus, we find such organizations as Procter & Gamble, General Foods, Colgate, Philco, and the automobile manufacturers and distributors, getting in on the ground floor. But they are not buying circulation. They are buying "know-how" at minimum costs. By getting into the picture early, they hope to establish a time franchise that will pay off in the long run.

Naturally, advertisers are getting into it as cheaply as possible, but the very nature of television is that "minimum costs" have already far surpassed the costs at a comparable stage in the development of sound radio. And, since for the most part, television development is supervised by the radio departments of the advertisers and their agencies, they look at television with their radio eye and see strange things. They see "costs per thousand" at astronomical levels—levels that cannot possibly pay off—costs of $150-$200 per thousand potential viewers in some classes. Of course, this is due to the limited set distribution and is being reduced with each set sold. They find that program costs are much higher than in radio, and only a handful of stations against which to amortize these program costs. Finally, while everyone agrees that the impact value of television will be many times that of any other medium, there is no yardstick to apply. Success stories—foundation stones of sound radio—are practically non-existent and so we find the advertisers' position of being vitally interested in the medium but unable to spend his money in it with assurance of any specific return. Television will outgrow these problems. Each day's experience adds to the sum total of knowledge. It will not be long before these values can be proven. Today, advertisers buy television as an experiment and on faith, a faith that will, with certainty, repay them many times over in the years to come.

As in the network picture, television will open new sales possibilities for you on a local basis. Food chains, automobile dealers, appliance stores, department stores, appliance selling organizations—all are unusually good prospects.

The department store field in itself, can become the single most important advertising classification in television. Radio, in recent years, has had some success in this field brought about by concentrated selling and the careful examination of the retailers' problems in the light of what radio could offer. But for the most part, department stores still confine their major budgets to newspapers because they feel that their wares must be sold to be sold. Now, television offers them that opportunity in combination with sound and—another important plus—"motion."

NBC believes that this field is so important to the local operation that it is now planning to constitute a department in its New York office to specialize in department store problems in relation to television. Its responsibility will be to:
1. Create program ideas that are adaptable for local department store use.
2. Develop presentations that will assist in getting department store

NEWLY ELECTED officers, Lewis Allen Weiss III, president, and Willet H. Brown, executive vice president, both of Thomas S. Lee Enterprises Inc., review documents in connection with completed $3,000,000 Don Lee Network AM-TV studio. Election followed hospitality of Mr. Lee, sole stockholder in firm which owns the network [BROADCASTING, Sept. 13] business for television.
2. Develop commercial techniques.
3. Work with manufacturers of retail products to interest them in including television among their "advertising allowances" to retail stores.
4. Disseminate the information gleaned from the operation to all NBC affiliated stations and assist them in obtaining department store clients in their individual cities.

Now, I would like to conclude with a reiteration of the local television sales picture. At all costs, sound radio must be kept profitable during the "red ink" development stages of television. An exodus of local advertisers from sound to sight and sound, would have dire effect on the stability of your overall operation. The time has come to reeducate ourselves to a more effective, more productive, sound broadcasting.
I am confident sound radio and television will continue to go forward into the future as the most effective advertising media ever known.

WRLC Now WLET
WRLC Toccoa, Ga., changed its call letters to WLET effective Oct. 1, according to R. G. LeTourneau, station licensee. Station operates AM with 250 w on 1450 kc and FM outlet on 102.9 mc with 10 kw.

CANADA'S FOURTH MARKET
WINNIPEG A "MUST" BUY

BROADCASTING • Telemarketing
NARND Picks Nine For Advisory Unit

Judge Miller, Others Are Invited To Serve on Advisory Group

NARND President Justin Miller and eight other leading radio industry executives have been invited to serve on a proposed new Advisory Council for the National Assn. of Radio News Directors, John F. Hogan, NARND president, announced last week.

In announcing the new council, Mr. Hogan, who is news director at WCSH Portland, Me., said the nine executives were selected by NARND's board of directors "because of their continued effort to improve radio as a news medium." Purpose of the council, he explained, will be to advise the association on matters of policy which affect the radio industry and to provide closer working relations between "progressive radio management" and NARND. The council plan was drawn up by NARND at its convention last fall in Washington.

Members have been invited to the association's annual convention this year, to be held in St. Louis, Nov. 11-13. Members invited, besides Judge Miller, are the following:

John Gillis, manager, WOW Omaha; John D. Ewing, manager, KWKH Shreveport; Frank, Moore, manager, WTIC Hartford; E. R. Vadeboncoeur, vice president, WSVE Syracuse; Hugh B. Terry, manager, KLZ Denver; Wilton E. Cobb, manager, WMAZ Macon, Ga.; Frank M. Russell, vice president, NBC Washington; and Jack Harris, manager, KPBC Houston.

Techniques for the documentary type visual and audio shows will be discussed during one of the featured panels of the convention next month. Discussion has been scheduled for last day sessions, according to Jack Shelley, WHO Des Moines, and second vice president of the group. Sig Mickelson, news director of WCCO Minneapolis, will speak on documentaries.

Techniques of making documentaries for use as station promotion and on television programs will be described by Soren Munkhof, WOW Omaha news chief.

Chief emphasis in NARND agenda will be placed on television facsimile and special news techniques for small stations. Convention arrangements, including reservations, are being handled by a committee headed by Mr. Shelley and Bruce Harrington, WBZ Boston. NARND membership is not a prerequisite for attendance, however, it was emphasized.

T-Day in Atlanta

As WSB-TV Debuts

T-DAY came officially to the South last Wednesday when WSB-TV Atlanta, video outlet of The Atlanta Journal, launched telecast operations amid appropriate opening night ceremonies from 8:30-10 p.m. Present were officials from the state, radio, educational institutions and the parent firm, Atlanta Journal Co. The station operates on Channel 8, 180-186 mc.

Inaugural included a greeting by J. Leonard Reinhac, managing director of Cox radio stations, and a welcome by vice president of the board, Atlanta Journal Co., George C. Bigger, its president, and Daniel J. Mahoney, a board member. An NBC salute, featuring a welcoming talk by Niles Trammell, NBC president, highlighted the next presentation. WSB-TV will carry NBC programs by kinescopic recordings at first.

John M. Butler Jr., general manager, WSB and WSB-TV, and oldest employee of the Journal Co., in point of service, then introduced Gov. M. E. Thompson and Atlanta Mayor William Hartsfield. Representatives from Emory University, the public schools, county commission and the Chamber of Commerce also spoke briefly.

WPX New York delivered a tribute during which WSB-TV's Bob Bridges discussed the film trip with the Manhattan video outlet. The Atlanta station has contracted for rights to the New York full-length film series. The inaugural telecast concluded with the showing of a feature film, "Cheers for Miss Bishop."

Program previews showed portions of the staff's "lew Business and Science in Fun." A sports program, "Scoreboard," followed with prominent sports personalities from the golf, boxing, baseball and football fields.

Mr. Butler also introduced WSB-TV's program director; Marc Bartlett, program director; Mark Toulson, production director; Frank Geithers, commercial manager, and C. F. Daugherty, chief engineer.

Station will program seven days a week at outset, maintaining three news hour spots, of which employees will sustain operating. WSB-TV's studios are located at 1601 West Peachtree St., N. E., Atlanta. Transmitter house and TV tower site is at Buford Rd. and West Peachtree. Cost of all installations was estimated roughly at more than a half-million dollars.

McNulty Says FM Spurs Faith in Radio's Future

FM BROADCASTING is largely responsible for having kept alive the listener's faith in radio's future by maintaining an aesthetic standard of programming. This view was expressed by Thomas F. McNulty, president of Belvedere Broadcasting Corp., operators of WMCP (FM) Baltimore, and newly-elected treasurer of FM Assn., in a recent talk before the Balti- more Professional and Business Men's Assn.

One of the things WMCP learned in six months of broadcasting, Mr. McNulty said, was "that a minimum audience, with maximum purchasing power, is to be highly preferred, from a commercial viewpoint, to a mass audience willing to absorb everything and respond to nothing."

WMCP deliberately6ed its programming at the intelligensia, according to Mr. McNulty. It refused to accept spot commercials. It taboed jive and hop-hop. "Sponsors were told frankly to expect nothing-immediate." Summing up the results of this policy Mr. McNulty said: "We still have our pioneer sponsors and many others."}

ASCAP-Movie Exhibitors Case Up in Court Oct. 6

THE NEXT stage in the case of the New York motion picture exhibitors vs. ASCAP is scheduled for Oct. 6, in U. S. District Court, New York.

At that time both defendant and plaintiffs are to enter proposed decrees on the judgment handed down last July 19 by Judge Vincent L. Leibfield, holding that ASCAP's structure constituted a violation of the anti-trust laws. ASCAP has 90 days from the time the decree finally is entered by the court in which to file an appeal.

On the part of the defendant, ASCAP, the Oct. 6 court appearance will involve an attempt to achieve a clarification, or simplification, of the court's findings.

LOOK AT OUR DIAL POSITION!

WVNN reaches people in North Jersey and New York City right smack in the middle of their 25-year-old listening habit. No fishing around—no hooking the wrong kilocycle by mistake.

You just look up our thrifty rates in SR & DS—or better still make sure you have our rate card—and you'll be amazed how little of your money it takes to buy 5,000 Watts day and night.

NEWARK BROADCASTING CORPORATION

IVAN B. NEWMAN, General Manager
45 CENTRAL AVENUE, NEWARK 2, N. J.

Mitchell 3-7600
FM GRANTS

CONSTRUCTION PERMITS for FM stations were authorized last month and five of the Class B permits were granted to WKBW Inc., Buffalo, N. Y., and Sandusky Newspapers Inc., Sandusky, Ohio.

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Kobak Part Owner Of Georgia Outlet
Mutual President Gets 48.6%;
Other Transfers Approved
MUTUAL President Edgar Kobak became part owner of WTTA Thomson, Ga. last week with FCC approval to assignment of license from Walter J. Brown, sole owner, to new corporation. Mr. Kobak acquires 48.6% interest for $12,150. Mr. Brown, also president of WORD Spartanburg, S. C., retains 51% holding in WTTA.
Commission consent also was granted to transfers of control involving WFUN Huntsville, Ala.; KVOO Littlefield, Tex., and WBET and WBET-FM Brockton, Mass.
New WTTA licensee corporation, Hickory Hill Broadcasting Co., pays $25,000 to Mr. Brown, president, for WTTA assets and Mr. Brown returns $12,750 for his 51% holding. Harold Teasley, station manager is vice president-president and 0.4% owner. WTTA is assigned 250 w fulltime on 1240 kc and is a Mutual affiliate.
WFUN was granted assignment of license from co-partnership of Lauren Mickle, John Garrison and Joe S. Foster Jr. to corporation in which Mr. Garrison retains one-third interest. Remaining two-thirds is sold to Joseph B. Falt Jr., president, who keeps a 60% interest and gives 6.66% holding to his wife, Anne S. Falt, secretary-treasurer. Mr. Mickle and Mr. Foster reportedly sold their interests for $4,000 cash each and retirement of an $8,000 loan. WFUN is assigned 250 w fulltime on 1450 kc.
KVOO is granted assignment of license from J. C. Rothwell, sole owner, to new partnership of Southwestern Broadcasters, composed of Mr. Rothwell as 75% owner and J. B. McShan 25% owner. Mr. McShan, general manager of KVOO, buys the one-quarter interest for $4,885. KVOO operates fulltime on 1490 kc with 250 w.
In the WBET and WBET-FM transaction, C. L. Fuller is granted acquisition of control of Enterprise Pub. Co., WBET licensee and WBET-FM permittee, through purchase of stock from the estates of S. H. and Florence L. Rich, deceased. Mr. Fuller, holding 214 shares himself and 138 shares as trustee, out of 1,000 shares common authorized, bought 195 shares from S. H. Rich estate Dec. 15, 1947, for $45,240 and on Dec. 24 that year resold those shares for the same figure to the corporation. On May 28 he bought 15 shares common at $323 per share and 46 shares preferred, at $100 per share, from estate of Florence Rich. Thus he now votes 352 out of 556 shares common outstanding. Delay in filing application for FCC approval was caused by misunderstanding as Mr. Fuller had working control of firm even before death of Mr. Rich, application said. His brother, Myron L. Fuller, retains 188 shares common. WBET is assigned 250 w day on 990 kc.

CONGRATULATIONS, and cake too, were received by NAB's top echelon from their topflight secretaries to celebrate third anniversary of present association regime. Three-candled cake greeted President Justin Miller (l) and Executive Vice President A. D. Willard Jr. when they came to work Thursday. They took Oct. 1, 1945. Cake presenters were Il to ri Helen Frueh, secretary to Judge Miller, and Gladys Hall, secretary to Mr. Willard.

MIDLEY BOOK COVERS
MIDLEY BOOK COVERS TIMEBUYING, SELLING
C. E. MIDLEY, CBS sales service manager, is the author of The Advertising and Business Side of Radio to be published Oct. 27 by Prentice-Hall Inc. ($5.25). According to pre-publication information from the network, Mr. Midley's book is a "how-to-do-it" volume, dealing principally with the buying and selling of time on national and regional networks and individual stations.
The book also features background information and statistics on set ownership by geographic and economic groups, audience surveys, research techniques, costs and discounts systems used by networks and stations, agency methods, and FCC broadcasting regulations.

TV Experimental Pickup
Granted for Movie Test
TELEVISION's potential role in movie exhibition practices is under study by the Cummerford Theatre group in Scranton, Pa., it was learned last week when FCC authorized the Meeco Realty Co., Scranton, to use an experimental television relay to convey video programs into the local Cummerford Theatre.
The Commission granted a special temporary authority to Meeco, associated with the movie interest, to employ an experimental relay on 6500-7050 mc with 0.1 w power to pick up television signals from commercial stations in Philadelphia and New York and relay them into the executive offices of the theatre for private study. The grant is valid Oct. 2-11.
Letter, accompanying the request, indicated the study is in cooperation with RCA television operations.

Here's The Picture
In
ROCHESTER
The Kodak City

JOHNSON IS CERTIFIED
AS SENATE NOMINEE
FOLLOWING a bitter legal battle which ran from the Lone Star State to the nation's Supreme Court, the name of Rep. Lyndon B. Johnson was certified by the Texas Secretary of State last Wednesday for a place on the November general election ballot as Democratic nominee for U. S. Senator.
Attorneys for Rep. Johnson, husband of Claudia, KTBG Austin owner, and for his opponent, former governor Coke R. Stevenson, met with U. S. Supreme Court Justice Hugo Black last Tuesday to discuss the dispute over who had won the nomination. Rep. Johnson led Mr. Stevenson by only 87 votes and the latter candidate had won an injunction in a lower court to keep Mr. Johnson's name off the ballot until votes could be checked. Justice Black signed a formal order last Wednesday setting aside the lower court injunction barring Rep. Johnson from the ballot.

5,000 WATTS
National Representatives
I. P. McKinney & Son
New York, Chicago, San Francisco

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Transit FM
(Continued from page $3$

$15,000. This figure obviously will vary according to labor costs in various cities and according to franchise payments. With billings on the books at present, and after only a few weeks in full operation of all its vehicles, we are running just about in the black with about $20 of available time sold."

He pointed out that there are also probably lower or higher limits within which the transit FM contract could be financially successful. Mr. Taft, himself a station official—managing director of WKRC-WCTS Cincinnati—warned that "the station in a city having less than 100 vehicles (transit) should stay away from the Transit Radio project, unless it is willing to consider such a project as promotion. By the same token, a station trying to handle too many vehicles, let us say in excess of 1,500, will run into the problem of a rate card which may be justified, but which is so high as to freeze out advertisers."

Discussing the matter of operators selling car cards to transit companies, Mr. Taft explained that their contracts are lacking in uniformity. Some, he said, have clauses that "seem to give the car card operator a fairly broad exclusive over all forms of advertising 'in, on or about the vehicle.' Some are firm for long periods of time, others carry a 90-day cancellation clause, and still others are obviously non-exclusive, he declared.

"A year ago," Mr. Taft said, "we were concerned with the advisability of taking the car card people in. If the contract is broad, we made various attempts to do so. Apparently they have not seen fit to go along on this basis, and in some places have determined on a policy of trying to get into the act on their own. Now, although the car card interests may have a certain legal place in the picture, and are worried . . . they have no practical or functional place in it at all."

"They can perform no service in connection with transit radio," continued Mr. Taft, "that cannot be performed better by the local station working with a national representative organization set up to sell this new medium alone."

Mr. Taft said he did not believe an existing AM representative could efficiently sell AM time against Transit's FM in one market. He said the transit radio firm had reached an agreement with National Transists allowing the latter firm a small percentage on any business duplicated by Transit Radio. The latter firm had a similar arrangement with another place," Mr. Taft explained, "there are proposals to permit the car card people to take over certain aspects of local sales."

He doubted that any of these deals had been culminated and questioned that they were necessary or desirable.

Transit Radio was described by the official as being a method of placing "a losing FM station immediately and substantially in the black, and a means of obtaining a large, consistent and guaranteed audience."

Commercial aspects of the project were illustrated by Mr. Taft as follows:

In Cincinnati, a city of approximately 600 vehicles, the daily traffic count on one average 70% of the 400,000 vehicle audience can be divided into Class A, Class B, and Class C, according to average half-hour traffic load. With about half of the available vehicles installed in Cincinnati, we figure as an average instantaneous audience in Class A, which covers 4½ hours of morning and afternoon peak loads, at 25,000. This figure, B, which represents the midday traffic, comes to approximately 6,200, and the nighttime Class C audience runs to about 4,400.

The basis of this audience, figuring Class A 250-time rate at $75 per 1,000 listeners, and Class B at a dollar per 1,000 listeners, we have an open rate of $25 and a $1 Class B rate of $10 for a twenty-second spot. During the first 18 months period, Cincinnati cut away from the buses and new normal programming. In addition to normal spots, we are offering for sale three-minute news periods with 50 words of copy, on a basis of spot rate plus 50%, such as also are offered to jingle, time signals, sports shorts, etc., at package rates.

On the basis of this rate we are sending the streets about three months ago. At the present time we are handling about five or six new accounts a week. All accounts are on the air on a trial basis and for a small weekly contract. Advertisers represent a broad cross section of local retail advertising, primarily. Although we have several national products, such as Grand Union, Canada Dry Ginger Ale, etc., we have not as yet had the opportunity to make such efforts in the national field.

Legal Aspects Explored

The FM broadcasters were told by Mr. Taft that his firm had thoroughly explored the legal aspects and FCC requirements before launching the operation.

He indicated that in some cities such as St. Louis, and in New York City, where there are some 20 companies with over 6,000 vehicles, it will be necessary for more than one station to hold a contract.

Heavy attention has been given to providing a well-rounded program service. Transit Radio found that normal radio programming, particularly "talk shows," were not suitable as a steady fare for strap hangers.

"We had to program in such a way as to please the greatest number of people and to offend the smallest possible percentage," Mr. Taft explained. "That meant basically instrumental music, avoiding classical and jive extremes, interrupted by news, weather reports, sport shorts and other services features."

Three types of contracts currently being offered by Transit Radio were described as one providing a per-month, per vehicle flat charge; a percentage of station net after all operating, depreciation and other charges, and a third calling for a percentage of gross receipts on a sliding scale.

THE GROWING trend to supply America's bus riders with radio fare has been recognized by one of the leading electronic producers—General Electric Co.—which announced last week it has developed a new FM radio receiver designed specifically for installation in busses.

GE's new unit, produced by the firm's specialty division of the electronics department at Syracuse, N. Y., will operate up to eight speakers, enabling low level operation of each one, it was reported.

Demonstrations of the receiver were conducted by the Omnibus Radio Corp. of Syracuse, N. Y., at the American Transit Ass'n's convention in Atlantic City Sept. 26-30.

The set is designed for fixed tuning and is supplied tuned to the frequency of any FM station desired. A receiver can be mounted directly behind the driver's seat or any other suitable location.

A 10-tube set, it incorporates a vibrator power pack, which is said to boost the 12 volts from the bus battery up to the higher voltage required for set operation. Standard 8¼-inch speakers are used.
FM TECHNICAL PROGRESS
Simplified Transmitter, Combination Fax-Radio
Console Viewed at FMA Convention

Those looking for new technical developments at FMA's annual convention last week in Chicago spent most of their time inspecting two exhibits—a radically simplified FM transmitter called the "Ser-
rasoid Modulator," produced by Radio Engineering Laboratories [CLOSED Circuit, Sept. 27], and a new console radio which receives both facsimile and conventional radio programs, developed by the Stewart-Warner Radio Division.

The REL product, which can be set up for about $2,900, makes it possible for small towns, community civic groups, churches, schools and clubs to utilize radio communication in ways hitherto denied. While it provides exceptionally high fidelity transmission on low power, its local area can be well defined, according to REL. Scores of local stations could use the same wave length.

Maintenance and supervision costs drastically cut, the device reinforces FM's potentiality of providing literally thousands of radio stations, compared to the

limited number of overlapping and prohibitively expensive AM stations now in existence, the manufacturer claims.

After inspecting the device, Dr. Edwin H. Armstrong, inventor of FM, remarked that "by its simplicity and reliability, this development has opened up all sorts of broadcasting possibilities."

"One can visualize the operation of unsupervised transmitters of a few watts power, controlled from pulpits, school assembly halls, and similar places, the transmitter requiring no more attention than the common, everyday public address system," he said.

Facsimile copy produced on the Stewart-Warner combination Fax-Radio model was transmitted from WEAW Evanston, Ill., about 12 miles from downtown Chicago. Photographs, charts, varied art work, and type sent via radio impulse were produced on a continuous sheet of paper eight inches wide. Reception was at the rate of 24 square inches a minute.

Samuel Insull Jr., vice president of S-W, said the console, costing about $400, could be turned out in volume when there are enough facsimile stations to create demand.
FM Appraisal (Continued from page 23)

that he thought the separate listing of FM stations in the back of a certain service magazine was detrimental to FM's being thought of as a group with AM in making up schedules.

Respondents expanded considerably in answer to the question: "If you have not used and do not expect to use separate FM time, please give specific reasons for not doing so." Here are sample comments: "Too limited in coverage— not enough sets in use."

"Not sufficient evidence that they can deliver an audience at a cost in line with AM."

"Because in the great majority of cases AM programming is carried on FM. Actually the FM audience has not separated itself from AM and won't until FM programming is a separate entity."

"AM programming at present is too competitive for independent FM operations, except for except for extremely specialized interests."

"FM coverage through AM duplication is presented at no added cost—in other words, there is very little to make FM service unique."

"Specifically, we do not yet consider FM a necessary medium. None of our clients has yet used AM to its full potential. Until then, except in local areas, we doubt the use of FM."

Forty-one out of 48 answers were "no" to the question: "Whether or not you have ever bought FM time, is FM research and promotion furnishing you with sufficient information to justify purchase of FM time when occasion arises?" Only five said "yes."

Cite Weak Points

Asked in what respect, if any, FM sales stories are weakest, a large part of the agencies reiterated they didn't get any FM sales stories to speak of, or that they weren't told of. Thirty agencies said they knew of no FM stations doing an outstanding research and promotion job. Six mentioned a total of seven stations. Twenty-six had no comments on their relations with FM stations, while four said "favorable" and 13 "unfavorable." Quite a number replied that nobody had called on them. Asked specifically what information they needed, 21 said they wanted more data on audiences, five needed "everything," and four implied they would be glad to get "anything." One respondent wanted to know FM's advantages, how large an audience it reached, how its rates compare with AM, do both AM and FM reach the same type of audience and will more FM sets be sold in the future?

To the question: "What can FM stations do to provide agencies with acceptable audience figures in the interim before BMB figures are available?" these answers came back:

"Complete data on set ownership and usage."

"Telephone coincidental or mail survey conducted by reliable research organization."

"Some outside proof of listenership."

"Listener checks on features carried exclusively, such as sports events."

"Spot checks of listening—simple possession of a set is not proof of listening."

"Fair set ownership figures from dealers."

"House-to-house surveys."

The timebuyers were asked if they felt they might be in a position to recommend separate purchase of FM time—despite relatively small audiences—if stations were able to provide economic and age breakdowns, dwelling characteristics, and some data on the listening habits of their audiences. Eighteen answered "yes" and 12 "no." Most of the rest said "yes" with such qualifications as: "On the same standards by which you recommend AM time." "Only if it would not be desirable budgetwise to use more AM stations instead". One said "yes" if we could depend on the data."

Need for Data

"This points up the agencies' need for validated data," Mr. Godfrey observed. "Timebuyers are somewhat misnamed in that the title fails to cover the selling job that they have to do. They have to have acceptable, preferably validated data to justify their recommendations to media directors, account executives and, ultimately, to the clients who pay the bills."

He noted that one of the AAAA's most active pursuits is to foster validated fact-finding, deploring the fact that only about one-fourth of the FM stations have so far subscribed to BMB. Asked whether FM was associated with "long-hair" music, 29 respondents said "no" and 18 "yes." One said "originally, yes, currently, no." Another—"not entirely, though the idea lingers."

To the question whether agencies have given consideration to the fact that FM stations still have choice time spots for sale, 17 answered "yes," but the remainder fired a barrage of comments such as: "There may be choice spots but who do they reach, and how many?" "If they're expensive per thousand, they are not choice"; "They still get stiff AM competition, don't they?"

The survey showed that the majority of respondents do not consider FM as an adequate means of testing specific programs at low cost or of initiating small budget clients in the ways of radio advertising.

To the question whether agencies thought FM rates were realistic in the light of audiences claimed or delivered, most of the respondents indicated they had no real way of telling. Twenty-six out of 41 replies to the question whether duplication simply divided the AM audience were in the affirmative. Only one referred to duplications as a "bonus."

Of the eight agencies who replied early in the questionnaire...
that they had been buying FM time, four reported their total FM volume at $20,000. These four agencies billed more than $20,000-
000 of network radio, and $1,150,000 worth of spot radio during the period they bought FM, it was
revealed. Their FM campaigns ran from six months to a year, and one reported using an FM station
ever since it went on the air. Only three of the eight agencies devel-
oped special material for their FM programs. Five said their main
reason for recommending FM was to reach the special audience de-
veloped by FM stations. Four said they bought FM time for supple-
mental coverage along with AM schedules. Only two referred to a
favorable cost factor.

FM's Future
The agencies were invited "with a little prompting" to venture some guesses about FM's future. Nine said it would lie in small
community services stations with strong local appeal, comparable
to weekly newspapers. Seven thought it would prosper with
super-power and mountain top sta-
tsions covering large areas with
a superior signal. Nineteen said
FM's future is in paralleling the
AM type of service in static-riden
territories. Eleven advocated programming to special audiences,
making FM a more selective medi-
um than AM. Twelve believed
FM has a future in storecas
ta and transit radio.

The agencies deplored the prac-
tice of FM salesmen cutting prices just to get business; advertisers
buying FM because it is cheap,
then getting "soured" on all ra-
dio when it doesn't deliver; FM
salesmen pursuing the "short-
sighted" policy of bearing down
on "fine music" themes and rid-
culing the AM fare of singing
spots, soap operas and punch
commercials.

Timebuyers Opinion
Mr. Godfrey concluded with the
words of a timebuyer representing one of the foremost agencies in the
industry:
"I believe FM has been ham-
strung. It has a great future but
must be organized to rid itself
of current shackles. FM must
prepare to sell itself to the adver-
tiser by giving agencies the ma-
terial they need to popularize it!"

The speaker made it clear that
agency men have no "constitu-
tional resistance" toward FM, and
welcome any new medium.

JAMES L. HOWE (center), manager of
WCTC New Brunswick, N. J., and presi-
dent of New Jersey Broadcasters' Assn.,
accepts a plaque presented to the asso-
ciation by George E. Stringfellow (left),
president of New Jersey division of Amer-
ican Cancer Society, for outstanding ser-
vices to the society. Roland Trenchard,
WAAT Newark, chairman of radio activi-
ties for the Cancer Society and secretary-
treasurer of NJBSA, witnesses presentation.

More Land for New Site
OF WHILY, WHNY Bought
ELIAS I. GODOFSKY, president of
WHILY and WHNY (FM)
Hempstead, N. Y., has announced the purchase of additional
real estate to complete the site for a
projected blockfront establishment
in Hempstead, to house the station's
studios, offices, and an auditorium.

WHILY and WHNY are operat-
ing from temporary offices and
studios at 246 Baldwin Road,
Hempstead. The new site occupies
a block on Clinton St. from Merian
to Midwood Sts. Construction plans are to be announced later.

Additional FMA Registrations
[BROADCASTING, Sept. 27]
Arnold, George, Jr., Lee Broadcasting
Inc., Quinney, Ill.; Baldwyn, Frank W.,
WJPP-FM Greenville, Miss.; Barnes, F.
W., General Electric Co., Syracuse, N. Y.
Boice, Hugh K., Jr., WEMP-FM Mil-
waukee; Brown, Harold F., "Editor & Pub-
lisher," Chicago; Brown, J. E., Zen-
th Radio Corp., Chicago; Judkins, Louis G.,
WWHH Horseth, N. Y.; Bur-
net, Max W., Central Radio
Rafida, Iowa; Butler, Harry, Sunflower
Broadcasting System Kansas City, Kan.
Clifford, Mark L., WHPO Chillicothe,
Ohio; Cock, Charles R., WJPP-FM Herrin,
Ill.; Cuningham, John, Andrews Corp.,
Chicago; David, J. B., Lefton
Broadcasting Co., New York; Davia, Bill, "Printers' Ink," Chicago;
DeWolfe, Frank, W., "Wireless World," Minneapolis;
DiGiallorenzo, Everett L., WASH Washing-
don; Draughon, T. J., WMBF Myrtle
Beach, S. C.; Engel, Harold A., WBAI-FM U. of Wisconsin, Madison;
Fahline, John, Jr., WPIC-FM Sharons, Pa.; Fesler, Earl W., WPOT Madison, Wisc.; Fiacierry,
Gene, KBCJ-FM Sioux City, Iowa;
Friser, George E., Jr., National Trans-
mita, Chicago; Gimbel, Benedict, Jr.,
WJAP Philadelphia, Pa.; Goble, Donald W., WGN Chicago; Gross, L. R., Radio
Broadcasting Co., Philadelphia; Gu-
ziek, Stainless Inc., New York; Har-
ter, Charles J., WDSY Philadelphia; John-
son, Marion "Toady," Chicago;
Kane, C. W., WHCE Chicago; Kass, S.
Charles E., WNDU Syrcuse, N. Y.; Lack-
ey, F. Ernest, WHOOP Hopkinsville, Ky.; Lambe, V. W., WEEM Evans-
town, Ind.; Ludy, Ben, WDCW Che-
kan; Mahoney, James A., MBS Chi-
ago; Marks, Leonard, WWQW Wash-
ington; Mark, Washington; Marquardt, K. W., WWSB Topeka, Kan.
McGoldrick, W. J., WYQI-AM Fal-
numa, Minn.; Masing, Wm. P., FCC,
Washington; McCulloch, John, WPCR Laramie, Wyo.; McGoo-
WIC Sharon Pa.; McGoldrick, WQAN
Washington; O'Fallon, Gene, KPEL
New Orleans; Phillips, Charles E., WTAX - FM Springfield, Ill.; Podczaski, WIZWOW U. of Florida, Gainesville, Fla.; Riley, John P., Jr., RCA Vickers, Chi-
ston, Camden, N. J.; Robinson, Ralph,
WJAP Springville, Mass.; Rosenvang,
Thomas A., WCIT Newark, Ohio;
Runyon, C. E., Jr., WMAQ Chicago; Stan-
labs, Long Island City, N. Y.; Sam-
mona, Elizabeth, KBCI Sioux City,
Iowa; Sexton, Edward, WKLW, Waco,
Texas; Snythe, Dallas, U. of Illinois;
Urban, H. J.; Stewart, Walter, WJPN
Sharon, Pa.; Stich, John H., WJMI-
FM Madison, Wisc.; Sullivan, George,
Electronic Sound Engineering Co., Chi-
ago; VanGosen, W., WJSK Evansville, Ind.; Van Sweringen, J. T.,
WPIC-FM Sharon Pa.; Wells, F. Granger,
WHY-FM Port Huron, Mich.

Petty Resumes Practice
With Harry J. McLean
DON PETTY, NAB general coun-
sel, has resumed private practice
of law with Harry J. McLean, Los
Angeles attorney. The firm Mc-
Clean & Petty, has offices at
419 Bond Bldg., Washington, and
507 Bank of America Bldg., Los
Angeles. Mr. Petty will continue
as NAB general counsel, subject to
board approval, but will take no
other radio clients while serving
the association, it is understood.

Before the war Mr. Petty was a
member of the law firm of Scar-
borough & Petty, Los Angeles,
taking leave of absence to enter
the Navy. He joined NAB in early
1943.

Mr. McLean is a well-known
West Coast attorney and recently
was elected president of the Cali-
ifornia Bar Assn.
Networks, Stations Oppose FCC Plan

UNANIMOUS dissatisfaction with FCC’s proposed new limitations on multiple ownership of stations and for the most part outright opposition to them—was expressed in briefs filed with the Commission last week [Broadcasting, Aug. 23].

NAHB reiterated its plea for case-to-case determination, without fixed limitations, while CBS welcomed FCC’s efforts to bring greater certainty into the field of station ownership but felt the proposed seven-station limit in AM should be raised to eight and that, if in FM, at least, the number of allowable stations should be no less than 10 in AM.

Representing three stations and a television applicant, the Washington law firm of Haley, McKenna & Wilkinson insisted that case-to-case determinations should be the rule, and that if any rigid regulation is possible it should be recommended to Congress for enactment as a law.

Paramount Television Productions and associated companies contended that FCC lacks authority to issue a rule-of-thumb on multiple ownership and said that, in any event, television has not reached the point where any arbitrary limit is “either necessary or desirable.”

It was pointed out that Paramount and its corporate associate operate WBKB (TV) Chicago and KTLA (TV) Los Angeles and have applications for Detroit, Boston, San Francisco, and Tampa (aside from applications of Allen Bradley Labs, in which McKenna has 29% interest). Any rule that is adopted, the brief asserted, should not bar a grant of these applications.

WIND Chicago insisted upon adherence to FCC’s proposal that “situations” in conflict with the projected rules should be permitted to continue until Jan. 1, 1953, as recommended by FCC to permit orderly dispositions toward compliance. The brief called attention to what it considered the injustice of applying the television opposition whereby the tele-

vision application of WIND, of which H. Leslie Atlass is 19.2% owner, and that of CBS, of which Mr. Atlass is vice president in charge of WBBM Chicago, were passed up by FCC until a third was filed, necessitating a hearing.

Arthur W. Scharfeld, Washington radio attorney, filed a brief arguing that “the pursuit of case-to-case decision, though more tedious, rather than the simpler method of regulation by restriction, would better serve to prevent such abuses as the Commission may have in mind.”

Fort Industry Co. recommended “as an alternative to the proposed amendments, which are restrictive, a policy which will permit the ownership, by any person otherwise qualified, of an identical number of standard, FM and television stations upon the same.

In a letter, E. B. Craney of the Pacific Northwest “XL” stations, told FCC that there is more to “monopoly” than mere ownership of stations. “If you plan a limitation in ‘number of stations,’ he said, “then perhaps the best way is to license but a single station to an applicant and make that applicant be a resident of the place where the license is granted. Should you decide against the ‘number’ limitation, then I direct your attention to the plan devised by the Senate Interstate Commerce Committee [in the White Bill hearings] where a limitation was placed on the percentage of population of the U.S. living within the coverage area of any one licensee.”

Under FCC’s proposal, the limitations would be as follows:

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For TV

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Under the CBS proposal minority interests in up to 15 or 16 AM stations would be permitted (instead of 13 or 14 proposed by FCC), and up to the same number for FM and TV stations, depend-

ant upon the number of stations in each class which the same stockholder controls.

Argument Schedule

SCHEDULE of oral argument was reported last week by FCC for its Oct. 6-14 en banc proceeding in the matter of allocations to mobile, safety, industrial and other radio services. Broadcast remote pickup services are proposed to be switched from 152-162 mc to 26 mc and 450-460 mc bands [Broadcasting, July 19].

Commission report indicated 109 different parties will participate in the oral argument beginning Oct. 6.

FCC AGAIN MODIFIES APPLICATION BLANKS

Changes, "editorial in nature," were made in FCC last week in various application forms for new station facilities, changes of facilities of existing stations, renewal of license and auxiliary broadcast coverage for license renewal of the forms is effective immediately.

Among the several revisions are the added requirements that new applicants show the date of preparation, with each exhibit, photograph, antenna pattern and map, and that sufficient number of aerial photos be supplied ["taken in close order at appropriate altitudes and co-ordinates to permit identification of all structures in vicinity" of antenna]. The pictures must be marked to show compass directions, exact boundary lines of proposed site and locations of the proposed 250 and 500 millivolt per meter contours for both day and night operation. The FCC said photographs do not have height directions, from an elevated position on the ground will be acceptable in lieu of the aerial pictures if all the necessary data can be shown.

In line with license renewal a paragraph has been added for the listing of direction antenna operating values for AM stations. Data for each tower of a directional array must be supplied, both day and night operating to phase reading in degrees, antenna base current and remote indication of angle. Equipment used for measurements must also be described.

Fire Prevention Jingles Are Offered by WNEW

WNEW New York has recorded a series of musical public service jingles for Fire Prevention Week, Oct. 3-9, which the station is offering free of charge to all interested parties, according to National Board of Fire Underwriters.

Stations, fire chiefs, safety coun-

cils, and other organizations may obtain the series by writing to J. Wendell Sether, National Board of Fire Underwriters, 85 John St., New York 7, N. Y.
BROADCASTING

“YOUR ACT AT CHRISTMAS GETS ENCORES ALL YEAR”

Harry and David
BEAR CREEK ORCHARDS

SEND Fruit of the Month Club * MEMBERSHIPS

These gifts create excitement and praise for you the whole year through...and it's all so easy. You only order once present, but we deliver a series of generous and impressive gift boxes brimming with the most luscious fruits from America’s finest orchards, direct by refrigerated express to the lucky friends you've elected to receive them.

Christmas morning is the occasion for the "grand opening" of your gift. Then month after month as each box arrives with your name and greeting, it creates excitement and more praise for you. An engraved Certificate, inscribed with your name, and mailed to each recipient in advance, announces all the good things to come.

Hold the friendships, affection and good will of those who mean so much in your personal and business relations. Save Money. Make your Christmas budget work for you for months instead of only one annual occasion.

STOP sending commonplace gifts that are available everywhere!

LOOK at all these good things you'll get credit for!

LISTEN to the words of an important executive who wrote: "...I don't know of anything that has given more pleasure to a large number of people than this monthly gift, and have had hundreds of letters advising us of our friends pleasure in receiving our gift of the Fruit of the Month Club."

WALTER M. CHARMAN, President, Ferro Engineering Co., Cleveland 15, Ohio.

GIFT NO. 15 (8-Box Club) $26.65
The Favorite! All the fruits and delicacies shown in months named at right. Make your club gift extra sensational by starting it at Christmas with basket illustrated instead of a box of pears—order Gift No. 156 $35.15

GIFT NO. 20 (12-Box Club) $39.95
The Star Performer! All treats illustrated plus America's finest candy in March, rare Fruit Cake Confection in May, luscious canned fruits in June, an encore of world-famous Royal Riviera Pears in November. Starting with basket illustrated instead of pears—order Gift No. 206 $46.45

GIFT NO. 11 (3-Box Club) $9.85
Mid Winter Trio! Comprising Christmas, January and February selections. Starting with basket illustrated instead of pears—order Gift No. 113 $16.95

HERE'S HOW TO ORDER:

Just send list of names and addresses...designate item for each by gift number. Please enclose check in full. We provide stirring encouragement with your name at no extra cost. Christmas delivery unless otherwise directed. Prices include delivery charges within Express delivery zones. Satisfaction guaranteed. Sorry - no shipments outside U.S.A. per order...no C.O.D. Order early and get the gifts you want. Write for our beautiful colored booklets.

Navy and David
at Bear Creek Orchards, Box 130, Medford, Oregon

ROYAL RIVIERA PEARS.
A sure-fire gift so rare hardly one in a thousand has ever tasted them...so delicious everyone acclaims them America’s finest fruit.

ROYAL GRAPEFRUIT.
Large, plum, firm-mouthed, they're left on the trees 'til they burst their buttons with sweet juice. Just when your friends are wishing they were in the sunny South you'll bring them a taste of it.

GOLDEN BEAR APPLES.
From a high mountain valley up near the Canadian border. You'll keep them chortling with these crisp, juicy apples that crackle when you bite into them.

WILD 'N RARE PRESERVES.
Almost as scarce as the last Mohican. You'll compliment them with a connoisseur's collection of five fruits including Wild Blackberry and Wild Plum picked by tame Indians along the Old Oregon Trail.

ROYAL PLUMS OR QUETTA NECTARINES.
Whichever crop we deem the finest. Both are marvelous fruits and just "tops" when picked as full of flavor as Old Mother Nature can make them.

SUMMER DELIGHT PEARS.
You'll give a welcome lift to summer-jaded appetites. Cool, juicy, delicious for real refreshment to summer menus and another score for you as a thoughtful giver.

OREGOLD PEACHES.
You'll surely rare orchids when this box arrives. Harry and I grew them especially for Fruit-of-the-Month Clubbers. They're so juicy you should wear a bib to eat them.

PHILIPPE LAVALLE GRAPES.
A fitting finale to your regular parade of gifts. Big, huskly type grapes...a picture for the sideboard...amazing to your friends.

October 4, 1948 • Page 71
FILMWISE TREND SEEN IN TV, SHUPERT SAYS

"THE ONLY way television programming can ever acquire professional pacing and stature is by first putting most of it on film," George Shupert, director of commercial operations, said. Pictures television division, told a television round-table luncheon meeting in Detroit last week. "Any logical exposition should include outstanding news and sports events," he added.

The school that believes "live shows" are vital to the survival of television is, Mr. Shupert said, "a carryover from radio circles which argued that spontaneity would be lost by transmissioning a show."

"There seems to be a definite filmwise trend in television," according to Mr. Shupert. Within a month, he said, Paramount will have a small but completely-equipped television studio in its building in New York, where an advertiser, agency man or producer can stage a show before television cameras just as he would at a broadcast. "One minute after he finishes he will be handed a sight-and-sound transcription of his show on 35mm film—either a perfect or a positive print," Mr. Shupert added.

A producer's expense for a half-hour show may run from $500 to $1,000 for the use of the studio and for the film-recording, Mr. Shupert said. "This is exclusive of talent, scenery, props and his own overhead." It is about a tenth the cost of producing the same film by normal motion picture methods, he added.

Shirer in Berlin
WILLIAM L. SHIRER flew to Berlin a fortnight ago to originate a series of special broadcasts from that city on behalf of the Piedmont Shirt Co. (Wings shirts), which sponsors his commentary on MBS Sunday at 7:30-9:30 p.m. His first Berlin broadcast was heard Sept. 26. The Piedmont agency is William H. Weintraub Co., New York.

BROADCASTING • Telecasting

TRANSFERS

FORMAL APPLICATIONS were received last week by FCC for consent to sale of WVLK Versailles, Ky., by Baseball Commissioner A. C. Strupp, for and removal of the earth station. Price is $225,000 (Broadcasting, Sept. 21).

Applications for transfer of control of three AM stations and an FM station also were received by the Commission. Meredith Pub. Co. filed application requesting that its construction permit for WJTV (TV) Syracuse, N. Y., be transferred to Meredith Syracuse Television Corp., a subsidiary. No money is involved.

WVLK, operating fulltime on 590 kc with 1 kw, is licensed to Bluegrass Broadcasting Co. Inc., which would become a wholly-owned subsidiary of Scripps-Howard Radio and possibly would be liquidated or merged into Scripps-Howard at a future date. Scripps-Howard presently is licensee of WCPO Cincinnati, 250 kw fulltime on 1230 kc, and when the WVLK sale and transfer to Cincinnati is approved the regional outlet would take the WCPO call. The 1230 ke would be dropped. Both WVLK and WCPO are Mutual outlets.

A new four tower directional array is to be constructed for the station in northeast Cincinnati. Engineering estimates of coverage predict a 211% increase in the daytime population served within the 0.5 million foot per meter contour and a 900% increase in the evening service within the 11.1 mv/m contour.

Bluegrass Broadcasting has 160 shares common and 300 shares preferred stock outstanding. Mr. Chandler, former Governor of Kentucky and ex-U.S. Senator from that state, holds 200 shares common and 66 shares preferred. Robert F. Miles holds 259 shares common and Georgia E. F. Miles holds 165 shares preferred. Walter Mulvey owns 76 shares common. There are 25 common stock holders.

Meredith Syracuse is a wholly-owned subsidiary of Meredith Engineering Co. which is, in turn, a subsidiary of Meredith Pub. Co., Des Moines. Meredith Engineering holds 310 shares in Chaplin Valley Broadcasting Co., operator of WWXW and WWRF and Chaplin Valley holds 420 shares in Meredith Engineering. Meredith Pub. is TV applicant at Albany and Rochester and a subsidiary, Tri-State Meredith, has application on file at Des Moines, which is to be dropped.

Details of the other transfer applications follow:

Princeton, Ill.—Freeport Broadcasting Co. transfers license for WFLR Freeport from equal partnership of Vincent S. Barker and George W. Freeport, Freeport Broadcasting Co. Inc., to each of the original partners hold 50%.

Gaston, N. C.—Paul F. Jackson and Allen R. Bicknell each sell 25% stock in Gastonia Broadcasting Service Inc., licensee of WLC Gastonia, for $3,500 each. This stock is purchased by James B. C. Stidam and a new owner, 25.53% owner, and Mrs. Jessie M. P. Thaxton, 24.47% owner. Mrs. Thaxton pays $3,365.50. Mr. Snyder pays $3,364.50. The station will be owned as follows: James Petty 65.89%, Paul Snyder 25.53%, William Snyder 9%, Carl Howard 12.5%, W. E. Abernathy 14.7% and Dr. M. E. Woody Jr. 1.3.

The last three continue to hold their original shares.

Garden City, N. Y.—Scope Broadcasting Co., licensee of WQFN, transfers to corporation to which is holding original interest. Corporation to be composed of six holders original holding interest. Corporation to be composed as follows: Mrs. Walter Snyder, president 25.60%; Carlton G. Thomas, vice president 40%; Earl J. Caddy, 10%; Mr. Snyder, treasurer 12.57%; John E. Keegan 12.59% and Robert T. Ingram 12.87%.

Springfield, Mass.—Interest in Springfield Broadcasting Co., permittee of WSFL (FM) and applicant for AM at Springfield, transfers from Eberle Broadcasting Corp. to Eberle Broadcasting Co., Mr. Snyder, holding original partners and Louis Lake. Each partner will continue to hold their original shares.

Upcoming

Oct. 11-12: NAB District 6, Buena Vista Hotel, Buena Vista, Colo.
Oct. 16-21: American Institute of Electrical Engineers, Midwest General meeting, Kewanee, Ill.
Oct. 21: NAB Public Relations Executive Committee, NAB headquarters, Washington, D.C.
Oct. 21: Wisconsin Radio News Clinic, Plankinton Hotel, Milwaukee.
Oct. 28-30: NAB Sales Managers Executive Committee, NAB headquarters, Washington, D.C.
Oct. 31: NAB regional meetings, New York, N.Y.
Nov. 4-6: NAB membership meeting, Watford-Astoria Hotel, N. Y.
Nov. 27-28: NAB Small Market Stations Executive Committee, NAB headquarters, Washington, N. C.
Nov. 4-6: National Electronics Conference, Edgewater Beach Hotel, Chicago.

October 4, 1948 • Page 72A

PARTICIPATING in recent WMGM New York dedicatory program were (1 to r): Ben- jon S. M. Ford, executive secretary of Leavitt-Wright Co., and 1530 ke executive manager of the station, formerly known as WHN; New York's Mayor William O'Dwyer, who formally introduced the call letters, and Bertram Lebhor Jr., WMGM director of sales.
torres, denied that monopoly would result under such a rule. The
rule, he maintained, is designed to assure that competition will be a "fair
competition, and not a para-
site competition."

Henry Weaver, attorney for
Philo, and W. A. Roberts, for
DuMont, were agreed that a delay in
deciding this point would mean a "suspicious winback" and possible
elimination of private relaying.
Mr. Roberts argued that the tele-
phone company's policy would give it "complete control" of all tele-
vision interexchange channels.

AT&T spokesmen meanwhile
iterated that they were proceeding
toward the establishment of na-
tion-wide video network facilities as fast as the broadcasters' de-
mands—and the availability of
equipment—would permit. In 1949,
they noted, they plan to add an-
other channel between New York
and Washington, and between Mil-
waukee and Madison, and two
more between Los Angeles and San
Francisco. In 1950 they plan to
add two channels between New
York and Boston and three between
New York and Chicago.

They said orders for intercity
video service on hand Sept. 1 (in-
cluding present customers) would
produce an estimated $61,950 per
month.

Friday Calendar

Cross-examination of AT&T, fol-
lowed by that of Western Union,
was opened in court where Wednesday,
with resumption of the hear-
nings tentatively scheduled for to-
morrow (Tuesday). Testimony of
the Television Broadcasters Assn.,
whose petition instigated the rate
study, and of DuMont and Philco
presumably will follow. TBA is
represented by Attorney Thad H.
Brook Jr.

FCC counsel said they were not
prepared to cross-examine exten-
sively at "this session" since they
had postponed their field investiga-
tions to permit AT&T to prepare data it was requested to file, but
they thought the introduction of evidence might be completed at this
session so that the interconnection question could then be settled.

DuMont, Philco, and Western
Union maintained that AT&T's in-
terconnection policy underlay vir-
tually all of its rates.

FCC telephone company made
clear that the data it had presented
thus far was in response to specific
FCC inquiries, and that its com-
plete case would not be presented
until after the independent rel-
ated evidence had been presented.

AT&T's rates, in effect since
May 1 but subject to retroactive
adjustments if FCC finds them too
high, were covered by testimony,
with $35 per airline mile per
month as the regular charge for
eight consecutive hours' use daily
and $25 per mile per month for
four hours daily or less. Station
usage must be shared or "alloca-
ted." Station connections and
audio channel charges are addi-
tional.

Effective Oct. 1 a new provision
will specify that each customer's
bill for allocated service ($25 per
mile, four hours daily) will be re-
duced by the proportion by which
the total allocations charges for
all users exceeds (if any) the
charges that would result if only
one customer had used the entire
service at the regular monthly
rate ($35, eight hours).

Western Union's rates for its
New York-Philadelphia facilities
are $4,700 per month, and provide
for a minimum one-year contract.
This would total $56,400 per year
for eight hourly daily service, which
company officials compared to an
estimated annual operating ex-
 pense of $44,230. It was pointed out
that the rate covers operating ex-
spenses, return on investment, and
income tax. Estimated investment
in the two channels was placed at $261,500 insofar as video is con-
cerned.

Western Union officials said they
planned to extend their service to
the extent that demand and eco-
nomic warrant, and that the present system could be extended to
Washington and Pittsburgh without "undue delay."

CBS Promotes Shaw

WILLIAM SHAW, an account ex-
ecutive of WIP, has been
named assistant sales manager of
the Western Di-
vision of CBS. He su-
cceeds
Frank G. King, who has taken
over as sales
manager of
KTTV, the
Times - Mirror
CBS television station. The ap-
pointments were effective Oct. 1.

KLEE- TV TO BECOME
A COLUMBIA AFFILIATE

A FULL primary affiliation
contract between CBS-TV and KLEE-
TV Houston was signed Sept. 30.
First television station in the
Houston area, will be on Jan. 1,
1949. CBS-TV programs will be
carried by television recording un-
til a cable connects Houston with
the network.

Agreement was negotiated by
W. Albert Lee, owner of the sta-
tion, and Herbert V. Akerson,
CBS vice president in charge of
station relations.

Channel 2 has been assigned to
KLEE-TV which will operate with
16 kw. Sidney Balkin is general
manager.

400 Stations to Give
All-Radio Plan Backing

FOUR-HUNDRED stations have
subscribed to the All-Radio Pres-
entiation Plan, according to Gordon
H. Gray, WIP Philadelphia, chair-
man of the NAB committee
launching the promotion project.
They have pledged $65,000, with
networks providing another $50-
000.

Script problems were discussed
Wednesday at a meeting held at
CBS, New York. Attending were
Victor Ratner, CBS vice presi-
dent in charge of promotion; Ed
Spencer, for the National Assn. of Radio Repre-
sentatives, and A. D. Williams,
NAB executive vice president.

Mr. Kenway and Maurice B.
Mitchell, NAB director of broad-
cast advertising, were delegated to
edit material prior to submission to
the film writers who will put it into
shooting form.

NAB District Meetings

To Be Finished Oct. 15

FINAL series of NAB district
meetings opens Oct. 4 when
District 13 (Texas) convenes for a
two-day session at the Blackhawk
Hotel, Fort Worth. District 6
meets at the Buena-Vista Hotel,
Biloxi, Oct. 11-12 and the final
gathering will be held Oct. 14-15 at
the Biltmore Hotel, Atlanta.

Maurice B. Mitchell, NAB's
new director of broadcast adver-
sing, will make the circuit. He
assumed office a fortnight ago.
Others who will take the tour
will be President Justin Miller;
Harold Fair, program director;
Richard P. Doherty, employee-emp-
ployer relations director; Charles
A. Batson, information director
who will describe TV costs; Hugh
M. P. Higgins, assistant director
of broadcast advertising.

WGN-TV Chicago Adds
Four More New Sponsors

FOUR FIRMS have contracted for
time on WGN-TV Chicago. Philip
Morris & Co., New York (cig-
ettes), is sponsoring four week-
ly one-minute film spots for 52
weeks, starting Sept. 27. The Biow
Co., New York, for Lucky
Stikes, has bought eight games of
the 1948 collegiate football schedule started Sept. 27. N. W.
Ayer and Son, New York, is
agency.

Football Preview is being tele-
casting during the 15-minute period
preceding games under sponsorship of R. Cooper Inc., GE
distributors, Chicago, through
Mazon Inc. Football Scoreboard
is being shown 15 minutes after
each game by Local Loan Co., Chi-
ago. Agency is Van Hecker, Inc.,
Chicago.
Miss Illinois for 1948 is Miss Viola Hutmacher, a Quincy Girl, chosen for her beauty, personality and artistic accomplishments.

OUTSTANDING Quincy Products

The GATES BC-5A TRANSMITTER is another Quincy product that's good to look at. Its other attributes are quality, construction and unexcelled operation.

Yes,—Miss Illinois comes from Quincy—a beautiful and accomplished girl and we're proud of her.

And we're equally proud of the high quality and internationally popular broadcasting equipment made,—in Quincy,—by the Gates Radio Company. It is establishing new records for performance in hundreds of radio stations. It is a better equipment value any way you look at it,—price, workmanship, performance and eye value.

You can get everything at Gates. Over 5000 different parts items and a complete line of equipment from microphone to complete antenna systems are readily available. Whatever your needs are,—just order from Gates.

Parts orders receive special 24-hour service. Inquiries for special apparatus are handled promptly and the facilities for producing them are streamlined to give fast service.
R. E. BROOKING, formerly with WATT-WEBS Chicago and KOFI Los Angeles as an engineer, has joined KFMV Los Angeles, in same capacity.

HOWARD A. CHINN, chief audio-visual engineer for CBS, has been awarded Presidential Certificate of Merit "For outstanding fidelity and meritorious conduct in aid of the war effort, against the common enemies of the United States and the Allies in World War II."

LARRY HIGGINS, formerly with Department of Transport and Canadian Marconi Co. has joined engineering staff of CKOV Kel-

CAMERON G. PIERCE has been appointed ABC-TV Western Division engineering department. Mr. Pierce has been with General Electric Co. for past seven years as design engineer and in sales engineering departments in Los Angeles and Syracuse, N. Y. offices.

ROBERT BIRD, Idaho engineer, appointed chief engineer at KWSC Pullman, Wash.

A SAGA TELEVISION ENTERPRISES, Dallas, Texas, has gone into production on series of thirteen musical short subjects featuring Tommy Scott and his Hihillbilly Jamboree for television distribution.

TORRIZZI, district representative, F. W. Ziv Co., Cincinnati, Ohio, and BARBARA CAMERON, WLW Cincinnati, were married recently.

LUCKY MUSIC Corp., new transcription house, has been formed at 729 The Arcade, Cleveland, Ohio. Telephone: SE 7-1277.


GUILD RADIO FEATURES Ltd., Toronto, has moved to new location, 120 Simcoe St., Toronto. J. W. H. DAVIS has been appointed sales representative contacting western Ontario stations. TIM HOLLIES, formerly of James Picker Co. Ltd., Toronto, advertising agency, has been appointed Toronto city sales representative.

IRVING FOGEI, executive head of Temple Record Co. of America, Los Angeles, has left on two months' business trip to Europe.

FREDERIK W. ZIV Co. announces that with purchase of their Ronald Colman "Favorite Story" program for Muskogee, Okla., Oklahoma Gas and Electric Co. now sponsors eight half-hour Ziv transcribed shows in various Oklahoma and Arkansas markets.

"CURTAIN TIME," NBC Chicago originated show sponsored by Scott Inc., moves from Saturdays at 7:30 p.m. (EST) to Wednesdays at 6 p.m. (EST) Oct. 6. Patrick Allen is master of ceremonies, and Harry Holcombe the producer.

RMA-IRE Fall Meeting To Feature TV Progress

PROGRESS in TV and radio manufacturing techniques will feature the annual fall meeting of the Radio Mfrs. Assn. Engineering Dept. and the Institute of Radio Engineers, to be held Nov. 8-10 at the Sheraton Hotel, Rochester, N. Y.

A series of technical papers will include such topics as sensitivity, new subminiature tubes, image sharpness, crystals, receiver circuits, microgroove record players, consumer audio systems and TV equipment.

Admiral Increase

ADMIRAL Corp. television set production in its Chicago plant was increased 20% by Oct. 1 as a result of completion of a $400,000 two-story brick annex to the TV equipment manufacturing plant; Ross D. Siragusa, president, announced. Production is 1,000 video receivers daily, he explained, compared with previous production of 750 each day.

New TV Film Service

NEW film service for television stations has been announced by Harold Lasiter, executive director of Colonial Films, Washington.

The service will provide video stations with special 16mm film sequences of any Washington dignitary, discussing any subject desired, in any Washington location.

WICU (TV) is aiming for Christmas start

PROGRESS of construction on the building which will house studios of a new television station in Erie, Pa., WICU, indicates the station may be on the air by Christmas, according to Edward Lamb, of Dispatch Inc., publisher of The Erie Dispatch and licensee of WICU.

Dispatch Inc. is 55.5% owned by Mr. Lamb and his wife, who are chief owners of WTOD and WTOD-FM Toledo and have other Ohio FM and TV interests (BROADCASTING, May 17). WICU will be on Channel 12 (204-210 mc).

A full-page spread announcing plans for putting the station on the air and showing an architect's sketch of the modernistic WICU building appeared in the Dispatch on Sept. 19. Building was designed by Niessen & Goldberg, Erie.

"Dispatch Inc. will have invested more than a million dollars in WICU by the time the TV is brought to Erie," the Dispatch added.

In addition to presenting network shows, WICU plans to originate studio and remote programs. Studios have been designed so that choral, religious, school and social groups may organize and develop their own programs, the newspaper said.

Cost of the film is $1 a foot, Mr. Lasiter said, and stations are required to specify the use to which the film will be put in order that the firm may obtain the cooperation of the person specified.

BROADCASTING - Telecasting
Announcement Sept. 18, heralding "Mr. and Mrs. Hush," for the joint benefit of the National Mental Health Foundation and the National Committee on Mental Hygiene. The test was used on last week's broadcast with usual jingles and rules to be announced on Oct. 2 broadcast. First phone call will be made in 1949. As in past contest gimmick has been cleared with network, client and all others involved. This is fourth in series of contests, earlier three having been known as Mrs. Hush, Miss America and Whirling Mad. Conducted respectively for March of Dimes in first two and American Heart Assn. in latter.

Baby Sitter's Ball
AIMED at younger set, "Baby Sitter's Ball" featuring finest in pop music was produced by Alan Carter, WPYR-Albany, N.Y., disc jockey. Show is heard every Saturday night from 9:00 to 10:30 p.m. and is devoted to amusing that noble order of youth, the baby sitter.

TV Newsreel
WPIX (TV) New York has issued 100th edition of "Telegla," daily ten-minute newreel, which the New York video station broadcasts and syndicates across the country. Citing such exclusives as tour of Okinawa, Japan, of Miss America, Kasenina from Soviet Consulate building in New York, WPIX had on air air and ten minutes later, Joe Johnston, editor-in-chief of "Telegla," said "in little more than three months of preparation, WPIX has produced 752 separate stories on 26,000 feet of film, or an equivalent of a single feature supplied by a newreel company supplying movie theatres."

Award
HOWDY DOODY," NBC-TEV show for children, Monday thru Friday, 5-6 p.m., was given Blue Ribbon Award of New Jersey State Fair as the outstanding children's television show. Bob Smith, Howdy's "voice," accepted award on the Friday, Sept. 24, program.

Navy Series
JUDITH WALLER, public affairs and education director of NBC's Central Division, is preparing 8-week series on mental health to be aired on network early next year as part of annual series of programs on health in collaboration with American Medical Assn.

Ad Club News
STATION WIXO Washington will supply especially prepared news broadcasts to Washington Advertising Clubs' noon luncheon meetings during next month. Ad Club meets each Tuesday at noon at Hotel George. Tom Wade, WIXO news editor, will be heard in special broadcast which will be presented from 12:40 to 1:10 p.m.

Revival Hit
FOLLOWING revival of "Heartaches" and other tunes which have been rediscovered and sent on road to popularity by radio disc jockeys, song which has been "discovered" by Bill Herson, of WRC-Washington, every time it's heard for past twelve years is on way to revival at hit tune. Tune is "You Are My Sunshine," recorded by Lang Thompson Orch., originally recorded under different title, but now being issued as Regent record cut by Miss S. From old Variety music shop, disc jockey selected recording as his theme while he was conducting record tours on WBAI, Baltimore twelve years ago.

The Little Immigrant
J. CARROLL NAISH, motion picture and television star, will be the first in series to be known as "Little Immigrants." The latter is a project of NBC and the American Medical Assn. to promote a better understanding of habits, customs, styles, and food of children, of various races and nationalities, to help make American Medical Assn. a better city.

Mr. and Mrs. Hush
NEW contest of NBC "Truth or Consequences" was kicked off with a teaser

21st Year
Regional Promotion Campaigns
Howard J. McCollister
10660 Belaire
Los Angeles 39 04705

Programs

Broadcasting • Telecasting

New "DJ" Disks*

from RCA VICTOR

Jack

Lathrop

RCA VICTOR

and

The Drugstore Cowboys

Dainty Brenda Lee

Cornell Symphony DJ-566

RAY

McKinley

What Did I Do?

and

ERNIE

Benedict

Tickle Polka DJ-568

FREDDY

Martin

On a Slow Boat
to China

Cardenas DJ-567

ZEKE

Manners Twin Trouble

and

Hank

"The Singing Ranger"
Just a Faded Bouquet

JESSE

Stone

Bling-A-Ling-A-Ling

and

Wings over Jordan Choir

He'll Understand and
Say "Waal Done"

DJ-570

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

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‘LARKSPUR’

By JOHN S. PHILLIPS
PRESIDENT, W. VA., BROADCASTERS’ ASSN.

BY THIS TIME, everybody in the world must know about “Operation Larkspur.” Perhaps not by that name, but they must know about the flights of 30 B-29 bombers from various foreign countries and Alaska to 25 pre-selected cities in the U. S.

The ability of radio to keep people in remote areas informed and entertained naturally would impress a broadcaster fortunate enough to be included on such a junket. But still more impressive is the commercial broadcaster’s recognition of what he deems his obligation to do these things for people beyond his commercial scope—people who cannot buy his circulation or the products of his advertisers ...

Anyone who has traveled around 10,000 miles in a week, over land and sea, through darkness and daylight, rain, snow, fog, dense clouds and bright sunlight, the last 5,000 of them non-stop from Elmdorf Air Force Base in Alaska, over Santa Barbara, over Louisville, over Beckley, W. Va., (a buzz job) to Charleston, W. Va., touching the nose wheel to the runway of a field the crew had never before seen, 18 seconds behind the appointed 1200 (high noon to you), would surely be stiff fingered, tongue-tied, or just plain numb if he could not fill one complete issue of BROADCASTING with the tale of his experiences.

Air Force Celebration

But that is for the regular scribe, just went along for the ride. The whole thing was planned by Gen. Vandenberg and his Air Force as the big feature in celebrating the first anniversary of Air Force Day ... It was also planned for the purpose of impressing upon the people of the U. S. that modern aircraft can strike from long, long distances. And not just our aircraft. It was meant also to bring to us a better conception of the full meaning of the Air Force’s slogan, “Air Power is Peace Power,” and to make us mighty thankful that the cargo discharged at destination was newspaper releases and broadcasts, and not bombs on this simulated bombing mission.

From West Virginia four people were guests for the Alaska flight: Mrs. Charlotte Fleshman, city editor of the Beckley Post-Herald (WPCF-FM); Ed Brannon, assistant city editor of The Charleston Gazette; Charles (Chuck) McGhee, columnist and State House reporter for The Charleston Daily Mail, and yours truly ...

When we arrived in Spokane we set up a wire recorder, which Charlotte just happened to have in one of the pockets of her flying suit, and did an impromptu interview among our four and the ship’s crew. Before we left, radio men from Spokan did another, dubbing it and mailing a copy by air to our stations ...

Radio men from KBYR Anchorage also met us but found the only source for AC 110 was tied up. Later, however, several of the people in the Alaska flight party did a studio interview and a fine recording was made.

We soon found out who had the AC tied up. It was Jack Borgess.

Jack Borgess (l) interviews Mr. Phillips as his plane lands at Elmdorf Air Force Base.

... KENI. It was a good meeting, not only because Charlotte and I did a live broadcast and got another wax line up to be air mailed home, but because Jack later really went all out in helping us in many ways. We went in to Anchorage the next day and did a studio waxing to be fitted into a program with Air Force Officers. This came home for Air Force Day use, too. But the big job Jack did for us was in setting up proper contacts.

Bob Atwood, publisher of the Anchorage Times, announced that ... the merchants and Matanuska Valley co-op farmers ... decided more people should know, first hand, about the fine vegetables grown up there. The result was a large case of food stuffs, including a letter to the Charleston Chamber of Commerce all brought back as a “bomb” load, with appropriate remarks to bring home the point that this could be a bomb.

The whole proceeding at Anchorage was taped and montaged by Jack Borgess and his cohorts into a half-hour show that is now on wax. Broadcast, it is more than a coverage of events of interest to our listeners. It becomes a living thing which will take them right to Anchorage, Alaska, and make them feel closer to these people who may be the citizens of the 48th state.

This Anchorage is a great place ... We drove with Bob Atwood over miles and miles around the city quartering it like hounds in a thicket.

The central part of town has many snug, comfortable houses, houses that cost a great deal more than larger, finer homes in the states. But new people are coming all the time. Men come in, go out to work, throw up a shack, live frugally, send their money home. When enough has been saved, they add a room, and send for their wives. Real estate “developments” are all over the place.

The Chugach Range of mountains look near, but are 14 miles away. Intervening land is now government reservation. It is the hope of Mr. Atwood and others that much of this will be released, as this is the logical direction for expansion of Anchorage. There are no statistics—people buy a piece of land or “lot” and erect any kind of dwelling they wish or can. No building permit is necessary.

In the business section there are some fine buildings but there are many that are Topsy. They “just grewed,” and now they are so val-

COVERAGE at Low Cost of YOUNGSTOWN O H I O S 3rd MARKET with WFMJ • WFMJ-FM ABC

Population ........................................... 520,300.
Retail Sales (Est. 1947) ...................... $406,090,000.
“Copyright 1946, Sales Management Survey of Buying Power”

ASK HEADLEY REED

BROADCASTING • Telecasting
uable on a rental basis that the owners just can't tear them down to rebuild. I saw one like that for which the owner had refused $40,000. You should have seen it! But he gets $12,000 a year rent. He can't tear it down.

Bob Atwood said it was one of the many problems arising from the rapid growth for which there seemed to be no immediate answer outside of a fire. But we both agreed that it would have to be a civic-minded fire which would know where to burn and where to stop to avoid damage to such buildings. As that soon to be completed by the Midnight Sun Broadcasting Co. This building, which will house the studios of KENI, is costing $1,000,000. It will seat 1,000, giving it just about the highest per seat cost of any theatre in the U.S.A.

Three Commercial Outlets
KENI is one of Anchorage's three commercial radio stations... They get along all right, too. KFQD is the oldest—about 14 years in existence. Its studios and offices were downtown to Stateside. It is one of five stations owned by the Alaskan Broadcasting Co. and over which some of us did a morning broadcast. [Stations are in] Anchorage, Fairbanks, Seward, Nome, and Kotzebue.

No longline service being available, simultaneous broadcasts would be re-broadcasts. Too, as with network programs, such as KFQD has, records are flown to the various points.

KENI and KFQD are 5 kw. The third, KBYR, is 250 w. and is owned by the fabulous Keith Capper who arrived in Alaska eleven years ago in what, I have heard, were very lean financial circumstances. His first enterprise in Anchorage was the Club Lido—now the Aleutian Gardens, where, incidentally, the Rotary lunched.

A marvelous ten-lane bowling alley followed. It is a beauty. The Aleutian Conservatory of Music and the Aleutian Art Shop are his, as well as other enterprises.

KBTR took the air June 15, 1948. Its fine new offices and the studios are now under construction. Marlin Smythe, known in radio as Vern Mack, was hired as manager and was given carte blanche to bring up his own crew, including Merlin Matheny, production, Miles Burtle, commercial manager, Bob Kahle, and, for commercial art and promotion, Robert White, all with long experience.

Radios Needed
In a vast, wild country like Alaska, two modern inventions are absolutely essential to the swift development—airplanes and radio.

People fly everywhere. There are many small lakes and other water surfaces for landing ships equipped with pontoons in warm weather, skis in winter. The Rescue Mission from Elmendorf is always alert and on the job, and has plenty to do. Recently a plane crashed in a swamp. Ammunition aboard exploded. The Rescue Mission helicopter went out, settled down at the scene of the crash, picked up the injured man, flew to Anchorage and set him down directly in front of the hospital door!

You don't send telegrams from this vicinity. You send radiograms. Men will go anywhere—anywhere there is something they want—or if they just think there is something there they want. Or just to see what is there. And when they go, they will fly as far as they can, and they will carry radio with them.

Radio Roanoke Switches
From 1490 kc to 1240 kc
A CHANGE in frequency was effected last month by WROV, AM outlet of Radio Roanoke Inc., Roanoke, Va., as the MBS affiliate switched from 1490 kc to 1240 kc. Heralding the move, WROV broadcast the Shaughnessy play-offs of the Piedmont Baseball League held in Roanoke and Lynchburg, Va. They were fed by FM in cooperation with WWDW Lynchburg.

Radio Roanoke also operates WROV-FM, which transmits on 103.7 mc. Frank M. Koehler, formerly with NBC New York, is general manager of licensee.

WMNE, KSTL - FM Are Relinquished
THE LICENSE of WMNE, Yankee Network's FM station on Mt. Washington, N. H., has been canceled by the FCC at the request of the licensee. In another action, the construction permit for KSTL-FM St. Louis, Mo., was canceled on request of Radio St. Louis, permittee.

No reason was given by the Yankee Network for relinquishing its license for WMNE. However, it is felt that the high cost of operating the remotely located transmitter, plus the fact that it would have to suspend low-band operation on Dec. 31, to date set by the FCC for all stations to move or stop operation on the band, prompted the move. A high and low band transmission was maintained until return of the license.

Yankee Network is reported to have spent over $2,000,000 in the development of FM stations, with little, if any, return. The company is not expected, however, to give up any of its other FM outlets, all of which are located in more accessible spots and serve areas of greater population.

The Mt. Washington site will be held by Yankee Network for possible use in the future if it decides to use it for FM, TV or some other purpose.

Radio St. Louis did not state the reasons for returning its permit.

A television application also was dismissed on the request of the applicant. Greensboro Broadcasting, licensee of WQBG Greensboro, N. C., for which it is seeking an increase in power, and permittee of WGBG-FM, gave no reason for the dismissal request.

McConnell Buys Minority Interest in New WANE
C. BRUCE McCONNELL, president of WHBU Anderson and WHOT South Bend, Ind., and former owner of WISH Indianapolis, has acquired an approximately 20% interest in WANE, new Fort Wayne station on 1450 kc with 250 w.

He bought the stock of Charles A. Sprague at a price understood to represent Mr. Sprague's investment in it. WANE is headed by Merlin H. Smith, former Washington Civil Service investigator, who holds control jointly with the other stockholder, Glenn R. Thayer, formerly of WOWO Fort Wayne.

Loyola Games on TV
ASSOCIATED Tidewater Oil Co., San Francisco, is sponsoring the seven home games of Loyola College, Los Angeles, on KTLA (TV) Hollywood. Agency is Brown & Co. Games were originally to have been telecast by KLAC-TV but negotiations fell through at last moment.
### September 24 Decisions

**BY THE COMMISSION**

- WAWE-FM Atlanta, Ga.—Granted request for waiver Sec. 3.375 of Rules while noncommercial educational FM station WBBQ-FM is programming for in-school listener. Date Extended

Adopted order extending to Dec. 1 a required date of use of FCC Forms 301, 202, et al. (Docket B27), as revised June 16, as it appears forms cannot be distributed to public in time to begin their use by prescribed date of Oct. 1.

Hearing Continued

- Hudson Valley Bcast. Co., Inc., et al., Albany, N. Y.—Continued indefinitely consolidated hearing scheduled for Sept. 27 on TV applications for Albany-Troy, N. Y.

**BY THE SECRETARY**

- WING Dayton, Ohio—Granted to make changes in DA and FM antenna on top of AM tower; cond.

**SERVICE DIRECTORY**

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<td>U. S. RECORDING CO.</td>
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<td>1121 Vermont Ave., Wsh. S. D.C.</td>
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<td>Ground Systems</td>
<td>FM Antennas</td>
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<tr>
<td>Erected, Painted &amp; Serviced</td>
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<tr>
<th>ADVANCE RADIO TOWER CONSTRUCTION CO.</th>
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<tr>
<td>4614 S. Compton Ave. Adams 3-4197</td>
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<td>Los Angeles 11, Calif.</td>
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<tr>
<th>ARCHER S. TAYLOR</th>
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<td>Consulting Radio Engineer</td>
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<th>REESE STEEL ERECTION Co.</th>
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<tr>
<td>&quot;Engineered Erection&quot; of AM FM TV Towers &amp; Antennas</td>
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<th>TV application to show revised trans. site.</th>
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| WJSN San Diego, Calif.—Granted petition for leave to intervene in hearing re: AM station WGC. |

**The Troy Record, Troy, N. Y.—Granted petition of Allusions without prejudice TV application.**

| WDAE Tampa, Fla.—Dismissed as petitioner having submitted review of Aug. 1 action of motions Commissioner continuing contested hearing on DA applications of KGO et al. |

| KELR Demer, N.Y.—Granted petition to enlarge issues in re application and on KELR and KELD and said issues were amended to include: 1. determination whether the suggested KELD site is available as a training facility. |

**Christian County Bcast. Co., Taylorville, Ill.—Granted petition for leave to file Exhibits 2 and 3 to application.**

**WABA Hartford, Conn.—Petition for extension of time within which to file opposition to petition filed by WBDW requesting reopening of record in re Dockets 7674 and 7815, and time within which to file such opposition.**

**WLIU Brooklyn, N. Y.—Granted petition for extension of time within which to file opposition to petition filed by WJBA requesting reopening of record in re Dockets 7674 and 7815, and time within which to file such opposition.**

**Drivers Journal Pub., Chicago—Granted petition for continuance of examination applications presently scheduled Oct. 4, and same was continued indefinitely.**

**Harrisonburg Bcast. Co., Harrisonburg, Va.—Granted leave to petition to amend application and other relief.**

**September 24 Applications...**

**ACCEPTED FOR FILING**

-Modification of CP
- License for CP

**LICENSE FOR CP**

| KFBK Sacramento, Calif.—Mod. CP increase power, etc. for extension of completion date. |

| WABR-FM Boulder, Colo.—License to cover: CP new FM station. |

| Modification of CP (B) |

| KNBO Bakersfield, Calif.—Mod. CP new FM station for extension of completion date. |

| WISE-FM Asheville, N. C.—Same. |

| WEMP-FM Milwaukee—Same. |

| WCBS-FM New York—License renewal. |

| WBSU New Orleans—License renewal AM station. |

| WFUV New York—License renewal educational FM station. |

| KDUS Los Angeles—License renewal AM station. |

| LICENSE FOR CP |

| AM—1400 kc |

| WBCB Hennesseyville, N. C.—CP Install booster station to be operated synchronously with WBSB on 1495 kc with 250 w. |

**September 27 Applications...**

**ACCEPTED FOR FILING**

| KOB Albuquerque, N. M.—Extension of time to operate on 770 kc 5 kw-N 50 kw-DU incl. for period beginning 3 a.m. (EST) Dec. 1. |

| AM—1450 kc |

| WATO Oak Ridge, Tenn.—CP change frequency from 1490 kc to 1450 kc. |

| Assignment of License |

| KYAE Taylor, Tex.—Voluntary assignment of license of license of Graham Gilla Condey, Dr. Raymond Garrett and Rose Frieze, partnership d/b/a Graham Gilla Condey, to Columbia County Bcast. Co. to Graham Gilla Condey, Dr. Raymond Garrett and Rose Frieze, partnership d/b/a as William County County Bcast. Co. |

| License for CP |

| WATL Atlanta, Ga.—License to cover CP new FM station. |

| License for CP |

| KSBU Cedar City, Utah—Mod. CP change frequency and power. AMENDED to change hours from D to 11am and to use D-N. |

| License for CP |

| KLZ-FM Denver—License to cover CP new FM station. |

| WMAL-FM Washington, D. C.—Same. |

| WWJ Detroit—Same. |

| License for CP |

| WAN-FM Canton, Ohio—Mod. CP new FM station for extension of completion date. |

**WTHR-FM Johnson City, Tenn.—Same.**

**WDEX-FM Wichita Falls, Tex.—Mod. CP new FM station to change ERP from 5 kw to 13.5 kW to average tower base greater than average tower 230 ft to 560 ft.**

**WALT-FM Washington, D. C.—Mod. CP new FM station to change ERP to 0.235 kw, height above average terrain to 293 ft.**

**WTPS-FM New Orleans—Mod. CP change ERP from 3 kw to 4 kw.**

**TV—186-192 kc**

**Meredith Corporation, Television Corp., Albany, N. Y.—CP new commercial TV station on Channel 15—19A—19B, etc. ERP 12.0 kw, 0.0 kw un. AMENDED to change to 0.0 kw un. designated studio location as Northern Blvd., 9th Ward, Albany.**

**TENDER TO AMENDED FILING**

-Modification of CP |

| KXGO Sacramento, Calif.—Mod. CP |

| DA-N to DA-P. |

| Assignment of License |

| KFVS Vandalia, Ill.—Assignment to consent of license of AM station, CP of KFVS-FM to Hinch Bcast. Co. |

**September 28 Decisions...**

**BY THE SECRETARY**

- WEMP Milwaukee—Granted license in new vertical and mount FM antenna at AM tower. |

| WBLR Milwaukee, Pa.—Licensed for changes in vertical and mount FM antenna at AM tower. |

| KIOA Des Moines—Licensed new station 946 kc 5 kw-N 10 kw. |

| LS DA unit and specify studio location. |

| WMPC Vancleave, Ky.—Granted new station 730 kc 1 kw D. |

| Lamar, Colo.—Same—1360 kc 1 kw un. |

| LP LaPorte, Ind.—Same—1540 kc 1 kw D. |

| WMN Neenah, Wis.—Granted CP install new tower. |

| WPIT Chicago— Granted CP make changes in vertical and mount FM antenna at AM tower. |

| WOLS Florence, S. C.—Granted CP install new tower, make changes in vertical and change FM antenna at AM tower. |

| WSVE Cleveland, Va.—Granted new license in vertical and mount FM antenna at top AM tower. |

| WBAM Atlantic City—Granted mod. of CP to make changes in vertical antenna and on top combination of vertical and FM antenna at AM and FM antenna. |

| WEK Carlisle, Pa.—Granted CP to change type of trans. and app. of all. and studio location. |

| KING Seattle—Granted mod. CP to change type of trans. and studio location. |

| WGSB Greensboro, N. C.—Granted license of new vertical and mount FM antenna at AM tower. |

| WHBC Henderson, Ky.—Granted CP new tower at AM tower. |

(Continued on page 86)
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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone/Additional Information</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building Offices and Laboratories 1339 Wisconsin Ave., N. W. Washington, D. C. Adams 2414</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td></td>
<td>501-514 Munsey Bldg., District 8456 Washington, D. C.</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td></td>
<td>1469 Church St., N. W. DE. 1234 Washington, D. C.</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg. Washington, D. C. 13th St. E 5th St., N. W. National 6613</td>
<td>1200 18th St., N. W. Room 1210 District 4127</td>
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<tr>
<td>FRANK H. McINTOSH</td>
<td></td>
<td>710 14th St., N.W.—Metropolitan 4477 Washington, D. C.</td>
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<td>RUSSELL P. MAY</td>
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<td>1422 F St., N.W. Kellogg Bldg. Washington, D. C. Republic 3984</td>
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<td>ROTHROCK &amp; BAIREY</td>
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<td>256 7th St. Triangle 4400 Chicago 19, Illinois</td>
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<td>WORTHINGTON C. LENT</td>
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<td>1820 Jefferson Place, N. W. Washington 6, D. C. Republic 7236</td>
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<td>HERBERT L. WILSON</td>
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<td>1023 Connecticut Ave., N.W. Washington 6, D. C. NA. 7161</td>
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<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td></td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. ATwood 3328</td>
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<tr>
<td>ANDREW CORPORATION</td>
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<td>362 E. 7th St. Triangle 4400 Chicago 19, Illinois</td>
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<td>DIXIE B. McKEY &amp; ASSOC.</td>
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<td>1820 Jefferson Place, N. W. Washington 6, D. C. Republic 7236</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td></td>
<td>927 15th St., N. W. Republic 3883 Washington, D. C.</td>
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<tr>
<td>JOHN C. HUTCHESON</td>
<td></td>
<td>1100 W. Abram St. Phone 1218 Arlington, Texas</td>
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<tr>
<td>GILLE BROS.</td>
<td></td>
<td>1108 Lillian Way Gladstone 6178 Hollywood, California</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td></td>
<td>3738 Kanawha St., N. W. OKaway 8071 Washington, D. C.</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td></td>
<td>501-514 Munsey Bldg., District 8456 Washington, D. C.</td>
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<tr>
<td>A. R. BITTER</td>
<td></td>
<td>820 13th St. N. W., EX. 8073 Washington 5, D. C.</td>
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FM-FED STATEWIDE AM NET STARTS IN OKLA.

OKLAHOMA Group Broadcasters, a new type of regional network comprising eight basic AM stations and several supplemental AM outlets fed entirely by a single FM station, got underway Sept. 27, Mathew H. Bonebrake, general manager of the new organization, announced.

Key origination point for the network's programs is KOCY-FM Oklahoma City, using a 958-kw signal and radiating a 70-kw signal.

The basic AM stations in the network are those of which have FM affiliates are KOCY Oklahoma City, KAKC Tulsa, KCRC Enid, KSWO Lawton, KVSO Ardmore, WBIZ Ponce City, KWON Bartlesville and KMUS Muskogee. Supplemental stations include KSME Seminole, KSPI Stillwater, KSEO Durant, KWWW Chickasha, KJMH Altus, and KHRD Duncan, all in Oklahoma.

The network, owned and operated by Plaza Coast Broadcasting Co., Oklahoma City, plans to broadcast Oklahoma A. and M. sports events. A state-wide news setup also has been organized, Mr. Bonebrake said.

The Walker Co. has been engaged as network's national representative, but national availability will not be open until Nov. 1.

Election Ordered

SECRET BALLOT election within 30 days among technicians at WBBC Flint, Mich., and radio engineers and technicians at WJLI and WJLB-FM Detroit to determine if they want the Detroit chapter of the National Assn. of Broadcast Engineers and Technicians to be their collective bargaining representative was ordered by the National Labor Relations Board. The Plins and Detroit stations are owned by Booth Radio Stations Inc. The NLRB decision was handed down by the three-man panel of NLRB members to whom the board delegated its powers, Paul M. Herzog, chairman, Abe Murdock and J. Copeland Gray.

**Promotion**

Four page mailing piece to commemorate 29th anniversary is now in mail. Entitled "29. Anniversary of Letters." The following is included services offered and some of the more recent accomplishments during past year.

Thank You, Dallas

In an open letter published in "The Daily Times Herald," Dallas, Texas, KFYR Houston station thanked its listeners for their cooperation in paying for radio's 30th anniversary.

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CHICAGO RADIO GETS SET FOR CHEST DRIVE MORE THAN $300,000 worth of free radio time and talent is expected to be given by Chicago sta-

tions in support of the city's Community Fund campaign, which starts Oct. 11, according to Fair-

fax M. Cone, head of the campaign public relations committee and chairman of the executive commit-
	ee at Foote, Cone and Belding, Chicago.

All Chicago stations will carry daytime and evening spot an-

ouncements urging Chicagoans to contribute to the fund, and several have programmed 15-minute and half-hour shows, Mr. Com-

ported. Radio chairman for the drive is Robert J. Scott, partner in Schwimmer and Scott agency, Chicago, who helped organize ra-

dio cooperation at a recent meet-

ing of station executives.

WBBM will begin the campaign Sunday night with a half-hour show. The following night WMQ-

will present a half-hour show. On Tuesday WENR will feature a 45-

minute documentary, explaining activities of agencies operating as a part of the fund. Fifteen-

minute series, Adventures of the Red Feather Man, will be broadcast on WLS, and other 15-minute shows will be aired on WWJD, WAAF, WCFL, WAIT, WSBC, WCRW and WEDC.

Chicago television stations—WBKB (Balaban and Katz), WGN-TV (Chicago Tribune) and WENR-TV (ABC)—have agreed to use 38-second spot trailers and the 10-minute Community Fund film, “Counter-Top Story.”

Reily Coffee Adds 12

WILLIAM B. REILY Coffee Co., New Orleans, has added 12 Georgia markets to their regional sponsor-

ship of The Old Corral, making a total of 70 quarter-hours per week in 62 Southern markets, it was announced last week by the Frederic W. Ziv Co., producers of the trans-

mitted shows through Saussay Advertising Agency, New Orleans, handles the Reily account and the deal was arranged by Leo Oppenheimer, field representative for Ziv.

TV Teaser

GYPSY ROSE LEE, who is at least as ease when fully dressed, was making her particularized kind of his-

tory the evening of Sept. 26, but CBS was not there. CBS television had been broad-

casting the entertainment at a meeting of the Air Force Assn. in New York’s Mad-

ison Square Garden for more than an hour when it came Miss Lee’s turn to perform. She had hardly begun her act when the video signal suddenly failed. While the audio signal, which continued to function, brought the television audience pleased whistles and excited yelps from the airmen an announce-

er cut in to report that by unfortunate coincidence tech-

nical difficulties had developed in the video system. “This is not censorship,” he hast-

ened to assure listeners.

Boston U. Radio Course Offers On-Job Training

FIELD WORK with stations in and around Boston will augment class work this fall and winter for radio students at Boston U. Ar-

rangements have been completed with seven stations, Prof. Samuel B. Gould, director of the radio di-

vision, announced, and approxi-

mately 45 senior and graduate students will spend a two-week training period with these sta-

tions.

Covering all phases of station operation, “procedures will vary in the separate stations,” Prof. Gould explained. “Basically the students will serve apprenticeship in the various departments, ob-

serving and studying program planning; promotion; publicity; advertising sales; features such as music, sports and news; organ-

ization; the general routine of a radio day, and the intricacies of program engineering.” Stations will report on each student’s work.

Decision on WADC Defended by FCC

Censorship Did Not Prompt Action, SCOTUS Is Told

FCC told the Supreme Court last week that its decision against WADC Akron’s proposal to carry a complete daily network schedule was not censorship, but merely an application of the principles of the Network Regulations, which the Court has upheld.

Asking the Court to deny WADC’s pending petition for review of the case, the Commission said WADC had admitted that a network contract encompassing its program proposals would run counter to FCC’s network rules.

FCC continued:

But once this admission is made, petitioner’s entire argument falls. For operation which is contrary to the pub-

lic interest is no less so because the licensee waives his right to engage in such an operation on his own volition rather than in accordance with his license requirements.”

And it is obviously no more censor-

ship or an abridgement of free speech to prohibit licenses from voluntarily delin-

ging the entire responsibility for the daily operation of their station to parties other than the licensees, or to prevent licensees from entering into contractual agree-

ments to do the same thing.

In support of its argument, the FCC brief cited the decision of the U. S. Court of Appeals for the District of Columbia, which upheld the Commission’s action. FCC staff attorneys who worked on the brief included John Edgerton, son of Justice H. W. Edgerton, who wrote the court’s decision. Mr. Edgerton joined the FCC law staff only a few weeks ago.

The case involves the fight be-

tween WADC and WGAR Cleve-

land for 1220 kc with 50 kw. WGAR was given the grandparent license in lieu of its present 1350 kc with 5 kw, was denied because it proposed to carry the complete daily program schedule of a national network (CBS).
Help Wanted
Managerial

Wanted—Manager for Radio Station KLXU, Durango, Colorado. Must be fully versed with rules and regula- tions. Send all details. L566, BOX 680, BROADCASTING.

Opportunity for Station Manager

Effective experience in management, development and promotion of a full daytime station already in the market. Present executive manager’s letter, including current requirements. For confidential information, address. L567, BOX 680, BROADCASTING.

WANTED—10c PAYABLE IN BOOK BOX.

Salesmen

Here’s a real opportunity for a good salesman capable of handling an AM station as commercial manager. Four AM stations, one in California, one in the Caribbean, one in the southeast, and one in the northwest. All under affiliated management, make the sky your limit! Good salary and commis- sions. Give back experience and proven success. Box numbers. L568, BOX 680, BROADCASTING.

Annonceurs

Annonceur—Announceur wanted. Primary announcer for Russell-Williams, KXXU-MBS, Russell- ville, Arkansas.

WANTED—Immediately, good announceur with first phone. Leonard Brown, 15488 S. 2200 W., Chicago, Ill.

WANTED—Announceur for staff work. WDPM, Baltimore, Maryland.

DISC JOCKEY

2 kw network affiliate in major midwest city needs topnotch, ex- perienced disc jockey for all night right. Send 15 min. re- production and photo to BOX 745, BROADCASTING.

WANTED—Immediately, good announceur with first phone. Leonard Brown, 15488 S. 2200 W., Chicago, Ill.

WANTED—Announceur for staff work. WDPM, Baltimore, Maryland.

Annonceur—Announceur wanted. Primary announceur for WDRK, Chicago, Ill.

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WANTED—Announceur—Announceur wanted. Primary announceur for WDRK, Chicago, Ill.

The end.
Situations Wanted (Cont'd)
First class engineer-anouncer wants position progressive station anywhere. Age, requirements. Box 817, BROADCASTING.

Chief engineer or engineer up to ten kilowatts. Must have eastern experience. Clarence Bauer, 409 S. Idaho, Butte, Montana.

Chief engineer, thoroughly experienced in construction and maintenance of broadcasting equipment. Ten years experience including 1000 and 5000 watt stations. Excellent references. Available immediately. Married. Box 853, BROADCASTING.


Engineer, AM-FM. Willing to go any- where but prefer south. Box 882, BROADCASTING.

Chief engineer—Excellence references, 8 years experience AM-FM and TV. Box 880, BROADCASTING.

Capable engineer, last phone with an- nouncing and combination experience in a small independent, desires position in more progressive west coast station, preferably California. Two weeks notice. Disc available upon request. Box 866, BROADCASTING.

Transmitter engineer—AM directional and FM desires change. Prefer chief small station or one with TV plans. Box 869, BROADCASTING.

Broadcast engineer—Experience maintenance, operation transmitter, control room equipment, some announcing, married, reliable, sober, steady. Box 622, Gallup, New Mexico.

Engineer-anouncer—Single, college degree, last phone. Network affiliate experience. Desires position in progressive eastern or midwest city. Opportunity to grow. Box 870, BROADCASTING.

Engineer, 44, years experience, first class license, single, veteran, with- out car, available immediately. Box 874, BROADCASTING.

Production, Programming, others
Program director—Experience in traffic and programming desires opportunity to learn more about same. College graduate. 28, single, presently employed. Box 847, BROADCASTING.

Newman-anouncer—Fully experienced, completely reliable. Seven years news background—intelligent rewrite. Seeking perman- ence. Box 733, WASHINGTON, D. C.

WANTED
Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's out- standing professionals! HAL STYLES SCHOOL OF RADIO AND TELEVISION 8800 Wilshire Blvd. Beverly Hills, California Bradshaw 21490

NOTE: Station Managers and Program Directors employed with personal we furnish.

Desirous conducting woman's program. Short on experience, long on ability, ambition. Valuable experience administrative aspects of radio. With University, graduate. Permanent, fulltime position desired. Prefer Santa Barbara, California. Presently working in small independent. Box 760, BROADCASTING.

Looking for work in TV. Interested in TV production. TV trained background. College grad. Box 895, BROADCASTING.

Opportunity for announcer-writer-production man as program manager of midwest network affiliate. Write fully. Box 872, BROADCASTING.

Situations Wanted (Cont'd)
Production, Programming, others
Continuity director, 10,000 w independent. Experienced, phone, writing and administration. Imaginative and dependable. Single, age 24. Available October 32. Write Box 873, BROADCASTING.

Television-writer; idea-gal, seeks connection Chicago agency or station. Experience also includes twenty years radio. Willing to start part-time. Box 871, BROADCASTING.

Young woman desires combined position of women's commentator-conti- nuity director. Has winning mien, person- ality. Writes commercials that sell. Excellent experience. State salary. Box 867, BROADCASTING.

Licensed studio supervisor, 50 kw. three turns, Model 27, FM. Desires complete FM operation. Box 852, BROADCASTING.

Program director-producer, capable an- nouncer, top-notch writer. Six years experience. Willing to start part-time. $75 per week. Box 850, BROADCASTING.

SCHOOLS

For Sale
Stations
Fulltime 350 watt station in Florida. Only station in this Florida market. Terms can be arranged. Only qualified parties need apply. Box 813 BROADCASTING.

Daytime 100 watt with time sales over $200,000.00, this year, located in major market. Very well established. Terms may be arranged to acquire con- trol and direction interest. Box 884, BROADCASTING.

Equipment, etc.
For sale—Two complete 109A reprodu- cers, groups with two extra 9A. repro- ducers, excellent condition. Will give you dual spare reprodugers at far less than the new cost without the spares. Broadcasters net $875.00. A rare bargain at $975.00. Box 811, BROADCASTING.

For sale—One used 185W Winchster and console complete with turned lights and guy wires for immediate shipment. For complete details write Radio Station WGGG, Cedartown, Georgia.

RCA console with power supply for sale $550 (present list price $1175). Used temporarily while waiting delivery of custom built console. In same working condition as new equipment. Write or write Station WPG, Green Bay, Wisconsin.

FM EQUIPMENT
Wanted—Complete used equipment for FM station—5 kw transmitter, matching Hammond and turntables. No antenna or tower needed. Box 768, BROADCASTING.

FOR SALE
Wholesale Distributing Business
ALL PHASES well regarded covering a wide area. Present management is retiring. Will require $250,000.00 to handle. BOX 818, BROADCASTING.

For Sale—Trucan tower—435 ft. self- supporting, sectionalized 169 ft. from top. Could be used as three 265 ft. guyed towers and one self-supporting 175 ft. tower. Will supply FM or TV antenna with top removed. $6,875.00 f.o.b. Lincoln, Nebraska. Radio Station KPAB.

For sale—Raytheon RP81—250 watts FM transmitter. Practically new and fully guaranteed. Used for interim operations now on full power. WMBD, Peoria, Ill.

Raytheon 250 watt transmitter complete with space of tubes. This transmitter has been in operation for two years and is not lost any time. Also composite studio console. Reason for sale decrease in power. Save yourself some money. For details contact KCVR. Los, California.

LATE CLASSIFIED
Help Wanted
Wanted—Salesman for active local mar- ket, Pennsylvania. Honesty, personal- ity and ability to think more important than long experience. Reply Box 894, BROADCASTING.

Technical
Instructor to teach television receiver installation and maintenance. Full details first letter. Address Box 897, BROADCASTING.

For Sale (Cont’d)
Equipment, etc.
Lehigh Tower, 187 ft. self-supporting. $450 takes it. WSNJ, Bridgeton, N. J.

PLAY BACK
MOLLYWOOD TRANSMIT, professional model. Portable, dual spaced, separate dy- namic speaker. Model 100, 300 watt radio. Included are 12 ten thousand, 5000 silver miniatures, 66005 85225 Professional microphone, $350.00. Takes Box 855, BROADCASTING.

Wanted to Buy
Experienced station manager interested in buying all or part interest in central coast small market station and managership of same. Box 883, BROADCASTING.

Wanted—G. I. Flyer motor model 818 double field two speed; also Blue Flyer model E. Contact W. Decosta, Sound Dept., WOR, N. Y.

Midwest Single Station Market Opportunity
The most powerful station in its area and the only station in a very attractive and progressive medium-size city. This property is being operated profitably, gross and net are increasing and the facility has an outstanding opportunity for development that will definitely increase its value. Price $75,000.

BLACKBURN-HAMILTON COMPANY, INC.

For Sale
Station
WASHINGTON, D. C.

NATIONAL 1605

SAN FRANCISCO
DALLAS

320 Post St., San Francisco 13

716 Market St., San Francisco 22

2176 East 6th St., Los Angeles, Calif.

NATIONAL 3220

NATIONAL 7405

NATIONAL 7405

NATIONAL 5672

FOR SALE
Station
WASHINGTON, D. C.

WASHINGTON, D. C.

WASHINGTON, D. C.

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WASHINGTON, D. C.
WAGA's Affiliation with CBS in Effect


The former WAGA affiliate in Atlanta, WGST, owned by Georgia Tech, simultaneously switched to Mutual, which dropped WATL. John Foxton is general manager of WGST, which operates with 5 kW day and 1 kW night on 920 kc. WATL, now operating as an independent, is owned by Atlanta Broadcasters, Inc., J. W. Woodruff sr., president.

KFBK Sacramento Now 50-kw Outlet

Outphasing System of Modulation Used in New Transmitter

KFBK Sacramento, Calif., key station of the McClatchy Broadcasting Co. network, on Oct. 2 increased its power to 50 kW. The station first went on the air Feb. 2, 1922.

To mark the power jump, KFBK originated a coast to coast broadcast, which was carried by ABC. George Howland of California, candidate for Vice President, was a speaker.

The KFBK transmitter employs a hybrid circuit type developed originally by Henry Chirex of New York, and most high powered French stations use it. It is called the outphasing system of modulation. Engineers of the McClatchy Broadcasting Co. called it phasing to amplitude modulation.

The advantages of this type of circuit are that high power output, excellent orderliness of operation and low power consumption are obtained with a relatively small, compact plant.

The new KFBK transmitting equipment embodies many features not found in the original French design. Negative feed-back, a distortion reducing circuit, thinned filament high power tubes and many other American developments are incorporated to make the KFBK transmitter one of the most modern in the country.

Heads Research Clinic

ARTHUR F. DORMODY, director of media and marketing research, Kelly-Nason Inc., will head the Research Clinic of the Advertising and Selling Course, sponsored by the Advertising Club of New York, the club announced last week. Among those who will preside at the meetings are: Howard W. Gotlieb, Erwin Davis, Daniel Scharf and Staff; Allen Skiles, service manager; Bureaus of Advertising, ANPA, V. H. Peirce, managing director, Traffic Association Inc.; Robert S. Seal, president, Independent Brokers Inc.; Arthur J. McCauly, director of research, Newweek Magazine; and George Howard Allen, promotion manager, New York Times.

Hurricane

AS FLORIDA continued the job of cleaning up last week after the hurricane had spent itself in the Atlantic, additional reports were received from stations in the area struck by the storm telling of stepped-up public service activities and expanded news coverage under conditions made difficult by broken power lines and toppled transmitting towers [BROADCASTING, Sept. 27]. WKAT Miami Beach, although forced to rely on emergency power for 20 hours, maintained a continuous vigil for 12 hours during the hurricane, according to A. Frank Katzenzine, president of WKAT Inc. The station broadcast reports such as when weather bureau reports, fed a local storm commentary to MBS and provided local telephone communication to residents without power.

In Coral Gables radio and newspaper cooperated in news coverage and public service announcements. When a warning came of the storm's approach WBAY set up a microphone in the Riviera Times office for direct broadcasts of latest information from Times staff and from UP wires. The WBAY special events department, using a taxicab specially equipped with two-way FM radio, cruised within a 25-mile radius of Miami, interviewing disaster workers and describing conditions at the height of the storm. The broadcasts were carried direct. While operating on auxiliary power both at studio and transmitter WBAY prepared and beamed to WMID Atlantic City three 15-minute hurricane broadcasts.

Jerry Fairbanks Heads Television Zonar Corp.

TELEVISION Zonar Corp. has been formed in New York for manufacture and sale of Zonar television and motion picture camera lenses. Officers are: president, Jerry Fairbanks; secretary, Jack Pegler; treasurer, Dr. Frank G. Back.

The recently-developed Zonar lens permits telecasting or photographing of scenes at any focal range without moving camera or changing lens, while retaining complete continuity.

Iowa Stations Organize AP Broadcasters Group

FORMATION of Iowa AP Broadcasters representatives of the state's radio stations who receive Associated Press news reports was announced last Monday.

Paul Loyet, vice president and resident manager of WHO Des Moines, was named head of the new organization's executive committee. Other members elected were Ben Sanders, president and general manager, KICD Sioux City; Jim Bormann, WTM Cedar Rapids, and Rolph Childs, KMA Shenandoah. Mr. Bormann and Mr. Childs are news editors.

Fifteen stations were represented at the organizational meeting.

More Public Service Reports Received

Early Bird

ALTHOUGH Christmas is almost three months away, WING Dayton, Ohio, is promoting its Christmas business with a telegraph sent to over 200 sponsors and potential sponsors. The wire, signed by Adna Karns, station manager, reads: "Christmas is now the time to sign for best availabilities. Regular Western Union Christmas blanks set the scene for the greeting, so your station reports a large number of contracts have already been signed.

NBC, CBS Ready Video for Elections

UNITING news-covering facilities to televise highlights and results of the Nov. 2 national election, Life Magazine and NBC-TVB will motorize a national corporation that started with coverage of the political conventions, it was announced by Andrew Heiskell, publisher of Life, and William F. Brooks, NBC vice-president in charge of news and international relations.

The NBC news and television staffs and Life journalists will highlight activities with interviews, views from major party headquarters in New York and Washington, periodic resumes and interesting sidelights.

Chief commentators on the telecasts will be Ben Grauer and John Cameron Swayze. Program will be on NBC's East Coast Television Network.

NASH Motors will sponsor the election coverage on CBS-TV as well as on the AM network, Columbia Broadcasting System.

Video coverage is to start at 8 p.m. election night, Nov. 2, and continue until the outcome is ascertained. Additional coverage will be by WIRA New York, WCAU-TV Philadelphia, WMAR-TV Baltimore, and WNBC-TV Boston. Overall television coverage of the elections will be coordinated by Edmund A. Chester, director of news, special events and sports for CBS-TV. Geyer, Newell and Ganger, New York, is the News agency.

Canadian Meeting

BROADCAST advertising will be featured in two talks during the forthcoming annual meeting of the Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Oct. 27-29. Al MacKenzie, All-Canada Radio Facilities Ltd., Calgary, speaking for the Canadian Assn. of Broadcasters, will highlight "How to Use BBM Reports," and an official of the Bureau of Broadcast Measurement, Toronto, will discuss "New Uses of BBM Reports." Both talks will be given on afternoon of opening day.
TOA Seeks to Ban TV's Use of Film

RECOMMENDATIONS that the movie industry refuse to release full-length motion pictures for use on television and that theatre operators study establishment of a distribution system which would make special TV events available to theatres exclusively have been made to Theatre Owners of America. They were voiced at the group's closing convention session Sept. 25 in Chicago's Drake Hotel by the television committee, headed by Arthur H. Lockwood of Boston.

Mr. Lockwood and his associates also suggested that theatre operators acquire television interests because "TV may be used extensively as a medium of advertising motion pictures in theatres" and because "a system may possibly be evolved whereby movies can be shown over telephone, or other lines, for a fee," with the film program being supplied by the local station. The committee also recommended that moviemakers experiment with the production of video trailers as part of their national publicity campaign before picture releases, and that they work with the National Screen Service in establishing the possibility of making trailers "especially produced for television, these trailers to be rented by theatres which would then purchase time to show them on video."

Associates of Mr. Lockwood suggested that TOA request presidents of production and releasing firms to state their position on the proposed ban of full-length films for video use. Recommendations were made after conventionists heard talks on television by Marcus Cohn, Washington attorney, and Wayne Coy, chairman of the FCC.

Chicago TV Sets

TELEVISION sets in the Chicago area as of Sept. 24 numbered 33,815, an increase of 786 since the previous week, it was reported by Chicago's Electric Assn. last week. Of these, 28% were installed in homes, 14% in public places and 4% in dealers' showrooms.

RC Cola Buys Georgia Games on State Network

ALL football games of the U. of Georgia this year will be carried, for the 11th consecutive year under the same sponsor, Royal Crown Cola (soft drink), by the Georgia State network, it was announced last week.

WRBL and WRBL-FM, CBS-operated Columbus outlets, will originate the broadcasts. Twenty-two stations will carry the games. Play-by-play accounts will be given by George Theeringer, assisted by Hugh Batey and Joseph A. Gamble, chief engineer. Some of the stations will rebroadcast the program received from WRBL-FM, Jim Woodruff Jr., executive manager of the originating stations, announced.

GE Signs 52-Week Video Deal for ABC 'Stop Me'

GENERAL ELECTRIC Co., Syracuse, has signed a 52-week contract with ABC-TV to sponsor "Stop Me If You've Heard This One."

The GE contract is the first of its length to be received by ABC for its video facilities, the network said. Maxon Inc., New York, is the GE agency.

Oscillator Warning

FCC has issued a warning that the use of a phonograph oscillator to cause interference to a "disagreeable neighbor" who operates his radio set too loudly may result in a maximum fine of $10,000 or up to two years' imprisonment. Operation of phonograph oscillators comes under FCC rules and may be done only by licensed operators, the Commission explained in a letter to the New York Daily News, which had carried an article suggesting that an oscillator might be used to persuade a neighbor to operate his set normally.

Radio General

MANNING OSTROFF, former producer for NBC's "Edith Can- ton," rejoins show in same capacity, replacing Miss Brackett, resigned.

JOHN PIVAL, WXZh Detroit producer, has next three show parts as his first has been appointed manager of television operations for the third midwest video outlet which makes its debut Oct. 9. Mr. Pival, who worked originally in AM and TV on networks, studied television two years with Paul M. Allen, who network national vice-president HELEN WALD, writer for ABC "Sur- prise" series, has joined TV station of "Caesar's Show" as writer.

MARCH 1397, singer, has received contract of CBS "Mark Caren Show" starting October 8.

HAL FINBERG replaces BILL ROUS- SELL, resigned as producer of ABC "Adventures of Johnny Fletcher."

EDWARD SOBRIN, producer-director of the New York video staff, is transferring to NBTV as television production manager of KNNB, NBC TV station, there. Carroll O'Meara, an NBC television manager, is also moving from New York to Hollywood.

Mr. (Terry) HARDY, former radio producer for WADC, Los An- geles and WAPX, Cincinnati, has joined the staff of the Connecticut station. The New York the- ologian left Sept. 16 for Europe where he will gather material for his book. He expects to remain there for at least 6 months.

BILL WARREN, formerly with WSB, has joined staff of WEW, West Covington, Ky., as staff announcer.

EDWARD CARROLL, manager of Tele- vision department of the CBS show network, discussed this method of broadcasting on Sept. 30 at the dinner meeting of National Television Federation at the N. Y. Athletic Club. Election of officers and discussion of proposed standard exhibition contract were also on agenda.

JACK HENTON has joined KPGO Fargo, N.D., as morning newscaster and dancing party.

AUGUS PETER, former program di- rector with KFV, Ventura, Calif., has been appointed to same post at KAGQ, Pasadena, Calif.

K. MAYER, WCPR Boston, staff announcer, has been promoted to a spe- cial events post at that station. He will handle all afternoon special events and the 11:00 p.m. "Calio News Report."

L. MORRIS has joined announcing staff of WSB, Atlanta, Okla. JIM BYRNE, WKBW announcer, has resigned from the station. HOWARD DE MERE, formerly of WBNZ, has replaced Mr. Byrne. Wapo, Sports Network, also in an announcing staff, has taken an indefinite leave of absence.

JERRY WALKER, author and narrator of several award-winning radio series "Victorious Living," has been appointed managing editor to KBMB Chicago as writer-producer. For three years he worked as educational director of WLS Chicago, where he did freelance writing, directing and acting.

CARLTON MORRISON, former head of WSB Atlanta, Ga., tape recording section, has been transferred to WSH news staff. He now has three news reports daily.

FAY CLARK has joined WBIS, Bristol, Conn., as director of public affairs, and is to have her own daily half hour radio show. Miss Clark will join WBDB Waterbury, Conn., "Our Neighborhood" broadcast for 10 years, before taking her new job. She is chairman, Woman Broadcaster's Advisory Committee of the IX annual convention.

JACK FITZ, former conductor of a record show at WRAW, Evansville, Ind., has joined WAB, new Chicago FM sta- tion, as announcer and continuity writer.

JULIE HENEL, formerly the "Sally Andrews" beauty consultant WBL's Winchell's program, has been appointed director of women's activities at WPA Dallas, Texas. She will conduct her own Monday-Friday program covering women's activities.

NELSON KING, WCKX, Cincinnati, Ohio, disc jockey is the father of a girl, Jeanette Lynne.

B. HICKS, WPAR, Richmond, has joined program department of KCMA, Knoxville, Tenn., as program manager.

BILL MCKAY, formerly with WCOM, Parkersburg, W. Va., and assistant in radio department of Ohio U. in Athens, has joined WPX, Peoria, Ill., as musical director. He also eneases half hour jazz show called "Let's Face It" on WPDX-FM.
Feature of Week

(Continued from page 10)

one sound man, one producer, four announcers, one studio announcer, two walkie-talkie operators, one video technician and one studio projectionist.

When KDYL-W6XIS decided to undertake the coverage, the first step was to choose the set of masts to be used, since it was impossible to drive the mobile unit at random over the golf course. Decision went to the 18th fairway, from tee to green as the one that would give not only the most dramatic picture, but also the most comprehensive tournament coverage.

As each player appeared on the 18th tee, he could be immediately identified to the TV audience, along with his current score and his relative place in the standings. As the TV cameras followed him down the 425-yard fairway, the audience could keep an exact tab on his individual score.

To accomplish the 425-yard tee-to-tee coverage, the station mounted one four-turreted image orthicon camera on a scaffold 250 feet down the fairway, using the telephoto lens to pick up the drives off the tee. This left, for the average drive, an excellent medium range picture of the player making his spoon shot.

The second camera was mounted on top of the television truck parked approximately 150 feet from the green. With this arrangement the director had his choice of drives off the 18th tee, the approach shots, the players holing out on the 18th green, as well as interviews with the finishing players, scoring being posted, and color shots of the crowd and club house.

The two walkie-talkie operators and a studio announcer with a roving mike were able to cover the entire fairway, relaying information to other announcers or broadcasting direct. All announcers and members were briefed thoroughly on the game and the players before the tournament was telecast.

Coverage opened each afternoon with a sponsor's slide from the studio, then a switch to the golf course. Commercials were handled on film, with a transfer to the studio twice during each afternoon.

Television dealers reported the sale of TV sets mounted greatly on the strength of the KDYL-W6XIS coverage of the event.

Praise From Herman

COMMENDATION for the manner in which WCON, Atlanta Constitution station, covered the Georgia election, appropriately enough, the weekly paper of winning candidate, Herman Tal-madge. In "many instances," said the editorial, "WCON was on the air giving impor-
tant news about the election as much as an hour before its competitors." The paper published its first brag over forty, WCON news editor, along with Ralph McGill, Constitution editor, "We think that the job done by WCON was by far the best radio cover-
age ever given an election in Georgia," the editorial con-
cluded.

FCC Actions

(Continued from page 78)

WCRD-FM Johnstown, Pa.—Granted request to cancel CP license new FM station.

Following were granted mod. CPs for extension of completion dates as shown:


September 28 Applications …

ACCEPTED FOR FILING

License for CP

KXGN Glendive, Mont.—License to cover CP new station standard.

WERR Fayetteville, Tenn.—Same.

WGEZ Beloit, Wis.—Same.

WTWZ Stevens Point, Wis.—Same.

AM—1340 kc

James Madison Bosig, Corp., Orange, Va.—For WZAI Alexandria, Va.—250 w unam. AMENDED re stockholders.

License for CP

KXJO Parowan, Utah—Grant of CP.

KWJ Mayaguez, P. R.—Mod. CP for change frequency, increase power, etc. for extension of completion date.

License Renewal

WYFL-FM Philadelphia —License renews CP.

WBGO Newark, N. J.—License renewal educational station.

License for CP

KFAM-St. Cloud, Minn.—License to cover CP new station.

Modification of CP

KONG Alameda, Calif.—Mod. CP new FM station for extension completion date.

WOCF-Columbus, Ohio.—Same.

KUGN-FM Eugene, Ore.—Same.

FORD-AM Ouse.—Same.

WDOD-AM Chattanooga, Tenn.—Same.

KLIT-FM Longview, Tenn.—Same.

WBMO Elizabeth, N. J.—Same.

KBTM San Bernadino, Calif.—Same.

KQW-FM San Francisco.—Same.

KCKN-FM Kansas City, Kan.—Same.

KQVW-FM Lafayette, La.—Same.

WTAG-FM Worcester, Mass.—Same.

WBNQ Chicago.—Mod. CP new community educational station.

Extension of completion date.

KLOC—Lincoln, Neb.—Same.

TENDERED FOR FILING

AM—979 kc

WNOO Burlington, Ga.—CP change frequency from 1380 kc to 1510 kc, power from 250 w to 1 kw, install DA-8N.

BROADCASTING • Telecasting

WVLK Versailles, Ky.—Consents to transfer of all outstanding stock of licensee to Scripps-Howard Radio Inc. (contingent upon application for removal of WVLK from Versailles to Cincinnati.)

WARM STATION?

Yes! For almost a quarter-century our entertainment and service have been planned for farmers in Kansas and adjoining states.

The Hinerfelds were married in 1901. They have three children, Joey, 15, June 7, and Stewart, five months old, and live in their own home in Rockville Centre, L. I.

Phil lists his hobbies as fishing, golf, hunting, and boxing, and he confesses that, for old time's sake, he sometimes likes to sit down with a good four-in-hand and ponder dreamily the rewards that can come to a good handicaber.

You CAN DOMINATE WEST all MICHIGAN WITH WLAV and WLAV-FM

GRAND RAPIDS

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

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

ABC Network

WLV and WLAV-FM

KELLET BUILDING, GRAND RAPIDS, MICH.

Page 86 • October 4, 1948
Assignment simultaneously to two new Class A stations: owners also issued CPs to cover previously authorized cond. grants for one Class A and one Class B.

MODIFICATION OF CP

WLAD-FM Danbury, Conn.—Granted mod. CP to change antenna height from 390 ft. to 500 ft.

WNBC-FM New Haven, Conn.—Granted mod. CP to change antenna height from 490 ft. to 500 ft.

WDEL-FM Wilmington, Del.—Granted mod. CP to change antenna height from 500 ft. to 500 ft. and to change power from 15 kw to 20 kw.

WWHL New Orleans—Granted mod. CP to change antenna height from 500 ft. to 360 ft.

WRRM-FM Bellingham, Wash.—Granted mod. CP to change antenna height from 500 ft. to 360 ft.; to specify trans. and studio locations, change trans. and make changes in ant.

FM—91.1 mc.

WWJ-FM Detroit—Granted CP to specify postoffice location for trans. station; Class B Channel 246 (91.1 mc.) 87.5 to 665.5.

Modification of CP

WYON Youngker, N. Y.—Granted mod. CP to change power from 100 kw to 15 kw.

KYNJ-FM Fargo, N. D.—Granted mod. CP to change power from 100 kw to 15 kw.

WKBN-FM Youngstown, Ohio—Granted mod. CP to change power from 100 kw to 40 kw.

WFIL-FM Philadelphia—Granted mod. CP to change power from 9 kw to 10 kw.

WJZ-FM Providence, R. I.—Granted mod. CP to change power from 15 kw to 20 kw; and from 35 kw to 50 kw.

WJPA-FM Washington, Pa.—Granted mod. CP to change power from 15 kw to 20 kw and from 50 kw to 7 kw.

WJKY-FM Kansas City, Kans.—Granted mod. CP to change power from 10 kw to 5 kw.

WKBW-FM Buffalo, N. Y.—Granted mod. CP to change power from 5 kw to 5 kw.

WFKY-FM St. Louis, Mo.—Granted mod. CP to change power from 5 kw to 5 kw.

WFLY-FM Philadelphia—Granted mod. CP to change power from 9 kw to 10 kw.

WYBC-FM Providence, R. I.—Granted mod. CP to change power from 15 kw to 20 kw; and from 35 kw to 50 kw.

WJZ-FM Providence, R. I.—Granted mod. CP to change power from 15 kw to 20 kw; and from 35 kw to 50 kw.

WKFY-FM St. Louis, Mo.—Granted mod. CP to change power from 5 kw to 5 kw.

WFLY-FM Philadelphia—Granted mod. CP to change power from 9 kw to 10 kw.

WYBC-FM Providence, R. I.—Granted mod. CP to change power from 15 kw to 20 kw; and from 35 kw to 50 kw.

WJZ-FM Providence, R. I.—Granted mod. CP to change power from 15 kw to 20 kw; and from 35 kw to 50 kw.

WKFY-FM St. Louis, Mo.—Granted mod. CP to change power from 5 kw to 5 kw.

WFLY-FM Philadelphia—Granted mod. CP to change power from 9 kw to 10 kw.

WYBC-FM Providence, R. I.—Granted mod. CP to change power from 15 kw to 20 kw; and from 35 kw to 50 kw.

WJZ-FM Providence, R. I.—Granted mod. CP to change power from 15 kw to 20 kw; and from 35 kw to 50 kw.

WKFY-FM St. Louis, Mo.—Granted mod. CP to change power from 5 kw to 5 kw.
DO’THY BRIDGE Distributors used advertising and promotion to sell the new Victor Division of Victor's high-quality audio oscillator and sensitive meter, supplying radio industry in the New York area during the last quarter of the year. The newly announced distributors are: New York, Metropolitan Sales Agency, Inc., New York; Philadelphia, Pennsylvania Sales Agency, Inc., Philadelphia; Cleveland, Ohio, Cleveland Radio Products Corporation; Chicago, Illinois, Chicago Radio Products Corporation; Minneapolis, Minnesota, Minneapolis Radio Products Corporation; San Francisco, California, San Francisco Radio Products Corporation; and Los Angeles, California, Los Angeles Radio Products Corporation.

HAROLD D. JONES, vice-president and general manager of the Radio and Television division of the Victor Company of America, has been appointed to the position of president of the newly formed Victor Division of Victor. He will assume his new duties immediately. Mr. Jones has been associated with Victor for many years and has been responsible for the development of the company's radio and television products.

Advertising and promotion are being emphasized heavily in the new Victor Division, with a special emphasis on the sale of the new Victor Division products. The company has been working with a number of national advertisers to place advertisements in leading radio and television magazines, as well as in local newspapers and magazines.

The new Victor Division products, which include the high-quality audio oscillator and sensitive meter, are being promoted through a variety of advertising media. The company is using both local and national advertising to reach its target audience, which includes radio and television professionals, as well as hobbyists and enthusiasts. The company has also been working with leading retailers to make sure that its products are available in the stores where they will be in high demand.

Overall, the company is working hard to ensure the success of the new Victor Division, and is confident that it will be able to achieve its goals. With the support of its partners and the dedicated team of professionals working within the company, the new Victor Division is poised for success.

State Dept. Makes Operation Shifts

THREE major changes in operations of the State Dept.'s "Voice of America" were scheduled to have been effectuated over a period of a week, it was learned last night. State Dept. officials announced that the first change took place Sept. 26 as a result of domestic time changes.

All programs formerly handled by NBC and CBS were to have been taken over last Thursday by the government department. Officials indicated that about 72 persons employed by the networks and subsequently cleared by FBI loyalty checks, would be added to the State Dept. staff.

Revisions in the program schedule were necessitated yesterday (Oct. 9) to accommodate world time changes. When the State Dept. planned to increase its program output, it was announced that some minor language broadcasts to the Far East were being dropped until the Department has passed through its transition period.

Plans to reinsate this December a practice abolished the preceding December was announced. A total of 359,000 printed program schedules for December will be mailed out at the end of October. Mailing of programs is scheduled to then proceed on a regular basis.

Azcaraga Featured

EMILIO AZCARAGA, Mexican "tycoon," and controller of a chain of 50 radio stations, is the subject of a piece in This Week, Sept. 26 issue. The story, by Richard Eng-land, tells of how Senor Azcaraga set up a chain of events that eventually gained him control of 70% of the Mexican radio market, and ownership of XEW, Mexico's powerful 250-kw station, in addition to other interests in Latin America.

Peter MacArthur, Radio Pioneer, Succumbs at 64

PETER MACARTHUR, 64, one-time program director of WOC Davenport, Iowa, and later program director of WHO Des Moines, died Sept. 26 in Palm Beach, Fla., where he had lived since retirement in 1956. Mr. MacArthur, born in Glasgow, Scotland, came to the United States when he was 18. He was in light opera, musical stock and vaudeville in New York until understudied Harry Laver and played with George M. Cohan. He joined WOC Davenport in 1924 as announcer and singer; became program director of WHO Des Moines when Central Broadcasting Co. bought the station in 1923. Mr. MacArthur is survived by his wife, Lydia Hupfer MacAr-
FCC Actions (Continued from page 87)

September 30 Decisions... 

BY THE COMMISSION

TV Suspension

Announced order suspending actions on all TV applications for new stations pending settlement of proceedings to determine constitutionality of FCC's proposals for new station allocations (see story page 2A).

Multiplex Facsimile

WAWU, Seattle, Wash., granted request to transmit multiplex facsimile in accordance with Section 73.208 of the rules for period Sept. 24 to Oct. 2. (Action taken Sept. 24.)

Scheduled oral argument on Oct. 13 in matter involving promulgation of rules and regulations concerning licensing point of programs by standard and FM stations.

Scheduled oral argument on any and all applications relating to FM stations, in re applications of Northwestern Ohio Radio Corp., Lima, Ohio, and WKCY, West Best Corp., Columbus, for Oct. 15 at 2 p.m.

Extension Granted

WIKK, Erie, Pa.—Granted extension of program on test program for period of 10 days. (Action taken Sept. 23.)

Multiplex Facsimile

WAWQ, Wいる., Mass., granted multiplex facsimile license of right to transmit multiplex facsimile in accordance with Section 73.208 of the rules for period Sept. 24 to Oct. 2. (Action taken Sept. 23.)

BY COMMISSION EN BANC

License Renewals

Following list includes licenses granted and renewal of licenses for period ending Aug. 1, 1947: WVBT, Wheeling, W. Va.; WMBR, Baltimore; KTCS, Tempe, Ariz.; WTTV, Columbus; WTVT, Stockton, Cal.; WXXM, Erie, Pa.; and WBOB, Lima, Ohio.

AM-1400 kc

Bauer Best Co., Sandpoint, Idaho—Granted CP new station 1400 kc 250 w. on 500 ft.; engineering cost $15,250; engineering condition.

AM-1410 kc

Christian Cowboy, Chicago, Ill.—Uplifts for reconsideration and renewal of new CP application was removed from docket granted CP new station 1410 kc 250 w. on 1500 ft.; estimated cost $20,000.

AM-1450 kc

Belen Best Co., Belen, N. M.—Granted CP new station 1450 kc 500 w. on 1250 ft.; engineering condition; estimated cost $15,000.

AM-1460 kc

Sandhills Best Co., Alliance, Neb.—Granted CP new station 1460 kc 550 w. 1 w.; engineering condition; estimated cost $15,400.

AM-1250 kc

Radio Hanover Inc., Hanover, Pa.—Granted CP new station 1250 kc 1 kw D; engineering condition; estimated cost $17,000.

AM-920 kc

Central Pa. Best Co., Lewistown, Pa.—Granted CP new station 920 kc 200 w. D; engineering condition; estimated cost $38,000.

AM-1440 kc

Brazos Best Co., Bryan, Texas—Granted CP new station 1440 kc 500 w. D; engineering condition; estimated cost $13,800.

AM-1490 kc

Culpeper Best Co., Culpeper, Va.—Granted CP new station 1490 kc 300 w. on 900 ft.; engineering condition; estimated cost $25,000.

Assignment of License

WTWA, Thomson, Ga.—Granted assignment of CP and license from Walter J. Masters, Jr., to J. G. P. Broadcasting Co. to Hickory Hill Best Co., corporation, for total consideration of $25,000.

FCC BROADCASTING • Telecating

FCC ANNOUNCES CPs CANCELED BY FOUR CONSTRUCTION PERMITS FOR one AM station and three FM stations were canceled last week by the FCC.

The AM permit had been issued to KADP Pueblo, Col., and was cancelled by the Commission at the request of KADP's two principal shareholders, who stated that he had decided to discontinue his plans for the station. The grant had been for 1490 kc with 250 w. unlimited.

The AM permit to WBBG Rocky Mountain Broadcasting Co., permittee of KRON that city, was dismissed for failure of prosecution. The AM and FM permits were issued in April 1947. Since that time, the Commission stated, no further action had been taken on the FM station.

Midcontinent Broadcasting Co.'s permit for KEFM (FM) Sioux Falls, S. D., was canceled at the request of the Commission which last month stated that construction costs had exceeded expectations. Midcontinent is licensee of KELO Sioux Falls.

At Johnstown, Pa., the permit for WCRG-FM was canceled at the request of Century Broadcasting Corp., permittee. Firm stated it was expiring its AM operation and felt it was better to concentrate all effort toward better AM programming.

AVE. to 2511 Kibby Road, Township.

WBBF-Binghamton, N. Y.—CP increased frequency, increase power, etc., for extension of completion date.

KBH-Sherburne, N. Y.—Grant petition of CP for change trans. location, change type of CP from AM to FM.

KCAL Los Angeles—CP increase power, etc., for extension of completion date.

KROD El Paso, Texas.—Grant in AM.

FM—Ant. Height

WNBF-FM Binghamton, N. Y.—CP increases ant. height above average terrain from 590 ft. to 797 ft.

License for CP

WOL-TV, Montgomery, Ala.—Grant in CP for new FM station.

Assignment of License

WOKA Chicago—Grant in CP for new FM station.

Modification of CP

WQBR-Buffalo—Grant in CP for new FM station.

WVL-FM Buffalo—Grant in CP for new FM station.

APPLICATION DISMISSED

Cavalier Best Co., Hagerstown, Md.—CP new station on average terrain.

TENDERED FOR FILING

Assignment of License

WFBZ-Buffalo—Grant in assignment of license to Freepoint Best Co. Inc.

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At Deadline...

**WLIR CHARGES WOWO WITH ‘DILATORY TACTICS’**

REQUEST of Westinghouse Radio Station’s WOWO Ft. Wayne for reopening of hearing on its 1190-kc fight with WLIR New York [BROADCASTING, Aug. 30] branded “dilatory tactics” in brief filed Friday by WLIR.

New York station’s brief, by Marcus Cohn of Washington law firm of Cohn & Marks, claimed WOWO had offered “inconsequential and immaterial grounds” for re-opening, but said WLIR has had final hearing and further hearing is called. Among these: WRS intentions as licensee in view of reports it is considering sale of KEX Portland; amount of time Westinghouse President Gwilym A. Price and Vice President Walter Evans devote to WOWO; extent to which WOWO programing has changed since 1946-47 hearings, and whether WOWO does or will carry liberal broadcast.

WOWO had posed similar questions about WLIR for consideration in further hearing and asked that Mrs. Dorothy S. Thackrey, WLIR owner, be called for additional testimony. WLIR in turn asked WOWO to be called back.

**TIMES-HERALD OWNERS SEEK PEARSON SCRIPT**

FORMAL demand for portion of Sept. 26 drew Pearson script on ABC made to network and WMAL Washington Friday by Louis G. Caldwell, Washington attorney, on behalf of seven owners of Washington Times-Herald, beneficiaries under will of Eleanor Patterson. Remarks by Mr. Pearson dealing with death of a former Times-Herald official are contained by present owners of newspaper as libelous and defamatory, with possibility of libel suit.

Copy of Mr. Caldwell’s letter was sent to FCC Chairman Wayne Coy. Mr. Coy described it as a legal matter.

ABC officials said network does not own material in Pearson scripts since its contract is with sponsor. Oral agreement between network and Frank H. Lee Co. is to give sponsors right to refuse to produce scripts for network, based on unpaid Pearson contract provision. WMAL said Pearson programs originate at station but scripts are sent to New York.

**MORRIS PROTESTS TO FCC**

REV. SAM MORRIS, Texas Baptist minister and prohibitionist, asked FCC for show-cause order to require KLBD Dallas to explain alleged refusal to sell him political broadcast time as National Prohibition Party nominee for U. S. Senator from Texas. He claimed KLBD has sold time to rival candidate George Pfeby but refused his own requests.

**3 STATES IN 10-MILLION CLASS**

Pennsylvania and California have joined New York in over 10,000,000 population class, according to provisional estimates, according to J. C. Capt, Census Bureau director. California gained almost third (31.1%) of its 1940 population since 1940 census. Total U. S. population of July 1, 1948, estimated at 145,114,000.

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**ABC MIDWEST NET SLATES WORLD SERIES TELECASTS**

RED BARBER, CBS sports director, will handle TV announcing for World Series, to be assisted by Tom Hussey, Yankee Network sportscaster, at Boston; by Van Patrick, Midwest sports announcer, if Cleveland wins.

WENR-TV Chicago making plans to televise Oct. 9 game as part of ABC Midwest Network, contingent upon Cleveland winning A. L. pennant. If so, WENR-Cleveland will feed ABC Midwest network’s telecast to WXYZ-TV Detroit (making debut that date), WSMP-TV Toledo, WTMJ-TV Milwaukee, WBEN-TV Buffalo.

Admiral Corp., Chicago, sponsor of Notre Dame football games on ABC Midwest circuit, would relinquish time for baseball, with network picking up remainder of Irish-Michigan State game at South Bend. World Series games Oct. 8 and 10, also scheduled by ABC TV chain, may be carried by WGN-TV and WBBK Chicago.

**NEW LOCAL STATION GRANTED MURRAY, UTAH**

FINAL DECISION by FCC Friday grants Oral J. Wilkinson new AM station at Murray, Utah, on 1230 kc, 250 w fulltime. Proposed decision denies KSOO Sioux Falls, S. D., switch from 5 kw limited time on 1140 kc to 10 kw fulltime, directional night, on same channel.

FCC denied petition of Sky Way Broadcasting Corp., AM applicant at Columbus, O., for postponement of oral argument from Oct. 15 to Nov. 1 or later. Committee postponed re-proposed to grant 1 kw, 1150 kc to Northwestern Ohio Broadcasting Co., Lima, and deny Sky Way [BROADCASTING, Sept. 27]. Sky Way claimed Oct. 15 too early for argument and deprived its legal rights.

**SPECIAL CODE COMMITTEE TO STUDY OBSERVANCE**

COMMITTEE to draw up plans for observance of NAB standards, now pending, will meet just prior to convening of NAB board Nov. 17 in Washington. Committee chairman is Hugh B. Terry, KLZ Denver, District 14 director. Other board members are William B. Quarion, WMT Cedar Rapids, District 10, and Gilmore N. Nunn, WLP Lexington, Ky., District 7.

Serving as advisors will be Eugene S. Thomas, WOR New York, chairman of Sales Managers Executive Committee, and John S. Hayes, WINX Washington, chairman of Program Executive Committee.

Code committee will submit plans to board.

**GROUNDWAVE PROPOSAL**

METHOD devised by BBC’s H. L. Kirke to compute groundwave field intensity contours where signal traverses path having more than one ground conductivity proposed to be incorporated by FCC in engineering standards.

Proposed method being developed provides for filing of briefs or comments by Nov. 10.

**WERNNRATH QUITS WBKB**

REINALD WERNNRATH Jr., WBKB Chicago special events director, Friday joined WNID, NBC Chicago TV outlet, as director of field operations (early story page 70).

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**Closed Circuit**

(Continued from page 1)

on basis similar to recent $2,000,000 purchase of Amos ‘n Andy reportedly in progress. Although highest CBS officials refuse comment, understood deal would involve sponsorship of a model for General Motors division.

WAIT CHICAGO will shift Oct. 19 from the old Taylor-Howe-Snowden station representative firm to Radio Representatives Inc., one of two offshoots of T-H-S Radio Representatives, which earlier signed WMPM Memphis, also has lined up Minnesota station and one in East.

NEWSPAPER owner Jack Knight, who has 42% of WIND Chicago, reported putting pressure on co-owners P. K. Wrigley and H. Leslie Atlass, to reapply for FM so station can enter fax field. WIND withdrew FM application last year.

SIGNS of renewed activity for revival of Subscription Radio—former Ass.” Secretary of State Bill Benton’s project for noncommercial broadcast service on a quarter-in-slot basis—are seen in Washington.

SUBSCRIPTION Radio—vision is still dream of Zenith’s President, Conron, Eugene F. McDonald. Among AFM convention in Chicago last week, he held several private seances of Phonevision for selected auditors. His Phonevision project may undergo test in Lincoln, Nebr., where independent telephone company, may collaborate.

ITS NOT entirely coincidence that NAB has stepped up services for video, including release of TV cost study, while FPA and FMA wrestle with financial difficulties. Plans for extensive FM activity, now on token basis, to come up at NAB’s FM committee meeting next week.

WHEN calculating machines are through with NAB study of foreign tongue stations, results are expected to show about 150 outlets handling this type of programming. Figures compares to 205 in 1942.

HEEDING demands of FMA members for more FM-A model FM-A sets, Zenith-Brainard Corp. rushing plans to set up new production line for low-priced combination model. Daily production of 1,000 would be stepped up to 1,500.

WEA EVANSTON, III., which carried combination fax-sound to FMA convention in Chicago, aided by new-type Stewart-Warner receiver, reported dickey with Hearst’s Chicago Herald-American for news and picture service with eye on fax.

**ORAL ARGUMENT SET**

ORAL ARGUMENT scheduled for FCC last week for Oct. 26 on exceptions to proposed grant of 50 kw day, 25 kw night on 1540 kc at New Orleans to Louisiana Broadcasting Co., owned by Roy Hofheinz and W. N. Hooper, Texas broadcasters [BROADCASTING, July 5]. Petition of KGBV Galveston, Tex., for severance from proceeding and grant was ordered included in argument before Commission en banc. FCC also oral ordered argument Oct. 26 on proposed grant for switch of WHYN Hol yoke, Mass., from 250 w on 1400 kc to 1 kw on 560 kc [BROADCASTING, July 19] and proposed grant of 250 w on 1400 kc to Erie Broadcasting Co. at York, Pa. [BROADCASTING, July 26].
If you really want to know whether an advertising campaign will work, there's one sure way to find out... TRY IT. If you really want to know if a product or package is right, a selling theme strong... TRY IT. And you can try it in WLW-land in a manner not possible elsewhere. For WLW-land is a true cross-section of America—an ideal proving ground for new products, new ideas, new techniques.

In WLW's Merchandise-Able Area live thirteen and a half million people. Here are rich folks and poor. Here are farming hamlets and mighty industrial cities. Here are parts of the east, the mid-west, the north and the south. Here is a true mirror of America in all of its varied aspects.

And here is a great radio station, covering the area as a network covers the nation—dominant in some cities, less dominant in others—reaching millions of people every day, but like any other medium or combination of media, not reaching all the people all the time. The conditions your selling effort will face in WLW-land are those it will face elsewhere. Truly, as WLW-land goes, so will go the nation.

But that's only half the story.

Not only does WLW's Merchandise-Able Area provide an ideal proving ground, WLW also offers facilities and services not equalled by any other radio station. Selling "time-on-the-air" is not the beginning and end of its service to advertisers. Rather, WLW believes it is a duty to help advertisers know their problems and solve them... whether these problems relate to distribution, packaging, product, dealer and consumer attitude, or what. And with "know how" peculiar to the area, plus manpower to do the job, The Nation's Station is in a position to give service that is truly unique.

AMONG WLW'S SERVICE FACILITIES...

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.

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A cyclonic spot erupts on the face of the sun, and—here on earth—we feel it. Sunspots cause "magnetic storms," which disrupt radio communications.

What can be done about it? Research, during which RCA scientists and engineers "worked" by instrument on the sun—93,000,000 miles away—offers an answer.

For many years, science has related magnetic storms to sunspots. An accurate way of forecasting these disturbances was needed.

RCA scientists took a new tack. They noted that interference was most intense when sunspots were in a certain "critical area." Location and activity were observed to be more important than size.

Using this knowledge, RCA communications engineers now accurately forecast the beginning and end of magnetic storms... They have established a daily magnetic storm forecasting service which is distributed like weather reports throughout the world. As a result, transmission of messages can be arranged over circuits or paths that will dodge interference.

Such a pioneering spirit in research gives efficiency of service and leadership to all products and services bearing the names RCA, and RCA Victor.

When in Radio City, New York, you are cordially invited to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.