A MESSAGE
THAT MAY CHANGE YOUR IDEAS
ABOUT ADVERTISING

Friday, gentlemen, is not the only day in the week

It's been common practice to slap most food advertising into a Friday medium, on the theory that most food shopping happens on Saturday. Now comes WOR, no upstart in the field of selling food (20% of our accounts are food accounts), to tumble the apple cart.

A recent survey on food-buying habits in metropolitan New York, conducted for WOR by an independent outfit, has turned up some explosive data. 2,000 housewives, plus a group of supermarket men, were plied with questions. And we discover that:

More women food-shop on Friday than on Saturday.
The percentage of women who food-shop all through the week is larger than either the Friday or Saturday total!

This means one thing: the weekly advertising splurge is as inadequate as a tea strainer in a trout stream. Only across-the-board, day-in-and-day-out "reminder" advertising can give you food men a real bite out of the richest food market in America. And that means a daily job on WOR.

Gentlemen: We'd like to show you the breakdown of the survey.

WOR
heard by the most people
where the most people are

mutual
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.
Don't overlook this $2 billion market in your TELEVISION plans

The same folks who have made WMC and WMCF your best buy in Memphis will soon be on the air with WMCT, the Mid-South's first Television outlet. "T Day" is set for December—and that "ain't far off"!

Make your plans now!
TV sets are being sold and installed throughout Memphis—WMCT's new equipment and its complete engineering staff are getting ready to begin operation. It's time to make your wishes known.

Service, and plenty of it!
In addition to one large studio 28x34 ft., WMCT has an auditorium seating 1,050 people, complete with spacious stage, dressing rooms and scenery storage. Equipment is the finest, RCA throughout. Includes: one RCA mobile unit complete with micro-wave relay equipment; two studio cameras; two field cameras; three movie cameras—one with sound; two 16 mm. slide projectors; balopticon; Houston film processor; and B & H printer. WMCT will be completely staffed and equipped to give you the finest TV service available anywhere.

It won't be long!
We're past the planning stage—WMCT's new transmitter has been tested—all equipment installed—We're almost ready to go. How about your TV plans for this major market?

WMCT
CHANNEL 4
MEMPHIS, TENNESSEE
NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY
WMC - WMCF - WMCT owned and operated by the Commercial Appeal
Closed Circuit

SILENCE surrounding joint move of Television Broadcasters Assn. and NAB to work out cooperative operation may be broken in near future. Understood spokesmen for two associations will huddle before another fortnight.

Far from thought of merging with NAB, some forces within Television Broadcasters Assn. would like to get paid executive to broaden operations in its sphere of activity. Unconfirmed report: FCC Chairman Wayne Coy may be offered presidency after elections.

ARMOUR Co., Chicago, interested in sponsoring first half of Kay Kyser daytime half-hour show, five weekly on ABC. lever Brothers dropped option (Broadcasting, Sept. 27).

Pillsbury Flour will sponsor latter quarter-hour five weekly.

REPORTS from TV hinterlands indicate construction permit holders, notably in non-basic markets, are going ahead full pace of installations despite allocations freeze which could give them breather. It's because stations feel that in any ultimate realization, low bands might well go to larger centers, with UHF operations in secondaries.

DEMOCRATIC National Committee starting three-week afternoon show on ABC today (3:45 p.m., Mon., Wed., Fri). Details kept under wraps until kickoff but understood political talk will be heavily sugar-coated with entertainment to woo women listeners—and voters—away from soap operas and other familiar daytime fare.

IN RE TV, comments of NBC Washington Vice President F. M. (Scop) Russell at network management meeting week ago at White Sulphur Springs, are taking hold. He describes low band as ultimate "clear channel" of TV, with UHF as havens of regionalists and locals of future.

AT PRICE of $8,259.60 and subject to FCC approval group of California broadcasters have acquired from James B. Littlejohn, president, and other stockholders, 55.35% stock control of KOPP and KOPP-FM Ogden, Utah. Group includes Riley R. Gifford and Roy W. Sinor, manager and commercial manager respectively of KEOF, Indio, Calif.; Richard T. Sampson, engineer and former San Bernardino station operator; N. Pratt Smith, KOPP sales manager. Deal handled by Blackburn-Hamilton Co., KOPP operates with 1000 w daytime on 730 kc.

Although all parties are noncommittal, it's now learned that when Truman took to rails last month, White House sent hurry-up call for J. Leonard Reinsch to resume status as radio adviser, which portfolio he had held for first two years of Truman tenure. Mr. Reinsch was engrossed in Herculean task of installing new million-dollar audio-visual circuit (Continued on page 86)

Upcoming

Oct. 11-12: NAB District 6, Buena Vista Hotel, Biloxi, Miss.


(Other Upcomings on page 60)

Bulletins

FCC granted authority Friday afternoon to Westinghouse Electric Corp. for Stratovision relay of sixth and seventh World Series games (if played) from Boston to midwestern TV network (early story page 67). Plane would fly west over western Pennsylvania. MBS understood to have approved series pickup by Westinghouse. Stratovision plane to relay signal of WMAR-TV, Baltimore Sunpapers station, to midwest from point 25,000 feet above Pittsburgh.

PETRILLO-RECORD SESSION AGAIN LACKS RESULTS

AFM PRESIDENT James C. Petrillo continued negotiations with recorders at hour's session in New York Friday. Next meeting scheduled today at 2 p.m. Statement issued after Friday's meeting said "... General recording situation was discussed. Both sides are striving for a mutually satisfactory solution." (See earlier story page 22). Reporter who stuck head in open door of conference room as meeting began and asked, "What's the score?," was told "2 to 0". Conferences were huddled around radio listening to World Series broadcast.

BUSINESS BRIEFLY


SERIES TV SPONSORS • World Series sponsors announced Friday by WGN-TV Chicago: Nelson Brothers Furniture Co., Chicago—Tenth Inning, following Friday and Sunday games, George H. Hartman, agency; Atlas Brewing Co., Chicago, World Series Warmup, preceding Friday-Saturday-Sunday games, Ollan Advertising, agency.

CAMERA CAMPAIGN • Revere Camera Co., Chicago, will sponsor Jo Stafford Show, Thursday, 7:30-7:55 p.m. (CST), 52 weeks on ABC from Hollywood, effective Nov. 11. Agency, Roche, Williams & Cleary, Chicago.

AGENCY NAMED • Televista Corp. of America, New York, manufacturers of television and radio receivers, appoints Arnold Cohan Corp., New York, to handle advertising. Many types of media will be used.

TRANSCRIBED SPOTS • Carnation Co. (Fresh Milk Division), Los Angeles, running 25 transcribed spots weekly for 13 weeks on KQW, KGLO and KFRC, all San Francisco. Agency, Erwin, Wasey & Co., Los Angeles.

CLUB ALUMINUM RENEWS • Club Aluminum Products Co., Chicago, Nov. 2 renew Club Time, ABC, Tuesdays, 9:45-10 a.m. (CST) for 52 weeks. Agency, Leo Burnett, Chicago.

MBS CO-OP SALES INCREASE 20% OVER LAST YEAR

MBS cooperative program sales are 20% above a year ago at this time, according to Bert Hauser, network's director of cooperative programs.

Mutual co-op sales to Sept. 30 totaled 1,299 compared to 1,004 by same date last year. Mr. Hauser said. Latest total represents more than 1,700 individual sponsors, he said. Mutual's co-op leader is Fulton Waters Jr., whose news commentaries are sponsored on 314 stations. Kate Smith Speaks is second with 146 stations.

CHEVROLET DRAMA AWARD

CHEVROLET DEALERS ASSN., whose video dramatic program Chevrolet on Broadway starts tonight (Oct. 11) as Monday 8-9:30 p.m. feature on 7-station NBC-TV network, offering award to author of best drama of 13-week series. Television editors of daily and industry papers to serve as judges.
Yes, farmers in the 213-county Mid-America area covered by KCMO produce nearly 10% of the net farm income of the whole United States!

Mid-America is truly a farming center. And—Mid-America’s farmers had an average net income of $4139 in 1947... over $1000 higher than the national farm average.

Farming is “big business” in Mid-America and because it is, Mid-America’s farmers have to keep up-to-the-minute on new farm methods and latest market reports. That’s why so many of Mid-America’s farmers rely on KCMO’s farm service programs. To sell your product to Mid-America’s wheat-and-corn-rich farmers, center your selling on KCMO.

50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—810 kc.

National Representative: JOHN E. PEARSON COMPANY


FACTS FOR STATISTICIANS
Re: Mid-America
Population: 5,435,091
Area: 213 counties inside measured 1/4 millivolt area.
Mail response from 466 counties (shaded on map) in six states and 22 other states not tabulated.
Population Distribution: Farm, 48%; City, suburban, and small towns, 52%.
Farms: 422,380
Net Farm Income: $1,747,147,000*
Average Mid-America Net Farm Income: $4139*
Average US Net Farm Income: $3084*

Mid-America’s 213 Counties Produce
9.3% of the TOTAL U.S. Net Farm Income

A Timebuyer’s Guide to
KCMO’s Mid-America

KANSAS CITY
MISSOURI

ONE station • ONE set of call letters • ONE rate card • ONE spot on the dial
Music’s Most Glorious Voice

Music, News and Sports—that’s what WHHM is known for and that’s what helps WHHM deliver

MORE LISTENERS PER DOLLAR IN MEMPHIS

Let the jingle of the cash register be merry music to your ears. It’s no news to wise timebuyers that WHHM is that station with the High, Happy Hoopers and it’s certainly fine sport to sit back and watch sales grow.

WHHM
Mid-South’s Station for Music, News, Sports
MEMPHIS, TENNESSEE

PATT MCDONALD, manager
FORJOE & CO., representatives

Member of Association of Independent Metropolitan Stations

*Hear the Mellow Tones of the Hammond Organ
FIGURES DON'T LIE . . .
But They Often Mislead!

In a recent report reflecting migration between the states, the U. S. Census Bureau listed Oklahoma as one of nine states which have lost population. Numerically, the point is conceded—BUT . . .

THERE'S MORE TO THE PICTURE THAN MEETS THE EYE . . .

FOR INSTANCE—The wealthy 26-county KTUL trade area of Northeastern Oklahoma—with Tulsa as its hub—actually FORGED AHEAD IN POPULATION, due to expanding industrialization.

RADIOWISE—It has ALSO shown a DECIDED INCREASE IN THE NUMBER OF RADIO FAMILIES. BMB’s new and corrected county and city radio ownership report for 1948, credits the KTUL coverage area with:

245,580 RADIO FAMILIES as compared with 196,710 in 1946.

THIS MEANS—

A "BONUS" INCREASE of 48,870 RADIO HOMES in KTUL Service Range—Another Sizable City of Radio Listeners.

FURTHERMORE—Tulsa’s business index for the first six months of 1948 shows a marked upswing in buying volume and earnings—this coupled with an expected $150,000,000 annual recreation "bonanza" for Northeastern Oklahoma, developing from a half-billion dollar dam construction program, already well advanced.

TO THIS ADD—Sales Management’s 1948 Survey of Buying Power estimates for the KTUL TRADE AREA: Gross Effective Buying Income—$878,774,000; Gross Farm Dollars—$121,312,000; Total Retail Sales—$587,952,000; Food Sales—$151,697,000; General Merchandise Sales—$82,224,000; Drug Sales—$23,717,000.

TULSA and NORTHEASTERN OKLAHOMA are RICH, DEVELOPING MARKETS . . .
KTUL HOLDS THE KEY!

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE

KTUL
TULSA, OKLAHOMA

John Esau
Vice-President and General Manager
Lawyer on Giveaways
EDITOR,.Broadcasting:

As one who has been engaged in the practice of radio law for nearly twenty years, I take this means of delivering a message... in radio’s greatest media of communication to the broadcasters. I hope it will provoke enough thought to command at least some attention by... the Federal Communications Commission.

The American public is fast becoming a patient whose disease will be diagnosed as radioneurosis. This neurosis is being thrust upon the American public through the so-called giveaway programs which not only violate the Federal law, but completely rape good taste in American broadcasting. Sooner or later, some unsuspecting soul is going to pick up the telephone and find that he has left one letter off of the title of a song he will have missed winning a lifetime fortune. Such disappointment could very easily result in heart failure to the unsuspecting victim and then the networks and sponsors will have blood stains on their hands.

Please do not underestimate this prediction. Only recently, on a national network program, an individual failed to win a fortune of $57,000 because he was slightly in error regarding the title of a song, which means absolutely nothing except a way for sponsors to spend tax money in advertising. It is not a healthy condition... good radio... is being threatened... I am very conscious of the fact that there are strong elements who will oppose my thinking. I represent three radio stations and I believe I know what “good programming” means. Certainly a continuation by the Federal Communications Commission or any branch of our Federal Government of “gift enterprise programs” cannot possibly fit into the definition of operating a radio station in the public interest, convenience, and necessity.

David Randolph Milsten
Milsten, Milsten, Johnston & Morehead
Tulsa, Okla.

Cleveland TV Booms
EDITOR, BROADCASTING:

... the sale of sets in this area has gone forward at a dizzy pace since our last report and we can only at this time give you an unsupported opinion that there are more than 10,000 installed sets in the area. Many of the major distributors have no merchandise left for their dealers. Many dealers not only have sold out everything on hand but have a comfortable list of backorders. We are running 5 and 6 hours of test pattern daily to permit all these new sets to be installed... James C. Hanrahan
General Manager
WEWF (TV) Cleveland

Holdings in WVLK
EDITOR, BROADCASTING:

My attention has been called to your weekly magazine of Sept. 20, on page 76 thereof, to the column headed “‘Happy Sells WVLK to Scripps-Howard Radio.” I make particular reference to the last sentence in paragraph four of the article, reading as follows: “Recent realignments in the ownership have just been reported to FCC, including a reduction of President Chandler’s holdings and with Gen. J. Fred Miles, of Louisville, becoming one of the principals.”

... Gen. Miles does not own a single share of the common or preferred stock of the Bluegrass Broadcasting Corp., the licensee of radio station WVLK... Of the outstanding common stock of 1000 shares Robert F. Miles, son of Gen. Miles, owns, in his own right, 250 shares... Mrs. Georgia E. F. Miles, the wife of Gen. Miles, owns, in her own right, 165 shares of the preferred stock.

Gen. Miles has no financial interest in the ownership of Bluegrass Broadcasting, and no interest other than the usual interest of a father and husband in the investments of members of his family.

Eli H. Brown III
Brown and Eldred
Louisville

Knuckle Gnawer
EDITOR, BROADCASTING:

Some scoundrel has walked off with my desk copy of the 1948 Yearbook, and my irritation and inefficiency are daily mounting.

Is there anything that can be done to ease the tension? Or must I gnaw my knuckles waiting for the 1949 issue?

H. B. McCarty
WHA Madison, Wis.

Editors Note: Our supply is depleted. We hope ’49 will be in time.

Applause for Staff
EDITOR, BROADCASTING:

... a great deal of thanks to all of the members of the smoothly organized staff whose job it is to keep the magazine going where the subscriber goes. Your department is probably one of the best among major magazines.

Don Hopkins
WATTS Watertown, N.Y.
These are the network favorites.

Year after year they serve more broadcast and television audiences than any other microphone. Yet, despite their overwhelming popularity, RCA's engineering continues to make both even better than before.

The 44-BX is the bi-directional type—designed for AM, FM, and TV studios where highest quality reproduction is desired. It provides high-fidelity output over the entire audio range—and is free from cavity or diaphragm resonance and pressure doubling.

The 77-D is the polydirectional type...quickly adjustable to any pick-up pattern you want. A 3-position voice-music switch enables you to select the best operating characteristic for voice and music. Hum pick-up level. —126 dbm!

RCA 44-BX and 77-D microphones are yours for immediate delivery. Simply call your RCA Broadcast Sales Engineer. Or write Dept. 19 JB, RCA Engineering Products, Camden, New Jersey.
Feature of the Week

THE conviction that radio is not getting sufficient and specialized farm information to farmers has resulted in the establishment of the Rural Radio Network Inc. [BROADCASTING, Aug. 16]. Located in New York State, and wholly-owned by 10 farm organizations, the FM network provides service for 118,000 New York farms.

Headquarters are at Ithaca.

On All Accounts

HE DRINKS Dad's Old Fashioned Root Beer and eats Joy Candy because he wants to, not because they happen to be two highly remunerative accounts he originated, claims Arthur M. Holland, owner of Malcom-Howard agency in Chicago.

An advertising executive who has never been anything less than in his professional career, Art has "promoted some kind of product" ever since he was 18. Born in Chicago in 1907, he attended local elementary schools and Crane Technical High school. Graduating at 16, he enrolled for commerce studies at Northwestern U. and surmounted work-and-school barriers by completing three full years of academic studies in four years of night school.

After snaring a lead from an employment agency, he applied for a job as assistant advertising manager of End-O-Corn Labs, (pharmaceuticals), now operating in Vermont, and was hired. One year later, at the age of 19, he was given the title of advertising manager. His duties, concentrated on buying newspaper space, left him occasional evenings to woo and win Ann Poltz, whom he met at a friend's home. On Art's 20th birthday, the couple was married. A 12-year-old son, Eugene, is attending the U. of Chicago laboratory school.

Swapping to Western Manufacturing Co., Chicago, manufacturer of boys' clothing, as advertising manager, Art remained there briefly, and later (by now he's 23) took on similar duties at Newart Clothing Co., where he remained three years. With a backlog of advertising experience and an ingrained desire to expand his already elastic horizons, he organized the Malcom-Howard agency in partnership with Sol Caplan.

"Caplan supplied the funds, I gave the time, and we both hatched ideas," Art explains. Mr. Caplan, now owner of the Marvin Paper Co., Chicago, one of largest firms of its kind in the country, sold Art his share of the agency in 1934.

Limiting his accounts to Chicago retail stores at the outset, Art signed for the first time Newart's, Rubin's Clothing Store, Joy Candy Co. and Holland's Jewelers (owned by an uncle), all of which the agency still carries because of a "weird combination of good luck and sentiment," he said.

The Dad's Old Fashioned Root Beer account, created in 1938 by (Continued on page 79)
THE 1948 Iowa Radio Audience Survey ★ shows that 41% of Iowa car owners have radios in their cars—that these extra ("non-Hooper") radio listeners provide a very substantial bonus audience!

On long trips, 60.1% of car radios were reported to be in use "almost all the time" or "quite a bit of the time." On short trips, the remarkably high percentage of 36.6 are heard "almost all the time" or "quite a bit of the time."

Up-to-date, factual information on use of car radios is only one of many new and extremely interesting subjects covered in the 1948 Iowa Radio Audience Survey. They confirm the Survey's 11-year policy of modernizing your old data—"bringing to light new information not previously gathered."

For all the information you need about radio in Iowa, write us for your copy of the 1948 Iowa Radio Audience Survey—today—or ask Free & Peters.

★ The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO
+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
KLAC-TV, the new Los Angeles TV station, looks like a "winner". Before opening last month, KLAC-TV contracted to telecast all U.C.L.A. and Southern California games to be played in L.A. this fall. Now KLAC-TV has appointed Adam J. Young, Jr., America's top radio and television representatives, to tell national advertisers the KLAC-TV story. With this kind of sure-fire programming, KLAC-TV can't miss!

Adam J. Young Jr.
11 West 42nd Street • New York, N. Y.
Radio & Television Representatives
New York • Chicago • Los Angeles • San Francisco

New Business


BIRDS EYE-SNIDER Division of General Foods Corp. on Sept. 20 launched heavy schedule of spot announcements and home economics promotions on Northern California radio stations. Campaign kicks up Birds Eye-Snider expansion in this market under new distributor, Stapland Inc. of San Francisco. Agency: Young & Rubicam Inc., San Francisco.

PACKARD BELL Co., Los Angeles (radio and television manufacturer), contracts for 52 week sponsorship of what is believed to be Southern California's first combined radio-television series, with Packard Bell Television Talent Test starting Oct. 30 on KFI and KFI-TV. Agency: Abbott Kimball Co. Inc., Los Angeles.

PEPSODENT DIVISION of Lever Brothers Co., appoints Ruthrauff & Ryan, Inc., New York, as its Canada agency for Lypsal, lip pomade.

EDGECOMB STEEL Co. names Gray & Rogers, Philadelphia, to handle its radio advertising.

HARRY B. COHEN Adv. Co., New York, appointed to handle Minipoo Dry Shampoo account for Block Drug Co., Jersey City, N. J.

WINE GROWERS GUILD, Lodi, Calif. (Guild Wine), announces television promotion, which includes time on video stations in New York, Chicago, Los Angeles and San Francisco, when stations in latter city go on air. Agency: Honig-Cooper Co., San Francisco.

B. F. KUPPENHEIMER & Co. (men's clothing) sponsoring five minute film of newsreel football clips before WNBT New York telecasts of leading college grid games this season. Bill Slater does narration for films, which review football games and personalities.

ALUMA-LOCK Corp., Portland, Ore. (interlocking aluminum shingles), appoints Schultz & Ritz, same city, to handle advertising. Radio will be used.

JOHN IRVING SHOE Corp. (Boston account) given to Ray Austrian & Assoc., New York. Largest radio and television campaign ever used by ninety-unit chain will be launched, agency said. Plans are still nebulous.


VAN HEUSEN SHIRTS sponsoring Paul Hodges' Dress and Guess, Fridays at 8:30 p.m. on WEWS (TV) Cleveland. Agency: Grey Adv., New York.


KELLOGG Co., London, Ont., appoints Kenyon & Eckhardt, Toronto, to handle all Kellogg products in Canada.


(Continued on page 61)
Are you one of the folks who've been buying Pacific Coast Network coverage on the basis of a plus market that—in reality—doesn't exist at all? Isn't it a little like paying for the hole in the doughnut...and isn't it time you asked yourself how much that hole is costing you?

Broadcast Measurement Bureau studies—on a highly impartial basis—prove that each of the four networks on the Pacific Coast has at least 90% coverage of the entire market (ABC has 95%)...whether it's little Lemoncove in the Sequoia's shadow, or big Long Beach.

On the coast you can't get away from ABC

FULL COVERAGE...In counties where BMB penetration is 50% or better; and by virtue of improved facilities, 94.7% of all Pacific Coast radio families (94% of its retail sales) are reached by ABC.

INCREASING AUDIENCE...Every month ABC Pacific is a better buy than the month before. Average evening Hoopers are now 37% over 1945; and morning ABC Pacific has been the top Hooper coast network for 10 out of the last 12 months.

PROMOTION...No other network consistently backs its programs with the intense promotion showmanship that makes ABC's programs talked about and listened to. Good ratings depend on good shows, but ABC does give you the coverage and the promotion that helps boost Hoopers.

AVAILABILITIES...ABC still offers extremely worthwhile Pacific Coast availabilities including: 9:00-9:30 p.m. Sunday, 6:30-7:00 p.m. Thursday, 7:00-7:30 p.m. Saturday.

LOWER COST...ABC brings you all this at a cost per thousand radio families as low or lower than any other Pacific network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza - Circle 7-5700
DETROIT: 1700 Stroh Building 26 - CHerry 8321
CHICAGO: Merchandise Mart Building - DElaware 1900
LOS ANGELES: 6363 Sunset Boulevard - HUdson 2-3141
SAN FRANCISCO: 155 Montgomery Street - EXbrook 2-6544
ON THE WASHINGTON SCREEN

FROM A VANTAGE POINT on the second deck of Griffith Stadium, WMAL-TV television cameras are on hand for all the home games of the Washington Redskins. WMAL-TV will also televise Redskins games in Philadelphia and New York... and will complete an unbroken 13-Sunday schedule of top pro football by televising four New York Giant games. The portion of the booth shown represents about one-third of the set-up used for the simultaneous broadcast over WMAL-TV and WMAL to a special Amoco network.

EXCITING... DRAMATIC... THRILLING! That's the Washington Redskins, sparked by ace passer Sammy Baugh. Through thick and thin, there's nothing as loyal as a Redskins fan. Redskins football games are the most talked about, most important sports event in Washington.

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies


HAMILTON WILSON, of Foote, Cone & Belding International, transferred from London to New York overseas staff of agency. He was with agency's London office for two years and before that with J. Walter Thompson, Toronto.

BILL GRAHAM, former promotion manager and publicity director at WSM Nashville, joins Noble-Dury & Assoc., Nashville, as account executive.

CLARKE R. BROWN appointed director of radio and television dept. in St. Louis office of Gardner Adv. Co. MAY KÖHLER appointed assistant director.

ARCHIBALD DOUGLAS, account executive in New York office of Erwin, Wasey & Co., transferred to Los Angeles office in same capacity. EARL HOWRY also joins agency as account executive.

MILTON H. HOFFMAN, Allied Adv., Los Angeles, account executive, and Janet Hammerdinger, have announced their marriage.


GLENN KRYK joins Powell Grant Adv., Detroit and Cleveland, as radio and television director. GEORGE BURDICK appointed account executive and production chief for firm. His assistant is FREDERICK R. SITTER.

T. BIRCHARDE KENVIN, JOSEPH B. CROSSEN, IRVING E. CARLSON and NORMAN MacAFEE join W. Wallace Orr Adv., Philadelphia. All four previously associated with advertising.

RALPH H. WITMORE, account executive of Allied Adv., Los Angeles, is the father of a boy, Ralph H. Witmore, III.

ALAN KENT joins creative staff of Biow Co., New York. He formerly owned his own firm, Kent & Johnson. Mr. Kent will be in charge of production of radio commercials and spots for agency.

FEHR GARDNER, president of Allied Adv., Los Angeles, is recuperating at Temple Hospital, that city, following an appendectomy.


MRS. C. HICKMAN PHALEN, formerly with Wiley Frazee & Dart, New York, joins Wm. Von Zehle, New York, to work on radio advertising side of agency's fashion and textile accounts.

FORD SIBLEY, San Francisco manager of Foote, Cone & Belding, named member of board of governors of Northern California Chapter, American Assn. of Advertising Agencies. He succeeds Les Moseley, resigned.

HENRY GLOVER, former head of his own agency in San Francisco, joins Long Advertising Service, that city.

PAUL RADIN assumes post of vice president of William Kester and Co., Oct. 15, following resignation as West Coast motion picture division vice president, Buchanan & Co. FREDERICK N. POLANGIN, former Eastern advertising and publicity director of Enterprise Studios, New York, succeeds Mr. Radin. Mr. Polangin formerly operated own Washington firm, specializing in motion picture pictures.

DEUSS-GORDON Adv. Inc., Chicago, announce formation of that organization as an outgrowth of Midland Adv. Agency. EDMUND DEUSS, former owner of Midland, is president of new concern. Other officers include: MARVIN GORDON, vice president; EARL COLLING, copy chief; and BERNARD BERIN, research and industrial account director.
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.

KFBK SACRAMENTO, CALIFORNIA

50,000 WATTS • 1530 KC • ESTABLISHED 1922
Affiliated with the American Broadcasting Company
Paul H. Raymer Company, National Representative
TOTAL of 358 advertisers used 278 hours of television programs and announcements to sell their wares and services to the viewers during the week of Sept. 5-11, according to the September Rorabaugh Report on Television Advertising, based on reports from 32 TV stations in 19 cities, all with TV service at that time.

Included in the total of 358 are 21 advertisers who sponsored 24 programs on the TV networks, 120 spot advertisers (including four companies who were also counted in the network total), and 221 local accounts (Table I). The first week of August [BROADCASTING, Sept. 6], Rorabaugh reported 18 TV network advertisers, sponsoring 21 programs, 120 spot advertisers (including six who also used network television) and 197 local TV advertisers. The September report shows a 16.7% increase in the number of TV network users, a 1.6% decrease in the spot advertiser total and a gain of 12.3% in the local TV advertiser field.

Analyzed by class of product advertised, the breakdown in Table I shows radios, phonographs and musical instruments (including TV sets) first with 60 advertisers, of which 51 were local dealers. Apparel advertising ranked second with 44 advertisers, 31 of them at the local retail level. Beer and wine advertising was third with 36 accounts. This ranking is identical with that for August.

An analysis of September 5-11 TV advertising is presented in Table I, showing Philadelphia in the lead for the fourth consecutive month, or ever since the inauguration of the Rorabaugh video reports, with 80 active accounts for the week. This is well ahead of the total of 76 accounts reported by New York TV stations during that week, but the two cities are much closer than in August, when Philadelphia had 86 TV advertisers to New York's 65. New York led the Quaker City in the number of network (24 to 22) and spot accounts (42 to 32), but lost the overall leadership in the local field, where Philadelphia boasted 35 advertisers to New York's 10.

New York and Washington were tied for first place in the number of new video accounts, with 17 each. Both New York and Chicago also tied for third rank, with 15 new advertisers apiece, while Philadelphia ranked fifth with 14 (Table III).

When the commercial time video for the measured time period decreased by program types (Table IV) sports again come for more than half of the total sponsored 148 hours during the week. The 53.3% for Sept. 5-11 is two per cent behind the 55.3% of all TV sponsored time during Aug. 1-7 percentagewise, but in actual time the 148 hours and 10 minutes of sport telecasts during the September week surpassed the August week's sports total on TV by exactly three hours.

News ranked second in volume of sponsored time on video stations during the September week, with 27 hours and 43 minutes, more than four hours ahead of the total TV news commercial time in the August test week, when this class of video fare ranked third. Variety programs, second in August when they accounted for 29 hours and 25 minutes of commercial TV air time, fell to 17 hours and 25 minutes and to third place in September. Table V shows the ranking of all TV program types for the two months.

From the amount of time consumed, video announcements accounted for 16 hours and 27 minutes, 5.6% of the total commercial hours (Table VI), a slight gain from August when they totaled 13 hours and 10 minutes or 5.0%. The number of sponsors of TV announcements, however, leaped from 199 in August to 235 in September, while the number of television program sponsors rose, less specific.

(Continued on page 83)
Whew!!!

Months of preparation ... sleepless nights ... a million details ... a summer of feverish activity ... a magnificent staff of competent people ... perfect teamwork ... and

WSB-TV
"The Eyes of the South"

is on the air—On Schedule. The inaugural program was September 29th, as promised, seven days weekly, 5 hours minimum per day. Set sale promotion in Atlanta has been somewhere between "terrific" and "colossal" and television population in Atlanta already warrants the attention of the alert advertiser.

We've got the programs that will sell merchandise. Bargain rates won't last much longer.

THE ATLANTA JOURNAL STATION

WSB-TV
ON PEACHTREE STREET

represented nationally by
Edw. Petry & Co., Inc.
Again this year Greater Miami is breaking nationwide records as a “motor metropolis”... 168,822* motor vehicles registered through August for an increase of 16% over the same period last year... A ratio of one car to every two residents, double the per capita average for the rest of the nation... With gasoline sales Up in direct proportion.

* Dade County Motor Vehicle Regist.

Yes, all figures point to Miami as a great buying market. They point out, too, the easy, low-cost way to reach Greater Miami’s greater buying power is WQAM. Miami’s First Station, whose clear signal reaches all the rich trading zones of Greater Miami, and effectively covers the 15 additional counties in its trading area.

Miami’s First Station
WQAM
WASHINGTON, D.C.
A. B. C. IN MIAMI

THE MIAMI HERALD STATION
WQAM-FX

★ OWEN F. URIDGE, General Manager
★ JOHN BLAIR & CO., National Representatives
**Possible Post-Election Complexion Studied**

FCC'S '49 BLUES?

By SOL TAISHOFF

WHAT WILL happen to the FCC if Gov. Thomas E. Dewey is elected three weeks hence and ascends to the Presidency next January, as now appears likely?

The only certainty is that there will be a new chairman—a Republican—who will take over the reins from Democratic Chairman Wayne Coy. The appointments may be on an "acting" basis until such time as the new Chief Executive is prepared to make a "permanent" designation.

And once the permanent chairman is designated, significant changes in the FCC staff—in the office of secretary and in key spots in its Law Bureau—are to be expected. The Examiners Division would not be affected, since these appointments no longer are subject to the political system, but, like federal judgeships, are permanent appointments. Similarly, the engineering staff probably would not be disturbed since it is regarded as outside the sphere of political influence.

**Speculation Widespread**

Because the polls indicate a change in administration, speculation about the makeup and policy direction of the FCC is widespread. So far as is known, Gov. Dewey has not talked with his party leadership about the FCC. But his views on radio are well-established. He is unequivocally against the existing order, carried over from the New Deal. And he is a stickler for expert administration and economy in government.

Since there are no present FCC vacancies, the new Chief Executive might select his chairman from among the three incumbent Republicans. In order of seniority, they are: Rosel H. Hyde of Idaho; Robert F. Jones of Ohio, and George E. Sterling of Maine.

Chairman Coy will offer his resignation to the new President if he desires to make an outside appointment to the chairmanship.

Of the three incumbent Republicans, Mr. Jones, who for nearly a decade was a member of Congress, is most frequently mentioned for the chairmanship. A lawyer and an indefatigable worker, he had the support of the Republican leadership in Congress when he was appointed to the FCC last fall. Even then it was generally thought he would ascend to the chairmanship under a Republican administration.

Mr. Jones' philosophy of regulation departs radically from that of the Democratic majority. He has consistently dissented from the type of "judicial law-making" in which the FCC has indulged and which has aroused the wrath of Congressional committees dealing with radio regulation. Mr. Jones also is strong in favor of removing the FCC from the political pale and of cloaking it with quasi-judicial status.

**Position of Hyde, Sterling**

Comr. Hyde, former general counsel whose service in radio regulation dates back to 1928, has never been active in politics. This is true also of Comr. Sterling, former chief engineer, who was elevated to a commissionship last January after two decades in radio regulation. Both are regarded as good administrators, but neither, as things stand now, carries the political weight of Comr. Jones, largely because the latter is so favorably known in Congressional circles.

The term of Chairman Coy, who was drafted for the chairmanship by President Truman last December, doesn't expire until June 30, 1951. Thus, with a change in administration, it is presumed he would revert to the status of a commissioner. It is believed, however, that Mr. Coy would be disposed to tender his resignation to the new President to permit him to designate one of his own selection for the chairmanship.

Chairman Coy, unlike certain of his colleagues, does not favor a rotating chairmanship. If the new President had in mind naming an outsider to the chairmanship, Mr. Jones probably would be on the short list.

**Which way will the hand fall?**

If Gov. Dewey is elected?...

Coy's resignation would make that possible. Otherwise, the Chief Executive would have to await the next vacancy.

The term of T. B. Marshall, retired Coast Guard commodore, and an expert in safety and special services, expires next June 30. Because Mr. Webster is regarded as perhaps the nation's outstanding expert in these specialized fields, it is thought that his colleagues would urge him to accept the appointment. A native of Washington, he is an independent, politically. Whether Mr. Dewey has in mind an "outsider" is not now known. There has been confirming talk about appointment of Sen. Wallace H. White Jr., to a federal administrative post. He is co-author of the original Radio Act of 1927 and of the Communications Act of 1934.

Sen. White ends his legislative career with the convening of the new Congress in January. He was not a candidate for the Republican nomination and his seat will be taken over by Senate-elect Margaret Chase Smith, former Republican Congresswoman.

**White's Background**

Sen. White's decision not to run against John Franklin Sparkman, a Democrat, for the existing Republican vacancy. The Senator did not look with favor upon the suggestion, but felt he could not accept less than the chairmanship.

(Continued on page 22)

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**LUSH TV DEAL**

**American Tobacco Budget High**

GLOWING evidence of television's potential bonanza appeared on the horizon last week as the American Tobacco Co. prepared to sign a 26-week contract for what was believed to be the first regular commercially-sponsored series of films, specially prepared for television. The deal, reportedly entailing options over a five-year period, subject to renewal or termination, was in the vicinity of $1,500,000 or $2,000,000.

Actual signatures all appeared to be lacking pending provision in New York of certain contract provisions. Negotiations for the tobacco firm are being handled through the agency, N. W. Ayer & Son Inc. and involved R-B Productions, newly-organized TV film sales organization, and Marshall Grant Productions, which would produce the series in Hollywood.

The series of films would be based on outstanding novels in the public domain, thus keeping costs to a minimum. They would vary in length from 20 to 30 minutes. Tentatively titled World's Greatest Novels, and scheduled for early in January 1949, the program will be carried on NBC's Television Network and some additional non-affiliated stations. Actual starting date was unknown, but it was believed the telecast would be aired either Tuesday or Friday evenings, probably the latter, 8:30-9 p.m. Once a year, within the space of two 26-week periods, an eight-week hiatus is provided, according to reports.

American Tobacco Co. will pay an estimated $200,000 during the first 26 weeks for film costs alone, plus station and network. Films would run about $8,500 each.

Some of the contract's features were believed to be:

Provision that American Tobacco would purchase the films, with rights to drop the option after any 26-week period. Title to copyrights would rest, however, with Marshall Grant Productions, which would, in turn, lease the film to the tobacco firm, it was indicated. After a 12 month period, the pro-
BERGEN BATTLE

ONE OF THE highest-priced packages in radio, Edgar Bergen and his wooden assistants, was the center of a tug-of-war last week between NBC and CBS. Not an inch of ground had been gained by either at week's end.

Mr. Bergen's show, the first program on which the popular clown had appeared since the end of the war, was to be carried over the networks Sunday nights at 9:30 p.m. NBC was trying to pull him to its network.

In its efforts to get Mr. Bergen, CBS was proposing a deal more like the commonplace radio contracts than like the $2,000,000 outright purchase of "Amos 'n' Andy" just completed by NBC.

Mr. Bergen's agent, however, if the present, and that was not in the cards during a Democratic administration.

Now in his 71st year, Sen. White has retired to his home in Maine. The issue naturally is raised whether he could withstand the pressures of the FCC chairman.

His interest in radio and communications is well-established fact, and it is thought that if he indicated any desire for the post his erstwhile colleagues in the Senate would go to bat for him.

It does not necessarily follow that other key posts on the FCC must change with a change in administration.

Those positions which are not Civil Service, however, such as secretary (occupied since 1937 by Joseph Slowe), general counsel and his three assistants, and parallel positions in the engineering and accounting bureaus, are subject to administrative change at the discretion of a newly-organized Commission. The division heads and assistant heads, however, if they hold Civil Service status, usually can revert to regular status. In the case of Mr. Slowe, it is expected he will resign. He was secretary to the late Congressman B. M. Jacobsen of Clinton, Iowa, before he joined the FCC.

He has kept out of controversy over the years. Changes in top personnel in the Law Bureau are regarded as inevitable. It is doubted whether the Engineering Bureau, now headed by John A. Willoughby, chief engineer, or the Accounting Bureau, headed by William F. Norfleet, would be affected with a change in administration. These are regarded as technical bureaus and if heads, as a rule, do not become involved in fundamental policy or political matters.

ORBIE T. THOMPSON

an ex-FCC man, is the affable, genial agent for Bergen and his "friends," who is making the rounds of New York agencies, looking for a new package for Mr. Bergen. Mr. Thompson's retinue includes his partner, Mr. Bergen; Mr. Thompson; and such influence peddlers as newspaper columnists and radio advertising executives.

Mr. Thompson maintains that the Bergens are not interested in moving to another network, but are simply trying to get the same kind of package on the other network that is on NBC.

However, Mr. Thompson can be counted on to keep the FCC's ears bright and open to any suggestions for improvement in the Bergen show.

Mr. Bergen, who is now in New York, did not comment on the negotiations of the Thompson agency, but he promised to return to his old "friends" in the networks and to consider any suggestions they may have.

For the moment, the Bergens are content to let the negotiations proceed and to concentrate on the show itself.

NBC, CBS Vie For Comedian

In this issue...

Tobacco Firm Set to Make Lush TV Debut

NBC, CBS Vie for Bergen

Music Trade Seen

Dist. 13 Proposes Industry Research

Chicago AAAA Session Held

Transistorizing New Radio Ad Medium

Eells Plans Transcribed Service

ASCAP Seeks to Narrow Sound Copyright Bill

Industry Approves TV Freeze

Trammell, Stanton to Address ANA...

CAB Board Approves Reorganization

Music Past and Seen

By IRV MARDER

The likelihood that differences between the AFM and the recording companies may be settled this week was voiced by industry observers following three lengthy conferences between James C. Petrillo and representatives of seven leading record firms.

The meetings were held at Mr. Petrillo's New York offices on Tuesday, Wednesday and Thursday last week. A fourth session was held Friday afternoon. The companies represented were Capitol, Columbia, Decca, MGM, Mercury, King and RCA-Victor. Some of the firms sent several representatives, and attorneys for both sides were present in profusion.

Neither Mr. Petrillo, nor the record companies, for whom Frank White, president of Columbia Records, acted as unofficial spokesman, would comment on the progress of the discussions, or talk about specific matters under consideration. But it is already known that the purpose of the parleys is to fill in the details of the so-called Petrillo Plan for lifting the record ban through use of a trust deed. The AFM president sent his proposed plan to the record companies for consideration about three weeks ago. It is also admitted that any plan, jointly worked out during the current conferences, will upon completion be sent to Washington for scrutiny by the several interested government agencies.

Record Men Sit

Mr. Petrillo kept the record men waiting in the corridor outside his New York offices for a full hour on Thursday before the meeting began. The union chief was occupied at the time with a meeting of the AFM's national board.

The meetings have been described as "tense" and "frank" by those who have attended. The atmosphere is said to have been one of "good-faith efforts to turn up another sponsor for him."

If Mr. Bergen were to go to an other network, his departure would break the powerful NBC comedy sequence of Jack Benny, Phil Harris, Mr. Bergen and Fred Allen, which has held an iron clutch on the Sunday night radio audience.

The advertisers, to whom NBC had presented Mr. Bergen, were not known. Niles Trammell, NBC president, was taking a personal hand in the campaign to keep Mr. Bergen, and tight secrecy was being maintained as to his progress.

It was understood that part of the CBS proposal to Mr. Bergen and to General Motors involved a promise to place Mr. Bergen's program in the same time slot on CBS as it occupied on NBC. He would then follow the Amos 'n' Andy show, the two of them reinforcing the CBS Sunday evening schedule to a point which would seriously threaten NBC's dominance that night.

NBC, it was understood, was basing its presentation to advertisers on the fact that Mr. Bergen is an old standby in the 8-9:30 time on NBC and that he is a readily saleable audience, which is one of the biggest in radio.

One sponsor prospect, which NBC did not solicit, of course, was General Motors. Mr. Bergen's present program time immediately preceded Mr. Allen's. Mr. Allen is sponsored by Ford.

WNHC TV Is New CBS TV Affiliate

WNHC TV News Haven, Conn., has been added to the CBS-TV network, it was announced last week. The station is owned by James Milne, WNHC-TV general manager, for the Elm City Broadcasting Corp., owner of the station, and by William A. Schuetz Jr., CBS director of station relations.

WNHC TV operates on Channel 6 (822-888 mc). CBS TV now has stations in 13 of the major markets of the country.
COURT HITS FCC

By RUFUS CRATER

IN A DECISION which would revolutionize FCC's hearing policies, the U. S. Court of Appeals for the District of Columbia ruled last week that FCC must accord a hearing to any station which claims it would be harmed by a grant of another application.

This is true, the Court said in a 3-2 decision, even if the alleged "harm" is interference which would occur outside the station's normally protected contour.

The ruling came Thursday in a decision on WJR Detroit's appeal from a non-hearing grant which put a 1-kw daytime station at Tarboro, N. C., on WJR's Class 1-A clear channel (760 kc).

This grant, issued to Coastal Plains Broadcasting Co. (WCPS) in 1946, and a similar 760-kc daytime grant to Southeastern Broadcasting Co. for WLKF Clanton, Ala., in 1947, were both reversed by the court and remanded to the Commission. Since the appeals were taken, WLKF has switched permanently to 880 kc. WCPS is still on 760 kc.

The decision is similar to the same court's ruling last April in a companion "daytime skywave case," involving an appeal by WCKY Cincinnati [BROADCASTING, April 12]. But it goes farther than the WCKY decision by making clear that even a claim of interference outside the protected contour requires a hearing.

The decision, which would affect the hearing practices of most government agencies, was interpreted in the case of FCC to mean that whenever a licensee claims he will suffer injury from another grant, the Commission must:

1. Hold a hearing or hear oral argument to determine whether the claims, if true, constitute a legal "cause of action."

2. If they are found to comprise a cause of action, the Commission must hold a hearing to determine the truth of the claims.

Writing for the majority, Justice Stephens declared:

"It is of course true that under a system of law that guarantees right of access to judicial and quasi-judicial tribunals ... there will be some abuse of the right. Some claims will be presented which may upon their face appear to be, and which may indeed upon hearing be demonstrated to be, invalid, i.e., to state no 'cause of action."

But the inconvenience to the tribunal of considering such a claim, i.e., of allowing its presentation and hearing argument in which the complainant has opportunity to try to convince the tribunal that the claim is on its face meritorious, is the unavoidable price of the due-process guarantee of hearing.

The Commission, which failed to appeal from the WCKY decision, is sure to ask the Supreme Court to review this one. The outcome will be watched by most if not all government agencies. (Continued on page 65)

RATING ISSUE

PROPOSAL for a complete industry-owned audience research service came up last week for the second time in the series of NAB district meetings when District 13 (Texas) proposed that NAB President Justin Miller and the board conduct "an exhaustive study" of the whole audience situation.

With 167 broadcasters registered at the meeting held Oct. 4-5 at the Blackstone Hotel, Fort Worth, a resolution was unanimously adopted calling on NAB to act to develop "a uniform system, both metropolitan and rural ... which adequately reflects the listening habits."

The proposal came up at the conclusion of a meeting held Oct. 4-5, included (1 to r seated) D. A. Cannon, C. B. Locke, KFDM Beaumont; Yvonne Kennedy, KSIX Corpus Christi and standing (1 to r) Charles Clough, KFDF Wichita Falls; James Curtis, KFRO Longview; Charles Whitesides Jr., KTEM Temple; Gus Hogenhon, Standard Radio, Chicago, and Dave Russell, KFDM. A total of 167 broadcasters were registered at the sessions.

About $7,500 to $10,000 would be required the first year, or $5 to $9 per month per station, Professor Chapman said.

The resolutions committee, which submitted the research resolution, comprised Kenyon Brown, KFWF Wichita Falls; Gene Cagle, KFJZ Fort Worth; Howard Roberson, KFDA Amarillo.

Text of the resolution follows:

WHEREAS it is desirable for the broadcasters of the United States to have a uniform system, both metropolitan and rural, of audience measurement which adequately reflects the listening habits throughout the entire United States, WHEREAS such audience measurement should have an acceptance from advertiser, advertising agencies and other media that it is conclusive and indispensable.

Dist. 13 Demands Study on Industry-Owned System

BE IT RESOLVED that the broadcasters of the 13th District request the president and the board of directors of the NAB to appoint a committee to conduct an exhaustive study of the entire problem of audience measurement and to make a report to the membership of the NAB regarding the possibilities of industry-owned and controlled research audience measurement.

Commenting on the proposal, W. Ward Dorrell, vice president of C. E. Hooper Inc., told BROADCASTING: "C. E. Hooper will welcome an investigation of methods and procedures and/or continuing supervision of the entire measuring operation by any committee representing both buyer and seller of broadcast time."

Hugh Feltis, BBM president, re-

(Continued on page 64)

THOSE ATTRACTION to NAB District 13 meeting at the Blackstone Hotel in Fort Worth, Oct. 4-5, included (1 to r seated) D. A. Cannon, C. B. Locke, KFDM Beaumont; Yvonne Kennedy, KSIX Corpus Christi and standing (1 to r) Charles Clough, KFDF Wichita Falls; James Curtis, KFRO Longview; Charles Whitesides Jr., KTEM Temple; Gus Hogenhon, Standard Radio, Chicago, and Dave Russell, KFDM. A total of 167 broadcasters were registered at the sessions.

EIGHT TEXANS—and two dammykans—gathered in Fort Worth for the NAB District 13 meeting last week. Group included (seated, 1 to r) Mrs. Rex Preis and Mr. Preis, KITA San Antonio; Mr. and Mrs. Vol Lawrence, KROP El Paso; Eugene Roth, KONO San Antonio; (standing) Ward Donnell, C. E. Hooper Inc., New York; Aubrey Jackson, KGNC Amarillo; O. L. Ted Taylor, Taylor-Beroff, Dallas; Wallace Doan, KFWF Wichita Falls; Dr. Victor J. Andrew, Andrew Corp., Chicago.

BROADCASTING • Telecasting

October 11, 1948 • Page 23


**VIDEO SELLS**

LEADING advertisers are investing the "get in on the ground floor bromide", but because television is an effective selling medium, according to Sidney N. Strotz, NBC administrative vice president in charge of Western operations and television.

Mr. Strotz, in a speech prepared for delivery at the Chicago meeting of the American Assn. of Advertising Agencies Friday night, presented slide films and kinescopic recordings to illustrate his address, "Let's Look at TV." 

"The entry of... leading advertisers into television is surely not primarily due to the glamour of the medium," said Mr. Strotz. "Advertisers and their agencies are too sophisticated and pressed for productive work for that."

Television's strength, he said, "lies in the fact that it is an effective advertising and, more important, selling medium."

Mr. Strotz, outlining the present and probable future development of television networks, said NBC's "basic objective" was to create a national network of 184 stations, joined with 16,816 miles of interconnecting facilities, covering markets in which a total of 85 million people live.

He exhibited a 30-minute kinescopic recording made up of bits and pieces of NBC television shows and several different types of commercials. He reminded his agency audience that advertisers furnished kinescopic records free for use on NBC stations not interconnected. Only time charges are assessed.

Growing Audience

Mr. Strotz, touching upon distribution and the growing size of the television audience, said 29% of the total population of the country lives in cities where NBC television stations are now on the air.

Pointing out that record-high expenditures for advertising are promised in the next decade—when an average of $3,600,000,000,000 will be spent per year, Mr. Strotz said that the new services of television ought to be fully employed.

The nation's expanding production must be supported by expanded advertising, he said, and "television will help sustain our new production life."

After a closed management session in the morning [Broadcasting, Oct. 4], members of the central council met national officers of the AAAA as the afternoon session opened. Ferguson Mead, council chairman and vice president of the Buchen Co., Chicago, acting as toastmaster, introduced Leo Burnett, president of the Chicago Ad agency bearing that name, who outlined the significance of the Elmo Roper survey, conducted last spring under AAAA auspices among top-level agency management. Entitled "What They Think of Us," Mr. Burnett's speech amplified results in television now, not because of the annual AAAA convention at Virginia Beach in April.

In a subsequent speech, Alex Rogers, advertising manager of Libby, McNeill & Libby, Chicago, and chairman of the ANA committee on merchandising the advertising, asserted that "merchandising the custom is not enough." He declared that clients have an "intense" interest in merchandising advertising today, and urged self-study among agency people as to "how good a job you are doing for both the client and the firm."

After asking what the AAAA can do about bettering agency service to clients, he recommended that AAAA appoint a committee on merchandising and advertising to cooperate with the same ANA committee in studying the problem on a national basis.

Referring to an ANA survey on the problem, Mr. Rogers said it "shows a surprising number of advertisers feel the agency could render more service. Many feel that merchandising service is not outstanding. The survey shows that practically all advertisers want more and better service."

**Toni's Success Story**

"The Fabulous Story of Toni" was traced by Nelson W. Harris, president of the Toni Co., Chicago, home permanent wave and shampoo firm. Slides were used by F. Barry Ryan Jr., president of Ruthrauff & Ryan, to point up his dis-

**PACIFIC AAAA**

TELEVISION and radio are to play major roles on the agenda at the annual meeting of the Pacific Advertising Agencies at Arrowhead 15. Membership of Pacific council is California, Utah and Arizona.

C. H. Ferguson, BBDO San Francisco, chairman of the board of governors of the council, announced the following schedule of speakers on television:

Mr. Peter Langhoff, television research, Young & Rubicam, New York, speaking on "Dimensions of the Television Market."  

Louis Brockway, executive vice president, Young & Rubicam, New York, speaking on an unspecified topic at a closed meeting.

Dana Jones, Los Angeles agency owner, who speaks on "The Bartender's Newest Friend."

Harry McMahaf, who heads Five Star Productions, Hollywood, speaking on "Pitfalls in Producing Television Commercials."

A demonstration of various types of video commercials will be presented by Hal Bock, television director of NBC, Hollywood.

**Probers Will See WIPR Puerto Rico**

Select Committee Investigators To Make On-the-Spot Report

INVESTIGATORS will be dispatched to Puerto Rico by the House Select Committee Investigating the FCC to determine whether a government-controlled station there is jeopardizing operations of private broadcasters, as the latter have charged.

Rep. Forest A. Harnes (R., Ind.), chairman of the Committee, revealed last Wednesday that an on-the-scene probe would be undertaken. He declined, however, to disclose how or in what number of investigators involved or the date on which the investigation would be started.

Observers were of the opinion that Rear Adm. T. Bow, general counsel of the Select Committee, who served during hearings on the Port Huron and Scott Decisions, would be numbered among those sent to the island. They were expected to have time in about a week or ten days.

Broadcasters' Complaints

Complaints of 20 of the 22 private broadcasters on the island were personally brought to the attention of the Harness Committee recently during a Washington visit of Mr. Muniz, president of the Puerto Rico Broadcasters Assn. [Broadcasting, Sept. 27].

The FCC's 14-month-old grant of a construction permit to WIPR for 10 kw on 940 ke in Puerto Rico poses a serious threat to private operations, island broadcasters charge. They contend that they will be forced to compete with a government-controlled commercial station that pays no taxes and is supported by tax funds.

Mr. Muniz said the association plans to file a statement with FCC, explaining the whole situation and demonstrating why the station should not be granted. Failure to protest the original WIPR application in 1946 was attributed by Mr. Muniz to lack of organization among the private broadcasters.

**NAB Date Changed**

MEETING of NAB board of directors, originally scheduled Nov. 17-19 at NAB headquarters in Washington, has been moved to Nov. 16-18. The board finance committee will meet Nov. 14-15, also a day earlier.
Mr. Pellegrin
Mr. Ensign

York's Rural Radio Network, will head the New York sales office.

The first indication that Trans-

Pellegrin, manager and general

KSTL

APARTMENTS TO EXCHANGE
St. Louis for Chicago, trade

Chgo. or

$150

immediately, in behalf

the United

NAB's

FM

enlisted in the United States

harses, porch.

garage, 3 bed-

advertising

KSTL

Mr. Taft explained that the la-

in making transit radio available, indi-

in charge

Mr. Ensign

Mr. Taft announced that

HANNA TO REPRESENT
U. S. AT CONFERENCE
MICHAEL R. HANNA, general
manager of WHCU Ithaca, N. Y., has been appointed to repre-

the United States, Oct. 25-Nov. 5,

Washington last

Edmund

Taylor, American representative

on UNESCO, and State Dept.
oficials, following Mr. Hanna's ap-

by Julian Huxley,

UNESCO director general.

He will serve on UNESCO's proj-

on those nations of the world. The com-

is committee of representatives of

Mr. Hanna will leave

the United States by airliner Oct.

The plan, Mr. Eells said, op-

ates on a subscription basis ex-

clusively. Each member station

tributes a weekly sum equal to

its national Class A quarter-hour

rate, with the company restricted
to a 15% fee from the aggregate
monies subscribed. The remaining
85% is to be devoted to talent and
production, since the plan calls for

high sales, promotion and dis-

tribution expenditures. Funds not
spent are either returned or
credited to the stations.

Most Have Signed
According to Mr. Eells, 87% of
the stations interviewed have

signed. This, he feels, points to

possibility 500 outlets subscribing in

excess of $20,000 weekly within

six months. The ceiling for any one

transcribed series is not to exceed

$2,000 weekly, according to the

present plan.

Mr. Eells has just returned from
a three-month, 1,200-mile tour dur-

complete form, to American

transit companies and participating
FM stations.

The New York national adver-
sion sales office, located in the
Postum Building, 250 Park Ave.,
will be opened today. The Chicago
office will be opened about Oct. 25,

Mr. Pellegrin resigned as direc-

tor of NAB's Broadcast Advertis-
ing last February to assume his

duties with the St. Louis station.

He went to NAB in 1941 as the
first director of that department.

Pellegrin's Experience

He has had 18 years experience in
radio in various capacities, in-
cluding management, sales, pro-

gramming, writing, promotion and

public relations. In his capacity

with NAB he served as manage-
ment and sales counselor to more

than 1,000 member stations. Dur-

ing World War II, he served as

chief of the planning section of

the War Dept.'s Bureau of Public

Relations and was with Allied Head-

quarters in North Africa and Italy

for 19 months. He is carried on

the inactive reserve rolls as a lieu-

tenant colonel.

Prior to joining Transit Radio,

Mr. Ensign was sales manager of

Rural Radio Network, a group of

FM stations. He was one of the

first commercial representatives of

pioneer station WAEF (now WNBC)

New York. Mr. Ensign became sales

manager of the Blue Network

when its parent organization, NBC,

was organized. As executive vice-

manager of NBC, Mr. Ensign was

Joins Ranks of Radio Ad Media

By ED KEYS

IN A QUIET, but impressive, debut, transcasting today joins the
ranks of full-fledged radio advertising media, with appointment of

two prominent radio-advertising men to head two metropolitan offices
of Transit Radio Inc.

Hullbert Taft Jr., Transit Ra-

dio's president, today disclosed that

Frank E. Pellegrin, president and
general manager of KSTL St.

Louis, has been appointed na-

tional sales manager with headquar-

ters in Chicago. William H.

En-

sign, former sales manager of

New

 fundamentals, trade

erases

subscribers,

enquiries

office, with headquarters in Chicago.

PROJECTS extension of the "Bal-

timore Gag," a local court rule

restricting crime reporting, to

cover the entire state of Mary-

land was favored Wednesday by

the Baltimore Bar Assn.

Five Baltimore radio stations

have been cited for contempt of
court under the gag because they

broadcast newscasts dealing with

the arrest and confession of a

man charged with murder (BROAD-

CASTING, July 26).

The bar group voted to tighten

some provisions of the local gag,

which bans taking pictures of an

accused person in custody without

his consent, and prohibits unau-

thorized broadcasting in or around

the court house. Hearing on the

contempt charges against the Bal-

timore stations originally had been

scheduled Oct. 1 but was post-

poned.

Hannah to Represent U. S. at Conference

Mr. Hanna

Mr. Hanna

NAB District 3
director, was in a Paris conference of the Radio

Programme

Committee of the United Nations

Education, Scientific

and Cultural

Organization, an arm of the

United Nations.

It was revealed last Thursday by Richard C. Crias-

ler, executive vice president of the

firm. He confirmed reports that a

Want Ad Tattler
THE HOUSING shortage is

responsible now for a news

leak. The following tell-tale

want-ad appeared in the col-

umns of the Oct. 3 Chicago

Tribune, a week before

Transit Radio Inc., of Cincin-

nati, announced the appoint-

ment of Frank Pellegrin,

president and general man-

ager of KSTL St. Louis as

its national sales manager—

with headquarters in Chicago.

Mr. Pellegrin

Mr. Ensign

through an exchange of produc-

tion line output of the special

shockproof receivers (CLOSED CIR-

CUIT, Oct. 4). Mr. Crisler acknow-

ledged that Transit Radio had con-

tracted with Stromberg-Carlson

Co. for production of the sets.

The initial order, placed about 10

days ago, calls for 1,000 receiver

sets, produced by Stromberg-

Carlson, will be only slightly

modified versions of those made previ-

ously for Transit Radio by Elec-

tronics Research Inc. of Evans-

ville, Ind., Mr. Crisler said.

Mr. Taft explained that the la-

st month, in making transit radio

available, indirect

radio program

in

Syndicated Transcribed Shows

Eells Plan

By RALPH TUCHMAN

DIFFERENT approach to trans-

scribed programming was an-

nounced last week as "Cooperative

Program Syndication Plan" by

Bruce Eells & Assoc., H o l-

leywood, with con-

tracting of close to 100 stations

for an annual

$214,000.

The firm will act as production

gency to furnish high-quality trans-

scribed shows to no more than 500

stations on a "cost-plus-15% basis," Mr. Eells disclosed. He was for-

merly business manager of Young & Rubicam, Hollywood office.

Mr. Eells has just returned from

a three-month, 1,200-mile tour dur-

ing which he interviewed and

signed "charter member" stations.

Now the firm has launched a full-

scale subscription campaign among

stations in the United States, Can-

ada, Alaska, Puerto Rico, Hawaii

and the Philippines.

The plan, Mr. Eells said, op-

ates on a subscription basis ex-

clusively. Each member station

contributes a weekly sum equal to

its national Class A quarter-hour

rate, with the company restricted
to a 15% fee from the aggregate
monies subscribed. The remaining
85% is to be devoted to talent and
production, since the plan calls for

high sales, promotion and dis-

tribution expenditures. Funds not
spent are either returned or

credited to the stations.

Most Have Signed
According to Mr. Eells, 87% of
the stations interviewed have

signed. This, he feels, points to

possible 500 outlets subscribing in

excess of $20,000 weekly within

six months. The ceiling for any one

transcribed series is not to exceed

$2,000 weekly, according to the

present plan.

Commitments Made
Typical stations among those al-

ready committed to the plan are

KOIL Omaha, CJOB Winnipeg,

KJR Seattle, WSAI Cincinnati,

WSLS Roanoke, Va., KIOA Des

Moines, according to Mr. Eells.

Among stockholders in the corpo-

ration are Langworth Feature Pro-

ductions of New York (28%),

Tom Lewis, former vice president

in charge of sales of Young &

Rubicam, and Loretta Young, plus

other figures in radio and motion

picture industries.

October 11, 1944 • Page 25
ANOTHER CHAPTER in the tangled legal complexities involved in the suit of a group of New York movie exhibitors against ASCAP took place last week in U. S. District Court, New York, before Judge Leibell. Arguments by both sides the court gave them until Oct. 22 to present their final summations before a decree is issued.

Judge Leibell had previously ruled, in a detailed decision, that ASCAP was unfairly exacting performing rights fees from movie exhibitors for music used in films shown by them. In the course of his opinion the judge declared that the entire ASCAP structure involved violations of federal antitrust law. Last week's hearing represented an attempt by the defendant, ASCAP, to narrow the issues under litigation before deciding on an appeal, and in effect to lighten the severity of the court's decision. To this end, ASCAP brought its heaviest legal artillery into the court room, among them, former Secretary of War, who was retained by the society to defend it against the charges.

Mr. Patterson sought to have several references in the court's findings to monopolistic practices by ASCAP narrowed to apply only to film music, the issue which brought the case to trial. This brought the ASCAP counsel into a sharp exchange with Judge Leibell, who nevertheless treated Mr. Patterson throughout the hearing with extreme deference, addressing him as "Judge" Patterson. The latter remarked that since the court's decision in the case of the movie exhibitors had been made public, ASCAP has been swamped with complaints from other clients, such as hotels and cafes, to the effect that "I see that ASCAP is illegal. How about your dealings with me?" Here Judge Leibell dressed the court, and said he was sure Judge Leibell had not meant that way. At this point Judge Leibell projected firmly, "Don't put me on record to that effect—read my opinion."

Objects to Conclusion
Mr. Patterson also objected on behalf of ASCAP to the court's final conclusion, which recommend- ed an injunction protecting the movie exhibitors from the practices under fire, and the partial "dis- investment" by ASCAP of part of its structure, etc. The ASCAP attorney said heatedly that it was not permissible for a private plaintiff, such as the movie exhibitors, to ask such action, but that such decisions rested with the U. S. Attorney General.

"If divestment is necessary," said Mr. Patterson, "we're available. Let the Attorney General say so . . . I dare say he hasn't seen fit to, although he may."

At this point the court reminded the ASCAP counsel that the U. S. Attorney General sued ASCAP a year ago for alleged formation of illegal foreign cartels in performance rights, and that the suit is still pending.

Judge Leibell declared in the course of later discussion that ASCAP might have a point in its contention that any action compelling it to alter its structure was beyond the jurisdiction of the District Court in a civil action, and that such an order should be decreed by the court in an action brought by the Attorney General alone. However, counsel for the plaintiff, when Judge Leibell asked why he did not seek help from the At- torney General on this score—in- sisted that the individual matter of the injunction and the broader is- sue related to ASCAP's structure were inseparable.

The court then granted both sides until Oct. 15 to prepare further briefs setting forth their views and a additional week before they might apply for entry of the decree. This will constitute the court's revised opin- ion in the case, if Judge Leibell de- cides that recent testimony con- tains cause for revision.

To Speak on Radox
THE RADIO group of the Ameri- can Marketing Assn., at its luncheon meeting at the Sheraton Ho- tel, New York, on Oct. 19, will have as its speaker Albert E. Sinding- lenger of Sindingler & Co., New York. He will speak on Radox, the new method for instantaneous ra- dio audience measurement.
Mr. Phillips testified Thursday during the second week of FCC's investigation of AT&T and Western Union intercity television rates. He referred to Du Mont's plans for establishing a television network via Teletranscription, and added: "That we are now accomplishing." In answer to a question which was finally permitted on condition that engineering witnesses be called for cross-examination on the subject, Mr. Phillips said Du Mont engineers had estimated that video relay facilities could be built for $660,750 (on two-year amortization plan) to link, roughly Washington, New York, Pittsburgh, Philadelphia, Baltimore, New Haven, and intermediate points between New York and Pittsburgh and between New York and New Haven.

New Haven to New York
He said it was necessary for Du Mont to establish its own radio relay to provide WNBO New Haven with programs from Du Mont's WABD (TV) New York. He said the relay, which he described as "temporary," was built at a cost of $10,000 to $15,000, and estimated monthly operating costs at $75 exclusive of power. He pointed out that the relay is not attended except for periodic checks, and that, since it takes WABD broadcasts off the air, there is no way to substitute other programs for shows which a sponsor does not wish to send to the New Haven area.

He said $5,000 a month "had been mentioned" at one time as a possible charge for use of an AT&T New-York-New Haven relay, if one were established. Mr. Phillips said AT&T line charges currently are preventing Du Mont from sending shows regularly from Washington to New York, and that conceivably they might some day make it advisable to stop programming from New York to Washington.

Under cross-examination he said line costs from New York to WABD Du Mont $9,315 in one month, would be "burdensome" even if reduced to $315, or even $3.

Aside from Mr. Lawrence's testimony, the second week was spent in cross-examination of AT&T witnesses who appeared the week before [BROADCASTING, Oct. 4]. The sessions dealt particularly with the telephone company's ruling that it will not permit interconnection of its intercity relay facilities with those of private or other companies except to extent where there are no AT&T facilities.

Ruling Possible
On this point, FCC may rule this week on the joint Philco-Du Mont petition for a decision on the interconnection policy in advance of the decision on the lawfulness and reasonableness of the rates themselves. In a formal reply to the joint motion, AT&T filed a brief on Thursday defending the interconnection policy and contending that its reasonableness cannot be determined without regard to the other issues.

In any event it appeared likely that the session would recess Friday night and resume during the week of Oct. 18.

AT&T witnesses, questioned on the causes of "poor" reception of the American League baseball play-off game relayed from Boston last Monday, promised to investigate and report. Frank A. Cowan, transmission engineer, felt the investigation would show that a "classic example" of the problems of interconnection was involved. Henry Weaver, attorney for Philco, emphatically denied that interconnection with Philco facilities in New York was to blame.

Under questioning by FCC Assistant General Counsel Harold Cohen, Mr. Cowan said AT&T's experience with interconnection with Philco's New York-Philadelphia radio relay has been "satisfactory," which he considered not surprising in view of the short links of the circuit. Interconnection with the General Electric relay from New York to Schenectady, he said, has produced "variable" results. Interconnection with Western Union's New York-Philadelphia radio relay would provide as good a signal as other interconnections under similar circumstances.

See Some Difficulties
But he emphasized that interconnection with the systems of other companies poses many problems—difficulty of knowing who is responsible in event results are unsatisfactory; knowing who is responsible for standby facilities; reaching agreement on technical questions; and organization of service forces and assignment of functions.

Mr. Cowan said a New York-to-Washington channel probably could be reversed in a day if it were to be a regular practice and AT&T could organize its forces accordingly. But he opposed the provision of reversible radio relay channels, terming it an inefficient use of frequencies. He pointed out that two frequencies can provide two oppositely directed channels whereas four frequencies are needed to establish two similarly directed channels.

He conceded that at the present time AT&T cannot always meet the demands of NBC and Philco for intercity connections. He noted there is not now any Bell System relay to link New York and Schenectady (GE has its own facilities), and that the telephone company has no definite plans for linking Albany and Schenectady (the latter, he said, probably will come with provision of a New York-Albany-Buffalo route, probably "shortly after 1950," but possibly earlier).

With reference to the Balaban & Katz link connecting its WBKB (TV) Chicago with South Bend, he said AT&T has facilities passing through South Bend and Chicago and can provide pickup facilities at South Bend when there is sufficient demand.

To AT&T's opposition to duplicate relay facilities in a given area, William A. Roberts, counsel for Du Mont, several times asked who would be guilty of "duplicating" if a private broadcaster established relay facilities first and the telephone company later set up facilities of the same route. Mr. Cowan contended the private facility would serve only the one broadcaster, and that AT&T's facilities would be available to all stations in the community.

Rate Engineer Robert P. Judy. (Continued on page 62)
TV FREEZE

FCC's DECISION to put a temporary freeze on television applications with unanimous approval in the first formal industry and newspaper J. R. Poppele of WOR New York, president of the Commission by WMAL-AM and FM stations, considered the freeze as a "logical" development, while the Washington Post, whose intended TV application will be held up as a result of the Commission's action, considered it "an unpopular but necessary step."

'Critical Importance'

Jack Gould, radio writer of the New York Times (WQXR and WQXR-FM), viewed the decision as a step of critical importance to the burgeoning video art" but "a good start" by the Commission in its approach to the overall problem.

The freeze was called by FCC pending further studies and a

NETWORK STARS SEEK CAPITAL GAIN RELIEF

Some of the biggest names in network talent have besieged the U.S. Dept. of Internal Revenue for opinions as to whether they can legally follow through by "buying out" Andy and thereby escape high-bracket income taxes, it was learned last week.

Although the Revenue Department was officially mum, it became known that hosts of performers had made inquiries. It is doubtful if many will meet the specifications Amos 'n' Andy—Freeman Gosden and Charles Correll—convinced the Internal Revenue Dept. that they were a property of exclusive nature and thus gained approval of their deal to sell all rights to themselves, i.e., their property, to CBS.

The outright purchase of all Amos 'n' Andy rights, for $250,000, was taxable as a capital gain, a rate much less than income tax.

The legal technicalities exist as to this point, it was said, and it is doubtful that many stars or lesser personalities could meet requirements.

It is also doubtful that many could find a purchaser for their rights, even if they qualified under Internal Revenue interpretation. Few stars are attractive enough to warrant the expenditure of large lump sums which are not virtually assured of amortization, which agency and media representatives and the members of American Television Society have also been invited. Session plans are being handled by a committee whose chairman is Charles Durban, assistant director of academic affairs, U. S. Rubber Co., and president of ATS. Other members are Robert M. Gray, Esso Standard Oil Co.; Howard M. Chapin, General Foods Corp.; Stanley H. Manson, Stromberg-Carlson Co.; Joseph W. Allen, Bristol Myers Co. and J. K. West. RCA Victor.

Effectiveness of "Voice" Appraised by Magazine

STATE Dept's. "Voice of America" is highlighted in the current issue of THE Voice and TV page, titled "The Pick-Up American," the article traces the development of "The Voice" and gives an appraisal of its effectiveness.

George Allen, new Assistant Secretary of Public Affairs, is quoted as saying, "We are clearly stingling the Kremlin." In France, says Time, "The Communist Radio Voice carries program listings but cautions against listening to "le pick-up American." According to Time, "The Voice" has many avid listeners in Poland, where the Polish Minister was quoted as saying that many of the broadcasts contain so many lies "everybody will stop listening in a year or two."
CONSENSUS of broadcast representatives appearing last week in FCC’s oral argument on general allocations for the mobile and fixed services was that the Commission propose an initial allocation of 30 metropolitan area facilities to meet even present needs of remote pickup operations—including both programs and cue channels.

The broad-based hearing also produced inference by one railroad official that an undue amount of spectrum space has gone to a very "luxury" entertainment service such as television. The statement drew immediate defense by video FCC Chairman Wayne Coy, who termed television a very important service and public interest.

The proceeding, described by Chairman Coy as "what may be the most important and complete oral argument ever undertaken before the Commission" en banc, commenced last Tuesday with a roster of more than 112 participating parties. The hearing is expected to require at least the greater part of this week.

The argument concerns FCC’s proposed allocation of the frequency bands 25-30 mc, 44-50 mc, 72-76 mc, 152-162 mc and 450-460 mc and rule-making with respect to the general mobile radio service, the public service of radiotelephone services, land transportation radio services, industrial public radio services and public safety radio services.

Channels for Remote Pickup

The Commission proposes to provide 19 exclusive channels for remote pickup in the 25-30 mc band, delete 16 channels presently assigned in the 30-40 mc band, drop 14 spots proposed earlier in 152-162 mc band and provide 20 channels in 450-460 mc band. Television Channels 4 (66-72 mc), 5 (72-87 mc) and 5 (87-92 mc) are assigned to be protected from any interference from fixed service allocations which would be made in the 72-76 mc group.

A number of broadcast interests are yet to be heard from in the proceeding.

Mr. Naughten, assistant director of the NAB Engineering Dept. and ex-FCC staff member, told the Commission the remote pickup channels proposed in the 26 mc band would primarily be for cue and lineup purposes and secondarily for low quality program service when no other facilities are available. He cited the high interference susceptibility of those frequencies.

Mr. Naughten argued that an additional 16 shared channels are required to provide a block system of assignments whereby a greater number of exclusive frequencies and lesser number of shared frequencies may be assigned in metropolitan areas and a lesser assignment in less populated areas. He urged that the 26 mc band channels be made available to AM, FM and TV stations and recommended that high quality program channels be found elsewhere.

Concerning the 450 mc band, Mr. McNaughten stated that insufficient knowledge of operational characteristics at these frequencies does not permit assignments to any type of service. Although broadcasters do feel they will be useful for short-range walkie-talkie type operation, he pointed out the broadcaster is willing to forego the development of these frequencies and if experience points to a particular type service such recommendation would be made to FCC for its consideration.

The NAB spokesman indicated the 450 mc band is not considered useful for program services such frequencies obtained in the 152-162 mc band and requested that an additional 21 channels be provided in the 450 mc area for walkie-talkie services.

William S. Duttera, staff allocation engineer for NBC, argued that the 26 mc band suffers considerably interference and is good only for cue service—or program service only when a high signal level exists. He urged that some channels be assigned exclusively to television. He noted that video pickup and relay equipment is available for operation of about 17 channels between 1,000 mc and 6,000 mc and recommended that action be taken to provide this service.

Regarding the 450 mc proposal, Mr. Duttera urged that channels be set up but not as substitution for video facilities since sufficient data and commercial equipment for the higher band is not available. He suggested the allocation is more for the development of the equipment than that of the program itself.

He noted that there has been dispute whether television is entitled to the remote pickup facilities and pointed out TV's very definite need of these channels.

Mr. Roberts argued that with respect to the various mobile demands for the 450 mc band "the record is not yet clear that a sound, satisfactory technical use can be utilized by large numbers of individual vehicles economically. It seems to me that there is a pressing necessity for some kind of additional pickup services for the broadcast service which are dependent neither for the transmission of their programs."

The attack upon "luxury" services such as television came from J. M. Scoby, general solicitor for the Assn. of American Railroads, who noted that the railroad allocation has been reduced to about one-half of a television channel. Mr. Scoby pointed out that the spectrum space should first be allocated to the "essential services" relating to safety of life and following that, other services could fight for "what is left over."

Chairman Coy pointed out that video is a very important service and the public can be informed of interstate communications vis-a-vis TV. The FCC chairman said, "I don't know anything that takes precedence over an informed citizenry, given the modern desire of being informed of the requirements of radio by the railroads."

Noble Plan

Daniel E. Noble, Motorola Inc. vice president and director of research, proposed a new allocation administration based on priority principle. All channel allocations would be made on the basis of utility-of-use priority ratings with simultaneous consideration of the importance of the allocations, in order to national defense service, public safety, influence upon national economic security and contributions to the public convenience.

George J. Maki and William E. Whiting, representing California State Communications Advisory Board, requested that the state’s automatic relays operating in the 72-76 mc band be allowed to continue for the period of amortization to protect the taxpayer. It was urged that an interference “yardstick” be determined for potential fringe-area TV. Mr. Maki noted that channels 4 and 5 are assigned, in that area, to reduce complaints of interference.

Earl D. Glatzel, vice chairman of the National Committee for Utilities Radio, told FCC, regarding 72-76 mc channels which do not interfere with television, that his group "agrees to this limited public adoption of an interim policy of temporary utility service assignments in cities where TV Channels 4 and 5 have not been assigned, and perhaps settlement of the video reallocation proceeding [BROADCASTING, Sept. 27, Oct. 4]."

Vernon Wilkinson, counsel for Telawhisper Inc. which proposes a radio public service for doctors in the New York area and which has been operating experimentally since June, told FCC that its tests in the 72-76 mc band have been conducted by the New York Telephone consulting engineer, and show its proposed system is feasible.

## AFTER-HOURS BAN

**WNYX Protests Decision**

A BURST of protests developed last week after FCC, invoking its new ban on after-hours authorizations, refused to consider WNYC to stay on the air election night to the city-owned station has been broadcasting detailed local election results for the past 24 years, with FCC’s dispensation to remain on the air beyond its usual 10 p.m. siZzoff to present these programs.

William O'Dwyer, at least titular head of the station, was reported to have protested both orally and in writing to Commission members in an effort to get the additional hours in which to present the returns this year.

Similar protests are expected to develop in other communities where elections hand the stations, and the station will be denied the right, granted herefore, to continue broadcasting election results after their normal closing hours.

Under special temporary authorizations was adopted by FCC in July, effective Aug. 16 [BROADCASTING, July 5]. The Commission said the chief reason was to provide an accurate and meaningful increase of the nighttime service of fulltime outlets on the channels involved. It felt that the special events usually covered by parttime stations under STA’s come handy at the fulltime sta-

First to come publicly to WNYC’s

BROADCASTING • Telecasting

**October 11, 1946 • Page 29**
WXYZ-TV Opening Heavily Sponsored

Every Available Time Segment
On Detroit Outlet Sold

OPENING DAY’S schedule of WXYZ-TV Detroit last Saturday was scheduled to be as completely commercial as ABC executives must permit as the inaugural of its solo TV station in the motor capital, and every available time segment sold that was offered for sale.

Starting with a 15-minute preview, which was not for sale, at 12:15 p.m., the prime time medical was to be the Chevrolet Glee Club, 12:30-1 p.m., sponsored by the Chevrolet Division of General Motors Corp., Detroit, placed by Campbell-Ewald Co., Detroit.

Gillette Safety Razor Corp., Boston, was to sponsor the World Series telecast from Cleveland, through Mason Inc., New York. At the end of the game, the WXYZ-TV audience was to be taken to South Bend where the Notre Dame-Michigan State gridiron contest was to be broadcast. The WXYZ-TV telecast was to be sponsored by Admiral Corp., Chicago, through Crittenden & Eger, that city. Following the football game Don Watridge was scheduled for a sports resume, to be presented by Detroit Edison Co., through Campbell-Ewald Co.

Another special not-for-sale program was to be followed by a film, sponsored by Galvin Mfg. Corp., Chicago (Motorola radio and TV sets), through Gourfain-Cobb, Chicago, broadcast 5:45-6:15 p.m. The next hour, according to the advance agenda, was to be the liquidation sales of ABC board chairman; Mark Woods, ABC president, and James Riddell, general manager of WXYZ and WXYZ-TV.

Television Category Added to List

TELEVISION has been added to the list of achievement awards for commercial broadcasting to be made at the annual broadcasting and business conference of City College of New York, it was announced last week by John G. Peatman, chairman of the awards committee.

Mr. Peatman pointed out that "the expansion of television, both in number of sets owned and in broadcasting facilities, during the current year has been so rapid that failure to include awards for this new field would have left a gap in the purpose for which the awards are made."

Folders, including entry blanks for the 1948 awards, are now ready for distribution to stations, networks, advertisers, advertising agencies and program producers. Entries for the awards, covering programs and program promotion originated during 1948, will close Jan. 31, 1949. Presentations of the awards will be made at the CCNY broadcasting and business conference next spring.

In addition to the awards of former years for the creation and promotion of sound broadcasting programs, the 1948 awards include three television categories: For the creation of a sponsored television program, live or film; creation of a sponsored spot television announcement, live or film; creation by a station or network of a station or network program, live or film, most effective in station or network promotion.

Another new category in the 1948 award is for the creation by a station or network of a radio program, live or transcribed, which has been most effective in station or network promotion.

Radio Lag

Radio runs a poor third in sales of news products, judging by results of a survey made by Murray Carpenter, WPOR Portland, Me. Magazines are well in front, the survey shows, with newspapers in second place.

Mr. Carpenter is author of a book called "For Today and Tomorrow," distributed to stations in an effort to arouse industry interest in the need for extensive exploitation of broadcasting on a nationwide basis. (Broadcasting, Sept. 18.) He is, however, head buyer of Compton Advertising.

The subject has been discussed at most NAB district meetings in the past year with the fund-raising appeal for the All-Radio Presentation film. Mr. Carpenter contends the $200,000 film project is entirely inadequate, pointing to the need of a campaign running over $1 million to meet the competition of newspapers and magazines.

In his survey of small advertisers (having advertising budgets from $50,000 to $150,000) Mr. Carpenter found that 71% had received printed newsroom solicitations with the fund-raising appeal, 75% had received a newspaper representative, but only 26% had received a radio solicitation (see Question 1).

In terms of solicitation within

1. How long is it since you've been given a serious solicitation? by.......
(a) free newspaper
(b) free radio
(c) free magazine...

1 year
1 month
not answered

2. Have you given the industry the most intelligent and most helpful solicitations this year?

(a) Newspaper industry
(b) Radio industry
(c) Magazine industry
(d) No answer

3 (31%) 5 (12%) 2 (12%) 73 (55%)

Large-Scale Plans

For ABC Coast TV

Woods Tells How Vitagraph Lot Acquired for ABC Network

ACQUISITION of a portion of the ABC network "will enable the network to embark on its West Coast television program in 1949 on a scale enjoyed only by major motion picture companies," Mark Woods, ABC president, commented last Thursday. ABC has purchased the Vitagraph Lot, a 90-acre motion picture lot in Hollywood from Warner Bros. [Broadcasting, Oct. 4].

Work already has started on conversion of the lot to full TV production, Mr. Woods said, and television personnel will be moved into the new center as soon as the property is released by the escrow agent. Although severalote the lot, only two sound stages, measuring 200 by 175 and 100 by 175 feet, are expected to be permanent. Other buildings are to be razed to make way for new construction.

This site eventually will be the operating base of KECA-TV, owned outlet of ABC and ultimate point of the bulk of ABC network programming. Of the 20 acres, 10 are clear, allowing ample room for outside shooting.

A complete report has it that the site will ultimately house the total ABC Coast area operation, ABC officials insist this has not been determined.

Cites Benefits ACA Won for Station Men

The American Communications Association (CIO) obtained "very substantial benefits" during the past year for its members who are employed by radio stations, despite the "employer's attempt to use the Taft-Hartley Law to cripple the union," Joseph P. Selly, ACA president, declared in a report to the group yesterday at the annual convention held at the Hotel Governor Clinton, New York, on Oct. 6, 7, and 8.

Mr. Selly added, in his address opening the convention: "The communications corporations are now making a tremendous effort to divide our union, company-unionize our union, to promote modes of anti-organization. We must not permit ourselves to lose sight of these facts, to lose faith in the membership, or to yield in the face of such attacks."

A report by William Bender, vice president of the ACA broadcasting department, described wage scales and working conditions won by the union during the past year for radio technicians and other broadcasting workers as the best in the industry. Since the last convention, Mr. Bender said, salary scales for engineers have topped the $100-a-week level in many stations.

Page 30 • October 11, 1948
Nobody seems to know just why newspapers call pictures of pretty girls “cheese cake.” But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It’s for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation’s sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it’s a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.
Albuquerque  KOB  NBC
Beaumont  KFDM  ABC
Boise  KDSH  CBS
Buffalo  WGR  CBS
Charleston, S. C.  WCSC  CBS
Columbia, S. C.  WIS  NBC
Corpus Christi  KRIS  NBC
Davenport  WOC  NBC
Des Moines  WHO  NBC
Denver  KVOD  ABC
Duluth  WDSM  ABC
Duluth  WDAY  NBC
Fargo  WBAP  ABC
Honolulu-Hilo  KGMB-KHBC  CBS
Houston  KXYZ  ABC
Indianapolis  WISH  ABC
Kansas City  KMBC-KFRM  CBS
Louisville  WAVE  NBC
Milwaukee  WMAW  ABC
Minneapolis-St. Paul  WTCN  ABC
New York  WMCA  NBC
Norfolk  WCH  ABC
Omaha  KFAB  CBS
Peoria-Tuscola  WMBD-WDZ  CBS
Portland, Ore.  KEX  ABC
Raleigh  WPIT  NBC
Roanoke  WDBJ  CBS
San Diego  KSDJ  CBS
St. Louis  KSD  NBC
Seattle  KIRO  CBS
Syracuse  WFBL  CBS
Terre Haute  WTHI  ABC

Television

Baltimore  WAAM
Fort Worth-Dallas  WBAP-TV
Louisville  WAVE-TV
New York  WPIX
St. Louis  KSD-TV
Do you have a new product, a new sales-appeal, a new merchandising idea you'd like to test? National spot radio can do it for you—more quickly and economically.

Do you have a product that sells more readily in rural areas than in cities, or vice versa? National spot radio can give you more concentration where you need it, with less waste.

Do you want most to reach men, women or children? Church people or night owls? Housekeepers or career girls? By a wise choice of stations, programs and time of broadcast, national spot radio can give you more of what you want, at lower costs!

After sixteen years of pioneering in Bull's-Eye Radio, Free & Peters knows practically everything there is to know about the adaptability of "national spot." And anything we know is yours for the asking. What can we dig out for you, now?

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

NEW YORK      CHICAGO
ATLANTA       HOLLYWOOD
DETROIT        SAN FRANCISCO
FT. WORTH
AWB DIST. 2 & 10
Day Programming Stressed

BETTER daytime programming should be provided listeners, and increased listening would be the reward, the District 2 meeting of the Assn. of Women Broadcasters was told at its Oct. 2-3 meeting held at the Sheraton Hotel, Rochester, N. Y. The session wound up a series of three AWB district meetings. The first was held Sept. 25-26 in Cincinnati (BROADCASTING, Oct. 4), the second in Kansas City Sept. 28-29 (see below).

In a panel titled "Are Daytime Programs Keeping Up With the Listeners?", William Fay, WHAM Rochester, argued that the listeners have not kept up with the daytime programming. Panel moderator was Doris Corwin, NBC director of talks, with Sally Work, WBEN Buffalo, presiding as district chairman.

E. R. Vadeboncoeur, WSYR Syracuse, argued daytime programs are not keeping up with the listeners. Mrs. Sidney Schoenwald, "Favorite Program" contest winner, and Mrs. Arthur J. May, of Rochester, argued from the listeners' viewpoint that daytime programs are the stepchildren of nighttime programs.

In addressing the dinner meeting, Michael Smith, WBCH T. h. a. NAB District 2 director, said one of radio's primary jobs is to increase daytime listening. "Free radio is paid for by advertising," he said. "If you can't sell soup, you can't sell democracy." Al Zink Jr., WGY Schenectady, discussed TV programs for women and opportunities for women in the video field.

Ruth Crane, WMAL Washington, AWB president, and Pat Griffith, NAB director of women's activities conducted AWB work sessions.

WRGB to Get ABC, CBS DuMont Shows, Plus NBC

WRGB Schenectady, General Electric Co. video station, has made arrangements to receive programs from the ABC, CBS and DuMont television networks, supplementing the network service heretofore received only from NBC, G. Emerson, station manager, announced last week.

He expressed the feeling that "this is a definite step in public service to our thousands of listeners." WRGB broadcasts 22 hours of video features weekly. Its network programs are transmitted from New York to Schenectady via a microwave relay.

Locally, the station plans to begin out-of-the-studio programming about Dec. 1 when it adds mobile equipment to its facilities.

AWB District 2 Registration

AWB to Air Honncky Talk in New York

Business Women's Group Heats First Woman Commissioner

FCC COMMISSIONER Frieda B. Honncky, in an address prepared for broadcast yesterday, (Oct. 10) on CBS, said that although she brought to the Commission a woman with no previous association with radio or television, she attempted to "do a job for all the people as best I can."

Honncky, first woman ever appointed to the FCC, spoke at a luncheon of the New York League of Business and Professional Women's Clubs at the Biltmore Hotel. Her speech was scheduled for broadcast at 1:30 p.m.

She said that although she would not represent only women, but would rather represent all people on the FCC, she would "not for one minute forget women's interests."

The occasion of her talk was the opening of National Business Women's Week.

Miss Honncky championed the placement of qualified women in important positions and derided the denial of such posts to women, merely because of their sex.

In her own instance, she said, she felt herself qualified for her responsible government position because she had wide experience in law.

The engineering problems which confront commissioners have been a struggle for her, she confessed. Her first impulse upon tanning was to have four channels, frequency modulation "and all that sort of thing," she confided, was to "rush to the hairdresser and get away from it all."

"But," she added firmly, "I went to work—and I am determined to master the technical side of my job."

NBC IS A DEFENDANT IN REMINGTON'S SUIT

NBC, General Foods Corp. and Elizabeth T. Bentley were named defendants in a $100,000 damage suit filed last Wednesday in New York by William W. Remington, suspended Commerce Dept. employee.

The plaintiff charged that Miss Bentley, admitted one-time Soviet espionage agent, known as former Communist Joseph Remington, had falsely branded him a Communist on Martha Rountree's Sept. 12 Meet the Press video show, sponsored by General Foods.

Miss Bentley is said, during the telecast, to have reiterated some of the charges she made against Mr. Remington during hearings before the House Un-American Activities Committee the previous month. Mr. Remington, in the complaint, said that the charges on the program had caused great damage to his profession of economist and his employment by "bringing him into public odium and contempt."

Tube Sales Soar

SALES of radio receiving tubes in August increased sharply over July and ran well above August a year ago, according to Radio Salesmen's Assn. figures. Total sales of 7,177,700, bringing the year's total to 123,665,384. July sales were 9,637,244, with 14,548,551 sold in August 1947. Of the August sales, 11,918,967 were for new sets; 5,160,653 for replacements; 507,397 for export; 35,160 to government agencies.
BUILD PROFITABLE SALES IN "ST. LOUIS-LAND"

Readin’ about Reach in the BMB coverage story makes good readin’! 115 counties daytime . . . 98 counties night time. Also a coincidental survey* in the thirty prosperous counties immediately surrounding big St. Louis shows that KXOK alone delivers 22.1% of the listening audience morning, noon and night.

Ratin’ about KXOK Hooper Ratings is fun! Audience increases month after month, show gains in Total Rated Time Periods in excess of any other St. Louis Network station.

Rithmetic readily proves that the advertiser with KXOK low-in-St. Louis rates gets more Hooper . . . plus more coverage . . . per dollar on KXOK.

Check the 3 R’s . . . Rates . . . Ratings (Hooper) . . . Reach (BMB) . . .

check our John Blair representative today . . .

you’ll check KXOK as your number one buy in “St. Louis-land.”

*survey conducted by Edward G. Doody and Co., . . . 109,000 calls completed.
By JAMES MONTAGNES

REORGANIZATION of operations of the Canadian Assn. of Broadcasters was approved at CAB directors’ meeting held at the Royal York Hotel, Toronto, Oct. 4-6. Under the new set-up CAB operations will center at Ottawa, with Toronto office used mainly for station and advertiser servicing.

Recommendations for CAB reorganization were drawn up by Jim Allard, CAB general manager, and A. R. MacKenzie, trouble-shooter and personnel executive of All-Canada Radio Facilities Ltd., Calgary. The two executives had studied CAB operations from the standpoint of “what are prime functions of CAB and what should it be doing to discharge those functions?” Their report cited collective bargaining or liaison, aiding station operators and counselling general advertisers as the three prime functions. Supplementary activities and general services that could be developed were outlined, ranging all the way from “capitalizing on the talents of those in allied fields who have a stake in our success” to operating frequent regional meetings and developing new station services.

The report recommended four categories of CAB operations. First would be that of liaison and collective bargaining, under direct charge of the general manager and based on policy set by the directors. The second would be station servicing, including operation of regional clinics and meetings, plus tips for new business, packaged advertising campaigns, extension training, registry of potential employees and personal contacts.

The third category, advertiser servicing, would include station selling information, research, and personal contacting of advertisers and agencies. Internal routine, the fourth classification, would include work of the Ottawa Radio Bureau, membership routines, standard rate structure work, franchises, special committee work, NAB relations, censorship formulas, audience stimulation, convention organizing and French translating.

No date was set for personnel moves under the reorganization plan. New personnel will be hired to do the advertiser contacting. The directors’ meeting also dealt with negotiations underway on proposed government plan to raise license fees for broadcasters. Under the present system about $85,000 in such fees is collected annually from broadcasters. The money is turned over to CBC. Recently the Dept. of Transport at Ottawa intimated it will increase the fees, basing them on gross revenue of stations, to net the government about $250,000.

CAB is now negotiating, under protest, for a reduction in the proposed fees, which are to be retroactive to April 1, 1948, start of fiscal license year. CAB may take the issue to court on grounds that (1) money would not go to CBC, chief competitor of privately-owned and license-paying stations, but to Dept. of Transport to help defray expenses in connection with broadcasting services of department, and (2) that proposed assessment on gross station revenue is a tax, and not a license, and therefore is illegal.

CAB directors have also approved production of a film, dealing with broadcasting by independent stations, for distribution in schools and industrial plants. Advertising agencies to be enfranchised by CAB were approved, as were plans for 1949 annual meeting at Hotel Algonquin, St. Andrews-by-the-Sea, New Brunswick.

Report on Price Mention

CAB board heard a report on how price mention is being received and operated by Canadian stations, since this was allowed as of Sept. 1. Plans for policy on newcast commercials were outlined and new rate structure committee set up approved, consisting of two station representatives, two station operators and the CAB general manager as chairman.

Three regional meetings were announced, in Vancouver for British Columbia stations Oct. 18-19, in Edmonton for Alberta stations Oct. 20-21, and in Toronto for Ontario stations Oct. 30-31.

CAB board gave a cocktail party for CBC program executives meeting at same time in Toronto.

General Foods Log Cabin Syrup Campaign Planned

WITH the return of Log Cabin Syrup to the market, and the availability once more of tin for making the well-known cabin-shaped package, General Foods Corp., New York, is planning an extensive advertising campaign for the product.

National radio promotion will be carried via hitchhikes on the House of Mystery (Sundays, 4-4:30, MBS), Burns and Allen (Thursdays, 8:30-9, NBC) and Mr. Ace and Jane (Fridays, 8:30-9, CBS). The program will be carried coast to coast by hitchhiking on the entire country.

Benton & Bowles, New York, is the Log Cabin agency.
FOR THE 9TH CONSECUTIVE YEAR
PENN FOOTBALL GAMES ARE
TELECAST OVER WPTZ*

*Again sponsored by the Atlantic Refining Company

As of October 1, sixty-five sponsors are utilizing the facilities of WPTZ to reach the fast-growing Philadelphia audience.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Pa.
CBS-TV affiliation contract with KLEE-TV, Houston's first television station, goes into effect. Making it legal are (l to r) William Schudt, CBS director of station relations; Herbert V. Akerberg, CBS v.p. in charge of station relations; W. Albert Lee, KLEE-TV owner, and Sidney Bolkin, KLEE-TV general manager.

TV plans for WSB-TV Atlanta aired by (l to r) J. Leonard Reinsch, managing director of Cox radio stations; Wright Bryan "Atlanta Journal" editor, John M. Outler Jr., general manager, WSB, WSB-TV.

SPONSOR Colgate - Palmolive - Peet luncheon honors "Can You Top This?" Clockwise: James Reilly, Colgate; Edward Franklin, Newell-Emmett; Peter Dech, Kirkman & Son; F. S. Drinke, Colgate; Joe Laurie Jr., of program; William Hartman, Kirkman; W. Wilson m.c.; R. Parman, Ted Bates Inc.; S. Jaffe, W. Rydell, N.E.; H. Hirschfield, W. Kearns, Bates.

MBS outlet, WGST Atlanta, Georgia Tech station, celebrates its new Mutual affiliation with dinner for Edgar Kobak (third from left), network president. Among those attending were (l to r) Joe Westbrook, Pope Brock, Frank Sprattlin, Dr. Raymond Puty and Jack McDonough, member of radio committee of Board of Regents, Georgia Tech.

SNAPPED off almost to the base, the 152-foot self-supporting steel tower of WKWF Key West lies sprawled on the ground, blown over by the recent hurricane that roared over the Keys. Only 20 minutes after the tower collapsed, the station was back on the air with an emergency antenna.

AS WBAP-TV Fort Worth takes to the air, Amon Carter (standing), WBAP president, inaugurates the service. Waiting to take their place on the screen are (l to r), seated: R. C. Stinson, WBAP engineering director; George Cronston, manager, Harold Hough, station director. President was televised first day.

WARM WELCOME goes to Senor Manuel Lopez Diaz (r), owner and manager of XEAV Guadalajara City, from Clemente Serna Martinez, head of Radio Programas de Mexico. XEAV has just joined RPM as an affiliate.

CLINTON Clothes will telescast Col'shahn A. C. bouts from Boston Arena over WNAC-TV Boston as a result of this get-together of (l to r) Abe Franks, Clinton president; Linus Travers, WNAC-TV; George W. Steffy, WNAC-TV.

STANDARD OIL of Indiana again becomes sponsor of the football "Game of the Week" over KMOX St. Louis, as Carter Ringlep (l), KMOX and R. W. May, Standard Oil of Indiana, plan the ten-week Midwest games.

TRANSFER of KFBI Wichita to new owner, KFBI Inc., was witnessed by (l to r, seated) J. Wirth Sargent, attorney; Marcus L. Lohnes, radio attorney; Robert L. Leubengayer, chairman of KFBI board; (standing) Clem J. Rondau, KFBI Inc. president; Kay Pyle, treasurer; Sidney Harris, Harris newspapers; Howard Lane, KFBI executive v.p. and director of Marshall Field stations; John Harris, Harris newspapers.
Adaptation of the point-of-sale commercial device, the Flash-O-Graph, was used on video for the first time Sept. 25 by WLWT Cincinnati during the first of the U. of Cincinnati home football games sponsored by the Dodge Dealers of Greater Cincinnati.

The Flash-O-Graph, originated by the New York corporation of that name as a display piece, is a small metal box containing lights and a punched tape moving in front of them to spell out a sales message. It operates on the same principle as that of a flashing news sign. It was adapted for use by Fran Harris, television director of Ruthrauff & Ryan, Chicago, who terms it “a champagne commercial at a beer price.”

To advertise the Dodge car, Miss Harris used two of the machines, one with the message, “See your Dodge dealer—the smoothest car afloat,” and the other with “Presenting University of Cincinnati football games.” Under each of the miniature signboards there appears a small scale model of the 1948 Dodge. WLWT cameras moved from one sign to the other, giving a continuous sales message.

FEDERAL BAN

Proposed Shrine Rule May Draw NAB Ire

PROTEST may be made by NAB direct to Secretary of the Interior Julius A. Krug over a department plan to impose prejudicial rules governing broadcasts from national parks and shrines.

On the Secretary’s own authority, the proposal would regulate material based on national parks. The rule would apply only to radio newsmen, and not to those from other media.

Objection has been made to the rule on the ground that it was drafted within the department without hearing the industry’s side of the story. Since it would impose very special rules on broadcasts from parks, and require cumber-some and costly technical steps, the department has been told, informally, that the whole situation is contrary to usual administrative procedure.

Department officials have stated that if broadcasters don’t like any rule, they can squawk. They have implied that the industry was given the opportunity of protest, but the proposed rule is completely unrealistic because it doesn’t take into account the operating techniques of the broadcast industry.

National Park Service and department executives have refused to give broadcasters a chance to study the rule. At the same time, they have refused the fact that the rule is one of negative regulation. The broadcasters are told that they must decide how to operate the parks through broadcasts and a desire to have pleasant relations with the industry.

NAB President Justin Miller has testified that the facial issue of the case and has ordered an investigation to decide what form a protest should take.

The proposed rule grew out of action by a Washington Monument guard last July, when WTOP in Washington sent a special event recording team to the Monument to help promote an anniversary celebration. The guard refused to let the crew enter the Monument on the ground that the purpose of the visit was to get material for commercials by the program.

The program, titled City Desk, is a local news show, sponsored by Shell Oil Co. Maurice B. Mitchell, now at head of NAB broadcasting, and at that time manager of WTOP, protested to Secretary Krug. The National Park Service replied that it was required to protect the dignity of national memorials and keep them free from commercialization. It refused to concede that imposition of bans on radio without restricting other media would be.

Under the proposed rule, broadcasting of public events would be permitted from national memorials:

(1) if the program originates on the grounds but the commercial is read off the grounds; or

(2) if recorded programs contain no middle commercials (station breaks are not considered commercials).

Department officials did not appear impressed by the argument that the proposed rule would cut out only a few feet from the microphone. They countered with the argument that they would not allow a newspaper to set up a printing press at a shrine to disseminate news.

Several weeks after the Monument incident, the Park Service said that WTOP was ejected from the premises because its crew lacked in the grounds for permission. The station was not allowed to take over. This claim was not made to the crew, nor to Mr. Mitchell, at the time of his protest.

Department officials say the proposal will not differ from present unwritten policy. They concede only a few instances have occurred where broadcasters have attempted to broadcast shrines with programs obviously in bad taste, but point to awful things that could occur.

Martin Food to Sponsor 8 More Midwest Shows

MARTIN Food Products Inc., Chicago, through Morris F. Swaney agency, same city, is planning sponsorship of eight radio shows in as many Midwest markets early in the year. Jams, jellies and preserves, mainder women’s participation type. A. G. Bishop is the Swaney account executive. Heftened Midwest promotion is handled by Y. (Van) Pinkerton, field manager, former managing director of the Preserve Industry Council, who is new director of sales and advertising for Martin. He has held executive positions with Stella Cheese Co., Chicago, Good Housekeeping magazine and Northern Paper Mills, Green Bay, Wis.

Commercial

ID ADLER, account executive for SWHL Hemingstead, L. I., and its FM subsidiary, has been appointed New York City representative for those stations.

SUSAN ORMSBY has joined KFUN Las Vegas, Nev., as commercial manager. She has been general manager of KTBL Tacoma, Wash.

R. C. (Dick) KENDRICK has joined KSD, Columbia, Mo., as promotion manager. Mr. Kendrick was former national advertising manager with Atlanta “Con- stitution.”

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HARLOW WILCOX has replaced FRANK MARTIN as announcer on CBM "Suspense.

DAN SCHIFFMAN has joined continuity department at ABC's Central Division. Former teacher at U. of Iowa, Mr. Schiffman worked at university station, WSCC, as head of continuity and assistant program manager.

PAUL M. ENRIGHT has been appointed to ABC Central Division's production staff after working as staff producer for NBC Chicago.

H. Z. PALMER has been promoted to assistant to program director of Trans-Canada network of CBC Toronto. He was previously program administrative officer of CBC at Toronto.

BILL ROGERS has resumed his position as announcer on "Bill Henry," Mutual news program (Johns-Manville), in addition, he will freelance. Mr. Rogers previously was with CBS.

JACK BURGES, formerly with WATV Watertown, N. Y., has joined WOAT Utica, N.Y., as staff announcer.

LEE ARCHER, formerly with Carter Adv. Agency, Kansas City, has joined WETB Johnson City, Tenn., as continuity chief.

DON HERBERT has resigned as radio director of Community Fund in Chicago to work with BNE Park as assistant producer of Park's new WMAG Chicago show, "Your Life," which started as ABC's sponsor. Mr. Johnson and Johnson (medical supplies).

BOB BROWN has joined WMDM Atlantic City, N. J., as disc jockey. He will feature on two afternoon disc jockeys.

PAUL CLARKE, announcer of WMT Cedar Rapids, Iowa, has been appointed public service director.

JACK STECK, program director of WFTI Philadelphia for three years, has been named manager of programs and production for WFTI-TV. HERBERT K. NORTON will continue in program director for WFTI-TV. Mr. Steck has been producing and enunciating "Swap Shop," semi-weekly television show. He also is producer of new "Features for Women" program on TV, sponsored by "The Philadelphia Inquirer.

JACK GELZER has been appointed program director of WKBW Buffalo, N. Y., Mr. Gelzer has been associated with local radio for past 12 years, holding position of chief announcer for Buffalo Variety Club until 1947, when WKBW was acquired by its present owners, WKBW Inc. At this time he filled position of assistant program director. Mr. Gelzer succeeds PAUL MARTIN, who has resigned to join advertising agency.

Mr. Gelzer

PAUL SHANNON has succeeded CARL IDE, resigned, as announcer on KDKA Pittsburgh, "Sunday Suppertime" program at 6:30 p.m.

BILL HARKEY, production manager of KTOP Topoka, Kansas, is the father of a boy.

BILL FOX, former program director at KBOO Bremerton, Wash., for past two years, has joined announcing staff of OKXW New Westminster, B. C

NORMAN FELTON, NBC production director, returned to Los Angeles after completing nine-week course in New York in preparation for the opening of WGN, NBC's Chicago TV station.

EDWIN A. STERN has been appointed continuity editor of WWDG Washington.

JEAN PAUL KING, director of musical shows at WMOM New York, has rejoined from production staff, effective Oct. 12, to free-lance in radio and television production.

ROD O'CONNOR, NBC announcer, is the father of a girl.

BOB PURCELL, narrator of ABC's "Californian Caravan," has been signed for a role in master of ceremonies in the forthcoming movie, "Barclay's Broadway." DICK JOY, co-owner of KCMJ Palm Springs, Calif., and long-time sportscaster, has been signed as announcer on CBS' "Spotlight Revue." JOHNNY STILL, producer of "The Lunchtime" program on KXW Philadelphia, has been joined by his father, B. D. Lawrence. A. W. LINDSAY has left commercial staff of WOKY Oklahoma City and returned to WOKX Millersville, Pa., as program manager. Previously, Mr. Lindsay was producer of Variety Shows and San Francisco, program manager for WOKY, present affiliation.

A. E. STERN, program manager of WAFS Atlanta, will appear on "Pilgrim River," currently being filmed by Dr. Balaban.

JEAN O'TOOLE, former program director at WMAR Baltimore, has joined CBS network production, as producer of "People on the Street" in New York.

JEAN GREER, former program director at WJZ Baltimore, has been promoted to CBS network production, as producer of "People on the Street" in New York.

LOIS LEONARD, announcer at WJRP Detroit, has resigned to walk Detroit, as new "Downbuster," early morning disc jockey.

WOODS TO DISCUSS TV ON ABC'S FORUM SHOW

MARK WOODS, ABC president, will take part in tomorrow night's (Oct. 12) "Town Meeting" on "Air broadcast on ABC's AM and TV networks, as a member of a panel to discuss the topic, "How Will Television Affect the Motion Picture Industry?"

Other panel members will be Robert C. S. Land, stage and movie producer-director; James H. Carmine, executive vice president of Phi Beta Corp.; Paul Rainbird, vice president of Paramount Pictures and president of Television Productions, and Walter Abel, actor and chairman of the Screen Actors Guild Television Committee.

Broadcast on ABC and its predecessor, the Blue Network, for 14 successive years, Town Meeting is a cooperative program with various sponsors on individual ABC stations. Last week, with the beginning of the 1948-49 season, the program announced its new affiliation with the NBC Blue Network. As part of its program, a special 30-minute "Television News" show will be transmitted to all ABC and NBC Blue stations.

An hour long program, Town Meeting originates at Town Hall, New York, with George V. Denny Jr., Town Hall president, as moderator, and is aired Tuesday, 8:30-9:30 p.m. Last week's broadcast was preceded by a special quarter-hour TV program on WJZ-TW in which Mr. Woods, Murray Grabhorn, ABC vice president and manager of WJZ and WJZ-TV; Jacob Lichtenstein, president, Modern Industrial Bank, and Mr. Denny heralded the program's debut as a weekly video feature.

Courses in Radio and TV Planned by N. Y. Ad Club

FIVE courses in radio and one in television will be given by the radio clinic, sponsored by the Advertising Club of New York. F. P. J. James, ABC vice president, directs the clinic.

Topics, dates and instructors are:

Feb. 21, "Audience Measurement," BMB.

Feb. 24, "Radio Programming," R. Erickson, Young & Rubicam.

Feb. 28, "Time Buying," C. M. Midgley, CBS.

March 3, "Commercial Radio Writing," Joseph A. Jenkins, NBC.

March 7, "Audience Promotion and Merchandising," F. Carleton McVarish, MBS.

The "Connections" annual convention of the American Advertising Federation will be held in Washington, D.C., March 24-28, with the theme, "Radio: The纽带.""The program will feature a variety of speakers and panel discussions on topics relevant to radio advertising.
STEFFY NOW ON BOARD OF YANKOE NETWORK

GEORGE W. STEFFY, vice president of the Yankoe Network, has been elected to the board of directors. He will carry out the operations of Yankoe in the absence of Louis Travers, appointed a vice president of MBS [BROAD-CASTING, Oct. 4].

Mr. Travers is remaining with Yankoe on the board while serving with Mutual, of which Yankoe is a 20% stockholder. Yankoe has just renewed its affiliation contract with MBS, of which it is the New England regional representative.

Mr. Steffy entered radio in the fall of 1927 when, as he was starting his college work, he joined WEAN Providence as a control board operator. After graduation from Providence College in 1929, Mr. Steffy was transferred to the engineering staff of WNAC Boston. With a background of the technical end of the business, he turned to production.

Mr. Steffy became production director for WNAC in 1936 and was later appointed to the same post for the entire Yankoe Network in New England. In 1944 he was elected vice president in charge of operations for the Yankee Network. He is supervising all program activities at WNAC-TV.

RTDG Issues Statement Upholding Ex-President

RADIO and Television Directors Guild last week issued a statement reaffirming its faith in William Sweats, its former president, as "a leading, highly-honored, and valuable member" of the union's local and national boards. A letter from RTDG disclosed that Mr. Sweats had resigned from the presidency as a matter of principle rather than as a non-Communist affidavit, which most of the other members of the national board had signed voluntarily.

The Guild's latest statement expressed the union's "deep regret" at Mr. Sweats' resignation, and outlined a four-part resolution adopted as a result of his action. This resolution, "vigorously condemned" the Taft-Hartley Law, "unanimously recognizes and upholds" the right of Mr. Sweats not to sign the non-Communist affidavit; approves the actions of the national board members who voluntarily signed the affidavits, and declares that the RTDG has "closed ranks" and will continue to negotiate for freelance writer contracts "with full vigor."

Five new members were admitted to NTJA: Board of Governors, Ten Club and nine to Ten Year Club at annual tea and Thirty Year Club dinner held recently at Beverly Hills Hotel, Beverly Hills. The MAX members were MAU BAUMAN, LESTER D. CULLEY, EVELYN V. HAMLIN, RAY HARDEN, RAY JENNINGS, FRIECE. Ten year veterans are GUS BANSEY; WALLACE B. H. OAKES, WILLIAM CARTLAND, HELEN MURRAY HALL, VAN E. NEW- MAN, O.B. H. WILKINS. Total for both clubs now stands at 75.

Peron Tries Gag On Correspondents

PRIVILEGES REVOKED TEMPORARILY FOR PERIOD OF 12 HOURS

PERONISTA gag tactics were used for a short period Oct. 2 on five foreign correspondents in Argentina, including Herbert Clark, BROADCASTING writer. Mr. Clark became a government target last July after dispatching factual accounts to this magazine, deploiring Argentina's lack of freedom of speech in the radio field. [BROAD-CASTING, July 26].

The muzzle was applied upon the five correspondents, four of them American citizens, through revocation of their press credentials and privileges to file dispatches. All commercial cable and wireless companies were instructed to refuse dispatches from the five newsmen and women, all of whom had purportedly contributed to the "bad press" Gen. Peron was receiving in the U.S. and other democratic nations.

After 12 hours, the Peron government temporarily lifted the ban without explaining either action. A definite decision is expected soon. Correspondents affected were Joseph F. McEvoy, AP; Milton Bracker, chief South American correspondent of the New York Times; his wife, Virginia Lee Warren, also a Times correspondent; Jorge Arrsta, a Uruguayan who is chief of the Reuters bureau in Buenos Aires, and Mr. Clark, who is also correspondent for the American Broadcasting Co., New York Daily News, Chicago Sun Times, Buffalo Courier Express and London Daily Telegraph.

Mr. Clark fell into disfavor with the Peron government when he reported to Broadcasting a resolution adopted by the Inter-American Assn. of Broadcasters at their Buenos Aires convention last July, deploiring the Argentine government's pressure on and control of radio.

His dispatch to Broadcasting was delayed after it had been removed from the mails and printed in Peronista newspapers with attendant charges of a "conspiracy" against Peron.

The mail-marauding became an international incident and Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Interstate and Foreign Commerce Committee, with Sen. Ernest W. McFarland (D-Ariz.) demanded, in a letter to the State Dept., an explanation of what steps were proposed to avoid a recurrence.

In a letter to the legislators, Secretary of State George C. Mar- shall wrote a diplomatic close to the incident. Secretary Marshall said U. S. Ambassador James Bruce had been assured by Ar- gentina's Foreign Minister that "the Argentine government was not contemplating sanctions against Mr. Clark." [BROADCASTING, Sept. 20].

The State Dept. is now awaiting a reply from the American Emb- assy in Buenos Aires giving a "full account of the latest develop- ment, involving 4 of the 12 U. S. correspondents in Argentina.

TOP TALENT FORUM

KLIX Show Features Senators

UNUSUAL SUCCESS in attracting top talent as participants in its KLIX Forum is reported by KLIX, 250-w ABC outlet on 1340 kc at Twin Falls, Idaho.

Two U. S. senators and a candidate for the Senate appeared on one of the recent KLIX Forum shows, and all of them made special trips to Twin Falls for the purpose. They were: Sen. Glen Taylor, Progressive Party vice presidential candidate, who won his Senate seat as a Democrat; Sen. Henry C. Dworshak (R-Ihaho), and Judge Bert Miller, justice of the Idaho Supreme Court, Democratic candidate for the Senate.

Moderator of KLIX Forum is Juneau H. Shinn, the station's sales manager. The program is heard Tuesday nights, preceding ABC's Town Meeting of the Air.
The two partners, as their desk-signs show, are WOWO and WOWO-FM... now offering complete duplication, from 5 AM until 1 AM, in one of the richest market-areas in the Midwest.

And how these partners keep things moving!

Every recent Hooper survey shows WOWO programs far ahead of competition. And, according to storekeepers, WOWO promotions really keep merchandise rolling over counters throughout the area.

How big is this area?

Consult BMB and you’ll see that WOWO reaches 573,300 listener-families in 59 counties. And WOWO-FM, whose 504-foot antenna tower is Indiana’s tallest structure, brings FM broadcasts to listeners in a 16,000-square-mile area in three states!

Put these partners to work for you! Get two coverages for the cost of one! Consult NBC Spot Sales, or the WOWO Sales Department.
Three Beauties of the Deep South

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**

**NEW ORLEANS**

A DEPARTMENT OF LOYOLA UNIVERSITY

**WWL PRIMARY NIGHT-TIME COVERAGE**

2,000,000 RADIO HOMES

50,000 WATTS - CLEAR CHANNEL

CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.


**POPULATION**

**Pacific Coast Gains 45.3% Since '40**

AMERICA's high post-war birthrate, and equally large migration figures, have combined to produce some startling changes in population figures, according to the latest 1948 population estimates published by the Bureau of the Census.

The Bureau estimates that the Pacific Coast area has gained 45.3% in population since 1940's census, while the national gain has been 11%, or 131.6 million to 171.6 million persons.

No region has lost population. However, states have turned up with an estimated net loss in population for the eight-year period.

estimates are: North Dakota, South Dakota, Nebraska, Kansas, Missouri, Arkansas and Montana. These predominantly rural states showed a net decrease in population ranging from 12.6% for North Dakota to 0.9% for Kentucky.


california's increase of more than three million persons was the largest gain in the period. Other states with a large increase are Michigan, 930,000 persons; New York, 907,000; Ohio, 891,000, and Texas, 815,000.

Oregon showed the largest percentage gain of 49.2%—while Connecticut, New Hampshire, New Jersey, Ohio, Indiana, Michigan, Delaware, Maryland, District of Columbia, Virginia, Florida, Texas, Arizona, Utah, Nevada, Washington, Oregon, and California all showed a gain of more than 11%—the national average.

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**CONGRATULATIONS** are extended to Marcellus M. Murdock (II), KFH executive vice president and publisher, "Wichita Eagle," by Fred Carlson, governor of Kansas. Occasion was inaugural broadcast of KFH-FM on which Gov. Carlson delivered the opening greeting to listeners.

**NARND Announces Topics for Panels**

Wide Coverage Planned for Small Station News Departments

A PANEL on problems of small station news departments will be featured at the annual convention of the National Assn. of News Broadcasters. The meeting will be held in St. Louis, Nov. 12-14, according to Soren Munkhof, news director of WOW, convention program chairman.

Fred Hinshaw, news director of WLBC Muncie, Ind., will preside over the small station panel. Discussion will be based on a booklet, Tips for Small Station Newsrooms, which Mr. Munkhof says the small stations committee hopes to distribute at the convention.

Paul Ziener, news director of WKBH La Crosse, Wis., will cover "Special Methods of Municipal Reporting," followed by Michael Hinn, news director of WSKY Madison, Wis., on "The State Capitol Newsmen." Bill Thompkins, news director of WROQ Albany, will discuss "Public Relations for the Newly-Established Radio News Department." Also on that panel will be F. O. Carver, news director of WJSJ Winston-Salem, N.C., speaking on "Radio News-Telecasting Cooperation."

Invitations to attend the convention also have been sent to deans and directors of major journalism schools. John Hogan, NARND president from WCHS Portland, Me., explained that it is the feeling of NARND that the organization must work closely with the schools of journalism.

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**Batteries Gets Award**

ROY BATTERSBY, NBC-TV publicity writer, has won a $500 "Pall Mall Journalism award" offered weekly on The Big Story program (NBC, Wed. 10-10:30 p.m.) for dramatic rights to the story of a murder he helped to solve while on the staff of the New York Herald Tribune. His story will be heard on The Big Story show this Wednesday night, Oct. 13.

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**Testimony Reprint Gives News Rights**

**Vadeboncoeur Booklet Stresses Legal Protection Need**

BROADCASTERS must act aggressively to secure the same legal protection accorded newspapermen, E. R. Vadeboncoeur, vice-president of WSB and chairman of the NAB news subcommittee, writes in the foreword to a booklet reprinting his testimony before the Law Revision Committee of New York.

The state legislative body is considering a bill to provide newspapermen protection of news sources. Mr. Vadeboncoeur appeared before the committee last spring to urge inclusion of radio in the bill.

Eleven states grant protection to newspapermen, he says. These are Alabama, Arkansas, Arizona, California, Indiana, Kentucky, Maryland, Montana, New Jersey, Ohio and Pennsylvania. They are protected from requizes for refusal to divulge a newspaper source. Radio, however, is completely ignored in these states.

**Maryland First**

First state to pass a newspaper privilege law was Maryland. This occurred in 1896, when there were no radio stations, says Mr. Vadeboncoeur. The statute has been copied by 10 other states. The Arizona law may apply to radio, since it includes the phrase "engaged in newspaper or periodical work."

The Law Revision Committee of New York invited Mr. Vadeboncoeur and Michael R. Hanna, WJLU Director, to testify. They asked for amendment of the bill to cover radio.

"It is high time that radio newsmen who have richly earned equal rights and dignity with newspapermen," Mr. Vadeboncoeur writes, "should be barred a serious discrimination against them that has its roots in a law written before commercial radio was born and which is perpetuated only by others and neglect on our own part."
NOW...the 22E

Western Electric portable speech input equipment with Cannon plugs

WESTERN ELECTRIC'S popular, time-proved 22D Portable Speech Input Equipment is now also available in a new version—the 22E—which is equipped with Cannon P3-13 microphone receptacles.

The battery facilities of both the 22D and 22E have been redesigned to accommodate present-day plate and filament batteries. The plate batteries now give twice the operating hours possible with earlier types.

Of course, the 22E retains all the familiar features of its famous predecessor—compactness, easy portability, highly efficient performance, ease of use, rugged construction. Get the facts from your Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

Western Electric

The 22D and 22E provide complete amplifying and control facilities in two convenient units: Amplifier-Control unit with carrying case (top); and separate carrying case with space for rectifier, batteries and cords (center). Cannon P3-13 microphone receptacles (bottom) are a feature of the new 22E.
VA'IETY called it “the most star-studded sequence of programming ever to hit the air”... Six solid nights of magnificent entertainment as all segments of the entertainment industry, from New York to Hollywood, joined in “SALUTE TO WMGM” as M-G-M's own station dedicated its million-dollar new Fifth Avenue studios. We will never forget those wonderful evenings (Sept. 15-22) when so many great personalities graced our studios and our airwaves. So, to all these individuals and organizations, for lending their talents and their tributes in a perfectly swell send-off, we take this means to say, “THANKS A MILLION!”

WMGM says “Thank You”

Harold Adamson
Afra
Fred Ahlert
Morey Amsterdam
Hal Marc Arden
ASCAP
Jan August
Earl Bailey
Red Barber
Blue Barron & His Orchestra
Barry Sisters
Eileen Barton
Count Basie
William Bauer
Richard Beavers
Al Bernie
Bill Berns
The Billboard
Ray Block
Block & Sully
Ed Bobley
Broadcasting Magazine
Norman Brokenshire
Edwin Bruce
Arthur O. Bryan
Gene Buck
Frank Burke
Ward Byron
Paulina Carter
Nelson Case
Leo Cohen
George H. Combs, Jr.
Sarah Palfrey Cooke
Alan Corelli
Staats Cotsworth
Rosalind Courtwright
Commissioner Wayne Coy
Vic Damone
Deep River Boys
Kenny Delmar
Delta Rhythm Boys
Eugene Denovi
Connie Desmond
Johnny Desmond
Governor Thomas E. Dewey
Howard Dietz
Peter Donald
Nancy Donovan
Larry Douglas
Morton Downey
Cathy Downs
Jimmy Durante
Leo DuRocher
Fanchon & Arnold
Frances Faye
Leonard Feather
Ernie Felice Quartet
Parker Fennelly
Benny Fields
Irving Fields Trio
Jack Fina & His Orchestra
Dick Fishell
Walter Florell
Henry Folberg
HeLEN Forrest
Four Tunes
Mort Frankel
Jerry Franken
Sylvia Froos
Sarah Fussey
Ben Gage
Moe Gale Agency
Frank Gallop
Tess Gardella
AVA Gardner
Betty Garrett
General Artists Corporation
Georgia Gibbs
Marty Glickman
Golden Gate Quartet
Benny Goodman & His Sextet
Morton Gould
Paul GovernaLI
Wardell Gray
Lanny & Ginger Grey
Ferde Grofe
Johnny Guarnieri
Connie Haines
Cliff Hall
Fred Hall
Oscar Hammerstein
W. C. Handy
Radie Harris
Joy Hathaway
Bob Hawk
Erskine Hawkins & His Orchestra
George Heller
Art Henley

The Radio Station of Metro-Goldwyn-Mayer

50,000 WATTS 1050 KILOCYCLES CLEAR CHANNEL  •  WMGM-FM 18,000 Watts 100.3 MC. Channel 262
It Took CENTURIES to Make This a Rich Market for Alert Advertisers

More Than Half of the Nation’s Coal* Is Produced in This WWVA Coverage Area

Nature endowed this four-state area of Western Pennsylvania, Eastern Ohio, West Virginia and Virginia with untold riches in the coal that turns the wheels of industry—that furnishes heat, power and light for countless millions.

Day and night thousands of men are busily engaged in mining these Black Diamonds, in hauling them by river, rail and highway. The weekly earnings in the mining and its dependent industries are at an all-time high—which means plenty of spendable dollars for alert advertisers.

With one station, one cost, one billing—with WWVA you can reach this four-state heart of the soft coal industry; with WWVA’s friendly programming you can make sure your advertising message reaches into the homes and hearts of the people who make this mining industry great.

For there are more than eight million people in this area, and they spend Four and One-Half Billion Dollars Annually in retail sales outlets. Ask an EDWARD PETRY Man about this great WWVA area.

*Bituminous, that is!

WWVA
50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
THE LATEST WCKY STORY

RECOGNITION---by THE AUDIENCE

More people listened to WCKY in the first 8 months of 1948 than in any like period in the history of the station.

From 8 AM to 8 PM—WCKY had the highest Cincinnati ratings in its history—ratings exceeded by only one Cincinnati station.

Here is Pulse, Inc.’s findings from November 1947 through October 1948 (totalling 41,000 interviews, the largest and most complete survey ever made in Cincinnati), 8 AM to 8 PM, Mon.-Fri.:

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<th>Share of Audience</th>
<th>WCKY</th>
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From 8 PM-12 Midnite—In the first 9 months of 1948, the WCKY Jamboree pulled the greatest volume of direct mail sales—611,890 proofs of purchase—all from “WCKY-Land”. A mail count 28% greater than the same period in 1947.

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

RECOGNITION—by ADVERTISERS

More National Spot and Local Accounts used WCKY in this period than ever before—as indicated by the following partial list of leading accounts, which moved goods in Cincinnati and "WCKY-Land" through WCKY:

- PROCTER & GAMBLE
- CAMEL CIGARETTES
- CHRYSLER DEALERS
- LADIES HOME JOURNAL
- CORONET MAGAZINE
- FORD TRACTOR DEALERS
- CINCINNATTI GAS & ELEC. CO.
- BAVARIAN BREWING CO.
- KOOL CIGARETTES
- VIRGINIA DARE WINES
- ALMS & DUSEK DEPT. STORE
- PARAMOUNT PICTURES
- BLOCK DRUG CO.
- PARKVIEW MARKETS
- PLOUGH SALES CORP.
- BRUCKMANN BREWING CO.
- FARR BROS. APPLIANCE DEALERS
- CHURNGOLD MARGARINE
- TAYSTEE BREAD
- GRENNAN CAKES
- BC REMEDY CO.
- MGM-LOEW'S PICTURES
- MUSTEROLE
- MARIEMONT LAUNDRY CO.
- DR. CALDWELL'S SYRUP OF PEPSIN
- NEW ENGLAND CONFECTIONERY CO.
- BULOVA WATCHES
- COLGATE DENTAL CREAM
- CONTINENTAL BAKING—WONDER BREAD
- ANACIN
- MUeller MACARONI
- HALO SHAMPOO
- 4 WAY COLD TABLETS
- ROMAN CLEANSER
- EX-LAX
- AJAX CLEANER
- FREEZONE
- DOAN'S PILLS
- PETER PAUL MOUNDS
- TINTEX
- FATHER JOHN'S
- STILLE & DUHLMIEIER FURNITURE CO.
- RICHMAN BROS. CLOTHING
- FELDMAN FARM & HOME CENTER
- HARTZ MOUNTAIN PRODUCTS
- CONSOLIDATED DRUG CO.
- CHEF BOY-AR-DEE SPAGHETTI
- JAMISON MOTORS
- KAY FURNITURE CO.
- NATIONAL CARPET CO.
- SCHUERMAN AUTO SALES

WCKY—50,000 WATTS OF SELLING POWER
24 HOURS PER DAY

Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St.
New York City.
Phone: Eldorado 5-1127
TWX: NY 1-1688
Editorial

Sharp-Edged Tool

WITH THIS issue, Broadcasting subscribers receive their 1948 MARKETBOOK. It contains the latest authenticated and comparable data, city by city and county by county for the United States and Canada.

The material, gathered for the first time in a single volume, is dedicated wholly to the business of broadcasting. The many changes that occurred in population, earning power and habits during the war years and in the years since its end are paralleled by the changes in radio itself.

No need to present again in detail here what those changes have meant. Enough to say that there are now 2,000 AM stations on the air, 650 FM's and the TV total of under 50 is measured by impact, not number.

Resulting from this, inevitably, is the quest for new business. The new outlets must have the wherewithal. The days of sitting back and letting advertisers scramble for the available time slots is past.

The MARKETBOOK is intended as another tool with which to work. Our hope is that it proves an efficient and sharp-edged tool that fits the hand to which it has been molded.

Needed: A Salesman

ADVERTISING, statistics, in king-size doses, are being released at this season. Current reports show a record year (1) for broadcast time sales and (2) for printed media. The gross figures look good. The net: ask the man who owns one.

Radio, unlike the newspapers or the magazines, has experienced an abnormal period of change since the war's end. TV and FM and the nearly doubled number of standard stations have brought radio vexatious risks and complexities. The publisher must move, but is limited only to newspaper capacity. All media have felt the inflationary spiral.

Despite the uncertainty, radio shows another 7.4% indicated increase in time sales, according to NAB estimates. It is about equal to the increase of 1947 over 1946. NAB estimates the year's overall gross at $383.8 million against $349 million.

On the basis of the first eight months, NAB's study shows national spot sales gaining the most ground in the radio family, rising 19% over last year. The network time sales will turn in a plus figure of about 6%. Local business, outstanding gainer in 1947, will increase this year too, but at a modest 6% compared with 16.6% last year.

NPA's Bureau of Advertising reports a banner year for newspapers, with news record of near 1.1 billion dollars indicated for 1948. Back of that is an unprecedented promotion campaign, incubated during the years of the war-time shortages, and unleashed as soon as the lid was off on paper-rationing. The magazines followed suit. Radio, we're told by some of the buyers, was smug and complacent, riding on its pre-war laurels—and results.

Until radio was a sort of glamour-puss among the advertising media. It has gone a long way on momentum—and some sweat. Ten years ago radio received one local advertising dollar for every 10 placed in the newspapers. In 1948 it is less than five to one. With TV adding the visual appeal, the handwriting becomes clearer.

And with TV, another problem arises. At this stage too many advertisers and agencies lump in TV with sound broadcasting. It's part of the same budget. What goes into TV, in all too many cases, comes out of the sound budget. The advertiser has a freedom of choice that he has never had before. He is besieged with newspaper, and magazine presentations. He knows something about radio, and he may be entranced by television. He hasn't had the same sort of promotion before.

What radio needs is a million dollar salesman. It has the goods, but it isn't being merchandised. There are plans afoot. Watch this space.

To Freeze—To Preserve

CONTRARY to all the usual implications of such a procedure, the temporary freeze which FCC has imposed upon television applications is stabilizing and reassuring and should be welcomed.

The primary objective of perfecting television's technical standards is adequate justification for the move. More than that, the decision should remove much infection about the permanence of the present channels. As Chairman Coy pointed out, the Commission would hardly go to such lengths to improve a band of frequencies which it planned to abandon in the near future.

Broadcasters and set-buyers alike, then, are given more cause for confidence in their low-band investments. Orderly development is thus promoted.

Naturally there is disappointment among pending applicants. Their plans will be delayed by six or nine months or perhaps a year, while the decisions on standards are being evolved. Our answer to that is the answer we gave weeks ago when, almost along, we considered a freeze proper and inevitable. "This possible hiatus is a small price to pay for future stability," we wrote in mid-September [Broadcasting, Sept. 29]. Consider what the upheaval would be if FCC continued licensing and then, a year from now, changed standards and allocations.

If FCC accepts the argument that co-channel stations must be separated by more than the 150-miles provided (in some cases) under present policy, the number of assignable channels naturally will be reduced. Applicants who can be given grants will be correspondingly fewer. Those who do win construction permits are usually stations with large interference-free service areas than they would have otherwise. Those who fail can still look to the 475-890 mc band.

It may be that this upstairs band, now under study, will be opened in time to affect channel distribution in the present band. Certainly in the last analysis the possibilities of the two bands must be considered together.

We freeze not to smother growth, which is all-destroying doom, of course. But television is not doomed. Thirty-seven stations are on the air, half a dozen others are almost ready to commence, and 80 others have been authorized and are in various stages of construction. None of these are frozen. If some permittees choose to take a wait-and-see attitude, that will be understandable—as Chairman Coy seemed to recognize—and it will not stop the art.

The march of television will continue. Operating stations that are a growing public will see to that. Freeze or no freeze, there are the World Series, professional and collegiate football games, political campaigns, spectacular weather and Christmas and countless other events of special appeal, aside from television's rapidly expanding regular fare. The bald fact is that television can't be stopped now by any act of man. short of absolute sabotage.

(Continued on page 49)

BROADCASTING • Telecasting

Our Respects To—

MAJ. GEN. FLOYD LAVINIUS PARKS

"DON'T FORGET RADIO, and run fast to catch up with television." That line has been the constant advice Maj. Gen. Floyd Parks has given to his men both in the Army's Public Information Division and in the field.

Though Gen. Parks has now been transferred to Ft. Shafter, Oahu, as Deputy Commander, U. S. Army Forces, Pacific, he will be long remembered as a Public Information chief who knew his business—and who appreciated the power of radio and the Army's use of that power.

Gen. Parks was in charge of Public Information at Pentagon headquarters from January 1946 to July 24 of this year. He has been replaced by Maj. Gen. Bryant E. Moore, the famed commander of U. S. troops in Trieste.

When Gen. Parks was summoned back to the U. S. from Berlin in late 1945, he brought with him a lot of what the Army calls "savvy." As commander of the First Airborne Army and U. S. Sector, Berlin District, he was a member of the original Allied Kommandatura, the military governing body of the city. Shortly after the first meeting, he was designated Chief Commander of the Kommandatura and was responsible for the inauguration of policies and procedures in the early days of that body.

Almost immediately after the Berlin occupation took place, in July 1945, he went on ABC with Don Coe from what was left of Hitler's Reich Chancellery. Gen. Parks saw to it that the best possible broadcasting sites in Berlin were assigned to the transmitters which went there to handle voice broadcasts to the U. S. From that time on, he never forgot radio and the needs of radio men.

He encouraged radio executives from networks and independent stations, along with editors, to visit the areas of the occupation, so that they could be in close touch with occupation problems. After leaving Germany for the Pentagon post, he urged more than 120 station managers and publishers to trek over ground that only their correspondents had seen before. He wisely saw the fact that by whetting the bosses' appetites for continued news of the occupation, he would insure continued listening posts and correspondents in covering the mission of the Army, and thus keep that mission before the people.

This September the Army started a recruit-
TAKE THE GUESS OUT OF BUYING WITH WOV’S 5 Audited Audiences

No palaver—just honest, down-to-earth facts—known—proven—tested facts, form the basis of WOV’S AUDITED AUDIENCES. The complete story of WOV listeners—where they live—where they shop—what they buy—how much they spend—what they like and don’t like—inside dope to help you select the program best suited to your specific sales requirements.

Here at WOV, the alert advertiser keys his messages to known individuals, not to an unknown mass audience.

We want you to have the knowledge of 5 AUDITED AUDIENCES, each a different group of purchasers; each the result of a penetrating, accurate survey. Get the facts on these 5 AUDITED AUDIENCES today, and...“TAKE THE GUESS OUT OF BUYING!”

Ralph N. Weil, General Manager  •  The Roling Company, National Representative

* WAKE UP NEW YORK with Peggy Lloyd
* 1200 CLUB with Fred Robbins
* BAND PARADE with Bill Gordon
* PRAIRIE STARS with Rosalie Allen
* ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. (More than the combined population of Baltimore and Washington.)
TO THE BROADCASTING INDUSTRY:

Your 1949 YEARBOOK questionnaire is now in the mails. Kindly fill it in and return promptly to us here at Washington Headquarters. Send changes later as they occur.

The 1949 YEARBOOK -- fifteenth in a distinguished series -- will have a guaranteed circulation of 16,500. It'll reach every national and regional agency and advertiser of consequence.

Advertising deadline is Thanksgiving. Write or wire collect your space reservation today.

Thank you.

[Signature]

1949 YEARBOOK

WASHINGTON • NEW YORK • CHICAGO • HOLLYWOOD
HARRY HERSHEYFIELD  
LOUIS HEWARD  
NAT HOLMAN  
LENA HORNE  
BOB HOUSTON  
BOB HOWARD  
WARREN HULL  
TED HUSING  
ED JAMES  
GEORGE JESSEL  
VAN JOHNSTON  
ERIC JOHNSTON  
BEE KALMUS  
IRVING KAUFMAN  
MILTON B. KAYE  
AL KELLY  
GENE KELLY  
CHARLES KENNY  
NICK KENNY  
RADIO STATION KFWB, HOLLYWOOD  
GENERAL JOHN REED  
KILPATRICK  
JEAN PAUL KING  
MURIEL KIRKLAND  
JOSEPH KOEHLER  
ALEX KRAMER  
PHIL KRAMER  
COLONEL O. C. KRUEGER, USMA  
MARIO LANZA  
JOE LAPCHEK  
JACK LATHROP & THE DRUGSTORE COWBOYS  
JOE LAURIE, JR.  
ELLIOT LAWRENCE & HIS ORCHESTRA  
BERT LEE  
GENE LEONARD  
HELEN LEWIS  
BOB LODGE  
CLYDE LOMBARDI  
GUY LOMBARDO & HIS ORCHESTRA  
ART LUND  
FRANK LUTHER  
JOEY LYLE  
HARRY MAIZLISH  
Peggy MANN  
Jack MULLIN  
GIPSY MARKOFF  
FREDDIE MARTIN & HIS ORCHESTRA  
CLEM McCARTHY  
JO ANN McCHey  
JACK McCray  
JIMMY McHugh  
DON McLAUGHLIN  
REGGIE McNAMARA  
MAGGIE McNELIS  
MODERNIERS  
LUCY MONROE  
NANCY MOORE  
ESY MORALES  
NORO MORALES & HIS ORCHESTRA  
BUDDY MORENO & HIS ORCHESTRA  
FRANK MORGAN  
WM. MORRIS AGENCY  
HERB MOSS  
GEORGY MURPHY  
MUSIC CORPORATION OF AMERICA  
JULIAN NOAH  
MARGARET O'BRIEN  
VIRGINIA O'BRIEN  
EILEEN O'CONNELL  
MAYOR WILLIAM O'DWYER  
SANTOS ORTEGA  
PAUL OSBORNE  
LESTER PATRICK  
RED PATTERSON  
RUSSELL PATTERSON  
JACK PEARL  
BEATRICE PEARSON  
LES PETERSON  
GEORGE PETRIE  
MARGARET PHELAN  
MOLLY PICON  
WALTER PIGEON  
PIED PIPERS  
HERB POLEKIE  
JANE POWELL  
JOHN ROBERT POWERS  
ANDRE PREVIN  
GEORGIE PRICE  
RADIO BEST  
RADIO DAILY  
GEORGE RAFT  
WILLIAM S. RAINEY  
Pee WEE REESE  
BETTY REILLY  
DON RICHARDS  
GRANT RICHARDS  
BRANCH RICKIE, JR.  
KEN ROBERTS  
RICHARD RODGERS  
SIGMUND ROMBERG  
PAT ROONEY  
GEORGE ROSEN  
JERRY ROSEN  
MAXIE ROSENBLOOM  
HERB ROSENTHAL  
BARNEY ROSS  
LANNY ROSS  
BENNY RUBIN  
DICK RUBIN  
JANE RUSSELL  
SPEC SANDERS  
VINCENT SARDI, JR.  
MARVIN SCHENCK  
EDITH SCHOFIELD  
ARTHUR SCHWARTZ  
JOHN SEBASTIAN  
HERB SHELTON  
HAZEL SHERMET  
TOOTS SHOR  
BURT SHOTTON  
LOUIS K. SIDNEY  
JAY SIMS  
FRANK SINATRA  
RED SKELTON  
SMITH & DAVE  
THOMAS FREEBURN SMITH  
LT. COMDR. RALPH SMYLE  
LOUIS SOBOL  
SAMMY SOLO  
HESTER SONDERGAARD  
SPONSOR MAGAZINE  
NEWT STAMMER  
LARRY STORCH  
BILLY TALBERT  
SAM TAUB  
DEE'S TAYLOR  
ROBERT TAYLOR  
ARLON TEICHMANN  
THEATRE AUTHORITY  
GLADYS THORNTON  
WALTER THORNTON  
MARThA TILTON  
DICK TODD  
MEL TORME  
BILL TREADWELL  
BOB TROUT  
VARIETY  
MARY JANE WALSH  
BOB WATERFIELD  
DAVID WAYNE  
GEORGE WELLS  
JOAN WHITNEY  
IRENE WICKER  
BILL WILGUS  
ESTHER WILLIAMS  
TERRY WILSON  
WARD WILSON  
LEE WOODS  
EARL WRIGHTSON  
NAN WYNN  
RUDY VALLEE  
GUS VAN  
SARAH VAUGHAN  
ROD VALENTI  
BUDDY YOUNG  
GEORGE ZACHARY  
MEL ZELNICK  

JOEL HERRON and HIS WMGM ORCHESTRA  
RAY BLOCH'S CHOIR, Directed by RAY CHARLES  
CALIFORNIA JUNIOR SYMPHONY ORCHESTRA, Directed by PETER MARINBLOOM  
GEORGE STOLL and THE MGM RECORDING ORCHESTRA  
THE MGM CHORUS  
UNITED STATES AIR FORCES ORCHESTRA, Directed by MAJOR GEORGE S. HOWARD, and THE SINGING SERGEANTS
Now Ready --- 1948-1949 TRANSCRIPTION SERIES

Limited Supply Available Without Cost!

"HOLLAND: TODAY . . . . . . . and TOMORROW!"

"Today is the lens through which the past is projected on the future."
—Woodrow Wilson

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MIRRORED BY JOAN ELLIS AND H. EMORY ELLIS
THROUGH THE COOPERATION AND FACILITIES OF RADIO
NETHERLAND INTERNATIONAL PROGRAM SERVICE (PCJ)
HILVERSUM, HOLLAND—
A 10,000 MILE TOUR OF HOLLAND’S UNUSUAL AND
INTERESTING HIGHLIGHTS!

FOLLOW-UP TO "HOLLAND CALLING"
THIRTY-NINE PROGRAMS
TIMED 14:30 EACH
PRODUCED IN HOLLAND
AMERICAN SUPERVISION
PRESSINGS BY WOR RECORDINGS
CAREFULLY SELECTED VARIETY SUBJECTS
PEOPLE, PLACES, THINGS TO SEE
ADAPTED FOR ALL AUDIENCES
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DOMESTIC BROADCASTING DIVISION
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(A Government Agency of the Netherlands)
**Transfers Approved for WAML, KRJF (FM)**

Two station transfers—KRJF (FM) Santa Maria, Calif., and WAML Laurel, Miss.—were approved last week by FCC.

License of KRJF (FM) is assigned from partnership of Robert K. and Stanworth C. Hancock to John H. Poole for consideration of $14,500. Mr. Poole, Bakersfield, Calif., investor, has an application pending for purchase of KSMA Santa Maria.

The Hankocs, who earlier had disposed of their Santa Maria Daily Times, told FCC they "no longer were able to maintain station losses without newspaper profits. The losses on the FM station, FCC was informed, would total about $27,000 plus operating losses to closing date of the transaction. Operating loss of $13,883 was reported for the period from March 15, 1947, when station took air, to Dec. 31 of that year.

In the WAML case, D. A. Matison Jr. and Harold M. Matison, minor stockholders, each with 11 1/2 shares, acquire control (53.1%) through purchase of 80 shares (41.24%) from their father, D. A. Matison Sr. Mr. Matison Sr. retires and retains interest of seven shares. The sons, in consideration of the stock received from their father, provide him a life annuity of $14,600 per month, which commenced Jan. 1, 1943.

KRJF is assigned Channel 276 (101.2 mc) with effective radiated power of 240 w as Class A outlet. WAML operates on 1340 kc with 250 w fulltime.

**Ziv Offering Hollywood Trip to Contest Winner**

A NEW national contest, grand prize for which is a two-week trip to Hollywood for two, as guests of Ronald Coleman, has been announced by the Frederic W. Ziv Co., New York, producer of the Ronald Coleman Favorite Story package show.

Local sponsors have indicated they will award additional cash

---

**United Artists Firm Entering Television**

UNITED ARTISTS Corp., New York, has announced its entry into the television field as a distributor of films for television on a nationwide scale. The first major film distributing company to take such a step, the new UA television sales department includes the company's entire company branch and sales organization, covering 33 exchange centers in the U. S. and Canada. This is a decentralized system, geared to provide the most efficient service to TV stations, as well as to advertisers and their agencies, in program material on film, according to John H. Mitchell, newly appointed director of television sales.

UA television already has begun building a full film library, comprising both full-length features and a wide variety of short subjects, for video use, Mr. Mitchell said. Paralleling the company's operation in the distribution of motion picture films for theatre use, the video sales service will operate on a distribution fee basis, he explained. The company will handle films made by independent producers, as well as its own material.

A veteran in the field of sound broadcasting, Mr. Mitchell entered radio with Erwin, Wasey & Co., where he handled every detail of radio programming from idea to script to production to timebuying. He spent five years with MBS, where he organized the sales service department and was sales service manager when he left for war service with the Navy. After the war he joined Homel International Inc., investment syndicate.

and merchandise prizes amounting to $15,000, and will spend approximately $27,000 to promote the contest. In addition, the Ziv Co. will award $500 to each station doing the most to publicize the contest, which will be based on the best letter on Favorite Story.

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**Network Boxscore**

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>H. C. Cole Milling</td>
<td>Erek Lee</td>
<td>MBS</td>
<td>Mon. 5:30 p.m.</td>
<td>Banking</td>
</tr>
<tr>
<td>Canennial Pharm.</td>
<td>Leave It to the Girls</td>
<td>MBS</td>
<td>Tues. 6:30-8:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>D. L. and W. Coal Co.</td>
<td>The Shadow</td>
<td>MBS</td>
<td>Wed. 5:30-7:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Doubleday &amp; Co.</td>
<td>John S., Kennedy</td>
<td>MBS</td>
<td>Thurs. 5:30-7:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Halbro Watch Co.</td>
<td>Kate Smith Songs</td>
<td>MBS</td>
<td>Fri. 5:30-7:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Philip Morris</td>
<td>Wil. L. Skier</td>
<td>MBS</td>
<td>Sat. 5:30-7:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Piedmont Noost</td>
<td>Sherlock Holmes</td>
<td>MBS</td>
<td>Sun. 5:30-7:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Truimant Clothing</td>
<td>The Baretta-Hoffman Show</td>
<td>MBS</td>
<td>Mon. 7:30-9:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Vuita Inc.</td>
<td>Fred Skelton</td>
<td>NBC</td>
<td>Tues. 7:30-9:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Prouter &amp; Gamble</td>
<td>Stars Over Houston</td>
<td>CBS</td>
<td>Wed. 7:30-9:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Armour &amp; Co.</td>
<td>Festival of Song</td>
<td>CBS</td>
<td>Thurs. 7:30-9:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Longines-Witt</td>
<td>Hitton House</td>
<td>CBS</td>
<td>Fri. 7:30-9:30 p.m.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Arno Co.</td>
<td>Richfield Raporter</td>
<td>ABC</td>
<td>Sat. 7:30-9:30 p.m.</td>
<td>Surgery</td>
</tr>
</tbody>
</table>

**September Additions**

- **D. D. Shaeffer**
- **Pet Goodyear Tire**
- **Paul Derby Foods**
- **Miles Longine-Witt Volupte**
- **Philip Morris**
- **TWO FOR TRANSFERS**

---

**Palmer Baby**

D. D. PALMER, vice president and treasurer of Central Broadcasting Co. and Tri-City Broadcasting Co., licensees of WHO Des Moines and WOC Davenport, respectively, is the father of a girl, Bonnie Joann, born Oct. 2. The daughter is the first grandchild of Col. B. J. Palmer, president of both licensee companies.

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**Commercial Television**

**Now Six Days a Week in Salt Lake City**

Meeting the rapidly growing interest in television, KDYL-W6XIS has expanded its service to six days a week—Sunday through Friday.

**Choice Availabilities**

National Representative: John Blair & Co.
TV STANDARDS

RMA Seeks Foreign Use Of U. S. Type

CAMPAIGN to encourage adoption of American television standards by foreign countries to pave the way for future development of exports, will probably be undertaken by Radio Manufacturers Assn.,

Executive committee of the SET Advertising Export Committee of RMA at a meeting last Thursday in the Roosevelt Hotel, New York, agreed to broaden outlines of the foreign plan. The RMA board of directors was expected to endorse the proposal at its Friday meeting.

The RMA committees emphasized the necessity for establishing U. S. television standards in foreign countries at the earliest possible date in view of similar intentions by Great Britain.

England, historically a vigorous exporter, has been reported to be energetically attempting to introduce British television standards, which differ widely from American, into foreign markets.

Adoption of non-American standards would, of course, create export problems for U. S. manufacturers who would be obliged, if entering foreign markets, to construct equipment of one standard for the U. S. and another for overseas trade.

Although U. S. manufacturers now have more domestic business than they can satisfy, export business will become important after production takes demand.

The Executive Committee of the Division, Transmitter Division and Avenue, overs as for ing the direct Adeport Por America, historically e and, historically e because of "inadequate night-time coverage proposed for the city of West Springfield" [BROADCASTING, Feb. 2].

Telecolor then proposed a new transmitter site and outlined other technical changes, which FCC approved last Tuesday—day after hearing oral argument. The start of the application followed on Wednesday.

Telecolor is headed by Lawrence A. Reilly, chief engineer of WSPR Springfield, who has 18% interest.

Other stockholders are James L. Spates, former manager of WHA-1 Springfield, Mass., and Horace W. Nichols, former WHAI commercial manager, who have 12% each; Hugh J. Reilly, minority stockholder of WLAD Danbury, 8%; and three business and professional men, Louis A. Richmond (16%), Louis L. Hepsich and E. Lindeman (16%).

FCC said the Telecolor proposal, as revised, will cause interference to about 4.5% of the population within the service area of co-channel WTOR Torrington, Conn. This was not considered excessive, particularly since the interference receives services from 14 other stations.

The new station, West Springfield's first AM outlet, will serve the entire city daytime and 95% of the population at night.

N. Y.'s Listening On Fall Upgrade

Metropolitan Area Shows Early Rise in Pulse Report

LISTENING in the metropolitan New York area started its fall pick-up early this year, according to the Saturday afternoon report of the Pulse Inc. Report shows September sets-in-use figures for New York increased for all times of day over August, the largest increase being noted in the afternoon hours. Average quarter-hour sets-in-use figure, 6 a.m. to midnight, for an entire test week, was 25.1 in September, compared with 22.6 in August and 21.4 in September a year ago.

Highest pulse rating, during the measured week, went to the Saturday afternoon of the Giants-Dodgers game, broadcast by two New York stations, WHN, regularly carrying the Dodgers' contests, and WMCA, which broadcast the Giants throughout the season. Rating for the game was 17.4, topping any evening program.

Top ten evening shows for the month were:

1. The Music 15.7
2. The Bank 15.6
3. Suspense 14.9
4. The Sheriff 13.3
5. Strike It Rich 12.7
6. Our Gang Children 12.4
7. This Is Your FBI 12.0
8. Photographer 11.8
9. Fat Man 11.3
10. Farmer Take All 11.3

Top ten weekday daytime programs were:

1. Arthur Godfrey (7:10) 6.7
2. Harry Clark, news 6.2
3. Arthur Godfrey (11:00 a.m.) 6.1
4. Roger 5.6
5. Breakfast Club 5.9
6. The Gangsters 5.8
7. Our Gal Sunday 5.7
8. Helen Trent 5.6
9. When a Girl Marries 5.5
10. Brooklyn vs Giants, Sat. 5.4

Top ten Saturday and Sunday daytime broadcasts were:

1. Brooklyn vs Giants, Sun. WNYW 12.0
2. The Shadow 8.9
3. WNYW 6.0
4. The Theatre of Tomorrow 6.0
5. Grand Central Station 5.8
6. Morning Ballroom 5.7
7. Children's Hour 5.3
8. Quick as a Flash 5.7
9. WNYW 5.4
10. WNYW 5.3

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BROADCASTING • Telecasting
From a near-by Graybar "supply station" you can get immediate delivery of broadcasting's most popular speech input console - the Western Electric 25B (in use above). More than 225 FM, AM, and TV stations are enjoying the 25B's superb performance, versatility, and many technical advantages.

Graybar is your convenient source also of Western Electric 23C, 22D portable, and custom-built consoles.

In fact, Graybar has everything you need in broadcast equipment (see list at right)... PLUS everything for wiring, ventilating, signaling, and lighting - indoors or out - for studio, office, or transmitter! The nearest Graybar Broadcast Equipment Representative will gladly help you plan any installation - big job or little. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N.Y.

Graybar recommends Western Electric consoles

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

- Amplifiers (1) (See key to numbers at right)
- Antenna Equipment (1)
- Cabinets (5)
- Consoles (1)
- Loudspeakers and Accessories (1, 3)
- Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
- Monitors (1, 4)
- Recorders and Accessories (9)
- Speech Input Equipment (1)
- Test Equipment (4, 10)
- Towers (Vertical Radiators) (11)
- Tower Lighting Equipment (2, 12)
- Transmission Line and Accessories (13)
- Transmitters, AM and FM (1)
- Tubes (1, 2)
- Turntables, Reproducers, and Accessories (1)
- Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

...made by (1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Par Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blow-Klass; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant

Distributor of Western Electric Broadcast Equipment

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

NEW YORK  RICHMOND
F. C. Sweener, Watkins 4-3000  F. C. Toms, Richmond 2-2833
BOSTON  CLEVELAND
J. P. Lynch, Kenmore 6-4507  W. S. Rockwell, Cherry 1560
PHILADELPHIA  ATLANTA
G. J. Jones, Walnut 2-3403  E. W. Stone, Cypress 1751
PITTSBURGH  JACKSONVILLE
R. F. Grossett, Court 4000  W. C. Winfree, Jacksonville 5-7150
DETROIT
P. I. Gundy, Temple 1-5500
CINCINNATI  CHICAGO
J. R. Thompson, Main 6000  E. H. Taylor, Canal 4104
ST. LOUIS  KANSAS CITY, MO.
J. P. Lenkard, Newstead 4700  R. B. Uhrig, Grand 0324
SAN FRANCISCO  LOS ANGELES
B. R. Cole, Market 5131  R. B. Thompson, Trinity 3321
MINNEAPOLIS  DALLAS
W. G. Press, Geneva 1621  C. C. Ross, Central 6454
SEATTLE  B. J. Craig, Main 4655

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FOUL PLAY!

DULUTH, MINN.—“There ain’t no justice,” moans Otto Mat-tick. “KDAL is doing such a terrific job that I thought I could rest on my laurels for a while . . . but here I am observing this behveive of activity from my rear-suspender gird.”

Otto’s beehive is the booming Duluth-Superior Metropolitan district, where things are popping night and day. There just don’t seem to be enough hours in the day for the people in the Duluth-Superior market to take advantage of their buying income, which has leaped 27.6% in the past two years. And with population up 15.5% and retail sales increasing 83.2% since 1945, the activity is really terrific . . . but these busy people always find time to listen to their favorite radio station, KDAL.

Contact Avery-Knodel . . . then use KDAL to reap your harvest from this booming Duluth-Superior Market.

STATION TRANSFERS

Four Apply To FCC

SALE OF WELM Elmiria, N. Y., by and licensee, to Corning, N. Y., daily Leader for cash consideration of $110,000 was reported to FCC last week in application for Commission approval of the deal. Consent also was filed in Sacramento, Calif., and for transfer of construction permit of KTXN Austin, Tex., to new firm composed of present owners. Consideration in KCR A transaction is $41,107.

Transfer Detail

Details of the transfers follow:

AUSTIN, TEX.—Construction permit for KTXN Austin is to be transferred from partnership to corporation. There is no change in ownership and no money is involved. Holdings in new firm: Thomas G. Harris, president 44.44%; Mrs. James P. Alexander, 7.96%; John W. Starlyn, attorney, 23.89%; J. Chris Dougherty, attorney 7.96%; Nat Harris, Jr., engineer with Texas Railroad Commission, secretary-treasurer 0.25%; John S. Braun, rancher 6.45%; and Joseph Cooke, rent 11.11%. KTXN is assigned 1 kw day on 1260 kc.

ELMIRA, N. Y.—James Robert Measchen, sole owner and licensee, to Corning, N. Y., daily Leader for cash consideration of $110,000 was reported to FCC last week in application for Commission approval of the lease of WJNC Broadcasting Co., composed of Louis N. Howard, Ellis H. Howard and Lester L. Gould, proposes to assign license of WJNC Jacksonvile to Mr. Gould, manager of the station. Mr. and Mrs. Howard will remain in the station property to Mr. Gould for $5,000 per year. Mr. Gould has been manager of station since August 1943. WJNC is assigned 250 w on 1240 kc.

Sacramento, Calif.—Interest in Central Valleys Broadcasting Co., licensee of KTXN-Fresno, transfers from partnership to Howard R. McKinley, Ewing C. Kelly and Vernon Hansen to KCR A Inc. Mr. McKinley receives approximately $41,107 for his interest—one third of net worth of company as shown by balance sheet of Aug. 31. Mr. Hansen then sells half of his acquired one-half interest to his brother, Gerald Hansen, for $25,000. The Hansen brothers also loan $20,000 to the new company. Ownership becomes: Mr. Kelly, president and general manager 50%; Vernon Hansen, vice president 25%; and Gerald Hansen, secretary-treasurer 25%. KCR A is assigned 1 kw on 1200 kc.

WCMC Starts FM

WCMC Ashland, Ky., has begun FM operations and is duplicating its entire AM schedule. WCMC-FM, one of the outlets owned and operated by Gilmore N. Nunn and J. Lindsay Nunn, has frequency of 93.7 mc. C. C. Warren is station manager for AM and FM operations.

INFO\NAL Troph\'y presented by J. Lothaire Bowden (r.), WKBN Youngstown, Ohio, manager, on occasion of his scoring a hole-in-one at Tippicanoe Country Club, Youngstown. Making the presentation for the WKBN staff is Jim Wells, sales department.

RADIO DOES ITS JOB IN 2ND FLORIDA BLOW

WHEN the second hurricane with in a fortnight struck southern Florida last week stations did another outstanding job of news coverage and public service programming. The latest blow was less severe and damage to stations and other property correspondingly lighter.

WIOD Miami, which reported that it suffered no damage, carried 5-minute weather bulletins every half hour, followed by Red Cross and other public interest announcements. Station remained on the air continuously, far beyond its normal hours of operation, until the storm had passed.

Another Miami station, WGBS, reported that it returned to normal activity Oct. 6 after 96 hours of continuous broadcast service during the hurricane. The station’s present transmitter and its new 50 kw transmitter withstood the high winds. WGBS hurricane coverage featured reports from the weather bureau translated into Spanish for listeners in Caribbean area and direct information from Biscayne Bay camera which had been used to relay every 15 minutes during the storm. Station also aired interviews depicting behind-the-scenes operations of rescue workers.

WIOD reported an example of station cooperation in giving WGBS permission to rebroadcast bulletins direct from the weather bureau after WGBS communications between studio and transmitter were severed.

IHF Preliminaries

Starts in Mexico

Five-Power Meeting Underway Despite Complexity

FIVE-POWER conference, preliminary to the main International High-Frequency Conference opening Oct. 22 in Mexico City, got under way last week despite failure of the radio technical group to complete the work it started early last month.

The preparatory group has been working on antenna studies, at mosphere and sunspot statistics and sunspot minima. It is continuing its activity during the five-power sessions, which started Oct. 1. The five-power sessions are in Russia, United States, United Kingdom, India and Mexico.

Russia’s large delegation is at Mexico City, completing representation for the five-power delegations. The planning committee has requested Dr. Balth van der Pol, of Holland, to be consultant to the high-frequency conference. He becomes a member of the Committee Consultative International Radio Diffusion (CCIR) next Jan. 1.

The U. S. delegation is now headquartered at the Hotel Del Prado, but the regular meeting place is the Hotel Escuela Normal Maestro. Royal V. Howard, NAB engineering director, has been at preparatory meetings since the beginning as an industry member.

Expected Delegates

While names of U. S. delegates have not been formally announced, the delegation is expected to consist of R. Henry Norweb, former Ambassador to Cuba, chairman; George E. Sterling, commissioner, FCC; vice chairman; Fred Trimmer, chief of International Radio Division; State Dept.; Rodger Legge, propagandist, State Dept.; Col. Gale Simpson, advisor to the chief Signal Officer; Curtis E. Huerner, chief, FCC Television Division; Louis de la Fleur, FCC Frequency Allocation & Treaty Division; Joseph Kittner, FCC Legal Division; A. Frose Walker, engineer, FCC.

Industry observers will include Mr. Howard; Forney E. Rankin, NAB executive assistant to the president; James Veach, RCA Labs.; Charles E. Delaney, NBC exp ectative vice president and general counsel.

Co-op Discussion

NAB and ASCAP committees on cooperative programs will meet again this week to continue their efforts to work out a satisfactory plan of payment by broadcasters to ASCAP for co-ops [Broadcasting, Oct 4], with the meeting tentatively scheduled for Oct. 14. Matter is one of the last major problems to be solved before the new ASCAP rules take effect.

The importance of the broadcasters can be drawn to replace the present ones, which expire Dec. 31, 1949.

Advertising

ADVERTISING in publications and its relation to radio tie-ins will be analyzed by Charles L. Allen, assistant dean of Medill School of Journalism at Northwestern U. and research consultant for John W. Shaw agency, Chicago, tomorrow (Tuesday) before members of the American Mutual Insurance Advertising Sales Conference in St. Paul. Mr. Allen also will speak on continuity and frequency, and will stress the necessity of a fully-planned campaign.
For KDKA—"America's Pioneer Station"—Blaw-Knox—America's pioneer builder of radio towers recently furnished this 500 ft. H-40 heavy duty tower.

The location of the tower on a rise overlooking Pitt Stadium and adjacent to buildings of the University of Pittsburgh made it imperative that station engineers select a structure of sufficient built-in strength to provide a high factor of safety in this congested area.

The Blaw-Knox heavy duty H-40 tower, supporting an FM and television antenna is not only adequate to meet these provisions but is also rugged enough to take care of any reasonable changes in equipment which might arise in the future.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2017 Farmers Bank Building
Pittsburgh 22, Pa.
**ALLEN**

Says Government Supplements Private Industry

**THE GOVERNMENT'S role in the information field should remain "supplemental to that done by private industry and should be limited to those fields where private industry cannot or does not wish to enter,"** George V. Allen, Assistant Secretary of State for Public Affairs asserted last Thursday.

Secretary Allen, director of the Department's international information office, delivered the welcoming address before the opening session of a two-day closed meeting of the five-man U. S. Advisory Commission on Information, under the chairmanship of Mark Ethridge, publisher of the Louisville Courier-Journal. It was the group's first meeting since its appointment by President Truman Aug. 9.

"Many Americans who, two years ago, were in favor of leaving all information activity in private hands are now complaining that the government is not doing enough," Secretary Allen said.

By private industry, Mr. Allen meant such sources as press services, newspapers, magazines, and movies. He did not mention radio by name.

Secretary Allen's statements raised, by implication, to the decision last July by both NBC and CBS to relinquish "Voice of America" programming activities, as of Oct. 1, after a three-month interim agreement. Since that date, the "Voice" broadcasts have been taken over by the International Broadcasting Division. It now programs and broadcasts all news and commentaries, while recording of feature programs by contract continues on a periodic basis with private companies.

He said the Commission might be engaged to consider information activities in the country of "totalitarian governments of Eastern Europe." He alluded to suggestions, advanced in some quarters, that Americans be prohibited from listening to Communist propaganda over their radios, or reading propaganda published in the U. S. by Russia and other governments.

Scoring any form of censorship, Secretary Allen pointed out that the U. S. Government is engaged in similar activities "behind the Iron Curtain," "if we imposed a censorship, or made difficulties for people who visited certain foreign information centers in the U. S., we would arouse ten times more interest in foreign propaganda than now exists in the United States today," he asserted.

**Overall purpose of the sessions was to study organization and operation of the State Dept's Office of International Information.**

The Advisory Commission is composed of: Millard F. Miller, NAB president; Philip D. Reed, chairman, of General Electric Co.; Erwin D. Canham, editor of the Christian Science Monitor and president of the American Society of Newspaper Editors, and Mark May, director of the Institute of Human Relations, Yale U.

An opening address was given by Robert A. Lovett, Acting Secretary of State. Mr. Allen presented Lloyd Lehrer, director of OI. The Thursday afternoon session was devoted to discussion of the International Broadcasting Division, including "Voice of America" operations. Last day sessions concerned, principally, a study of the international press and public information activities, the motion picture program, and overseas operations and policy guidance methods.

Secretary Lovett asked the Advisory Commission to be candid with the Commission while studying the Department's international information services. He was reassured by Chairman Ethridge that the Commission would "be frank" yet "friendly" approach when it submits its report to the Congress its report on the program's overall effectiveness.

The Commission, a creation of the 80th Congress, was appointed under terms of the Information and Education Exchange Act of 1948. Under the law, it is charged with the responsibility of formulating and recommending to Secretary George Marshall the policies and programs for carrying out authorized information functions. It reports quarterly to the Secretary and semi-annually to Congress.

**Lush TV Deal**

(Continued from page 21)

**Manuals on 'Democracy' Contest Mailed by NAB**

MANUALS for guidance of high school students entering the second annual "Voice of Democracy" contest [BROADCASTING, Oct. 4] have been sent to broadcasters, radio dealers, high schools and Junior Chamber of Commerce chapters all over the nation.

Complete instructions are provided for the contest, to start in high schools and radio stations during National Radio Week Nov. 14-20. Cooperating are NAB, Radio Mfrs. Assn., Junior Chamber and the U. S. Office of Education. Scholarships will be awarded four students for best essays on "Speak for Democracy." General chairman of the contest is Robert K. Richards, NAB public relations director.

KMPC Hollywood appoints C. J. Le Roche & Co., Hollywood, to handle advertising. Station plans expanded advertising and promotion activities.
For the last word in complete, up-to-the-minute facilities... or simple, low-cost equipment to suit your limited requirements...

Look to RAYTHEON for All Your Needs

RC-11 STUDIO CONSOLE

NOW WITH CUE POTS FOR TWO TURNTABLES

Provides complete high-fidelity speech input facilities with all control, amplifying and monitoring equipment in one cabinet. Seven built-in pre-amplifiers, nine mixer positions, cue attenuators for two turntables. Simple, positive controls reduce operational errors. Frequency response—2 DB from 30 to 15,000 cycles; Distortion—less than 1% from 30 to 10,000 cycles; Noise Level—minus 65 DB's or better. Meets all FCC requirements for FM.

RPC-40 PORTABLE CONSOLETTE

Ideal for remote pickups yet complete enough to serve as a studio console. Four input channels for microphones or turntables, high level mixing, two output lines. Two RPC-40's interconnected provide 8-channel mixing—a feature of special interest to new TV stations planning future expansion.

RR-10 REMOTE AMPLIFIER

SINGLE CHANNEL

A complete, self-contained unit with built-in power supply. An excellent low-cost amplifier for remote pickups requiring only one high-fidelity channel.

RL-10 VOLUME LIMITER

Engineered for high-fidelity AM, FM or TV speech input. Increases average percentage modulation without distortion.

RP-10 PROGRAM AMPLIFIER

A high-fidelity, single-unit amplifier and power supply. Over-all gain, 65 db; frequency response flat from 30 to 15,000 cps; distortion less than 2½% at +30 vu. Designed for rack or cabinet mounting.

RPL-10 LINE AMPLIFIER

A single-control, two-stage amplifier featuring wide frequency response, low distortion, low noise level, freedom from RF pickup. Push-pull throughout. Mounts in standard rack or cabinet.
Sawyer Appointed
RAY SAWYER of Plymouth, N. H., former FCC attorney, has been appointed a vice chairman of the Republican veterans' division, GOP Washington headquarters announced last Thursday. Mr. Sawyer took leave of absence from his government job in 1947, to serve as national commander of the AMVETS, World War II veterans' organization.

WDGY to 50 kw
PREPARATORY to increasing power of WDGY Minneapolis to 50 kw, Twin Cities Broadcasting Corp., licensee, has ordered from Westinghouse a 50-kw AM transmitter. WDGY's 50-kw installation will cost more than $400,000 and will include a nine-tower array controlled by Westinghouse phasing equipment, station executives have announced. At present WDGY operates with 5 kw daytime and 500 w night on 1130 kc.

BRITAIN GIVES FINCH MULTIPLEX FAX PATENT
W. G. H. FINCH, head of Finch Telecommunications Inc., New York, has been granted a British patent for a multiplex facsimile system, the firm announced last week. A similar application in the U.S. Patent Office is pending.

Mr. Finch also has been granted U. S. Patent No. 2,450,649 for a facsimile synchronizing system. Three other U. S. patents for facsimile apparatus of his design probably will be granted this week, an official of the firm said.

The British patent, No. 603-586, covers the Finch's Multiplex Radio Signaling System. Finch company expects to license British firms to manufacture the systems, for sale within the British Commonwealth.

The system, according to a company spokesman, provides a separate carrier for facsimile transmission near the outer edge of the FM channel, and within the width of the guard bands allocated to FM transmission, permitting some FM receivers to be readily converted for the reception of facsimile programs. Similarly, it would enable FM stations to be converted for the transmission of facsimile "with a minimum of extra equipment."

Miller Requests UN Day Support From Industry
BROADCASTERS are being asked by NAB President Justin Miller to support the first United Nations Day, set for Oct. 24. A member of the U. S. Commission for the United Nations Educational, Scientific and Cultural Organization, Judge Miller suggested broadcasters feature President Truman's proclamation of the day.

Judge Miller said, "By focusing attention on the establishment of the UN for the promotion of peace, freedom and human welfare, the radio stations of America will make a significant contribution."

WTVJ (TV)'s INTERIM PLEA DENIED BY FCC
REQUEST of WTVJ (TV) Miami, Fla., for special temporary authorization to commence operations, pending disposition of FCC's revocation proceeding against the station [BROADCASTING, Aug. 2, Sept. 13], was denied last week by the Commission, coincident with scheduling of hearing on the controversy. The hearing is to commence Oct. 25 in Miami with Comr. Paul A. Walker presiding.

The permit, granted for Channel 4 (60-72 mc), the station's original assignment of frequency, was ordered revoked by the Commission last July on grounds of alleged concealment of facts concerning ownership and financing, the station was to have begun operations on Sept. 15.

Southern Radio and Television Equipment Co. is permittee of WTVJ and an application is pending for Commission approval of transfer of control to Wolfson-Meyer Theatre Enterprises Inc., Miami. Latter firm is reported as the owner of AM station WMIE Miami, which, FCC, at the same time as the WTVJ revocation, ordered set for hearing regarding a proposed assignment of WMIE to Sun Coast Broadcasting Co. The WMIE permit presently is held by Lincoln Operating Co., trustee for Sun Coast.

The WTVJ revocation, which was to become effective Aug. 30, was subsequently suspended by the Commission upon request of the station for hearing in the matter.

Relay Hearing (Continued from page 27)
under cross-examination, said that under the present tariffs the company's ban on interconnections would apply to connection with a broadcaster's facilities for remote pickups made outside the video exchange area, which had remote pickup facilities of its own available.

Philo spokesmen, hinting that they would present testimony on a method of fax filming of television pictures for re-transmission, wanted to know whether "interconnection" would be involved if a program sent over AT&T facilities from Washington were filmed at Philadelphia and the film then transmitted by Philo to New York over its own relay system. AT&T Assistant Vice President John J. Hanselman said he thought the answer would depend on the time lag involved. He thought "through service" and an indirect connection might be involved if the film were transmitted within 15 minutes, for example, from the time the program was received at Philadelphia.

C. L. THOMAS, general manager of KMCO and KOKK-FM St. Louis, has been selected to lecture at third annual Institute of Advertising conducted by Advertising Club of St. Louis and St. Louis U. The subject is radio advertising.
PHOENIX

REJECTING its hearing examiner's recommendations, FCC proposed last week to grant to KPHO Phoenix, now on 1230 kc with 250 w, and to deny the mutually exclusive applications for KPHO Glendale and Desert Broadcasting Co., of Phoenix.

Examiner Jack P. Blume, in recommendations released with the Commission's proposal, favored the application of Gene Burke Brophy's KRUX, which is seeking to move to Phoenix as part of its 910 kc application.

In another case the Commission accepted Examiner J. D. Bond's recommendation—but not all of his reasoning—and proposed to grant Bay County Broadcasting Co.'s request for 1400 kc with 250 w at Panama City, Fla., and to deny the St. Andrew Bay Broadcasting Co.'s application for the same facilities.

The proposed decision in the Arizona case, adopted on a 5-2 vote, the FCC majority set up a guidepost for future cases of this type:

"In a comparative proceeding such as this and in the absence of compelling evidence that the existing station located in the community where improved facilities are sought and which has rendered a meritorious program service to that community and where it has been shown that such service, is to be preferred to an existing station which has operated in a contiguous city and now seeks improved facilities and to move its main studios to the former city.

Applying this policy for a proposed grant to KPHO, the majority considered it unnecessary to bring into play its general disapproval of applicants which have network officials for stockholders. E. R. Borroff, ABC Chicago vice-president, owns 10% of KPHO.

But FCC noted that its policy in this regard is designed to keep other stations in a community from being put to disadvantage in securing affiliation with the network whose official has a local station interest. Mr. Borroff, FCC pointed out, was not instrumental in securing KPHO's ABC affiliation, and, in fact, ABC gave KPHO a cancellation notice.

Examiner Blume, however, pointed out that the station's five stations in Phoenix to compete for: four network affiliations and charged that "one of the principal motivations" of the KPHO application from improved facilities "is to retain the network affiliation of Station KPHO."

Mr. Blume also maintained that KRUX, although on the air for less than a year at the time of hearing, has demonstrated through its programming that the management is "keenly aware of the broadcast needs of the area and has diligently sought to meet these needs."

First Hennock Dissent

Comr. Frieda B. Hennock, in her first recorded dissent since

she took office in July, voted for a grant to KPHO "for the reasons stated in the Hearing Examiner Recommended Decision."

Comr. E. M. Webster also favored KPHO, but did not state his reasons. The majority was composed of Comr. Herman Coy and Comrs. Hyde, Jones and Sterling, with Comr. Walker concurring in the result.

KPHO is controlled by G. W. Head and managed by Rex Schepp, whose experience in radio dates back to 1923. Schepp is the majority owner and sole owner of KOOL Phoenix, owns a 24% interest which he must sell under terms laid down when FCC approved its acquisition of KOOL last April (BROADCASTING, April 2).

In the Phoenix case the Commission proposed to eliminate the Desert Broadcasting Co. application from consideration on grounds that the station could not be a competitive influence in the community and that the engineers' qualifications were inferior to those of KPHO and KRUX.

Desert Broadcasting is owned in equal shares by Dr. J. H. Bowers, a lawyer; Dr. H. M. Gilbert, a Phoenix attorney; and W. Francis Wilson, Phoenix attorney.

In the Panama City decision, the Commission, preferred Bay County Broadcasting largely because its owners: Edward G. Holmes and E. L. Dukate, propose to devote fulltime to the station whereas only one of the 11 stockholders of St. Andrew Bay Broadcasting expects to spend fulltime on station affairs. In the light of these plans, FCC attached little importance to the fact that Messrs. Holmes and Dukate are both residents (they live in New Orleans) while 44% of the St. Andrew Bay stock is held by residents of Panama City.

Veterans' Views Cited

FCC's decision point of 'any that Messrs. Holmes and Dukate are World War II veterans who, while in service, became convinced that a properly managed radio station could "fight some of the ideals for which we were fighting" and could help prevent misunderstanding and war. Both are currently associated with WFTS (FM) New Orleans, Mr. Holmes as an engineer and Mr. Dukate as a member of the announcing and production staff.

St. Andrew Bay is headed by T. J. Sherman, He and his brother, John H., and their father, W. C. Sherman, hold 10% each; they are associated in Sherman & Sons, a parent company of foundry, machine and automotive transportation operating businesses.

Other stockholders include P. D. Heath (10%) and H. P. Moore (4%), Panama City businessmen and five owners of WCTA Andalusia, Ala.: James T. Ownby, R. H. Anderson, M. B. Taylor, Tracy B. Wilder, Charles W. Pan and J. Dike Bishop. Messrs. Bishop and Ownby also have minority interests in WULA Bufala, Ala.

BROADCASTING • Teletcasting

PHOENIX

FCC Favors KPHO; Bay County Gets Nod at Panama City

PHOENIX

FCC Favors KPHO; Bay County Gets Nod at Panama City

TRUMAN TROUBLE

President 'Deserts' Party

-To Keep Air Date-

MORE than 100,000 people in Oklahoma City got only a glimpse of Candidate Harry S. Truman as he raged over a four-mile parade route at 40 miles an hour—to meet a broadcast deadline.

The Democratic National Committee for the Sept. 28th anti-Communism speech, bought CBS basic and 44 Oklahoma stations live, plus full CBS and Mutual on a split for NBC. NBC's 1100 stations hooked up more than 750 stations. It was the biggest radio splurge of the Democrats to date—and it almost went snafu.

Trouble began when the Truman Special was late leaving Bonham, Texas, that morning. In Oklahoma City, Ken Fry, party radio director, lined up some musicians for a fill-in. The train got further behind schedule. The train pulled in 45 minutes late. President Truman bounced into a waiting car and-paced off, leaving the rest of his Presidential party behind. He reached the speaker's platform just 10 seconds before air time.

Later Mr. Truman explained: "I'm sorry. We were about 40 minutes behind schedule and I had to get to the radio hookup to make my speech on Communism. The radio time cost the Democratic National Committee between $40,000 and $50,000."

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

WBDB has more listeners in Roanoke and Southwestern Virginia than any other station

Results Count!

That's why so many WBDB advertisers continue with the station year after year. They have found per-sale advertising costs low. And WBDB's Promotion Department is an added help, increasing results you would normally get from sending your message to our loyal listeners in 38 counties.

Ask FREE & PETERS

WBDB

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Rating Issue
(Continued from page 22)
reported 47 of 137 Texas stations (34%) were subscribers. His New York office sold 820,000 worth of BMB reports to agencies last year, he said. First TV job, he went on, will be to determine the number of sets. "You never saw in your wildest dreams as many estimates as there are in the TV industry today," he said.

BMB is ready to follow joint instructions of broadcasters, advertisers, and agencies, Mr. Felts told Broadcasting. His comments on the District 13 resolution follow:

As a non-profit, cooperative association BMB has no motives other than to serve the best interests of the industry. Being the servant of the broadcasters, advertisers and agencies, BMB is ready to follow their joint instructions.

Although our first study was limited to the measurement of stations' networks' weekly audiences, the possibility that we might be called upon to widen the scope of our research has been recognized from the beginning. The by-laws, in defining the objectives for which BMB was established include the phrase, "conduct research and investigations to establish measurements of broadcasting of all types...and to perform other acts and services which will further the mutual interests of advertisers, advertising agencies and...determine the number in the accurate and scientific evaluation of the broadcast advertising medium.

The industry has already authorized the expansion of Study No. 2 next March by the measurement of daily as well as weekly audiences, and experimental work has been authorized leading to the possibility of obtaining "amount of listening" in Study No. 3. The industry holds the throttle which determines the speed at which BMB moves forward.

Speaking on behalf of BMB, Dale C. Rogers, advertising manager of Mid-Continent Petroleum Corp., Tulsa, said, "Thanks to BMB, timebuying is no longer guesswork."

The company has expanded radio coverage as a result of BMB data, he said, adding that "many small stations without BMB data have been left out in the cold."

Ray K. Glenn, president of Glenn Advertising Inc., Fort Worth, said BMB "has been a factor in increasing the use of radio by many regional advertisers, who had previously not used this medium to any great extent."

Apparent intent to set up an industry-underwritten research project somewhat resembled a proposal offered at the District 17 meeting in Spokane. At that meeting, Saul Haas, KIRO Seattle, proposed that all broadcasting measurement, including popularity ratings, be turned over to BMB. The resolution was unanimously adopted by the district (Broadcasting, Sept. 20).

Other events at the two-day district session included Judge Miller's review of industry and association problems; speech by Maurice Mitchell, NAB's new director of broadcast advertising; plans for better relations with Latin nations, made by Texas Governor Jester.

Mr. Mitchell listed these department projects: First, dealer-cooperative study since 1942 (Broadcasting, Oct. 4); series of "Junior Jotter" studies of case histories; revised NAB sales manual; new salesman-training helps; development of case-history exchange of successful programs.

Questionnaires, covering the projects, will be broadcast to advertisers in the next few weeks, he said, asking for station cooperation.

Another resolution urged wider use of BMI. Carl Haverlin, BMI president, had appealed for music performance based on merit and urged careful check up on disc jockeys.

Radio's educational responsibility was discussed by Gov. Beauford H. Jester, a principal in KWTX Waco and a figure in a proposed statewide TV network, Texas Telenet Inc. He called for friendly relations with Latin nations.

Clyde W. Rembert, KRLD Dallas, District 13 director, named a committee to work with the Governor on Latin relations. Members are Hugh Halff, WOAI San Antonio; Yann Kennedy, KSIX Corpus Christi; Dorrance Roderick, KOIL, New Mexico.

Harold Hough, WBAP and WBAP-TV Fort Worth, said, in a television session that "in the last analysis the human body will decide what effect TV will have on AM," referring to eye fatigue.

"What if there turns out to be a tiring point?" he asked. "Suppose it's three or four hours. We're in the novelty stage. I don't believe surveys are worth much. I don't believe we'll know for two or three years."

Don Petty, NAB general counsel, led a session on legal problems. He proposes a legal seminar with Texas radio lawyers.

Richard P. Doherty, NAB employee-employer relations director, urged broadcasters to seek "creative minders" for the industry and to apply "intelligent business administration" to the personnel problem. Harold Fair, NAB program director, discussed work of the department and the Standards of Practice. Charles A. Batson, information director, gave his review of TV operating and equipment costs.

District session chairmen were Dave Russell, KFDM Beaumont, program clinic; Burton Bishop, KTEM Temple, sales, and O. L. (Ted) Taylor, KGNC Amarillo, labor.

EXCHANGING views during the NAB District 13 meeting in Fort Worth were Texas Gov. Beauford Jester III, part owner of KWTX Waco, and Clyde W. Rembert, general manager of KRLD Dallas and director of District 13.
might make it impossible for WJR to get power above 50 kw, if the clear-channel decision permitted use of power above that range.

But the Court did not agree with such contentions, declaring that WJR has “no present rights in these supposititious eventualities” and that the Court has no power to set the order in which the Commission shall consider its cases.

Of the right to hearing on allegations of injury, the Court said:

“The due-process guarantee of hearing in our system of law has always been recognized as a right in persons, and as a privilege to be extended to persons according to the particular tribunal as to whether or not there should be a hearing.

It is a personal right of access to the courts or to administrative tribunals, in support of a claim to present one’s claim of injury or threatened injury and to be heard to argue in support of the proposition that the allegations thereon, assuming their truth, are legally cognizable, i.e., state a ‘cause of action.’

This right of hearing secured by the due-process clause is one of the few remaining rights asserted in the Constitution which are substantially absolute. The subject is not, however, to be except such requirements as the form of a filing fee upon presentation of the claim, or of a jury fee in a case involving the rights of persons.

As such, and as it is related to the reasonable convenience of the hearing to time, place and length of hearing.

This right of hearing items in Magna Charta [and also rests on the fact that] soundness of decision in the matter of hearings that are held is the aid of courts in litigation. In the case of the right to petition the right to be heard.

The content of the Commission in the present case and of the minority in this court make the same conditional. . . .

To FCC’s contention that WJR did not actually ask for a hearing on the sufficiency of its allegations and therefore was not entitled to one, the Court said:

In view of the broad powers of the Commission for orderly procedure. In case of its power to deal with WJR’s petition for reconsideration first as if it were a complaint, it would not be improper to do so upon the ground that the prayer of the petition was properly receivable. It is true that on such ground denial of a hearing on the petition, though which it, the Commission, actually heard and decided in the negative part.

It would be technical indeed for the Commission to refuse a hearing on that question merely upon the ground that it was a prayer of the petition improperly received. A broader hearing in the present case by the Commission entertained by the Communications Act—especially in view of the liberal procedure permitted thereunder—that the Commission shall deal with such applications. Not even a court would be justified in taking such technical a position as this.

The Tarboro case was argued before the Court March 13, 1947, and was again heard the following June 11. The Clear Channel case was argued June 12, 1947.

In both cases WJR was represented by Kelley E. Griffith, Louis G. Caldwell, Reed T. Rollo, and Ferey H. Russell Jr., Washington counsel, and FCC was represented by Max Goldman, now acting assistant general counsel; General Counsel Benedict P. Cottone, Assistant General Counsel Harry M. Plotkin, and Paul Dobin and Joseph M. Kittner, attorneys.
That's NAB's Suggestion For All Stations

WITH news described as radio's "No. 1 public service obligation," stations are urged by the NAB Radio News Committee to state their views on public questions.

The right of broadcasters to editorialize, Mayflower decision or no Mayflower decision, is emphasized in a series of Radio News Recommendations released last week by the committee after several months of study.

"Radio stations are as much entitled to the privilege of expressing their opinions on matters of public interest (editorializing) as any other medium of communication," the committee argues.

The committee supports the stand of NAB that the Mayflower case is a violation of the Communications Act and the First Amendment of the Constitution.

As soon as FCC makes known its decision in the review of the Mayflower case the Radio News Committee will issue a statement on editorializing for inclusion in their Recommendations.

The committee's document includes a complete analysis of news problems, with emphasis on sponsored newcasts and operation under the NAB Standards of Practice. The sponsorship problem is a serious one, judging by the committee's careful analysis of its facets, and warning signals are raised on several industry practices.

Committee members are E. R. Vadeboncoeur, WSYR Syracuse, chairman; Wilton E. Cobb, WMW Mason, Ga.; James L. Howe, WCYY New Brunswick, N. J.; and Arthur Stringer, NAB, secretary.

Theme of the Recommendations is stated as follows: "A well operated radio news department implies a number of conclusions, providing the personal approach to compete with other mass communications media and gives prestige and power to enable it to become the center of its community life."

Type of sponsorship is a serious problem, according to the committee, which suggests stations follow the formula in the news section of the NAB code. This calls for discrimination in acceptance and placement of advertising in news programs.

Commercial copy in news programs is to be prepared in "a simple, clear, concise and straightforward manner to match good news writing," it stated. "The commercial message should be lively, with emphasis on musical jingle and other novelty types should be discouraged with the idea of ultimate elimination." References are made to the code on length of commercials.

The sponsor's message and identification "should in no way be made an integral part of the news," the Recommendations suggest. "Sponsor message should not employ title with copy or other artificial devices to attract listeners' attention. The use of a separate announcement is helpful when commercial are given. This is not considered mandatory as long as a clear-cut identification of the commercial segment of the broadcast is made.

Stressing the importance of radio news, the committee says: "More people tune for news than for any other purpose. News broadasts have been a must in 38,000,000 radio homes with their 120,000,000 listeners."

Expansion of local news is urged, with employment of competent personnel to cover beats and improve operations.

The radio news director must be the sole judge of content, the committee insists. "Responsibility for the news department rests with him; management should report directly to management." Observance of the highest ethics of radio journalism by the news director is insisted on by the committee.

Misleading description of staff announcers and others as "commentators" or "news analysts," unless they are qualified for this function by the Management Committee says. "Long continued such practice would tend to break down the public's confidence in the integrity of news broadcasts."

The committee proposes that prepared commentaries, analyses or other news features furnished by news wires or other sources be unmistakably identified as to source so there can be no doubt whether the material is actually written by the speaker or prepared by an identified source and voice his views.

Clear identification of news source is advocated even at the expense of a few extra words.

**SBC Registration**

ADVANCE registration of 800 for the School Broadcast Conference in Chicago's Hotel Sherman this week is reported by George Jemerson, director of the National Association of Educational Broadcasters, head of the Chicago Board of Education Radio Council. Panels at sessions, running Wednesday through Friday, will include such speakers as I. Kent Tyler of Ohio State U. Institute for Education by Radio; James L. Stilton, president of the Chicago Television Council, and other industry figures.

NAB District 13 Registration

(See story page 28)
Stratovision Plan For Series Bright

Linking East Coast and Midwest
TV Networks Held Likely

HIGH hope was held late last
week by Westinghouse Electric
Corp. that it has an outside chance
to link East Coast and Midwest
Television networks by Stratovision
for the sixth and seventh
Games of the World Series.

Technical and man-made ob-
tacles had appeared almost insur-
mountable at the weekend.

First, there naturally was no
way of knowing where there
would be a sixth or seventh
game.

Second, a stratocast from a
plane high above Pittsburgh
would interfere with WFLF Phila-
delphia, WTVR Richmond, Va.,
and WNHC-TV New Haven, on
Stratovision Channel 6.

Third, the Stratovision experi-
mental license forbids interfer-
ence with commercial licensees,
and FCC had not answered the
Westinghouse request for a ruling
on this matter. [Broadcasting,
Oct. 4.]

The plan to carry the series en-
visioned a pickup of the sixth
and seventh games by Boston from an
Eastern station. This telecast
would be broadcast from the Strat-
ovision plane, flying over Pitts-
burgh, and picked up by a station
on the Midwest Western network.

The AT&T coaxial network hasn't
yet spanned the East-Midwest
gap.

The Stratovision plane and
crew were given a workout Thurs-
day night, feeding an hour-and
half of WCBS programming to the
Harford National Television
Show. The broadcast started at
9:30 p.m., with the plane flying
25,000 feet over Providence, 150
miles from New York, and 100
miles beyond the normal reach of
New York networks. The event
highlighted the Hartford TV show,
sponsored by the Connecticut
State Militia and Hartford Times.

WNHC-TV in New Haven relin-
quished Channel 6 time for the
stratocast. The Stratovision B-29
plane was on exhibit at Hartford
Thursday.

Westinghouse issued the follow-
ing statement about its World
Series plan:

If the sixth and seventh games of the
World Series are played and arrange-
ments can be made to carry the telecast,
Stratovision will be used to televise the game.

The statement further added:

If the sixth game is not played, the
broadcast will be made from
New York's Mutual Theatre and
be made to the President.

If the seventh game is not played, the
broadcast will be made from
New York's Mutual Theatre and
be made to the President.

Complications Mark Playoff Coverage

Despite the storms over Boston at the Indians-Red Sox play-off last
Monday, coverage of the World Series games by MBS and a television
pool got off as scheduled on Wednesday, Oct. 6. The series sponsor
is Gillette Safety Razor Co., through Maxon Inc.

A telecast. The latter two, with no
AT&T lines, used microwave. No
cable link connects the Eastern and
Midwestern networks.

Four Chicago television stations
aired the series games played in
Cleveland last weekend, despite
the fact that NBC, the NBC Midwest
outlet, has not had its license
by Special permission of the FCC.

WNBC carried the games, as well
as pre-game preliminaries, direct
from the Midwest coaxial cable.

Pooled telecasting made the
Cleveland portion of the series
available to WKBK, the Balaban
Katz station; WGN-TV, Chicago
Tribe outlet; and WENN
TV, hub of ABC's Midwest

WNBC-7TV made the games
available to scorers of Chicago,
without TV sets, by placing six
receivers, with 18 by 24 inch
cable, in an outside signal and

The audio portion of the
program was piped into large
public address speakers.

WKBK showed the series to hun-
dreds more gathered before
receivers at 10 separate fieldhouses
of the Chicago Bureau of
Recreation, and in its "viewing theater"
in the State-Lake Bldg.

Following the Boston-Cleveland
series Saturday, WGN-TV switched
to the Northwestern-Minnesota
football game at Evanston, Ill.,
and WKBK picked up the Notre Dame
Michigan State game at South
Bend, Ind.

PLAYHOUSE Theatre, 137 West 48 St.,
New York, New York, has been leased for one
year by ABC for a radio studio. Network
also leases Ritz Theatre and owns Vanderbilt Theatre in New York.

Mr. McGuiness to Head
Chicago Radio Club

WILLIAM A. McGuiness,
commercial manager of WGN, Chi-
icago Tribune station, was elected
president of the Chicago Radio
Management Club by unanimous
vote Wednesday. Other
new officers, also unani-
mous, are Hal Rorke, radio
director, J. Wal-
ter Thompson
Co., vice pre-
der, and Mary
Polson, Mitchell Faust
Adv. Agency
manager. Holman Fause, radio
timebuyer, and Holman Fause,.
radio director, Mitchell Faust.

Two-year trustees include
Ken
Kabini, Olan Adv. Co.,
timebuyer, and Holman Fause,
radio director, Mitchell Faust.

Those elected to one-year terms
were Frank M. Smith, retiring president,
who is radio director of Rasha-Fellers
& Presba, and Ken Shepard,
retiring treasurer, who is owner of
Shepard Adv. Campaign Co.,
which backed the campaign.

The committee was headed by Arthur
F. Harre, general manager, WJDX
Chicago.

Mr. McGuiness, a member of the
Marine Corps in World War
I and a WGN salesman, ad-
voiced his intention to make the
club "an important influence in
the radio industry on a national,
well as local, basis."

November 10, 1948 • Page 67
Sports TV Programs Lead in September

Pulse Finds Video Sets-in-Use

Dozens Redo in N.Y. Philly

SPORTS telecasts dominated video screens in September, according to The Pulse Inc., whose reports on televiewing in New York and Philadelphia show seven sports events on the top ten TV shows in New York, six among the top ten in the Quaker City. The New York list, however, is topped by two variety programs: Transistor of the Town and Texaco Star Theatre, which also headed The Pulse August list in that order.

In Philadelphia, a ball game, a boxing match and a wrestling bout were the one-two-three favorites with televiewers, Texaco Star Theatre ranking fourth and Transistor of the Town seventh.

In both cities the average of TV sets in-use was about double the radio sets-in-use in homes with television, as compared to the home found.


Philadelphia top ten were: Philadelphia vs. Boston, WPTZ, Sun. 42.0. WIP, WFTZ, Fri. 41.0. WIP, WFTZ, Wed. 38.6. Texaco Star Theatre, WPTZ, Tues. 34.0. Brother vs Town, WNBC-AM, Sun. 30.0. Eagles vs Cards, WFTZ, Sat. 31.0. Transistor of the Town, WCAU-TV, Sun. 28.8. Beauty on Parade, WFTL-TV, Thurs. 25.0. KDKA Theatre, WPTZ, Wed. 29.0. Phillies vs. Boston, WPTZ, Sat. night 27.0.

**FCC MICROWAVE LINK SET FOR YALE GAME**

For WHAT was to be the first network television pickup from the Yale Bowl, New Haven, NBC engineers set up a series of microwave relay stations, between that city and New York, to telecast the Yale-Columbia game on Oct. 9. The play-by-play was to be sponsored by the American Tobacco Co. Agency is N. W. Ayer.

Because line connections could not be made between the cities, one relay station was set up a mile and a half from New Haven on a specially constructed 100-foot tower, and another atop a water tank in Greenlawn, L. I. The signal was to be relayed through these stations to the NBC transmitter on the Empire State Bldg. From there pictures were to be sent to the RCA Bldg. for feeding, over network lines, to other cities for re-transmission back to the Empire State Bldg. for WNBTV broadcast.

**WANTED**

Licensed and unlicensed non-union technicians. Steady work, $80 weekly. Advancement. Box 999, BROADCASTING.

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**FCC SEPTEMBER REPORT**

FCC MONTHLY report for September shows that as of September 30 the status of broadcast station authorizations and applications were as follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,684</td>
<td>1,084</td>
<td>124</td>
</tr>
<tr>
<td>Total on the air</td>
<td>1,654</td>
<td>636*</td>
<td>36</td>
</tr>
<tr>
<td>Licensed (All on the air)</td>
<td>1,744</td>
<td>153</td>
<td>7</td>
</tr>
<tr>
<td>Construction permits</td>
<td>710</td>
<td>728</td>
<td>117</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,455</td>
<td>462</td>
<td>347</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>521</td>
<td>169</td>
<td>366</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>297</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>Deletion of licensed stations in September</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Includes 22 conditional grants and 411 construction permits.

Following television stations commenced operations during the month: Sept. 1—WJRT-TV Chicago, KLAC-TV Los Angeles; Sept. 27—WBAP-TV Dallas, Tex.

---

**TV Job Bureau**

RECOGNIZING the growing need for specialized television personnel, Jobs Unlimited, New York, a employment bureau servicing the advertising and radio fields, has instituted a television division. The new department will be a national clearing house for creating and maintaining administrative personnel, to staff television enterprises in general, according to J. Peter Fields, director of Jobs Unlimited. His duties are to fill all positions in the video field will be on file at the bureau. No charge will be made to employers for this service.

---

**ALLEN AND CARAY WIN SPORTS PAPER AWARDS**

MEL ALLEN, New York, and Harry Caray, St. Louis, have won the 1948 awards of The Sporting News as the nation's top play-by-play baseball broadcasters this season. Mr. Allen for the American League, Mr. Caray for the National.

Harry Heilmann, Detroit, was chosen as runner-up in the American League, and Frankie Frisch, New York, in the National.

Mr. Allen, who has been doing sports broadcasting for ten years, has handled the play-by-play of the New York Yankees games at home and away over WINS New York for the last three years. This is the third consecutive year he has won The Sporting News first place award for play-by-play broadcasting in the American League. His broadcasts are sponsored by General Cigar Co. and Ballantine Ale.

Mr. Caray broadcasts the games of the St. Louis Cardinals over what is described as "baseball's largest network," a hookup of 54 stations in Missouri and adjoining states. Sponsored by Griessiedieck Brothers Brewery Co., his broadcasts originate from WMCW St. Louis for day games and from WTMV East St. Louis, Ill., for night games.

Mr. Heilmann, former Detroit Tigers star, began his sports broadcasting over WXYZ Detroit in 1934. He has been the regular Tiger broadcaster since that time, blanketing Michigan with a network of 28 stations. Mr. Frisch, former Cards and Pirates manager, has broadcast all New York Giants games this season over WMCA New York, with Chesterfield as sponsor.

**University, WCAU Offer TV Course for Students**

WCAU Philadelphia and the U. of Pennsylvania cooperatively are offering a television course at the university for 30 picked students. Leon Levy, WCAU president and general manager, told the students in a welcoming speech that "TV, I predict, will cause another socio-economic and economic change [in the world today]."

Initial lecture was given by Bruce Robertson, senior associate editor of BROADCASTING, who outlined the history of TV. Ruth Weir Miller, WCAU educational director, is supervising and coordinating the course. Classes are held in WCAU studios.

Mrs. Miller prepares the class for first session.
Webster Electric Company, Racine, Wisconsin announces a new high quality tape recorder. It is larger and has higher power output than most commercial or home recorders. It offers features that assure exceptional tone quality, better recordings, simpler operation, greater versatility. This recorder was designed only after an extensive survey of recorder users revealed what these users wanted and needed. The "Ekotape" meets their needs, and more! It's worth immediate investigation. It's a sound investment with features and advantages that more than justify any extra cost. Mail the coupon today for complete information.

WEBSTER ELECTRIC

See! Hear! Webster Electric's new high quality tape recorder-reproducer... the "Ekotape"

WEBSTER ELECTRIC
RACINE WISCONSIN

Mail this coupon today for full information
Webster Electric Company, Racine, Wisconsin
Please send me literature fully describing the new "Ekotape" recorder-reproducer.

Name...........................................
Organization...................................
Address...........................................
City...............................................

October 11, 1948
TOWER CONSTRUCTION has satisfied over
500 CUSTOMERS FROM COAST-TO-COAST

You just can’t beat experience in tower construction and maintenance—especially when such successful experience as we’ve enjoyed over the past 20 years. Operation of skilled, professional crews throughout the country, places our superior service under your command for any scheduled or emergency jobs.

A phone call, wire, or letter brings you our consultation service without any obligation.

TOWER CONSTRUCTION COMPANY
623-625 FALLSTIRL
BROOKLYN CITY, N. Y.
PHONE: 37-0780

Radio Tower Erector, Maintenance-Ground Systems, Motion Pictures and Control Panel Wires

Page 70 • October 11, 1948

GOV. LUTHER YOUNGDAHL of Minnesota (center) is shown with Ray Thompson (left), news editor of KROC Rochester, and Wolter Breuker, KROC promotion department, at headquarters of the station for State of Minnesota Plowing Contest. Station solicited the contest in cooperation with U. S. Soil Conservation Dept. Approximately 30,000 people Political Party. Winners were sent to the WHO (Des Moines) National Plowing Match.

TV ELECTION RESULTS PLANNED IN MIDWEST

NBC-TV will go to the Midwest on Nov. 2 when its election night television coverage will be presented over a seven-station network from Buffalo to St. Louis.

Sponsored by the RCA Victor Div. of RCA, NBC will duplicate its arrangement for balloting coverage in the East by setting up telecasting headquarters in the studios of WNBK Cleveland. The election studio will be equipped with charts to depict the progress of the election and Commentators Alex Dreier of Chicago, Robert McCordick of Washington and Ed Wallace of Cleveland will bulletin the proceedings.

Pickups from St. Louis, Detroit, Milwaukee and other cities in the Midwest network will be arranged as cut-ins for the telecast. Part of NBC’s Washington news staff will be moved to Cleveland to help supervise the operations.

Plans were announced by John K. West, vice president in charge of public relations for RCA Victor, and William F. Brooks, NBC vice president in charge of news and international relations.

CLARENCE WORDEN, WCBS New York director of special features and public service, has been named to the Army to membership on the Manhattan Military Manpower Committee. Mr. Worden will advise Army and Air Force in use of radio for recruiting campaigns.

Blackstone, the magician, in dramatic mystery series entitled "Blackstone, the Magician, Detective." Program is sponsored by "The British Library" and "P. & T. M. Machine Corp." At the close of each broadcast Blackstone, the magician, will be heard from one of his own magic tricks.

WCAU-TV Sports Shows

Three new commercial sports programs have been added to schedule of WCAU-TV Philadelphia. One of the shows, "Sports Club," is a scouting report on the Saturday games. The show is sponsored by the F-F Co., Lamont-Grady Chemical Co. and Thomas, salvus Agency.

Blackstone, the magician, will also be heard on "The British Library," a round-the-clock program. At the close of each broadcast Blackstone will be heard from one of his own magic tricks.

Radio, Motion Pictures, Specialties of Law Firm

JOHN F. CLAGETT and Harold C. Scott, law partners, are represented in Washington, under the name of Clagett & Schilz.

The firm plans to specialize in radio, motion picture, and anti-trust matters and have been active as lawyers in these fields, previous to the formation of their partnership. The new firm has offices at 1424 K St., N. W.

BOOKLET entitled "Make Your Movies Visible" has been published and sent free of charge, to anyone who submits a blank film at 1000 WATTS — 740 K.C. FULL TIME — CLEAR CHANNEL

Radio Service Men Told They Should Adopt Code MORE than 1000 radio service men meeting in New York have been advised by a Better Business Bureau executive that unless their business practices improve, government licensing “will be inevitable.”

The service men, assembled for a three-day Town Meeting of radio technicians in New York’s Astor Hotel, were urged by George H. Dennison, manager of the Pittsburgh Better Business Bureau, to adopt codes of fair practices and abide by them.

Mr. Dennison appeared at the closing session of the Sept. 27-29 meeting [Broadcasting, Sept. 27].

WOV to Feature Shows Imported From Italy GENUINE, honest-to-Hooper imported Italian programs will be featured by WOV New York, following that station’s organization of a program unit in Rome, Italy, it was announced last week by Arnold Hartley, WOV program director.

The new development follows a recently completed survey, showing the durable quality of the New York Italian market for years to come. First script serial will be offered to advertisers within a week. Shows will be available on syndicated basis in other markets.

21st YEAR

REGIONAL PROMOTION CAMPAIGNS

Howard J. McCollister

10640 Bel Air
Los Angeles • BR 04705

Shows with a Hollywood Heritage • Member N.A.B.

DELUGES to District 10 meeting of Assn. of Women Broadcasters, held at Kansas City, were entertained by Mrs. James A. Reed, garment manufacturer. L. to r: Sandra Lee, WNB, Kansas City, AWA state chairman; Pat Griffith, NAB women's director; Mrs. Reed, president of Donnelly Garment Co.; Ann Hayes, KCMO Kansas City, District 10 chairman.

AFA DISTRICT 10 Radio, TV Covered at Ft. Worth Meet

RADIO and television people and Advertising Federation of America’s 10th (Southwest) district convention in Fort Worth Sept. 27-28.

Rex Preis, assistant manager of new governor of the district;

Guy Yeddell, commercial manager of KSD-TV St. Louis, and Harold Hough, director of WBAP and WBAP-TV Fort Worth, spoke on video aspects.

Television combines all the advantages of other advertising media, Mr. Yeddell said. “It has the flexibility of newspaper advertising, the unique display possibilities of magazines and billboards, plus house-to-house demonstration,” he pointed out. “Television stations are also able to maintain a closer relationship with their audience than any other medium.”

He gave some experiences of operations at KSD-TV.

Each time a television set is installed in a home, the St. Louis station, which has been on the air since February 1947, obtains the name and address of the purchaser. “We send them a weekly program schedule so that the viewer will know what is going on and we will know his likes and dislikes.”

He said that the number of sets is no yardstick of the effectiveness of television, especially during the first few months of operation.”

Mr. Hough took the view that

KTSA San Antonio, was elected and advertisers, in the Southwest area particularly, “are not giving the consideration to television that they should.” He predicted better and more costly programs.

An AFA award for publicizing the social and economic benefits of advertising was presented to KPBC Houston. Jack McGrew, commercial manager, accepted it on behalf of the station.

George S. McMillan of New York, AFA board chairman and vice-president of Bristol-Myers Co., said lobbying in Washington, when properly conducted, had the effect of keeping legislators informed on public matters.

He said he thought advertising was better understood in governmental circles than ever before.

Clyde Rembert, general manager, KRLD Dallas, also spoke on radio advertising.

Other district officers elected were E. Julian Herndon, vice-president of the Arkansas Democrat, Little Rock, first lieutenant governor, and W. H. Tipton of Franke-Wilkinson-Schwitzerland Agency, Houston, and president of the Houston Advertising Club, second lieutenant governor.

Next year’s meeting will be at Oklahoma City.

WGVM Greenville, Miss., Plans November Start CONSTRUCTION is under way at WGVM Greenville, Miss., and the station is scheduled to start operation by mid-November, according to an announcement by David M. Segal, owner of the station. The daytime, 1-kw outlet will be on 1280 ke and affiliated with the Cotton Belt Network.

Mr. Segal also owns KTFS Texarkana, Tex. Welton Jetton has been moved from KTFS to WGVM as chief engineer. No other personnel has been announced.

New Pep for Your Platter Shows from RCA Victor’s latest releases

VAUGHN MONROE
In My Dreams
THE THREE SUNS
Canadian Copers
DJ-571
DUKE ELLINGTON
My Honey’s Lovin’ Arms
AL GOODMAN
Staunt-Hearted Men
DJ-572
SPADE COOLEY
Fickle Woman
ROSALIE ALLEN
I’d Rather Be A Cowgirl
DJ-573
JOHNNY TYLER
Little Rock Ar-ck
SIX FAT DUTCHMEN
Woodchopper’s Song
DJ-574
JEAN SABLON
Tell Me, Marianne and Lillette
DJ-576
RCA VICTOR
RECORDS

October 11, 1948 • Page 71
October 1 Decisions

DOCKET CASE ACTIONS

AM—110 kc
Announced order denying petition looking toward addition of facilities of KBEQ in Kansas City, Mo., to un. with 10 kw DA-N on same frequency.

AM—1230 kc
Announced adoption of decision granting application of WCKM, Inc., for new station in Murphy, Utah, 1230 kc 250 w.

Petition Denied
Adopted order denying petition of Skyway Bin, Corp., Columbus, Ohio, requesting Commission to change date of oral argument now scheduled for Oct. 15 in proceeding involving its application and that of Northwestern Ohio Bin, Corp., Lima, Ohio, to Nov. 1 or to time no earlier than 15 days following Oct. 15, date upon which reply to their arguments is to be served.

BY COMMISSION EN BANC

Petition Granted
Watawago Radio Inc. and Rock River Valley Bin, Co., Watertown, Wis.—Adopted memorandum opinion and order granting petition of Watawago Radio Inc. for reconsideration of action of the Commission in granting petition of Rock River Valley Bin, Co., Watertown, Wis., for license for station WKB in Watertown, Wis., to become effective Oct. 9, 1956, granted.

Argument Set
Adopted order scheduling oral argument before Commission en banc for Oct. 7 on an application filed by Watawago Radio Inc. for reconsideration of the action of the Commission in granting the application for the license for station WKB in Watertown, Wis., to become effective Oct. 9, 1956, granted.

October 4 Decisions

DOCKET CASE ACTIONS

AM—910 kc
Announced order denying petition looking toward grant of application of Phoenix Bin, Inc., Phoenix, Ariz., to change facilities of KPHO from 1290 kc 250 w. to 910 kc 5 kw. un. and denial of application of Desert Bin, Co., Inc., for new station in Phoenix, 910 kc 5 kw. un. and denial of application of Gene Burke Brophy to change facilities of KNIX from 1240 kc 250 w. to 910 kc 5 kw. un. and denial of application of Bill Burke Brophy to change facilities of KNIX from 1240 kc 250 w. to 910 kc 5 kw. un.

AM—1400 kc
Announced order denying petition looking toward grant of application of Bay County Bin, Co., for new station at Panama City, Fla., 1400 kc 250 w. un. and denial of application of The St. Andrews Bay Bin, Co., for same facilities.

ACTION ON MOTIONS

(Handwritten notes not transcribed)

October 5 Decisions

BY COMMISSION EN BANC

STA Denied
WTVY-Mobile, Ala.—Order granting petition of WTVY-Mobile, Ala., for license, based on petition for service in Seaside, Bcstg., as Wilkes Bcstg.

License
KRMJ Santa Monica, Calif.—Granted voluntary assignment of license of FM station KRMJ, Santa Monica, Calif., to Robert K. and Stanford C. Hancock to John M. Poiwill for $14,000.

License Extension

License Renewal

KUFO—FM Dallas, Tex.—Same.

WJAX-FM Jacksonville, Fla.—Same.

WOKO-Chattanooga, Tenn.—Same.

TV—180-186 mc
Indianapolis Bin, Inc.—Announced order of the Commission on Channel 18 180-186 mc and ERP vis. 37 kw aur. 119 kw. AMENDED to decrease ERP vis. to 262 kw. aur. at 121.5 mc.

Modification of CP

KNHH-FM, Madison, Wis.—Announced approval of application of CP new FM station station for extension of completion date.

KPLR-FM and KXDL—Mod. CP new FM station for extension of completion date.

ORIGINAL FM

KSFU—San Francisco, Mod. CP to specify license, charge type, site, and schedule.

BROADCASTING • Telecasting

Page 72 • October 11, 1948
The Chimes Rang

The CHIMES RANG—and
carried into the three
minutes as NCB's Morton
designation was to start
his Saturday night program
recently. The operation
beats out the program,
and just kept on ringing,
technicians explained.

KOAM Pittsburg, Kan.—Granted li-
cense to install new station in area.

KMPQ-AM Vancouver, Wash.—Granted
license to install new station in
vicinity of area.

KMBZ-FM Kansas City, Mo.—Granted
license to install new station in
vicinity of area.

KXMA Topeka, Kan.—Granted license
to install new station in area.

KVSM San Antonio, Texas.—Granted
license to install new station in
vicinity of area.

KVHJ Dallas, Texas.—Granted license
to install new station in area.

KVOO-AM Oklahoma City, Okla.—Granted
license to install new station in
vicinity of area.

KZQI Albuquerque, N. M.—Granted
license to install new station in
vicinity of area.

KTHK-AM Kansas City, Mo.—Granted
license to install new station in
vicinity of area.

KSL Salt Lake City, Utah.—Granted
license to install new station in
vicinity of area.

KBXW Oklahoma City, Okla.—Granted
license to install new station in
vicinity of area.

Kenesaw Mountain, Me.—Granted
license to install new station in
vicinity of area.

KXKQ-AM Denver, Colo.—Granted
license to install new station in
vicinity of area.

KQW-AM Kansas City, Mo.—Granted
license to install new station in
vicinity of area.

WREL Lexington, Va.—Granted mod.
license to change studio location.

KYAR Havre, Mont.—Granted mod.
license to change studio location.

KMPM Mt. Pleasant, Tex.—Granted
license to change type of trans. for
approved rate and change trans. and
studio locs.

WSPA Washington, Pa.—Granted mod.
license to change in AM and FM ants.

WAVX Shreveport, La.—Granted
license to change type of trans. for
approved rate and change trans. and
studio locs.

WVJA Montgomery, Ala.—License to
trans. new station.

KDSX Denver, Tex.—Same.

KASI Ames, Iowa—Same.

WKW Albany, N. Y.—Same.

KCHE El Paso, Tex.—Same.

KOJO Bluefield, W. Va.—License to
clear the old standard station and
specify studio location. AMEND
change name of applicant to J. Lindsey
Acley, E. Bernard Jarrett and Odes A.
Robinson, partnership d/b/a Radio
Acley.

WHEE Miami, Fla.—License to clear
state new standard station and change
studio location.

Modification of CP

KTSB San Antonio, Tex.—Mod. CP
increase power, etc., for extension
of completion data.

License Renewal

WTJN-FM Janestown, N. Y.—License to
remain FM station.

WATG Ashley, Ohio—Same.

License for CP

WKOCP Baltimore—License to cover
new FM station.

WDNC-FM Durham, N. C.—Same.

WFL Springwood, Mass.—Assignment of
CP from C. S. A. Saks to E. S. L. F.

Routing of CP

WGC-U-FM Gulfport, Miss.—Mod. CP
new station.

WGMY New York—Same.

WAMS-FM Wilmington, Del.—Same.

KVKO Harlingen, Tex.—Same.

WOSH-FM Oshkosh, Wis.—Same.

WBOI South Orange, N. J.—Mod. CP
new FM noncommercial educational
station to change ERP from 1 to 2 kW.

KWOW Omaha—Mod. CP new FM station
to change ERP from 45 to 50 kW.

Radio-FM Indianapolis—Mod. CP new
FM station to change ERP from 36 to
34 kW; ant. height above average
terrain, trans. site and studio loc.

WIRE-FM Minneapolis—Mod. CP new
FM station to change ERP from 2 kW.

CP to Reinstall

WPFS Philadelphia—CP for reinstatement
of CP new commercial television
station.

TENDERED FOR FILING

Reinstatement of Control

KVEN Memphis, Ark.—Reinsta-
ment of control of license for
Corporation for John Pella of
Philippe, Ill.

Assignment of License

WELM Elmhurst, N. Y.—Obtained to
assignment of license to Corning Leader
Corporation.

(Continued on page 85)
Double-Barreled

A ONE-MINUTE commercial on television not only sells the product, but also the talent. When May Johnson, booking agency for the Mount Royal Hotel, Montreal, heard Todd Manes soliciting a Chevrolet video musical commercial entitled "See the U. S. A. in Your Chevrolet" on WABD New York, DuMont video station, she booked him for an engagement at the Mount Royal to be followed by another booking in Toronto. Leo Langlois, Campbell-Ewald agency producer on local Chevrolet dealers television programs, played mid-day man in bringing Todd and the Mount Royal together.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION

of Broadcasting-Telecasting, published weekly, at Washington, D. C., for October 11, 1948.

District of Columbia—se

Before me, a Notary Public in and for the District of Columbia, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of Broadcast-Telecasting, that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, covered by the Act of August 14, 1912, as amended by the Act of March 4, 1927, entitled "An Act to regulate the Mailing of Periodicals by Postage Stamps," as the same is in force at the present time.

1. The date of this statement is April 30, 1948.
2. The names and addresses of the publisher, editor, managing editor, and business manager are:
   Publisher and Editor—GORDON TAYLOR, 1123 Vermont Ave., Washington, D. C.
   Managing Editor—MAURY LONG, Washington, D. C.

3. That the owner is: (If owned by a corporation, its name and address must be stated and immediately thereafter the names and addresses of all stockholders owning or holding 1% or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address as well as those of each individual member, must be given.)


4. That the known bondholders, mortgagees, and security holders, if any, who own or hold 1% or more of the total amount of bonds, mortgages, or other securities are: (If there are none so state.) None.

5. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements of the book value of the company and of the amount of total amount of bonds, mortgages or other securities owned by any one person, association, or corporation.

   RMA, Dept. 1440, U.S. Dept. of Agriculture, Washington, D. C.

6. That the statements required by the Act of August 14, 1912, as amended by the Act of March 4, 1927, entitled "An Act to regulate the Mailing of Periodicals by Postage Stamps," as the same is in force at the present time, are true and correct in every particular.

   G. RIDDELL
   Notary Public in and for the District of Columbia.

USDA Publishes Own TV Set Production Figures

TV SET production for the first eight months of 1948 increased almost 50% over the same period last year, according to figures released Oct. 1 by the U. S. Dept. of Agriculture. The Department's total for the January-August period was 498,581, compared with 375,787 for that 1947 period.

The figures, contained in the regular RDF Letter to radio farm recorders, were compiled from a formula based on a "composite of conversations" and contacts with four or five branches of the radio industry, according to Kenneth M. Gapen, assistant director of information for radio and video, USDA. The table was part of USDA's television research project, (Research and Marketing Act) and is designed to answer queries on TV receiver production which come to the Department, MR. Gapen said.

Including an additional 196,000 sets for the last four months of 1947 and taking into account those manufactured before that year, USDA arrives at a figure of nearly 650,000 sets by September 1948. Figures issued by Radio Mfrs. Assn. for a similar period this year showed TV production numbers 499,525 sets [Broadcasting, Sept. 27]. RMA members comprise about 90% of the entire industry.

USDA figures for January-August, 1948:

   January .......................... 23,001
   February .......................... 39,437
   March .............................. 57,350
   April .............................. 65,472
   May ............................... 70,144
   June .............................. 70,788
   July .............................. 71,052
   August ............................ 67,900

Total ..... 439,531

4-H Radio Plans

RADIO coverage of the annual 4-H Congress, to be held in Chicago's Stevens Hotel, Nov. 28-Dec. 2, will include a special one-of-a-kind service, the U. S. Dept. of Agriculture announced in its Oct. 1 RDF Letter to radio farm directors. Instead, the national committee which will provide three rooms with power converters for the use of farm directors who bring their own wire and tape recorders. USDA added it would make recorders of its own to one or more of Chicago studios for those who do not cover the Congress by tape or wire. The plan is tentative, it said.

RCA INSTURMENTS, INC.

A Service of Radio Corporation of America

The leading standards-setting group of the leading Radio Schools in America directs Radio School and Radio Industry Telecasting techniques to the Broadcast Industry. (Our classes have 140 Class Telephone License.)

Address: Placement Manager.

RCA INSTURMENTS, INC.

316 West 40th St., New York 18, N. Y.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td></td>
<td>Broadcasting</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W. DE 1234</td>
<td></td>
<td>Commercial Radio Equip.</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>342 E. 75th St. Triangle 4406 Chicago 19, ILLINOIS</td>
<td></td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>319 BOND BLDG. REPUBLIC 2181 Washington, D.C.</td>
<td></td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABBAM ST. PHONE 1218 ARLINGTON, TEXAS</td>
<td></td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>203 W. Hutchison Street Telephone 888 or 211 San Marcos, Texas</td>
<td></td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>ROBERT M. SILLIMAN</td>
<td>CONSULTING RADIO ENGINEER</td>
<td></td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>FRANK H. McINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 4477 Washington, D.C.</td>
<td></td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga.</td>
<td></td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W. Kellogg Bldg.</td>
<td></td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>H. V. Anderson</td>
<td>Consulting Radio Engineers 134 Clarence St., Phone 7-327 Lake Charles, La.</td>
<td></td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>A. R. Bitter</td>
<td>CONSULTING RADIO ENGINEERS 4125 Monroe Street TOLEDO 6, OHIO Telephone—Kingswood 7631, 9541</td>
<td></td>
<td>Consulting Radio Engineers</td>
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<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 5070 Washington 5, D.C.</td>
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<td>Consulting Radio Engineers</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 917 15th St., N.W. Republic 3863 Washington, D.C.</td>
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<td>Consulting Radio Engineers</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue Washington 6, D.C. Michigan 2261</td>
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<td>Consulting Radio Engineers</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N.W. STERLING 7923 WASHINGTON, D.C.</td>
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<td>DIXIE B. McKKEY &amp; ASSOC.</td>
<td>1820 Jefferson Place, N.W. Washington 6, D.C. Republic 7236</td>
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<td>Consulting Radio Engineers</td>
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<td>GILLE BROS.</td>
<td>1100 Lillian Way Gladiators 6178 HOLLYWOOD, CALIFORNIA</td>
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<td>Consulting Radio Engineers</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D.C. 1605 Connecticut Ave. ML 4151 Dallas, Texas 1728 Wood St. Riverside 3611</td>
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<td>Consulting Radio Engineers</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 8-6108</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>&amp; Associates 3738 Kanawha St., N.W. Ordway 8071 Washington, D.C.</td>
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<td>Consulting Radio Engineers</td>
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<td>PRISMAN &amp; BISER</td>
<td>AM, FM, Televison Allocation, Station Design MANAGEMENT TRAINING ASSOCIATES 3308 14th St., N.W. Washington 19, D.C. Adams 7999</td>
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<td>Consulting Radio Engineers</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13th St. N.W., EX. 8073 Washington 5, D.C.</td>
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<td>Consulting Radio Engineers</td>
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October 11, 1948 • Page 75
Help Wanted

Managerial

Opportunity for Station Manager

ALL-WOMAN STATION needs manager, sales, programming, etc., wanted for new daytime station already in the black in large, highly competitive midwest market. Present owner-manager retiring city. Give full background first letter, including earning requirements. Worth purchase can be arranged if desired but this partly optional. All replies strictly confidential.

Box 886, BROADCASTING

Help Wanted

Combination announcer-operator, first class technical, good voice. Must have experience. Start $35 per week, plus extra $20 to $40 per month, depending on ability. Also time and expense paid for air mail disc, photo, XPRK, Livingston, Mont.


Announcer with first class license. Emphasis announcing. Send complete letter, we snap photo. KXUE, San Antonio, Calif.

Network affiliate wants good announcer-engineer. Write. Send disc. WROD, Dayton, Beach.

WANTED—Announcer, good voice, minimum 1/2 merit. Must have experience with network or major market. Send 20c stamp for reply.

Technical

 operator with 5 years total national and international experience must be available immediately, minimum of 25,000. Excellent living conditions, good school and churches, big city life, with winter and summer. Salary $60.00 for 40 hours. KGO, Missouri, Mont.

Combination operator Rocky Mountain area, 455 weekly to start. Must be experienced and have good voice. Box 792, BROADCASTING.

Combination announcer — technician, plus class A telephone-radio license and be capable of high quality engineering work. Must be available immediately for 15 hour or more, Northwest coast city I/3,250, 300 miles from major city. Salary and marital status. Box 824, BROADCASTING.

Combination man, first class tickets necessary, good announcing essential. Send complete letter. Box 897, BROADCASTING.

Young men with first or second class college degrees in engineering, no experience necessary. WND, Canton, Ohio.

Progressive AM-FM network affiliate desires chief engineer. Please send biographical data, photograph and references to Box 898, BROADCASTING.

Production-Programming, others

Traffic, continuity girl. Some secretarial duties. College trained, must have complete letter with snapshot to KXUE, San Antonio, Calif.

Woman who can write with a punch! 1000 watt, midwest, regional network. No experience essential. Also network continuity staff with experienced writer who can produce strong, brisk announcements. Will supply sample copy, qualifications, salary expected and photo to Box 899, BROADCASTING.

Program director, announcer, news editor, etc. Top pay and good benefits. Box 900, BROADCASTING.

Midwest CBS station has immediate opening for young lady capable handling women’s program, writing copy, announcing, etc. Excellent salary. Box 927, BROADCASTING.

Southern station needs girl continuity writer. Rush photograph. Letter of experience and education and references. Box 942, BROADCASTING.

ANNOUNCERS

WANTED

TV production or news anchors with creative intelligence and proven ability. Minimum one year TV studio experience; sales background valuable. Must be able to book sells, good voice, and personality. Full studio and camera experience. Send letter of application, resume, and complete background details, salary expected. Box 889, BROADCASTING.

ANNOUNCERS

Manuscripting young successful 250 watt manager desires change. Twelve years successful station manager experience. Will advertise. Box 901, BROADCASTING.

Payroll. If you want your small station profitably managed by an experienced man with sales, program and management experience, write Box 902, BROADCASTING. Salary bonus propos. Prefer midwest town under 100,000.

Attention station owners. Radio equipment manufacturers, 30 years experience, call you in radio. 43 years old. Radio engineer, AM-FM, TV, 25,000 watt completed station. Also station manager, technical director and aggressive sales personnel. I have managed and directed four radio stations and have spent 20 years in the industry. My experience includes station management, technical director, goal setting, involving and training, radio manufacturing, production supervision, etc. Excellent, high degree position. Box 940, BROADCASTING.

Opportunity wanted by employed sales manager of 5000 watt station. Ten years experience with recent experience. Box 912, BROADCASTING.

College chairman of department of radio and television in commercial radio. Five years assistant to manager, Desire advancement. Box 909, BROADCASTING.

Qualified local station manager. Fifteen years experience, good voice, preferred. Box 884, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Best references. Box 886, BROADCASTING. Also references. Box 899, BROADCASTING.


General manager, 10 years experience all phases construction and operation. Proven sales record. Family man. Now managing 20,000 watt network outlet. Available 30 days. East only. Box 821, BROADCASTING.

Salesmen

Salesman, currently employed by 50,000 watt network affiliate in midwest to coast area desires change. In family business. Must also have good voice. Will exchange the best of references. Box 902, BROADCASTING.


Salesman with seven years local and network sales experience desires change of scene to midwest metropolitan station or transcription desk. Must have good personality. Knows the area. I will travel. Presently employed, met. manager, 3 years, 25,000. Box 922, BROADCASTING.

Sale wants job. Progressive station, small, modest requirements. Box 921, BROADCASTING.

Announcer, young, single veteran. One year experience. Well-trained by profession. Woman, good sales ability. Box 822, BROADCASTING.

Announcer, sport specialty. Play-happy, commentary, reporting. Beginner with professional school training. Must be willing to work in small station operation. Have plenty of ambition and initiative. In northeast? Want top man? Here’s your chance. I am a good announcer, able to build following, ready to re-enter radio. Now employed as “newspaper.” Replies. Minimum $50. Disc if you mean business. Box 888, BROADCASTING.

Veteran, young, willing to travel. Grad. of School of Radio Technique, Radio City, N. Y. Can do disc shows, news and announcing. Wants experience due to change of residence. Box 891, BROADCASTING.

Canadian disc jockey 5 yrs. exp. on some of the top metropolitan station, accent on kibits. Have some copy. Give complete details. Box 892, BROADCASTING.

Canadian, experienced, strong voice, 5 years' experience in metropolitan station, accent on kibits. Have some copy. Give complete details. Box 892, BROADCASTING.

Announcer-engineer. Combination; $75 weekly. Larry Bruner, 812 Union, The Dalles, Ore.

Announcer, single, experienced all day play-by-play expert. College graduate. Will travel anywhere. Proprietor of Cardale, college radio station. Box 893, BROADCASTING.

Early morning emcee. Eight years experience. Looking for station in major market. Prefer in the west. Family and build solid listening audience. Do all things, experienced. Box 894, BROADCASTING.

Script-announcer (young lady) ambitious, good voice, some experience, interested in production and radio programming. Box 897, BROADCASTING.

Announcer—college salesman. Go anywhere. Want to settle and grow with station. Many years experience. Box 924, BROADCASTING.

Announcer, Dee-Jay-College graduate, four years experience 1 and 3 kilowatt, employed by a large network affiliate. Young, no family, desires change. Good voice, excellent personality, 27, will work anywhere. Will travel. Must be sexually attractive, no family. I am a good announcer, can do anything. Box 889, BROADCASTING. Early offer will be appreciated.

Announcer—Valet, versatile, some experience. Graduate of Columbia College, New York. Desires college station. Will learn good radio procedure and operation. Box 895, BROADCASTING.

Announcer—Recent graduate of Radio School News, disc jockey, pop and serial work. Can travel. Box 891, BROADCASTING.

Afternoon housewife emcee, all morning and early evening seeking station with market of 500,000 or more. Now New England’s highest Hooper jockey. Contract with present station expires, 3,000 watt, won’t renew as he doesn’t like mass. Only those interested in personal interview write. Box 890, BROADCASTING.


Program directors? Do you need an experienced, reliable, and interested announcer to serve you the way you want? One experienced man wants experience as announcer or disc-jockey, graduate radio school. Prefer small province. Will travel. Replies. Box 892, BROADCASTING.

Announcing, Telecasting

Classified

ANNOUNCING.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Page 76 • October 11, 1948
Situation Wanted (Cont’d)

Mature, dependable staff announcer-newsreader. Friendly selling voice, versed in 
Mature radio. Seek no platoons. Box 929, BROADCASTING.

Experience, reliability, ability. All three in exchange for adequate salary and 
future under experienced management. P. D. with excellent AM, FM and 
news experience. All replies answered. Box 816, BROADCASTING.

Writer-director-announcer, BA, MFA. Yale: writing, directing, announcing, 
acting, programming experience: unexcelled; eager for opportunity. Box 910, BROADCASTING.

Young vet. Staff announcer, 115 yrs. APB. 3 years network acting. Can 
operate boats, trucks, studios, Radio City. Will travel. Box 950, BROADCASTING.

Experience in commercials, newscasting, disc jockey and acting. 
Graduate School of Journalism and Cinema N. O. CI training eligibility will 
travel. Joe Adellman, 452 Underdonk Ave., Brooklyn 21, N. Y.

Available immediately—National award winning disc jockey with beaucoup experience. Prefers all in show on progressive station. Disc available. Box 903, BROADCASTING.

Got the ambience, ‘‘exciting’’ experience. Disc available. Box 922, BROADCASTING.

Announcer. Morning disc jockey. Have ideas that sell. Want station in east. 
Disc on request. Write Box 865, BROADCASTING.

Technical

Combination engineer-announcer, one year experience, age 20. Can do commercial and 
eastern or midwest city. Opportunity to grow. Box 975, BROADCASTING.

Chief engineer—Excellent references, 8 years best experience. Can handle 

Engineer, 21, single veteran. No broadcast experience. Ex-Radio School. 
Lloyd Conway, 750 N. Cogswell Rd., El Monte, Calif.

Chief engineer at liberty. Fifteen years experience with last four senior operato 
50 kw. Good radio, excellent construction, installation and maintenance. Can 
answer any reference necessary. Prefer south or southwest. Must have warm climate. Require $100 per month and 
available housing. Married and steady. Box New York.

Experienced broadcast engineer. Two years combination. One year chief 

Interested in an engineer or technical director position. Apply under Engineering, Box 941, BROADCASTING.

Engineer, degree, first phone, install or rehabilitate any station. FCC apr 
provval minimum time. Your inexperienced personnel trained for subsequent operation. Normal permanent 
salary. Replies Box 938, BROADCASTING.

Engineer—Transmitter, studio, and re 
all experience with wait lists. Age 22, single. Desire position with station in midwest. Box 294, BROADCASTING.

Broadcasting • Telecasting

BROADCASTING • Telecasting

New Washington

Offices

15th & Pennsylvania Ave.

Telephone

Sterling 4341-2

WASHINGTON, D. C.

BLACKBURN-HAMILTON COMPANY, INC.

WILLIAM H. HARDWICK

DALLAS

1011 New Hampshire

335 Montgomery

Sterling 4341-2

SAN FRANCISCO

RADIO STATION BROKERS

1501 Sunset Blvd., Hollywood 2834

BROADCASTING • Telecasting

11 E. 47th St., NYO—6-2596

October 11, 1948 • Page 77
TBA Rushes Plans For Dec. 8 Clinic

E. P. H. JAMES, MBS vice president, will serve as general chairman of the annual television clinic to be held Dec. 8 at New York's Waldorf-Astoria Hotel, under the auspices of Television Broadcasters' Assn., holding its annual meeting there that day.

Following a business meeting, at which new directors will be elected to fill terms expiring at that time and when TBA President J. R. Poppell, WOR New York vice president, will deliver the annual report, the clinic will get under way at 11 a.m. Program is not completely set as yet, but a highlight will be the presentation of the annual TBA awards of merit for outstanding contributions to the development of the art of television.

Three directors will be elected for three-year terms, following the expiration of the terms of Mr. Poppell, G. Emerson Markham, WRGB Schenectady, and Lawrence W. Levine, CBS. Three other directors will be elected for shorter terms, in accordance with TBA by-laws specifying that when a director has been named to fill the unexpected vacancy, his term shall run only until the next annual meeting, when the vacancy shall be filled by election by the TBA membership.

Two directors will be elected for one-year terms under this ruling—succeeding Noran E. Kersta of NBC (filling the term of John F. Ross, now retired), and George M. Burkard, KSD-TV St. Louis (filling the term of Frank Schreiber, WGN-TV Chicago). One director will be elected for two years to succeed Robert Kleiner, BC (filling the term of F. J. Bingley, formerly of Philco Corp., now with WOR New York). The new TBA board will meet that afternoon to elect officers for the coming year.

**CATHEDRAL HOUR**

**Religious Broadcasts Aided By Revision**

WJD Detroit's St. Paul's Cathedral Hour has undergone a revision of religious broadcasting technique in order to bring listeners a program which equals in interest the actual attendance at the church service.

The program originates from St. Paul's Episcopal Cathedral where eight microphones are set up in various portions of the church. Organ music, hymns and the sermon are broadcast through the cooperation of the church officials. A narrator interpolates explanations during pauses in the service so that the radio audience can follow the actual ceremony.

John L. Weaver, Dean of St. Paul's, believes that WJD has found a way to give radio listeners a real church service. The station has received many commendatory messages on the improvement.

**FM PROMOTION**

**Board to Study Basic Plan Next Session**

FRAMEWORK for a two-year station-manufacturer-dealer campaign, to promote FM on a nationwide basis, will be submitted to the next FM Assn. board meeting by Bill Bailey, FMA executive director. Outline of the plan was given the FMA directors at the recent meeting of the board.

If FMA members live up to pledges and promises volunteered at Chicago, the two-year project will get under way early next year. It was endorsed by convention vote but not acted on by the board. The members quickly absorbed a deficit of several thousand dollars at the convention and indicated they would support FMA's activities [Broadcasting, Oct. 4].

WJD New York, president, William E. Ware, KFXX Council Bluffs, Iowa, was named to the board to set up three new committees. They will promote activities of members having newspaper interests and to operate with set and equipment manufacturers and expand functions of non-commercial stations.

Manufacturers, under revised by-laws approved at the convention, now may have at least three members on the board. As a move to develop dealer FM activities, FMA voted to accept dealer associate memberships at $25 a year, but a lower fee may be considered at the next board session.

A number of technical refinements in FMA's by-laws were adopted by the membership. Language covering election of officers by the board was made more definite, specifying that officers be elected at the first board session following a membership meeting, and take office immediately.

The section covering the executive director's duties, definitely, that the officer is responsible to the board. He is given added authority to choose staff employees, fix salaries and prescribe duties, including still serving as ex officio assistant secretary and assistant treasurer.

MEMBERS of the FM Assn.'s board of Directors pose for the cameramen:

Front row (l to r)--Frank Gunther REL; William E. Ware, KFXX Council Bluffs, newly-elected FMA president; Marion Claire, WGNB Chicago; Dr. E. H. Armstrong, inventor of FM; Thomas F. McNulty, WMCF, Baltimore.


Boar directed by David of Stromberg-Corning, representing Lee McConne, vice president, Stromberg-Corning; Edward Wheeler, WEAW Evanston, Ill.; Ben Strouse, WWDC-FM Washington, D. C.; Matthew Bensebrook, KCOY-FM Oklahoma City, and Leonard Marks, FMA general counsel. Dr. Armstrong and Mr. Marks are not board members.

Sections not pictured are Dr. C. M. Jansky, FMA engineering consultant, and Morris Novik, Unity Broadcasting Corp.

**WJLD Takes Grant Denial to Court**

A CHARGE that FCC granted an application which didn't legally exist was before the U. S. Court of Appeals for the District of Columbia last week in an appeal filed by WJLD Bessemer, Ala., in its 850-kec fight with WTNB Birmingham.

WJLD, whose application for the frequency was denied while WTNB's was granted [Broadcasting, Dec. 15, 1947], maintains that Thomas N. Beach, owner of WTNB, swore to his application before a signature, portions of which had been completed. Consequently, the appeal charges, "there never was a valid application filed with the Commission by Beech."

WJLD raised the same contentions—unsuccessfully—during the proceedings before the Commission.

The appeal also charges that FCC's preference of WTNB on the basis of program plans is "a form of censorship forbidden by the statute."

It argues that WJLD should have been preferred from the standpoint of Owner George Johnston's knowledge of station operations, the extent of his participation in radio affairs, and financial success of his station.

In the FCC proceeding, WTNB won a grant for 850 kc with 5 kw day and 1 kw night in lieu of 1400 kc with 250 w. WJLD was seeking the same facilities to replace its present 1400 kc with 250 w. WJLD's appeal was filed by Franklin K. Lane and Orwell H. Walburn, Washington counsel. WJLD has 25 days in which to file its brief. WTNB may intervene in defense of the grant.

**UN Offers Two Recorded Broadcasts for UN Day**

THE UNITED Nations Radio Division, Lake Success, N. Y., is offering two short recorded programs to all interested stations for use on UN Day, Oct. 24. The discs, which run 13½ minutes, may be broadcast in their entirety or excerpted. The programs are Report From The United Nations and Think on These Things.

Meanwhile Ted Cott, WNEW New York vice president and chairman of the National Association of Broadcasters Committee, is urging stations to use the following station break or a variation on UN Day: "This Is Station ———, U. S. A.——Member of the United Nations."

**New BMI Tune**

BMI has published a new tune called "Just a Plain Old Ride," written by Wade Barnes, Dallas manager of NBC Radio Recording, with the assistance of Louis Breault, public service director, WFAA Dallas. Song is termed "a natural for broadcasters" by Carl Haverin, BMI president.

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On All Accounts
(Continued from page 10)

Malcolm-Howard, shot from the position of an obscure local bottling concern to that of a national franchise holder in two years, continued its rapid growth throughout the year. Production stagnated during the winter months, but with the post-war period has increased so that another 40 cities have been added.

"Before the war, Dad's Root Beer was rated No. 3 by softdrinkers all over the country, second only to the two colas, which we don't mention!" Art said. "This was true in almost every market, and is attributable mainly to successful radio advertising after the first year we handled the account."

Art, who manages the account, devised for it the first known singing commercials, using the psychological technique of repetition mixed with rhythm. The root beer is sold by spot radio only—"no programming has ever been used"—and now 60 per cent of the firm's budget is allocated to broadcasting.

In addition to Dad's, Art manages accounts for Legion Ice Cream, Mrs. Klein's Potato Chips and the Chicago Coliseum. On Sept. 12 he outlined the Rubin's Clothing Store sponsorship of the first simultaneous AM-TV-FM broadcast in Chicago, with its Stars of Tomorrow anniversary show (8 to 8:30 p.m. CST) on WGN, WGN-TV and WNB, Chicago Tribune stations. Major radio accounts also include Noyes, Land & Joy Candy, which uses commercials extensively before candy holidays—Christmas, Mother's Day, Easter. Most of these accounts buy time.

Other Malcolm-Howard originated accounts which the agency still services are Clinton Watch, Legion Ice Cream and Cimino Wines. Largest radio account after Dad's is the Chicago Coliseum, huge amphitheater used for exhibitions, ice shows, bicycle races, rodeos and horse shows. From Sept. 18 through 26 it was site of the National Television and Electrical Living Show, for which Art handled the intense promotional activity and public relations.

Television is one of his pet projects, and he is a charter member and director of the Chicago Television Council, for which he serves as chairman of the program and speakers committee.

While contemplating heightened activity in video, Art now supervises five active TV accounts: Robin's with its WGN-TV program; Dad's WBKB Chicago (Balaban and Katz) spots; Cook County Motors, WBKB spots, and Pasarino, hooked to Chicago amusement centers offered by the Woodlawn (Ill.) Lions Club, now being tested on WBKB after an extensive newspaper and AM campaign. Cook County Motors, sponsoring news four times weekly on the video station, was scheduled to begin Football Scoreboard each Saturday after the football games. As for his spare time, Art jut mulls and mutters over the fact that he has none.

SPONSORED NEWSCAST IS AMENDED BY CBC
REGULATIONS regarding commercial sponsorship of newscasts were changed by the Canadian Broadcasting Corp. at its board of governors' meeting in Halifax, Sept. 24, to allow commercial announcements at beginning and end of newscasts. Request for change was made by Canadian Association of Broadcasters, represented by James Allard, general manager.

Regulations were relaxed to read: "There shall be no commercial announcement between the beginning and end of a newscast. In announcing the change in the regulations the CBC board said it "felt concern about the amount of commercial material associated with newscasts on private stations and planned to keep a close check on the situation." Previously the regulation permitted advertising relating to the sponsor's product or service at the beginning of a newscast. But limited the closing announcement to mention of the sponsor's name only and the news source. The new policy will become effective Nov. 1.

Charles Jordan to Head Texas' AP Radio Assn.
CHARLES JORDAN, vice president and general manager of the Texas State Network, Fort Worth, was elected president of the new Texas Associated Press Broadcaster Assn., which was organized Oct. 3 in Fort Worth.

Officers are scheduled to meet soon to name a group of regional liaison men to coordinate sectional viewpoints within the state. About 75 stations were represented.

Other officers elected were: Joseph M. Leonard Jr., KGAF Gainesville, vice president, and James Alderman, WRR Dallas, secretary-treasurer. Al Stine, AP Midwest field representative at Kansas City, and Frank H. Hing, AP's Dallas bureau chief, assisted at the meeting.

Tower of KIBH Seward Destroyed by High Wind
OPENING of KIBH Seward, Alaska, was delayed temporarily when winds of hurricane proportions destroyed the tower. The station was slated to start operation Oct. 1.

KIBH is a member of the Alaska Broadcasting System. The network's relay station in Anchorage, KQKL, has started broadcasting 18 hours daily and its reception throughout the area is being checked. ABS is represented by Pan American Broadcasting Co., New York.

TOM MOREHEAD, sports director at WIP in Philadelphia, and HOWARD JONES, heard on WFIL's weekday "Farmer Jones" program has been awarded radio blue ribbon awards from New Jersey State Fair at Trenton.

RICHARD E. HUBBIS has joined news staff of WJR Detroit.

MALCOLM HOWARD, who retired to his "hobby" horse shows. He is a member of the Chicago Phitheater and Ice Arena, Inc.

GENE BARRY, new man of WBBR Buffalo. N. Y., is the father of a boy.

Johnston to Be on Ballot By Supreme Court Ruling
CULMINATING a series of legal clashes, the U. S. Supreme Court last Tuesday upheld Justice Hugo Black's order insuring Rep. Lyndon B. Johnston's spot on the Texas election ballot as Democratic nominee for the U. S. Senate.

The Supreme Court announced it had refused to vacate Justice Black's order reversing a Texas federal district court injunction banning Rep. Johnston's name from the ballot.


ASK YOUR PETRY MAN About Availabilities in the YANKEE NETWORK News Service Editions at 8 A.M. ★ 1 P.M. ★ 6 P.M. ★ 11 P.M.

THE YANKEE NETWORK, INC.
Member Mutual Broadcasting System
21 Brookine Ave., Boston, Mass.
Represented Nationally by EUGARD PETRY & CO. INC.

Video Implements Radio, Says Baker

"TELEVISION will not kill radio and the motion picture any more than radio killed the phonograph record or motion picture business." That statement was the crux of a talk by Dr. W. R. G. Baker, General Electric vice president and head of the electronics department, to 120 key radio and television distributors at an Electronics Park conference Oct. 1.

He said that although the impact of television is having a retarding effect upon the sale of expensive radio - phonograph combinations, prospects for the receiver business generally have not been impaired.

In fact, Dr. Baker added, this retarding effect may "turn to advantage," since it offers the opportunity of replacing existing combinations with an instrument providing all the services—an entertainment center.

The need for secondary receivers will still exist, he continued, with perhaps an increase in demand for table models, portables, clock sets and other specially receivers.

"The broadcast networks will not give up to television without a battle," Dr. Baker told the group. "We may expect better broadcast programs in order to hold the attention of the listening public."

WCR-O-FM Cancellation

THE construction permit of WCR-O-FM Johnstown, Pa., was cancelled two weeks ago by the FCC at the request of the permittee because it was unable to find a suitable site for a tower and transmitter [Broadcasting, Oct. 4]. A representative of the station stated they are still definitely interested in FM and when a site can be obtained a new application will be filed for FM facilities at Johnstown. Negotiations are still underway for a site, he said, but the station did not feel it was proper to ask for another extension of the grant.

IOWA IS ADDED TO STATES HAVING AP RADIO GROUPS

REPRESENTATIVES of Iowa stations receiving Associated Press news reports have organized the Iowa AP Broadcasters, according to an Oct. 4 announcement by Oliver Gramling, AP president.

On the executive committee are: Paul Loyet, vice-president and resident manager of WHO Des Moines, chairman; Ben Sanders, KICD Spencer; Jim Bornmann, WMT Cedar Rapids, and Ralph Childs, KMA Shenandoah. They were chosen unanimously at the suggestion of a nominating committee composed of Bill Croker, KDEC Decorah; Art Barnes, WSUI Iowa City; and Herb Ohr, KGLO Mason City.

A committee to study AP news reports to stations was formed, with Chuck Miller, KRTN Des Moines, as chairman.

ALLIED ARTS

MRS. B. EATON LAWTON has acquired sole ownership of Lawton Productions, Hollywood (radio production company) with purchase of half interest of her partner, J. H. JOHNSTON. Company name has been changed to Lawrence Productions.

RUTH ANNABLE, former art and production director for Bullock's, Los Angeles (department store chain), has opened placement office and registry for artists in that city under her own name. Offices are at 623 S. Westmoreland Ave.

T. A. PURCELL has been appointed manager of Providence, R. I., office of Graybar Electric Co. Inc. He succeeds ELLIOTT LUM, retired. Mr. Purcell has been with Graybar for 18 years.

JOHN A. MIGUEL Jr. has been appointed Far Eastern regional director for RCA. Previous to this appointment Mr. Miguel was general manager of RCA Victor Mexico, RCA's associated company in Mexico.


LOREN RYDER, head of Paramount Pictures' news department, is forming his own company to handle 16 mm, processing from camera to release printing. This will make possible service in one place for independent television and film producers.

READING, PA.—69th U. S. MARKET HAS AN EFFECTIVE BUYING INCOME OF $268,508,000*

REACH THIS AUDIENCE MOST ECONOMICALLY WITH THE STATION THAT PROMOTES AND SELLS YOUR PRODUCTS

* Sales Management—May 10, 1947

BROADCASTING • TELECASTING

Page 80 • October 11, 1948
New Business
(Continued from page 12)

C. J. La ROCHE & Co., Los Angeles, appointed by KMPC that city, to handle advertising and promotion.

LEWIS FOOD Co., Los Angeles (Dr. Ross dog & cat food), appoints Rocket & Lauritzon, same city, to handle advertising. Company, which sponsors Free for All and segment of Meet the Misses on many CBS stations, will continue same schedule.


FAMILY KITCHEN PRODUCTS Co., Los Angeles (pastry mixes), appoints Botsford, Constantine & Gardner, same city, to handle advertising. Radio participations are planned.

ARDEN FARMS Co., Los Angeles (dairy products), purchases quarter-hour broadcast Sleepy Joe children's series to be placed on 16 Oregon and Washington stations sometime in October. Contract is for 62 weeks.


DR. J. L. LAMBERT Ltd., Montreal (medicinal) renewed to March 31, Memoires Dr. Lambert on CKAC Montreal, CHRC Quebec, Thurs. 8-8:30 p.m. Agency: J. E. Huot, Montreal.

ED SCHUSTER AND Co. Inc. (Milwaukee department stores) has taken sponsorship of Philco Football Highlights, at approximately 9:30 p.m. Fri. on WTMJ-TV Milwaukee, following high school football games.

Agency: Cramer-Krasselt, Milwaukee.

Network Accounts

GEORGE A. HORMEL & Co. (food products), Austin, Minn., added its Hormel's Girls Corps, Saturdays, 11 to 11:30 p.m. (EST), to 58 stations in Mutual's Southwest group, making total of 105. All-girl band and choral group was heard first last spring on Don Lee Network, and was later expanded to include Midwest and Mountain districts of MBS.

Hormel Agency is BBDO, Minneapolis.

SEECK & KADE Inc., New York (Pertussin, cough remedy), will advertise each Mon., Wed. and Fri. for 26 weeks on 1:00 p.m. edition of Yankee Network News over WNAC Boston, and 22 Yankee Network stations.

MARY LEE TAYLOR SHOW, now on CBS, moves to NBC Sat., Oct. 23, 10-10:30 a.m., to begin its 15th season on air. Show is sponsored by Pet Milk Sales Corp., through Gardner Agency, New York.

Adpeople


Education Station Survey Available

A STUDY of 18 of the 65 educationally owned and operated stations giving service in 1947 has been released by the National Ass'n of Educational Broadcasters. The survey was prepared by George Willeford, graduate student in the radio department of the U. of Indiana.

Although only 18 stations are covered, the survey gives a "crosssection" of the operation of college, university and board of education owned stations. The survey points out, however, that the results are not intended to present a necessarily desirable or approved set of standards for educational stations.

Of the 18 stations covered, 12 are AM and six FM. AM station power runs from 100 w to 5 kw and all but two of them are daytime only stations. The FM outlets range in power from 250 w to 5 kw.

Average operation is shown as eight hours daily—with a minimum of two hours and a maximum of 16 hours.

Salary also showed a wide variation, running from $3,500 to $10,000 a year for managers. The average for managers is $5,580 with other high pay personnel including the program director, farm director, chief engineer and school program director. A large percentage of these people hold one or more college degrees and their experience in radio is high—managers average 13.3 years and chief engineers 10.6 years experience.

Thirteen of the stations offer "extremely specialized" programs to some degree and a majority devote considerable time to semi-classical and classical music.

Engineering equipment, in general, is modern and the average number of studios is between three and four per station. All but one station indicated use of wire or tape recordings. Twelve of the stations have their own news wires and all but two are on an exclusive basis.

Fifteen of the stations indicated an interest in a national educational network but doubt was expressed as to its practicality.

Copies of the study are available at 25c a copy to NAEB members and $1.00 for non-members. Requests should be addressed to NAEB, WOI Ames, Iowa.

KFAR, KENI Join MBS

TWO ALASKAN stations, KFAR Fairbanks (10 kw on 660 kc) and KENI Anchorage (5 kw on 550 kc) became affiliates of MBS Oct. 1. Both stations are operated by the Midnight Sun Broadcasting Co., owned by Capt. Austin E. Lathrop, Alaskan industrialist.

JOEL KUPPER, mathematician on "Quiz Kids" (Miles Labs, Alka-Seltzer, Chick-A-Day vitamin) has earned medal from Chicago Park District after winning city-wide championship chess tourny.
feature
(Continued from page 10)

Main programming policy of the network is to give farmers the information and entertainment they want—when they want it. Robert Child, from produce exchange headquarters in Madison, Wis., is head of the program department and brings to the network many years of experience as director of farm programs.

Special effort is made by the network to present programs at a time when they will reach the desired audience. Women's programs are carried at 1 p.m. rather than 2 p.m., when children usually occupy the time of farm women. The man of the house is reached between noon and 1 p.m. Programs for children come on about 4:45 p.m.

The network programs highlight one music and straight reading of carefully selected stories. Bonafide farmers and experts from the 10 sponsoring farm organizations discuss farmers' problems daily. Children's programs specialize in dramatizations of such books as Treasure Island for one age group, and interviews covering farm youth projects for another age level. Programs of farm music, dance, and other gatherings also are presented. Market reports are carried throughout the day and any program may be interrupted at any time for a newsworthy report on markets or weather.

Remote Pickups

A trailer for remote pick up makes it possible for RNR to present programs covering county fairs, on-the-spot farm broadcasts, farm organization meetings and other events. The boost of the network is that "there is no pasture in New York State which is not a broadcast point for our network."

The trailer, called a Nemo, was designed by GE and RNR engineers and contains a two-way radio, 3-kw, gasoline-powered generator, public address system and wire recorder.

During installation of the network, 35 two-way communications equipment was in use. Later, some of the units were modified to permit their use as remote pick-up gear. Jeeps and other mobile equipment also are equipped with two-way radios.

The engineering staff of 19 technicians is headed by Donald K. deNeuf, chief engineer. Two of the engineers are located at each station, so that three are field engineers traveling in the trucks and four handle the master control at headquarters.

Each transmitter has a rain gage and wind-direction velocity instrument on the roof. These, combined with other instruments, will make available to the U. S. Weather Bureau at Albany regular meteorological observations.

Andrew Corp. Producing Micro-wave Relay Items
ANDREW Corp., Chicago, announced last week that it has produced and has available 2 and 4 and 6 foot parabolic antennas for both the 960 and 2,000 megacycle regions, together with constant impedance, low loss, dielectric transmission line and fittings for micro-wave relays.

Officials of the firm also announced that its New York City office has been opened at 421 Seventh Ave., with J. F. White as district manager.
Kobak Gets a Mule

PRESENTATION of a Georgia mule to Edgar Kobak, president of MBS, featured a barbecue given for Mr. Kobak in Thomson, Ga., by Walter J. Brown, owner of WTWA Thomson, president of WTNT Augusta, Ga., and president and general manager of WORD Spartanburg, S. C. Townspeople of Thomson made small donations to buy the mule, which was led right into the gymnasium, covered with a blanket, and promptly named "Mr. Mutual" by Mr. Kobak. All went well until the closing phase of the ceremony. The radio announcer describing the scene as Mr. Kobak led the mule away put it this way: "Mr. Kobak is now leading the mule out of the gymnasium—but he didn't lead him out soon enough!"

2 Former WSNY Staffers Charge Contract Breach

ALLEGING breach of contract, two former WSNY Schenectady, N. Y., sports broadcasters, Bill Carpenter and Ed Flynn, have instituted action against the Western Gateway Broadcasting Corp., WSNY licensee. In seeking damages Mr. Carpenter and Mr. Flynn claim, among other things, that the corporation breached an exclusive contract they had to broadcast 1948 games of the Schenectady Blue Jays baseball team of the Canadian-American league.

Mr. Flynn left WSNY last June to join the newly-formed George R. Nelson Inc., Schenectady advertising agency. Mr. Nelson, president of the agency, formerly was general manager and a director of WSNY.

Mr. Carpenter terminated his connection with WSNY in August and is now on the staff of WOKO Albany, N. Y. He and Mr. Flynn are represented by the Schenectady law firm of Gordon & Gordon.

Telesatus

(Continued from page 18)

report, but noteworthy among its details of the development of TV advertising, is evidence that the types of local TV advertising vary from city to city. Washington, for example, had six real estate firms using video air time during the September measured week, while, except for one realtor TV user in New Haven, no other city reported any use of television by this type of advertiser.

In Detroit, two politicians used video announcements to promote their candidacy for office in that city.

260-page MARKETBOOK

If you are a Broadcasting subscriber on Oct. 11, or if your subscription is received during this week of Oct. 11 you will receive as a bonus, a free copy of this fact-packed MARKETBOOK. This volume comes with your regular weekly edition securely wrapped in a heavy-duty envelope.

Sells separately for $1.00

NOW...and until the end of this week a regular subscription to Broadcasting includes:

- $5.00 Yearbook-1949
- $1.00 MARKETBOOK
- 52 weekly issues

all for $7

MAIL COUPON TODAY

Britain's TV Bid

CLAIMING to have the world's best and most economical television system, Britain's radio industry is preparing to bid for business in overseas countries, it was announced at a recent London press conference. The first step will be to ship transmitters abroad, upon request, for demonstrations. Lord Trefgarne, chairman of Britain's Television Advisory Committee, told newsmen that "any country pinning its faith to the British system (405-line) will be putting itself in the most favorable position to take advantage of future development."
TO LAUNCH "New York Philharmonic Concerts" serenade (Oct. 10, 3:45 p.m.) WTOP Washington is scheduling the local program that leads directly into CBS network broadcasts, and is buying time on WQUB ("good music") station in Washington, to promote the WQUB program. Leading program will feature Paul Hume, music critic for "Washington Post," who will discuss music-forms instruments (with recorded and live demonstration), composers and the language. In final five minutes of 2:45-3:15 p.m. segment, Paul Hume will annotate program to be played that afternoon by Washington. WTOP also plans own schedule of promotion announcements.

Mike Night

MICROPHONES are apparently enough, theme of WBT Charlotte, N.C., promotion folder. Folder states that "WBT Blows Its Top" event occurred when station discovered its Hope dealer, Jim Hunter, was about to do a 10 p.m. segment. At least a 57% wasn't much of lead over network show aired at same time. So, WBT started its own "What's Cookie?" for that hour and now, folder states, station has 172 less.

Name Founding

As AUDIENCE promotion, NBC's Olderlisten is conducting contest for suitable title "X" in association actor on his program. Twenty Ford automobiles, in addition buying best names for newest member of NBC's "Golden Age," first four cars are to be offered each week for five weeks and top winner award $1,000 in cash. Other cash and merchandise prizes include.

"Grocery Modernization"

VERSATILE bible of grocery information, from placement of slow-moving merchandise to modern grocery noun, has been offered to midwest retail store, facilities of WLL Cincinnati, merchandising department. Printed in eight four-page supplements, publication is inserted in heavy gray paper folder bearing title "Modernizing Your Grocery Store." Four cards are to be offered each week for five weeks and top winner award $1,000 in cash. Other cash and merchandise prizes include.

Grovefield Exposed

LISTENERS to WVO New York are getting all fish in sea because station's five "Audited Audiences." "Take the Guess Out of Buying," feature gives sponsors basic factual information on specific listening groups, "where they live, what they do, what they buy, what they like and dislike; what they listen to, where they go and what they plan for tomorrow.

County Fair

VISITORS to Allegheny County Free FAIR, McKeesport, have free press in action. Station, covered 72 events and personalities, gave listeners unique opportunities to hear radio and originated special Ralph Edwards ("Truth or Consequences") broadcast. In addition, station gave away sun visors, as well as deep sun out of their eyes.

Pikes Peak

COLORADO SPRINGS Transit Co. has joined with KRDO Colorado Springs, Colo., to give Pike Peak Region more complete coverage of local events of "good music" station. Few weeks ago KRDO gave Colorado Springs residents their first regular mobile studio, a converted city bus. "Bus" studio contains control room, interview studio, power unit, remote pick-up transmitters and wire recorders. Initial broadcast from mobile studio was description of arrival of pony express riders into Colorado Springs Program. "Pikes Peak or Bust Rodeo". Newest development in cooperative plan between KRDO and Colorado Springs Transit Co. is installation of radio tuned to KRDO in all Transit Co. busses.

"CAMPUS Capers"

"CAMPUS Capers" is program idea that combines entertainment, public service and commercial value, has been developed by KTXP Topkea, Kan. Program is built around Washburn U. Each week, a fraternity or sorority is saluted on program. Organization submits scheduled segments for full hour show, and brief history of organization is included in program. In addition, campus news of interest to general listening public is included. Building up Washburn football games, plays, concerts, etc. Show is heard from 11 a.m. to 12 noon Saturdays.

20,000 People

TALENT Contest sponsored by WIXR-Radio, State College, Pa., and Johnson Corp., drew live audience of 50,000 people to station. Contest went to New York on all-expense trip. Station states that because size of crowd it was unable to get single picture of entire group, and that pictures that were taken could only be shots of small groups of audience.

"Don't Trust to Luck"

DEALERS of Mid-Continent Petroleum Corp. and KVBO-Tulsa, Okla., are distributing little coins with slogan "Don't Trust to Luck" and bar "Can you beat all, Tulsa Hurricane games over KVBO, John Henry, 1170 K.C.?"

SALT Lake City music lovers are being kept informed about outstanding programs in Salt Lake City. Hurricane games over KVVO, John Henry, 1170 K.C., are being featured on four-page booklet, "Advance Music Programs," being given away free by Salt Lake City, Booklet is being sent, week in advance of programs, to all music super-

This is a WINDMILL

A primary essential to the farmer of the rich High Plains region, the windmill is the reliable means for a consistent water supply . . . just as K-TREL-X is the reliable media for you in getting your share of the bigger Farm Dollar in the High Plains wheat empire . . . coverage of the Kansas, Nebraska, and Colorado Wheat Belt in ONE purchase.

ABC's "Breakfast Club" (8 to 9 a.m. CST, Philco, General Mills for Kix, Swift) and "Ladies Be Seated" (2 to 3 p.m. in TV) moved Oct. 4 from ABC's Merchandise Mart studios to the Studio 6 of new Civic Studio, formerly Chicago Civic Theatre, in city's Opera Bidg., home of network's TV operations.

TWO MILLION VACET SET SALES SEEN FOR 1949

The SALE of television receivers may reach 2,000,000 during 1949 if the supply of picture tubes is adequate, Ernest H. Vogel, manager of marketing, Electronics Department, General Electric Co., said at recent conference of radio and television distributors at Syracuse, N.Y., Mr. Vogel predicted that sale of television receivers in 1949 would reach approximately 1,600,000 and possibly 2,000,000 if there was an ample supply of picture tubes. Industry wide, total sales of receivers during the next year would amount to approximately $330,000,000 at the factory level, he said.

Walter M. Skillman, manager of sales for GE's Receiver Division, estimated that 70% of the company's radio-television dollar volume business next year will come from viewings.

Equipment for long-playing record phonographs will be installed in a number of models scheduled for production this month and these installations will be on dealers' floors in November, Mr. Skillman said. He pointed out that a program is being developed to permit owners of some standard line combinations and all Musaphonics to have their record players converted for micro-groove reproduction at a relatively low price.

Denver U. Script Contest

Ties in With Radio Price

A Radio Script contest, in conjunction with National Radio Week, Nov. 16-20, is being held by the U. of Denver for writers of the Rocky Mountain region. R. Russell Porter, director of Denver U. radio activities, has announced that $50 will be awarded the writer of the 30-minute script which best typifies the radio plays in American Life. The best 15-minute script will be selected from those received. Deadline for script, Oct. 16. Prize-winning scripts will be produced and recorded by the university for broadcast during National Radio Week. Judges are Hugh Terry, KLZ Denver manager; Ken White, radio editor of the Denver Post, and Edna Anne Taylor, publicity director of the May Co.

California Time

ALTHOUGH California is currently only two hours behind East Coast time— it remained on Daylight Time because of the power shortage—network executives are confident that a return to Standard Time will come in January when the present California time law expires.
October 6 Decisions

DOCKET CASE ACTIONS

October 7 Applications

ACCEPTED FOR FILING

License for CP

WROS Decatur, Ala.—License to cover CP new standard station.

WTBC Tuscaloosa, Ala.—License to cover CP channel 6. First year income 10 kw, antenna 10 kw, estimated cost $1,100, first year income estimated $75,000.

KCVR Lodi, Calif.—License to cover CP new station. First year income 10 kw, antenna 10 kw, estimated cost $1,100, first year income estimated $75,000.

WTEF Shawano, Wis.—License to cover CP new station. First year income 10 kw, antenna 10 kw, estimated cost $1,100, first year income estimated $75,000.

Assignment of License

WFRL Freeport, Ill.—Voluntary assignment of license from Vincent S. Barker and Grisly J. Barker, partners, to Freeport Bostg. Co. to Freeport Bostg. Co. Inc.

Modification of CP

WJHJ Bosstown, S.C.—Increase in power, etc., for extension of completion date.

KPMF Beaumont, Tex.—Mod. CP increase in power, etc., for extension of completion date.

License Renewal

Applications filed for renewal of license for WTMN-TV, Thrall, Colo., KMBC-FM Kansas City, and WBGP-FM Panama City, Fla., and others.

License modifications for CP

KPMF Beaumont, Tex.—License modification for CP, new antenna and trans, and make changes in ground system.

WJHJ Bosstown, S.C.—Modification of CP.

WJHJ Bosstown, S.C.—Modification of CP.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

S U M M A R Y  T O  O C T O B E R  7

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* 70 are on air; 425 are on air; 22 are on air; 31 are on air. All licensed stations also are operating.

Eight Ask Video Stations of FCC

Requests Filed After Freeze In Television

DESPITE the freeze imposed by the FCC on new television station applications [BROADCASTING, Oct. 4], eight requests for new TV facilities were filed last week with the FCC. The FCCs freeze, scheduled to end Jan. 31 (see page 73), has already been extended by the U.S. Department of Commerce. [Score this page for details]. At the same time one application, previously filed for a new video station, was withdrawn because of the FCC's freeze. It was filed by Scripps-Howard Broadcasting Co., Harlingen, Tex.

Seven of the new applications arrived at FCC last Monday, three for radio and one for TV. The applications are for seven AM stations in the Jack, Hardin, and Lee County areas. The applications were filed Aug. 19. [BROADCASTING, Aug. 23.]

Cleveland 1300-kc Oral Argument Is Postponed

ORAL ARGUMENT on Cleveland 1300-kc case, scheduled for Oct. 15, was continued last week by FCC to Nov. 4. Application is to be filed by Arnold W. Gerity, owner of WCLE in Cleveland, and Mary A. Gerity, vs. Scripps-Howard Radio Inc., which operates W E W S (T V) Cleveland and other radio stations, and Cleveland Broadcasting Inc., locally-owned firm which is FM permittee there. FCC has proposed to grant 5 kw fulltime, directional, on 1300 kc to Cleveland Broadcasting [BROADCASTING, July 19].

Meanwhile, the Commission also has scheduled oral argument for Oct. 26, 11 a.m., on requests of the Steinman interests—Keystone Broadcasting Co. (WKBO), Harrisburg, York Broadcasting Co. (WORK), York, and Reading Broadcasting Co. (WRAV). Reading. Pa.—for new Class B FM facility on 93.5 in Reading. The Commission earlier approved the WKBO request but deny the others on duply grounds involving other Steinman stations [BROADCASTING, July 5].

The arguments are in connection with an AM proceeding as involving an AM proceeding at York in Broadcasting, Oct. 4.
At Deadline...

SPECIAL BMB REPORTS
FOR 69 STATIONS COMPLETED

BMB's 1948 Interim Area Report showing day and night audiences of 69 stations in some 300 counties and cities, is now being distributed to all BMB subscribers and AAAA and ANA members, with copies available for others at $2.50 each.

Made in March at request of 69 BMB subscribers who did not want to wait for next year's national BMB survey, including number of stations not on air when first national study was made in 1946, interim study was made only in counties and cities which participants asked to have measured and does not claim to report on full coverage of these stations everywhere.

It is intended for use in conjunction with 1946 study. Interim report was paid for by contributing stations and not out of general BMB funds.

AT&T QUERIED ON VIEWS
OF STRATOVISION LINKAGE

FCC's PROBE of AT&T and Western Union rates for television network relays (earlier story, page 27) recessed Friday to Nov. 3. Under cross-examination, AT&T Assistant Vice President John J. Hanselman said the telephone company would not permit Strato- vision relay linkage of AT&T eastern and midwestern networks for World Series game from Boston if telephone company had its own connecting facilities available. Since it has no such link now, he said, interconnection of Stratovision and two networks would be allowed (see bulletin page 4).

MBS GIVEAWAY STAND

CLARIFICATION of MBS' interpretation of what constitutes "audience buying" program status by day by Edgar Kobak, president. He regarded as completely acceptable programs awarding prizes to studio audience participants or to those submitting material from which shows are made. Programs that "brib" listeners to listen to programs rather than for entertainment, regarded by network as "not good radio and in long run not good for radio," Mr. Kobak said.

KTAN SALE COMPLETED

SALE of KTAN Sherman, Tex., to newly-formed Sherman Broadcasting Corp. by Denison Broadcast Co. completed subject to FCC approval. Price not divulged. Euclid T. Fant and Tony Anthony principal stockholders in bidding firm. Present owners are Einer Scarborough and Joel Carroll, Fort Worth, and Mrs. Mary Stewart, Los Angeles. Otis McKenzie is manager of station, which began operation last December.

WIBK HEARING DEFERRED

WIBK Knoxville, Tenn., Friday granted petition for redesignation of oral argument set Oct. 18 on recommended decision of ex-Comr. Clifford J. Durr to delete station [BROADCASTING, July 5]. FCC continued argument without date. Comr. Durr held Exhibit J, Harold Smith "unfit" to continue WIBK operation.

RMA BOARD OKAYS PROMOTING
U. S. TV STANDARDS ABROAD

RADIO Mfrs. Assn. board meeting Friday approved proposal by joint committee of set, tube and transmitter manufacturers to work with export committee in promotion of U.S. standards for TV equipment in foreign markets. Board okayed invitation to NAB and TBA to cooperate with RMA in contesting legality of Pennsylvania license tax against tasters operating TV sets on grounds TV is interstate commerce (see story page 56).

Board also set up committee to offer Wayne Coy, FCC chairman, RMA cooperation in expediting FCC decision in TV case involving ultra high frequencies.

KOB ASKS GRANT

PETITION filed Friday at FCC by KOB Albuquerque seeking removal from pending file and granting of its 18-year old request for permit on 770 kc, 50 kw fulltime, in such manner that it and WJZ New York would be established as Class I-B stations each with 50 kw in 18-channel area of directional array. KOB now on 770 kc with 50 kw day, 25 kw night under special service authorization first granted in 1941. Licensed for 10 kw on 1030 kc and holder of permit for 50 kw on 1180 kc, KOB received SSA as result of international conflict problems arising with adoption of North American Regional Broadcasting Agreement. WJZ is licensed on 770 kc with 50 kw fulltime.

KSL TOP REALIGNMENT

C. RICHARD EVANS, assistant manager of KSL Salt Lake City since last January, appointed station manager, replacing Ivor Sharp, named executive vice president. Other appointments, announced by KSL board of directors, were: Ralph W. Hardy as assistant manager and D. Lennox Murdoch as executive assistant. Mr. Sharp joined KSL in 1938, last January, as assistant and acting manager. Mr. Evans with station since 1927, was chief engineer for several years. Mr. Hardy was executive assistant in charge of public relations and administration of station during past 18 years, was director of station relations.

DETROIT TV MOTION

MOTION filed Friday by FCC to dismiss appeal of United Detroit Theatres Corp. from Commission's order of Feb. 12 denying movie firm's request that its Detroit video application be put into comparative hearing with request of King Tivoli Broadcasting Co. for extension of time to complete construction of WXYZ-TV Detroit [BROADCASTING, March 1]. FCC held U. S. Court of Appeals for D. C., where case pending, is without jurisdiction. Petition case should go before special three judge District Court. Appeal also termed invalid since 20-day period within which to act had long passed.

VOTING POPULATION ANALYZED

НИНЕЙ-ПЯТЬ million U. S. citizens will be of voting age by Nov. 2, U. S. Census Bureau estimates in breakdown of population above and below age 21. Bureau released tables covering voting population in recent Presidential years, with breakdowns by states.

Closed Circuit (Continued from page 4)

lar WBZ-TV Atlanta. His chief, ex-Gov. James M. Cox, understood to have advised White House it would be impossible to release him for campaign.

RADIO has its own inside Whodunit. Number of broadcasters in recent negotiations have been set back on their heels by union spokesmen who have quoted actual income and earning figures. Central source indicated files of FCC. Idea advanced that recent separations from FCC might eliminate possible leaks.

TURN-ABOUT on so-called Avco procedure under consideration by FCC may run this way: Rescind regulation requiring competitive bidding on station sales (since FCC can't force seller to close with anyone). Require advertising of all station transfers and all new station authorizations in local papers on "speak now or forever hold your peace" basis. Proposed regulation subject to comment and argument, may be forthcoming this month.

UNIVERSAL International is ready to consider all contract-production of television film programs but is not interested in formal announcement. Reason for latter said to be fear of recrimination by exhibitors.

LONG-OVERDUE ruling on Mayflower editorializing decision is irking FCC members. Case was decided last June [BROADCASTING, June 21] with instructions to lawyers to draft opinion. Now Law Bureau has been told to produce forthwith. Decision in substance was to apply varying commercial nature of station to editorializing rule and with no hard and fast formula on balancing pros and cons.

PLEAS of broadcasters during round of NAB district meetings for per-piece privilege in SESAC contracts were not uttered in vain. NAB general counsel, Don Pettit, expected to meet in New York with SESAC officials. NAB Music Committee also will tackle problem.

TAGGING of approaching Mexico City high-frequency conference as continuation of "cold electronic war aimed at U. S." gains credence as probably the most significant international invasion below border. Latest rumble: British and French want to postpone session or bring early adjournment before any action can be taken.

FURTHER argument by broadcasters in FCC's general allocation proceeding on fixed and mobile service (see story page 29) may show that Commission's proposed provisions for broadcast remote pickup facilities would seriously hamper outside-studio programing. Broadcasters might have enough cue channels but insufficient program channels.


IN PLANNING stage at famed Cornell U. is project for TV production unit, probably to be separately incorporated, which would specialize in public interest TV filming of Cornell laboratory, research and agricultural activities. Mike Hanna, general manager at WIBK, says program AM operation is sparking project which also encompasses operation of TV station by Cornell, for which application is pending.

BROADCASTING • Telecasting
RADIO'S TOUGHEST AUDIENCE CHECK

KMBC-KFRM Team Pioneers in Serving Vast Trade Area

When KFRM went on the air last December 7, it was the first time in history that the government had permitted the operation of a broadcast transmitter a great distance from the main studios. Over 200 miles of special circuits connect the transmitter, 10 miles south of Concordia, in Cloud County, Kansas, with the KMBC-KFRM studios in Kansas City.

When Governor Carlson threw the switch a new radio voice for Kansas City's great trade territory was born - The KMBC-KFRM Team.

"The Team," an entirely new radio term, is now a household word to millions who depend on it for the best rural program service. Many members of the advertising fraternity have tested and studied its effectiveness.

A dream of Arthur B. Church, founder and president, has become a reality. With The KMBC-KFRM Team he has accomplished in Kansas City's primary trade area a coverage otherwise unobtainable.

Phil Evans, director of KMBC-KFRM Service Farms, and associate Ken Parsons, are two of the best livestock and agronomy experts on radio today. They deliver practical information, as does Bob Riley, who broadcasts the livestock markets direct from the Livestock Exchange. Home economist Betty Parker and home-maker Caroline Ellis assist in providing a great home informational service. Erle Smith heads a great news department -- tops on "hometown headlines," too. Sam Molin, sportscaster, author, is nationally recognized in his field.

The KMBC-KFRM Service Farms and KMBC-KFRM Schoolhouse programs have repeatedly won national honors. The entertainment field is not overlooked, and the KMBC-KFRM program staff of full-time professional talent is the finest in the entire middle west.

KFRM has doubled the potential listening audience of great program-building station KMBC. Together, "The Team" is enriching the lives of the Kansas City Trade Territory.

KANSAS GOVERNOR REPORTS TO PEOPLE OVER STATION KFRM

Governor Frank Carlson of Kansas brings timely "Reports to the People" of the State each Sunday afternoon at 1:30 p.m. on KFRM. The Governor, at KFRM inaugural ceremonies, stated: "With KFRM, the farmers and stockmen of Kansas have reliable radio service from the great Trade capital, Kansas City.

KFRM Programs Link Rural Audience To Trade Center

The KMBC-KFRM Team brings millions of listeners in the territory, who look to Kansas City as their trade capital, valuable service in the form of market broadcasts, grain, poultry and produce quotations, news and informational features, and good entertainment.

More Than 10,500 KFRM Listeners Respond as Mercury Hits 100°

Audience Loyalty Unprecedented

During the two week period from July 25 through August 7, Station KFRM conducted an audience contest, resulting in an avalanche of mail from loyal listeners totaling 10,800 pieces.

Despite flood conditions in the State of Kansas the first week, of sufficient proportions to isolate many communities, and a heat wave the second week that sent the mercury up to 100 degrees, the letters poured in. The KFRM audience in their response demonstrated a loyalty that is unprecedented -- and this in the lowest audience response season of the year.

Listeners were invited to write 50 words or less on "My Favorite KFRM program is ___ because ___".

Every single program on KFRM received numerous votes as the favorite. It is significant that the largest percentage of votes went to the KFRM features devoted to agricultural activities. The economic factor of receiving reliable, up-to-the-minute market and farm information (which aids farm families) was mentioned repeatedly by contest entrants. "Interesting presentation of facts" was praised.

Entertainment groups and personalities of The KMBC-KFRM Team received generous mention, too, indicating the popularity of the talent staff. Such outstanding entertainment programs as The Texas Rangers, Dinnertime Roundup, Brush Creek Follies, and Western Roundup, received hundreds of first place votes.

Quite surprising to the contest judges was the fact that while hundred of entrants, although asked to name a single KFRM program, chose to write their letter about the station or the entire list of programs carried by KFRM. Many entrants stated quite frankly that it was somewhat difficult for them to select a particular favorite, since in their opinion, there were numerous programs they considered outstanding.

This splendid response to the contest, during a normally slow season for letter writing, made further slower by the handicap of floods and a heat wave, proves clearly that KFRM, teamed with KMBC, has won the loyal attention of millions of listeners in the Kansas City Trade area and is performing a vital service for them.

Shaded map shows mail response in KFRM's summer contest, together with KMBC-KFRM contours.
AUDIENCE SIZE and composition by quarter-hours for all programs heard in 41 central and western Oklahoma counties were measured early this year in a Listener Dairy Study conducted by Audience Surveys, Inc. Details of this thorough-going study of radio listening are available from either WKY or Katz Agency representatives.

- **FAR MORE LISTENERS**  Morning - Afternoon - Night
- far more listeners PER DOLLAR