SUGAR MANUFACTURING — At this time of year in Colorado the sugar mills are working day and night turning the sugar beet crop just harvested into sugar. The sugar beet industry, an ideal example of industry and agriculture integrated into a common purpose, has been an established part of the economy of the state for almost 50 years. Colorado today is leader in sugar beet and beet sugar production in the U.S., and the sugar industry forms another facet of the state's many-sided economic picture which is one of wide diversification and continuous stability.

SUE CARSON

and the

“BUDGET BRIGADE”

KLZ's popular afternoon participating program, “Budget Brigade”, has long been a part of the listening habit of Colorado women. “Sue Carson,” nom de mike of Palmo Fuller, mixes recipes and household hints with in-the-flesh guests such as Lou McAllister, Donald Duck and Donald Woods. “Sue” is also a veteran on KLZ's writing staff.
For ten years Harry Von Tobel has been associated with the lumber business in Central Indiana. For the past four years he has been managing his own store in Remington, Jasper County, Indiana. Today, Von Tobel Lumber Company is the largest and most active business enterprise in Remington and surrounding areas. Serving both town and rural folks, the store features hardware, home appliances, and a complete line of building supplies, from lumber to electrical fixtures.

Through constant association in filling customers' needs, Von Tobel has developed a closeness to the people in his community. He knows, for example, that they listen to and rely on WLS for service, entertainment and advice. He knows, too, that this reliance has led to acceptance of WLS-advertised products—that advertising on WLS moves goods for him.

Mr. Von Tobel is typical of most small town merchants, and Remington is typical of the hundreds of small towns in the WLS area. Jasper County has 3,610 radio homes. WLS, according to BMB, is by far the leading station in the county—94% day and night. In 1947 WLS received an average of 1.55 letters from every radio home in the county!

Here is a thriving market, with retail sales amounting to more than 11 million dollars and an effective buying income of $4 1/2 million! Yet, it is only one county in WLS's 567 daytime BMB counties!

This one merchant—this one county is typical of the loyalty, acceptance and belief that WLS has nurtured for nearly a quarter of a century. Upon this type listener loyalty depend sound advertising results. For further details on selling this thriving Midwest America market ask any John Blair man.
Make a personal call to New England's markets

Selling any market is a local problem. The closer you get to the market the more impact you get into your selling.

Talking to the people from their own home-town stations provides that closer, more personal approach, reaches more listeners effectively. That is where Yankee comes into the picture — with 24 home-town stations that form a ready-made sales pattern for all New England.

Yankee stations are an effective local medium everywhere because they have acceptance with the local merchants. These local merchants know it is profitable to push Yankee advertised products. In their own selling they use Yankee stations to reach the local mass audience.

Everywhere, Yankee gives you direct contact with your market. Yankee's 24 home-town stations provide the best overall coverage, plus local impact, obtainable in New England.

Acceptance is the Yankee Network's Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System
**Upcoming**


Oct. 21: Wisconsin Radio News Clinic, Plankinton Hotel, Milwaukee.


Nov. 14-20: National Radio Week. (Other Upcomings on page 66)

**Bulletins**

**SPECIAL** unit to produce documentary, public affairs and educational programs created in NBC Program Dept. Wade Arnold, assistant manager of script divisions, to head unit, with James C. Harvey, NBC documentary di-rector, taking over as his assistant. Other appointments: Van D. Woodward, associate editor of script division succeeds Mr. Arnold as assistant manager; Hugh Kemp, freelance radio writer, fills associate editor post.

**ROYAL V. HOWARD,** NAB engineering di-rector, named chairman of Committee A to study antenna problems by Five-Power Con-ference laying groundwork for High-Fre-quency Broadcasting Conference to open Oct. 22 in Mexico City. Five-power group started work Oct. 1 in Latin capital.

**WOR SIGNS KINCHERBOCKER**

WOR New York has signed H. R. Knickerbocker, Pulitzer prize-winner foreign cor-respondent, for 15-minute weekly news series effective Nov. 3, 7:30-7:45 p.m. Starting as sustainer, series will mark Mr. Knickerbocker's radio debut.

**BAMBERGER SYMBOL**

WHILE Washington officials are watching President Truman's State of the Union message, Mr. Alfred H. Knickerbocker of the New York-based Knickerbocker Chain, will be busy getting his message to the American public. Knickerbocker, who has been covering the White House for more than a decade, is famous for his ability to get behind the scenes and bring to the public the real story of what is going on in Washington.

**SNOW CROP CAMPAIGN**

SNOW CROP MARKETERS, New York, is extending national campaign on frozen foods and orange juice concentrate. Starting Nov. 15, Snow Crop will advertise three times weekly on daytime and night-time Galen Drake shows, WCBS New York, and will sponsor 15-minute musical program, Mon.-Fri., on WQXR New York, effective this week. Agency, Maxon, New York.

**EISENWEBER FILM TV RIGHTS**

ABC still negotiating with 20th Century-Fox for video rights to movie version of Gen. Eisenhower's Crusade in Europe. Picture is planned as series of 26 two-reel episodes. Asking price for TV rights said to be $100,000.

**Closed Circuit**

ALTHOUGH it's hush-hush, preliminary re-port to Hoover Commission on government re-organization cracks FCC between eyes on "judicial lawmaking" (Blue Book, Mayflower editorializing opinion, Port Huron political mandate, etc.) and strongly denounces FCC's penchant for allegedly rendering its rules and standards meaningless by winking at them. Risk capital, investing in broadcast facilities, it's charged, is deluded because FCC violates its own regulations.

DESPITE taking given FCC in Hoover Re-port (above), recommendation of investigators to Hoover Commission understood to urge con-tinuance as independent agency, with chair-man to be named by President. Recommend-a-tions are subject to action of full Commission, headed by ex-President Herbert Hoover. Report must be submitted to Congress within 10 days after reconvening next January.

**FLORIDA** Citrus Commission through Benton & Bowles, New York, tentatively planning ten-week spot campaign nationally to begin sometime in mid-November.

**LATEST** report (subject to confirmation after Nov. 2) is that Ray C. Wakefield, chairman of Frequency Registration Board in Geneva and former Republican member of FCC who was summarily dropped by President Truman in June 1947, will return to FCC under Dewey-Warren regime—possibly as chairman. Mr. Wakefield, hailing from Fresno, is close friend of GOP vice presidential nominee who, under Republican organization plans, would have greater voice in federal machinery than any of his vice presidential predecessors.

**GENERAL ELECTRIC Co.,** Electronics Di-ision, Syracuse, through Maxon Inc., New York, has signed Stop Me if You've Heard This One on television starting week of Jan. 1. Network will be ABC.

**SNOW-STORM** of entries seen in joint in-dustry essay contest for high school students. Mere 20,000-entry affair last fall, freedom project now drawing outside support so fast that contestants may run into hundreds of thousands.

**KENYON & ECKHARDT,** New York, prepar-ing audience participation show for Kellogg Co., audition planned within two weeks. Net-work and time not set.

**DON MAIER,** sales manager of WBKB, Bal-aban & Katz television station in Chicago, will soon resign, marking fourth resignation of key WBKB staff men since Capt. William Eddy left to become TV director of Meredith Pub-lishing Co.

**Business Briefly**


MODEL RAILROAD SERIES • Lionel Corp.. New York. Oct. 22 starts for 13 weeks Tales of the Red Caboose on five-station eastern ABC video network. Fri. 7:30-7:45 p.m. Lionel model trains will be used, with com-mercials aimed at adult model railroad fans. Agency, Reiss Adv., New York.

'BREAK BANK' ON TV • Break The Bank (ABC, Fri. 9-9:30 p.m.) becomes second ABC show to "simulcast" with addition Oct. 22 of television via WJZ-TV New York. Sponsor is Bristol-Myers, New York. Agency, Doherty, Clifford & Shefield, New York.

AGENCY NAMED • Berolo Import Co., New York (olive oil), to Emil Mogul Co., New York. One-minute transcribed spots on 15 stations in 13 eastern and mid-western cities to be used. Other stations to be added.

**BUSINESS AT RECORD LEVEL, COMMERCE DEPT. FINDS**

BUSINESS enters final quarter 1948 at top speed, Dept. of Commerce survey shows. With personal income running at $215 billion annual rate, lower taxes, consumer spending is reaching peak level for year. Industrial expan-sion goes forward with nearly five billion dollars to be spent in last quarter for plant, equipment.

Employment is 1.5 million above January's low, and Commerce Dept. says proportion of workers employed is highest it ever has been.

"Industrial output, construction, employment, sales all give evidence of sustained high ag-gregate volume of business," says Office of Business Economics.

Page 4 • October 18, 1948
WCAO
Baltimore

BASIC
CBS

5000 watts
600 kilocycles

PROMOTES
YOUR
SHOW*

*Just ask your
Raymer representative
From one store to five since 1935 ... the gratifying record of Adams Clothes of Philadelphia.

During these 13 years the biggest advertising effort of Adams Clothes has been WIP's hour-long "C'mon 'n' Dance" program of popular music from 11 to 12 six nights weekly.

Traceable sales for men's clothing ... an eminently satisfied client!
Now,—for the first time—all the salient facts about television in Southern California have been assembled in one study.
In September KFI-TV commissioned a leading Western research organization to find answers for such questions as "Just how many sets does Los Angeles have?" and "What's the tune-in?". Here are some of the highlights of that report:

**SET OWNERSHIP:** Approximately 28,400 as of September 1. Of these about 10% are installed in public places, the remainder in homes.

**SETS IN USE:** About two-thirds of all sets are in use during the average evening quarter-hour. Nearly 9 in 10 Southern California set owners who are at home use their sets some time during the evening.

**AVERAGE VIEWERS PER SET:** About 3.5 persons.

These and many other important facts about TV audience and what's going on in the Southern California TV picture are contained in a presentation, "The TV Picture in Southern California." We will be happy to show it to you.

KFI-TV is the blood brother of KFI, Southern California's ranking station with listeners and advertisers for a quarter-century.

With its own complete and separate staff of TV experts, its all-new RCA equipment, KFI-TV has established new highs in picture clarity and entertainment during three months of experimental operation.

Now, KFI-TV is operating commercially five nights a week. Discriminating Southern California advertisers like Union Oil, Hoffman Radio, and Packard Bell have selected KFI-TV as the station on which to invest their program budget.

KFI-TV is squarely in the middle of Southern California's television picture—the best place to focus your television budget.
Nelson Carter, supervisor of Sunkist account for Foote, Cone & Belding, Los Angeles, and W. A. Wilkinson, account executive on Sunkist Lemons, appointed vice presidents of agency.

Vic Decker announces opening of his own advertising agency in Canton, Ohio, specializing in radio and television accounts. Mr. Decker was formerly commercial manager and sports director of WCMW Canton. New agency address is 718 McKinley Ave. N. W., phone: 5-8107.

Henry von Morpurgo Inc., San Francisco and Los Angeles, announces opening of a television department for consultation and production services in that field.

Sherwin P. Helms appointed manager of McCann-Erickson, San Juan, P. R., succeeding Leslie Segersten, who returns to U. S. on indefinite sick leave.

Charles O. (Chuck) Dabney joins Prebbs, Fellers & Prebbs, Chicago, to head radio and newly created television department.

Arthur Pardoll, formerly with Young & Rubicam, and Timothy Healy, formerly with Kenyon & Eckhardt, join Sullivan, Stauffer, Colwell & Bayles, New York, as radio time buyer and manager of the research department, respectively.

Carl D. Dennis Jr., appointed managing director of Erwin, Wasey of Canada Ltd., Toronto.

Gertrude Brows, formerly with Buchanan & Co., New York, joins executive staff of William H. Weintraub & Co., same city, as fashion merchandising director.

J. Walter Thompson, Chicago, moves its public relations, publicity and financial advertising offices to 619 N. Michigan Ave. from 410 N. Michigan Ave. New telephone number is Mohawk 4-2770. Other departments of agency remain at latter address.

Jack Cummings, former traffic manager for Honig-Cooper, San Francisco, joins Harrington, Whitney & Hurst, same city.

Gardner Adv., New York, adds five to staff to handle public relations and financial advertising offices to 619 N. Michigan Ave. from 410 N. Michigan Ave. New telephone number is Mohawk 4-2770. Other departments of agency remain at latter address.

Norman Gladney, former radio director and account executive with Haber, Hoge & Sons, New York, joins Casper Pinsky Adv., same city, in same capacity.


The Bixby Adv. Agency announces change of name to Bixby-Hanaway Adv. Agency Inc. After Oct. 15, agency will be located at 513 Hospital Trust Building, Providence, R. I.

Paul Martin, former program director of WKDW Buffalo, N. Y., appointed to staff of Bowman & Block, Buffalo advertising agency. He will specialize as account executive for radio and television accounts.

G. Alec Phare, radio director of R. C. Smith & Son, Toronto, promoted to managing director of agency.

Erwin, Wasey of Canada has opened an office at 1121 St. Catherine St. West., Montreal.

Paul Radin resigns as vice president in charge of motion picture operation of Buchanan & Co., Los Angeles, to join William Kester & Co., Los Angeles, as vice president. He is replaced at Buchanan & Co. by Frederick Polangin, former eastern advertising publicity director for Enterprise Studios, New York.

H. Charles Sieck Inc., Los Angeles, moved to new offices at 407 Commercial Center Street, Beverly Hills.

Harvey Orkin, formerly with The Orsatti Agency, Hollywood, has joined Arthur Jacobs agency, same city.

Broadcasting • Telecasting
Mr. Martin Campbell
Radio Station WFAA
Dallas, Texas

Dear Mr. Campbell:

Can a manufacturer of building blocks toss a few bouquets to the Early Birds and to other members of your staff for their fine cooperation these past two years? As you know, November marks the beginning of our third year as a sponsor of the Early Birds.

When we first decided to try reaching architects, contractors and home owners by radio, there were those who shook their heads... particularly since our product is sold under two names. Our budget called for a 15-minute spot (7:30 to 7:45 a.m.) just once a week. We elected to tell an institutional story built around case histories or specific jobs utilizing our product.

We are pleased with results. We have succeeded in building an acceptance for our two brand names — Dalcrete and Dalcrete, especially named building products for the two markets of Fort Worth and Dallas. This program enables us to tell a comprehensive selling story on both our products and our service in these two markets.

We have been congratulated by the National Concrete Masonry Association as the first member in the United States to have used a full time radio program.

Radio now takes our major advertising expenditure. Since last year the Early Birds are heard twice a week under our sponsorship. We can't praise too highly the cooperation of your staff or the sales results of this program. Since the Early Birds can and do sell concrete building blocks, it would seem they can sell any product with equal effectiveness.

Sincerely yours,

John S. Chase
CHASE BUILDING PRODUCTS

Thanks, Mr. Chase

There is little to add to your story except that the WFAA staff has worked hard to make WFAA the leading station in the Dallas-Fort Worth area. It has regional coverage, top talent, programming "know-how" and a loyal audience... We're proud of the WFAA Early Birds... the Southwest's oldest breakfast-type show now in its 18th year. And the Birds is only one of the many fine shows custom-built by WFAA to sell for their sponsors.

Represented Nationally by
EDWARD PETRY and COMPANY

Station WFAA

DALLAS

820 NBC 570 ABC
TEXAS QUALITY NETWORK
Radio Service of the Dallas Morning News

By the Order of the F.C.C., WFAA Shares Time on Both Frequencies
Feature of the Week

Mr. Ensell about to embark for Binghamton in the Bolling trailer.

THE BOLLING Co. is really rolling—in a combination office and hotel room trailer. The station representative firm, with headquarters in New York, has added the trailer as a means of covering markets throughout the country.

George W. Bolling, president, attributes the rapid growth of the two-year-old firm to the Bolling policy of knowing markets "inside out." The trailer, working out of New York in a spider-web fashion, is an extension of that policy.

The mobile office idea was the brain-child of George W. and Robert Bolling, brothers who run the company, and E. Schuyler Ensell, vice president of the firm.

As he started on the trailer's initial trip—to Binghamton, N. Y.—Mr. Ensell outlined the general aim in three points: (1) To probe first-hand into all phases of the commercial picture; (2) to effect, through thorough knowledge of markets and methods, successful advertiser-station alliances; and (3) to neighborize the relationship between the Bolling Co. and the stations it represents.

Stations represented by the Bolling Co. are: WHP Harrisburg, Pa.; WBNT Binghamton, N. Y.; WHOT South Bend, Ind.; WCFL Chicago; KSFD San Francisco; and WOV New York.

On All Accounts

A DOLF N. HULT, vice president of Mutual's Midwest division, emitted a low, soft chuckle.

Nothing could be finer than to have a salesman of Mac Ward's ilk representing MBS in the wide open spaces. Mac was an Iowa farm boy, graduate of a Midwestern state university, a salesman for 20 years, and a family man with three daughters—a credit to suburban Hinsdale, Ill.

But could this "hunk of man," who last April parked his six-foot-one, 218-pound frame into an easy chair in "Ade" Hult's Tribune Tower office, really sell in a manner acceptable to the "world's largest network?"

John Mackenzie Ward answered this question in just four months. By August, he had earned the title of MBS Midwest sales manager.

Mac was born on a 360-acre farm near Guthrie Center, Iowa, Jan. 4, 1906. He went to high school in Des Moines, but chose the U. of Wisconsin instead of Iowa U. When he signed up for an English course instead of agriculture, his Iowa neighbors were certain he had lost his mind. Proceeding according to plan, however, he worked on the editorial staff of the Wisconsin campus magazine, and ran just enough 440's on the Badger track team to convince the folks back home he hadn't gone "completely soft."

Graduating in 1927, and in love with one Barbara Skelly of Oak Park, Ill., Mac hied himself to Chicago for a job. He got on the Tribune as a classified ad salesman and a year later took Miss Skelly as his bride. After nine years on the Tribune, during which he progressed from classified to the business survey and merchandising departments, he was lured into station representative work at Ward.

(Continued on page 75)
NEW ORLEANS
1st in the Deep South
---Based on Latest Listener Diary Study!*

1. Biggest audience for every part of both day and night.

2. Biggest audience for the week as a whole—WWL wins by almost 3 to 1.

3. Biggest percentage of wins in all quarter-hours—WWL wins 87%—89.5% in daytime.

4. Biggest net audience for strip programs.

... and WWL’s locally produced shows win virtually as large shares-of-audience as CBS and transcribed programs.

This is definite proof folks turn to

WWL
NEW ORLEANS
A Department of Loyola University

WWL ... 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey: your Katz Agency representative has it.
Your product may blanket the area... but

Your product may be available to most of your prospective customers. Is your advertising? Are you using the medium that reaches the largest percentage of families in every county of your major distribution areas? Does your advertising penen-
does your advertising?

trate those areas as thoroughly as your product? ... Here are three maps of the New York area.
Which map coincides best with the area where your product can be bought? Which medium blankets that area ... like your product?

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

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

**LEGEND**

- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached
We didn't write this advertisement

It was written for us by just two among many national advertisers who have done business with us for years.

"What secrets do you possess? As we attempt to analyze the trends of listening across the nation we are at a loss to understand such an appreciable increase in the size of your audience in your area."

"KDYL does a wonderful job for clients and it is noticed and appreciated."

We think these excerpts from unsolicited letters from agencies and sponsors, tell you very plainly why—in Utah, KDYL is your best buy!

We'll be happy to send photostatic copies on request.

BORDEN CHEESE Co., New York, through Young & Rubicam, signs three New York City TV stations for series of ten spot announcements a week for 13 weeks. Company will boost Liederkranz and Military Band Camembert cheeses over WCBS-TV, WABD and WPIX.

RUBIN'S Department Store, Chicago, after four weeks trial period with simultaneous broadcasting on AM, FM and TV of Stars of Tomorrow, has contracted for 13-week schedule on WGN, WGNB and WGN-TV Chicago. Agency: Malcolm-Howard, Chicago.

WINSTON & NEWELL Co., Minneapolis (wholesale food distributors in Minneapolis and Super-Valu stores in four Midwestern states), appoints Bruce B. Brewer & Co., Minneapolis, to handle advertising. Radio will be used.

GRUEN WATCH Co., Cincinnati, contracts for one-minute time spots Monday, Thursday, and Saturday on WBKB (TV) Chicago. Contract is for 13 weeks beginning Oct. 25.


SEALY Inc., Chicago (mattresses), appoints Robert W. Orr & Assoc., New York, to handle its advertising. Spot radio will be used.


FIRST WISCONSIN NATIONAL BANK OF MILWAUKEE sponsoring three home games of Marquette U. over WTMJ-TV Milwaukee. This is first time bank has entered television. Agency: Marvin Lemkuhl, Milwaukee.

TAYLOR-REED Corp., Glenbrook, Conn., appoints St. Georges & Keys, New York, to handle advertising for Cocoa-Marsh and Tumbo Puddings. Campaign plans include radio.


HUDSON'S BAY Co., Winnipeg (chain department stores), starts transcribed program Edy Arnold Show on CFAC Calgary, CFRN Edmonton, CKBI Prince Albert, CKRM Regina, and CKRC Winnipeg. Placement was by Cockfield Brown & Co. Ltd., Winnipeg.

SHIRIFF'S Ltd., Toronto (food products), starts French program Rigolade on CKAC Montreal, CHRC Quebec, CHLT Sherbrooke, Fri. 8:30-8:55 p.m. Agency: Cockfield, Brown & Co., Toronto.

WILLIAM WRIGLEY Jr. Ltd., Toronto (gums), from Oct. 5 to April 26, Tues., 10-10:30 p.m., sponsors French-language program Il y a du Soleil on CKAC Montreal, and CHRC Quebec. Account was placed by Walsh Adv. Co., Montreal.

ORANGE EMPIRE STORES, Riverside, Calif. (grocery chain), planning three weekly quarter-hour interview programs to run on four as yet undecided upon stations in area, starting about Nov. 15, on behalf of its 750 stores. Agency: Edward S. Kellogg Co., Los Angeles.

(Continued on page 82)
WNJR 
NEWARK 
announces 
the appointment of 
Avery-Knodel, Inc.

New York   Atlanta   San Francisco   Los Angeles   Chicago

as their national representatives 
effective immediately 

WNJR

Newark, New Jersey
5000 Watts   1430 Kilocycles

Radio Station of the Newark News
The revolutionary new 10-KW
FM transmitter — that saves you up to $1500 a year

Four important reasons why the BTF-10B costs less to run

**Reason No. 1... It Uses Smaller, Less-Expensive Tubes.** Because Grounded-Grid circuits are used throughout ... in driver stages as well as final, the extra power of the driver stages (ordinarily wasted) automatically adds to the output of the power amplifier. Thus, the final power amplifier is not required to furnish as much power—and smaller, less-expensive tubes can be used in it.

**Reason No. 2... It Uses Fewer Tubes.** Because "Direct-FM" circuits are used in the exciter ... and because one main rectifier supplies all high voltages, the BTF-10B uses substantially fewer tubes than most 10-kw designs. There are only 39 tubes, total. And only 23 of these are required for emergency operation. (The other 16 are control tubes whose failure will not take the transmitter off the air).

**Reason No. 3... It Takes Less Power.** Because it uses fewer tubes, because the final amplifier tubes are smaller (use less filament power), and because the amplifiers all operate at high efficiency, the power consumption of the BTF-10B is only 22.5 kilowatts.

**Reason No. 4... It Requires Fewer Spares.** Because the last three stages of this transmitter use the same type tube, the RCA-7C24, and because the overall number of tubes used is relatively small, the total number of tube types required is only 14. This greatly reduces the number of spares you must keep on hand.

Ask the RCA office nearest you to give you the figures which prove these claims

- **New York 20, New York**
  36 W. 49th Street,
  Telephone: Circle 8-6030
- **Cleveland 15, Ohio**
  718 Keith Building,
  Telephone: Cherry 3450
- **Chicago 11, Illinois**
  666 N. Lake Shore Drive,
  Telephone: Delaware 0700
- **Atlanta 3, Georgia**
  503 Citizens & Southern Bank Bldg.,
  Telephone: Walnut 5946
- **Dallas 1, Texas**
  11012 McKinney Ave.,
  Telephone: Riverside 4772-73
- **Hollywood 28, California**
  1301 North Vine Street,
  Telephone: Hollywood 2154
- **San Francisco 3, California**
  1305 Market Street,
  Telephone: Hanford 1-8300
- **Kansas City 8, Missouri**
  251 W. 18th Street,
  Telephone: Victor 6410
- **Washington 6, D.C.**
  1525 K. Street, N.W.,
  Telephone: District 1260

In Canada: RCA VICTOR Company Limited, Montreal
By DR. PETER LANGHOFF

FOR BOTH radio and television entertainment the American public expects the advertiser to pick up the check. In radio the advertiser fights for the privilege. Will he in television? That depends on whether or not he is convinced or has a reasonably strong belief that television produces results commensurate with its cost. . . .

We will get a measure of cost if we can assign values to five variables: (a) Sets owned, (b) sets-in-use, (c) viewers-per-set and (d) expenditures for time and program.

Sets Owned:
Over 7,000 television sets have been manufactured. Probably 650,000 have been installed. The others are in the supply pipeline—in the hands of distributors and retailers. Geographically these sets have, of course, clustered in areas which have TV broadcast coverage. The competitive situation among manufacturers has restricted the release of distribution figures. Even where such figures are available the sales areas do not necessarily correspond to the telecasting areas. Consequently, the data we have on the location of sets is necessarily rough. I have found no authoritative set of distribution figures although there are many sources releasing monthly figures. I am using a composite of several sources.

For areas with more than three sets:

<table>
<thead>
<tr>
<th>City</th>
<th>Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>325,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>70,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>40,000</td>
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<tr>
<td>Chicago</td>
<td>22,000</td>
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<tr>
<td>Baltimore</td>
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<td>Washington</td>
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<td>San Francisco</td>
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<td>San Diego</td>
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The need for reliable circulation figures in competitive media buying is obvious.

In addition to estimates of present ownership, numerous predictions of television set production and sales have been made. Take any one you like and you will not be too far from a figure of 850,000 sets owned by the end of 1948 and 2,300,000 by the end of 1949. This means the present number of sets will nearly quadruple during the next 15 months. These estimates are not at all inconsistent with present production trends, but to achieve the increasing rate of sales necessary to reach these goals we need better programming and smart merchandising.

Sets-in-Use:
Hooper surveys made in the New York area show a very high level of set use, although there are the summer months. Evening levels, when average programs are available from two or more stations, are found for the most part between 45% and 70% with the median at about 60%. This is all the more remarkable when we consider that from 15% to 20% of the families are reported as not at home. Comparable figures for radio are 15% to 45% sets-in-use with a median at about 30%. In other words, television gets about 100% higher set usage during evening hours than does radio.

We find a marked slump in July and August. Our television measurements are based on a sample of sets which have TV sets which have been, by 1947, done at the Pacific Council AAAA convention, Arrowhead Springs, Calif.

Young & Rubicam's director of research, Dr. Peter Langhoff, sets out here-with to arrive at a measure of television costs. His conclusions present a strong case in behalf of the medium. The piece is excerpted from a well-received talk Dr. Langhoff gave Oct. 12, at the Pacific Council AAAA convention, Arrowhead Springs, Calif.

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<tr>
<td>Chicago</td>
<td>22,000</td>
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<td>Baltimore</td>
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The need for reliable circulation figures in competitive media buying is obvious.

In addition to estimates of present ownership, numerous predictions of television set production and sales have been made. Take any one you like and you will not be too far from a figure of 850,000 sets owned by the end of 1948 and 2,300,000 by the end of 1949. This means the present number of sets will nearly quadruple during the next 15 months. These estimates are not at all inconsistent with present production trends, but to achieve the increasing rate of sales necessary to reach these goals we need better programming and smart merchandising.

Sets-in-Use:
Hooper surveys made in the New York area show a very high level of set use, although there are the summer months. Evening levels, when average programs are available from two or more stations, are found for the most part between 45% and 70% with the median at about 60%. This is all the more remarkable when we consider that from 15% to 20% of the families are reported as not at home. Comparable figures for radio are 15% to 45% sets-in-use with a median at about 30%. In other words, television gets about 100% higher set usage during evening hours than does radio.

We find a marked slump in July and August. Our television measurements are based on a sample of sets which have TV sets which have been, by 1947, done at the Pacific Council AAAA convention, Arrowhead Springs, Calif.

Young & Rubicam's director of research, Dr. Peter Langhoff, sets out here-with to arrive at a measure of television costs. His conclusions present a strong case in behalf of the medium. The piece is excerpted from a well-received talk Dr. Langhoff gave Oct. 12, at the Pacific Council AAAA convention, Arrowhead Springs, Calif.
In Maryland, it’s **WMAR-TV** for Traditions

Ask any stranger to Baltimore what he considers most typical of the city and he will probably say, “Those white marble steps.” Baltimoreans are proud of those white stone steps. White steps are a Baltimore tradition.

Television is still too young to have any real traditions of its own, but a responsible television station can capture the flavor and personality of a city. That respect for traditions—shown by WMAR-TV through selective programming—has been reflected in widespread public acceptance.

Marylanders see themselves, the things they know and love, and the things they respect, through the eyes of their “own” station, WMAR-TV.

Only WMAR-TV gives Maryland such typically Maryland programs as: a daily television newsreel of Maryland news; every day of the fall race meets at Laurel and Pimlico; the Baltimore Colts, professional football team; the Baltimore Bullets, professional basketball team; high school and college sports of Maryland schools; the Baltimore Orioles baseball games; a weekly visit to The Baltimore Museum of Art.

**THE KATZ AGENCY, Inc.**  
500 FIFTH AVENUE • NEW YORK 18, N.Y.
Success story:

A furniture store in Richmond advertised radio sets over WLEE for a year. They sold more radios that year than in the previous two years combined. And radio sales were off in other stores all over town!

After this successful campaign, these smart merchants concentrated one-half of their entire advertising budget with WLEE. They say station WLEE produces the best results they ever had from any advertising media.

More and more national advertisers are following the lead of local Richmond merchants by using WLEE. They’re doing this because WLEE gives advertisers the kind of quick, immediate results that really count. Call in your Forjoe man and get the full WLEE story.

WLEE Mutual in Richmond

TOM TINSLEY, President  IRVIN G. ABELOFF, General Manager  FORJOE & CO., Representative
ALL-RADIO PROMOTION

AN AVERAGE of 19 out of 20 station managers favor an industry-wide, all-radio promotion campaign. Almost half (45%) of those favoring such a campaign believe it should embrace television and FM as well as AM. Seven out of ten managers believe either NAB or a subsidiary organization should handle the promotion, with assessment by NAB mentioned as the most popular fund-raising method.

These were among the facts brought out in the 11th survey of station manager opinion (16th in the Broadcasting Trends series) conducted for Broadcasting magazine by Audience Surveys Inc. The research firm polled a representative cross-section of managers of commercial AM stations in September and asked:

(1) Whether the broadcasting industry should launch an all-radio promotional campaign.
(2) By whom it should be administered.
(3) How the funds should be raised—and how much should be raised.
(4) Which projects should be included.
(5) Their reaction to the NAB radio promotion film.

The questionnaire was prefaced with the statement: "Printed media allocate over $2,000,000 annually for general promotion. The radio industry has as yet no such comprehensive plans for promoting broadcasting as an advertising medium. This questionnaire explores the feasibility and techniques of such all-radio promotion."

The survey follows:

"Should the broadcasting industry launch a major all-radio promotional campaign?" (See Table I)

Nineteen out of 20 station managers would like to see an industry-wide promotional campaign launched. Of the few who did not want a campaign, some thought the idea was premature; the others believed the individual stations could do a better job.

Almost half (45%) of the station managers favoring a promotional campaign thought that it should embrace TV and FM as well as AM broadcasting. About one-fourth (24%) wanted it restricted to AM only. The AM and FM combination was favored by 17%, and AM and TV by only 9% of the respondents.

"By whom should the campaign be administered?" (See Table II)

Seven out of ten station managers wanted either the NAB or a subsidiary organization to handle the campaign; among these the NAB itself was favored two to one over a subsidiary group. One-fourth (26%) of the broadcasters voted for a separate organization set up specifically for the campaign.

(Woodshed for FCC)

By ED KEYS

STILL SMARTING from its two previous thrashings, FCC is destined for a post-election trip to the Congressional woodshed for a prolonged session with a House committee seeking an explanation for the Commission's Blue Book and other controversial activities.

There is little likelihood that the Commission will enjoy a carefree recess until the House Select Committee to Investigate the FCC reopens its public hearings in mid-November.

Frank T. Bow, general counsel of the committee headed by Rep. Forest A. Harness (R-Ind.), told Broadcasting last Thursday that he and two other committee investigators have made arrangements to leave Oct. 21 for Puerto Rico, where they will look into complaints of private broadcasters there over the grant of a commercial station to the insular government [Broadcasting, Oct. 17].

'Continues' Hearings

Mid-November hearings of the committee will be "continuous," Counsel Bow revealed. From these and previous hearings will stem the committee's recommendations for remedial legislation. Other committee members are Reps. J. Percy Priest (D-Tenn.), Oren Harris (D-Ark.), Leonard W. Hall (R-N.Y.), and Charles H. Elston (R-Ohio).

Although the agenda has not been announced, the Blue Book, reportedly, will be one of the chief targets. It is mandated by Congress to learn if the Commission had the authority to promulgate and issue its so-called Blue Book and if it is being used, directly or indirectly, by the Commission to impose program censorship on the industry, in violation of Sec. 326 (Continued on page 63).
Mr. McElroy is named President of P&G

NEIL H. McELROY, vice president and general manager of Procter and Gamble Co., Cincinnati, was elected President of the firm by the board of directors last Wednesday, Richard R. Deupree, whom Mr. McElroy succeeds as president, made the announcement. Mr. Deupree was elected chairman of the board at the same meeting, a position which was last held by William Cooper Procter.

The board of directors also re-elected the other officers of the company and elected three additional vice presidents, to be in charge of manufacturing, advertising and overseas operations. John G. Pleasants, who has been director of manufacture, now becomes vice president in charge of manufacture; Howard J. Morgens, formerly manager of the advertising department, becomes vice president in charge of advertising; Walter L. Lingle Jr., who has been manager of the overseas division, is vice president of the overseas operations.

All directors of the company were re-elected, and Reuben B. Robertson Jr., executive vice president of the Champion Paper and Fibre Co., Hamilton, Ohio, was elected director to succeed George Dent Crabbs, deceased.

GANNETT

THE SIX stations of the Gannett Newspapers have been officially named the Gannett Radio Group, according to Frank E. Tripp, general manager, with Gunnar O. Wig appointed group counsel. Mr. Wig continues in general manager of WHEC Rochester and Bernard C. O'Brien continues as WHEC chief engineer while serving a similar post for the station group.

Messrs. Wig and O'Brien were named to the consult post by Paul Miller, under whom his general executive supervision the radio group will function.

In announcing the group designation, Mr. Tripp said:

"The aim is to facilitate cooperation among group stations and to establish the Gannett Radio Group as a specially considered entity in the radio-television industry. All of our radio and television operations will continue under the general executive supervision of Paul Miller, who assumed this responsibility in addition to other duties some time back."

 Commenting on the group consultant functions, Mr. Tripp said both Messrs. Wig and O'Brien "have for years made their experience available to all of our stations. The arrangement Mr. Miller is making for them rightly recognizes and regularizes their contribution."

Mr. Wig said he had long felt that the radio division should be developed as a separate Gannett group. "The interchange of relationships," he explained, "will help to promote a better all-around presentation and greater recognition of the Gannett Group in the radio industry."

Mr. O'Brien said that viewed technically, the group operation should bring more importance to Gannett through poolning of engineering experience. He anticipates advantages in channeling problems and plans of radio men through a single office.

Mr. Wig, a native Norwegian, entered radio in 1927, joining WHEC as a continuity writer and public relations man. He acquired a reputation as a baseball broad-caster and handled the 1933 World Series over a network. Mr. O'Brien is a native of Rochester and joined WHEC in 1929.

The six Gannett stations are WABY Albany, WENY Elmira, WHDL Olean and WHEC Rochester, all in New York State; WTHT Hartford, Conn., and WDAN Danville, Ill. "Both Wig and O'Brien have made their experience and service available to all of our stations. The arrangement Mr. Miller is making for them rightly recognizes and regularizes their contribution," explained Mr. Tripp.

RADOX COST PER SET CITED BY SINGLERG

"RADOX, the new instrument for instantaneous audience measurement, can monitor radio and TV sets at a cost of $100 each year, while the Nielsen method costs $1,200 a year per set," said Albert E. Singlerg, radox inventor, at a luncheon meeting of the American Marketing Assn. last Wednesday in New York.

In lieu of an "actual demonstration" of the device, Mr. Singlerg distributed TWX reports on the 60 sets being monitored in Philadelphii.

Speaking of the low cost of the new system, Mr. Singlerg disclosed that the gadget (trans- phaser) attached to selected radios costs just $1.98.

TV-FM TIMETABLE

ENGGINIERING CONFERENCE DATES, AGENDA SET

TIME-TABLE for review and revision of both television and FM technical standards was announced by FCC last Friday, providing for a series of engineering conferences to be held "on or about" Nov. 30 and Dec. 1 and 2.

The schedule calls for the Commission to release data on tropospheric transmission and collisional problems about Oct. 20 and to issue TV and FM channel studies about Nov. 15, so industry engineers may study them in preparing for the conferences.

The agenda for the various conferences also were revealed—the one "on or about" Nov. 30 to do with propagation standards for the VHF region; the one about Dec. 1 to consider television standards, and the one about Dec. 2 to deal with FM standards.

The conferences are an outgrowth of the Commission's decision to review existing standards with an eye to making changes "in order to assure that the Commission's national television allocation plan should be based on the sound engineering foundation." Pending a decision on standards, FCC has imposed a freeze on video [BROADCASTING, Oct. 4].

Although discussions heretofore have centered on changes in the TV standards, the FCC also is expected to view those for FM was not unexpected [BROADCASTING, Sept. 13]. FCC explained: "Since the FM broadcasting service is directly affected by any action taken with respect to propagation in the VHF band, revision of the Rules, Regulations and Standards of that service is made a part of this proceeding."

Text of FCC's announcement:

"In order to facilitate and expedite the promulgation of rules in conformance with standards herein, the following schedule will be followed:

(A) On or about October 20, 1948, the Commission will make public:

(1) A report containing (a) a summary of available measurements of tropospheric fields, (b) empirical methods of predicting measurements to formulate field intensity vs distance curves for various frequencies and for various heights above sea level, in terms of percentage of time and (c) representative tropospheric intensity curves for antenna heights of 500 feet and 30 feet and over frequencies and percentage of time derived by the foregoing methods.

(2) A study of the effects of service on the simultaneous fading of both the desired and undesired fields from tropospheric causes.

(3) A report on measurements made at Princeton, Southampton and Laurel on frequencies of 47.1, 106.5 and 700 mc. radiated from transmitters in New York City.

(4) A study of the effects of terrain upon the characteristics of stations located at smooth earth and values and upon the variations of levels of intensity in different areas.

(B) On or about November 15, 1948, the Commission will make public:

(1) A channel study involving the effects of ground wave and tropospheric interference on representative service areas of stations allocated in accordance with the Commission's Notice herein of May 5, 1944, as amended in the Commission's Supplemental Notice of July 15, 1945.

(2) A channel study in a representative area showing the effects of ground wave and tropospheric interference on the service areas of presently operating stations and CBS, but with all allocations spaced as near as practicable to the 500 mc contours 90% of the time. (All allocations to be based on 50 kw/500 ft. in the center of the principal city.)

(3) Channel study for FM showing the effects of ground wave and tropospheric interference for 1% and 10% of the time on representative channels.

(C) On or about November 30, 1948, December 1, 1948 and December 8, 1948, the Commission will hold a series of conferences in the Commissioners' hearing rooms in Washington, D. C. All interested persons are invited to attend and participate in any part or all of the conference, or wholly therein, and to submit written data, or arguments with respect thereto. To expedite the conduct of said conference, the Commission anticipates advantages in channeling problems and plans of radio men through a single office.

The exact date and place of each conference will be announced at a later date.

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RMA MOBILIZATION

SWIFT conversion of the vast electronics industry to emergency production is being jeopardized by "speculative hazards" in the military's bidding system, Radio Mfrs. Assn. charged last week.

In releasing its mobilization plan, RMA's Industry Mobilization Policy Committee, working with a program designed to spread the military load throughout the electronics industry.

The plan, presented to the Munitions Board, is entitled "The RMA Plan for Utilization of Industrial Resources for Military Purposes as Applied to the Radio Division of the Electronics Industry."

It is offered as a model for all American industries.

Weak spot in the present competitive bidding system used by the military, according to the RMA committee, is the fact that only a small portion of the industry is now engaged in government work, despite the sharp increase in military requirements.

In radar transmitters alone, production of $27,298,900 for the second quarter of 1948 was double that of the first quarter, indicating the speedup in military requirements.

With mobilization becoming an increasingly critical issue, problems of arming the country are "immensely more difficult" now than prior to World War II, according to R. E. Gillmore, vice chairman of the National Security Resources Board in an address Oct. 12 to the Controllers Institute of America, meeting in New York.

Mr. Gillmore said that in its few months of life the board has made good progress in putting the RMA up with a complete emergency program. It will include legislation, organization plans, control procedures, recruitment of key personnel, balance sheet of resources and requirements, and a program for economic stabilization.

With the economy "fully loaded," Mr. Gillmore added, diversion of free and industrial capacity to war purposes would bring a drastic cut in the general level of public consumption, much more rigid than in World War II.

In its industry mobilization plan, the RMA committee insists that "as many prime contractors as possible" be created to get the industry as a whole back into government business. Recalling electronics production in the last war, the committee reminds that present volume of military output may soon equal the entire billion-dollar production of the industry in 1947.

This business it is being done by competitive bidding "with all of the speculative hazards for both the government and the contractor of that method of doing business."

This problem is so serious, it is stated, that the committee believes "the radio industry cannot be induced to participate wholeheartedly in current procurement under this method of procuring, nor are we convinced that this method will result in lower costs to the government in the long run."

Coordinated Plan

A coordinated, closely-regulated plan would bring industrial stability which would be reflected in better apparatus and reduced costs, the committee continues. "By developing a plan that embraces the whole radio industry rather than a selected few large companies on the one hand and unknown quantities, sometimes dredged up by competitive bidding, on the other, the accumulated design and manufacturing knowledge of an industry is available for expanding production of equipment sufficient for peace-time use to meet mass production for war use."

Starting point for the committee's project was a plan prepared last spring by W. A. MacDonald, Hazeline Electronics Corp. The Munitions Board has been studying the MacDonald plan along with proposals as such as one by Leighton H. Peebles, consultant to the National Security Resources Board. Mr. Peebles was head of the WPB's wartime communications division.

He presented his plan last June 25.

RMA's committee decided the MacDonald plan, with some changes, "would best serve the government by securing the wholehearted cooperation of industry which is the basic aim of industrial preparedness."

In submitting the RMA plan, Fred R. Lack, Western Electric Co., committee chairman, said it "serves as a sound foundation for other necessary government planning" in that it offers a fully-coordinated participation by the industry as a whole.

RMA's plan to bring electronics World War II job as "second to none," the committee noted that the present industry comprises some 200 manufacturers and approximately 150 parts suppliers. The bulk of these units must take part in military production, it is stated, "if rapid all-out mobilization is ever to be accomplished with success, and this participation must be along the lines of good business procedure."

An "adequate" military department could be supported by backbone companies if they had a minimum of 25% of current billings in military work at a reasonable profit, in the committee's opinion.

Specialists would thus be doing the work. Where a 25% minimum would not justify setting up a special department, a subcontractor relationship with prime contractors could be developed.

RMA advises that the "leader" type of operation that was successful in shipbuilding and some phases of electronics in the last war. This would provide for a four-man committee headed by a government, with one civilian and three service members, to coordinate procurement to leader companies. An industry advisory committee would act as consultant and technical advisor to the four-man group. Leader companies would take responsibility of educating and would bring along other companies by subcontractors. Qualified service officers, ready for retirement, would serve as consultants.

The committee opposes government suggestion that productive capacity be allocated among the three military agencies. It also opposes letting of contingent contracts and appointment to each producer of a military procurement planning officer. This three-fold setup would become a "strait jacket" hampering production, it is stated. The committee feels the end product should be allocated, leaving individual industry units free to produce items they can handle.

Further study of the parts supply problem was advocated, since the main wartime radio bottleneck was supply of some critical parts.

Ruppert Beer Account Is Dropped by L. & M.

LENNEN & MITCHELL, New York, has resigned the Ruppert Brewery account, it was announced by Ray Vir Den, president of L&M. The agency will continue to handle the account pending the appointment of a new agency.

L&M was reappointed advertising representative for Ruppert in October 1946, after having previously served the same capacity in 1938 and 1939.

October 18, 1948 • Page 23
MIKE AMOUR

COMING into the election day homestretch both major political parties were milking their national budgets for every available cent to meet highly-intensified radio activities.

With preliminary radio appeals to the voters already in the past, the Democrats and Republicans have squeezed an aggregate sum of over one-half-million dollars from their treasuries for national network time.

Fortunes are being offered, likewise, by local, state and regional party groups and other sponsors as backing for national speakers—sums not reflected in the national expenditures. Paid local, state and regional stump time lifts the spending rate millions of dollars. Although ABC annoucers, purchased by local and state political groups and candidates, infuses the political kitty to a sum nearly resembling a Congressional appropriation.

POLITICAL MENACE

Demos' "Secret Radio Weapon"—Pokes Fun at GOP—

THE WOMAN'S division, Democatic National Committee, pulled its pre-ballyhooed [CLOSED CIRCUIT, OCT. 11] secret radio weapon out of its collective hat last Tuesday at a luncheon—unveiling it for the press at New York's Biltmore Hotel. Not a radar-guided, Dewey-directed epoxythel, the much maligned sleight of hand turned out to be a disk jockey.

A record program, produced by Douglas Gibb, former New York agency for the show, and dreamed up to boost the Democratic record, evolved into The Democratic Record Show. It is aired on the full ABC network Mondays, Wednesdays and Fridays, (3:45-4 p.m.). Records and gags, eneuced by a personable, but herein nameless, announcer, constitute the lion's share of the program. A short speech by a member of the woman's division rounds out the show. According to Mr. Gibb, the most difficult technical problem involved keeping a woman speaker to a minute-and-a-half.

Utilizing radio's full bag of tricks to woo female listeners from daytime time slots, the program employs giveaways, testimonialals, nursery rhymes, recipes (Dewey double-cross dumplings, for one) and other such gimmicks.

First program ran at the 80th Congress, with the help of an old Eddie Cantor recording of "Potatoes Are Cheaper, etc.", and also carried a hitch-hike routine with the West Coast of California, hunting away to haunt Candidate Dewey. The giveaway was something that "makes you the most important person in the country"—The Vote!

GOP headquarters revealed that up to Oct. 22 a total of 22 half-hour, coast-to-coast network periods had been booked for addition to local and regional time. It was unofficially estimated that the national time had drained approximately $300,000 from the coffers, exclusive of time arranged by local, state or regional sponsors. All the time the Republicans scheduled was during the high-priced evening and early morning periods.

The Democrats were believed already to have siphoned off an estimated $161,000 in national time alone. The Democratic National Committee has scheduled nine half-hour coast-to-coast network time periods. In addition it has spent an estimated $16,000 for its four quarter-hour women's programs, plus three half hour regional broadcasts and local time.

Democratic Committee officials have acknowledged [BROADCASTING, Sept. 27] that the Democrats have a radio campaign chest of from $700,000 to $600,000. During the 1944 campaign the Democrats spent $714,000 for radio time. It is expected, this year, that more than $600,000 of the Democrats' national allocation for radio will be expended during October.

A last minute spurt, on the part of both parties, is already in evidence. Political "giveaway" promotions are to be emitted at practically every turn of the dial from now to Nov. 2.

Late last week there were already clear indications of the promissory of political wooing that could be expected via the air waves for the remainder of the month.

President Truman was scheduled to speak over the full MBS network 10:10-30, p.m. Oct. 25 from Soldiers Field, Chicago, and 9:30-10 p.m., Oct. 29 from the Empire State Building in New York. The Political Action Committee of the GIO has purchased time for an address by the President Oct. 26 from the Waldorf Astoria Hotel, over 17 MBS New York stations. WMCA New York will be the local outlet.

Forthcoming speeches by GOP representatives on nationwide networks include the following.


Oct. 21—Goy. Thomas E. Dewey, from Chicago, NBC, 10-10:30 p.m. (FST).

Oct. 27—Dewey from Cleveland, NBC, 9-9:30 p.m. (EST).

Oct. 28—Goy. Dewey from Boston, Mutual, 9-9:30 p.m. (EST).

Oct. 29—Governor Warren from San Francisco, NBC, 9-9:30 p.m. (EST).

Oct. 30—Goy. Dewey from New York, NBC, 9:30-10 p.m. (EST).

Additionally, CBS announced last Thursday that both major parties have scheduled campaign "round-up" broadcasts over the full network for the night of Nov. 1, election eve.

The GOP Presidential candidate has also scheduled a speech over the ABC Midwest television network for 10 p.m., Oct. 26, as part of a 30-minute program, sponsored by the Dewey-Whelen Clubs of America. He will be seen on WENR-TV Chicago, WX1Z-TV Detroit, WSPD-TV Toledo, WEWS (TV) Cleveland, WBEN-TV Buffalo and KSJ-TV St. Louis.

A new emphasis has been placed on radio campaigning by Henry Wallace. According to CBS, Progressive party Mr. Wallace, before Nov. 2, will make 12 campaign speeches over the four major networks. C. E. Baldwin, manager of Mr. Wallace's Presidential campaign, revealed that between $60,000 and $70,000 will be spent on additional broadcasts. This, he said, would not raise the originally planned radio budget of $200,000. On Monday nights the Progressive candidate will appear on NBC; on Wednesdays, CBS; Thursdays and Sundays, ABC, and Fridays on MBS.

ELECTIONS TO GET MBS WORLDWIDE COVERAGE

MUTUAL'S worldwide presentation of national, state and local election results will emanate from the ballroom of New York's Ritz Carlton Hotel. According to A. A. Schechter, MBS vice president in charge of news and special events, the broadcast will be based on one of the most comprehensive patterns of radio coverage ever attempted in network history.

The full coast-to-coast facilities of MBS, plus 16,000 miles of additional circuits, will be controlled from the ballroom, hub for the national returns. Results are to be presented in cooperation with The Curtis Publishing Co. Philadelphia.

A special signal to allow the 500 stations of MBS to cut into the network broadcast for presentation of local vote counts has been desired by Mutual engineers.

The British Broadcasting Corp., the Canadian Broadcasting Corp., and the French Broadcasting System will use MBS facilities in broadcasting U.S. election results. Representatives of the three foreign networks will be at the MBS headquarters.

PACIFIC AAAA

PLACE of television in the media orbit and the rising costs of advertising agency operation were the prime concern of the Pacific Coast Council of the American Association of Advertising Agencies at Arrowhead Springs Hotel, Calif., Oct. 11, 12, 13.

J. C. Cornelius, BBDO executive vice president in charge of Western offices, pointed to the "how" of meeting the problem when he advised that it had been his agency's experience that no client expected its agency to lose money in handling the account. Accordingly, he felt that a cost accounting breakdown of the account shown to the client would produce the necessary adjustment.

Client Adjustment

Where it is necessary, Mr. Cornelius emphasized that the client has always been willing to make an adjustment. He suggested extra fees and/or special service charges.

Gripes and counter-gripes was the order of the media vs. agencies panels. Letters from both camps were obtained and summarized by

(For TV keynote address of the convention, see by Dr. Peter Lashof, Young & Rubicam research director, see page 18.)

an independent research firm. Among the key gripes were that stations and other media failed to supply agencies with sufficient data. By the same token, advertising representatives pointed out that agencies seldom give them the facts for intelligent presentation of their stations.

Selling in the dark is forced upon representatives, it was agreed. Also it pointed out that time and space buyers were too frequently inaccessible.

Charles Ferguson, BBDO vice president, and outgoing chairman of the board of governors, was replaced by C. Burt Oliver, Foote, Cone & Belding Hollywood managemen ter, C. J. Tester, vice president of Philip J. Maney Co., Los Angeles, was elected secretary-treasurer.

Television as a medium at present, was generally accepted as an unoneconomic buy for the advertiser as well as uneconomical activity for the advertising agency concerned, according to Dana Jones, head of Los Angeles agency bureau.

The factor of low circulation coupled with high production cost proved out the lack of economy, he said. But TV's selling impact was cited as the justification for entry into the medium despite negative elements.

TV Tops Meeting Agenda

BROADCASTING • Telecasting

Page 24 • October 18, 1948
AN industry-wide strike of freelance radio writers, possibly this week, was virtually guaranteed when the Radio Writers Guild on Oct. 18 overwhelmingly reaffirmed its strike vote against the advertising agencies.

The actual vote was 614 for the strike and 10 against. These figures represent a polling of RWG members in New York, Chicago and Los Angeles, the principal production centers. According to Roy Langham, RWG national executive secretary, the final strike strategy will be set on Wednesday, Oct. 20 when the union's national council meets in New York.

Pointing out that the strike vote reaffirmation was virtually unanimous, Mr. Langham said that not a shadow of doubt existed among the RWG leaders as to the wisdom of strike action at this time. All that remained to be discussed, he said, were methods of implementing the union's decision. He added that the big-name radio writers are solidly aligned with the brated rank-and-file in their determination to hit the agencies where it hurts.

Two-Year Old Crisis

The reaffirmed strike vote culminates a long involved dispute between the RWG and the agencies which began in December 1947. It was then that the union first approached the agencies with a request for negotiations for a union contract covering all freelance radio writers.

Two stumbling blocks loom largest among the many issues which have led to the present impasse between the two sides: Definition of "freelance writer," and NLRB certification of the RWG as bargaining agent for freelance writers. A committee representing the agencies has steadfastly maintained that such certification is necessary before actual contract talks can begin. The union on the other hand doesn't feel that NLRB certification must come first, and has indicated its belief that the agencies insistence on this score is a stall.

Similarly, the guild says it can't see why the agencies won't settle on the basis outlined in the Minimum Base Agreement recently negotiated between the RWG and the networks. The agency committee says this is out of the question, since its dealings with freelancers are much different from those of the networks.

Chain Reaction Possible

A freelance writers strike could lead to a devastating chain-reaction throughout the radio and entertainment industries, but the extent of this reaction was not readily predictable last week. While the Two-Year Old Crisis forced affiliated unions to take parallel strike action which would constitute a secondary boycott, it is well known that the RWG's sister unions within the parent Author's League are sympathetic and undoubtedly are planning to cooperate to the extent the law will allow. While an affiliated union may not order its members out in a sympathy strike, those members may individually take a stand of their own choosing.

Thus, a member of the Radio and Television Directors Guild, for instance, might decide not to cross a RWG picket line to get into a studio building. Or, even if the studio was not picketed, he might decide not to direct a show which was based on a script from a backlog of material by a striking RWG member.

The guild estimated that about 650 radio writers will quit work when the strike order is issued. This total represents, according to Mr. Langham, all of the radio writers not covered by network contracts.

**WNYC ELECTION NEED IS CITED BY OD'WYER**

**NEW YORK's Mayor William O'Dwyer contended, in a letter released last week, that the Federal Communications Commission should consider the broadcasting of election returns as "sufficiently important" to warrant the suspension of its ban on after-hours operation by daytime-station-owned full-time stations.

"The letter was directed to the Commission in protest against its refusal to consider—for the first time in 24 years—the municipally-owned WNYC New York's FM station 88.3 for special temporary authority to operate beyond 10 p.m. to carry local election returns the night of Nov. 2 [Broadcasting, Oct. 11]."

Mayor O'Dwyer wrote the Commission:

I am fully aware of the problems confronting the Commission concerning the allocation of radio facilities throughout the country..."

Although the F.C.C. has been criticized by some as a political agency, the mayor said it has not been "accused of inactivity or inefficiency."

"I am also aware of the fact that some daytime stations must be limited in their operation to prevent objectionable interference to fulltime stations on the same channel.

In the past 24 years, however, when WNYC has operated on election night under special temporary authority of your Commission, I know of no instance of any objection or complaint by any radio listener in the U.S. I know the ban was based upon a situation which should be different Election Night, 1948.

The rules of an administrative agency, such as the F.C.C., might well provide for a degree of flexibility which would recognize the fact that there are many occasions when the public interest demands operation of a broadcasting station such as WNYC in a manner not provided for under the terms of its regular license.

The broadcasting of election returns is, I believe, the greatest service that can be rendered by a broadcasting station in a democratic society...

The public interest would seem to depend upon the Commission's ability to serve the public interest and to use its discretion under the general rule of such rigidity as to prevent the individual merits of an application of this type from being considered."

**DISTINGUISHED radio figures at luncheon which the New York League of Business and Professional Women held at New York's Hotel Biltmore to launch National Business Women's Week included FCC Commissioner Frieda B. Hennek and Frank Stanton, CBS president, who was on honor guest.**

In the past 24 years, however, when WNYC has operated on election night under special temporary authority of your Commission, I know of no single instance of any objection or complaint by any radio listener in the U.S. I know the ban was based upon a situation which should be different Election Night, 1948.

The rules of an administrative agency, such as the F.C.C., might well provide for a degree of flexibility which would recognize the fact that there are many occasions when the public interest demands operation of a broadcasting station such as WNYC in a manner not provided for under the terms of its regular license.

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**MUSIC STYME**

**By IRV MARDER**

**ALTHOUGH the on-again, off-again AFM president, and the recording industry were abruptly chilled last week and the two aren't speaking, doomsayers of the rift will be permanently silenced, neither of the estranged parties had sent the other roses, or even telephoned. The sudden collapse of negotiations occurred Oct. 12. The night before, Mr. Petrillo and representatives of seven record firms had conferred until 11 p.m. and the general impression was that settlement might be announced the following day. Instead, after a three-hour session the following day, an AFM publicity man read reporters a terse statement that "The American Federation of Musicians and the industry representatives regret that the current discussions have failed to produce an agreement. No further meetings have been scheduled."

Neither the AFM nor Frank White, Columbia Records President, who acted as "spokesman" for the record men, would amplify that statement, declaring
By J. FRANK BEATTY

**STRATOVISION** pitched well enough to win but came out of the sixth game of the World Series with one of its own.

Once again the Westinghouse trick of relaying television programs from a high-flying plane was successfully performed, as it had been several times in the last several months. Unfortunately most of the eager viewers in the Midwest had to wait test patterns while the Cleveland Indians went about their diamond assignment with a minimum of interference from the Boston Braves.

A maximum of interference from several stations prevented Westinghouse from linking East and Midwest television networks for the first time in history.

The Stratovision plane, with its maze of electronic gear, did its own special job and did it well, judging by 100 or more reports from viewers in six states and over 50 cities. Unfortunately, though, to overcome interference with the station it was picking up; interference on the channel was unobtainable, and worst of all, a weak East Coast relay into the station whose signal it was retransmitting.

**Nobles on the Job**

Despite lack of time for advance tests, Chili Nobles, youthful Stratovision engineer and WEWS Cleveland were hopeful last Monday morning as they undertook their separate assignments.

The (WEWS) crew in Cleveland, serving as catcher for Stratovision, was to pick up the signal of WMAR-TV Baltimore from the plane, flying high over Pennsylvania, and feed the Midwest TV network all the way from Buffalo to St. Louis.

The deal and new rules came from FCC only the previous Friday [Broadcasting, Oct. 11].

The B-29 used by Westinghouse and Glenn L. Martin Co. for Stratovision airborne was the Baltimore runway at breakfast time. And WEWS engineers, led by Station Director J. Harrison Hartley and Chief Engineer John B. Epperson, started setting up antennas and other gear at 7 o'clock working atop the lakeside Cleveland stadium.

By mid-afternoon the two crews had valiantly demonstrated that not even a World Series can defy what appears to be a basic engineering axiom—families can't live at peace in the same electronic house, not if they are within pick-up or transmitting range of a Stratovision transmitter. Only Stratovision can pluck a distant signal from the air and deliver it to another point far away if there is interference going on and coming.

Once again the Stratovision plane, if anything was confirmed—and this is for the book—that WEVS was using the identical test pattern as WMAR-TV in Baltimore, operating on Channel 2.

The stadium crew got poor signals, while but while there was life in the oscilloscope there was hope that the waiting network could have its ball game.

**Sync Trouble**

They got a picture, but not a good one. Worse yet, they couldn't hold it. There was sync trouble after the signal started coming in from Boston. We showed the sound only, and worst of all, a weak East Coast relay into the station whose signal it was retransmitting.

The game started, and a well-wetted crew of engineers looked to their work. But Jim Hanrahan, vice president and general manager of the Scripps-Howard group, personally silenced by painful throat illness, had to silence his television station as a service to WEWS viewers.

There lies an interesting Stratovision story. The picture that sync trouble caused wasn't in perfect sync. But Jim Hanrahan, vice president and general manager of the Scripps-Howard group, personally silenced his television station as a service to WEWS viewers.

Worse yet, but it apparently was good enough for fans who like baseball or television, or both.

First, the engineers say there appeared to be sync trouble in Boston. This showed up on the Eastern network.

Second, the Stratovision plane got either WCBS-TV New York or WTVO (TV) Detroit and WMAR-TV at the same time as it cruised as high as 29,000 feet. This was partly overcome by lowering the plane to 22,000 feet.

Third, WEWS sound on Channel 5 was causing interference with Stratovision's Channel 6 signal.

Fourth, other stations were operating on Channel 6, and only one signal is equipped to use.

After the ball game was over WMAR-TV started transmitting its own program, a horse race from Laurel, Md., on the 15 airline miles from Baltimore.

After the ball game was over WMAR-TV started transmitting its own program, a horse race from Laurel, Md., on the 15 airline miles from Baltimore.

Westinghouse officials got a practically perfect signal in the Baltimore laboratory on the Stratovision channel, they say, and viewers in all parts of the East as well as out into the Midwest reported the same startling improvement.

**Reports coming in from several stations. By Wednesday morning they included Virginia, New York, Maryland, Ohio, Pennsylvania and West Virginia.**

**Good Report**

A Zanesville viewer, who had watched Stratovision's debut last June 21, but missed the game [BROADCASTING, June 30], they reported that Stratovision picture was a "perfect" signal for the second game.

**NEDECK'S**

Piping smartly along the aerials of New York, a tiny voice summons several hundred thousand New Yorkers to their daily feeding at one of the city's most successful and radio-consonant restaurant chains.

Little Nick is the diminutive radio voice and symbol of the Nick's chain, an organ gratifyingly radio of use over the past 10 years has made it one of the most significant examples of the efficacy of that medium.

Ten years ago a syndicate, headed by A. M. Rosenthal purchased the chain. With the new owners, new policies were instituted, and a part of them included radio as a medium of exploitation. A sum of $25,000 was originally allocated for a local spot radio campaign. Although the number of stores has shrunk during the years, with several locations important during the war now being eliminated, total sales volume has actually expanded under the influence of radio. And within recent years Nick's advertising budget, said to be approximately $250,000 currently, has been predomi-

nantly a radio one with a small newspaper campaign now and then.

Four years ago Little Nick and his Nedick's jingle made their debut on New York metropolitan stations, promoting the B1 orange drink. No New Yorker of a certain age range has failed to hear the accented lyrics of the 'bumptious Nick. For
ASCAP TV RIGHTS

By BRUCE ROBERTSON

IGNORING the request of the Broadcasters Music Committee for a prior discussion of the whole question of television uses of music, ASCAP has concluded its membership by a request that they assign to ASCAP their video rights.

New arrangement would run from Oct. 1 of this year to Dec. 31, 1960, two years past the expiration of the present agreement between the society and its members.

Realizing the newness of television and the fact that it presents new problems in the music rights field, the broadcasters' committee had asked ASCAP not to approach its members until the broadcasters had presented their ideas on what rights they wanted and what satisfactory plan of solving those wants had been worked out.

ASCAP's action in asking for TV rights from its members without consulting the broadcasters was received by members of the industry committee with annoyance bordering on indignation.

This annoyance was not abated last week with the release from Theodore C. Streibert, president of WOR New York and chairman of the committee, was met by President Fred E. Ahlert of ASCAP with the assurance that he could not divulge the terms without first consulting his board. This same attitude of mystery extended to the society's press release covering the letter to its members. The release quoted the letter up to the terms of the agreement but did not include them.

A call to ASCAP for the terms was officially rejected, the spokesman saying that his refusal to outline the terms was in accordance with the agreement.

Why an organization with a membership numbered in the thousands, many of them with close radio affiliations, should attempt to shroud the terms of its proposed membership video agreement in secrecy is an even bigger mystery than the contract itself.

President Ahlert's letter states:

Our present license agreements with the video programmers provide for a gratuitous license subject to a 30 day cancellation notice on either part. The progress of commercial television within the past year can only be described in terms of leaps and bounds and the telecasts are not desirous of entering into license agreements for a fixed period.

In the interests of good customer and public relations, it has become imperative for us to arrive at a license agreement with them, commensurate with our contribution, as quickly as possible.

It is understood that the new agreements divide video rights to the music of ASCAP members into two classes. The first covers what might be described as background use of music, without costumes, scenery, dialogue or even dancing which might be interpretive of the musical number. Such use of ASCAP music would be available to telecasters under blanket license contracts. The second class of use, involving dialogue, costumes or scenery in connection with the music, would be licensed for television use only on the basis of individual negotiations.

Dramatic-musical rights to music from theatrical or motion picture productions are reserved, and would not be covered by any ASCAP contract with a video broadcaster, who presumably would have to bargain for such rights directly with the individual copyright owners.

These rights add up to considerably less than those granted to ASB broadcasters under their blanket licenses from ASCAP, and if they constitute the total of what ASCAP has to offer for television, the video fees may be expected to run well under those paid by the standard broadcasters.

One TV broadcaster told BROADCASTING that what he needs in the way of musical rights is permission to use a musical number by an orchestra, chorus, vocal or instrumental soloist with sufficient picture accompaniment to make it acceptable video entertainment. Admitting that this is far from a legal definition of his needs, and that to draft such a definition will take weeks of work, he said that by and large his needs are comparable to those of the vaudeville theatre of former days, and that if ASCAP cannot give them to him the value of dealing with ASCAP rather than with each copyright owner is largely dispelled.

In addition to ASCAP and the network organizations want the right to record live performances on film off the face of the receiver tube. Such kinescope recordings would be used to send the programs to affiliated TV stations not connected with the originating station by coaxial cable or radio relay. Also, on occasion, the TV broadcasters will want the right to present full length musical productions.

SMPE to Discuss Large Screen TV

Advances Made in Recent Months

On Oct. 25-29 Meeting Agenda

MAJOR advances in recent research and equipment engineering in large-screen television will be reviewed at the 64th semi-annual convention of Motion Picture Engineers Oct. 25-29 at Washington's Hotel Statler.

Papers on the subject are to be presented at the opening session next Monday afternoon, Loren L. Ryder, president of the society, announced.

Ralph B. Austrian will discuss "Effects of Television on Motion Picture Theatre Attendance." Roy Wilcox, RCA Victor, and H. J. Schaffy, 20th Century-Fox, will give a report on the showing of TV pictures of the Louis-Walcott fight in Philadelphia's Fox Theatre last June.

Also scheduled are: A discussion of Paramount's intermediate film system of theatre television, by Richard Hodgson, Paramount Pictures; "Equipment for Television Photography," by Ralph V. Little, Jr., RCA Victor; a description of a new television recording camera intermittent, by J. M. Wall; and "New Developments in Cadmium-Mercury Vapor and Gas-Discharge Lamps for Motion Picture and Television Studio Lighting," by E. W. Beggs, of the Westinghouse Lamp Co.

TBA to Give Awards

AWARDS of merit for "outstanding contributions toward the development of commercial television" will be given two years by the Television Broadcasters Assn. at its annual television clinic Dec. 8.

Robert E. Kintner, ABC executive vice president and a director of TBA, is awards chairman.

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OPENING OF WAGA-TV

SET FOR NEXT SUNDAY

WAGA-TV Atlanta will begin operations Oct. 24, nearly six weeks ahead of the Dec. 1 date originally scheduled for the inauguration of regular program service. George B. Storer, president, Fort Industry Co., owner of WAGA and WAGA-TV, announced last week.

WAGA-TV will be an affiliate of the CBS television network, as are two other Fort Industry TV stations: WJBK-TV Detroit and WSPD-TV Toledo. All three stations are to receive the full CBS video schedule.

Kinescopic recordings will be used pending the connection of their cities with New York by coaxial cable or radio relay for simultaneous broadcast.
**FMA Acts to Force FM CPs on the Air**

Group Petitions for Hearing On Re-Filing Regulations

FM ASSN. last Friday moved to force holders of FM CP's to get on the air instead of sitting by while pioneers develop the market. The action took the form of a petition filed by Leonard E. Marks, FMA general counsel, asking FCC to hold a public hearing to determine if its rules governing re-filing for FM facilities should be amended.

FMA proposes that FCC rules be changed to prohibit holders of an FM station CP from re-filing for FM facilities two years after surrendering an original permit.

Source of the petition was a resolution adopted Sept. 29 at FMA's convention.

"The provisions of Section 3.222 do not clearly and unmistakably define the Commission's policy with respect to the issuance of CP's to applicants who have previously surrendered the same," Mr. Marks stated. "Accordingly, the petition is filed believing it would be for the best interests of all persons engaged in FM broadcasting if the Commission's policy on this subject could be clarified.

"FMA considers it unfair to permittees and licensees who have expended funds and built stations for FCC to permit easy reissuance to those who have forfeited permits."

FMA asks FCC to add the following to Section 3.222 as sub-part C:

Where an applicant has been granted a construction permit or has received a construction permit or conditional grant for FM broadcasting facilities and he has surrendered such permit or conditional grant, the Commission will not consider another application from him for a construction permit or conditional grant (to serve in whole or in part the same area) by reason of the applicant's pre-existing suspension or revocation or of his refusal or of the like refusal of the original construction permit or conditional grant.

**IBA, U. OF ILLINOIS TO HOLD NEWS CLINIC**

ILLINOIS Broadcasters Assn. will take part in a radio news clinic to be held Oct. 19 at the U. of Illinois, Urbana, in cooperation with the university's school of journalism, Frederick S. Siebert, director of the school, announced last Wednesday.

Merrill Lindsay, IBA president and general manager of WSOY Decatur, and Frank E. Schooley, assistant director of WILL Urbana, will present the one-noon sessions, respectively. All Illinois stations have been invited to send representatives.

Speakers scheduled to address the clinic include Erwin Lewis, WLS Chicago, who will speak on "What Is News?"; and Prof. Wilbur Schramm, director of the Institute of Communications, who will discuss content of the radio news cast.

**TIME CHARGES**

LOUISIANA broadcasters, angered by enactment of a new state law forbidding premium time charges for political broadcasts, are planning to test its constitutionality.

Meeting in Biloxi, Miss., last week during the NAB District 6 meeting, broadcasters from 16 Louisiana stations, led by WBT and WLOCS, Plan to seek fast an injunction to prevent broadcasters from pending law from operating a daily, weekly, semi-

La. Broadcasters to Test New Political Law

monthly or monthly newspaper, journals, periodical or publication, radio station, television network, or television stations, who shall violate the provisions of this act, shall be deemed guilty of a misdemeanor, and, upon conviction, shall be fined not less than $500.00 nor more than $5,000.00, or both, plus the costs of prosecution.

SECTION 3. That all laws or parts of laws on advertising hereafter and the same are hereby repealed.

**ASKS HUSH FOR HUSH**

Don't Spell Contest Secret

- Edwards Pleads-

INFERENTIALLY crediting editors and writers with omniscience beyond that of the radio audience - a premise which some might debate - Ralph Edwards, m.c. of Truth or Consequences, has appealed to them not to let his million-dollar cat out of the bag.

Mr. Edwards is conducting another "hush" contest - this one in support of the mental health drive - on his program. Saturdays, 8:30-9 p.m. on NBC. Former "hush" contests have been tipped by columnists who guessed the identities of the mystery collectors. Mr. Edwards has now sent letters to radio editors, news writers and disc jockeys asking them to keep quiet.

Mr. Edwards, whose program is sponsored by Procter & Gamble (Duz Soap), appealed for cooperation on humanitarian grounds. The longer the contest goes on, the more money is collected. The mental health drive is due on Sept. 19.

It is also historical that the longer his "hush" contests have run, the higher his Hooperating has climbed.

World Series Listeners In 1948 Less Than 1947

A CROSLEY Inc. survey for MBS shows fewer persons listened to the World Series this year than last.

The Crosley figures:

- Six-game average, 1948 - 34.9%
- Seven-game average, 1948 - 27.7%
- Three-weekdays average, 1947 - 28.1%
- Saturday and Sunday average, 1948 - 44.4%
- Saturday and Sunday average, 1947 - 38.3%
- Sunday alone, 1948 - 69.1%
- Sunday alone, 1947 - 93.6%
- Percentage of people hearing one or more games, 1948 - 64.3%
- Percentage of people hearing one or more games, 1947 - 72.2%

- Record high.

Mutual spokesmen offered an explanation for the decline in this year's listener's fact that many viewers got a while of persons, engaged in the State of Louisiana, in the business of operating a daily, weekly, semi-

- Report high.

**SPOT SALES PROBE**

Delayed to Nov. 29

NARS and 10 Others File Notices

They Plan to Participate

FCC'S INVESTIGATION of the wholesale radio spot sales promotion rep- resentation in the sale of national spot advertising, last week was con- tinued to Nov. 29 by the Commis- sion on its own initiative. It was previously scheduled for Oct. 25. No reason for the postponement was given.

The hearing, based upon the year-round complaint of the National Assn. of Radio Station Representa- tives against the policy of CBS to take over non-network time sales of radio spots, had been ordered by the FCC last July [FREQUENCY, July 25]. At that time the Commission indicated the probe would be directed at the networks to determine whether net- work representation of affiliates in non-network time sales violates its chain broadcasting regulations and was supposed to be tightened in this respect even if there is no violation. All fields of the broadcast service — AM, FM and TV — are involved.

By the Sent 30 deadline set for the filing of appearances in the proceed nor. ten parties in addition to NARS had given notice of intent to participate. These are CBS, NBC, ABC. Allen B. DuMont Labs., WAPI Birmingham, KSL Salt Lake City, WCAI Philadelphia, WJAR [PVR] Providence, WUSC Richmond, Va., and WSAY Rochester, N. Y. In its order designating the hearing the Commission had made NAR-F. DuMont and all of the four national networks parties to the proceeding. A late appearance has been filed by Edward Petry & Co. station representa- tive and NARS member, for in- dividual participation, also.

The NARS protest contends that if a network is permitted to act as sales agent for its affiliates it obtains effective operating control over all hours of the broad- cast day. The organization at the same time it filed its complaint with the Justice Dept., charging the prac- tices were in violation of the anti- trust laws and unfair competition, but Justice Dept. has taken no formal action in the matter.

Louisiana-Mississippi AP Radio Assn. Formed

ASSOCIATED PRESS radio members in Mississippi and Louisiana organized the Louisiana-Mississippi Assn. of AP Broadcasters during the last NAB meeting at Biloxi, Oct. 11.

Bob McRaney, general manager of WCBY Columbus, Miss., is president and H. F. Wehrmann, WBV New Orleans, is vice president. Mr. McRaney will appoint a committee to study AP news reports with a view to making them better to the needs of broadcasters in the two-state area.

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BROADCASTING • Telecasting
BMB held the spotlight at the NAB District 6 meeting in Atlanta Thursday as Henry P. Johnston, NAB district director and executive director of WSGN Birmingham, brought up the famed "Cullman County Case."

In addressing the opening day's session at the Biltmore Hotel, Mr. Johnston said he had once feared errors had been made in the 1948 BMB survey for rural Cullman County, Alabama. He had feared BMB findings were "entirely incorrect," in that they showed excessive nighttime coverage for three major Birmingham stations.

It was considered an engineering impossibility for any of the stations to be heard regularly after sundown, he said, in pointing to the discrepancy between the Johnston accusation and the County's Alabama. Ballots were mailed to Cullman residents who had received the 1946 ballots. Mr. Langley reported the same findings as those to which Mr. Johnston had objected.

Further inquiry made with cooperation of Tennessee Coal, Iron & Railroad Co. showed presence of ore deposits, capable of causing the difference between BMB and engineering measurements. The presence of ore deposits, Mr. Langley stated, reversed previous conclusions drawn from all available engineering data on signal strength and BMB reports were correct in giving Birmingham stations better than 50% coverage.

Mr. Johnston said, "So far as I am concerned the whole BMB matter has been cleared up to my complete satisfaction."

He felt the whole situation would contribute to future success of BMB and to better understanding of engineering data which many have felt for a long time "might be inaccurate."

BMB Used Constantly

William Neal of Liller, Neal & Battle, Atlanta agency, pointed out that BMB was used constantly in selecting markets for Brook Candy Co., which used over 120 stations. BMB was especially used in selecting smaller markets for supplementary and complementary coverage even though higher-powered stations were reaching these local areas, he said.

Charles A. Batson, NAB information director, opened the session with his talk, "TV, the Blue Chip Decision."

Leonard Reinsch, managing director of the Cox Stations, said that AM and FM stations with TV affiliations will have to do "a little better job on both" in order to take care of the TV expenditure.

Johnston Cites Data at NAB Dist. 5 Session

Hugh Feltis, BMB president, investigated the Johnston accusation last summer, sending Cord Langley, director of subscription service, to Cullman County. Ballots were mailed to Cullman residents who had received the 1946 ballots. Mr. Langley reported the same findings as those to which Mr. Johnston had objected.

Text of the p. i. resolution follows:

"Whereas cost per-inquiry business has been on the increase; and whereas this type of business has proven inimical to the radio broadcasting and operation of radio stations; therefore, be it resolved that the members of the 5th District meeting of the NAB reaffirm their condemnation of such practices and pledge their cooperation by refusing all business offered to them on any type of per-inquiry basis."

Another resolution called on the NAB to urge candidates for political office to state their positions publicly on the question of free radio. A similar resolution, introduced by Arthur Hull Hayes, WBBS New York, was adopted Aug. 6 at the District 2 meeting in Rocheport, Mo.

Library Endorsement

"Unqualified" endorsement was given transcription library companies in their efforts to serve stations in the face of the AFM recording ban.

Other resolutions endorsed NAB President Justin Miller in his fight for radio's freedom; lauded work of NAB staff officers who took part in the meeting; supported BMI; favored program and blanket license privileges and clearance at the sources from SESAC; urged naming of a code observance committee; asked the Census Bureau to include a radio question in 1950; recommended support of the All Radio Presentation; endorsed a proposed inquiry into uniform audience measurement, similar to that adopted by District 13 [Broadcasting, Oct. 11], and thanked district officers for their part in arranging the meeting.

Resolutions Committee

Members of the Resolutions Committee were Harold Wheelahan, WSMB New Orleans, chairman; Wiley P. Harris, WJDX Jackson, Miss., and Tom Baker, WKDA Nashville.

Presiding at the meetings, attended by 119 members, was Henry W. Slavick, WMC Memphis. NAB staff executives, headed by President Miller, took part along with Hugh Feltis, BMB; Carl Haverlin, BMI; Kolin Hager, SESAC; Wade Barnes, NBC Radio-Recording; Pierre Weiss, Lang-Worth; Alex Sherwood, Standard Radio; Walter Davison, Capitol Transcriptions. Gene Tibbott, WLOX Biloxi, was host.

Discussion of dealer co-ops was led by Mr. Mitchell. Bob McRaney, WBCI Columbus, Miss., head of Mid-South Network, led a small markets meeting. Taking part were Earl Smith, WLCS Baton Rouge; Hal Falter, WCRK Morrisstown, Tenn.; Paul Goldman, KYSL Alexandria, La.; Hugh Smith, WLAW Laurel, Miss.; Roy Dabade, WJBO Baton Rouge; Sam Anderson, KFFA Helena, Ark.

Guest speaker at the Tuesday luncheon was Rep. Hale Boggs (D-La.), who urged broadcasters to protect their rights and keep radio as free as the press without undue governmental interference. Rep. Boggs won praise from the broadcasters for his understanding of the broadcasting business.
CONCRETE evidence that both the United States and Soviet Russia are stepping up their international broadcasting operations was seen last week in the enlargement of program schedules and realignment of program contents.

The State Dept.'s Office of International Information confirmed the fact that its International Broadcasting Division is changing program forms of Russian-language broadcasts to include more news and editorial content. Ten days ago the Russian Radio announced an increase of five minutes daily in its English-language broadcasts, according to U. S. monitoring services. The new schedule went into effect Oct. 10. Previously the Soviet had aired two hours of programs daily.

The "Voice of America" has also been airing two hours daily of Russian-language programs, but roughly a quarter of the time was devoted to repeats of earlier broadcasts. According to Lloyd Lehrbas, O1F director, the "Voice" hopes to step up to 30 minutes in the near future as personnel becomes available to handle the broadcasts. The process is a slow one, and a lot of clearance by FBI and Civil Service of personnel who are conversant with the Russian language, he explained. About 70 employees, formerly with the networks when they handled certain "Voice" programs, already have been cleared. (BROADCASTING, Oct. 4)

The "Voice" currently is programming 24 hours per day—16 to Europe, 2% hours to Latin America and 5% hours to the Far East. Radio Moscow has been airing 45 hours per day.

Will Increase Hours

Mr. Lehrbas indicated that the hour content, which had been decreased twice in recent months—from 24 to 27 hours and from 27 to 24 hours—will be increased when the personnel becomes available. A staff of 350 is presently employed by IBD in New York.

The problem of acquiring personnel is handled directly, on other language phases of "Voice" operation. Mr. Lehrbas said that if the need existed for other language broadcasts and the personnel were available they would be added to the schedule. Arabic and Swedish, and possibly Ukrainian, were believed to be possibilities. IBD currently is broadcasting in 20 languages.

It was also learned from the State Dept. last week that the "Voice" currently is reaching between 10- and 12-million listeners in the Far East.

IBD is preparing to revise its estimates of available receiver sets (excluding shortwave), as well as those of potential audience and total population, an IBD spokesman said. Data is expected to be ready in about a month. Previous estimates, covering the European, Latin American and Asiatic countries, were for 1947.

At present programs are beamed to areas having an estimated 30-million shortwave receivers and a potential radio audience of more than 150-million persons, IBD believes.

The amount of time the "Voice" allot to news and editorial commentaries and analyses in the Russian language is being increased to over 80% with a resultant drop in music fare, Mr. Lehrbas said. The length of news programs has been stepped up from 13 to 16 or 17 minutes.

Scheduled for all international shortwave broadcasts, especially those near Asia, has been increased to a point where Russia feels compelled to counteract their effectiveness, according to the consensus of professional public opinion samplers. It added pointedly: "But nothing is certain—least of all an election in a democratic country.") It has since reported daily on the candidates' speeches with an eye to impartiality, Mr. Lehrbas pointed out.

The "Voice" also has been active with simply worded reports on the various diplomatic exchanges, particularly during the Bering affair. Notable in case in point was the recent Russian stand on atomic energy, a State Dept. official said. The French Radio had characterized the maneuver as a "retreat" and a basis for discussions. The "Voice" however, "debunked" the proposal in the "simplest phraseology possible" by stepping in and airing the American interpretation to foreign listeners, he pointed out.

Teacher Incident

Importance of the "Voice" was demonstrated again, he reminded, when IBD put the Russian school teacher, Oksana Kasenkina, on the air during a Russian-language broadcast to tell her version of her much-publicized leap. The broadcast went to points all over Russia, according to the official.

Evidence that the Soviet has become increasingly aggressive in American "Voice" broadcasts in the past two weeks has mounted to a point where Russia feels compelled to counteract their effectiveness.

NAB's FM

Fulltime Department Urged

OPERATION of a fulltime FM Dept. within the NAB, augmented directly or indirectly by NAB-FM Executive Committee at a meeting held in Washington last Tuesday and Wednesday.

Convinced that FM is over the hour and headed toward a big year in 1949, committee members adopted a series of resolutions for submission to the NAB board at its Nov. 16-18 meeting.

Several basic activities are desired for FM member stations within NAB. They found that some of the association's skeleton FM membership had been lacking, especially the management studies conducted by Arthur C. Stringer, NAB FM director.

Broader Operation

But they want a much broader operation to help FM stations in attaining sound economic operations. They feel that advertising agencies fail to appreciate the coverage of FM transmitters or the rapidly increasing circulation as manufacturers produce receivers in constantly growing numbers.

The committee agreed that NAB could not be expected to do a promotion job for FM, a function they conceded was up to FM Assn. Instead the IBD FM-economic study was not directly discussed in any length, it is understood, though the functioning of the two associations was mentioned frequently.

Committee members opposed action by the board to ask the FCC to forbid dual AM-FM station break identifications. Such action was asked by the RBA board because of confusion in research operations. (BROADCASTING, Sept. 27.)

The committee forecasts 1949 as "FM Year." Speaking for the committee, Chairman Leonard L. Asch, WBCC Schenectady, said:

"Our meeting was conducted in an atmosphere of greatest enthusiasm than has been evidenced ever before at the sessions. We foresee 1949 as an FM year. The manufacture of receivers—on the physical problems which has held up development of the medium—hereafter—we are greatly impelled to sharply in factories throughout the nation.

"Those who listen to and read the promotional efforts of receiver manufacturers will have noticed this basic shift in placement on FM sets. FM stations during 1949, as a result, will be able to deliver a much larger audience to advertisers.

"Our committee has adopted recommendations urging a parallel increase in NAB activities, consistent with this development. These proposals, which envision wider activity, have the FM broadcaster attain a sound economic base for his operation, have been forwarded to the association's board of directors for consideration and action."

Attending Meeting

Attending the meeting besides Chairman Asch were committee members Matthew H. Bonebrake, KOCY-FM Oklahoma City; Martin Leich, WMNL Wheeling, W.Va.; D. Maxwell Hayes, WNBF-FM Binghamton, N. Y.; Lester H. Nafzger, WELD Columbus; Ernest L. Spring, KYOF Santa Ana, Calif.; Edward A. Wheeler, WEAW Evanston, Ill.; as well as representatives of broadcasters present were Willard D. Egolf, WRCF-FM Bethesda, Md., and Everett Dillard, WASH (FM) Washington. Representatives from the NAB headquarters were A. D. Willard Jr., executive vice president; C. E. Arzy Jr., secretary-treasurer, and Mr. Stringer.

BROADCASTING • Telecasting

U. S., Russia Step Up Programming
OPENING COMMERCIALS ARE REMEMBERED BY IOWA LISTENERS!

The 1948 Iowa Radio Audience Survey proves that Iowa listeners remember the opening commercial of the first program heard each day, and can later identify the product!

48.3% of Iowa women and 47.3% of Iowa men report they hear the first commercial of the day's first program. 70.7% of the women and 65.3% of the men could definitely identify the product advertised...

Conclusion: Iowa radio listeners give extraordinary listenership to radio!

The 1948 Iowa Radio Audience Survey is full of just such "new information not previously gathered about listening habits in Iowa," as well as the newest and most up-to-date revisions of standard information on station and program preferences, etc.

Send for your complimentary copy today!
Write us or 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, 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
Three Canadian Shows in Elliott-Haynes Top 10

Three Canadian programs are listed among first ten evening network shows for popularity in September, according to national ratings issued by Elliott-Haynes Ltd., Toronto. First ten evening programs in September were: Radio Theatre 24,8, Album of Famous Music 14,9, Mystery Theatre 13,4, Twenty Questions 13,3, Wayne & Shuster 12.8 (Canadian program), Music Hall 11.5, Take a Chance 11.3 (Canadian program), Treasure Trail 11.1 (Canadian program), Suspense 10.6 and Content Hour 9.2.

Leading French-language evening shows were: Un Homme et Son Peche 33.2, Metropole 22.4, Cafe Concert 18.6, Prix d'Herosme 14.9, and Juliette Bievres 13.9. Top French daytime programs were: Jeunesse Douce 21.6, Rue Principale 20.9, A L'Ensigne des Fins 18.5, Le Journal de Detente 15.6, and Les Jeuoy Troubadours 15.3.

TV Sets in 6% of Philly Radio Homes, Pulse Says

THE PULSE Inc. last week reported that 6.1% or 54,920 of the 795,000 radio homes in the eight-county metropolitan area of Philadelphia have television sets. Repeating a pattern found earlier in the year, the Pulse survey in Philadelphia reveals that television is by no means confined to upper income families. More than 50% of the video sets in the Philadelphia homes are owned by families in the “getting by” and “poor” classifications.

Following table shows the percentage of television sets owned by four income brackets and the percentage of such families in relation to total population:

PACIFIC HOPPERINGS—SEPTEMBER 1948

Preis of KTS A Electra AFA Dist. 10 Governor

Rex Preiss, KTS A San Antonio sales manager, has been elected governor of District 10 of the Advertising Federation of America, succeeding Ira E. DeJernett of Dallas, the AFA offices in New York announced last Thursday.

Other officers elected were Julian Herndon, Little Rock, first lieutenant governor; William Tipton, Houston, second lieutenant governor, and Alf Johnson, Dallas, who was re-elected executive secretary.

Nielsen Radio Index Top Programs

REPORT WEEK, Sept. 5-11, 1948

Copyright 1948, A. C. Nielsen Co.

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<tr>
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BROADCASTING—“The Newsweekly of radio and television”—announces still another new feature . . . still another BROADCASTING “First” . . . still another reason why the best way to keep your eye on television is to keep your eye on BROADCASTING.

In the issue of October 25, BROADCASTING publishes the first “TELECASTING Network Showsheet”. Scheduled as a regular monthly feature, this easy-to-check chart provides you with the telecasting time and title of every television show—sustaining and sponsored—carried by NBC, CBS, ABC and DuMont throughout the entire video week. And that’s not all. Each box also gives you the number of television outlets carrying the show and whether the program is live or on film. It all adds up to data you need to keep pace with America’s fastest growing advertising medium.

BROADCASTING has always been first in the field of television—with more television news and more television advertising than any other publication in the country. Now, with “The Telecasting Network Showsheet” BROADCASTING leads the field by an even wider margin. With still another example of how BROADCASTING looks ahead—to help you get ahead.
We give full measure

If you're weighing the relative value of markets and radio stations, call your Radio Sales Account Executive. He'll give you a full measure of accurate information on sales-effective radio advertising in 12 of your richest markets. For he has exclusive information gathered by spot radio's most resourceful research department: a staff which in the past six months alone—through its Listener Diary Studies—has compiled 356,645 individual measurements of audience size, composition and flow throughout the entire broadcast day and throughout the entire audience area of individual stations! With these accumulated facts, Radio Sales can tip the scales in your favor.

Radio Sales

RADIO AND TELEVISION

STATIONS REPRESENTATIVE...CBS
WHAS SALE

FORMAL application for FCC consent to sale of WHAS Louisville by Courier-Journal and Louisville Times Co. to Crosley Broadcasting Corp., AVCO Mfg. Corp., subsidiary, and licensee of WLW Cincinnati and WINS New York, was tendered for filing last week at the Commission [BROADCASTING, Sept. 27]. Cash consideration is $1,925,000, subject to adjustments.

Meanwhile, applications also have been filed for consent to changes in ownership of KORC Mineral Wells, Tex.; KPRA (FM) Portland, Ore., and WTUX and WTUX-FM Wilmington, Del.

The WHAS transaction, which includes affiliated television and FM properties, also provides that Crosley Broadcasting will continue the lease of quarters in the new newspaper building now under construction. Annual rental of $75,000 is specified. All 1,500 shares of common stock ($100 par) in WHAS Inc., licensee of the 50 kw clear-channel station on 840 kc, in transferred from the newspaper firm to Crosley Broadcasting. The Bingham family owns the Courier-Journal and Louisville Times and Barry Bingham is president of both WHAS Inc. and the publishing firm.

The sale is subject to the Commission's AVCO rule, requiring advertising of such transactions to permit open competitive bidding. First notice was published in the Bingham papers Oct. 12. The sale contract was signed Sept. 27 and is valid for one year. After that time, if FCC has not approved the sale, either party by notifying the other may drop the pact.

The Bingham group, in its application, told the Commission: "Consideration of long-term business policy, and particularly the desirability, under present conditions of postwar expansion, of concentrating in a single type enterprise—the publishing business—has led transferor to the conclusion that it is appropriate to sell its radio interests."

Crosley Broadcasting explained the request for the transfer "grew out of the assignee's considered belief that the collective skill and experience of its broadcasting organization of 550 fulltime people can be profitably applied to the operation of a station in Louisville."

Crosley said it believes "that by virtue of its financial resources and its concentration in the field of broadcasting, and the collateral field of publishing, that it is peculiarly in a position not only to make all possible improvements in the present service being supplied by WHAS to the public, but to insure the maintenance of WHAS and its affiliated stations together with its FM license and television construction permit to properly expand its field of activity at any time if the assignee recognizes that the present broadcasting structure may encounter serious stresses occasioned by the advent of FM and television."

Crosley, while it does not purport to have an "intimate knowledge of local affairs in the Louisville market," by virtue of its long operation of WLW "it has to a most intimate knowledge of the needs and requirements of the small-town and rural people in Ohio, Indiana and Kentucky."

Crosley, in addition to WINS and WLW, holds construction permits for television stations WLWT Cincinnati, WLWC Columbus, Ohio, and WLWD Dayton, Ohio, and construction permits for FM stations WLWA Cincinnati, WLWF Columbus and WLWB Dayton. Television application is pending at Indianapolis and FM request is pending for New York.

Details of new applications:

WHAS, WHAS-FM and WHAS-TV Louisville, Ky.—Transfer of control of WHAS Inc., licensee of AM and permits of FM and TV stations, from Courier-Journal and Louisville Times Co. to Crosley Broadcasting Corp. Publishing firm sells all 1,500 shares common stock ($100 par) in WHAS Inc. to C-corp, wholly-owned subsidiary of AVCO Mfr. Corp., for $1,925,000. Crosley is licensee of WLW Cincinnati and WINS New York; permits of FM stations WLWA Cincinnati, WLWF Columbus, Ohio, and WLWD Dayton, and permits of TV stations WLWT Cincinnati, WLWC Columbus and WLWD Dayton. Firm is FM applicant in New York and TV applicant in Dayton. WHAS is assigned 50 kw fulltime on 1080 kc and is CBS affiliate. WHAS-TV is assigned Channel 9 (186-192 mc).

KORC Mineral Wells, Tex.—Assignment of license from Radio Station KORC, partnership of Raymond W. River and Herman S. Boles (Mr. River individually) Request stated "incomparability of partnership" as reason for Mr. River's acquisition of the one-third interest held by Mr. Boles. In consideration Mr. River assumes current liabilities, not identified. Fair were granted purchase of station in July by FCC for 25,000 shares of stock for $25,000. [BROADCASTING, July 15]. KORC is assigned 250 w day, 1140 kc.

KPRA Portland, Ore.—Assignment of CP for FM station from John C. Kern and Wilbur J. Jerman, partners doing business as Pacific Radio Advertising Service, to KWJJ Broadcast Co., Inc. operator of AM station KWJJ Portland. Monthly rentals are 42.5% and 50% owners respectively of KWJJ. Total consideration for FM outlet is $26,201.77 with KWJJ assuming note of $3,200 and crediting sellers with paid in surplus totaling difference, $23,000. 17. Mr. Jerman is president and Mr. Kern is treasurer of KWJJ. Merger would effect economy of operation and better service, applicant said. KPRA is assigned Channel 228 (565 mc) with 3 kw.

WTUX and WTUX-FM Wilmington, Del.—Transfer of control through sale of 39 shares common stock (16%) by J. E. Frere in Port Frere Broadcasting Co., Inc., AM licensee and FM permitted, to Gordon Kenneth Maclatcho and Howard R. Robinson, who become 50% owner each. Mr. Frere sold his 39 shares, recovering his $250 down payment on stock, in October 1946, application said. Transfer request extralized. Mr. Frere wished to retire. WTUX is assigned 300 w day and 1200 kc.

Page 36 • October 18, 1948

BROADCASTING • Telecasting
The only thing the Minneapolis Tribune missed... KFYR's terrific coverage!

MINNEAPOLIS, N. D.—An immense golden flood completely covers and sparkles on the vast farms and ranches of the booming Bismarck state. Total agricultural products here produced this season will be over $500,000,000, which, added to the $500,000,000 in North Dakota and the $500,000,000 in South Dakota, will be over $1,000,000,000.

N. D. FACES ROSY FUTURE
Agricultural Output to Exceed Billion

By ED SHAWE
MINNEAPOLIS TRIBUNE BISMARCK, N. D.

EVERYONE OPTIMISTIC

North Dakota's population is 570,000 and 270,000 live directly off the soil, with 90,000 of these less than 14 years of age. Yet the total purchasing power for 1947 was nearly $200,000,000 and income per farm unit was $12,500.

North Dakota's per capita income is $1,678, which is almost tops for the United States. It is the highest of any agricultural state.

Income from wheat will total more than $500,000,000, barley and rye well over $100,000,000, corn, soy beans, sugar beets, hay, sugar beets, and potatoes will add an additional $120,000,000, with approximately $40,000,000 from other products.

Modern mechanized farming methods have made it possible for the Dakotas to achieve this remarkable record.

North Dakota leads the United States in the sale of farm products. Harvests are at an all-time high, and with approximately $250,000,000 in the market, waiting for an opportunity, there is no need to worry about future prosperity.
BIG BLOW is occasioned by eighth anniversary and renewal of Shell Oil Co.'s "Jack Horner's Corner" on KSTP Minneapolis-St. Paul and Northwest Network. Puckered up are (I to r) Roy Ruyle, Shell; Jack Horner, sportscaster, and Millar Robertson, KSTP sales manager.

EXCHANGING notes after premiere of American Assn. of Railroad's "Railroad Hour" on ABC are (I to r): Ken Burton, director; Clarence Goshorn, president of Benton & Bowles, agency handling account; Dinah Shore, guest star; Col. Robert S. Henry, AAR vice president and public relations director, and Jane Powell, guest star.

IT WAS A JOYFUL occasion when WMOB-FM Mobile, Ala. went on the air Oct. 7, with a broadcast headed by Dewey Long (I), general manager, and Mobile's Mayor Ernest Megginson. WMOB is on an ABC affiliate and a Nunn station. WMOB-FM is on Channel 248 (97.5 mc) with 8.8 kw.

SPONSOR Ted Koppleman (second from r), president of Lackawanna Pants Co., greets his talent, Maestro Guy Lombardo (second from I), with Jack Nedell (I), WGBI Scranton, and Herb Gordon (r), Frederick W. Zir Co. Lackawanna sponsors Zir's Lombardo package show on WGBI.

CLASSIC Spanish tradition dominates the architecture of KDB Santa Barbara's new home. Formal opening of the new headquarters of the Don Lee station was held Oct. 16. KDB Chief Engineer Forrest Choate supervised work.
An alert Station needs lots of remote amplifiers... not only that, but several types of remote amplifiers. The Collins line of remote amplifiers includes models to meet all requirements of AM and FM stations.

Collins 212Y Remote Amplifier
The Collins 212Y single channel a-c operated remote combines small size and light weight with high fidelity. Careful engineering design has produced an extremely compact, completely accessible unit suitable for dance orchestra and newsroom pickups, sports broadcasts, and other applications where fast set-up is necessary. The low cost of the 212Y suggests its permanent installation at points where pickups are made regularly. One high fidelity channel is incorporated, which operates from a low level into the 212Y. Because it has two high fidelity channels, the 212U provides opportunity for the services of a separate technician. It also can be battery operated with a 412C-2 battery box and interconnecting cable.

The Collins 212U two-channel a-c operated remote consists of a 212Y and a Collins 60H mixer. Both units are mounted in a single aluminum cabinet, furnished with a carrying case with handle and shoulder strap. The mixing controls are ladder type attenuators, having db calibrations on the front panel. The master gain is the volume control on the 212Y. Because it has two high fidelity channels, the 212U provides opportunity for the services of a separate technician. It also can be battery operated with a 412C-2 battery box and interconnecting cable.

Collins 60H Remote Mixer
The Collins 60H two-channel remote mixer is available for stations already owning Collins 212Y remote amplifiers which they wish to convert into 212U’s. It consists of a mixer chassis in an aluminum cabinet which has an opening for the insertion of the 212Y amplifier, and is supplied with a convenient canvas carrying case with handle and shoulder strap. The 212Y slides into the 60H case exactly as it does into its own case. A built-in plug and socket make the connection as the amplifier is installed in the mixer case.

Collins 122Z-2 and 122Z-3 Remote Ampilifiers

The 122 is a prime example of Collins design ingenuity, quality and efficiency. Advanced engineering has combined four input channels with individual controls, a master control, an a-c power supply, and a self-contained battery power supply in one easily carried unit. The program is protected against a-c failure by automatic instantaneous change-over to battery operation. When a-c power is restored, the 122 may be put back, also instantaneously, on a-c. Input impedance of 122-2, 30/50 ohms; 122-3, 200/250 ohms. Otherwise the two are identical.

These remote amplifiers are pictured and described in greater detail on pages 17 to 24 of your Collins Broadcast Speech Equipment and Accessories book. If you haven’t a copy, by all means write us for one.

Five WMT engineers and the Collins remote equipment with which they covered an Iowa Dairy Cattle Congress. Left to right, M. Powlisha, Frank Makinster, WMT Chief Engineer George Hixenbaugh, Edwin Updegraff, and Dean Harger. The remote equipment consists of 3 Collins 122’s, 3 Collins 212Y’s, one Collins 212U, Western Electric microphones, and batteries.

FOR BROADCAST QUALITY, IT’S...
KOWL GETS WISE TO LISTENERS

New Station Caters to Minority Groups

Mr. Adams

TREMENDOUS listenership for the AM broadcast.

NEW! 5,000 Watt AM Facilities

TWICE the nighttime coverage and 20% greater daytime coverage... the result of WMBD's new AM transmitting equipment and new transmitter location, plus increased power to 5000 watts at night.

NEW! 20,000 Watt FM Facilities

Tremendous listenership bonus for advertisers beyond the new AM coverage AT NO EXTRA COST! New FM equipment and 20,000 watt power give WMBD listeners complete duplication of every AM broadcast.

Dominant Voice in One of America's Top Markets

Sales Management's Survey of Buying Power (May, 1948) shows WMBD's AM-FM audience the largest in the entire city in its 450 ft. AM-FM tower. Also ready are 3 new 175 ft. AM towers and new AM and FM transmitters. Practically completed are WMBD's new theatre, studios and offices — the most modern in the Mid-West.

WMBD alone keeps pace! Newest, tallest structure in Peoria is the 450 ft. AM-FM tower. Also ready are 3 new 175 ft. AM towers and new AM and FM transmitters. Practically completed are WMBD's new theatre, studios and offices — the most modern in the Mid-West.

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Your advertising over CFRB now broadcast on 50,000 watts!

On September 1st Radio Station CFRB, Toronto, increased its power fivefold—bringing a new high in good listening to CFRB’s vast audience—presenting a new high in potential radio homes to CFRB’s advertisers.

CFRB, broadcasting over its completely new high-powered 50,000 watt transmitter, is now the most powerful independently owned station in the British Commonwealth.

Now more than ever before CFRB is your No. 1 buy in Canada’s No. 1 market.

Representatives:

UNITED STATES: Adam J. Young Jr., Incorporated
CANADA: All-Canada Radio Facilities Limited
THE REPRODUCTION of television broadcasts in theatres, hotels, dance halls, taverns and other public places can be legally stopped, according to an article in the September issue of Columbia Law Review.

Titled, "Unauthorized Use of Telecasts," and written by David M. Solinger, New York attorney representing a variety of interests in radio and advertising, the article presents a thorough analysis of the rights of TV broadcasters in the material they broadcast and the legal methods by which those rights may be protected.

"To obtain relief from a court of equity, a litigant must demonstrate that he has some sort of a right which the court will recognize," Mr. Solinger writes. "Where such a right exists, the unauthorized use of a television broadcast cannot be restrained."

"With few exceptions," the article states, "television programs consist of material in which the telecaster has an absolute property right, whether such property be a statutory or common law copyright. The exceptions are news events and material in the public domain. (Even such programs are not exceptions if they include any copyrighted material or commercial announcements.) Where the program is a news event or contains only material in the public domain, the telecaster may, nevertheless, have an absolute property right in the telecast itself, resulting from the blending of various skills and intellectual efforts."

INS Case

"It is only where the telecaster has no such property rights that it has need to consider the equitable servitude doctrine," Mr. Solinger continued, "that recourse must be had to the kind of quasi-property right recognized by the Supreme Court in the International News Service case. (In this case, the Supreme Court enjoined INS from transmitting to its Western papers news collected by AP and published earlier by AP members in the East.) Where he has lost his property right by publication or dedication, but seeks to limit its effect by attempting to impose a restriction on the use of the telecast, the equitable servitude doctrine is available." An example of equitable servitude is the opening and closing announcement of some telecasts that the programs broadcast over their facilities are for home reception only.

Despite the appeal of such slogans as "freedom of the air" and "no property right in the news," Mr. Solinger points out that "it is difficult not to react with sympathy to the claim of a promoter of an event or of the parties who create a television broadcast that, since they are responsible for originating it, they alone should control its use—subject only to the general supervision of the courts to make sure that no vital interest of the listening public is injured."

While "untraditional," this approach is in line with a "growing tendency in the courts, particularly with respect to the broad and vague field sometimes called 'trade relations,' to ignore the standard labels and to grant relief where it seems warranted, regardless of whether the facts fit some recognized legal cubbyhole," Mr. Solinger says.

Protection Means

Television broadcasts may be protected against unauthorized use by legal devices, such as copyrighting a piece of music and using it on all news and public domain programs, or by special legislation, he points out. But, he adds, "neither devices nor legislation should be necessary. The courts have at their disposal the tools necessary to resolve whatever conflicts of interest may arise and, without injury to the public, to protect and foster the new and growing television industry, which already promises so much to the economic and social development of the nation."

UNESCO Elevates Hanna

To New Paris Assignment

ELEVATION of Michael R. Hanna, general manager of WHCU Ithaca, N.Y., to the post of public relations consultant to the United Nations Educational, Scientific and Cultural Organization's Radio Program Committee, was announced in Washington last week. Announcement came after Mr. Hanna had conferred with Julian Huxley, UNESCO director general, and State Dept. officials.

Mr. Hanna, originally named to represent American broadcasters in Paris Oct. 23-30, will leave for the French capital late this month. In his new capacity he will advise representatives of radio from 19 member nations in their planning for a world-wide, free flow of information as a basic international movement for world peace.

French TV Tube

A NEW television tube of extremely high sensitivity and very low grain has been developed in France, according to Volney D. Hurd, Paris correspondent of the Christian Science Monitor. Developed by Henri de France, the tube, under the name of Eriscop, separates the photocurrent and secondary emissions of the mosaic by using a special plate with metal on one side and mica on the other. The tube is reported to weigh only six pounds and to cost $600 to make. With the tube, 1,000-line video is reportedly possible due to the low grain.

Harry B. Read, Partner in KWRO Coquille, Dies

Harry B. READ, 66, founder of KOIN and KXL Portland, and a partner in the new KWRO Coquille, Ore., died Oct. 9 of a heart attack. KWRO will start service within a month, according to Walter L. Read, Mr. Read's son and partner in the station.

Harry Read originally moved KQP from Hood River, Ore., to Portland and changed the call letters to KOIN. Relinquishing KOIN in 1926, he founded KXL the same year. Messrs. Read opened KSLM Salem in 1934 and also controlled KOOS Coos Bay. In 1935 Harry Read gained control of KSLM and Walter Read gained control of KOOS. Glenn E. McCormick now is chief owner of KSLM while Sheldon F. Sackett heads KOOS.
CANADIANS DISCUSS AFFILIATES PROBLEMS

A WELL-ATTENDED meeting of Ontario and Quebec affiliated stations of Trans-Canada and Dominion networks at King Edward Hotel, Toronto, Oct. 7 and 8, discussed problems of network affiliates ranging from reserved time periods to better summer replacements.

Meetings were held under chairmanship of George Young, station relations supervisor of Canadian Broadcasting Corp. He announced that Western Canadian Dominion network affiliates will meet with CBC network executives at Beasborough Hotel, Saxatinv, Nov. 15, and that British Columbia stations of both CBC networks will meet in Vancouver Nov. 19 and 20.

Problems covered the entire range of station operations, including newcasts, sustaining community service flashes between network programs, increases in station rates, commercial programs for Christmas Day, and reports from the CBC commercial division. In addition, Ron Fraser, CBC supervisor of press and information, dealt with closer cooperation with stations on program promotion, including series of mike spots recently started, and a series of regional meetings for station promotion men with CBC press and information executives early in 1949.

Attending the meetings were: A. D. Dunton, CBC board of governors, chairman, Ottawa; Dr. A. Frigo, CBC general manager, Ottawa; E. A. Weir and Walter Powell, CBC commercial manager and assistant commercial manager, Toronto; Gordon Keeble, CFCF Montreal; Ralph Parker, CPFCA Port Arthur; Louis Leprochon, CCKO Ottawa; A. Gauthier, CFTS Barrie; Gordon Archibald, CHOV Pembroke; Jack Radford, CFTM Brockville; Russ Baer, CFOX Peterborough; Bob Kesten, CJBC Toronto; Walter Blackburn and Don Wright, CPPL London; Gordon Smith, CPOB Orillia; C. Wingrove, CFTB St. Catharines; Tom Darling, CJIMI, Hamilton; Wm. O'Neill, CBM Montreal; Chas. Wright, CBC Ottawa; Roy Hoffstetter, CKWJ Kingston; Harry Boyce and H. Z. Palmer, CBF, Toronto; Cliff Kirkman, CPCH North Bay; Harry Edgar, CGBL Kirkland Lake; H. G. Freeman and Jack Davidson, CKGB Timmins; Wilt Woodell, CKSH Sudbury; Grant Hyland, CJJC Sault Ste. Marie; Geo. Jeffrey, CFPR Port Williams; Lyman Potts, CKOC Hamilton; Claude Irvine, CHOK Sarnia; M. Valiquette, CBC Montreal; and from CBC Toronto executive offices, Ron Johnston, E. Clarke, H. E. Keed, Stan Hamilton, H. G. Walker, and Ron Fraser.

Claude A. Maund

CLAUDE A. MAUND, 36, FM supervisor at KRLD Dallas, died Oct. 12 following a long illness. He entered the hospital June 6 after completing installation of a new transmitter at KRLD. He had been on the station's engineering staff since 1933. He leaves a wife and two sons.

Old Time - Sharing Case Nears Court

AFTER nine years before the FCC, the time-sharing case involving WTNJ Trenton, WCAM Camden, and WCAP Asbury Park appears headed for a round in the courts.

WTNJ, which would become a daytime station with power reduced from 500 to 250 w under the Commission's decision [Broadcasting, Sept. 20], filed notice of appeal last week and asked the court to issue a stay order to maintain the status quo until the appeal is heard.

The appeal was taken to the U.S. Circuit Court of Appeals for the District of Columbia by Elmer W. Pratt, Washington counsel for WTNJ. Because of the complexity of the case, FCC asked that the five-day period for filing its reply to the petition for stay order be extended to today (Monday).

Under FCC's decision WTNJ, which has shared time on 1310 kc with WCAM and WCAP, would operate as a 250-w daytime station on 1300 kc, while WCAM and WCAP would each operate full-time on 1310 kc with 250 w.

WTNJ told the court that "valuable and important property rights . . . are placed in jeopardy" by the decision, and that "it is problematical whether the station could economically survive."

The station also claimed the decision "awards fulltime to two stations (WCAM and WCAP), both with poor operating records, located in cities of smaller population than Trenton, and deprives Trenton, the capital of New Jersey, of an excellent technical service, which it has enjoyed for more than 25 years."

Portions of the three-station case, which included renewal applications and requests for modification of licenses, date back to 1939 and 1940.

How is Your Sales Picture in Nashville?

Just pretty good? Then let WSIX pep it up. Dozens of national, regional and local sponsors, who buy WSIX year after year, have proved that WSIX does a real sales job in its 60 BMB counties. Here 1,321,400 people, spending $654,888,000 in retail stores, make a rich potential market for your products. That's where WSIX can help your sales picture!

* Projected from Sales Management, May '48
Television Heads Agenda
For CBC Board Meeting

TELEVISION will be major subject at meeting of board of governors of Canadian Broadcasting Corp. Oct. 27-29 at Ottawa. At its May meeting the CBC board announced, after denying a TV license to CHML Hamilton, that it would hear applicants and be prepared to make recommendations for TV licenses at its first meeting after Oct. 1.

License to CHML was denied because Hamilton has had one TV channel assigned to it, and CBC wants to retain this for its own station. There are three channels assigned to Toronto, one of which will be retained by CBC, and there are at least four applicants for the other two, including CFBH and CKOY, both Toronto, Al Leary, former part-owner of CHUM Toronto, and the Rank theatre interests.

In Montreal there are four channels assigned, of which CBC is expected to take two, one for French and one for English programs. CKAC and CFCF, Montreal stations, are applying for the other two channels.

ARRANGEMENTS for third year of sponsorship of Western Kentucky College football games by Barnard & Walker Real Estate Agency over WBIB Bowling Green, Ky., are completed by Ken Given III, station manager, who will play-by-play, and Mr. Barnard, president of Barnard & Walker. Games also will be carried on WHSN, FM affiliate of WBIB.

CBC Program Men Weigh New Coordination Plan

GREATER coordination between French-language and English-language Canadian networks was planned at a meeting of top Canadian Broadcasting Corp. program men from all parts of Canada at Toronto, Oct. 4-6. More exchange programs are contemplated.

The program men tabled reports showing that many persons who no longer listen regularly to radio were being brought back by the CBC Trans-Canada Network on Wednesday evening cultural programs. Even privately-owned stations affiliated with CBC Trans-Canada take three-hour Wednesday evening sustaining programs to satisfy requests of listeners in highly competitive listening areas, it was pointed out. More affiliated stations are now carrying the programs than at any time since they were launched a year ago.

Reports on operations were given by Harry Boyle, supervisor of Trans-Canada, and Bud Walker, supervisor of Dominion Network. Also discussed was standardization of fees for talks broadcasts and the scale of payment for scripts. An engineering report on network programming was presented.

Proposed Midwest Net

Starts Tests on FM Relays

RELAY TESTS are now being made by a seven-station FM network to operate in the Midwest. Participating stations are WCTF Cincinnati and six Indiana outlets: WXLI Indianapolis, WCSI Columbus, WFTW Fort Wayne, WIKY Evansville, WFAW Lafayette and WEAW Evanston.

Tests are run three nights a week at 11:15 p.m. with each station taking a turn at originating programs. When tests are completed, plans will be made for a regular nighttime FM network of the seven participating stations.

LOTTRIDGE Is Partner
In Production Firm

Former WOC Head Also Named To Staff of KSTT Davenport

HERENDEN-LOTT RIDGE Productions Inc., a Chicago-New York firm specializing in installation and operational plans for television as well as radio and FM, has been formed, according to Burl Lottridge, former vice president and general manager of WOC Davenport, Iowa.

At the same time A. M. McGregor and Hugh Norman, owners of KSTT Davenport, announced that Mr. Lottridge, a resident of Davenport, had been named to the executive staff of the station. He will assist in supervision of programming, sales and general station operations. Mr. Lottridge plans to retain his residence in Davenport for the present.

Chicago office of Herenden-Lottridge Productions at 37 W. Van Buren St. will be in charge of Mr. Lottridge, who has been in radio since 1924. He had held the WOC vice presidency and general managership for nine years before his resignation.

Mr. Herenden, who has been identified with AM production and operations since 1927, will direct the firm's New York office at 113 W. 42nd St. He entered the field of TV direction and production in 1947, following a career as playwright, composer and lyricist since 1914.

NBC Stresses UN Theme
In Programs This Week

THE THIRD annual observance of United Nations Week, sponsored by NBC and the American Assn. for the United Nations, was launched yesterday. A six-day celebration, part of which will be broadcast, is scheduled for Rockefeller Plaza, New York.

Band and choral concerts, folk dancing and discussions concerning the work of the UN will be featured. Ceremonies will be broadcast Monday through Friday by NBC (excluding WNBC New York) from 12:15 to 12:30 p.m.

In addition to carrying these broadcasts of the New York celebration, NBC will devote all sustaining programs in public affairs and education to UN themes. Also many top entertainment shows on the network will insert UN messages.

Yes Campaign

A HIGHLY intensive local advertising campaign will be launched this month in 15 markets east of the Mississippi for Yes facial tissues, according to Robert Montheith, vice president of Personal Products Corp., Milltown, N. J. (Yes tissues). The radio spot campaign began Oct. 15 on approximately 48 stations in 13 markets. The 26-week contracts were placed by BBDO, New York.
Beginning Monday, October 11th, WBAL-TV added an afternoon schedule, Monday thru Friday, beginning at 12:00 Noon, consisting of live broadcasts, news and transcribed programs with appropriate pictures.

"Hi-Jinks", all star noontime variety show is now broadcasting simultaneously on WBAL and WBAL-TV on Monday, Tuesday and Thursday. Wednesday and Friday telecasts will be added soon. "Television Matinee" continues Monday thru Friday from 4:00 to 5:00 p.m.

Other afternoon features include "Calvalcade of Hits", "Melody Matinee", "Cathedral Hour" and "Rendezvous with Rhythm".

On Saturday afternoons WBAL-TV telecasts the NBC football game of the week, and on Sunday afternoon, the Washington Redskins games.

In addition to NBC programs WBAL-TV telecasts local live studio features including "Song Shop", "Album Review", "Television Talent Hunt", "It Pays to Look", "Paul's Puppets", "Look and Cook", "Know Your Symphony", "Baltimore's Opportunities", "Fixit Shop", "Listen Motorists", "America's Songs", "Silhouettes in Song", "Let's Look at the News", "Looking at Sports", "Open House" and "Photography Can Be Fun". Film features include "Sports Album", "Touchdown" and "Wild West Theatre". Comment programs are conducted by Dr. David E. Weglein, and former Mayors Theodore R. McKeldin and Howard Jackson.

**IN BALTIMORE**

**WBAL and only WBAL OFFERS BOTH!**

The Greatest Shows in Radio and Television are on WBAL and WBAL-TV

*NBC AFFILIATE—Nationally Represented By Edward Petry Co.*
IN BALTIMORE

WBAL

and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio are on WBAL
1090 Kilocycles • 50,000 Watts
NBC Affiliate

The Greatest Shows in Television are on WBAL-TV
32,600 Watts (Effective Power)
Channel 11 • NBC Affiliate
Some of the Growing List of LOCAL and NATIONAL Advertisers who use BOTH WBAL and WBAL-TV

<table>
<thead>
<tr>
<th>CAMEL</th>
<th>GENERAL ELECTRIC</th>
<th>Firestone</th>
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<td>ARROW BEER</td>
<td>Globe Brewery, Inc., Baltimore, Md.</td>
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<td>MAXWELL HOUSE</td>
<td>BULOVA</td>
<td>LUCKY STRIKE</td>
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<td>S. &amp; N. Katz JEWELRY STORES</td>
<td>DAVIDSON TRANSFER &amp; STORAGE CO.</td>
<td>The University Motor Co.</td>
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<td>Martin J. Barry LINCOLN &amp; MERCURY DEALERS</td>
<td>KOESTER'S BAKERY</td>
<td>BURKE-SAVAGE TIRE CO.</td>
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Broadcasting Telecasting October 18, 1948 Page 47
‘If Elected, I’ll . . .’

THE ELECTIONS have two weeks to go. The ether waves have sagged under the weight of the political oratory. The dire forebodings about liberal and slanted networks and stations happily haven’t developed. There have been desultory complaints here and there.

We suspect the action of the House Select Committee to investigate the FCC has had much with quashing the atmosphere on the political radio scene. For the timely action of the Harness Committee neutralized the mischief that could have been provoked by the so-called Post Huron decision.

So far, the national electioneering has been on an unusually high plane. More ingenuity has been used in the programming. The American Federation of Labor program last Thursday, DC, was local cut-ins in more than 100 cities, is an innovation that can be expected to be emulated in future national campaigns. A practical broadcaster—Morris Novik—devised the plan.

Dramatizations on the air, which caused pandemonium in the elections of other years, are being conducted without recrimination—and without violation of the NAB code.

Some rather strange things are happening. At Cincinnati a week ago, President Truman said, in shutting off an aviation: “I would of course like to have it continued but you know this radio time is paid for—we want the full benefit from our investment.”

That broadcast was sustaining WKRC (Tel-Tat当地 and WCPO. Why was it carried free, when it was an out-and-out political broadcast? We’re told that WKRC first approached local labor groups to buy the broadcast. They said they had no money. WKRC then decided to carry it as a public service. The other stations followed suit, and the Democrats got a nice free ride. That’s a vibrant, wholesome example of the meaning of a free, competitive radio.

Ubiquitous TV

ON LAND, on sea, and in the air! That epitomizes television’s ubiquitous advance.

All within one week—last week—TV hit the rails, when the B & O installed a receiver on one of its crack trains (and telegenic Commissioner Frieda Hennock did the dedicating). It also installed a receiver on one of its Chicago-Washington non-stop planes, and Westinghouse Stratovision sprayed the last and decisive game of the World Series from its “sky hook” plane.

The preceding week national publicity was given to an enterprising Milwaukee motorist who installed a TV receiver in his car. To the accompaniment of imagined crushed fenders, head-on collisions, and traffic nightmares, newspapers editorially pleaded that the manufacturers perish the thought.

These developments indicate the manner in which TV has captured the fancy of the public—and the press agents. It was 1939—a decade after standard broadcasting started—before automobile receivers were developed. The railroad cars took another ten years before they installed sets in club cars. There was talk of “sky hook” aerial radio in those early days, but it took Stratovision to prove its technical feasibility. Now that Westinghouse and the Martin airplane people have Stratovision, the only question that remains is how to supply it properly to the public’s benefit.

We cite these developments in TV as further proof that—freeze or thaw—television can’t be stopped.
You'd think John Milton had us in mind when he wrote "such sweet compulsion doth in music lie." For in their constant programming of the music people love is the sweet compulsion that keeps more than half a million New York families pretty constantly tuned to WQXR and WQXR-FM. No other station reaches them so compellingly. And because they are families that love good things as they love good music and can afford them... advertisers find them a most inviting segment of this biggest and richest of all markets. Can we help you to something sweet in the way of more sales compulsion?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES
FIRST IN THIS BIG WEST TEXAS MARKET

KEYO
LUBBOCK

First because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock. BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal.

affiliated with AMERICAN BROADCASTING CO., Inc. LONE STAR CHAIN
Represented by TAYLOR-BORKOFF & CO., INC.

TV Policy of CBS Outlined at Dallas

TELEVISION took top place in discussions of CBS executives with network affiliates at Dallas Oct. 10 and 11.

Joseph Rasm, CBS executive vice president, clarified the network position with respect to contractual relations with stations as they acquire television construction permits. CBS plans to supply kinescope recordings to affiliates until coaxial cable can feed Southwestern outlets direct, he said.

Others from CBS who flew to Dallas from New York for the meeting, covering CBS District 8 (Texas, Oklahoma and part of Louisiana), were: Herbert Akerberg, vice president in charge of station relations; John Karol, sales manager, and William Lodge, vice president and director of engineering.

Kenyon Brown, president and general manager of KWFT Wichita Falls and CBS director for the district, presided. Affiliate representatives included: Clyde W. Rembert, KRLD Dallas; B. F. Orr, KTRH Houston; Troy McDaniel, KGBS Harlingen; George Johnson, KTSR San Antonio; Joe Bernard, KOMA Oklahoma City; John Essau, KTUL Tulsa; J. C. Kellam, KTBC Austin; Henry Clay, KWKH Shreveport, La.; Bill Hughes, KEYS Corpus Christi, and H. V. Anderson, KLOU Lake Charles, La.

The New York group visited the State Fair of Texas Tuesday afternoon before flying back.

Alaska Sportscasts

TIDE WATER Assoc. Oil Co. completed arrangements last Tuesday for Alaska Broadcasting Co. to air the top Pacific Coast football games over five Alaskan stations, Harold R. Deal, manager of advertising and sales promotion for Tide Water, announced. The live broadcasts will be carried by KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KIBH Seward and KTKN Ketchikan.

Get in the Know - Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales go to the results of your WAZL spent advertising dollar. For further information contact Vic Diehm at WAZL or Robt. Meeker Assoc. 521 Fifth Ave. N. Y. C.

WAZL THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.

Page 50 • October 18, 1948

Mrs. Sally Lavin
H. B. Humphreys
Boston, Mass.

Dear Sali:

Wazl, WCHS AM's Program Dir. got lots of publicity other day over finding the President's glasses after a campaign speech. heard in Charleston. Pumped something little like that would rate so much attention. Yeay Take advertising on WCHS. Be your account big or little, you'll find lots of people talkin' bout it cause WCHS's 6500 watts at 580 covers a wide area. 'On them Was Virginia love them CBS programs.'

Yes. Arly

WCHS
Charleston W. Va.
CAAB Heals Top Executives of CBS
Video on Agenda of Board's Minneapolis Meeting

ADRESSES by network executives featured the meeting last Wednesday of District 7 of the CBS affiliates advisory board at the Radisson Hotel, Minneapolis.

William B. Quarton, general manager of WMT Cedar Rapids, Iowa, and director of District 7, presided at the meeting at which a general discussion of radio and television was held.

CBS executives who attended the meeting were Howard S. Meighan, vice president and general executive; Hubbell Robinson Jr., vice president and director of programs; William B. Lodge, vice president and director of engineering; Earl Gammons, vice president and director of CBS Washington office, and William Schutt, director of station relations.

The 17 stations of District No. 7, CAAB, represented at the meeting included: KDAL Duluth, Dalton LeMaurier, general manager, and Odin Ramsland, commercial manager; KFAB Lincoln, Neb., Harry Burke, general manager; KFH Wichita, Frank Webb, general manager; KGLO Mason City, Iowa, Herbert Ohr, general manager; KILO Grand Forks, N. D., Elmer Nelson, general manager, Robert Ritter, director of KLZ Denver, Hugh Terry, general manager; KMBC Kansas City, Mo., Arthur Church, president; KOLT Scottsbluff, Neb., Les Hilliard, owner; KOTA Rapid City, S. D., Robert Dean, president and general manager; WMT Cedar Rapids, Iowa, William B. Quarton, general manager; KSCJ Sioux City, Iowa, Gene Flaherty, manager; KSBJ Jamestown, N. D., John Boler, president; KSO Des Moines, Kingsley Murphy, owner; KBWM Grand Forks, Austin Harrison, owner; KTTK Springfield, Mo., G. Pearson Ward, general manager; KVOR Colorado Springs, Everett Shappe, station manager; WIBW Topeka, Ben Ludy, general manager.

FM Network in Michigan Has 4 FM, 7 AM Outlets
THE MICHIGAN FM Network has been expanded to include four FM and seven AM stations. Move is part of a general expansion plan designed to link most of the state's major cities, Edward F. Baughn, vice president and general manager of WPAG and WPAG-AM Ann Arbor, key network station, announced.

Included in the network are WUOM-AM Ann Arbor, U. of Michigan station; WBCN Battle Creek, WIFB-AM and WIFB-FM Benton Harbor, WGRD-AM Grand Rapids, WMUS and WMUS-AM Muskegon, WILS Lansing, WKNX Saginaw and WPAG-AM and WPAG-AM Ann Arbor.

Getting set to cast your ballot (Ky.)?

If you're a Democrat, a Republican, or a radio advertiser, you won't be much interested in the returns from Ballot (Ky.)! Like so many others, this little Kentucky community doesn't carry much weight — politically or economically.

But, Gentlemen, down here we do have one super constituency—the Louisville Trading Area. Here in one concentrated district there's more business than in all the Ballots (stuffed or otherwise!) in the State put together! Hence this is where WAVE does its exclusive, year-round campaigning.

Yessir, if you want a landslide of sales in Kentucky, you'd better mark a big X for WAVE. It's the people's choice, and it ought to be yours!

Louisville's Wave

October 18, 1948 • Page 51
KTLA BREAKS DOWN ITS RATE STRUCTURE

BREAKING down its rate structure to include three types of time, KTLA Hollywood outlet of Paramount Television Productions Inc., will start new card effective Nov. 1, according to Klaus Landsberg, firm’s West Coast director.

Class A time will be from 6 p.m.-11 p.m. except Saturdays and Sundays when it will start at 12 noon. Class B covers 5-6 p.m. period Monday through Friday; all other time is C.

Although new rates start Nov. 1, present clients are protected for 26 weeks. New clients signing for 13 or 26-week periods prior to deadline will be similarly protected.

Station’s first rate card issued in early 1947 called for basic hourly rate of $400. New card has basic hourly rate of $500 for an hour of programming in Class A time, basic rate for an hour of live programming under Class B is $387.50, while C calls for $300 per hour. Added frequency discounts are extended to clients sponsoring more than 52 time periods in a consecutive 12-month period.

U. of Tulsa Initiates Radio Practices Course

PROFESSIONAL radio practices were stressed in a symposium of five special lectures offered Oct. 6-18 for radio majors at the U. of Tulsa, John T. Keown, production manager of the university station, KWGS Tulsa announced.


CAB to Ottawa

CANADIAN Assn. of Broadcasters will move its headquarters from Toronto to Ottawa on Jan. 1, it was decided following the meeting of the CAB board of director held at Toronto Oct. 6. A small office will be maintained at 80 Richmond St. West, Toronto, for the advertiser service operation of CAB. Secretarial offices will be moved to Ottawa to 106 Sparks St., where General Manager Jim Allard and CAB’s Radio Bureau are located.

THOMAS R. (Ran) WATKINS has joined KXLY sales department of MBS as account executive.

JOHN RUCHIMMER has been appointed sales manager for the Inter-collegiate Beinc. System. His headquarters will be at organization’s Colum-bia U. office in New York.

HARRY MILAY, commercial manager of CKGB Timmins, Ont., has joined Northern Broadcast Sales, Toronto, as executive. He was formerly manager of CKRC Winnipeg, CJIC Sauls Ste. Marie, WAKR Kingston, and CKBB Peterborough, Ont.

DOUG MANNING, formerly of CJNL Rimouski, Que., has joined commercial department of CKGB Timmins. HARRY THOR has joined sales staff of CKGB.

STU LOYST, formerly of CHFX Peterborough, has joined sales staff of CKWS Kingston, Ont.

DON OAKES, formerly of sales staff of CFAC Calgary, has been appointed sales manager of CKRM Regina, succeeding BRUCE PIRIE who has become sales manager of CKRC Winnipeg.

DAN HOOD, formerly with KROC Rochester, Minn., has joined sales staff of KCMJ Palm Springs, Calif.

FRANK G. KING, for past two years of Western division sales, has been named western division sales manager, has been appointed sales manager of KTBY (TV) Los Angeles. Prior to joining CBS Mr. King was with W. W. Ayer & Son, Detroit, on Plymouth Motors account.

G. W. BURROWS, former time buyer of WJR Detroit, has been appointed national representative for WAAT and WATV (TV) Newark, N. J.

C. GILMAN JOHNSTON, Chicago Radio Sales account executive, has been transferred to KMOX St. Louis as national sales manager.

LEW VAN NOSTRAND has been appointed sales manager of WTVI Cedar Rapids, Iowa, replacing DONALD SULLIVAN, who has joined WNAX Yank-ton, S. D. Mr. Van Nostrand has been with WNAX for eight years.

MAX UMLIG, formerly sales director of CBS and Columbia Records studios, New York, has joined sales staff of Empire Booking Corp., New York.

MILES REED has been appointed commercial manager of KOOL Phoenix, Ariz.

WILL UNION has been appointed commercial manager of WBL Rochester, N. Y., replacing JACK KELLY, resigned.

ROBERT D. O. PERCY has been appointed commercial manager of WCLA Los Angeles. Mr. Percy was former- ly with KNXU Houston.

C. WALLACE MARTIN has been appointed local sales manager of WIB Columbus, S. C.

IMPORTANCE OF RADIO CITED BY MILS LABS

THE BIGGEST campaign in the 80-year history of Miles Labs (Alka-Seltzer and One-A-Day Brand Vitamins), Elkhardt, Ind., including its expanded radio advertising program, reaches nine out of ten radio homes in every community studied, C. S. Beardsley, chairman of the board, believes. A million and a half radio homes are now hearing Miles programs, the company feels.

The firm this season has added two new national radio shows, Herb Shriner show and Hilltop House, both on CBS, in addition to its five other radio programs on the air—Queen for a Day, Morgan Beatty and the News of the World, Quiz Kids, the Alka-Seltzer Advertising program, of the Air and Fred Bock's Column of Humor and News.

Wade Adv., Chicago and New York, is the agency.
5000 Reasons Why You Should Do Business With Gates

5000 Reasons—That's a lot of them. But they're here in the Gates stockrooms, over 5000 different items ranging from tiny resistors to 5 and 10 kilowatt transmitters, — tailored for broadcasters' needs, — every item a reason to buy from Gates.

Gates has always served the broadcaster everything. Small or large orders receive equal attention. Take advantage of this large parts stock, the large inventory of completed apparatus. Your order will show you why more broadcasters buy more equipment from Gates.

Gates Radio Company
Quincy, Illinois

Other Branch Offices: HOUSTON, ATLANTA, MONTREAL, LOS ANGELES, NEW YORK
WASHINGTON PRESS GROUP
To Present Radio Awards

AWARDS for excellence in radio writing, production, announcing, and other classifications will be presented next summer by the Washington State Press Club. Deadline for entries in the competition, covering the period of Oct. 1, 1948 to July 1, 1949, will be July 15, 1949.

Purpose of the awards is to "recognize exceptional contributions or performances of writers, announcers, producers and artists of radio stations, local in the western region of the State of Washington." Eligibility presently is confined to program personnel performing on KKRO Aberdeen, KPUG KVOS Bellingham, KBRO Bremerton, KELA Centralia-Chehalis, KRKO Everett, KKRL Kirkland, KBLK Longview, KBRC Mt. Vernon, KGY Olympia, KONF Port Angeles, KXRN Renton, KING KJR KTW KXK, KRSC KIRO KOL KOMO Seattle, KTB KVI KMO Tacoma, and KVAN Vancouver.

KTSI (TV) Power Boost

QUADRUPLE hike in power has been effected by KTSI (TV) Hollywood with increase from 4 kw to 16 kw, according to announcement last week by Harry R. Lubbeck, Director of Television. Increase is expected to give clearer definition and wider coverage to station's Channel 2. Total cost for new transmitter was approximately $15,000, involving doubled size of the transmitter.

KQV (TV) Another Record!

KQV's terrific daytime audience goes right on setting response records that amaze even the experts. Take our new give-away show sponsored locally, 9:45 to 10 a.m. three days a week, with plenty of sock competition like the Breakfast Club. Yet, during the first few days, over 7,000 listeners flocked into the sponsor's store to register their telephone numbers. Proves once again that nothing in the Pittsburgh market can touch the results you get from KQV's Aggressive Promotion!

Cleveland vs Boston

DETOURISTS were kept informed and entertained during World Series while watching a Cleveland Indian and a Boston Brave keeping score on a large billboard on top of WEEI Detroit mobile studio. Each Indian kept score for his own team, and set out an analysis of when his team scored or played brilliantly.

Rural Canada

A BOOKLET on "CBC Programs for Rural Canada" has been distributed by Canadian Broadcasting Corp., Toronto, and gives full data on various farm programs and programs of interest to farming communities aired on CBC transcontinental networks. Numerous photos show personalites on the rural audience programs. Booklet also schedules all rural programs for the fall, winter, and spring season.

Personnel

RUSSEL L. LOWE Sr., has been appointed as promotion manager of KPH and KFPH-FM Wichita, Kan. Mr. Lowe has been with station since 1940 and during this time served as promotion manager, program director and as musical director. For past several years he has handled local publicity and promotion for station.

Mr. Lowe, promotion manager of WEED, N. J. has been re-elected treasurer of Port Worth chapter of Sigma Delta Chi Journalism Fraternity.

BICYCLE CARNIVAL

WBBC Offers Prizes

In Safety Contest

BOYS and girls between 7 and 14 are being given an opportunity to win 112 prizes by WBBC Flint, Mich., in its safety campaign contest.

Contest entitled "Safety on Wheels" offers prizes to those children with the best decorated bikes, floats, or who come in costume themselves, all with the safety theme in mind.

Prizes consist of a girl's and a boy's bicycle for the best decorated bike carrying a safety theme, a portable radio for the boy and girl with the highest score in the field events, plus 108 other prizes for other classifications, including costumed riders, decorated bikes, bike floats, and various racing events.

Contest is being held in cooperation with Flint Junior Chamber of Commerce.

BROADCASTING • Telecasting

J. D. REID, announce of research of Crosley Division, Aveo Mfg. Corp., has been awarded President's Certificate of Merit for outstanding work on proximity fuse during the war.
By A. D. Willard Jr.
Executive Vice President, NAB

Is your hat in the ring?

The first principle of good radio speech is recognition and understanding of the architecture of the radio audience. While it is composed of thousands, millions of listeners, these are separated into segments of family size in their own homes and you, the speaker, are an invited guest. Visualize yourself as a guest, speaking to a family in its living room and observe the rules of conduct and courtesy which properly apply.

Remember, there is no bunting, no crowd; your gestures or changes of facial expression cannot be seen, and only what you say and how you say it count.

Your Radio Voice

The quality of your voice is important—though not nearly as omniscient as many people seem to think. Many top-flight radio personalities are popular and effective despite the lack of grandiloquent vocal equipment—Elmer Davis and Albert Warner are two good examples. Sincerity, conviction, authoritative delivery and well prepared speech material can more than offset empty resonance.

However, you will want to make the very best of the voice you have. Here are a few simple tips:

Sometimes when you are alone in your office, or at home, sit down in your most comfortable easy chair. Drop your arms, take a deep breath and exhale a time or two. Relax as completely as possible. Continuing in your relaxed position, speak or recite or read a few lines in the lowest pitch which you can comfortably sustain at conversational volume. You will thus discover your best radio voice. Practice relaxing and reading aloud in this range. The results may surprise you.

One more thing—be yourself—beware of excessive coaching which is in any sense directed toward making over your voice or your personality. Some of the most tragic and ludicrous incidents in political history have occurred as a result of well-meaning but misguided efforts to create a new character for a candidate.

On Approaching a Microphone

When you speak from a studio, you usually may choose to stand or to sit before the microphone. Unless you are more comfortable standing, it's nearly always easier to relax and achieve an intimate, conversational style if you are seated. There is less tendency to gesticulate or to speak too fast. Less likelihood of weavng your head toward and away from the microphone—actions which can produce an uneven and unpleasant result in the loudspeaker.

When speaking to an assembly of persons and to the radio audience simultaneously, some compromise is necessary. Even here it is well to remember that no meeting ever approximates in size the number of listeners—even to a single radio station. Now that public address systems are almost universally available, it's no longer necessary to shout to be heard at public gatherings, and good microphone technique is just as applicable to a P.A. system as to radio.

Extraneous noises are disconcerting and irritating when picked up and magnified by the sensitive microphone. Rattling paper sounds like a forest fire in a loudspeaker. As you finish each page of your manuscript, slide it noiselessly aside—away from the mike—and allow it to drop on the floor.

Clearing the throat, coughing or smacking the lips reproduce with a sandpaper effect on listeners' nerves. If you must cough or sneeze, or clear your throat, turn away from the microphone and muffle the sound inside the breast of your coat.

Timing

Only you can determine your best speed of delivery. Obviously, you must speak clearly and distinctly. If you speak too rapidly, listeners may have difficulty understanding you and following your thought. If you are too deliberate you may produce absolute ennui at the listener level. Get your family or colleagues to help you select your best speech speed.

Time is the principle element of radio and your talk must be delivered within the allotted segment. Don't forget that a quarter hour provides 14 minutes and 30 seconds of broadcasting time, and a half-hour 29 minutes and 30 seconds, because radio stations must have 30 seconds at the conclusion of each program for the required station identification.

It's a good idea to read each page and mark down the time it takes—page by page—at the bottom. For example, if it takes you two minutes to read a full-sized, double spaced typewritten page, mark "2" at the bottom of that page. By looking at the studio clock and the bottom of each page as you go along, you can easily check to determine if you are or are not reading at your normal speed.

(Continued on page 56)
In less than one year
940 AP Radio Members!
Speech Formula
(Continued from page 55)
rate. You can then make adjustments to fit the time exactly.
On Writing for Radio
Writing for radio is extremely important. Many persons listen to radio who infrequently or never read a magazine or a daily newspaper. Remember the radio is the most universal instrument in America. Indeed, radio is available to every person in the United States and her possessions.
For broadcasting, the simplest language is best. Use familiar, easily pronounced and readily understandable words. Use short, uninvolved sentences. Write as nearly as you can in the rhythm of your own conversational style. Many good radio speakers purposely dictate their talks to achieve this effect. Try to be interesting and entertaining, as well as enlightening. You can't educate or inform a listener who's tuned you out.
Don't attempt to get across too many ideas in one broadcast. You will only confuse the listener. Make one or two a few points clearly and convincingly.
Arouse Interest Immediately
The first minute or two of any broadcast are tremendously important. This is especially true of a speech. The listener makes up his or her mind in the very beginning whether to keep you tuned in or move the dial to another program. Pack as much punch and interest into your opening paragraphs as possible. And make it that your introduction is short and to the point.
Self Criticism
Nearly all broadcasting stations have development men for checking spontaneous transmissions while you're on the air. This can be done at slight additional cost. There's no better way to check up on your style of delivery, your effectiveness, etc.
Seek Assistance
When you want a piece of legislation written, you go to an expert draftsman. When you want some research done, you go to library specialists. Apply the same principle to radio. When you want to know how to use radio, consult an expert. Talk over your problems with your local station people. Ask the manager and his staff to assist you. He, his production director, announcers—and, indeed, all of his personnel—will be glad to help.
One final suggestion—which may be helpful in improving each shift in radio.
Maybe you are a legislator. If so, much of your work, indeed most of it, is done in committee rooms. In committee activity, you are composed, relaxed, persuasive and—for the most part—you speak in conversational tones. On the floor of the House, because of tradition and the acoustics, a legislator becomes an orator. Employ a committee technique, not a floor technique, on the air and you will be one the right track.

**THE COMMUNICATIONS ACT AND MISSION RULES AND REGULATIONS**

**General Requirements**

Section 315 of the Communications Act does not require broadcast stations to permit the use of their facilities by candidates for public office. As the FCC recognizes, broadcast stations are the exercise of their discretion, to refuse to carry alongside broadcast by all political candidates for any given political public election. Therefore, if a station permits one candidate to use its facilities, it must give all other candidates the same opportunity to use its facilities on the same terms and conditions and is forbidden to the material broadcast by any candidate.

Who Are Qualified Candidates?

Rule 3.290 of the FCC defines a legally qualified candidate as one eligible to hold office and has announced that he is a candidate for nomination or election by a party, political committee, or other political organization. In addition, he must either be qualified for a place on the ballot or, if eligible to be voted for by write-in, he has been nominated by a candidate or party or made substantial showing that he is a bona fide candidate.

What Are The Terms and Conditions?

Rule 3.290 (c) of the FCC RULES provides that the rates charged all candidates eligible to hold office shall be fair for the service rendered and forbid any discrimination in practices, rates, fees, or services.

What Is Censorship?
The fact that broadcasters are forbidden to broadcast certain words does not mean that they must permit the broadcast of obscenity, indecency, profanity, treasonable utterances, or other language which is forbidden by law. While there has been some confusion as to whether stations are required to permit the broadcast of libelous and slanderous statements by political candidates, it is now clear, as a result of a discussion between the Chairman of the FCC and a select committee of Congress, that stations may delete such statements from political broadcast. About the same time, the censorship provision of the Act, so long inapplicable, is now clearly and conscientiously.

**Sponsorship**

Rule 3.290 of the FCC Rules requires that where political broadcasts or controversial issues broadcast are directly or indirectly paid for by money, services, or other value, or where records, transcriptions, talent, scripts, or other material are furnished directly or indirectly for such broadcasts, the station must announce the fact and fully and fairly disclose the true identity of the person or persons from, or on whose behalf, payment or services were received. If payment or services are made or furnished by a corporation, committee, association or other unincorporated group, the announcee must disclose the name and the station must have available for public inspection a list of its chief executive officers.

In carrying out the obligations of this Rule, a station must take reasonable measures to determine who is, in fact, paying for broadcasts by political candidates. Depending on the circumstances of the case, the station may rely on the statement of the person making the broadcast or contracting for the time. However, in some circumstances, the station may make an independent investigation as to the actual source of payment. If a station desires to purchase time as a political candidate, it must announce the facts immediately, giving full and complete notice. Trade publications and the station must cooperate with the political candidate to have full and complete notice of payment and services received, and the station must cooperate with the political candidate to have full and complete notice of payment and services received. In addition, the station must cooperate with the political candidate to have full and complete notice of payment and services received. In addition, the station must cooperate with the political candidate to have full and complete notice of payment and services received.

**Keeping of Records**

Rule 3.290 (d) of the FCC Rules require every licensee to keep a complete record of all transactions for time donated for political purposes, with a notation showing the action the station has taken, and the charges made for the time used.

Army Recruiting Show

Talent Supplied by ANTA

THE U. S. Army and Air Force Recruiting Service, through its agency, Gardner Adv. Co., St. Louis and New York, has signed a contract with the American National Theatre and Academy for entertainment to be presented on a variety show sponsored by the recruiting services on ABC, Thursdays, 7:30-8 p.m.

Budget is said to be $10,000 weekly with a minimum of $2,500 a week guaranteed to ANTA. First show will be on Nov. 27, Armistice Day. Howard Taft Rogers will write and produce the program.

RCA DEMONSTRATION OF UHF TV IS HELD

RCA last Monday presented a practical demonstration in UHUF television transmission in Washing- ton. The display was given for the local chapter of the Institute of Radio Engineers and lasted approximately an hour and a quarter.

Transmission originated at NBC's WNJW (TV) Washington, and utilized the station's experimental video transmitters at the high and low ends of the UHF band. IRB and for the were assembled in the auditorium of the Potomac Electric Power Co., several miles from the Wardman Park Hotel studios, where the program originated.

RCA used commercial receivers equipped with converters for the UHF bands. Reception was reported as very good.

Several representatives of RCA, headed by Dr. George H. Brown of the RCA research laboratories at Princeton, N. J., presented data on the UHF television experimentation. In addition, special equipment was displayed during the telecast.

Drive Promoting Use Of Soft Coal Is Resumed

ADVERTISING program to promote use of bituminous coal has begun for the third year by National Coal Assn. Through its Coal Heating Service Division, the association provides financial support and trained personnel to aid coal merchants taking part in the program.

Generally non-advertisers, the dealers are modernizing their methods, according to the NAB Dept. of Broadcast Advertising, with 1,400 of 50,000 dealers already enrolled in the advertising campaign. A kit provided dealers contains spot announcements and material for use of other media. NAB has cooperated with the association by providing material for effective use of radio. Coal association members are believed to be spending more money on local advertising than are competitive fuel organizations.

MEMO to: LILLIAN SELB, FOOTE, CONE & BIEDLING

Cincinnati housewives have a habit of relaxing to WCKY's afternoon WALTZ TIME, 1:05-2:00 PM. With an average rating of 6.1* Monday thru Friday, it leads all competition at this time except one network.

* Pulse, July-August 1948.
NAB DISTRICT 6 REGISTRATION

A

B

C

D

E
Bob Evans, WORO Tupelo, Miss.; P. K. Ewing, WQRM Greenwood, Miss.; P. K. Ewing Jr., WMBT Natchez, Miss.

F

G

J

K
Jerry Kerns, WMXQ Meridian, Miss.; H. R. Kreisler, WMMP Memphis.

L

G
George Mayoral, WJMM New Orleans; Douglas Mansfield, WJBO Baton Rouge, La.; Clifford Marshall, WP, Atlanta; Pat McDonald, WMHM Memphis; R. G. McKee Jr., WFRM Columbia, Tenn.; W. N. McKeeney, KELO Davenport, Iowa; A. B. McManey, WCB African, Miss.; Emmett H. McMurry, WJFP Greenville, Miss.; Maurice B. Michel, Justin Miller, NAB.

N
Sid L. Nichols, Branson Co., Memphis.

O
Paul Oliphant, WLC Nashville; Dorsey Owings, SMB, New York.

P
Balb H. Pott, WDOO Chattanooga; Don Petty, NAB; Marshall H. Pierce, WATO Oak Ridge, Tenn.; Charles L. Planchard, KWCX Nashville, Tenn.; E. Pownall, WMBQ Memphis.

S

T

U
Carl Upchurch, WLOX Biloxi, Miss.; C. E. Vann, WGM Gulfport, Miss.

V

W
J. W. E. Jones, WBO Opelousas, La.; Hugh J. Jones, WOCT Gulfport, Miss.

BROADCASTING • Telecasting

EACH of the four states included in District 6 (La., Miss., Tenn., Ark.) is represented by this group of the Biloxi meeting. Front row (l to r): Harold Wheeler, WSMB New Orleans; Fred Weber, WDSU New Orleans; Douglas Mansfield, WJBO Baton Rouge, La.; Gene Tibbetts, WLOX Biloxi, Miss.; back row—Maurice Mitchell, NAB; Jack Walsch, KTHS Hot Springs, Ark.; Tom Baker, WDKA Nashville; Marshall Pendergrass, WATO Oak Ridge, Tenn.

Instrumental in helping outdoor advertising increase its revenue, ABC does the same function for publications and newspapers. BMB will do the comparable job for radio.

"Down here (in New Orleans) in our own backyard we know our stations pretty well. But in other parts of the country we don't have that personal knowledge. We must rely on BMB. For instance, recently we were buying spots for Wesson Oil in two important Northern markets. We went to our client's office, armed with three standard classifications—Hooper lists, power and frequency, plus BMB figures. Our client already was selling aside three stations that didn't have BMB. We bought on the basis of ratings multiplied by circulation (BMB). So my advice to you District 6 broadcasters is, 'Go BMB—if you want more of those good Yankee dollars'."

Edward Reed, advertising manager of American Brewing Co., New Orleans, big regional spot user, said: "Regional advertisers more than national need dependable, unbiased data . . . and BMB is the answer. The sales honeymoon is over. Selling is tougher. Personal buying is on the wane. Factual statistics are needed to prove station circulation. BMB is the solution and money invested in its support today will pay you dividends in the future."

we've got news for you

18 times a day direct from our studio in the City Room of The Newark News.

WNJR is the only New Jersey station offering complete national and local news coverage.

Another exclusive availability on . . .

the radio station of the Newark Evening News

WNJR

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

October 18, 1948 • Page 59
ILGWU BACKS OUT

BLAMING high costs of construction and installation, the International Ladies Garment Workers Union (AFL) last week asked FCC to cancel its FM grants for Boston, Philadelphia, and St. Louis.

Acting through its broadcasting subsidiaries, the union pointed out its construction costs were estimated at $26,500 but have turned out to be $119,121 plus approximately $50,090 still necessary to complete the permanent studios. Even yet, ILGWU said, the station is "operating without any revenue."

The union is retaining the Charlotte station and outlets in Los Angeles (expected to be completed in about 30 days) and in New York (60 to 90 days).

Another union permittance, Amalgamated Broadcasting System Inc. (subsidiary of Amalgamated Clothing Workers), meanwhile reported it is impossible to proceed with construction of its authorized Chicago station, while three other permissittees decided to turn in their grants. They were: Telair Co. (WBT), Cleveland; KXR-FM San Antonio, and WEGO-FM Concord, N. C.

Amalgamated previously had received a grant for Rochester and announced for New York and Philadelphia, but subsequently had had both the grant and the application dismissed.

The union said development had indicated that construction of the St. Louis station would involve an investment of more than $30,000, aside from other complications. In Boston and Philadelphia, zoning problems "caused delay" in addition to the cost factor.

As to St. Louis, ILGWU said proceedings looking toward condemnation of their site for slum clearance are still going on. But the union has stood solidly behind such projects.

Complications as to the New PROGRESS REPORT

In recording action

PROGRESS in adoption of dimensional standards for broadcast use of magneto tape recording and reproducing systems was reported by the project subcommittee of NAB, following a meeting Thursday in Newark.

Final standards were to be presented to the executive committee of the NAB Recording & Reproducing Standards Committee in New York Friday. After final Engineering Executive Committee approval they will go to the NAB board for action.

Attending the Thursday meeting, held at the offices of Rangerlane Inc., were Dr. S. J. Bagun, Brush Development Co., subcommittee chairman; Col. R. H. Ranger; Dr. G. C. Hare, Fairchild Camera & Instrument Corp.; Dr. W. W. Wetzel, Minnesota Mining & Mfg. Co.; W. E. Stewart, RCA Victor; Price Fish, CBS; Neal McNaughten, NAB.

Geiger, Eldred Named

Field Men for Ziv Firm

FRED I. GEIGER and Harry Eldred have been appointed field representatives of the Frederic W. Ziv Co., Cincinnati, New York, Hollywood and Chicago.

Mr. Geiger, formerly with the Keith, Orpheum and Pantages circuit, has for the past nine years been associated with the beverage industry in sales, sales promotion, sales management and advertising capacities. He will represent Ziv in eastern New York state.

Mr. Eldred, who has been in radio since 1935, has managed several network programs while associated with WBBM Chicago. He will represent Ziv in Illinois.
Nationwide Video Meeting Planned  
Conference Will Be Sponsored By Chicago TV Council

PLANS for a nationwide video conference to be sponsored by the Chicago Television Council early in February were outlined by President James L. Stirton, general manager of ABC's Central Division, before council members at a luncheon meeting last Wednesday.

Such a TV conference has been under consideration by the council several months, but final decision was made only last week by the executive board committee, Mr. Stirton said. More than 100 members in the Chicago group will cooperate in an effort to attract a minimum of 100, and a possible 200, persons from video centers throughout the country. A three-day session, with panel discussions introducing TV leaders, is expected to cost council members $20 and others $25. The convention may be held at the Edgewater Beach Hotel.

At the same luncheon meeting, Robert A. Kubicek, editor of Television Forecast, Chicago, video weekly, listed complaints from TV set owners in the area.

Commercial Too Long
Interpreting statistics compiled the previous weekend after a telephone check among 500 televiewers, he said that, in general, they think commercials are too long and poorly executed, some religious programs should be telecast on Sundays, daytime coverage should be increased, and video stations and newspapers should encourage landlords to give roof privileges.

Most of the respondents believed that writers underestimate the intelligence of the average set owner, and that this does not advance program standards.

Despite numerous gripes, he explained that televiewers are enthusiastic video fans. "Television, more than any other form of entertainment, has been a direct force in uniting the family," he concluded.

Godfrey Will Quit Early Morn Shows
CBS last week was anxiously searching for a successor to its early morning star, Arthur Godfrey.

Mr. Godfrey, who has been arising regularly before the birds for 19 years, has decided to quit his early shows in order to get some sleep. He will abandon 11 ½ hours per week of broadcasting which has produced handsome revenue for two of the network's stations, WCBS New York and WTOP Washington.

At times, it is reported, his weekly shows alone have paid the total overhead of the two stations.

Mr. Godfrey will continue his 10:30-11:30 a.m. Monday-through-Friday network program, sponsored by Gold Seal, National Biscuit Co. and Liggett & Myers, and his 8:30-9 p.m. Monday Talent Scouts for Lipton's Tea, both heard on CBS.

He has been doing early shows on CBS stations for 19 years. His current schedule is 6-7:45 a.m. weekdays on WCBS and 7:45-8 and 8:15-9:30 a.m. weekdays on WTOP. All these shows have numerous participating sponsors.

Ponders Video
Simultaneously with the report that Mr. Godfrey is quitting his early shows it became known that he is being considered as a television prospect.

Preliminary discussions have been held with Liggett & Myers, sponsors of half an hour of his mid-morning network program, looking toward the possible construction of a video program built around the star.

At the same time, it was learned, Lipton's Tea has been considering duplicating the Talent Scouts program on television.

The exact date of Mr. Godfrey's departure from his early shows was not set, but it was believed he hoped to quit them within a month. Although CBS was far from settled on his replacement, it was believed that Harry Marble, a CBS announcer who has occasionally substituted for Mr. Godfrey, was under consideration, as was Robert Q. Lewis, CBS comedian.

Francis van Rassel, formerly of CKYU Toronto, has joined CKGB Timmins, Ont., as chief operator.

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All-Radio Promotion

(Continued from page 21)

campaign. Several commented that they would like to see the NAB involved, but not controlling the project.

"How should funds for the campaign be raised?" (See Table III).

The most popular fund raising method (by 38%) was through assessment by NAB. One third of the broadcasters would want the fund to come out of the current NAB budget. About one out of five (21%) believe voluntary contributions should be the source of funds, while one in seven (14%) lean in the direction of assessment by a separate organization.

"If part of the current NAB budget, which NAB activities should be curtailed?" (see Table IV).

Of those who would have campaign funds come out of the current NAB budget, two out of three suggest that the women's activities unit be curtailed in order to provide for such funds. Roughly, one of three (33%) mentioned radio news, and almost as many indicated that program aids (35%) and FM activities (32%) should be minimized.

Next in the list according to number of mentions was "sales aids" (20%), followed by engineering (15%), legal (14%), and public relations (11%). The activities mentioned least frequently were labor relations (8%) and legislative (6%).

State Preference

The average station manager suggesting that campaign funds be obtained from the current NAB budget, named 2 to 3 activities for curtailment.

"Should contributions be based on gross revenue of each station?" (See Table V).

Some three quarters of the station managers would prefer that contributions to an all-radio promotion campaign be based on the gross revenue of each station. Of these, one out of three (33%) believe that 0.5% of gross revenue should be contributed. Eight percent feel that less than 0.5% would suffice, while 22% would like to see more than that percentage contributed. About one third of these respondents (35%) are undecided or non-committal on what share of gross revenue should be allocated.

Second portion of the Trends survey on the industry promotion plan is scheduled for Broadcasting, Nov. 15. It will deal further with the financing possibilities of the plan.

Table III

<table>
<thead>
<tr>
<th>Description</th>
<th>% of all stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment by NAB</td>
<td>38</td>
</tr>
<tr>
<td>Part of current NAB budget</td>
<td>33</td>
</tr>
<tr>
<td>Through voluntary contributions</td>
<td>21</td>
</tr>
<tr>
<td>Assessment by separate organization</td>
<td>14</td>
</tr>
<tr>
<td>Indefinite and unanswered</td>
<td>5</td>
</tr>
</tbody>
</table>

Percent add to more than 100 because some respondents mentioned more than one source of funds.

Table IV

<table>
<thead>
<tr>
<th>Activities</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women's activities</td>
<td>62</td>
</tr>
<tr>
<td>Radio news</td>
<td>36</td>
</tr>
<tr>
<td>Program aids</td>
<td>35</td>
</tr>
<tr>
<td>FM</td>
<td>32</td>
</tr>
<tr>
<td>Sales aids</td>
<td>20</td>
</tr>
<tr>
<td>Engineering</td>
<td>15</td>
</tr>
<tr>
<td>Legal</td>
<td>14</td>
</tr>
<tr>
<td>Standards of practice</td>
<td>12</td>
</tr>
<tr>
<td>Public relations</td>
<td>11</td>
</tr>
<tr>
<td>Labor relations</td>
<td>8</td>
</tr>
<tr>
<td>Legislative</td>
<td>6</td>
</tr>
<tr>
<td>Other and indefinite</td>
<td>6</td>
</tr>
</tbody>
</table>

Multiple answers cause percent to total more than 100.

Margaret Wylie, Chicago Agency Timebuyer, Dies

MARGARET WYLIE, 42, with J. Walter Thompson Co. 17 years and as radio timebuyer since 1941, died Thursday morning at Chicago's Walther Memorial Hospital of heart disease. Funeral services are being conducted today (Monday) in Chicago.

She was a member and former officer of the Chicago Radio Management Club, which will contribute money to its charity or scholarship fund rather than toward flowers. There are no close survivors.
Woodshed for FCC

(Continued from page 21)
of the Communications Act.
FCC was assailed by the Harness committee in its interim report to Congress late last September for the careless language it had "indulged in for some time" in its decisions and intimated it had originated with the Commission's law department.

In the scathing report, the committee charged that FCC had invaded the legislative field and "embarked upon a dangerous and mischievous line of reasoning" in its Port Huron decision. The committee, which had earlier held hearings on the Port Huron decision, dealing with political broadcasts, and the Scott case, on atheists' rights to free radio time, demanded that the Commission expunge the controversial language in the opinions or face remedial legislation.

Accompanying Mr. Bow to Puerto Rico will be Thomas Simpson and Oscar Hume, both investigators for the committee.

WIPR Incident
Mr. Bow explained that the trio will conduct an "overall investigation," but will concentrate the bulk of their energies in probing FCC's 15-month-old grant of a construction permit to WIPR for a 10-kw commercial station on 940 kc in Puerto Rico.

"Other general matters in which the committee is interested will also be investigated in the course of examination," Mr. Bow added.

The committee's on-the-scene probe is expected to last from one week to ten days, Mr. Bow asserted. He did not indicate whether hearings on the insular grant were contemplated by the Committee.

Thomas Muniz, president of the Puerto Rico Broadcasters Association during a recent Washington visit, personally carried complaints of 20 of the 22 private broadcasters on the island to the Harness committee [Broadcasting, Sept. 27].

Private broadcasters charge that WIPR's operation poses a serious threat to private broadcasting. They contend that it forces private broadcasters to compete with a government-controlled commercial station that pays no taxes and is supported by tax funds.

Mr. Muniz attributes the original apathy of private broadcasters to a lack of organization. WIPR officials maintain the private operators were fully aware of FCC proceedings and had ample opportunity to protest to the FCC. The commercial character of the proposed station was also public knowledge, WIPR claims.

The Puerto Rican association plans to file a statement with the Commission, explaining the whole situation and an argument why the government station should not be granted.

Other matters which will arise at committee hearings include FCC's licensing and license renewal, its general organization, personnel and activities.

The committee will also seek to determine if there has been any concerted movement to procure the concentration of AM, FM and TV licenses in the hands of a limited class of persons or concerns rather than a distribution of the licenses on a geographical and equitable basis.

In addition, the inquiry will cover an examination to ascertain if grants have been made to any communists or any person affiliated with communist-front organizations. Some observers believe that, since the committee was given such broad powers, it might also take a look at the Mayflower case, involving the right of stations to editorialize.

WABD Delays Launching Full Daytime Schedule
WABD New York, DuMont TV station, has postponed inauguration of full daytime programming [Broadcasting, Sept. 20, 27] until Nov. 1. Purpose, DuMont explained, is to allow adequate time for getting Studio D, at the company's headquarters at 515 Madison Ave., in shape for testing equipment and for a week's "dry run" of the 7 a.m.-6 p.m. schedule.

Terming fulltime video operation "an economic necessity" for TV stations, Leonard Hole, WABD general manager, said that the all-day operation also will dispel the notion that television is an advertising medium reserved for only the high-budget national advertisers. "WABD's daytime schedule," he said, "will offer all advertisers, regardless of budget, the opportunity to use television."

Bus Line Radio
AMERICAN Burlington Bus Lines Inc., Chicago, is now carrying radio in New York, Cleveland, Chicago, St. Louis, Omaha, Denver, Cheyenne, Memphis, Atlanta, Oklahoma City, Dallas, Ft. Worth, Los Angeles, San Diego, San Francisco, Shenandoah, Iowa; Rock Island, Ill.; Corinth, Miss.; Muscle Shoals, Ala.; and 12 cities on the Interstate network. Agency is Grant Adv., Chicago.
Now It's

**WMOB-FM**

- Another coverage service and a "bonus" for advertisers in Mobile, Alabama.

- Complete duplication of the WMOB AM schedule on FM—6 A.M. to 12 Midnight.

- For statistics—ask a Branham man—or write D. H. Long, Manager.

**WMOB-FM**

97.5 Megacycles

Represented by The Branham Co.

D. H. LONG, Manager

Mobile, Alabama

---

**WQUA PROTEST**

A CHARGE that CBS refused to become the opposition of another CBS affiliate—WMT Cedar Rapids, Iowa—was filed with FCC last week by WQUA President Bruff W. Olin Jr.

Mr. Olin claimed that a violation of the "territorial exclusivity" provisions of FCC's network regulations is involved and asked for an investigation.

Neither CBS nor WMT has been formally served with copies of Mr. Olin's letter late last week and both reserved comment. FCC's customary procedure is to analyze complaints and then, if it decides the question is within its jurisdiction, to write the parties named in the protest and ask for statements of their side of the case.

Mr. Olin said that he discussed CBS affiliation with Herbert V. Akerberg, CBS vice president in charge of station relations, before he and Howard P. Ecker man formed the Moline Broadcasting Co. and filed their application for WQUA in August 1944. Program plans presented to the Commission, he said, were based on assumption that the station would affiliate with CBS.

The grant (1230 kc, 250 w) was issued in April 1946, but Mr. Olin contended that by this time "some pressure had, meanwhile, been exerted upon [CBS] to refuse the affiliation." He conceded that CBS was right "from a strictly legal view" when it said Mr. Akerberg had made no commitment to WQUA. But he felt that CBS officials originally "had every intention" of affiliating with the M-line station.

He said he had several subsequent conversations with Mr. Akerberg and that in one the CBS executive told him that he (Mr. Olin) "must satisfy Bill Dolph," executive vice president of WMT. He said Mr. Dolph's name was injected several times into further discussions. When he was notified that Mr. Dolph would talk with him, he said, "the pressure of getting the Moline station on the air" made it impossible for him to go to Washington, where Mr. Dolph has headquarters.

Renewed Talks

The upshot, Mr. Olin said, was that in late August 1946, WQUA affiliated with Mutual. But he said he renewed discussions with CBS in July 1947, and again a year later and, also, in July 1948, discussed the question with Mr. Dolph.

"He seemed to agree that WMT's business would not be seriously affected by a WQUA-CBS affiliation, but said he could think of no good reason why he should agree to a shrinkage of their CBS listening territory. His final statement was that he would continue to oppose such an affiliation." Mr. Olin asserted.

He quoted Mr. Akerberg as saying that he told Mr. Dolph that CBS "definitely does" want to affiliate with WQUA. But he said Mr. Akerberg refused to ask the WMT executive point-blank what WMT "would do if CBS should affiliate WQUA without his (Dolph's) approval." He said Mr. Akerberg explained he already had "not too much pressure" on Mr. Dolph.

Come Rain or TV

EVIDENTLY TV doesn't cut down attendance at sports events. In a letter to Charles de Louch, WNBW (TV) Washington, an advertising representative wrote that despite the fact that it was raining during a recent televised Baltimore Colts-Cleveland Brown football game, "attendance exceeded 25,000." Which fact proves, he wrote, that "they will go to see them, regardless of whether they are being televised or not."

Sec. 3.102 of FCC's Rules, Mr. Olin pointed out, provides that "No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization . . . which prevents or binders another station serving substantially a different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization."

Mr. Olin contended that "WMT cannot be considered as rendering a primary service to the immediate area served by WQUA."

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**Canadian Meeting**

MEETING of managers of stations of Northern Broadcasting Co., was he'd at Toronto Oct. 9, to discuss problems of the group for the fall and winter season. Meeting was under the chairmanship of Jack Davidson, manager of Northern Broadcasting Co. and National Broadcast Sales. Attending were Russ Faub, CHEX Peterborough: Harry Edgar, CJKL Kirkland Lake; H. C. Freeman, CKGB Timmins; Cliff Fickrens, CPCH North Bay, and Roy Hoffstetter, CKWS Kingston.
Jennings Gets Top Honor

BY BILL THOMPSON

ANNUAL AWARD of Merit in Educational Radio was voted last Wednesday to George Jennings at the awards luncheon meeting of the School Broadcast Conference at Chicago's Sherman Hotel. Mr. Jennings is radio director for the Chicago Public Schools and Chicago Board of Education station, WBEZ, and president of the Assn. for Educational Television.

Thirty-three other commendations and citations were made by the executive committee of the conference to stations for their educational programs and to teachers and schools for classroom projects.

Mr. Jennings was selected because "of his outstanding contribution to education through radio, and to the radio medium in interpreting the community to schools and schools to the community—because of his effective leadership as director of the Chicago Radio Council and all educational radio, and because of his progressive vision in pioneering the medium of educational television."

Special awards were voted to William B. Levenson, assistant superintendent of Cleveland Public Schools, for his "pioneering in educational radio at WBOE, by which all educational radio has benefitted," and to Gertrude G. Broderick, secretary of the Federal Radio Education Committee, for her work in organizing the nationwide script and transcription exchange operated through the U. S. Office of Education.

Other Awards

Other awards and citations:

Mal Hansen and WOW Omaha, first award and special commendation for "Regimented Rainmaking," soil conservation project; KNBC San Francisco, "Signposts for Young Scientists," narrative science broadcast; WLOK Lima, Ohio, "Young People's Library," narration; WTNU, "Investment in the Future" and "High School tarheel," respectively, students from each city high school have an opportunity to operate a commercial station on a full-day schedule, and talented youngsters compete for a four-year scholarship in radio.

WTOP Washington, "The Undiscovered," which informed listeners on venereal disease; WCAU Philadelphia, "The Career Forum," which attempts to answer the "Student's Question, "What Shall I Do With My Life?"; WRDA Pittsburgh, the "Air" series, produced in cooperation with public schools and other community agencies; WLW Cincinnati, "Builders of Destiny," documentaries on cities and towns in the listening area.

WMAQ Chicago, "In Our Town," program on the city's highlights; division of audio-visual education of the St. Louis Board of Education, for its series "What's It All About?" on WVW (St. Louis) explaining commercial newspapers and newspaper material to upper elementary grades.

Clifton Utley, NBC commentator, who spoke at the awards luncheon on "Current Affairs as a Tool for Dynamic Education," said that basic objectives of high schools should be to "equip the student to earn a living and to meet problems of reality." Training in current affairs will benefit students, he said, by giving them an interest in the world and by offering them criteria to analyze propaganda.

The 12th annual three-day conference, which started Wednesday, featured the following panel discussions and speakers:

"Radio—a Challenge to Education"—Dr. Belmont Farley, director of radio and press relations, National Education Assn.; Richard Hull, president, National Assn. of Educational Broadcasters; William B. Levenson, past president, AE; Dr. L. Keith Tyler, director of the Institute for Education by Radio.


"Radio and Family Living"—Manford Kuhn, sociology department, Iowa U.; Harold B. McCardy, national chairman, PTA; Leslie Spence, education chairman, Wisconsin Better Radio Listening Committee; Alice Swars, director, Family Life Institute, U. of Oklahoma; Mr. Arch Towlrik, organizer, Radio Council of Middle Tennessee.

"Trends in Education and Public Broadcasting"—Sterling Fisher, NBC; Robert Hudson, director of education, CBB; Robert White, public relations director, Central Division, ABC; Russell H. Perrey, radio director, U. of Denver; Frederick Hayward, manager, KWSC, Washington State College.

"Television—the Teacher's New Assistant"—James L. Storton, president, Chicago Television Council; Beulah Zachery, producer, WBKB Chicago; Elizabeth E. Marshall, national television chairman, AFRTEDMills, program manager, WNBQ (TV) Chicago; the Rev. R. C. Williams, television coordinator, Creighton U., Omaha, and James Robertson, WTMJ-TV Milwaukee.

New Subsidiary Formed By Decca Records Inc.

DECCA Records Inc., New York, last week announced formation of a subsidiary, Coral Records Inc. The new firm is to utilize all recording, manufacturing, promotional and credit facilities of the parent organization.

Michael Ross has been named general sales manager of Coral, with offices at 48 West 57th St., New York. According to Mr. Ross, 25 independent distributors already have contracted, tentatively, to handle the Coral record line.

TEAMWORK Makes Pulling Stakes Easy!

Ever look at a circus tent stake? They're really put into the ground to hold. And, if you don't have proper teamwork, you'll have a terrible time getting them out of the ground when breaking the circus for a move.

Just as proper teamwork makes a tough circus job easy, so proper teaming of your commercials with WPTR's listener-enticing shows will make your selling job easier in the rich Albany-Schenectady-Troy area.

Nort Dabul

1540 THE RIGHT SIDE OF THE RADIO DIAL

BROADCASTING • Telecasting

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

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GIVEAWAY FATE

WBAR Chicago FM Outlet Gets Downtown Quarters

WBAR Chicago, new veterans’ FM station, has leased on a long-term
basis the entire 32nd floor of the
185 W. Randolph St. Building, which the Archdiocese of Chicago had
sought for its FM educational out-
et, WJFL.

Fifteen-year lease, signed Oct. 1
by Ralph Wood Jr., president of
WBAR, has a renewal clause. In-
terior construction work and re-
modeling will begin shortly in prepa-
ration for a Jan. 1 debut, Mr. Wood said.

Joins Free & Peters

ARTHUR W. BAGGIE, a member of the American Weekly sales staff for the past 11 years, has joined
Free & Peters as an account execu-
tive in the station representa-
tive firm’s Chicago office, Lloyd
Griffen is the manager in charge of the office, an-
nounced Friday. Mr. Baggie, who
for three years prior to 1947 was
with A.C. Nielsen & Co., Chicago
research firm, and who earlier had been a district manager of Dicta-
phone Sales Corp., will handle sev-
eral large spot radio advertising accounts.

INTERESTED?

IN A

$483,000,000 MARKET

INVESTIGATE!

WROK

The ONLY Station

IN

Rockford, Illinois

ABC

Headley-Reed

National Reps.

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Universal Carloading Co.
Sponsoring Forum Show

THE UNIVERSAL Carloading & Distributing Co., New York, in its
first national advertising venture, will sponsor America’s Forum of
the Air, a 20-year-old forum pro-
gram, which returns to Mutual in
revised format, Tuesday, Oct. 19, 10-10:30 p.m. (EST).

For the first program, Sen. J.
Howard McGrath and Rep. Hugo
D. Scott, chairmen respectively of the Democratic and Republican na-
tional committees, will debate “Truman vs. Dewey,” with The-
dore Granik as moderator.

Newspaper tune-in advertising
will be scheduled by Raymond
Spector Co., New York, the spon-
or’s agency.

MEREDITH WITHDRAWS
FROM TV APPLICATION

WITHDRAWAL of Meredith Publishing Co. from Tri-States Mer-
edith Broadcasting Corp., television
applicants for stations in Win-
sconsin, was reported to FCC last week.

Tri-States Theatres, which owned
one-half interest, has purchased the Meredith shares, all for treas-
ury stock except for a single share
which will be held by the theatre
group. Tri-States is half-owned by
Paramount Pictures Inc.

The purchase price was said to be
the equivalent of the investment
which Meredith Publishing has thus far made in the company.

The application, for Channel 2, is one of four pending for three
channels currently available at Des
Moines.

Meredith Publishing meanwhile
has asked for FCC consent to
transfer control of its WJTV (TV)
Syracuse, N.Y., application to
Publishing Corp., a wholly owned
subsidiary. In addition to WJTV
and the Des Moines applicant,
Meredith has an interest in WXKX
and WXKW-FM Albany and is
applying for television at Albany.

Universal Carloading Co.
Sponsoring Forum Show

Oct. 25-26: NAB Sales Managers Ex-
rutive Committee, NAB Hqrs.,
Washington.

Convention, Waldorf-Astoria Hotel,
New York.

Oct. 27-28: NAB Small Market Stations
Executive Committee, NAB Hqrs.,
Washington.

Oct. 31: Heywood B. Broun, New
York, N.Y.

Nov. 1: AAAA Michigan Council meet-
ing, Detroit.

Nov. 1-11: National Assn. of Radio
News Directors, annual convention,
St. Louis.


Nov. 15: AAAA New York, New York, and
Atlantic Council meeting, Wal-
dorf-Astoria Hotel, N.Y.

Nov. 16-18: NAB Board of Directors,
NAB Hqrs., Washington.

Nov. 18: Adv. Federation of America,
District 6 meeting, Chicago.

BROADCASTING • Telecasting

Upcoming

Center Your Attention on

Center of the Dial

860 kc

MILWAUKEE
Decision Expected Soon on DuMont

FCC Instructs Hearing Examiner To Proceed 'Expediately'

AN EARLY DECISION on the question of whether Paramount Pictures' 29% interest involves "control" of Allen B. DuMont Labs. was given a green light last week as FCC instructed its hearing examiner to submit a recommended decision "expeditiously."

The question is linked with the pending San Francisco television decision, which is tied up by the Commission's freeze on television applications. FCC officials had said the control issue would not be settled until the freeze is lifted (Broadcasting, Oct. 4), but on reconsideration the Commission held that this question could be separated from the San Francisco case without conflict with the freeze.

The decision, being prepared by Hearing Examiner Jack P. Blume, will affect competitive television hearings not only in San Francisco but also in Detroit, Cleveland, Boston and Cincinnati.

The issues call for a determination of Paramount's interests in DuMont, which operates WTTG (TV) Washington, WABD (TV) New York, and is almost ready to go on the air with WDTV (TV) Pittsburgh, and has applications pending for Cleveland and Cincinnati; in Paramount Television Productions, which operates KTLA (TV) Los Angeles and is applying in San Francisco; in Balaban & Katz, which has WBKB (TV) Chicago; and in the following television applicants: New England Theatres, Boston, and United Detroit Theatres, Detroit. Paramount owns a majority of the stock of all except DuMont.

In addition, but not a subject for disposition in the current proceeding, Paramount has 100% of the stock of Gulf Theatres, which is applying for Tampa, and 25% of the stock of Tri-State Meredith, applying at Des Moines (Meredith Publishing Co. is withdrawing, leaving Paramount with 50%; story page 66).

If FCC rules that Paramount controls DuMont—as it once ruled, before calling for another exploration of the question in the current proceeding—then Paramount will already have reached the five-station maximum permitted under FCC's current multiple-ownership rule.

During the hearing Paul Raibourn, Paramount vice president in charge of television, said in answer to a direct question that, in his opinion, Paramount would be willing to accept grants to its subsidiaries on condition that it dispose of its 29% in DuMont. But the question had not been discussed by the board, he said (Broadcasting, May 17).

Mr. Raibourn contended that Paramount neither controls DuMont nor takes any part in its day-to-day operations. He said the film company had encountered difficulty in past efforts to sell its interest in DuMont, because prospective purchasers looked upon the 29% as being of a non-control investment nature only.

WHTM (TV): Building Work is Under Way

DR. RAY H. MANSON, president of Stromberg-Carlson Co., Rochester, broke ground for Rochester's first television station, WHTM, last week. The new transmitter building and antenna will be atop Rochester's Pinnacle Hill.

Since the close of the war Stromberg-Carlson has undertaken four broadcasting projects. Others were completion of the million-dollar Rochester Radio City housing the firm's AM and FM stations, relocation of WHAM's 50-kw transmitter and installation of WHFM's transmitter for a higher band.

The new television tower, Dr. Manson said, also will hold an FM antenna and will be sturdy enough to support one other FM and two more TV antennas.

The 20-kw television station expects to be operating by June 1949.

Sweet Hope!

PRINCIPALS in this sponsor success story are Mrs. Hope Slaughter of the WTRF Wheeling, W. Va., sales staff and Walter Ware, owner of Elm Buick Sales and Service, Martins Ferry, Ohio. Mrs. Slaughter said Mr. Ware a 52-week contract. Impressed by the lady salesman, the sponsor, attending races at Wheeling Downs, placed a hunch bet on Sweet Hope, a 30-to-1 shot. Sweet Hope won and paid $61.69 for $2.00. This, WTRF reports, was the exact amount of Mr. Ware's first month's advertising bill with the station.

Philadelphias No. 1 Station

PHILADELPHIA'S No. 1 Station

FOR PROMOTION!
CAR CARDS - 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL

10,000
NARR
WIBG

REPRESENTED Nationally by Adam J. Young, Inc.

BROADCASTING • Telecasting

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ALLOCATIONS HEARING

By LARRY CHRISTOPHER

DEFENSE of the remote pickup broadcast service as necessary to public interest highlighted further sessions last week of FCC's oral argument in the proposed allocations for general mobile and fixed services.

Recommendations advanced earlier for retention of the channels in the 152-162 mc band, in view of their high quality characteristics suitable for program relay, were further supported. Witnesses also gave weight to previous contentions that other assigned bands would not meet all remote pickup requirements [Broadcasting, Oct. 11].

Consensus is that if FCC deletes remote pickup channels in 152-162 mc band, broadcasters will be left only with plenty of cue channels and practically no program channels. Certain participants also suggested Commission at least provide a transition period of several years to allow amortization of equipment should the FCC proposal be adopted.

Most all broadcasters expressed agreement that the 25-me band channels are susceptible to considerable interference. Hence they are good mostly for cue channels — with use for program relay only when high signal levels may be present. It was also agreed that the ultra-high frequency channels proposed in the 450-460 mc band need further development before full use even for short-range relay.

The argument, involving many industrial, public utility, common carrier, land transportation, maritime and other interests, has been before the Commission en banc since Oct. 6. Session was held last week and a night session Thursday in the effort to hear all presentations. The proceeding was expected to be concluded on Friday.

McNaughten Protest

Neal McNaughten, assistant director of NAB Engineering Dept., appearing for a second time and protested proposed divestment of remote pickup from 152-162 mc band. He told FCC in many cases remote facilities are not used as an operating expense and are not viewed as an income-producing investment. He cited vital use of such facilities for national defense and law enforcement, in addition to serving public interest through news and other special events programming.

In defense of the intermittent use of remote facilities, Mr. McNaughten stressed that the equipment, if not in a fire plug and said there is definite need for a "sufficient number of interference-free channels to which the broadcaster can turn at short notice." He added that the need is for providing public service to thousands and perhaps millions of people for a relatively short period of time, rather than furnishing service to a few people on a continuous basis such as is the case of some of the other services involved in these proceedings.

NAB has received comments from 286 broadcasters, Mr. McNaughten said, who protested their use of remote pickup facilities has been held in abeyance because of the specter of interference. However, for the year ending June 30, FCC reported 583 authorizations outstanding for remote facilities, he explained. He added that 163 licenses, representing 286 stations, during the past year reported they used their remote equipment 5,010 times for a total of 2,749,160 hours. He pointed out that one investment group in remote equipment is $452,200 and does not include investments of many small operators, which would double the figure.

Mr. McNaughten also argued that 12 channels in 152-162 mc band be provided on an interim basis for television remote audio channels, until microwave relays which will be the last channel in this band, and aural signals are available.

152-162 mc Band Needed

William S. Duttena, staff allocation engineer for NBC, also appearing for a second time, protested deletion of the 152-162 mc band remote facilities. He pointed out commercial equipment has been developed and put in use for remote band on strength of FCC policy and therefore, if deletion proposal is adopted, FCC should permit operation for amortization of equipment over five-year period.

Concurring protest also was made by William Fingerle, assistant chief engineer for Link Radio Corp., who said:

It seems unfair, after forcing this service to move from its previous assignments in the 39-49 mc band during the past three years and encouraging the development and purchase of equipment for the 152-162 mc band, that the Commission should now invalidate all efforts and expense of manufacturers and users in making this shift. The prospects of such rapid reversals in policy cannot help but discourage development programs on newly assigned bands for fear of another change in a few years.

James H. Neu, CBS counsel, attested to the practicality of the 152-162 mc band for remote program pickup and pointed out that immediate displacement of this service would render present equipment obsolete and past development useless. He estimated an "extended period of time"—up to five years—would be required to develop 460-480 mc band channels to the stage where they would be effectively useful as replacements.

Challenged by Chairman Wayne Coy on this time lag, Mr. Neu said he did not feel an estimate and the job could possibly be done in less time. He urged the 152-162 mc facilities be allowed at least on a shared basis and if this were contrary to FCC's intent, to eliminate the band through a long evolution rather than a new adequate "upstairs" development. He also defended remote programming, although intermittent, as constituting coverage "predominantly of a public service classification."

His argument was supported substantially by Vernon L. Wilkin-son, attorney for ABC, and R. Russel Eagan, attorney for MBS, WSM Nashville, WJR Detroit, WGR Cleveland and WEBR Buffalo. Similar stand was taken by WPTG Sharan, Pa., whose argument was entered in the record as read.

W. Barrett McDonnell, counsel for Rural Radio Network, entered the statement of Donald K. de Neuf, RRN chief engineer, explaining the network system and the need for continued use of input to the trunk link on 153.59 mc to keep the network's six FM outlets functioning. Lack of phone facilities in various station areas and inadequacy of such method of control was stressed.

American Newspaper Publishers Assn. and related groups presented extensive arguments for some protection of press radio facilities. William K. Van Allen, attorney for ANPA, scanned developments in use of press radio and said the service, because of the public's "vital interest in receiving news at the earliest possible moment," should be ranked next after public safety users and ahead of "those purely commercial or industrial users."

Radio Also Gathers News

Chairman Coy interjected: "You would have us believe that the only gatherers of news are the newspapers of the country. Thousands of radio stations... have news staffs which gather news in a prolific flow by news services and made available to newspapers." Through questioning by Comm. Frieda B. Henock of Buffalo, it was shown that only 5 of 800 ANPA member papers hold authorizations, but Mr. Van Allen said he expected demand to snowball now that the service has been proven.

C. M. Jansky Jr., Washington consulting engineer, appearing for newly formed Assn. of Federal Communications Consulting Engineers, related use of low power radiotelephone circuits for field work such as adjusting directional antennas and asked opportunity to discuss details of such use with FCC.
Newbern Smith Named Radio Propagation Chief

DR. NEWBERN SMITH has been named chief of the Central Radio Propagation Laboratory, National Bureau of Standards, heading the world-wide network of radio propagation observatories and development of radio measurement standards. He succeeds Dr. J. Howard Dellinger, who retired last May.

During the war Dr. Smith was technical head of the Interservice Radio Propagation Laboratory set up by the Joint Chiefs of Staff, collecting, analyzing and disseminating propagation data for coordination of global radio activities. He joined the bureau in 1935 as a physicist and was named assistant chief when the laboratory was formed in 1946. He received degrees in electrical engineering and a doctorate in physics at the U. of Pennsylvania, where he later became an instructor.

Seek School FM

NEW LOW-POWER educational FM station is requested by Ithaca College, Ithaca, N. Y., in application filed at FCC. Proposed outlet would operate three or four hours each evening with power of 10 w on Channel 219 (91.7 mc) and could be heard within a radius of about five miles. Educational and cultural programs would be stressed. Station is to be under direction of Prof. John Groller, who has been in radio 12 years, as part of the college’s expanding radio training program. School presently has 55 students majoring in radio, with total of 70 students participating.

Wallace Time Sale

THE PROGRESSIVE. Party is sponsoring a series of talks by Henry A. Wallace, NBC, Mondays, 10:30-10:45 p.m. Talks will continue through Oct. 25th. No agency is involved, as time was purchased direct.

Free Ride for Dems

PRESIDENT TRUMAN thought the Democrats were paying for radio time at a breakfast tendered him in Cincinnati last Monday. As the crowd applauded him he said: “I would of course like to have it [the applause] continued, but you know this radio time is paid for, and we want the full benefit from our investment.”

The President later learned that the broadcast was carried free by four Cincinnati stations: WLW, WSAI, WCPO and WKRC after one of the stations, WKRC, which had tried unsuccessfully to sell time to labor groups, decided the Democrats should have a free ride. The other stations followed suit.

ILGWU IS SPONSORING THURSDAY NIGHT SHOW

THE CAMPAIGN COMMITTEE of ILGWU (AFL), not to be outdone by the disc jockey show sponsored by The Woman’s Division, Democratic National Committee (see story page 24), is sponsoring a series of Thursday evening programs on ABC full network, 10-10:15 p.m. Truman and Labor is featuring such screen stars as Humphrey Bogart, Ronald Reagan, Alexis Smith and Talullah Bankhead, in company with straight political speakers.

Opening program, Oct. 7, featured Maurice Tobin, Secretary of Labor, while Mayor Hubert H. Humphrey of Minneapolis, candidate for Minnesota senatorship, spoke Oct. 14. On succeeding Thursdays President Truman and Sen. Alben W. Barkley (D-Ky.) will be heard, with Miss Bankhead introducing the President on his Oct. 21 broadcast.

Music for the series is by Jack Lawrence. Morris Novik, consultant for ILGWU, is supervising the presentations, and the agency is Furman and Feiner, New York.

Gillette Sponsors TV-AM CBS New Year’s Games

GILLETTE Safety Razor Co., Boston, will sponsor both radio and television coverage of the Rose Bowl and radio coverage of the Orange Bowl football classics on New Year’s Day over CBS and CBS-TV. It was reported reliably last week. The overall billing is said to be close to $200,000. Maxon Inc., Detroit, is the Gillette agency.

The deal includes only AM rights to the Orange Bowl game at Miami. This event is not being televised owing to the absence of facilities. In all, Gillette’s buy represents about six hours of network air time.

A lot of speaker in a little space

Western Electric 755A

Trying to listen to the 755A first... then look at its size! You’ll be amazed that so much performance can be packed into so little space.

Covering the frequency range from 70 to 13,000 cycles, the 755A gives brilliant tonal quality, faithful reproduction. Its 8-watt continuous capacity is ample for the general run of applications. And you get all this in a speaker only 8¾ in. in diameter—only 4¾ pounds in weight!

Use 755A for control room monitoring, studio cue and talkback, audition rooms, visitors’ lounges, studio viewing rooms, executive offices.

You can get 755A’s from stock in quantity. Call your nearest Graybar Representative—or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

QUALITY COUNTS—

DISTRIBUTORS: IN THE U. S. A.
Graybar Electric Company, Inc.
CANADA AND NEWFOUNDLAND
Northern Electric Company, Ltd.
Open Mike

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

Valley (NBC Affiliates Convention Sept. 22-25)
Harold Wheelahan Manager WSMB New Orleans

How's your TV station doing, B. J.? Wonderful! Last week we only lost $5,000.

Giving Radio Away
EDITOR, BROADCASTING:
May I urge your continuing war against giveaway programs. I am sure that there are hundreds of examples—here is mine: A manufacturer from Tennessee, who visited my home here this summer, proudly told me that he purchased 2,000 stations at a manufacturing cost to him of $10,000 per year for the items given away by radio stations and networks. An analysis of the three CBS stations in South Carolina and WBT in Charlotte indicated that to buy 6 announcements a week for 52 weeks would have cost this man approximately $12,000. In other words, the radio industry is giving itself away for 20% less to buy 2,000 stations, than four fairly representative stations in South and North Carolina can be bought for money. If this is good business, then you show me some other major industry that is quite as big a sucker as we are in radio.

John M. Rivers
Owner WCSC Charleston, S. C.

Premature Promotion?
EDITOR, BROADCASTING:
The accuracy of BROADCASTING magazine is especially valued as it serves as a beacon to warn one against the constant rumor and alleged happenings that are published in so many other places.

I would like to see an all-out campaign directed at warning the radio industry of the danger it is bringing on itself by too fullsome promotion and too-soon promotion of the television medium. While there is no doubt that television will be a prime medium for the dissemination of advertising, it will be years before television can deliver the number of "viewers" per dollar that radio does now—and on which the success of radio is based, i.e. "low-cost-per-inquiry."

Of course, your magazine must do all it can to push every branch of the radio industry, and it does a good job of it, but radio broadcasting still is—and will be for a long time—the one prime method of reaching the mass audience of America.

Ford Bond Ford Bond Radio Prod. New York

Short [CLOSED] Circuit
EDITOR, BROADCASTING:
I enjoyed reading the article with regard to tube blowing in the WCBS television camera at the time of Gypsy Rose Lee's act.

I happen to have a copy of your July 19th issue on the shelf in my office and a visitor happened to be thumbing through it and noticed the cartoon on page 25. How in the world do you mastermind these things so far in advance?

A. E. Joscelyn
Director KNX Operations CBS Hollywood

"But there must be something in the fair practices section to cover her."

Studio A Goes TV
WORK is underway in Chicago to transfer NBC's largest audience studio, Studio A at the Merchandise Mart, into a television theatre for presentation of WNBQ (TV) video programs. Network's key Midwest TV station is scheduled to take the air at year's end. NBC has leased an additional 20,000 square feet on the first and second floors.

This is A HAMMERMILL
Turning at several hundred revolutions per minute the hammermill grinds all types of feeds for use on the farm. Obviously a valuable machine, the hammermill is indispensable to the high plains farmer . . . just as K-TRIPLE-X is indispensable in selling to the big business farmer of the rich, High Plains region of Kansas, Nebraska, and Colorado.

Your
High Plains Station
Colby, Kansas

5000 Watts on 790 kc

Represented Nationally by RURAL RADIO CO.

BROADCASTING • Telecasting
TV VS. MOVIES

"Town Meeting" Discusses

SECOND SIMULCAST of Town Meeting of the Air, ABC's cooperative, sponsored in New York by Modern Industrial Bank, tackled the problem "How Will Television Affect the Motion Pictures?" on Tuesday, Oct. 12. Speakers were Mark Woods, ABC president; Rouben Mamoulian, stage and motion picture director; Walter Abel, actor and chairman of the television committee, Screen Actors Guild; Paul Raibourn, vice president in charge of planning, Paramount Pictures Inc., and president and director, Television Productions Inc., and James H. Carmine, executive vice president, Philco Corp.

"Cooperation" was the watchword of the discussion with most participants agreeing that both television and movies were here to stay.

"Since television has all that radio has and more," said Mr. Mamoulian, "it will hurt radio vitally, but will not affect motion pictures adversely. Rather whether it will depend on movies for material."

Because of man's gregarious nature movies will live, according to Mr. Mamoulian. Bringing movies into the living room won't keep people home any more than modern kitchens keep them out of the kitchen.

"All revolutions threaten the old and offer opportunity to the new," warned Mr. Abel, only skeptical among the group. He pointed out that eventually television will show one print of film to 40 million people at once, whereas it takes three years and 25,000 box offices to show 25 million people one motion picture. A hit play, showing to 1,600 people a night, runs three years to a healthy office. Television, according to the actor, threatens employment of talent.

Mr. Abel disclosed that to minimize this threat, the Screen Actors Guild and AFRA will deal with new producers to regulate new conditions, with all actors sharing in its rules and regulations.

Paramount's Paul Raibourn said that television films at home would prove an inducement for making people want to see motion pictures. "In fact," he pointed out, "one wonders sometimes if it wasn't just devised for that purpose." Pictures on the motion picture screen are larger, and more detailed, bringing balcony-sitters to within 40 feet of a ringside in the case of a sporting event, he said.

GAVEL is presented by Mark Woods (second from r), ABC president, to George V. Denny Jr., President of Town Hall and moderator of "America's Town Meeting." Also taking part in the salute, which was telecast over WJZ-TV/New York preceding the simultaneous AM-TV presentation, are: Murray Grobshorn (l), vice president of ABC in charge of owned and operated stations, and Jacob Leichtman, president of Modern Industrial Bank, sponsor of the show on WJZ and WJZ-TV.

CLIFFORD DURR OPENS CAPITAL LAW OFFICE

CLIFFORD J. DURR, former FCC member, last week announced the opening of Washington offices for the general practice of law, including radio law (Closed Circuit, Sept. 27). The offices are located in the Commonwealth Building, 1255 24th Street, N.W.

Mr. Durr, outspoken left-wing Democratic member of the Commission from 1941 until the expiration of his term last June 30, was formerly with the legal division of the Reconstruction Finance Corp. and had had extensive experience in the private practice of corporate law prior to going to the FCC.

At the FCC, he was one of the guiding spirits behind the famed Blue Book. He often challenged what he regarded as excessively high prices in station sales. One of the most ardant boosters of FM, he also took a dominant interest in educational broadcasting.

AMES' VISITING FARMERS

WOW-Sponsored European Tour to Enable Farmers
To Observe Agricultural Conditions

A FARMERS' tour of Europe, designed to give 25 Midwest farmers a chance to view, first-hand, agricultural conditions in eight countries, will be sponsored by WOW Omaha's farm service department. The tour, under the personal direction of Mal Hansen, WOW farm director, will cover France, England, Denmark, Holland, Belgium, Luxemburg, Switzerland and Italy. The party will leave New York Nov. 16 and return a month later.

Members of the entourage will include the Marshall Plan in action, visit agricultural colleges and experimental stations and observe European farm production and prices.

The visitors will submit reports to Midwest farm groups when they return.

First stops are scheduled in Paris and London, with two days in each capital. Then the visitors will spend several days with English farmers.

Schedule calls for stops in Eiberg, Denmark, Nov. 24; Amsterdam and Holland farms, Nov. 28; Switzerland, Dec. 3; Italy, Dec. 5. The itinerary also includes visits along the French Riviera, with the group returning to Paris Dec. 16. They will sail for the U. S. the following day.

Farmers are encouraged to "see the Marshall Plan in action and decide for yourselves how European needs and production will affect your own production and the prices you receive during the next decade."

Cost of the entire trip will be $1,600, which includes all expenses, farmers are advised.

TV-FM Timetable

(Continued from page 22)

height—validity of the 2-10 mile rule for estimating the apparent height of the transmitting antenna.

(4) Validity of the method presently prescribed in the Commission's Standards for the computation of coverage obtained by transmitters of varying antenna heights and power.

(5) Antennas—possibility of dual antenna usage in the absence of any other allocation.

(6) Methods for establishing and maintaining the performance of directional antennas.

(c) The engineering basis for utilizing horizontal or vertical pattern, or both, of the transmitter.

(d) Discussions of the effects of the specification of various grades of service on particular channel allocation plans.

(e) The development of standard tropospheric curves for various frequencies and time periods as adopted by the propagation conferences.

(2) Examination of current standards for the purpose of determining whether any modifications are desirable in the propagation conference.

(3) Examination of the effects of horizontal increase in power upon protected contours and allocation plans.

(4) Examination of the contours for recognition of non-idealized service levels at various frequencies.

(5) Examination of assumptions as to typical receiving antenna heights for urban and rural sites and of methods of proving station performance by measurement with sites at such heights.

(6) Examination of the effects of horizontal increase in power upon protected contours and allocation plans.

(7) Examination of the effects of differential increases in power on the protected contours and on the allocation plans.

(8) Examination of the effects of differential increases in power on the protected contours and on the allocation plans.

(F) The third conference to be held in April, 1949, will consider the following items with respect to television in protected contours and on the allocation plans.

(1) Tropospheric effects:

(a) Specification of grade or grades of service resulting from variations in the intensities of desired and undesired fields.

(b) Study of the areas provided with various grades of service under present channel assignments and under the tentative allocation plans.

(c) Development of standard tropospheric curves for various antenna heights, calculated in accordance with methods approved at the propagation conference.

(2) Examination of current standards for the determination of service areas to determine whether any modifications are desirable in the propagation conference.

(3) Examination of assumptions as to typical receiving antenna heights for urban and rural areas and of methods of proving station performance by measurement of received fields at such heights.

V. Authority to issue amendments of the Commission's Rules, Regulations and Standards with respect to the matters to be discussed at the conferences listed above.

X. Authority to make or adopt such additional rules, regulations, rates, standards, and conditions as may be necessary to accomplish the purpose of this Act.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Bowles, Secretary

Adopted: October 14, 1948
Released: October 15, 1948

October 18, 1948 • Page 71
ELEPHANT-SIZE television studio was the scene for this WBAP-TV Dallas-Fort Worth telecast which brought the "biggest show on earth" into viewers' living rooms. Video version of Ringling Bros. and Barnum & Bailey Circus was made possible by a special "video lone" leading into the main studio of WBAP-TV, conceived by Harold Hough, station director.

Kaiser-Frazer Buys Two Weekly 1/2 Hours on MBS
Kaiser-Frazer Corp., Detroit (automobiles), has contracted for two weekly half-hours on the full Mutual network in a fall-winter campaign. Emphasis will be on the local dealer, and cut-in announcements will permit the use of the dealer or distributor name on the air. William H. Weintraub & Co., New York, is servicing the programs for the motor company.

The K-F programs are a variety and a dramatic show. The former, starting Oct. 25, will feature Guy Lombardo and his orchestra, with a guest comedian each week, and will be broadcast Saturdays, 9:30-10 p.m. The dramatic series, to be broadcast Thursdays, 10-10:30 p.m., starting Oct. 28, will be Adventures of the Thin Man.

Donovan Goes to Athens On Polk Case Follow-Up
GEN. WILLIAM DONOVAN left New York by plane for Athens on Oct. 9 to follow up an announcement from the Greek capital that the government had virtually finished its investigation of the murder last May of George Polk, chief CBS correspondent in the Middle East.

At weekend it was reported that a solution to the five-month old case was imminent.

No comment on this was available from the State Department.

Gen. Donovan is representing a committee formed some months ago by U.S. newsmen to conduct an independent investigation. According to Davidson Taylor, CBS vice president and director of public affairs, the network has ordered Winston Burdett, its Rome correspondent, to meet Gen. Donovan in Rome and lend his assistance.

WOR PROMOTION
Large Scale Campaign Run
For World Series
EVERYTHING from suites to sweeties was used in the large-scale WOR New York promotion of the MBS key outlet station's 1948 World Series broadcasts, sponsored by the Gillette Safety Razor Co.

Opening the all-out campaign, "The Babe Ruth Symphonic Suite," by Sylvan Levin, WOR's music director, was presented Sunday, Oct. 3, with music and narration highlighting Mr. Ruth's career.

At Series time, WOR sent to radio editors a "baseball kit" containing scorecard, pencil, crying towel, sandwich, soft drink, can of ale, cigarettes and peanuts.

A limerick contest with a television set as prize was promoted on most WOR programs, and by a tie-in with A. G. Spalding, New York sporting goods store. Winning limerick will contain the Series outstanding star.

Three models wearing blazers and baseball caps and carrying portable radios tuned to WOR circulated busy areas of the city, offering game scores to pedestrians.

A full page ad in The New York Herald Tribune, more than 3,000 paper score cards distributed to air and rail passengers and recorded announcements by Al Schacht, former pitcher and "Clown Prince of Baseball" helped step up the promotion.

This is the tenth year that WOR and MBS have carried the World Series on an exclusive basis. This year's games were described by Mel Allen and Jim Britt.

New Name for Agency
BRISACHER, Van Norden & Staff, New York, has changed its name to Brisacher, Wheeler & Staff. New officers are Emil Brisacher, president; Franklin C. Wheeler, executive vice president; Robert Brisacher, secretary and treasurer; and M. Donovan and Walton Purdom have been elected vice presidents. Robert T. Van Norden, vice president, who transferred to San Francisco as head of business development activities, the agency has offices in New York, Seattle, Los Angeles and San Francisco.

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New Periodical Designed
As Ad Trade Press Index

A MONTHLY periodical to pro-
vide the advertising profession
with an index of books and peri-
odicals dealing with techniques of
advertising, distribution and sales
management is being planned.

Filled Market, a new publication,
it will appear early in February
1949 with an issue covering books
and articles published during the
preceding month. The publication
will classify by subject all major
articles appearing in Advertising
Age, Advertising & Selling, BROAD-
CASTING, Editor & Publisher, In-
dustrial Marketing, Journal of
Marketing, Printers' Ink, Sales
Management, Southern Advertising,
Television, The New York Review,
and Western Advertising.
The publication is designed to
enable the profession to screen articles in the advertis-
ing trade press and furnish a
permanent guide to these articles.

Office of the publication are at
505 Fifth Ave., New York 17,
N. Y.

NEW YORK

of Columbus, Ind., sponsor of "12
Noon Newsroom" on WCAM Colum-
bus. Instead of routine banking com-
mercials, sponsor is donating the com-
mercial period of news cast to saluting
one of Columbus' industries, Harold
Arthurs, WOSI news editor, gives a
comprehensive background on growth of each
industry.

New Name
NEW name is being given to "Shopping
By Radio" program on WDRC Hartford.
From now on show will be called, "This is Hartford,
and will feature local news and features.

Favorite Song
FAVORITE songs of Rochester, N. Y.,
women are featured on WCR Rochester
radio-telephone show. Announcer Bob
Traver makes random calls to women in Rochester
area, seeking name of their favorite songs. No irrelevant
questions are asked—no prizes are offered.
Following morning Bob's show, "Just
for You," features songs selected from
calls, names and addresses of listeners, and in most cases interesting stories
behind the various women's choice.

Health Programs
HEALTH broadcasts prepared by Amer-
ic Medical Assn. are new features of
WBIS-FM Chicago. Heard seven days
weekly from 9:15 to 9:30 a.m., pro-
gram airs professional medical advice
on causes and cures for various
ailments on Monday show, "Why Do
You Worry?" the May 5th. Tues-
days, "Here's to Veterans", Wednes-
days, "Young Folks"; on Thursday"Fri nes" the Marine group again; "Voice
of the Army", Saturdays; and "Guest
Spot" a Treasury Day show on Sun-
days.

Two new programs for the Chicago Board of Education will be aired by WFMT FM.
Show is directed at city's school children, and is heard Monday through Friday from 1 to 3 p.m. CST.
WFMT will continue this schedule until Board of Education outset, WBIE, con-
struction is completed.

From Honolulu
"DR. IQ." (Mondays, 8:30 p.m. CST.
N. Y., Mers Inc. opened six-week eng-
agement in Honolulu last week Mon-
day, originating broadcast for first
time from outside U. S. Grant Adver-
tising, Chicago, is agency.

New TV Producing Company Formed

FORMATION of a new television company, Telespots Inc., New
York, was announced last week by
Ralph Cohn, president of the firm. Activities will cover produc-
tion, distribution and sales of live
and film presentations. Package commercial announcement for the
first time from outside U. S. Grant Adver-
tising, Chicago, is agency.

Two DENTAL operations will be
televised Dec. 1 by KSTP TV Min-
neapolis-St. Paul. Two dental offices
of dentists attending the Minne-
apolis District Dental Society's
annual clinic. In the first a patent
will receive a new set of upper
teeth, and in the other the tooth
will be cut to size to take a plastic
or porcelain jacket crown.

Watching the operations on
television will be doctors in the
ballroom of Minneapolis' Nicollet
Hotel will be some 500 dentists.
Operations will take place at Fair-
view Hospital, Minneapolis, and a
microfilm will be handled from the hospital roof to a
receiving antenna on the roof of the
Nicollet.

The ordinary home television re-
ciever will be unable to pick up this
telecast, KSTP TV engineers have
assured several members of the
dental society who felt the public
would not appreciate the sight of a gaping mouth full of
dentist tools.

DENTISTRY ON VIDEO
KSTP-TV Will Telecast Two
Operations for Dentists

Two DENTAL operations will be
televised Dec. 1 by KSTP TV Min-
neapolis-St. Paul. Two dental offices
of dentists attending the Minne-
apolis District Dental Society's
annual clinic. In the first a patent
will receive a new set of upper
teeth, and in the other the tooth
will be cut to size to take a plastic
or porcelain jacket crown.

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television will be doctors in the
ballroom of Minneapolis' Nicollet
Hotel will be some 500 dentists.
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receiving antenna on the roof of the
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ciever will be unable to pick up this
telecast, KSTP TV engineers have
assured several members of the
dental society who felt the public
would not appreciate the sight of a gaping mouth full of
dentist tools.

Regional promotion campaigns

HORACE W. J. McCOLLISTER
10660 BELLA VISTA, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage * Member N.A.B.

BROADCASTING • Telecasting
**Technical**

**Set Makers' Group To Meet Coy Soon**

To Discuss Effects of TV Freeze

On Manufacturing, Distribution

Early Meeting of Radio manufacturers with FCC Chairman

Wayne Coy to discuss effects of the TV freeze on the manufacturing

and distribution industries will be asked by Bond Geddes, ex-

ecutive vice president of Radio

Mfrs. Assn.

Seven-man committee headed by

RMA President, Max F. Balcom,

Sylvania Electric Products, was

named at the RMA fall conference

in New York [BROADCAST-

ING, Oct. 1].

Manufacturers are not overly

disturbed about the freeze, it was

indicated at the New York meet-

ing, though they are anxious to

know how long it will last and want

information to guide production

and developmental activity.

Actually, many of the TV equip-

ment and set makers feel the

freeze will give them a chance to

catch up on their backlogs. As

new stations take the air, they

have been forced to spread their

limited set output thinner and

thinner. The freeze will slow up in-

dustry expansion for a while and

enable factories to provide re-

ceivers as needed in areas having

tV service.

Among some manufacturers is a

belief that engineering testimony

has dominated FCC TV hearings.

They feel the views of those who

make and sell transmitting and re-

ceiving equipment must be given

full study before the FCC acts on its

high-band TV problem.

Named to serve with Mr. Bal-

com on the committee were: Dr.

W. R. G. Baker, General Electric

Co.; H. C. Bond, Zenith Radio

Corp.; Allen B. DuMont, Allen

B. DuMont Labs.; Frank M. Fol-

son, RCA Victor; Paul V. Galvin,

Motorola Inc.; L. F. Hardy, Philco

Corp.

Mr. DuMont was welcomed to the

RMA board as a new member

at the New York conference, as

was John W. Craig, Croley Di-

visions, NBC, who was elected
to complete the term of A. Blumenkrants, of the same company.

**RCA TUBES...**

the standard of comparison in FM

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

**Work Nearly Completed On Expansion of WSAP COM**

COMPLETE remodeling and expansion of studio and office facili-

ties is almost completed at WSAP and WSAP-FM Port-

mouth, Va., according to an an-

nouncement by Walter Huffington, general manager. Tests also are

under way on FM equipment to

boost power to 190 kw. Present

power is 49 kw.

Mr. Huffington announces that new audio equipment has been

installed, including a console, Presto dual speed tape recorder, port-

able Brush tape recorder and new input equipment for studios and

control room. Additional studio and office space has been added and air

conditioning installed.

**Turntable**

SOUTHERN TELEVISION PRODUC-

TIONS, Lafayette, La., new package

company, has moved into new studio at Television Central Company plans to

provide sponsors with traveling shows, films and commercials for over 15 sta-

tions within 500-mile radius of Louisi-

ana. MARTIN C. FLYNN, associated

with video development and produc-

tion past 12 years, is president of

company. JERRY FREDREY, DICK

TROXEL and GENE STARBECKER

will handle staff production and di-

recting assignments.

**WIRC, 1-kw Daytimer, Due to Open in November**

WIRC Hickory, N. C., new 1-kw
daytime station on 630 kc, is ex-

pected to be on the air in mid-

November, according to Edmund

H. Smith Jr., licensee and general

manager. Studios will be on the

second floor of the Duke Power
Bldg. Erection of the 300-foot

tower is expected to begin soon

on a nine-acre tract southeast of

the city limits.

Elmer Troutman, former station

manager and chief engineer of

WMNC Morgantown, N. C., has

been named chief engineer of

WIRC. A radio technician during

World War II, Mr. Troutman was

with WHKY Hickory prior to the war.

**WILLH-FM Lowell, Mass. Starts on Channel 258**

JUST one minute before the start of the first World Series broad-

casts Oct. 6, WLLH-FM Lowell, Mass., took the air without fans-

fare on Channel 258, 99.5 mc, with 12.2 kw, to bring the sports events
to listeners.

WLLH-FM, sister operation of

WLLL-FM, has been licensed by the FCC to serve its high-

band network despite FCC plans to

hold off on high-band TV for

another year. The station, licensed to

the city limits, will operate from the

tower.

The Finale

of Modern Tube Development is RCA

In this issue of the BROADCASTING we finally come to the end of

RCA's modern tube development. RCA, the first to introduce the

modern metal header tube, has continued to lead in this develop-

ment. RCA has a complete line of modern, more efficient power tubes for

FM transmitters. For your conven-

ience, these tubes are available directly from RCA or your local

RCA Tube Distributor.

For information on any RCA tube,

write RCA, Commercial Engineer-

ing, Sales Department, Harrison, N. J.

**The Fountainhead of Modern Tube Development is RCA**

**Invasion of Privacy Violates Clayton Act**

In EMPLOYERS INSURANCE CORPORATION INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI
On All Accounts
(Continued from page 10)

Enthusiasm Whetted

DON’T tell prospective spon- sors to “go jump in the lake”—throw them in. That is the unorthodox advice of- fered by Leo Howard, sales manager and Arndell Garretson, salesman for WRY Oklahoma City, who unex- pectantly tossed a prospective time-buyer to the fish and got the r contract. Vict- im of the “refreshing” new sales technique was S. C. Orbach, Oklahoma City depart- ment store executive, who was on a recent business-pleasure fishing trip with the two salesmen. The technique was inadvertently developed when the trio re- turned from an unsuccessful day of fishing for bass and a contract. While tying up the boat Messrs. Orbach and Howard were thrown into the water. When he sur- faced Mr. Orbach spluttered, “I would have signed any- way, fellows.”

Marshall, Mo., Will Get 500-w Daytimer, 1300 kc

NEW STANDARD station on 1300 kc, 500 w daytime, has been grant- ed by FCC to Missouri Valley Broadcasting Co., Marshall, Mo. Estimated cost of the new outlet is $14,600. Engineering conditions are attached to the authorization.

Missouri Valley is a partnership, composed of Harold T. Fisher and his son, Carl T. Fisher. The father is employed as cashier at the Bank of Memphis, Memphis, Mo., and Carl T. Fisher is news editor and announcer at KIRX Kirkville, Mo., the application stated.

CHARLESTON, S. C. Development Board, which is under the direction of Arthur W. Fields, chief engineer at WOSC Charleston, has succeeded in bringing new industries to that city since the war’s end. Board, which is under supervision of a citizens of that community, was formerly headed by John W. Viven, owner and manager of WOBC.

EVER IN THE LEAD

WAIR stands ready always to back up its claim that more people listen to its programs than listen to any other station in or out of its market. Listeners in this area like the way we play up to their interests...and they respond easily to WAIR commercials.

R. Kaltenborn Talks

ROLF KALTEBORN, Republican candidate for Congress from Florida’s sixth district, has pur- chased 15 minutes per day, Monday through Friday on WSWN Belle Glade. The commen- taries of Mr. Kaltenborn, son of Commentator H. V. Kaltenborn, are entitled Rolf Kaltenborn Re- ports to the Sixth District. The series will continue until the No- vember general election.

LINGO
Vertical Tubular Steel Radiators

For proven stability and peak efficiency “Look to Lingo” and get the ad- vantage of these 5 “exclusives”:
1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.
TUBE COSTS SLASHED: Lightweight, air-cooled triodes are used exclusively in the "Symmetron" FM amplifier.
The 50 kW "SYMMETRON" FM AMPLIFIER

...an exclusive Westinghouse development that makes possible a revolutionary, SIMPLIFIED 50-kw FM transmitter

Employing a radically different approach to the problems of attaining high power at FM frequencies, Westinghouse engineers have produced a 50-kw amplifier with outstanding advantages and performance characteristics...the "Symmetron". Employing concentric ring construction, this startlingly different Westinghouse FM development makes possible...new operating convenience and circuit flexibility.

Here are just a few of the outstanding features of the Westinghouse "Symmetron" FM amplifier:

1. **Only one amplifier stage.** The Westinghouse "Symmetron" amplifier couples directly from a 10-kw transmitter, used as a driver, to the antenna.

2. **Only 3 tuning adjustments—cathode, plate, and output coupling.** The eight tubes used in the "Symmetron" amplifier function as ONE tube, no individual adjustments are necessary.

3. **Concentric, symmetrical design.** Tubes are integral with their associated circuit elements. The unique circuit arrangement of the "Symmetron" amplifier eliminates all the extra mechanical and electrical components required in other designs.

4. **Air-cooled, plug-in, triode type tubes.** No messy, complicated water cooling system. Any tube can be removed easily without special tools.

These features, and many more, have been incorporated in a design which meets all of the high standards required of any Westinghouse broadcast transmitter. They are your answer to the problem of increasing FM power. For full details, call your local Westinghouse representative today. Or, write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

**Westinghouse**

PLANTS IN 25 CITIES...OFFICES EVERYWHERE

FIRST IN BROADCASTING
Telesstatus
(Continued from page 18)
identification Hooper reports for Texaco Star Theatre [on TV]. The August and September checks have given 96% correct identification. The radio version of Star Theatre gets 33%. Gulf’s We The People usually gets above 80% on TV; 33% on the radio side.

At Young & Rubicam we have used the Hoovers Television Machine to obtain profiles of audience reactions to television. The test audience is selected to be representative of the population. The We The People show which we produce for Gulf Oil Corp., was the first regularly sponsored show to appear simultaneously on both radio and television. So [we have] a radio profile and a television profile of the same show. In passing judgment remember that this was the first time We The People had been televised . . .

By playing back the film recording of the show against these profiles we learn a lot of do’s and don’ts for television programming . . .

When we magnify the commercials alone we see the inevitable drop in audience interest. This was just as true for the television audience as for the radio audience. But the radio commercial dug a hole about twice as deep as the television commercial. With all the devices that suggest themselves for commercial techniques, we may even look forward to the day when the commercial will be a peak rather than a valley in the profile.

What About Budgets?
What will television do to advertising budgets? I do not believe that it will either be piled on top of existing budgets or act purely as a substitute for existing selling methods. It will do some of both. It offers a unique service in that it makes possible product demonstration in the home on a mass basis. It delivers the sales message with greater punch. But it will not completely replace any existing medium of communicating with the public . . .

From the March Telerating [Hooper] report I have taken as an example one of the better than average nights for television because . . . it comes closer to demonstrating what we may expect as average in the near future. The time was 9:30 p.m. Wednesday, March 10. The 3-station TV line-up was Milton Berle, Kraft Television Theatre and baseball. The radio network opposition was Abbott and Costello, The Borden Show, Duffy’s Tavern and Gabriel Heatter. Hooper found three quarters of this TV sample at home and either listening to the radio or viewing television or both. If we judge these homes by their actions we find that 3% are on the fence; 3% favor radio, and 94% favor television.

I have tried to bring together into a meaningful pattern some of the available data pertaining to television’s commercial opportunities and possibilities. Along with these the industry must also assume the responsibilities of providing the public with high quality reception and programs. Improvement and growth in these departments will come only as the result of thoughtful planning and bold action. This means intensified experimentation and investigation — electronic, audience and program research. This is a never ending search—but one which must move at top speed from now on . . .

P & G OFFICIAL GIVES HOLLYWOOD WARNING
UNLESS Hollywood film makers recognize that production of TV film marks a transition from distribution into manufacturing business, the city will lag as leader, Gil Ralston, Procter & Gamble radio-TV executive, told a television meeting sponsored by Screen Publicists Guild, Oct. 7. Mr. Ralston said many film men show total lack of understanding of advertisers’ problems.

Pat Weaver, Young & Rubicam radio-TV vice president, said his agency’s principal concern is meeting the TV problems of clients. Other participants were: Frank Rhylick, TV director, Botsford, Constantine & Gardner, Los Angeles; Leon Benson, TV director, J. Walter Thompson Co., Los Angeles; Frank Woodruff, former radio-TV head of Lennen & Mitch-ell, Hollywood; Ted Steele, Benton & Bowles, Hollywood, radio-TV vice president.

WABD (TV) New York DuMont station, will employ full facilities of INS and CFI. We recently signed DuMont agreement with spot news photo throughout the day. Contract is for daytime operation.

TV as Aid to Church
TELEVISION can be an aid to rather than a rival of the church, Dr. Boynton Merrill, pastor of the First Congregational Church, Columbus, Ohio, told his congregation as the church began its second year of broadcasting its one-hour Sunday morning services over WCOL and WCOL-FM Columbus last month. Dr. Merrill took issue with those who believe radio hurts church work by keeping people home on Sundays. He also cited radio’s effectiveness in helping the church to reach the aged and the ill.

State Dept. to Survey World News Blind Spots
A REQUEST by the newly organized U. S. Advisory Commission on Information that the State Dept. survey “news blind spots” throughout the world has been accepted by the Dept’s International Press and Publication Division. Objective is to determine if American news services can develop radio and newspaper clients in these “blind” areas. The project will be started in the near future, according to Jack McDermott, head of the division.

The five-man Commission also began a study of the effect of security and Civil Service law restrictions on the problem of staffing the Dept’s information operations — including the “Voice of America”—in view of the highly trained specialists required.

The Commission is headed by Mark Ethridge, publisher of the Louisville Courier-Journal, and includes NAB President Justin Miller.

CRI Sydney, N. S., goes on air Nov. 1, with 1 kw on 1570 kc. Station, a mem-ber of CRI, is under CPC management, which transferred to Dominion Net-work.

LADIES AND GENTLEMEN, PUBLIC! THIS DEMO COMES TO YOU BROADCAST THROUGH GATES REMOTE EQUIPMENT
Only AIR EXPRESS gives you all these advantages

![Image of a hand holding a key]

A combination you don't get with other air-shipping methods

1. Special pick-up and delivery at no extra cost. Your shipments are picked up promptly when you call; fast delivery to consignee's door.

2. You get a receipt for every shipment, and delivery is proved by signature of consignee. One-carrier responsibility. Complete security.

3. Assured protection, too—valuation coverage up to $50 without extra charge; 10 cents for each additional $100 or fraction thereof.

These advantages, plus 21 others, make Air Express the best and fastest way to ship. Your shipments go on every flight of the Scheduled Airlines—repair parts, equipment, finished items keep moving to where they're needed. Reach any U.S. point in hours. Phone local Air Express Division, Railway Express Agency, for fast shipping action. Specify "Air Express" on orders for quickest delivery.

FACCTS on low Air Express rates

- 22 lbs. machine parts goes 700 miles for $1.73.
- 10 lbs. printed matter goes 1000 miles for $3.31.
- 30-lb. carton of new fashions goes 500 miles for $4.61.

Some day delivery in all cases if you ship early.

<table>
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<tr>
<th>SPECIFY</th>
<th>AIR EXPRESS</th>
<th>INTO THESE WAREHOUSES</th>
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<tr>
<td>AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.</td>
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</table>

BROADCASTING • Telecasting

October 18, 1948 • Page 79
October 7 Decisions . . .

ACTION ON MOTIONS

(As Commissioner Walker)


The Orange Belt Station, Redlands, Calif.—Granted in lieu of application for leave to amend application to specify 1320 kc in place of 1330 kc as amended application was accepted and application removed from hearing docket.

Video Bestg. Co., San Jose Calif.—Granted petition to dismiss without prejudice application.

WRNY Rochester, N. Y.—Granted petition to dismiss without prejudice application.

Video Bestg. Co., San Diego, Calif.—Granted petition for leave to amend and file application to specify 500 kw in lieu of 1 kw, to show changes in the station's engineering statement, as amended application was accepted and application removed from hearing docket.

The Highland Bestg. Co., Sebring, Fla.—Granted petition for leave to amend application to specify 100 kw in lieu of 250 kw. Amendment was accepted and application removed from hearing docket.

WMGC, Gaffney, Tenn.—Granted petition for reassignment of the call letters of WMC and WMSR to WMC licensed without call letters.

KERN, Bakersfield, Calif.—Granted petition to dismiss without prejudice application.

October 11 Applications . . .

ACCEPTED FOR FILING

K-FVX, Green Bay, Wis.—License for CP

KFRR, Greeley, Colo.—License to cover CP standard station.

K-411, New Haven, Conn.—Granting DP license for Station CP-411 for extension of license; pending application to convert to CP.

WEAS, Decatur, Ill.—Increase power from 1 kw to 10 kw.

WAVE-FM, New Haven, Conn.—Granting DP license for Station CP-FM, subject to conditions.

W-PF-Philadelphia, N. J.—Granting CP license for Station CP-FM, subject to conditions.

W-1000, Kansas City, Mo.—Granting DP license for Station CP-FM, subject to conditions.

W-FM Boise, Idaho—License for CP

W-KD-Boise, Idaho—License to cover new FM station.

WMSA-FM, Massena, N. Y.—Same.

WTTW-Philadelphia, Pa.—Modification of CP

WTHS, Miami, Fla.—Granting CP new educational CP station for extension of license; pending application to convert to CP.

WDBV, Pittsburgh, Pa.—Granting CP new educational CP station for extension of license; pending application to convert to CP.

TYS-198, New York City—Granting CP new educational CP station for extension of license; pending application to convert to CP.

October 12 Decisions . . .

BY THE COMMISSION

Upon petition of Paramount Pictures Inc., Cal., are prompt decisions of certain issues in Commissioner's Order October 15, 1947, (specifically as issues 1 and 2), and subsequent order of

August 28, 1948, (specified as issues 3 and 4), which issues relate to stock ownership and management interests of Paramount Pictures Inc. in applications for TV stations, insofar as petition requests Commission to instruct Hearing Examiner to file report and recommendations on issues 3 and 4 and 6 it was granted; ordered vacated so much of August 28 order in proceeding as denied petition of Paramount Pictures Inc., et al. and ordered Hearing Examiner to prepare and submit expeditedly recommended decision on all issues involved in hearing on applications for TV stations in San Francisco; and further ordered Hearing Examiner to prepare and submit expeditedly recommended decision on issues 1 and 2 in Commission's order of October 15, 1947, as specified as issues 3 and 6 in subsequent orders (Action taken Oct. 4).

BY THE SECRETARY

Carter Publications Inc., Ft. Worth, Tex.—Granted license new TV relay station.

Rambarger Bestg. Service Inc., area New York City—Same.

Balaban & Katz Corp., area Chicago, Ill.—Same.

Radio Sales Corp., area Seattle—Same.

KTLX, Sioux City, Iowa—Granted license covering change in frequency.

WAPX, Montgomery, Ala.—Granted license covering change in frequency.

KLTW, Lebanon, Mo.—Granted license for new station.

WSBN Belle Glade, Fla.—Same—100 kw to 500 kw.

KCOH-Houston, Tex.—Same—1450 kw to 1 kw D and specify studio location.

WKOY, Bluefield, Va.—Same—1420 kw to 250 kw.

WTVY-Vienna, Ky.—Same—50 kw to 1 kw D and D and specify studio location.

WBSP, Springfield, Mass.—Granted license for transcontinental and transcontinental service; pending application to change frequency.

KIST, Santa Barbara, Calif.—Granting temporary assignment of license from Harry C. Butcher to Radio KIST Inc., owner of license.

KXIE, Minneapolis, Minn.—Granting license for new station.

WMBS-Boston—Same—15,000 to 1 kw D and specify studio location.

WKBI, Burlington, Vt.—Same—15,000 to 1 kw D and specify studio location.

K-411, New Haven, Conn.—Denied license.

October 8 to October 14

C-Construction permit

B-directional antenna

N-Non-flickering service

ST-Studio-transmitter link

SASA-special assignment

cond.conditional

LS-local sales

m-medium transmis.

transmitter

amplifier

November

10,000 W Day Time
5000 W Night Time
10,000 W Day Time
5000 W Night Time

KWFT

THE

TEXAS-Oklahoma STATION

Wichita Falls, Texas—The ABC

Represented by Paul N. Raymer
Co., and KWFT, 801 Tower Petroleum Bldg., Dallas.

Page 80 October 14, 1948

KWFT

THE

TEXAS-Oklahoma STATION

Wichita Falls, Texas—The ABC

Represented by Paul N. Raymer
Co., and KWFT, 801 Tower Petroleum Bldg., Dallas.

Page 80 October 14, 1948
In There Pitchin'

IT WAS a busy week for WLAF, Boston, during the World Series playoff in that city. In addition to its own programs, the CBS-owned station originated shows Oct. 5 for CBS affiliates WJAS, Pittsburgh, WCAU, Philadelphia, WGAR, Cleveland and WTOP, Washington. On Oct. 7, WEEI again originated shows for WGAR WJAS and two for WTOP.

KRLD Dallas Asks Election Question

IS A STATION "obligated to clear and to sell a particular period to a political candidate during a general election campaign merely because the same period happened to be available and was sold to a candidate during a preceding primary election campaign?"

KRLD Dallas raised the question with FCC last week—and answered it emphatically in the negative—in replying to Rev. Sam Morris, National Prohibition Party nominee for the U. S. Senate from Texas, who had charged that KRLD sold time to a Democratic candidate, George P. N. Nelson, Concord, New Hampshire, to increase its library of political programs. But the station replied that it emphatically denied that it had "in any manner or form sold or rented or leased or otherwise sold or transferred any time to said candidate during the period of his candidacy for the above-named election of 1948.

KRLD's reply was given by Elliot C. Lovett, Washington counsel.

3D OUTLETS PLANNED IN KROGER PROMOTION

THE KROGER Co., Cincinnati, midwest grocery distributor, has launched an eight-week promotion campaign during which $415,000 in cash and merchandise prizes will be given away.

The firm has scheduled a total of 1,944 commercials on 30 stations in the territory served by Kroger, in addition to extensive newspaper and point-of-sale advertising. Brand-name sponsors cooperating in the campaign include Procter & Gamble, Colgate-Palmolive-Peet, Lipton Tea and Lever Bros.

Among hundreds of other prizes, Kroger will award a year's food supply to three families during each of eight weekly jingle contests. Employes of Kroger's tail stores are eligible to win watches, jewelry, electrical appliances and other prizes.
New Business

(Continued from page 14)

RCA VICTOR Co. Ltd., Montreal (receivers), planning to start Dec. 5, for an unstated period, Boston Symphony Concert on about 20 Dominion Network stations from NBC Sun., 9:30-10 p.m. Agency: Sptizer & Mills Ltd., Toronto.

LONDON LIFE INSURANCE, London, Ont. (insurance), on Oct. 9 started Intercollegiate Football Games to Nov. 13, Sat., 2-4 p.m. on four Ontario and Quebec stations. Agency: McConnell, Eastman & Co., Toronto.

MOTHER PARK'S TEA Co., Toronto, on Oct. 9 renewed to April 30, Musical Mysteries on nine Ontario stations, Sat., 7:30-8 p.m. Agency: A. J. Deene & Co., Toronto.

DAY & NIGHT MFG. Co., Monrovia, Calif. (water heaters, coolers), through Hixson & Jorgenson Inc., Los Angeles, running one television spot weekly on WRAP-TV Fort Worth, with plans for later expansion to other Southern stations. Present contract for 52 weeks.


GANTNER & MATTEN, San Francisco (swim suits manufacturer), appoints Ruthrauff & Ryan, same city, to handle advertising. EDWARD L. McDONALD, formerly with agency's New York office, transferred to San Francisco to serve as account executive.

KADOTA FIG Assn., Merced, Calif., appoints Brissacher, Wheeler & Staff, San Francisco, to handle advertising.


Network Accounts


Wrigley Gum Co., Chicago, began sponsorship Oct. 5 of $50,000 remote series of Gene Autry's rodeo from New York's Madison Square Garden over CBS's East Coast video network. Stations include: WCBS-TV New York, WMAR-TV Baltimore, WCAU-TV Philadelphia, WMAL-TV Washington and WNAC-TV Boston. Wrigley sponsors regular CBS AM feature The Gene Autry Show, from 7 to 7:30 p.m. (EST) each Sunday.

INTERNATIONAL MILLING Co., Greenville, Texas (Robin Hood Flour), renewes Queen for a Day (Monday, Wednesday, Friday, 1-1:30 p.m. CST) for second year on 119 MBS Southern stations for 52 weeks. Agency: Crook Adv., Dallas.

SWIFT and Co., Chicago (Allsweet margarine), begins sponsorship of Meet the Meeks (Sat. 10 a.m. CST) Nov. 6 for second year. Show aired on full NBC network. Agency: J. Walter Thompson, Chicago.

MARS Inc., Chicago (candy bars), resumes Dr. I. Q. Jr., quiz program, over NBC Jan. 9 (Sun., 4:30-5:30 p.m., CST), for 52 weeks. Agency: Grant Adv., Chicago.

Adpeople

KEN PEARSON appointed general merchandising and advertising manager of CVA Corp., San Francisco, (Roma, Cresta Blanca and La Boheme Wines). Mr. Pearson, CVA merchandising manager for past three years, will supervise all advertising and merchandising activities for these wines.

MILDRED B. DUDLEY named radio timebuyer for John W. Shaw agency, Chicago. She was formerly associated with WDWS Champaign, Ill., as announcer and producer; with John Blair and Co., Chicago, radio representative, and with KTRH Houston as traffic manager.

Mr. Pearson

EDWARD J. FORTMAN, former public relations executive with J. Walter Thompson Co., Los Angeles, named director of public relations and publicity for Greater Los Angeles Area Chapter of National Safety Council.

WALTER W. DAVIS Jr., advertising manager of Pacific Pathways Inc., Los Angeles, appointed director of advertising.

N. Calif. Dealers Form Promotional TV Council

TWENTY-TWO California distributors of television receiving sets have formed the Television Council of Northern California, for the general promotion of television. Headquarters for the council are in San Francisco. Al Meyer, president of Leo J. Meyberg Company, RCA distributor, is acting chairman of the board.

Major project of the new council will be a pre-T-Day campaign to acquaint the general public with television. Donors to an advertising fund will be the distributors and manufacturers. Radio and press publicity will be started within the next few weeks.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Position</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Officers, National Press Building</td>
</tr>
<tr>
<td></td>
<td>Offices and Laboratories, 1329 Wisconsin Ave., N. W. Washington, D. C. Adams 2414</td>
</tr>
<tr>
<td></td>
<td>INTERNATIONAL BLDG. DL 1319 WASHINGTON, D. C. PORTER BLDG. LK 8231 KANSAS CITY, MO.</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>PAUL A. deMARS ASSOCIATE 1469 CHURCH ST., N.W. DE 1234 WASHINGTON 5, D. C.</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F ST., N.W. Kellogg Bldg. Washington, D. C. Republic 2904</td>
</tr>
<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. ATwood 3328</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 5670 WASHINGTON 5, D. C.</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 925 15th St., N.W. RSwbgle 3883 WASHINGTON, D. C.</td>
</tr>
<tr>
<td>H. V. Anderson</td>
<td>AND ASSOCIATES Consulting Radio Engineers 134 Clarence St., Phone 7-377 Lake Charles, La.</td>
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<tr>
<td>A. R. BITTER</td>
<td>CONSULTING RADIO ENGINEERS 4125 Monroe Street TOLEDO 6, OHIO Telephones—Kingswood 7631, 9541</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>20 Years' Experience in Radio Engineering MUNSEY BLDG. REPUBLIC 2547 WASHINGTON 4, D. C.</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>WARNER BLDG. WASHINGTON, D. C. 13th &amp; E Sts., N. W. National 6513</td>
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<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>SUITE 604, 1737 K ST., N. W. National 0196 WASHINGTON 6, D. C.</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS 363 E. 75th St. Triangle 4400 CHICAGO 19, ILLINOIS</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D. C. Michigan 2261</td>
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<tr>
<td>JOHN CREUTZ</td>
<td>319 BOND BLDG. REPUBLIC 2181 WASHINGTON, D. C.</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS</td>
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<tr>
<td>Merl Saxon</td>
<td>203 W. Hutchison Street Telephone 888 or 211 San Marcos, Texas</td>
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<tr>
<td>McILWAIN &amp; McHUGH</td>
<td>40 years of professional background PAUL GODLEY CO. Upper Montclair, N. J. MONTCLAIR 3-3000 Little Falls 4-1000 Labs: Great Norht, N. J.</td>
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<td>There is no substitute for experience GLENN D. GILLETT AND ASSOCIATES 902 NATIONAL PRESS BLDG. NA. 5373 WASHINGTON, D. C.</td>
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<td>LOHES &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT E15 WASHINGTON 4, D. C.</td>
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<tr>
<td>WORTHINGTON C. LENT</td>
<td>CONSULTING ENGINEERS WASHINGTON, D. C. 1200 18th St., N. W. Room 1210 DISTRICT 4127</td>
</tr>
<tr>
<td>DIXIE B. McKEY &amp; Assoc.</td>
<td>1820 Jefferson Place, N. W. Washington 6, D. C. Republic 7236</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7932 WASHINGTON, D. C.</td>
</tr>
<tr>
<td>GILLE BROS.</td>
<td>1108 Lillian Way Glendale 6178 HOLLYWOOD, CALIFORNIA</td>
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<tr>
<td>ROBERT M. SILLMAN</td>
<td>CONSULTING RADIO ENGINEER Specializing in Antenna Problems 1011 New Hampshire Ave. BE. 6646 Washington, D. C.</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-314 Munsey Bldg.—District 8456 Washington 4, D. C.</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Warner Building, Washington 4, D. C. Telephone National 7757</td>
</tr>
<tr>
<td>FRANK H. McINTOSH</td>
<td>718 16th St., N.W.—Metropolitan 4677 WASHINGTON, D. C.</td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td>1025 CONNECTICUT AVE., N.W. WASHINGTON 6, D. C. NA. 7161</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D. C. 1605 Connecticut Ave. MI. 4181 Dallas, Texas 1728 Wood St. Riverside 3611</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 8-6108</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>AND Associates 3738 Kanawha St., N. W. Oldway 8071 Washington, D. C.</td>
</tr>
<tr>
<td>PREISMAN &amp; BISER</td>
<td>AM, FM, Television Allocations, Station Design MANAGEMENT TRAINING ASSOCIATES 3306 16th St., N. W. Washington 10, D. C. Adams 7599</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13th St. N. W., EX. 8073 Washington 5, D. C.</td>
</tr>
</tbody>
</table>
Help Wanted

Managerial
Manager: Good opportunity, experience necessary. Background and expected salary letter. Box 973, BROADCASTING.

Salesmen
Salesman—Excellent opportunity in competitive New England market. Opportunity. Box 981, BROADCASTING.

Salesman—1000 watt daytime and 5000 watt nighttime station. Must have well-rounded sales background. Suitable financial arrangements will be made. Box 981, BROADCASTING.

Salesman needed for progressive music-sports station. Mutual affiliation, located in one of South's fastest growing cities of 200,000 metropolitan population. To an ambitious and enterprising individual who will work hard and be dedicated, we can offer a progressive future. Must have training and experience. Starting $50.00. Box 989, BROADCASTING.

Technical
Combiner man, first class ticket necessary, good all-around ability. Write or wire giving home phone number. WIRC, Erie, Penn.

Situations Wanted

Managerial
Manager—Successful fifteen year network manager. Thoroughly experienced all department. Can be available by December 1. Contact WWC, Broadcasting.

Salesman—Accepting job to climb wall. Good reception, drive in Colorado. Salary $250.00. Box 991, BROADCASTING.

Situations Wanted (Cont'd)

Manager—One of the nation's largest talent agencies. Excellent opportunity. Good will from top radio executives. Must have present New York connections. Send resume. Box 991, BROADCASTING.

Announce

POWERFUL PLAY—Imagine a professional baseball, direct from the National League. Make a down payment of $50.00 and only $45.00 balance due on your home phone number. Phone WIRC, Erie, Penn. for full particulars.

SPORTS ANNOUNCE

Top-flight play-by-play man, all sports. Open own station or join large market operation. Eight years experience, sports, news, sales. Young, aggressive, married. Will travel. Eager for good opportunity. Box 990, BROADCASTING.

Box 991, BROADCASTING.

Help Wanted

Cont'd

For good girls only. 5000 watt network affiliate station in upper New York State. Needs a good female outside sales and have to handle feminine activities, including sales calls. Excellent opportunity. Will you the gal we want? State qualifications and experience clearly. Reply WWC, Broadcasting.

Program Director—1000 watt independent daytime and nighttime station in Virginia. Experienced and capable with good voice. Full partnership, sale and photo and salary requirements in first letter. Box 994, BROADCASTING.

Program Director—Announcer with first ticket. To climb wall to national network. Salary $95.00. Box 996, BROADCASTING.

Program Director—announcer—salesman. On battle ground and grow with station. Many years experience. Box 996, BROADCASTING.


SPORTS ANNOUNCER

Top-flight play-by-play man, all sports. Open own station or join large market operation. Eight years experience, sports, news, sales. Young, aggressive, married. Will travel. Eager for good opportunity. Box 990, BROADCASTING.

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Situations Wanted (Cont'd)

Situations Wanted (Cont'd)

Production-Programming, others

Program director—Thirteen years experience programming, announcing, sales, production. First new station construction, Box 970, BROADCASTING.

Situations Wanted

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL PHASES of radio broadcasting by Hollywood's outstanding professionals. Highest references in industry. Available soon. Box 13, BROADCASTING.

Station Managers! Needed Personnel

BROADCASTERS!

Wanted a Refresher Course? BEGINNERS!

Wanted to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

5338 16th Street, N. W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING

P.O. Box 3138
Washington, D. C.

Please send information concerning

□ Correspondence □ Residence Courses.

Name _____________________________

Address __________________________

City _____________________________ State ________________

Certified Broadcast Training

Situations Wanted (Cont'd)

Technical

Chief engineer—Excellent references, years best engineer, station having TV plans. Years TV. Thoroughly experienced in broadcasting, operation AM, FM, television. Excellent references. Box 985, BROADCASTING.

Engineer, thoroughly experienced, including construction. Excellent reference. RCA General Course. Experienced. Has car. Desires 1 kw or better. Box 984, BROADCASTING.

Construction—chief engineer available. Highest qualifications including engineering degree. Long experience. Box 984, BROADCASTING.

Licensed studio supervisor, 50 kw, changing residence. Must form completely. Box 852, BROADCASTING.

Chief engineer with $5000 to invest. East coast. Presently chief of 250. Experienced operation. Box 990, BROADCASTING.

Employment Service

Attention station managers. Experienced radio personnel available now.


(Continued on page 88)

$35,000 Opportunity

Here is one of the most attractively financed situations and opportunities we have handled. With a $35,000 down payment a person with the right management qualifications can acquire a regional facility covering one of the very good radio markets in America.

The balance due is committed on a conservative long term financing basis that will enable the purchaser to make payments out of profits.

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

WASHINGTON, D. C.

James W. Blackburn

Washington Bldg.

Sterling 4341-2

Baltimore

Clarence E. Wilson and

Philip D. Jackson

Tower Palace Bldg.

Central 1117

San Francisco

Ray V. Hamilton

235 Montgomery Street

Exbrub 3-6672

Employment Service

Looking for WELL TRAINED MEN?

Fulltime metropolitan station 20,000 watts PM in city. Excellent progressive station. Take offer. Box 925, BROADCASTING.

Daytime 1000 watt with time sales, complete operation. First 1 kw station in major market of well over million population. Sales manager, sales manager, manager, office manager, sales. Interested parties, write or call. Box 984, BROADCASTING.

Midwest station daytime only but fulltime application filed for and in operation. Same situation. Box 28, BROADCASTING.

Equipment, etc.


Raytheon 220 watt transmitter complete with spare set of tubes. This transmitter has been in operation for two years and it has not lost any air time. Also composite studio console. Reason for selling increased in power. For details contact KCYB, Lod, California.

Sell RCA TMV-129-B crystal and holder. Current construction condition or trade for some 1340 kw KVRF, Salida, Colo.

1 RCA 7SB console complete with power supply, Inquire Selwyn Kirby, KOOL, Adams, Colorado.

(Continued on page 88)

For Sale

Stations

Radio personnel—We have openings for station managers, junior and senior announcers, writers, producers, newscaster, sportscaster, operators, engineers, technicians. Wilson Employment Service, Commerce Building, Cleveland, Ohio.

October 18, 1948 • Page 85

Schoen available. Can announce, have ticket, am combo man or straight control person. Interested. Can do remote, record shows, voice-over work. Excellent experience on any radio, television lawns, change ribbon on ticker machine, etc. Salary $3500. Out, sure, conventional sold out. I'm serious, if you are I've got the ticket. Box 967, Dogpatch.

Team—Announcer and engineer. Announcer with broadcasting experience. Engineer with first phone. 250 watt experience. Will travel, have car, want progressive station. Box 1, BROADCASTING.

Announcer, graduate School of Radio Technique. Married, vet, disc jockey, news, sportscaster. Operate control panel, excellent recommendations, capable. Box 2, BROADCASTING.

Announcer-engineer, experienced, first phone, two years experience. Will work anywhere in California, age 29, have disc. Bill Cameron, 22170 Zephyr, San Francisco.

Announcer desires staff position. Thor-ough background in commercial radio, news, programing, production. Will work anywhere. Box 229, BROADCASTING.


Young announcer, experienced. Handles articulate disc show, sports, strong known personality. Stature, presentation. College graduate. Will send disc. Prefer stations within 300 miles of New York. Box 982, BROADCASTING.

Announcer, some copywriting; wants staff, young voice for disco available. Box 980, BROADCASTING.

College graduate, experienced, looking for first position in sports station. Motivationally-minded station which will let me demonstrate what I have to offer. Prefer, northeast. Box 985, BROADCASTING.

Announcer—One year experience in 250 watt as an announcer-operator. Interested in producing apprenticeship, preferably in live musical shows in station located near Chicago. Have scripted disc shows from pop to show tunes. Good copy writer. Samples and audition disc upon request. All offers welcomed. Box 984, BROADCASTING.

You get—A capable announcer, fine delivery, strong on sports. I get needed experience. Box 986, BROADCASTING.

Have done play-by-play and disc shows Audacity and Porcelain for five years. An- nouncer on request. Box 978, BROADCASTING.

Nashville, Tenn., or midsouth area. Recent graduate or university graduate, excellent cell phone. Experienced women's, disc jockey position. Good radio personality. Interested any phase. Will do audition. Box 978, BROADCASTING.

Eight years experience in sports with three years voice over work. Does more opportunity. Box 957, BROADCASTING.

Young woman, college graduate 5 years experience. Good on-the-air personality. Box 955, BROADCASTING.

Program director—Ten years radio, all phases, small market, medium. Have good family. Will trade ability and experience for management and reasonable income. Box 954, BROADCASTING.

Sales promotion-production—Own 750 kw station in the northwestern states. Have been settled in the right way a number of years. Have been with same station year after year. I have made this idea personally for you. If I am now happily located, Great stunt—when I am located in the southeast I will have some interesting time right after show. Write to Jack Blackburn.

Disc jockey, 15 years experience. Handles all phases radio music. Have unique ideas. Can do a real job for you. Box 13, BROADCASTING.

Program director. Presently employed. Desires program producer. Can train your staff and keep it on the ball, be your outside sales representa- tion, public service, special events. Good opportunity. Prefer Army. Limited by limited potential of small station. Box 950, BROADCASTING.

Promotion manager-program director. Ten years experience in All phases large station operation with network and independent. Proven ability. Can do a real job for you. Box 13, BROADCASTING.

Disc jockey, 15 years experience. Good on-air personality, known personality. Will handle and maintain board. Box 956, BROADCASTING.

Florida girl. Northwestern graduate desires more Florida and continues return to Chicago. Excellent, dramatic, women's disc jockey program. Limited production, with potential small station program director. Prefer home studio. All offers answered. State approximate salary. Available January 1st. Box 977, BROADCASTING.

Eager beaver newcomer, 15 years news experience. Wants opportunity. Washington news rep with chance for TV. Writes news experience in radio, scripting, writing, news, interviews, radio news and copy. Box 987, BROADCASTING.

Radio personnel—We have openings for station managers, junior and senior announcers, writers, producers, news- caster, sportscaster, operators, engineers, technicians. Wilson Employment Service, Commerce Building, Cleveland, Ohio.
We can handle three more applications this year. Why not let us convert your ideas into complete station. A three percent stamp will bring you the answers to your questions as to how it can be done. There is no substitute for experience. L. W. Andrews, Inc., 219 Whitter Bldg., Davenport, Iowa.

LATE CLASSIFIED

Help Wanted
Salesmen
Network station in southwest city of 100,000 has an opening for an experienced salesman. Successful man can earn at excellent income and may become sales manager. Box 30, BROADCASTING.

Announcers
Progressive selling in rich market needs top notch announcer-singer. Starting salary $80.00 per week. No experience need apply. Write WKO, 811 Centre, Calif.

Technical
Combination engineer-announcer position available in midwest. Excellent all phases broadcasting experience required. First class B.S. in electrical engineering. Must have ability to qualify for first class engineering license. Contact WBBN, 123 State St., Chicago.

Production-Programming, others
Women's program director to help aggressive, progressive station in major Quad City market reflect its community on the air through active air-work and community activity. Must be good on the air, able to write well and have ideas, also assist program director in planning, promotion, etc. Send photo, disc and full details including desired starting salary, to General Manager WQWA, Moline, Ill.

Situations Wanted
Managerial
Opportunity wanted by employed sales manager to use background and record of achievement. No armchair executive, just get business by making plenty of calls. Salary-bonus or guaranteed draw. Box 17, BROADCASTING.

Salesmen
Salesman, sales manager available in midwest. Can handle radio background and record of achievement. No armchair executive. Just get business by making plenty of calls. Salary-bonus or guaranteed draw. Box 17, BROADCASTING.

Announcers
An announcer-engineer, first phone, capable news man, wanted. Graduate Pathfinder School of Radio. U. S. Navy, 1232 Oak St., Kansas City, Mo.

Experienced announcer, 23, strongly supports this profession. Desires midwest location. Box 22, BROADCASTING.

Disc job for announcer, 28, eight years experience radio writing. Married, sober, available. Write references. For western metropolitan area. Box 20, BROADCASTING.

Experienced announcer available two weeks withosciation staff working in Oregon, Idaho or Washington. Box 19, BROADCASTING.

Late Classifieds (Cont'd)

CAMPANA SALES Co., Batavia, Ill., on Oct. 7 began its 19th year of sponsorship of First Nighter dramatic series for its Campiana Italian Balm. Program resumed on CBS on that date, Thurs. 10:30-11 p.m. Wallace-Ferry-Hanly Co., Chicago, is agency for Campana.

With start of 1948 college football season, WSBT South Bend, Ind., has begun its 10th year of broadcasting the complete schedule of Notre Dame games under the continuous sponsorship of the American Trust Co., South Bend. WSBT has been giving Notre Dame play-by-play accounts for 26 years and claims to be one of first stations in country to air such programs. Ex-Notre Dame player, Joe Boland, handles series.

XXOK St. Louis, owned by St. Louis Times-Star, Sept. 19 celebrated its 10th birthday! WBNB Beloit, Wis., FM outlet of the Beloit Daily News, has begun its second year of operation. Featuring heavy coverage of local sports activities, WBNB reports there are over 25,000 home fans within its coverage area. Also now in second year of operation is WCCM Lawrence, Mass., AM outlet. Special anniversary party at local theatre marked first birthday in early September of WCSI Columbus, Ind., FM station. Lieut. Gov. Rue J. Alexander attended.

WDRC Hartford, Conn., has completed 150th consecutive wire recorded broadcast in its Community Chest series. Quarter-hour show originates weekly from different Chest agency. The Los Angeles Breakfast Club program of KFWP Los Angeles is now in its 22nd year. Art Baker has started his 11th year of Art Baker Notebook on KFI Los Angeles.

Harold Peery did his 300th NBC Great Gildersleeve broadcast Sept. 22. . . . Stewart Kennedy, director of special events at WFBF Baltimore, has entered his 26th year in radio. . . . Arthur Mills, chief engineer of CGX Yorton, Sask., has begun his 22nd year there.

WMAL and WMAL-TV Washington are presenting series of 13 consecutive Sunday broadcasts of nation's pro grid games, marking sixth year of sponsorship by American Oil Co. Featuring Washington Redskin games for most part, programs start second year on WMAL-TV. Harry Warner and Jim Gibbons cover. . . . Claiming to be Chicago's oldest continuously sponsored show, The Northwestern has begun 18th year on WGN Chicago for local Northern Trust Co. Octet, girl duo and orchestra are directed by Walter Steinberg. In Chicago, Morris B. Sachs' Amateur Hour has started 15th radio year and is heard now on WENC Chicago each Saturday afternoon. Originally started in Sachs' store window on city's southwest side. Of the 9,000 amateurs who have appeared, many now professional entertainers. Agency for sponsor is Ruthrauff & Ryan, Chicago.

Sept. 19, 1921, WBZ Boston inaugurated regularly scheduled program over WGBH. First broadcast featured air grounding of Eastern States Exposition at Springfield, Mass. It was second station in U. S. to begin regular program. WBZ D. W. Wise, manager. Commemorating 27th anniversary of that date, WBZ set up complete studio at this year's exposition and presented extensive coverage of fair activities and aired numerous special events. Programs also were aired by WBZA and WZBH, affiliated stations. WZBH has studio in Westinghouse Radio Stations Inc. ownership.

Shortwave Services
SHORTWAVE services of the United States, Canada, Radio Australia and the BBC, were classified by a survey conducted in Sweden as the four leading services of their kind in the world. This information was pointed out to the Australian Parliament Oct. 7 by Arthur A. Calwell, Minister for Information, Dept. of Information, to which Radio Australia is attached. He said that in 1948 Australia's programs had been relayed by Mutual in the U.S., BBC, New Zealand's National Broadcasting Service, the Canadian and South African corporations as well as Singapore Radio and the All-India Radio.

"STARLETS ON PARADE." KDIA Pittsburgh's all-childers half-hour "Starlets on Parade" is eighth year on the air Oct. 9.
NEW POLITICAL GUIDE PUBLISHED BY GALLUP

A VALUABLE reference for observers on the American political scene—The Gallup Political Almanac for 1948—has been compiled by the American Institute of Public Opinion, Princeton, N. J., and printed by The Clarke Press, Manchester, N. H.

The book contains all the material found in the first edition of Gallup's political almanac, plus considerable new material. Results of the 1946 and 1947 elections for Congressmen, Senators and Governors and changes in these offices caused by deaths, resignations or special elections are included. Gubernatorial vote figures for each state back to 1928 are added.

Information on the forthcoming 1948 elections, turn-out in this nation compared with other democracies, Presidential succession, the party conventions are other new features. To avoid misunderstandings this edition presents election results in terms of percentages rather than actual votes cast.

Complete figures on the last three Presidential elections for the 3,069 counties and 26 independent cities in the nation are found in the book. It also gives political trends over the last 20 years, some illustrated by charts. Breakdowns indicate how a particular state voted for President, Senators, Representatives and the majority given to a specific major party; how the nation's farmers, white collar workers and labor union members voted in recent years; and other related information.

Margot Fortuna

MARGOT FORTUNA, 32, Woman's World editor and Story Lady of WAZL Hazleton, Pa., died Oct. 2 of a heart attack. For many years she had been identified with New York productions and with summer stock theatres. She returned to Hazleton two years ago and joined the WAZL staff in January 1947.

'Sound Effect' Spot

SPOT announcements have been artfully interwoven in the pattern of background sound effects, with gratifying results, by KLIF Dallas. The technique was used by Sports Announcer Gordon McClendon and Al Turner, alternating at the mike, during simulated "on-the-spot" broadcasts of baseball games. In addition to the play-by-play account developed from decoded Western Union reports from the playing field, continuous crowd noise, music, and other material was used to provide a natural background. KLIF injected more color by dubbing in a "sound-effect" spot against the background noise. Intermittently, listeners could hear the familiar voice of the soft drink hawker crying "Ice cold—get your ice cold Dr. Pepper."

Second French-Language Net Starts in Quebec

PERMISSION to develop a number of subsidiary commercial networks has been granted to a second French-language network in Quebec province. Canadian Broadcasting Corp. has sanctioned five sustaining programs to be carried by stations in Quebec City, Montreal, Toronto, Ottawa and Moncton. The shows will start with sustaining programs going to two or more Quebec stations. They may be sponsored without further CBC permits, it is understood.

Programs are being routed on network lines from Sept. 20 to March 14. Stations in all or some of the shows, in addition to the originating stations, are CHLN Three Rivers, CKVQ Quebec, CHIC Quebec, CJSO Sorel and CHRP Granby. The development is new to Canadian broadcasting in some respects, and falls in with CBC plans to develop a second French-language network.

CAMPAIGN STARTING TO END PHONY POLLS

BECAUSE legitimate research survey canvassers are having doors slammed in their faces, the National Better Business Bureau has announced a nationwide campaign to stamp out the use of the phony research approach in door-to-door selling. The bureau reports that door-to-door salesmen frequently tell the household they are taking a "radio poll" or a "public opinion survey" to gain entry to the home—and then begin their sales talk for anything from books to dustmops.

Research organizations sending canvassing teams into a community are advised to contact the local Better Business Bureau, so the local organization can assist in certifying to the genuine nature of the organization's work. Local radio stations, conducting listener research surveys, should do likewise, according to the Better Business Bureau spokesmen. In the instance of a supposed "radio research poll" was discovered to be a high pressure campaign for selling encyclopedias to the unsuspecting housewife.

Three prominent marketing research officials will assist in the campaign to eliminate the deceptive door-to-door sales approach.

Hollywood Stars Honor Dedication of WPJB-FM

WPJB, new FM station of the Providence (R. I.) Journal Co., was dedicated Oct. 17. Frequency is 105.1 mc (Channel 296), with 20 kw power.

Eddie Dowling, Broadway star, as m.c., headed the list of Rhode Island natives returning to Providence to add their talents to the show, which was presented in the auditorium of the Rhode Island School of Design and carried by WPJB throughout the state. In addition to the live talent, the program carried a 30-minute transcription made by Hollywood people who are former Rhode Islanders.

KCMJ Transfer Data

KCMJ Palm Springs, Calif., is a CBS affiliate operating on 1340 kc with 250 w, fulltime, and is now licensed to Palm Springs Broadcasting Co., new corporation. KCMJ was incorrectly identified as operating daytime on 1370 kc with 250 w in Broadcasting, Sept. 20. KCMJ was granted assignment of license by equal partnership of Richard W. Joy and Donald C. McBain to the new firm which is composed of following: Mr. McBain, president and 37.31% owner; Mr. Joy, secretary-treasurer and general manager and 37.31%; his wife, Jean W. Joy, 18.655%; George W. Irwin, co-founder of Irwin-McHugh Adv., Hollywood, 18.655%; and Roland Irwin, KCMJ announcer 12.69%. Messrs. Irwin and Vallee each invest $6,250.
WSAY REFUSED

THE U. S. Supreme Court refused last week to review a Circuit Court decision which upheld the right of a network to fix the national advertising rate of an affiliate.

The request for a review had been filed by WSAY Rochester and was directed against the lower court's refusal to issue a preliminary injunction to prevent ABC and Mutual from moving affiliations away from WSAY, pending trial of the station's $12 million suit charging all four national networks with violating the anti-trust laws [Broadcasting, May 3, 1979, Oct. 19, 1979].

WSAY claimed, and was supported by the FCC and the Justice Dept., that the decision of the lower court—the U. S. Second Circuit Court of Appeals, New York, affirming a decision of a U. S. district court—took a "misconception" of FCC's network regulation policies and "does... violence to accepted principles of the anti-trust law."

Attorneys for the station, owned by Gordon F. Brown, late last week had not decided that their move next would be. They may proceed with trial of the anti-trust suit, which is pending in the Southern District Court, New York. Among legal observers, however, there has been a feeling that the case would be materially weakened if the Supreme Court failed to set aside the denial of the preliminary injunction.

Although the Supreme Court's refusal to review is not strictly an affirmation of the preliminary injunction decision, it does permit the decision to stand. But it does not preclude review of the entire case if, after trial, if review is then sought. Authorities pointed out that the Court generally is reluctant, in view of the workload of other cases, to review those, that are still before the lower court.

WSAY's suit charges that ABC and Mutual conspired to boycott the station, and that NBC and CBS, which have other Rochester affiliates, refused to make their programs available. Until 1947 WSAY had special non-affiliate arrangements with ABC and Mutual, but when new stations were authorized in Rochester these two networks terminated their agreements with WSAY and signed up with new affiliates. It was this switch which WSAY sought to prevent by preliminary injunction.

In the decision which the Supreme Court refused to review, the Circuit Court upheld the Southern District Court's refusal to issue such an injunction. It declared that a network is not a common carrier and therefore can make, "in the absence of concerted action" prohibited by the anti-trust laws, unlawful contracts it wants for the distribution of its programs.

The Circuit Court held that "in the record now before us there is no persuasive evidence of a conspiracy to boycott...or otherwise unlawfully exclude [WSAY] from obtaining defendants' programs, which, at least, later may be established as a fact."

The decision, written by Circuit Judge Agustus Hand, also said: "[WSAY] had no inherent right to set its own rate to an advertiser and in all other respects to use the facilities of the radio network, not does the court have the power to compel defendants to do what the plaintiff [WSAY] on such terms.

Plaintiff misconceives the function of a network, which buys time from the stations and sells to the advertisers its facilities and services of those stations as an aggregate. Not only are the networks not common carriers but it would be cumbersome if not impractical for them to furnish programs if they did not have authority to deal independently with the advertising concerns in the absence of leaving the rates to be determined individually by the different stations which they serve...

We do not say that it would be impossible in federal law not to allow each station to set its own rate, but it would seem to be less practical as a business and certainly one to which plaintiffs can no claim of as of right...

WSAY is represented by Seymour Krieger, one of the authors of FCC's Chace Broadcasting Report, now a Washington radio attorney, and William L. McGovern.
CLOUGH PLAN

Idea of TV Sound on FM Channels Debated

THE IDEA of transferring television sound to regular FM channels, and permitting independent sound programming when the video is not in operation [BROADCASTING, Oct. 4], appeared to be gaining stature with partisans for and against.

- the TV sound track should not be used for FM broadcasting during non-video hours.
- The plan was supported that “good programming for a TV station is an exhausting” as well as expensive job.

“We can all guess that a TV station will have to do at least a greater part of each day to show a profit,” he declared. “This all adds up to the fact that TV operators will shortly be knocking at the door of the FCC for permission to run aural programs on TV stations part of the broadcast day. If such permission is granted, they will then be operating FM stations, because TV sound is FM.

“This would be confusing to the public, expensive duplication of equipment and determination of the building of a nationwide FM service,” Mr. Price continued. “There is not a single technical reason that the plan advocated by Mr. Clough will not work.

“Video adapters could be added to existing FM receivers at less cost than a complete TV set. This combination would be even better in some ways than an expensive TV set, which might not tune the FM band. Future development of video, such as color, would not obsolese nearly so much equipment, either receiving or transmitting, if the sound were dependably fixed.”

Views of Detractors

Detractors, however, viewed the plan as completely unfeasible. From the viewpoint of spectrum economy—one of the grounds cited by Mr. Clough in support of his proposal—they contended that the gain would hardly be worth the effort. Video sound, they explain-

ed, takes up less than 200 kc of a 6-ncm channel, apart from the guard band.

Further, they argued, the extent to which FM channels already occupied would be a big stumbling block and seemingly would require a reallocation of channels in many areas (since many stations have TV stations, and vice versa).

They also anticipated propagation difficulties and receiver design problems, and, additionally, felt the number of stations to operate TV stations parttime as audio-only stations would result in a relaxation of efforts to promote the visual medium.

TRAIN VIDEO SUCCESS IN B & O TRIAL RUN

TELEVISION on moving trains may become an accepted fact if tests now being conducted by Bendix Aviation Corp.'s radio division and Baltimore & Ohio railroad prove successful as the original demonstration Oct. 7.

First test was successfully performed on a run from New York to New Haven per hour. Three Washington video outlets—WBW (NBC), WTTG (DuMont) and WMAL-TV (ABC)—were received clearly in the Washington area. The receiver was tuned to WBAL-TV and WMAR-TV Baltimore, as the train neared that city. The signal of WCAU-TV Philadelphia was picked up near Newark, Del.

Bendix engineers use a commercial type radio television receiver, then add a non-directional receiving antenna and other special circuits to compensate for the change in direction of the train and “shad-ow effects” of obstructions. The antenna was developed by Dr. Frank Norton, TV engineer for Bendix. Audion reception was furnished through regular Bendix long-distance FM sound.

In his new connection, Mr. Taylor will engage in radio, tax, ad- ministrative, corporate and general practice. Offices are located in Dupont Circle Bldg., Washington 6, D. C. Mr. French at one time was an attorney for the Federal Administration and served in the Army Air Force as a lieutenant colonel.

Taylor Now With French in Washington Practice

SUTHERLAND G. TAYLOR has resigned from the law firm of Ford & Cutler to become associated with Ward M. French in operation of the Washington office of Saul, Ewing, Remick & Saul. The former firm continues as Ford & Cutler.

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At Deadline...

**VIEWS GIVEN ON PROPOSED MAIN STUDIO RULE**

ORAL ARGUMENT before FCC on its proposed new rule on main studio locations Friday provoked an outcry from opponents and two suggestions for modification or provisions for waiver.

Proposed regulation would require AM and FM stations to maintain a majority of their non-network programs (from standpoint of time rather than number of programs) from main studio or other points within city in which station is located as shown in license (broadcasting, March 1).

George S. Smith, attorney for KVIT Tacoma, Wash. and WFCI Pawtucket, R. I., said effect would be to control origination of majority of programs and claimed this “approaches the border” of program-content control. It would be unfair to independent stations, he added, because it affects only non-network programs. He said amendment, if made, should provide only that station’s main studio shall be located within its primary service area.

Vernon L. Wilkinson, counsel for WIBU Poinette and WWCF FM Baraboo, Wis., urged exceptions to proposed rule be granted in “meritorious cases” and agreed to attempt to draft proposal. He said WIBU is a rural station, programs from five remote studios, would have to rely on phonograph records if required to originate 51% of its program time from Poinette.

Marcus Cohn, for foreign-language WHOM Jersey City, said station was acquired on basis of plans to serve entire New York metropolitan area and that FCC has since granted power increase and license renewal on these representations. It would be impossible to live up to those promises under FCC’s proposal, he said, requesting waiver be permitted for stations in such circumstances.

**WEEK ASSIGNMENT**

ASSIGNMENT of license of WEEK Peoria, Ill., and permit for WEEK-TV from West Central Broadcasting Co., corporation, to new partnership of same name and ownership requested. FCC Switch made for tax reasons. Partnership composed of: Robert S. Kerr, 45.9%; his wife, Grayce B. Kerr, 11.1%; brother T. M. Kerr, 10.75%; Geraldine H. Kerr, wife of T. M. Kerr, 3.125%; D. A. McGee, 15%; Dean Terrill, 4.16%; and T. W. Fenstem, 5.944%.

**BOBBYSOXERS MOB CARROLL**

JACK CARROLL, 24, crooner-baritone and seven-time consecutive winner on MBS Talent Jackpot show (Thurs., 8-8-30 p.m.), was mobbed and severely injured by 500 hysterical babysoxers following last Thursday’s broad- cast in New York. He was treated at Columbus Hospital, Newark, for cuts and bruises.

**RCA JOBS FOR VETERANS**

VETERANS Employment Service has obtained from RCA job orders for 1,000 workers in TV field. Workers, to be used in installing and servicing television sets, will be recruited by local offices of state employment services in cooperation with State Veterans Employment Service.

**FCC HEARS ARGUMENT IN LIMA-COLUMBUS CASE**

REVISED proposed decision favoring Northwestern Ohio Broadcasting Co. of Lima, O (1 kw 1500 kc), over Sky Way Broadcasting Corp., Columbus, Ohio (5 kw day, 1 kw night, 1150 kc), argued orally before Commission en banc Friday. Final decision last March had set aside FCC’s decision of Sky Way with FCC issuing new proposal still favoring Northwestern in September (Broadcasting, Sept. 27).

Marcus Cohn, Sky Way counsel, argued Commission failed to consider “efficient” factor of Sec. 307(b) in considering best use of frequency. He held FCC further ignored comparison of Lima and Columbus.

Herbert M. Bingham, Northwestern attorney, said exceptions in case were not in accord with rules and cited data used in Sky Way presentation which he claimed was not even in record.

**TWO HEARINGS CALLED IN OWNERSHIP CASES**

FCC called for hearings on two station sales—KXYD Des Moines to investigate a charge of concealed ownership; and WJXN Jackson, Miss. to determine whether transfer has already taken place without Commission consent. WJXN case involves application for approval of $35,000 transfer of the 250-w station (1450 kc) from P. K. Ewing Jr. and F. C. and Myrtle E. to Andalusia Broadcasting Co., licensee of WCTA Andalusia, Ala.

In San Diego case, KYOR is being sold to San Diego Broadcasting Co., licensee of KUSN, for approximately $87,500.

**FCC WIDENS MIAMI ISSUES**

HEARING on revocation of WTVJ (TV) Miami, ordered by FCC two years ago for tax reasons, Partnership composed of: Robert S. Kerr, 45.9%; his wife, Grayce B. Kerr, 11.1%; brother T. M. Kerr, 10.75%; Geraldine H. Kerr, wife of T. M. Kerr, 3.125%; D. A. McGee, 15%; Dean Terrill, 4.16%; and T. W. Fenstem, 5.944%.

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**HOOPER EXPANDS SERVICES FOR ADVERTISERS, AGENCIES**

EXPANSION of C. E. Hooper Inc., services announced with two modified expansions of services to agencies and advertisers not now subscribing to both program and city Hooperatings.

To agencies placing one or more network programs and subscribing only to program Hooperatings, Hooper offers U. S. Hooperatings for one-third more than monthly subscription to program Hooperatings alone. To advertisers sponsoring one or more network programs and subscribing only to program Hooperatings, company offers U. S. Hoopers and/or network audience analysis. Price for both additions is two-thirds more than present subscription for program Hooperings alone and for either one of two additions one-third more.

**DISTRICT 5 HITS GRANT TO PUERTO RICAN AGENCY**

EFFORT to prevent setting of precedent by grant of commercial CP to Puerto Rican government (see page 21) urged by NAB District 5 at Atlanta Friday (early District 5 story page 20). Insiders feel offers two of proposed decision, would have to operate side by side with 23 existing stations.

In resolutions, district adopted naming of NAB code committee; supported transcribers in AFM fight; asked radio question in H.R. 6655; opposed district director anti-TCa; or Atlanta stations for convention plans; advised wider use of BMI; proposed universal survey and measurement service; supported Judge Smith in fight for radio.

District asked manufacturers to allow dealer cooperative allowances for radio on equal basis with other media.

Maurice B. Mitchell, NAB broadcast advertising director, called for support of All-Radio Presentation. James M. LeGate, WIOD Miami, District 5 sales managers chairman, directed Friday sales clinic.

**RECORDING GROUP STUDIES PROPOSED STANDARDS**

TENTATIVE standards for fine-groove records submitted Friday at New York meeting of executive committee of NAB Recording & Reproducing Standards Committee. Committee took up work of project groups for submission to NAB board in November (see story page 60).

Progress made in adoption of glossary for magnetic and disc recording, with American Standards Assn. participating.

Committee recommended standards covering width and thickness of magnetic tape as well as breaking strength, humidity and temperature factors. Work of subcommittee on noise and distortion approved but specifications for reels incomplete.

At attending Friday meeting were Robert M. Morris, ABC, chairman; T. J. Gallogly, American Standards Assn.; C. R. Sawyer, Western Electric; S. J. Begun, Brush Development Co.; C. J. LeBel, Audio-Scientific; A. H. Chinn, CBS; H. R. Reiskind, RCA Victor; R. A. Lynn, NBC; Mr. Dietze, Bell Labs.; Neal McNaughten, NAB.
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.

WLW
The Nation's Most Merchandise-Able Station
Crosley Broadcasting Corporation
A STATEMENT OF  
MUTUAL’S POSITION ON  
“AUDIENCE BUYING” AND “GIVEAWAY” PROGRAMS

By EDGAR KOBAK, President, Mutual Broadcasting System

THERE has been widespread misunderstanding about the issues involved in “giveaway” programs on the air. The confusion may be traced to two principal factors: (1) incorrect and loose use of the term “giveaway” and its application to two distinctly different types of shows; and (2) the misunderstanding arising from the difference in the objectives of the FCC on the one hand and the NAB Code on the other.

This statement of Mutual Broadcasting System’s position is an attempt to clear the air.

First, then, let us consider the confusion in the term “giveaways.” There are, as we said, two distinct types of programs involved—one which rewards the listener for listening (or which “buys” an audience) and the other which rewards participants in the show—someone selected from the studio audience or someone who submits material used in the program. To clarify this distinction, we suggest these definitions:

a. programs which give away prizes to the radio audience for the purpose of getting it to listen. Because the usual device by which this works is the telephone, these might be termed “telephone-call” shows;

b. programs which give away prizes to the studio audience for participation and to persons submitting material for the shows, and in which the reason for listening is program and not prizes. We might call these “giveaways,” more accurately, they are “audience participation” shows.

Now as to the difference in the aims and objectives of the NAB Code and the FCC. The Code (which becomes effective January 1, 1949) seeks to eliminate programs which “buy” an audience. Here is what it says on the subject:

“Any broadcasting designed to ‘buy’ the radio audience, by requiring it to listen in the hope of reward rather than for the quality of entertainment should be avoided.”

Obviously, this language needs clarification, because there is still considerable disagreement as to what constitutes “buying” an audience. But we’ll come back to this later.

The FCC’s objection, on the other hand, is based on Section 316 of the Communications Act which was deleted as of September 1, 1948, and rewritten with no substantial change as Section 324 of the U.S. Criminal Code by the 80th Congress and became effective September 1. This section prohibits the broadcast of “...any lottery, gift enterprise, or similar scheme...”

After consideration of the entire problem, Mutual decided not to broadcast “audience buying” shows. We made our stand public and the general and trade press carried the story on September 1. Here’s the way we look at it.

As members of the NAB, we have subscribed to the Code. We will live up to it. We think the provision about “buying an audience” does not need to be changed, but rather—clarified and strengthened.

And so, by January 1, we will eliminate from our network any program which we believe “buys” its audience. One of our programs has already been taken off the air.

On the other hand, shows like our “Queen For A Day”, “True Or False”, “Like A Number”, “The Better Half”, “Quick As A Flash” will be continued, because, as we see it, they come under the program type we defined as “audience participation.”

In brief: we are going to discontinue “audience-buying” shows because we intend to live up to the Code of our industry; also, we feel that shows which depend on prizes and devices to gain listening, are not good radio and, in the long run, not good for radio. (We think broadcasting is here to stay!)

Our action was not taken because of the FCC’s “entirely interpretative” rules which “do not purport to add to or detract from the statutory prohibition” against lottery programs.

For one thing, a substantial body of legal opinion seems agreed, despite the FCC, that “telephone-call” shows as such cannot legally be stopped. There would seem to be confirmation of this in the fact that, although Section 316 had been in the Communications Act for years, the FCC apparently considered it necessary to write up new rules—just at the time when the NAB Code is beginning to take effect.

For another thing, we are convinced that we do not need the FCC to tell us broadcasters what is right or wrong with programming. And, it is our belief that once the Code is in operation the FCC may well have “lottery” rules—and no programs to use them on.

But now comes a danger to which we cannot close our eyes.

If the industry, reaching the decision that “audience-buying” programs are poor radio, should abandon them, there may well be no more “telephone-call” shows for the FCC to forbid. But it is conceivable that the FCC may use the new rules to move in on “studio giveaway” shows, even though broadcasters and listeners both want them.

To put this in another way: if it is possible, today, for the FCC to say “away with giveaways”—it will be possible, tomorrow for the same or another body to say “away with mysteries, or symphonies, or comics, or drama or documentaries.”

It will be possible, the day after tomorrow, for some group to say “away with freedom of the air.”

MUTUAL BROADCASTING SYSTEM  
WORLD’S LARGEST NETWORK