IT'S AS OBVIOUS AS...

A NAIL that WOR nails down an advertiser's problem in record time and produces results that leave him joyously bewildered. For instance, one WOR show sent 11,985 people trotting into showrooms to see a car a man wanted to sell. After only 13 weeks, a man who makes a cooling drink found that his business had increased 100%. Isn't that nice?

A MATCH that WOR — which is only a quarter-century old — is a match for any media anywhere when it comes to keeping its advertisers. Dugan Bros., for instance, has been with us 21 years; Hawaiian Pineapple, 18 years; Fischer Baking Co., 14 years; Breyer Ice Cream, 12 years. And so the list goes — and grows and grows!

A PIPE that it's a pipe if you want results fast at a ridiculously low cost. One WOR sponsor is spreading his fine product profitably for the thimble-sized sum of 1/6th of one cent per impact per home. Call WOR now, today. You'll be more than merely amazed at the picked and proven list of shows and personalities that can be had at such low cost.

coming!

TWO GREAT TELEVISION STATIONS

WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D.C.

WOR — heard by the most people where the most people are
UNITED FOR FREEDOM!

Never before have our freedoms been so imperiled. The Goodwill Stations have ... and always will fight to keep our American Freedoms.

50,000 WATTS 50,000 WATTS 50,000 WATTS (DAYS)

WJR--W GAR--KMPC

DETROIT CLEVELAND LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the President
Intermountain Network Delivers:

- Primary merchandiseable coverage of 1,633,400 people or 85% of the population of Utah, Idaho, Wyoming, Montana and eastern Nevada.
- 36.0% of morning audience
- 40.4% of afternoon audience
- 24.5% of evening audience

The Intermountain Network offers you the complete 58,163 call Hooper coincidental survey giving station ratings for every quarter hour day and night. Here are the over-all indexes for affiliates of all four national networks in the Intermountain area:

### HOOPER STATION LISTENING INDEX

**Winter 1947 - 14 Intermountain Network Cities**

<table>
<thead>
<tr>
<th>Time &amp; Day</th>
<th>Sets</th>
<th>INTERMOUNTAIN* Network</th>
<th>Ax Network</th>
<th>By Network</th>
<th>Cx Network</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 Noon Mon. thru Fri.</td>
<td>22.2</td>
<td>36.0</td>
<td>17.1</td>
<td>18.9</td>
<td>25.2</td>
<td>2.8</td>
</tr>
<tr>
<td>12 Noon to 6 p.m. Mon. thru Fri.</td>
<td>25.0</td>
<td>40.4</td>
<td>11.6</td>
<td>10.4</td>
<td>31.6</td>
<td>6.0</td>
</tr>
<tr>
<td>6 p.m. to 10 p.m. Sun. thru Sat.</td>
<td>37.0</td>
<td>24.5</td>
<td>10.8</td>
<td>23.1</td>
<td>39.0</td>
<td>2.6</td>
</tr>
</tbody>
</table>

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

*Comprised of 15 A network stations.

*Comprised of 15 B network stations.

*Comprised of 15 C network stations.

**The Intermountain Network Inc.**

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives
RIVAL BIDS for $1,925,000 (plus) sale of WHAS Louisville and associated authorized outlets to Crosley may be forthcoming prior to expiration of 60-day advertising period under Aveo procedure. Said to be pondering bid is syndicate comprising H. Leslie Atlas, CBS Central Div. vice president, P. K. Wrigley (chewing gum) and Gene Autrey. Among others understood at least to have broached matter are Emanuel Levi, ex-business manager of Courier-Journal and Louisville Times, WHAS owners, and associates in Frankfort Distillers who now have CP for new 10,000 watter in Louisville, and Stephen A. Cisler, WKYW Louisville and local associates.

TANNERS COUNCIL OF AMERICA has appointed Hirshon-Garfield, New York, to handle advertising campaign which includes test spot announcement schedule in three cities, Rochester, Des Moines, and Hartford, starting early in November. If test proves successful, national spot campaign will follow.

SPECULATION on destiny of Ultrafax, RCA's incredible high-speed radio-television system (see page 21) is belied by whispered reports that military, which attended last week's demonstration in swarms, is pondering security lid on revolutionary service.

FIRST contracts about to be signed for nationwide FM network built around tape-recorded programs to be exchanged by Continental and other regional FM hookups.

ALTHOUGH FCC Commissioner George E. Stirling has been designated vice chairman of U. S. delegation to International High Frequency Conference which got under way at Mexico City last Friday to run possibly until Christmas, he'll make intermittent trips back to Washington to participate in major actions. These could include television standards and allocations and long-pending clear channel case.

IN RE Mexico City conference, last-minute instructions issued U. S. delegates specifically prohibit even informal consideration of broadcast allocations falling under jurisdiction of NARBA and having to do with division of facilities among North American nations.

TOP-LEVEL diplomatic rank planned by GOP for R. Henry Norweb, career envoy handling U. S. delegation to Mexico City conference, according to pre-election talk. He now has title of Special Ambassador.

ANNOUNCEMENT by Emerson of its new $2000 exclusive FM set is being watched throughout FM and manufacturing circles. Held under wraps in planning stage, new set is designed to be competitor of AM lowest priced units. If it takes hold, it's expected (Continued on page 66)

**Closed Circuit**

**Upcoming**


Oct. 30-31: Regional meeting Ontario Stations, Canadian Assn. of Broadcasters, Royal York Hotel, Toronto.

(Other Upcomings on page 66)

**Bulletins**

SHERWOOD DODGE, research director, Foote, Cone & Belding, New York, appointed vice president in charge of media and research of agency's New York office. Harold H. Webber, vice president and national director of media and research, transferred to FC&B Chicago office. Mr. Webber will be account supervisor and member of chief executive group.

TRUMAN RADIO, TV SCHEDULE

PRESIDENT TRUMAN'S campaign winding up this week with speeches from Chicago tonight, 10-10:30, full MBS network; Boston Wednesday, 9-10:30 p.m., CBS; New York Thursday, two speeches, one sponsored by CIO Political Action Committee, MBS New York state network, other by ILGWU, full MBS; Brooklyn Friday, 9:30-10 p.m., NBC and Mutual, with probable TV on an eastern network.

**Business Briefly**


'SUN' SPONSORS SOKOLSKY

STARTING yesterday (Oct. 24) New York Sun sponsors its columnist, George F. Sokolsky, on WJZ New York, Sundays 11-15 p.m. Program is aired on ABC on cooperative basis. Sundays 10:45 p.m., with local key station re-broadcasting at later time. Beginning Dec. 19, program is scheduled for 10:45 p.m. both local and network.

MEXICO CITY KEYNOTE CALLS FOR COOPERATION

COOPERATION among nations of world called for in keynote speech of Augustin Garcia, Secretary of Communications & Public Works of Mexico, as Second Session of International Conference on High-Frequency Broadcasting opened Friday in Mexico City (early story page 25).

Shortwaves provide "only uninhibited method for nations to speak peace unto nations," said H. Paulkner, of United Kingdom, in reply to opening address.

Political Time Clause Narrowed by FCC

EQUAL-TIME requirement of political broadcast law applies "only to candidates competing with each other in the same contest," FCC ruled Friday. It does not mean candidate in general election is entitled to same time granted another candidate in primary election, FCC held.

Commission said primary and general elections are "separate and distinct" but that, aside from equal-time law (Sec. 315, Communications Act), "elementary principles of fairness may dictate that a station which has afforded considerable time during the primary to candidates for nomination...for a particular rate should make a reasonable amount of time available to candidates for that office in the general election."

Statement was in response to questions raised by KWFT Wichita Falls, Tex., and KRLD Dallas as result of time requests of Rev. Sam Morris, National Prohibition Party candidate for U. S. Senate from Texas [broadcasting, Oct. 4, 18]. Mr. Morris had asked FCC for show-case order against KRLD, charging station had violated Sec. 315. FCC found no basis for granting petition.

Mr. Morris wanted time on KWFT and KRLD during general election campaign on same basis as Candidate George Peddy's use of those stations in Democratic primary campaign. Mr. Peddy lost primary election.

In each case FCC held station is not required to grant Mr. Morris' request on strength of primary-campaign broadcasts by Mr. Peddy. But each, FCC added, must accord Mr. Morris opportunities equal to those granted to any other candidate for U. S. Senate in general election campaign.

FCC also held that "the fact that primary and general elections must be separately considered for purposes of Sec. 315...is, of course, no justification for any judgment or determination by a licensee which, in the context of particular facts or circumstances, may involve discrimination or partisanship."

**Broadcasting • Telecasting**
Things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

Ever hear about our special brand of winter weather—how it descends upon us—converging in a burst of fury—striking without warning, day or night. Sharp biting, ruthless wind. Sometimes accompanied with ravaging ice—sometimes with blinding unmerciful snow. Hell out of the north dealing destruction to the unprotected and unprepared!

It's a "BLUE NORTHER"—a legend with folks of the Great Panhandle.

Hours—even days before a "Blue Norther" strikes KGNC is busy broadcasting warnings to cattle raisers: to school superintendents and teachers; to utility employees, bus drivers, operators of businesses and anxious parents.

Winter weather in the Panhandle! It concerns every individual because of the great distances involved and the violence with which storms strike. The Panhandle needs a quick reliable medium through which warnings and instructions can be given out.

KGNC regularly schedules five pick-ups daily direct from the United States Weather Bureau at English Field, and more when necessary. The service reaches far beyond KGNC's primary area—54 counties in Texas; 16 in New Mexico; 18 in Oklahoma, and 6 in Kansas.

This is just another service feature which makes KGNC the "tuned-in" station of the fabulous Panhandle.
HOOPER SUMMER LISTENING INDEX GIVES ALL THREE FIRSTS TO WFDF!!!

- The C. E. Hooper 1948 Summer Listening Index—just off the press—hands all three “firsts” to WFDF, Flint’s oldest radio station.

That means WFDF tops all local stations AND all outside stations at all measured times of the broadcast day in the Flint City zone.

Moral: It PAYS to advertise to the lush Flint market via its own favorite listening post. Preference for WFDF, incidentally, is no accident. Bus cards, taxi posters, juke box inserts, station announcements, newspaper ads, movie trailers, trade mailing pieces, and personal calls are important factors in keeping WFDF first.

Remember—$200,000,000 are spent annually in Flint in retail stores. Catch your share the way Flint’s own merchants do—over WFDF. the station that’s “fustest with the mostest."

Any Katz salesman can give you the complete story!

910 Kilocycles

FLINT

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 6 • October 25, 1948
KEEP IN TUNE WITH THE Local MARKETS

WFAU — Augusta, Me.  WONS — Hartford, Ct.
WJOR — Bangor, Me.  WHYN — Holyoke, Mass.
WICC — Bridgeport, Ct.  WLNH — Laconia, N. H.
WTSV — Claremont, N. H.  WCOU — Lewiston-Auburn, Me.
WSAR — Fall River, Mass.  WKBR — Manchester, N. H.

A local station is not only important — it’s a necessity wherever you want to concentrate your forces to do a complete selling job in a New England market.

The sure way to do this is through the Yankee hometown station. By taking advantage of Yankee listening habits you can be certain your message will get through to consumers in city and suburban trading zones in each station area.

Every Yankee home-town station is habit listening in its area. It has acceptance both with its audience and with local business. It gives you the impact — the close-up, hard-hitting effectiveness you need.

Yankee’s 24 home-town stations assure complete flexibility. It puts Yankee influence to work for you locally in any single market or combination, or throughout the entire Yankee area.

“This is The Yankee Network”

Member Mutual Broadcasting System
These are the reasons why Columbia Pacific is the West’s complete Regional Network.
Most effective in

coverage

programming

news reporting

program promotion

music and sound

Represented by
RADIO SALES,
Radio and
Television Stations
Representative, CBS;
New York, Chicago,
Los Angeles, Detroit,
San Francisco,
and Memphis
GREATERT COVERAGE
GREATERT AUDIENCE
LOWER COST

The radio buyer's dream, greater coverage, greater audience, lower cost.

Get all three in Knoxville on WROL, NBC for East Tennessee. Your Blair or Cummings Representative can give you complete details and availabilities.

John Blair & Co.,
National Rep.

Harry Cummings,
Jacksonville, Fla.
Southeastern Rep.

WROL-AM 5,000 WATTS
620 KILOCYCLES
5,000 WATTS

FOR EAST TENNESSEE
WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247
East Tennessee's Most Powerful Station

Agencies

ROBERT S. CONGDON elected a vice president of McCann-Erickson, New York. He is a group head on food and drug accounts; among his accounts are Schenley liquor, Beverwyck Beer and Bosco food drink.

JOHN M. ALDEN resigns as executive vice president of Biow Co., New York. He has been with agency for three years and prior to that was with J. Walter Thompson Co., New York. His future plans have not been announced. F. KENNETH BEIRN is the new executive vice president of Biow [Broadcasting, Sept. 20].

JACK BERMAN Co., New York, advertising and public relations, announces formation of a television department. HENRY HOWARD appointed television director.

GEORGE KONDOLF, for past five years head of radio script division at BBDO, New York, and producer of agency's Caseinide of America and Theatre Guild on the Air, has been granted leave of absence to devote time to several personal projects in entertainment field. He will continue as agency's productions supervisor of weekly Theatre Guild broadcast.

JEAN MEREDITH, assistant director of press information at CBS Hollywood, resigns, effective Nov. 1, to join Benton & Bowles, Hollywood, as radio publicity manager.

W. C. GEGHEGAN Jr. joins Compton Adv., New York, to work in merchandising and promotion fields.

GRATTON ENGLISH, formerly with Hefner, Dieterich & Brown, San Francisco, joins staff of L. C. Cole Co., same city, as production manager.

JOHN E. CRAIN, formerly with Buchen Co., Chicago, joins Chas. R. Stuart Agency, San Francisco, replacing GEORGE OLCOTT, resigned.

Miss Meredith HERBERT REYNOLDS, formerly in Chicago and New York offices of Foote, Cone & Belding, transferred to San Francisco office, in charge of creative planning.

NORMAN B. NORMAN joins executive staff of William H. Weintraub & Co., New York, as client supervisor. Mr. Norman was formerly with Norman A. Mack & Co. and the Biow Co., both New York.

RUSSELL PIERCE of Pierce, Johnson & Threlkeld, San Francisco, appointed public relations director for Abbott Kimball Co., San Francisco and Los Angeles. Mr. Pierce continues as an active partner in his present firm, maintaining offices in San Francisco.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood, and SAM PIERCE, agency producer, left Oct. 22 for Paris where they will set up new audience participation show, This Is Paris, to originate at Cafe de la Paix there. Programs will be tape-recorded and flown to the U.S. for distribution. Mr. Pierce will remain in Paris to produce the show.

EDWARD MILLESTADT, MARGERY KENDALL and WILLIAM LEARY join staff of Botsford, Constantine & Gardner, Portland, Ore. Mr. Millestadt joins as art director; Mr. Leary as account executive, and Miss Kendall on copy staff.

MORT POSNER, formerly with Friend Adv., New York, opened advertising offices under his own name in Spreckels Bldg., San Francisco.

TED PITTINGER, Young & Rubicam, Hollywood, copywriter, and GERRY CARSON, assistant to Ned Tollinger, CBS Hollywood representative, have announced their engagement.


(Continued on page 71)
We don't like to crow about it, but some of our advertisers have discovered that WSAV's beamed programs can produce mail orders in a volume that even the biggest stations can't equal.

For instance—a series of one-minute announcements on our early morning "Country Cousin" program sold over 41,000 baby chicks for a large hatchery. And these orders came from 125 counties in 6 states.

No wonder. The combination of WSAV's power and long-range frequency of 630 kilocycles is equivalent to 140,000 watts at the other end of the dial . . . provides coverage to 3 1/2 times more people (over a million), 4 times more area than any other medium in this big $557,206,000 retail sales market!

It's 630 in Savannah WSAV

Represented by Hollingbery
At the Sign of Friendly Service*

Service is what you buy when you place spots or programs.

WHHM is noted for its service to advertisers—local, sectional and national.

WHHM is also known for those happy, happy Hoopers and for the fact that WHHM-advertised products usually ring the bell at the cash register.

WHHM DELIVERS MORE LISTENERS Per Dollar IN MEMPHIS

WHHM
At Your Service 24 Hours Daily
MEMPHIS, TENN.

PATT MCDONALD, manager
FORJOE & CO., representatives

* Mobilgas

Member of Association of Independent Metropolitan Stations

** New Business

UNITED MILLS Corp., New York (Jubilee bras, No-hike slips, Realcraft lingersies), appoints Brisacher, Wheeler & Staff, New York, to handle advertising.

LUCIEN ARDEN Inc., New York (wines), appoints William von Zehle Agency, New York, to handle advertising for Arden Sweet and Dry Vermouths, along with the vintner’s full line of wines. Radio will be used.

CONNECTICUT REPUBLICAN STATE CENTRAL Committee appoints Charles Keats Adv. Agency of Hartford to handle radio advertising. Programs and spot announcements will be used.

THE READING CLOTHING Co., of Reading, Pa., purchased a halfhour program Monday through Saturday on WNOW York, Pa., 7:30-8 a.m. Contract, for 52 weeks, was placed direct.

GRAND AUTO SUPPLY Co., San Leandro, Calif. (Northern California chain), and WARCO REFRIGERATION OIL Co., Oakland, appoint Ad Fried Agency of Oakland to handle advertising. Radio will be used.

PUBLIC SERVICE Co. of Indiana contracted for six spot announcements per week on WCSI-FM Columbus, Ind. Agency: Bozell & Jacobs, Indianapolis.

HOUSEHOLD FINANCE CORP. of Toronto, Canada, starts in November quarter-hour Canadian transcribed program, Reflections, twice weekly on 40 Canadian stations. Program is also being distributed in U. S. by NBC. Account placed direct through All-Canada Program Facilities Ltd., Toronto, program producer.


Network Accounts • • •

GILLETTE SAFETY RAZOR Co., Boston, sponsoring Monday evening boxing matches from St. Nicholas Arena, New York, over NBC’s television network. Gillette also sponsors Friday night telecasts of fights from Madison Square Garden over NBC-TV. Agency: Maxon Inc., New York.


NURSERYTIME PRODUCTS, Brooklyn, N. Y. (baby mattresses), sponsoring Doorway to Fame, variety show, over DuMont’s television network, 7-7:30 p.m. Agency: Jules, Mirel, New York.


Adpeople • • •

ROBERT J. MAYER appointed director of public relations for National Retail Dry Goods Assn.

OLIN A. SAUNDERS appointed advertising manager of the Nestle Co., New York. He was formerly with the Borden Co. and Young & Rubicam.
FOR two years, now, we of Free & Peters have been studying the commercial use of television, and its progress in every market as each has developed. We’ve learned something, believe us!

As a result, we believe we know more about the effective use of television than any other sales organization in the Nation. Now that television is becoming a national reality, our F & P Colonels from coast to coast are qualified to discuss TV with a very considerable degree of authority and exactitude, because we know most of the answers as to how, when and where advertisers are using television most profitably.

We of Free & Peters sincerely invite your inquiries about any aspect of television as well as of national spot radio. We know—or know how to get—any facts you want or need!

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

ATLANTA  DETROIT  FT. WORTH  HOLLYWOOD  SAN FRANCISCO

NEW YORK  CHICAGO

On the Air

KSD-TV  St. Louis  Feb., '47
WPIX  New York  June, '48
WBAP-TV  Fort Worth-Dallas  Sept., '48
WAVE-TV  Louisville  Oct., '48
WAAM  Baltimore  Oct., '48
WTCN-TV  Minneapolis-St. Paul Dec., '48
WOC-TV  Davenport  1949
WMBD-TV  Peoria  1949
Mail on Marketbook
EDITOR, Broadcasting:
Congratulations on your 1948 MARKETBOOK. I think it does all it promises to do exceedingly well. It has been on my desk two days and already it's dog-eared. This kind of service endears Broadcasting to my agency.

Howard G. Barnes
Director, Radio & Television
Dorland Inc.
New York
* * *
EDITOR, Broadcasting:
... Previous to the publication of your MARKETBOOK, we found it necessary to use several sources for our market information. The MARKETBOOK gives us all the market data we require, and in one "full sweep."
Let me express the sincere hope that we may look forward to receiving such a publication each year. ... It is a real service to the industry ... You'll be receiving our check for additional copies, which I hope will be available to us ...
Dean Schaefer
Unusual Features Syndicate
Chicago
* * *
EDITOR, Broadcasting:
Congratulations! To you and to everyone in your organization who had anything to do with the compilation of the BROADCASTING MARKETBOOK. It's a real slickeroo!
Ivan E. Myers
Wheeling, W. Va.
* * *
EDITOR, Broadcasting:
With publication of your BROADCASTING MARKETBOOK, we now have two very valuable books put out by your company, which we would have difficulty doing without. The other, of course, is your annual YEARBOOK.
I am wondering how we got along without all the basic data in the MARKETBOOK before BROADCASTING got the bright idea.
A. S. Goursaint Jr.
President
Goursaint-Cobb Adv. Agency
Chicago
* * *
Story Stirs Interest
EDITOR, Broadcasting:
I think you might be interested in knowing that the story which you ran in BROADCASTING on the recent survey "Milwaukee Television Audience Viewing Habits" stirred up a great deal of interest among stations and agencies. We had a supply on hand to meet anticipated requests but they came in a larger quantity than we ever expected.
It would appear that the trade interest in television has no precedent ...

J. S. Stoloff
Radio-Television Dir.
The Cramer-Krassell Co.
Milwaukee
* * *
Storm in Rochester
EDITOR, Broadcasting:
I read with great interest your very nice item concerning "You Can Be a Star" in your current issue. However, you referred to the agency as the "Storm Advertising Agency of New York" ...
Your magazine being the important medium that it is, I would very much like to have your readers know that it was this agency that placed the account.
Marvin Storm
Storm Advertising
Rochester, N. Y.
* * *
Welcomes Market Data
EDITOR, Broadcasting:
I just received your BROADCASTING magazine 1948 MARKETBOOK and I think it is a swell job—a market guidebook which undoubtedly will be in continuous use throughout the year by agencies and advertisers.
John D. Hynes
Asst. Manager
WLAN Lancaster, Pa.
EDITOR's NOTE: Thanks, Mr. Hynes. As business manager of the Bow Co.'s radio department, and as former head time buyer of Postec, Cone & Belting, you certainly should know whereof you speak.
* * *
Reader Candidates
EDITOR, Broadcasting:
Just a line to express our appreciation again for the news release concerning our dire need for radio control officers and radio program directors in the European and Far Eastern Commands. Your reading public must have quite a wide range state-side. We are still receiving inquiries from well qualified candidates from Ann Arbor, Mich.; Atlanta, Ga.; New York, and various other areas.
Jeanne C. Nelson,
Overseas Affairs Branch
Civilian Personnel Div.
Dept. of the Army
* * *
Wants Special Section
EDITOR, Broadcasting:
I enjoy your magazine very much. It is the only magazine that keeps a person up to date on the broadcasting industry. There is only one improvement I would like to see. Since I am an engineer, I would like to see a companion (Continued on page 68)
Important Television News!

WBAL-TV

NOW ON THE AIR

60 HOURS WEEKLY!

Daytime Programs Begin at 12:00 Noon — Monday thru Friday

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.
This director's console puts

1 Preview of studio cameras
2 Control room outgoing line
3 Preview of network and remote
4 Inter-com microphone
5 Inter-com switching
6 Camera and remote signal switching
the television pictures
...right before your eyes!

At last program directors can watch monitoring pictures and studio operations—simultaneously

NOW it is possible to sit before your studio window—and see everything that's going on. No high-built equipment to obstruct your view of the studio. No need to play peek-a-boo with the video operators up front. You see large, bright pictures of what the cameras see... right before your eyes.

In this new director's console—only 37 inches high and 72 inches wide—the program monitors are mounted below the desk... and viewed indirectly from light-shielded mirrors. The advantages: A console of low height that enables the program director to see the entire studio from the director's position; daylight-bright monitor pictures that can be seen in a fully-lighted control room.

Using anywhere from two to five monitors—with a 10-inch kinescope of high brilliance in each—this console displays (1) preview pictures of the local cameras, (2) network or other remote signals, (3) the picture going to the transmitter room. All fading, dissolving, and video signal switching is under "push-button" control through a switching panel right in the console. Tally lights indicate the camera that is on the air and the camera that has been selected for preview. Order-wire microphones and order-wire switching provide maximum operating efficiency.

Here, we believe, is a director's console that is years ahead in programming facilities and operating conveniences. It is styled to match all other RCA television and audio equipment and requires a minimum of room. Plenty of desk space, too, for scripts, schedules, and other programming material.

For more information on this new console... now in regular production... call your RCA Television Specialist. Or write Dept.19KD, RCA Engineering Products Division, Camden, N. J.

Cross-section Side View—The 10" kinescopes are mounted below the desk and viewed indirectly from front-surface type mirrors. This unique design shields the tube screens from direct outside light and provides a complete view of the studio. Normally, two directors handle the console: one for the programming; one for the technical aspects of programming.

This modern and practical Director's Console brings all electronic aspects of programming under finger-tip control.
Feature of the Week

A "COLLEGE BY RADIO" project, to be conducted jointly by the State College of Washington, KHQ Spokane and NBC, has been announced by Robert Sandberg, executive assistant to Dr. Wilson Compton, president of the college. The series, to begin the first week in November, will be aired over KHQ and KWSC Pullman, Wash., the college station.

The idea was originated by Ken Dyke, NBC administrative vice president, and Sterling Fisher, NBC manager of public affairs, who will supervise the national aspects of the undertaking. Glenn Jones, director of the college general extension service, will handle participation by the college faculty as appointed by Dr. Lewis Buchanan, chairman of the English department. Programming arrangements at KHQ for network feeds will be handled by Wallace Brazil. Robert Concic, senior producer at KWSC, will produce the supplementary programs for both stations.

The project outlines three pro-
cedures to be followed by listeners:

(Continued on page 42)

On All Accounts

It is said that in the code-book of many agency executives the client is inscribed as King. But if George Chatfield, vice president of Kenyon & Eckhardt, New York, should seem to exhibit less than supjugative regard for the royal breed it should be interpreted not as treason but rather as modesty. For the larger part of 19 years, Mr. Chatfield was himself a client.

One year ago, after nearly two decades with Lever Bros., George Chatfield left his job as assistant advertising manager for Rinso and Lifebuoy to become Kenyon & Eckhardt account man for the Borden Co.

Behind the moves lies 43 years of un-planned grooming for the job. Born in Minneapolis, May 1, 1905, he collided with adolescence and radio at the same time. A fervid ham operator at 17, George crossed wires with a band of wireless zealots and helped to build—with spit and copper coil—a commercial radio station in Minneapolis that came to be known as WDGY. With the station launched he stayed on as part time engineer, salesman and announcer.

After a year at the U. of Minnesota, George transferred to the Massachusetts Institute of Technology, majoring in engineering and business administration. In recalling his four-year stay at M. I. T., he recalls that he "worked" on the school newspaper, The Tech. The record identifies that "work" as managing editor.

Intrigued—partly as a result of research on a senior thesis—with the prospects of an advertising career, George joined Lever Bros. immediately upon graduation. Here his serious education really began. Serving as alternate for now one man then another, he learned the very face of his new setting until, by the time he departed, he was one of the principal advertising executives of this well-known firm.

His radio experience at Lever Bros. included the Awt Jenny and Big Sister daytime programs, Rinso, Lifebuoy and Spry spots, and Big Town, Bob Burns, Grand Central Station and Amos 'n' Andy programs.

Six months after joining Kenyon & Eckhardt—on Dec. 3, 1947—he was appointed vice president of the agency, and in October 1948 he was named to the plant board. Borden currently sponsors County Fair and Your Song and Mine (Continued on page 38)
The BIG nationally known Ak-Sar-Ben, home of the world's largest baby beef show, is the pride of the Middle West. And the BIG Ak-Sar-Ben serves the BIG Middle West in a BIG way; BIG racing seasons, BIG livestock expositions, BIG rodeos, BIG colorful coronations. For BIG coverage in the same BIG territory, use the BIG station KFAB, for BIGGER results.

50,000 WATTS

KFAB
Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
If we should try to operate a station in, say, New England—we'd make a terrific flop. We don't "know" New England.

But for 23 years we native Southerners at KWKH have worked hard to know everything about our listeners' preferences, in this area. We've built a near-perfect KNOW-HOW in this area. The result is that KWKH is TOPS in this area.

Of all CBS stations covered by the Hooper Station Listening Indexes in the U. S., for example, KWKH rates 10th in the morning, 9th in the evening. May we send you the rest of the evidence?

KWKH

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, General Manager
ULTRAFAX DEBUT

By ED KEYS

IN THE SHADOW of the site where its great grandfather, telegraphy, flashed the historic message “What hath God wrought?”, Ultrafax, an incredibly high-speed radio television communications system, last Thursday, with a repeat performance Friday, on the same Capitol Hill where Samuel F. B. Morse announced telegraphy to the world in May 24, 1844.

Witnessing the unveiling at the Library of Congress were Cabinet members, high-ranking officers of the armed forces, government and industry executives and radio and the press.

Potential applications of the system stagger the imagination.

Sarnoff Explains

Television’s prodigy was explained by Brig. Gen. David Sarnoff, president and chairman of the board of RCA. Gen. Sarnoff, who was the guiding spirit behind Ultrafax, told his more than 300 guests that the time-defying development “is as significant a milestone in communications as was the splitting of the atom in the world of energy.”

In the words of Gen. Sarnoff, “Television is a very young parent, indeed. And as often happens, the offspring is often more promising than its parent.”

A demonstration of Ultrafax made it evident that those still rubbing their eyes in disbelief that video is already here, would have an infinitely more difficult task believing the world might be Ultrafaxed.

Gen. Sarnoff saw these possible developments, and many others, in an Ultrafaxed world:

- A nation-wide system of graphic communications, using modified television facilities.
- The exchange of international television programs achieved on a trans-oceanic basis.
- A television-Ultrafax service bringing home receiving sets, newspapers and publications, without interrupting the program being viewed.
- A system of world-wide military communications for this country, scrambled to meet the needs of secrecy.
- Establishments of great newspapers as national institutions, by instantaneous transmission and reception of complete editions in every home equipped with a television set.
- Transmission of a full-length motion picture from a single negative in the production studio simultaneously to the screens of thousands of motion picture theatres throughout the nation.
- A cost-cutting radio mail system.

Principals in the introductory program included Gen. Sarnoff, Luther H. Evans, Librarian of Congress; Elmer W. Engstrom, vice president in charge of research, RCA Labs; C. E. Kenneth Meas, vice president and director of research, Eastman Kodak Co., and NBC Commentator John Batchelder, who served as narrator.

Welcoming guests to Coolidge Auditorium, Dr. Evans said it was “eminently fitting that this Library should be the host at a demonstration of this sort.”

Mr. Engstrom pointed out the significance of the Ultrafax demonstration with respect to the construction of nation-wide radio relay networks which, he revealed, are capable of transmitting interchangeably both television and Ultrafax signals.

It was revealed by Mr. Engstrom that Ultrafax, on the basis of (Continued on page 64)

RWG STRIKE

By IRY MARDER

RADIO Writers Guild has set Oct. 26 for the beginning of a nation-wide strike against advertising agencies and package producers. The strike would cut off at the source most of the story and gag material which is the lifeblood of many of the top-ranking programs.

Owners of the shows who have not yet agreed to terms of the minimum base agreement in effect between the RWG and the networks were given until midnight last Friday to come into the fold. The guild warned that missing the deadline would mean stiffer penalties, higher minimum scales and revision of the exclusivity clause in the network agreement.

At meetings to be held tonight in New York and Los Angeles, the guild membership—which includes virtually all established radio writers—will get its strike orders and information on the extent of the strike. This will consist of two lists, one of shows which have agreed to terms of the network pact and the other of the remaining shows which had not signed by the Friday deadline.

The first group of programs will remain in good standing and continue to get material from RWG members. The strike will be directed against the “holdouts”—shows which have not signed the “letters of adherence” sent out by the guild some time ago.

The guild has released a partial list of shows involved in the dispute. Among those which were to be struck, providing they had not yet met the Friday deadline: Jack Benny, Fibber McGee and Molly, Fred Allen, Bing Crosby, Duffy’s Tavern, Cavalcade of America, Theatre Guild, Jimmy Durante, Great Gildersleeve, Life of Riley, Ford Theater, Red Skelton, FBI In Peace and War, Roy Rogers, Harvest of Stars, Hallmark Playhouse, Adventures of (Continued on page 65)
By JANE PINKERTON

AFTER 15 years of plucking advertising plums, Rubin's women's apparel shop in Chicago is adventuring into the previously never-invested land of simultaneous broadcasting in AM, FM, and TV.

Programs and commercials in standard broadcast format have been spotted on Chicago stations continuously since 1932 to foster feminine fashion interest, and the three-story store at 1314 Milwaukee Ave. was built slowly and steadily on a foundation of broad-

CAST advertising. The owner is A.S. Rubin, a leader in Windy City merchandising although still in his early forties, whose father 32 years ago founded a small dry goods store. In succeeding decades it has burst its seams and become the largest specialty shop of its kind outside the city's teeming "loop.

Major ingredient in the store’s radio foundation has been its amateur show, Stars of Tomorrow, which was first aired in 1935 on WCFL, the Chicago Federation of Labor station, as Hour of Opportunity. In 1941 the program was transferred to WGN, Chicago Tribune station, where it now originates on Sunday evenings. It automatically went on WGNB, the Tribune’s FM station, when the entire AM schedule was duplicated about four months ago. At that time, Art Holland, owner of Malcolm-Howard agency and originator of the account, began investigating television’s potential.

LINDQUIST NAMED

Realizing that selection of talent must be more discriminative with utilization of the double-edged tool, audio and video, Mr. Holland appointed his new television director, Norman Lindquist, and his assistant director, Alan Sweetow, to conduct both TV and AM auditions. The casting, now more selective, called for both ear and eye appeal. Acts previously turned down because of no audio compatibility, such as tap dancers and variety groups, were now drawn into the talent fold.

Four weeks of duplication on WGN-TV, video sister of the other Tribune outlets, were contracted for as a test period. After this experiment, Malcolm-Howard learned "there was enough of a response, the cumulative rather than the overwhelming kind, to warrant a longer contract." As a result, Rubin’s began sponsorship of Chicago’s first studio show into all three phases of broadcasting for 13 weeks, continuous to Jan. 9. Because a slow, sure, repetitive appeal is projected, the agency anticipates an increased radio budget in 1949.

Rubin's now allocates approximately $100,000 yearly to advertising.

FRANK STARZEL NAMED

AP GENERAL MANAGER

FRANCIS STARZEL, Associated Press executive and a key figure in AP’s entry into radio in the 1930’s, last week became AP general manager.

The appointment was announced by Kent Cooper, AP’s executive director, who until Mr. Starzel’s elevation had also been general manager for the past five years. Mr. Cooper continues in charge of all AP operations.

Mr. Starzel joined AP in 1929 as director of promotion for the then newly-formed AP feature service. He subsequently served as night city editor in New York, chief of bureau at Columbus, Ohio, and traffic executive in New York before becoming assistant general manager in December 1943. It was during his duty with AP’s feature service that, with Oliver Gramling, now assistant general manager for radio, he collaborated in placing AP in the radio field.

NETWORK BILLINGS

The four nation-wide networks in August had combined gross billings of $140,569,000, more than a million dollars ahead of the July figure of $135,396,000, according to data released to Broadcasting last week by Publishers Information Bureau. While net not to the $15,631,141 combined network gross for June, the August figure indicates a definite improvement.

Of the 29 industry categories into which PIB classifies the network billings, 18 showed higher totals in August than in July, with only five showing a decrease. Food advertising led for the month, with network billings of $3,238,000; then came second with $2, 104,000; drugs, third, $1,818,000; and laundry and cleansers fourth, $1,360,374, and smoking materials fifth, $1,906,008.

In this Issue . . .

- Ultrasonic Report...
- EWG Strike Set for Oct. 26...
- Rubin’s (Apparel) Uses AM, FM, TV...
- Network Billings in August...
- Proposed Giveaway Rules Blasted...
- "Voice" in Peril in HF Scramble...
- Mexico Deters 150 kw on 540 kc...
- Million Dollar Election Roundup...
- Video Music Rights...
- Kineseo Legal Fight Burning...
- High-Low TV Sets to Be Unveiled...
- Religious Advertisers Prefer Radio Approach...
- Kansans Like Quiz Shows...

SHOP USING AM, FM AND TV

August Tops July by a Million

For the eight-month period, January through August, the same food-toilette-drugs sequence is maintained, with the repeating materials rank fourth, laundry soaps fifth. Network combined gross billings, by product groups, for August, were:

<table>
<thead>
<tr>
<th>Category</th>
<th>Aug Gross Value</th>
<th>Jan-Aug Gross Value</th>
<th>Aug Gross Value</th>
<th>Jan-Aug Gross Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>17. Insurance</td>
<td>352,027</td>
<td>1,074,283</td>
<td>352,027</td>
<td>1,074,283</td>
</tr>
<tr>
<td>19. Office Equipment, Stationary &amp; Writing Supplies</td>
<td>211,738</td>
<td>7,121,589</td>
<td>211,738</td>
<td>7,121,589</td>
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<tr>
<td>21. Publishing &amp; Media</td>
<td>130,398</td>
<td>1,087,470</td>
<td>130,398</td>
<td>1,087,470</td>
</tr>
<tr>
<td>22. Radios, Phonographs, Musical Instruments &amp; Accessories</td>
<td>60,125</td>
<td>1,747,529</td>
<td>60,125</td>
<td>1,747,529</td>
</tr>
<tr>
<td>23. Retail Stores &amp; Shops</td>
<td>2,104,020</td>
<td>21,270,368</td>
<td>2,104,020</td>
<td>21,270,368</td>
</tr>
<tr>
<td>24. Smoking Materials</td>
<td>1,556,058</td>
<td>13,431,583</td>
<td>1,556,058</td>
<td>13,431,583</td>
</tr>
<tr>
<td>25. Soaps, Cleansers &amp; Polishes</td>
<td>1,630,374</td>
<td>13,034,937</td>
<td>1,630,374</td>
<td>13,034,937</td>
</tr>
<tr>
<td>27. Toiletries &amp; Toilet Goods</td>
<td>2,104,020</td>
<td>21,270,368</td>
<td>2,104,020</td>
<td>21,270,368</td>
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<tr>
<td>28. Transportation, Travel &amp; Resorts</td>
<td>2,104,020</td>
<td>21,270,368</td>
<td>2,104,020</td>
<td>21,270,368</td>
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<td>29. Miscellaneous</td>
<td>211,385</td>
<td>1,747,529</td>
<td>211,385</td>
<td>1,747,529</td>
</tr>
<tr>
<td>Total</td>
<td>$14,321,502</td>
<td>$129,616,607</td>
<td>$14,321,502</td>
<td>$129,616,607</td>
</tr>
</tbody>
</table>
GIVEAWAY RULES

By RUFUS CRATER

FCC MET almost unanimous opposition to its proposed rules against giveaway programs [Broadcasting, Aug. 9] in an all-day session of oral argument last Tuesday, but appeared unpersuaded.

Ten of the eleven attorneys who paraded before the Commission found fault with the proposed regulations, which were designed to set up standards for application of the law against lotteries.

Most of the attorneys argued either that FCC lacks authority to issue such rules, or that the rules do not properly interpret the anti-lottery law (Sec. 1304 of the U.S. Criminal Code, formerly Sec. 315 of Communications Act).

Suggested alternatives, aside from the proposal that FCC abandon the project completely, included: (1) that the Commission refer questionable programs to the Justice Dept. for prosecution; (2) that FCC, if it feels it must take some action, apply to the Congress for permissive legislation; (3) that FCC drop its proposed rules but supply opinions on the legality of specific programs, whenever asked.

The only industry spokesman who gave unqualified support to the FCC proposal, former FCC Chairman Paul A. Porter, appearing for WITH Baltimore, maintained that lottery-like giveaways are "bad broadcasting" and said that unless they are stopped he could envision a program which would justify the title, You Ain't Seen Nothing Yet.

Mr. Porter argued that FCC has ample authority to issue the rules but said it should proceed with them even if it has doubts concerning its power.

If the Commission is "intimidated" and fails to act, he told his former colleagues, then those who support the proposed rules will have no other recourse—except to "really put our brakes to the audience." If FCC acts, he declared, opponents can still have their "day in court."

NBC Proposes Changes

NBC recommended changes or clarifications but said it "welcomes the action of the Commission in making known its interpretation of the law," because of the uncertainty which heretofore has existed. Gustav B. Margraf, NBC vice president and general counsel, said he could not decide definitively whether FCC had authority for the rules but that, if it intends to apply the lottery law in its licensing function, then the issuance of rules will permit a test of authority and provide broadcasters a yardstick if the Commission is upheld.

Flat denial of FCC authority to set up such rules was voiced by Bruce Bromley of the New York City law firm of Cravath, Swaine & Moore. Arguing for ABC, Mr. Bromley claimed that FCC not only lacks authority but also failed to interpret the lottery law correctly.

Under questioning from the bench, he said he thought that in acting upon renewals the Commission might consider the fact that an applicant had broadcast programs which it regarded as violation of the law. But the proposed rules, he said, would constitute a restraint upon radio program material and an impairment of freedom of speech.

Coy, Bromley Differ

Chairman Wayne Coy said it was "perfectly clear" that he didn't agree with Mr. Bromley that FCC can take the lottery law into consideration in passing upon renewals, yet cannot issue rules to define the law.

Mr. Bromley insisted that "the proposed rules seriously damage the statutory and judicial definition of lotteries by providing that chance need no longer be the dominant factor but need only be present in a preliminary or minor role and that consideration need no longer be substantial but may be merely technical."

Mr. Bromley quoted from the brief of Louis G. Cowan, Inc., producer of the ABC Stop the Music show, most popular of the big giveaways, to point out that 29% million people listened to the "Miss Hush" and "Walking Man" contests even though they knew they had no chance of winning because they hadn't submitted qualifying letters.

Chairman Coy wanted to know whether the "skill" involved sometimes isn't the "skill of being able to read." Mr. Coy pointed out that several columnists and commentators had given the answers to quiz shows while the contests were still pending.

"That is not a part of the plan," replied Mr. Bromley. "And I don't know what we're going to do with this fellow Winchell." He claimed that "Stop the Music" shouldn't be considered a lottery simply because somebody discovers the answer to the key question and makes it public before a contestant does. The program involves skill and knowledge, he declared, and the factor of "chance" is not dominant.

If FCC thinks giveaways should be suppressed, Mr. Bromley insisted, the Commission should ask Congress for authority.

Don Petty, NAB general counsel, said the former Sec. 316 of the Communications Act was designed to put radio on the same footing as the press with regard to lotteries. The proposed rules, he argued, would give the press an advantage because they are more stringent than the policies applied by the Post Office Dept.

He said the Justice Dept. has sole jurisdiction over radio in "a few" cases. The proposed rules, he contended, might lead broadcasters to take refuge in the Fifth Amendment to the Constitution and refuse to testify (in hearings on alleged violations of the lottery law) on grounds that their testimony might incriminate them.

Chairman Coy read from an issue of NAB Reports quoting FCC President Justin Miller as saying, at the time FCC's proposed rules were announced, that the FCC was performing a "duty" in its move against giveaway programs.

Mr. Coy asked why NAB apparently changed its mind. Mr. Petty said Judge Miller's approval referred to FCC's procedure in giving industry a chance to make known its objection before it acted.

"Acknowledged Evils"

Former Chairman Porter contended that giveaways are "acknowledged evils" and that the argument that such programs do not involve true "consideration" is "a red herring." He said "mass participation" meets the test of "consideration."

Mr. Porter spoke for WITH Baltimore, which conceded it carrier giveaways but said it does so only for competitive reasons.

John B. Moser, counsel for Radio Features Inc. (Tello Test, Passing Parade, Get Rich Quick),

(Continued on page 56)
Hooper to Employ Electronic Method

Proper Device Is Being Sought To Use in Measurements

C. E. HOOPER Inc. has determined a practical means of utilizing "electronics-produced audience measurements in conjunction with those furnished by currently accepted methods." Mr. Hooper has appointed John V. L. Hogan, president of WQXR New York and of Radio Inventions and Fakimile Inc., to serve as technical consultant in its search for the proper electronic device. The research organization has also retained the firm of Morgan, Finnegans and Durham as patent consultants.

In addition, Thomas H. Brown Jr., president of the Radio Council of National Advertisers, and Kenneth Baker, NAB research director, agreed to serve with a group of observers representing the buyers and sellers of radio time.

Announcement of the Hooper plan to investigate the use of electronic measurements in simultaneous telephone interviews was made in a letter sent to the makers of "devices that look like electronic devices" to which Mr. Hooper wrote, "have come to our attention."

Voluntary Reaction

The sponsors of four of them have approached us voluntarily," the letter stated. "The fifth reaction has come from an individual who had developed a practical plan. The adoption of such a device in the orderly manner which we foresee assumes that it has been, and may be, perfected to the point where its performance meets industry needs."

Details of the method of integration of response, as indicated in the letter, said that it "holds promise of fitting directly into the established format of audience measurement without disturbing three basic considerations: comparability with present and past measurements, low cost per audience report, and joint participation in the revelation to buyer and seller."

Gross Time Sales Of ABC Show Rise

GROSS SALES of radio time by the American Broadcasting Co. for the first nine months of 1948 amounted to $31,576,031. Figure reflects in part a 39.6% increase in new business for the third quarter of the year.

This compares with $1,349,006 in gross time sales reported for the comparable period one year ago.

The new business picture was particularly bright for ABC's third quarter, when the company wrote $1,456,996 in gross new business, an increase of 59.6% over gross new business of $814,035 reported for the same three months of 1947.

We won't move a step until Gene Krupa finishes playing 'Drumboogie.'"

ANA CONVENTION Video to Outshine Radio at Meet

TODAY marks the opening of the 38th annual meeting of the Assn. of National Advertisers at New York's Waldorf Astoria. The three-day session, with an anticipated registration of 400 on Monday and Tuesday and 1,200 on Wednesday non-members in the advertising field will feature prominent speakers touching on every phase of advertising, including appropriations, follow-through, evaluations and legislation.

Radio per se will not consume as much of this year's converge time as in previous sessions, because of the soaring growth of television as an advertising medium. Tuesday evening's session, to be held at the CBS Radio Theatre No. 4, at 54th St., west of Broadway, will be devoted exclusively to a television round-up, with discussions by Nile Trammell, NBC president; Frank Stanton, CBS president; Pat Weaver, vice president in charge of radio and television, Young & Rubicam, New York; Dr. Thomas Coffin, Hofstra College; J. R. Poppele, WOR New York vice president and TBA president; Frederick A. Krugel, publisher of "Television; Howard Chapin, General Foods Corp., New York, director of advertising, and Sam Cuff, consultant on radio and television to Allied Stores, New York.

Agenda for Today

Today's session, which is divided into discussions on Advertising Management, "How Do You Determine the Advertising Appropriation?" and Advertising Follow-Through, is expected to touch on radio, as will a portion of Tuesday's "Evaluating Advertising" forum.

"New Dimensions of Advertising," the theme for Wednesday's ANA conclave, will include a film showing of the Buchanan, Ga., promotion of the Cluette, Peabody

"...will open to public relations program on the American economic system."

Wednesday's speakers include Maj. Gen. F. J. Hanley Jr., chief of military personnel procurement service; Richard McArdle, chief of state and national foresters; Dr. Kerry G. Smith, director of information, U. S. Education Office, and Paul Comly French, executive director of CARE. Executive representatives of leading manufacturers will speak on how public service advertising pays off for the advertiser. The closing Wednesday night session will feature views of leading economists, industrialists and others on "The Economic Outlook for 1949.""}

CAAB's Nov. Meet To Feature Video

TELEVISION will occupy a prominent spot on the agenda for the second 1948 meeting of the CBS Affiliated Stations Board, to be held in New York Nov. 10 and 11, the network said last week.

Growth of the CBS video network and future development plans are on the meeting calendar. Meeting will be attended by CAAB members representing 171 CBS affiliates, and network officials.

Members of the board are:

I. R. Lounsberry, WGR Buffalo, chair-
man, representing District 2; E. F. Hill, WTVT, Woodstock, Me., secretary, Dis-
trict 1; C. T. Lucy, WBVA Richmond, Va., vice chairman, District 4; Glenn Marshall Jr., WMBB Jacksonville, Fl., District 4; Howard Sumnerville, WWL, New Or-
leans, District 5; Richard Borel, WBSN Columbus, Ohio, District 6; William Qua
ton, WMT Cedar Rapids, Iowa, District 7; Kenyon Brown, WEMP Wichita Falls, Tex., District 8; and Clyde Combs, KARM Fresno, Calif., District 9.

Network Registration

CBS executives expected to attend include:

Frank Stanton, president; Joseph H. Bean, executive vice president; Howard S. McIlhan, vice president and general ex-
ecutive; New York, District 3; Byron Wor
dale, vice president in charge of sales; Rubell Robinson Jr., vice presi-
dent, and director of programs; Dav-
son Taylor, vice president and direc-
tor of sales; Victor M. Hainer, vice

Mr. Lee, retiring president of the group, during round table talks on the betterment of agencies, ad-

mised clients to study the agen-
cy's background, credit, talent, stan-
dards and other vital points before making their selection.

Mayers' Address

Henry Mayers of the Henry Mayers Co., Los Angeles, echoed the sentiments of Mr. Lee, adding that inasmuch as there is no li-
enship of advertising agencies by law, that an advertiser cannot be certain of the proper disposition of his appropriations.

E. W. (Ted) Conner of the Con-
nager Co., San Francisco, was elected
d of the organization and Parker Holden of Holden, Clifford & Flint, Detroit, was named vice presi-
der M. Thayer Newman of Newman, Lane & Associates, Jacksonville, Fl., F. E. Featherstone of W. E. Feather-
stone Agency, Salt Lake City, was elect-
treasurer. New regional directors and their areas are: Milton Simon, South; Mr. Lee, East; Lee Donnelly, Central, and M. H. Potter, West.

The next convention will be held at a city in either Michigan or Wis-
consin, to be selected later.
By J. FRANK BEATTY

THE SCRAMBLE for high-frequency broadcast channels opened Fri-
day in Mexico City with full diplomatic trappings.

At the Preliminary session held last week, 500 representa-
tives of 78 nations already engaged in scores of strategic
maneuvers to grab the choice spots for their propaganda broadcasts. U. S. spokesmen will endeavor to salvage as much channel space as possible for the "Voice of America" from being suppressed to a whisper.

Formally known as the Second Session of the International Con-
ference on High-frequency Broad-
casting, the meeting had taken on
an aspect of suspicion and uncer-
tainty during preliminary maneu-
vers, such as the Five-Power Con-
ference that convened Oct. 31.

Rumbles of international intrigue have been heard in the Mexican capital since preliminary sessions started in mid-September [BROAD-
CASTING, Sept. 27, Oct. 11].

So frequent have been the behind-scenes bickerings that the conference has been tagged a "cold electronic war" [BROAD-
CASTING, Sept. 20, 1949].

Interest of the United States in high-frequency allocations centers around availability of 540 kc for standard broadcast use and the "Voice of America" broadcasts beamed from other nations.

The conference assumed added importance from a U. S. standpoint when the State Dept. last week announced membership of the dele-
tation representing this country. At the department's invitation, Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate Inter-
state & Foreign Commerce Com-
mmittee, and Sen. Ernest W. Mc-
Farland (D-Ariz.) will serve as dele-
gates.

Norweb Is Chairman

Chairman of the delegation is R. Henry Norweb, Special Ambas-
sador [CLOSED CIRCUIT, Aug. 16], with FCC Commissioner George U. Watrous, as vice chairman.

Both Senators hope to take part in the conference proceedings after the elections but will not have definite plans to do so for a few days. Accompanying them will be Edward Cooper, communications specialist of the Senate committee.

As the plenary session opened Friday, the antenna subcommittee headed by Royal V. Howard, NAB engineering director, submitted a report setting out width of beams and vertical angles. The report was one of several on which preparatory groups have been working. These covered frequency assignments for seven periods of the 11-year sun-
spot cycle, one period of which was drafted at a spring meeting in Geneva; effective use of space through time-sharing as well as directive antennas, and power needed for long and short distance transmission.

Russian delegates are at Mexico City.

The FCC noted, "...it is the understanding of the Commission and the State Dept. 

Mexico originally indicated that the 150 kc San Luis Potosi station would begin operation by Dec. 1.

In its letters protesting Mexico's proposed use of 540 kc, which were transmitted to the Mexican govern-
ment via the State Dept. and the Office of Inter-American Radio, the Commission noted that the channel is not yet within the scope of NARBA and, under the Atlantic City agreement, may be used only "after proper agreements of the interested countries have been ef-
fected." Proposal Circulated

The Commission said "proposals looking toward such special ar-
rangements have been made and circulated between the countries of the North American Region ... but no agreement has been reached."

FCC also asserted that "hun-
dreds of government and non-gov-
ernment stations" operating just below 540 kc would be affected by the proposed channel and that the Commission's entire 415-540 kc allo-
lation plan, currently in preparation, might be jeopardized.

The Commission's first letter, sent May 6, brought a reply in which Mexico argued that the San Luis Potosi station would not be inconsistent with either the Cairo Radio Regulations (1938) or NARBA. The Mexican Govern-
ment also asked FCC to withdraw its objections.

In reply, FCC wrote on Sept. 9 that it considered the Mexican views to be "erroneous." Further, the Commission statement that the proposed use of 540 kc would cause no interference to the broadcast service of the U. S. in no way justifies such an assignment by Mexico. The U. S. has refused to make any assignments that have been offered in order to comply with the Cairo Regulations and the prov-
isions of NARBA and the Interim Agreement.

At the pre-NARBA technical conference in Havana in 1947, FCC noted, "it was the unanimous view of the parties present, including Mexico, that the decision with respect to the use to be made of 540 kc should be determined at a later date in conference between the various interested countries."

The Commission did not feel that its argument was weakened by the fact that CBK Watrous, Sask., op-
eron 540 kc with 50 watts. CBK, it was pointed out, was on 540 kc the entire time and the statement that "no assignment was permitted to continue such operation primarily because of the difficulty of finding a different suitable frequency for it at that time."
ELECTION ROUND-UP

By BETTY STONE

MORE THAN half a million dollars is being spent on sponsorship of election returns Nov. 2, with full-scale coverage of balloting being carried on all major AM and FM television networks, and all of the AM chains, for varying lengths of time.

Mutual's coverage, on a "global" scale, and sponsored by the Curtis Publishing Co., Philadelphia, will emanate from the ballroom of New York's Ritz Carlton Hotel. Full coast-to-coast facilities, plus 16,000 miles of additional circuits will be controlled from that point, and 500 MBS affiliates will present local vote counts by special cut-in signals. Representatives of the British Broadcasting Corp., the Canadian Broadcasting Corp., and the French Broadcasting System will be stationed at MBS headquarters, and will use the Mutual Network facilities for flashing election results overseas.

Curtis Pays $76,000

It is estimated that Curtis paid approximately $76,000 for the MBS tabulation, to start at 9:15 p.m.

"For upwards of $125,000," according to an informant's "rough guess," Nash Motors, Detroit, has purchased both CBS networks, TV and AM. Television coverage will be carried by video affiliates in Philadelphia, Baltimore, Boston and New York and will be coordinated by Edmund A. Chester, director of news, special events and sports for CBS-TV. Activities will begin at 8 p.m.

"Life" and the NBC-TV East Coast network will collaborate on a more extensive basis, utilizing the publication's full news-covering facilities for minute-to-minute reports on voting. In addition, the network's news and TV staffs, and "Life" journalists will present interviews, pick-ups from party headquarters, resumes and sidelights.

Ben Grauer and John Cameron Sweeney will be commentators on the program which represents an expenditure by "Life" of "somewhere between $75,000 and $100,000."

The East Coast network is comprised of TV affiliates in New York, Philadelphia, Boston, Baltimore, Washington, Richmond, Providence and Schenectady. Television is scheduled from 8 p.m. till conclusion.

NBC-TV's Midwest network, affiliates in St. Louis, Milwaukee, Detroit and Buffalo, is telecasting the same general coverage presentation under sponsorship of RCA, an approximate cost of $90,000, it was believed.

Sponsored by Kaiser-Frazer Corp., Willow Run, at an estimated price of over $125,000, ABC election night activities will embrace both the coast-to-coast radio network, and the Eastern and Midwest television networks. Walter Winchell and Drew Pearson, debating on video, and Dr. George Gallup, will head the East Coast group of ABC commentators and political analysts covering the network's election jamboree.

Seven Cameras Used

Emanating from two huge studios, and requiring seven television cameras, the Eastern TV show will be carried in New York, Philadelphia, Washington, Baltimore and Boston. Both AM and TV presentations will also feature Elmer Davis, Earl Godwin and others. The Midwest telecast, originating from Chicago, and featuring Bakhage, Tris Coffin and George Hicks, will also be carried in St. Louis, Detroit, Milwaukee, Toledo, Cleveland and Buffalo.

The entire radio network of NBC was purchased for election night news and tabulation by the Chevrolet Motors Division, General Motors Corp., Detroit. Comprehensive coverage, comparable to the NBC video presentation, will begin at 8 p.m., continue till out.

come is known. Cost for the election night "package" was said to be slightly more than $100,000.

In a tie-in between the DuMont Television Network and Newsweek, involving, apparently, no exchange of money, election night coverage will originate from WABD New York's Studio A, which will serve as clearing house for all news. Pick-ups will also be made from the Democratic headquarters in the Biltmore Hotel and the Roosevelt Hotel Republican headquarters, both New York. The coaxial cable from Washington will not be available to DuMont on election evening.

In addition, DuMont and Newsweek have agreed to start the half-hour election video shows, scheduled for the trio of Sundays preceding election Tuesday.

Continental Plans

Continental FM Network has about completed election coverage plans for more than a score of FM stations on its wire-air hook-up. FM member stations having AM affiliates will be permitted to make the service available to them, according to Larry Carl, Continental program manager.

The Continental election service will be built around half-hour rundowns, with musical interludes during which stations can give local results and sell local announcements.

Coverage will start at 8 p.m. election night and continue until a decision is reached. Special attention will be given senatorial contests. The WASH Washington newsroom will receive service from INS and Transradio Press and serve as network headquarters. WASH is Continental's key station.

Joe McCaffrey will direct the coverage, assisted by Paul Green. They handled Continental's coverage of the political conventions in Philadelphia last summer when the network carried the entire proceedings.

Time for Truman

DEMOCRATIC National Committee has purchased time on the full CBS and Mutual networks as well as the Midwest television network of ABC for a major campaign speech by President Truman tonight (Oct. 25), 9-9:30 p.m. CST. Emanating from Chicago Stadium, the speech will be carried on all Chicago television stations, plus WSPD-TV Toledo, WBEN-TV Buffalo, WXYZ-TV Detroit, WNEV Cleveland, KSD-TV St. Louis, and WTMJ-TV Milwaukee.

DeWey on NBC, CBS

GOV. THOMAS E. DEWEY'S Presidential campaign address will be broadcast on NBC and CBS. The broadcast will be transmitted from New York, Oct. 28, 9-9:30 p.m., originally scheduled for NBC only, will also be carried on CBS. Time on CBS was purchased by the Dewey-Warren Club.

Courier Sponsors TV

E. L. COURAND & Co., New York (Walco Tele-view lens), on Oct. 24 started Greatest Fights of the Century on the DuMont Television Network, Sunday, 8-8:30 p.m. Program, film clips of jungle battles, is on WABD New York one Sunday, repeated the next Sunday on other DuMont outlets by Teletranscription. Series is also aired on NBC-TV network Fridays following Gillette's fight telecasts. Caye- ton, Inc., New York, is the agency.

WIELDING a silver trussel, Wayne Cay (center), FCC chairman, sets the cornerstone for the transmitter building of WOIC (TV) Washington [BROADCASTING, Oct. 18]. Taking part are Theodore C. Strohbert (I), president of WOR New York, which will own and operate the new station, and Eugene S. Thomas, WOIC general manager.
VIDEO MUSIC RIGHTS

By BRUCE ROBERTSON

LAST WEEK as ASCAP reported assignments of video rights from members "snowballing" into the society's headquarters, television broadcasters were comparing the short-term deal they might expect from ASCAP with BMI's offer of full video rights on exactly the same basis as BMI does for radio.

When ASCAP has secured the signatures of writer and publisher members representing 80% of the 1947 distribution of royalties, it will use them in their official capacity to offer broadcasters blanket or per-program rates up to Dec. 31, 1950. Rates will cover the use of its music by instrumentalists, by vocal groups of not more than five members, or by a chorus not in costume whose singing is not accompanied by dialogue, dancing or scenery. Video use of dramatic musical numbers, originally used in musical stage or motion picture performances, is limited to two numbers from the same work on the same broadcast.

If the singers are costumed and working before scenery appropriate to the song, or if a dancing routine or dialogue is used, such video performances cannot be covered by the general blanket or per-program license. They will be separately licensed by ASCAP at special rates.

One Program Stipulation

If one dramatic-musical number is used on a TV program under the broadcaster's general license, the broadcaster cannot get a special license to use a second number from the same work on that program; nor, if he uses one such number under a special license, can he use a second under his general license.

ASCAP is not asking its members for any licensing rights for the video use of dramatic-musical numbers in the same way as they were asked in their radio program production. Such rights are retained by the individual copyright owners and must be secured individually from them. The copyright owners may also restrict the use of any musical numbers from television.

In contrast to these limited two-year licenses which television broadcasters will be able to get from ASCAP—provided ASCAP gets the licensing rights from enough members to make up the 80% required—BMI is offering full video rights for the full period of its sound broadcasting contracts, a period of more than ten years.

"This is from BMI's inception," Carl Haverlin, BMI president, said last week, "we have defined television as a form of radio broadcasting. Our contracts with writers and publishers on the one hand, and with our station and network members on the other, have always covered all the use of our music, whether by AM, FM or TV."

'Music Heard, Not Seen'

That means, Mr. Haverlin explained, that a television broadcaster may use BMI music on exactly the same basis as an AM or FM broadcaster. He will pay the same percentage of receipts from advertisers and be permitted the same deductions, with no distinctions between live talent, transcribed or film performances.

"Music is heard, not seen," he stated, "and our position is that the right to perform music is an audible, not a visual right. We do not consider the use of costume, scenery or introductory dialogue as subject to special restriction."

BMI's position that there is no difference between live, transcribed or filmed performances, so far as musical rights for television are concerned, is an important one for TV broadcasters. Much of the program material is on film.

BMI holds that a video recording for delayed broadcast purposes (kinescopic recording) is the same as a transcription of a network program in sound broadcasting made for use by an affiliate station which cannot broadcast the program at the time of its network origination. In other words, BMI feels that such use should be regarded as a normal incident of the performing right the broadcaster gets in his license from BMI.

ASCAP makes no mention of any use of film for television in the second of its radio rights, which its members assign to the society for the purpose of licensing TV stations to use ASCAP music.

Video networks are now attempting to secure the right to use such television transcriptions in network feeds to individual ASCAP members, largely through Harry Fox, agent and trustee for many major music publishing houses. Some publishers have granted these TV delayed broadcast rights without extra charge. Others have taken the stand that they are actually synchronization rights such as are granted to motion picture producers and should be paid for in addition to the live broadcast fees.

Parallel to AM

Arguing that no extra fee should be charged for television transcriptions or video or audio on both, each synchronization right for music is reserved by the individual copyright owner and is the subject of individual bargaining for rights. The broadcast rights to such filmed music are covered by the general BMI performance license and presumably that would be true for ASCAP licensees as well.

KINESCOPE 'RIGHT'

By FLORENCE SMALL

A DISPUTE which may lead to knotty legal entanglements was brewing last week over ownership of rights to kinescopic recordings of dramatic shows on television. Those involved are television broadcasters, motion picture companies, agencies and advertisers.

As yet none of the parties has taken action which could precipitate immediate resolution of the issue. But in several instances plays which advertisers had scheduled for telecast by kinescopic recordings were abandoned because of inability to clear the rights with film studios.

Subjects of the controversy are plays to which film companies own motion picture rights.

The kinescope process entails recording of a live program off a television kinescope tube onto film for re-telecast on stations not connected by relay or coaxial cable. Interpreting this as an "on-the-film" process, many motion picture producers have maintained that, since they own all picture rights to the plays, it is requesting kinescoping should also fall within their compass.

Says It's Same as ET

Networks, advertising agencies and advertisers, however, maintain that the kinescope process is similar to radio's electrically transcribed "telecast" programs and the network should have the kinescope right as a part of the live telecasting right. In addition, networks point out that contracts made between broadcasters and the film companies for their plays do not specifically mention the terms "kinescope rights" or "television transcription." Therefore technical

LEGAL MIXUPS BREWING

(Continued on page 66)

October 25, 1948 • Page 27
House Unit Gives WIPR Probe Plans

Three-Man Group Leaves U. S. To Examine P. R. Grant

THREE staff investigators of the House Select Committee to Investigate the FCC left last Wednesday for Puerto Rico to probe complaints of private broadcasters on the island over the grant of a commercial station to the insular government [BROADCASTING, Oct. 18].

Group includes Frank T. Bow, general counsel of the committee, Oscar Hume and Thomas Simpson, committee investigators. An informal reception for the trio was planned for last Friday by government officials and executives of radio outlets on the island.

Mr. Bow, in announcing plans to conduct an on-the-scene probe, had indicated that it would probably be seven to ten days’ duration. An “overall investigation” was contemplated but heaviest attention will be given to the 15-month-old grant of a construction permit to WIPR, 10-kw commercial station on 940 kc in Puerto Rico, Mr. Bow said.

Private broadcasters have contended that the grant jeopardizes their operations. Their complaints were carried to the five-man committee during a recent Washington visit by Thomas Muniz, president of the Puerto Rico Broadcasters Assn. [BROADCASTING, Sept. 27]. Lack of organization, they maintain, prevented them from registering their complaints with the FCC at the time of the grant. WIPR officials claim the private operators were fully aware of FCC proceedings and knew the commercial character of the station when it was proposed.

The Committee, headed by Rep. Forrest A. Harness (R-Ind.), is current in its inquiry phase of FCC administration preparatory to opening mid-November hearings [BROADCASTING, Oct. 18]. Hearings have previously been held by the Select Committee on the FCC’s Port Huron decision on political broadcasts, and the Scott case dealing with atheists’ rights to equal radio time.

‘Studio One’ on TV

CBS on Nov. 7 is starting a new network-built television series, Studio One, which will resemble the network’s sound broadcasts under the same title. The series will present dramatic adaptations of famous novels, short stories and plays and will be broadcast twice monthly on the Sunday evening 7:30-8:30 period occupied once a month by the Ford Theatre video program.

One Program will star Margaret Sullivan in “The Storm,” taken from a short story in Good Housekeeping. Worthington C. Miner, manager of CBS television program development, will adapt and direct the program.

Sponsorship of CBS “Star Ocer Hollywood”, 1-1.30 p.m. Saturdays, by Armour and Co., Chicago, for Dash Dog Food is agreed to by George W. Munro (center), manager, Armour’s canned food division. Witnessing completion of negotiations are (l to r) J. C. Armstrong, director, canned food advertising; D. B. House, Armour advertising manager; H. D. Morris, dog food sales manager; Harry Dieter, manager, radio department, Faoste, Cene and Belding, Chicago, and Dudley Faust, CBS account executive.

RMA PLAN

WINS APPLAUSE OF MILITARY

A PLAN developed by the Radio Mfrs. Assn. for the rapid conversion of the electronics industry to emergency production, last week won the applause of the National Military Establishment.

Charges that such an emergency transition were being jeopardized by “speculative hails,” were contained in the plan submitted by the RMA’s Industry Mobilization Policy Committee a fortnight ago [BROADCASTING, Oct. 18].

The remedy prescribed by the RMA committee, headed by Fred R. Lack, Western Electric Co., was a “leader” type of operation, such as was used in shipbuilding and some phases of electronics in World War II and featured a fully-coordinated participation by the industry as a whole.

Gen. P. W. Timberlake of the Air Force, director of the military requirements and facilities division of the Munitions Board, praised the plan last week in a letter to Mr. Lack.

Gen. Timberlake revealed that the plan would be studied and submitted to the Munitions Board’s Committee on Communications and Electronics. This committee, he said, would then pass the plan on for coordination among the three services.

“The plan, in itself,” Gen. Timberlake wrote, “seems sound, clear, concise and it reflects good judgment in the planning by the committee.”

A study of the plan will be made by the military in the hopes that a comprehensive mobilization plan will result, Gen. Timberlake declared.

Dedicated as a program to spread the military load throughout the entire electronics industry, the plan was offered to the Munitions Board as a model for all American industries.

In its plan the RMA committee

Video Production Reaches New High

RMA Latest Figures Also Show AM-FM Over One Million

PRODUCTION of TV sets nearly the half-million mark for 1948 as AM-FM output topped a million, according to Radio Mfrs. Assn., representing 90% of the industry. Total set production for September (a five-week working month) was 1,288,446 units, bringing the year’s overall figure to 11,644,300, according to RMA.

This is expected to bring the total 1948 production to 16,000,000 sets. TV set production in September totaled 88,195 sets, an all-time record, or 209,237 for the third quarter and 488,133 for the nine months of 1948. Total TV output since the war has reached 675,180 sets. August TV output was 64,953 sets.

AM-FM sets totaled 171,783 for September, an all-time record with 357,620 sets turned out in the third quarter and 1,052,933 since Jan. 1.

Production of AM models totaled 1,030,428 in September, 2,888,881 in the third quarter and 8,342,684 since Jan. 1.

man of the National Security Resources Board, and a group of top industrialists in Washington last Friday.

The industrial group consisted of members of the National Industry Production Board’s executive council, headed by A. W. Robertson, chairman of Westinghouse Electric Corp.

KRSC – TV JOINS CBS TELEVISION NETWORK

KRSC-TV Seattle last week joined the CBS video network.

The signing of a primary affiliation contract gives CBS-TV affiliates in 15 major cities. Contract was signed by Palmer K. Leberman, president of Radio Sales Corp., Seattle, station owner, and William A. Schudt Jr., CBS director of station relations.

Telecast debut is set for late November or early December. KRSC-TV has been assigned Channel 6.

Mr. Leberman (l) and Mr. Schudt.

BROADCASTING • Telecasting
HIGH-LOW TV

Zenith Hints High Band Color, Too

By LARRY CHRISTOPHER

COMPLETE LINE of new television receivers—which can receive both bands of the 475-890 mc television and "high band" 475-890 mc TV yet to be assigned—will be announced by Zenith Radio Corp. next month. Unveiling will take place at Zenith's annual distributors' meeting Nov. 18-19 in Chicago.

At that time the new sets will begin to flow to distributors and will be available for sale to the public at prices competitive with present low band sets, a Zenith spokesman said last Thursday. Details of the accompanying advertising and promotion campaign still are being worked out.

Some facts on the readiness of the new receiver were divulged last week. It was learned that one of the sets has been installed in the home of FCC Chairman Wayne Coy. Also Zenith President Eugene F. McDonald Jr. reaffirmed testimony of Dr. Brown that the Commission's firm was developing receivers which "can be made obsolete all existing sets as far as any high band reception is concerned.

The Zenith official declined any comment on whether the high band circuit employed a new simplified design. Neither did he commit himself on the reception of color transmission as monochrome or color. He said all the facts will be made public at the November meeting of distributors.

The Zenith official stated that the new receiver is being produced in a number of models, from table to console, and the price would be "competitive" to the comparable range of present day low band sets.

November Meeting

Another Zenith representative said that none of the new sets would be shipped to distributors and no announcement was indicated that no large number of receivers would be sent out by the end of the year. He said consumer advertising would not begin until after the November distributors' meeting.

Regarding what Zenith might have to pay in its advertising about the new set and the current high band television situation, the

$29.95 FM 'Conqueror' Introduced by Emerson Radio

THE advent of true "FM for the masses" took a big step toward reality last week when the Emerson Radio & Phonograph Corp. introduced its "Conqueror."

The new set answers the contention of industry leaders that the high cost of receivers has been the deterring factor in making FM a "people's radio." Although manufacturers throughout the country have been making a constant effort to improve the quality and decrease the price of their FM sets, the introduction of the "Conqueror," priced at $29.95, retail, has probably led the way in offering a combination FM/AM-priced set. Emerson officials state that the set is genuine FM, not a makeshift or "superregen" FM receiver.

Model Described

The "Conqueror," Model 602, is housed in an acoustically constructed cabinet. This cabinet features a new application of maroon plastic in combination with a new style translucent gold-backed slide-rule dial, integrated control knobs and three dimensional grille. The complete FM set is covered with an improved superheterodyne circuit which incorporates advanced Emerson electronic engineering features to what is called A-G-C or DC operation. An internal FM powerline antenna is included to eliminate the necessity of an external antenna for local reception. Provision has been made for connection of an external FM antenna if desired.

Emerson radio distributors are slated to receive the sets on an allocation basis with delivery for months to come, company officials feel, because of the expected demand for an FM set of this type.

Broadcasting • Telecasting

IN RECOGNITION of 20th anniversary of his election as NAB president, William S. Hedges (r.), NBC vice president, was made honorary chairman of NAB Public Relations Committee at Thursday meeting. He is holding NAB's public relations awn award as Frank King, committee chairman, offers congratulations.

spokesman said, "We do not want to in any way embarrass the FCC or embarrass the industry" and pointed out that Zenith has made no statements about the new sets outside from the testimony of Mr. Brown before FCC.

The official said he believed there were no new high band sets farmed out yet, other than the one which has been installed in Chairman Coy's home in Washington.

When asked about this and how it might be picking up the NBC experimental transmissions on 450-890 mc of the network's WNBW (TV) Washington, Chairman Coy declined comment.

'I Have a Receiver'

A fortnight ago during oral argument on the allocation of the mobile and fixed services, Chairman Coy said, "We keep telling us how long it will take to get the equipment... I am having a receiver installed in my home the end of this week or early next week to receive television in the 450-460 mc band. Not a converter."

The point was brought out in a discussion with CBS Counsel James H. Knapp on the amount of time required to develop equipment for remote broadcasting in the 450-460 mc band.

Notice of the new Zenith sets was given pointedly by Mr. Brown during his testimony before FCC on the high band issue. He told the Commission:

We have been engaged in research and development on television receivers both for color and black and white television in the 475-890 mc band for some years. We have found it entirely practical to build receivers for this band both for color and for black and white transmission. We have de
dicated and are now producing for sale to the public, television receivers which have been designed and are being produced both in the 54-216 mc band and the 475-890 mc band. These receivers are strictly competitive in price with the television receivers on today's market.

For these reasons we have no hesita
tion in saying that black and white receivers on this band are entirely practical and their design

(Continued on page 67)
WTOP, KQW

FCC Grants Approval For CBS Deal

The $1,280,000-plus transactions by which CBS sells 55% of its WTOP Washington to the Washington Post and acquires full ownership of KQW Phoenix were given FCC approval last Wednesday. [CLOSED CIRCUIT, Oct. 4]

Consummation of both transfers hinges on the Post's disposition of its 250 kc WINX Washington and WWINX-FM, for which the Commission allowed 120 days instead of the customary 30. Before CBS takes over KQW it must transfer WWINX-FM, that cannot be accomplished until the Post relinquishes WINX.

Several prospective bidders for WINX have approached the Post since its plans to acquire controlling interest in WTOP were revealed along with the CBS-KQW transaction last spring [BROADCASTING, Aug. 14]. Complete negotiations have been reported. Asking price is understood to be around $300,000. Post Owner Eugene Meyer acquired WINX in 1943 for $10,000 when a record price for a local station.

The WTOP license (1500 kc, 50 kw) and conditional grant for WWINX-FM will be assigned to a new corporation, WTOP Inc., which the Post owns 55% and CBS 45%. But under a voting trust agreement the CBS stock as well as the newspaper's will be voted by Post Publisher Philip Graham. For its 55% interest the Post pays $855,470 cash.

In the KQW transaction the network will own only 25% of the station and its associated FM operation, acquires the remaining 55% from Ralph R., Mott Q., and Dorothy M. Brunton for $425,000. In May the station at addition to which the following is less: $66,000, or 55% of capital expenditures in the previous fiscal year; $40,000 in change in frequency or installation of new facilities. KQW is on 740 kc with 5 kw but, since the sales contract was signed, has won a grant for 5 kw [BROADCASTING, Aug. 22].

CBS acquired its initial 45% interest in KQW from the Bruntos several months ago for $300,000.

Meanwhile last week the Commission also took action in 12 other transfer cases, including $275,000 sale of KSDJ San Diego, Calif. by Clinton D. McKinnon, Charles E. Salik. (Other cases are listed at right.)

John S. Hayes, general manager of WIXX, is slated to take over the WTOP license and controls WWINX-FM, but the transfer is consummated. CBS will retain network news department facilities at WTOP and the station in May, but will not own WWINX-FM, so that post will not be consolidated. CBS will retrocede WWINX-FM, which the Post purchased for $500,000, when the permit is issued.

The new Post-CBS firm, WTOP Inc, also plans to apply for a Washington television station.

It is expected that Arthur Hull Hayes, general manager of WCB New York, will become network vice president for San Francisco operations when CBS takes over KQW, and that Richard Swiff, now assistant manager of WCB, will become manager of the New York key. [CLOSED CIRCUIT, Aug. 9].

KWIN is on 1340 kc with 250 kw fulltime and operates two 250 w boosters.

Post officials said negotiations for sale of the station are being handled by Smith Davis Corp.

FCC Chairman Wayne Coy, former radio director of the Post, did not comment on the Commission's action on either WTOP or KQW. Comm. Robert F. Jones did not vote on the WTOP case.

Other FCC transfers:

KSDJ San Diego, Calif. — Granted voluntary assignment of license from Theodore Mott Q. to Charles E. Salik for $275,000 [BROADCASTING, Aug. 9]. Mr. Mott Q. is 75% owner of KSEM San Diego, Calif. and is permitted to KSDJ Harlingen, Tex. WINX is assigned kw night, 5 kw day on 850 kc.

WINW and WNBW-FM Birmingham, Ala. — Granted assignment of license for 1000 kc, 1 kw, to Charles E. Salik for $275,000 [BROADCASTING, Aug. 2, 11]. Mr. Salik, who is 75% owner of KSTM Madison, Wis. and is permitted of KSOX Harlingen, Tex. WNBW-FM is assigned kw, 5 kw day on 850 kc.

WOOD Grand Rapids, Mich. — Granted voluntary assignment of license from Meredith Corp., licensee of WOOD, to Charles E. Salik for $275,000 [BROADCASTING, Aug. 11]. Mr. Salik is 75% owner of KBTM, licensee of KAVR Sacramento, Calif. WOOD is assigned 5 kw on 1200 kc.

WLBR DeKalb, Ill. — Granted assignment of license of present partnership to new corporation in which one of the assignor partners, Theodore A. Lanes, will hold 52% and balance will be held by non-partners. Consideration is $14,000. [BROADCASTING, Aug. 11].

KAVR Havre, Mont. —Granted to KPEG Bellingham, Wash., and KSEM Moses Lake, Wash. — Granted assignments of license and permits from partners of same four individuals to new corporations comprising three individuals each, with the exception of Edward Jansen who sells his interests to one of the new corporations for cash of $43,000 and to Jessica Longton who becomes majority owner. Consideration is investment value. KAVR—Assigned to Michael J. Cason, licensee of KAVR and owner of a local newspaper. Jessica Longton will own 51% and will acquire 25% of Jansen holding. Raymond Rogness, licensee of KSEK-KQX Bismarck, will retain 25%. KQX will acquire 25% for $50,000 [BROADCASTING, Aug. 22].

Coy at NCAB

FCC CHAIRMAN Wayne Coy will address a dinner meeting of the North Carolina Assn. of Broadcasters tonight (Monday) at Southern Pines, N. C. The meeting is a part of the association's full session, being held today and Tuesday. NCAB is headed by Harold Exess, vice president and general manager of WSJS Winston-Salem.
The Pay-off

What's the big thing about the organ-grinding business? It's the pay-off, and it comes when the monkey collects the money from the audience.

Not so very different from radio advertising, is it? The pay-off is what counts!

Here in Baltimore, the nation's sixth largest market, there's one station that consistently pays off with more listeners-per-dollar than any other station in town. It's W-I-T-H, the BIG independent with the BIG audience that really delivers for its advertisers.

W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area. So if you aren't using W-I-T-H in Baltimore, call in your Headley-Reed man today and get the full story.

Tom Tinsley, President • Represented by Headley-Reed
ABC SETS FAST

A SMASH HIT IN CHICAGO!

"WENR-TV put on a great show," raved the Chicago Sunday Times. "Jampacked with outstanding entertainment," said the Chicago Sunday Tribune. A great cast—including Victor Borge, Lou Holtz, Jerry Colonna, Don McNeill and the Breakfast Club gang, Ginny Simms, Paul Whiteman, Ladies Be Seated, Candid Microphone and Hollywood Screen Test—put on a whale of an inaugural show. The audience, believe it or not, was five times greater than all other Chicago television stations combined (and against the competition of baseball and pro football, at that!)
A WOW IN DETROIT!

Another opening night that made television history! It was WXYZ-TV's première in the Motor City...a World Series game, two football games, and an all-star variety show featuring Frances Langford, Paul Whiteman, the Hartmans, Georgie Price and other headliners. WXYZ-TV's antenna, high atop the Maccabees Building, gave great reception for the opening program—assures Detroit continuing fine television.

PACE IN NETWORK TELEVISION

ABC WAS THE FIRST to put network television on the air in the Mid-West. Already connected are ABC stations WENR-TV, Chicago; WXYZ-TV, Detroit; WEWS, Cleveland; WTMJ-TV, Milwaukee; WBEN-TV, Buffalo; WSPD-TV, Toledo.

ABC's Eastern regional network has been telecasting for some time:

WJZ-TV New York  
WNAC-TV Boston  
WFIL-TV Philadelphia

WAAM Baltimore  
WMAL-TV Washington

By the end of '48, the Mid-West and Eastern networks will be linked!

And on the West Coast, another great ABC regional network will go on the air soon. KECA-TV, Los Angeles; KGO-TV, San Francisco; and KFMB-TV, San Diego, should all be telecasting this year. Completing the current ABC line-up, WBAP-TV, Ft. Worth, is now on the air.

Coming Soon: WAVE-TV, Louisville; WTCN-TV, Minneapolis; WDSU-TV, New Orleans; WSEE, St. Petersburg-Tampa; WAGE-TV, Syracuse, and many other leading cities. ABC-TV is rapidly spanning the nation...from border to border, from coast to coast. When you look into television, be sure to take a good look at ABC-TV!

ABC-TV The Living Image of America
American Broadcasting Company
AVCO RULE END? FCBA Recommends Abolition

ABOLITION of FCC's Avco Rule requiring advertisement for competitive bids in station sales was recommended to the Commission last week by the Federal Communications Bar Assn.

The FCBA Executive Committee approved and transmitted to FCC a report of the Practice & Procedure Committee declaring the rule apparently has not fulfilled its purpose and that the delays occasioned by the procedure give licensees "considerable difficulty from a business standpoint."

For some time reports have circulated that FCC is considering abandoning the public bidding phase of the rule but requiring local advertising not only of proposed sales but of new-station applications [CLOSED CIRCUIT, Oct. 11].

The rule, as it now stands, requires that transfer applications be advertised locally and sets aside a 60-day period in which would-be purchasers may file competing bids "on the same terms and conditions" as the purchaser named in the application.

Text of the Practice & Procedure Committee's report:

At the present time Sec. 1.321 of the Commission's Rules and Regulations provides for "competitive bidding" on transfer applications and the advertisement of such transfers during a 60-day period following the filing of the application.

During the past two years that this system has been in effect, relatively few competitive applications have been filed. Accordingly, it appears that the original purpose of the Avco procedure has not been fulfilled. Moreover, where the transferor does not wish to sell to the competitive applicant despite the Commission's decision favoring it, it appears that the Avco procedure is futile.

Finally, as a result of the Avco procedure and the consequent delay during the initial waiting period of 60 days subsequent to the filing of the application, broadcast licensees encounter considerable difficulty from a business standpoint. Station personnel are left in a state of uncertainty regarding their ultimate employment by the prospective purchaser and advertisers are similarly uncertain regarding the continuance of the management with whom they have been dealing.

For the foregoing reasons, the Committee on Practice & Procedure unanimously recommends that the FCC Bar Assn. request the Commission to abolish the provisions of Sec. 1.321 [Avco Rule].

The Practice & Procedure Committee is composed of Leonard H. Marks, chairman; David Tolman, Philip Bergson, and Ralph Walker.

We've Really Got Something To Howl About

WBBC . . . TEN MONTHS OLD
WE'VE CHANGED THE AREA LISTENING HABIT
2ND IN ONLY 10 MONTHS FLINT, MICHIGAN'S MOST PROGRESSIVE RADIO STATION

SEE THE REPORT FROM C. E. HOOPER, INC.
"HOOPER" STATION LISTENING INDEX
FLINT, MICHIGAN
SUMMER 1948

WE'VE BEEN DOING A STRONG PROMOTION JOB LOCALLY AND MERCHANDISING IN A MANNER THAT'S GOT ALL FLINT AREA TALKING

WBBC 1000 WATTS, UNLIMITED
NO STATION MORE POWERFUL IN FLINT

Ruling on AT&T To Precede Rates

Philo, DuMont Say Intercom Policy Threatens Video

FCC RULED last week that it will pass upon American Telephone & Telegraph's intercity television interconnection policy before it decides whether the network video rates of AT&T and Western Union are reasonable and lawful.

The ruling was on a motion of Philco Corp. and Allen B. DuMont Labs., which claimed the policy is "a very serious threat to the whole television broadcasting industry" [BROADCASTING, Oct. 4]. Under the policy AT&T will not connect its own intercity facilities with those of others except to cover areas where it has no facilities of its own.

Western Union counsel orally supported the motion but AT&T attorneys argued that the interconnection issue cannot be decided without regard to the other issues.

FCC's hearing on the rates of the two companies already has consumed two "eves" [BROADCASTING, Oct. 4, Oct. 11]. It resumes Nov. 3. Authorities estimated approximately one more week would be needed to complete the phase dealing with interconnection.

Ruling on the Philco-DuMont motion, FCC ordered Hearing Examiner J. Fred Johnson to "proceed forthwith to complete the taking of evidence with respect to the matter of the regulations of the AT&T and the Western Union Telegraph Co. applicable to the interconnection of their television transmission facilities with those of others."

Then, FCC said, the record on interconnection will be closed and certified to the Commission for decision.

Subsequent procedure has not been determined. It was considered likely that the hearing on rates will await the decision on interconnection.

NEW DEVICE BY RCA SEEN AS VIDEO AID

A NEW RCA technical development which, it is hoped, will give added realism to television, motion pictures and still photography was described to members of the American Optical Society in Detroit, Oct. 23.

The innovation is described as "a new method of measuring contrast characteristics of both optical and electrical lenses." It was developed by Otto H. Schade, advanced development engineer of the RCA tube department.

It is said to employ a television pick-up and reproduction system providing the television, optical, and photographic industries with "the first known practical method of analyzing and rating the ability of various types of lenses to show picture detail."
All America is becoming increasingly aware of the MAGIC CIRCLE. A recent article in Fortune Magazine discusses this favored section of a favored land. Other discussion in executive offices across the nation pave the way for new factories, new business and new opportunities of many kinds for this great area! Mr. Roger Babson who defined the "Magic Circle", as here shown, declares that in this part of America lies the nation's greatest future development and security!

_Tremendous development is in urgent process today! Markets are expanding, people are earning more money than ever before and they are buying!_

Tell them about your products and tell them quickly, effectively and at lowest per listener cost over KVOO, Oklahoma's Greatest Station!
ACCOMPANIED by party violinist, Eddie Cantor’s 78th radio birthday is melodiously marked by this quartet (1 to r): Irv Staundinger, Warwick & Legler account executive; Mr. Cantor; Nate Perlstein, Pabst Sales Co. advertising director; Lewis S. Frost, assistant to NBC Western Division v. p.

THE HARMONICATS swing out with James C. Petillo (r), AFM president, as Mr. Petillo accepts the famed trio into the union. A long controversy over the legitimacy of a harmonica as a musical instrument had barred the team from union membership. Harmonicats are (1 to r) Dan Les, Jerry Murad and Al Fiore.

PREPARING for premiere of the Prudential Insurance Co. of America’s new show, “The Family Hour of Stars” (CBS, Sundays), are (1 to r) Carroll M. Shanks, Prudential Insurance Co. president; Clarence Goshorn, Benton & Bowles president; Gregory Peck; Ginger Rogers, Jack Johnstone, director.

Dr. LEE DE FOREST (r), vacuum tube inventor, inspecting one of his old hand-blown tubes with U. of Wisconsin President E. B. Fred. Dr. De Forest spoke at the Second Annual U. of Wisconsin Radio Executives’ Conference at Madison.

WALLACE BRAZEAL (center), vice president of KHQ Spokane, Wash., was more than happy when he took this seven-pound Dolly Varden trout from Lake Pend Oreille, Idaho. On hand to congratulate him are Joe Bates Jr. (1), nationally-known fishing authority, and Jennings Pearce, manager of station relations for NBC Hollywood.

OVERALL sales plan for new 24-hour schedule of KMOX St. Louis is discussed by Gil Johnston (r) who returns to KMOX from CBS Radio Sales, Chicago, as national sales manager and P. S. Anderson, new local sales manager.

RITA HAYWORTH, first of a series of “Stars of the Week” to be heard on Thursday NBC “Chesterfield Supper Club,” is shown with Wm. Watson, Neowell-Emmett publicity relations man on the Liggett & Myers account. Contestants attempt to identify the voice for a $500 Bond.

EVERYONE is happy as Edward Lamb (r), publisher of “The Erie (Pa.) Dispatch” and permittee of WICU (TV) Erie, joins in the conversation with Gov. and Mrs. Dewey. Meeting took place when the Presidential nominee visited Erie on his campaign tour.

ATTENDING the CBS affiliates meeting in Dallas, Oct. 11-12, are (1 to r) Clyde Rembert, general manager, KRLD Dallas; Kenyan Brown, president-general manager, KWFT Wichita Falls; John Karol, CBS sales manager; Joseph Ream, executive v. p., CBS; H. V. Akerberg, CBS v. p. in charge of station relations, and William Lodge, CBS v. p.

HOFFMAN Radio Corp., sports series on KFI-TV Los Angeles prompts huddle by (1 to r): H. Leslie Hoffman, sponsor president; Andy Carpenter, Don B. Miner Co. account executive; Mitty Sarnes, agency radio and television director; Don Larson, Hoffman advertising director.
COMICS ON PARADE... mimic-comedian Danny Webb reads the funnies five nights a week.

PIXIE PLAYTIME... pert puppet Peter W. Pixie in a bright children's show... three nights a week.

For TV selectivity
...check channel 11 first!... With the widest range of television programs... best coverage of news, special events, sports... drama, beauty, homemaking... children's shows, religion for all creeds, public service... WPIX offers enough video variety to attract the attention of any viewer—or advertiser!... can make more sales, create conversation among customers, build better business in a new major market well worth the effort now... and from now on!

Get data, details and costs on programs available for sponsorship or syndication!... just write or phone WPIX, 220 E. 42nd St., New York 17... or WPIX representatives out of New York City, Free & Peters, 444 Madison Ave., New York 22.
**On All Accounts**  
(Continued from page 18)  
on CBS. In addition the firm has sponsored several television shows, most recent of which was one featuring Al Schacht before the Giants baseball games on WNBC (TV) New York.

The Chatfields—his wife was the former Marie Walters—were married April 28, 1934. They have two children, Donald, 14, and Susan, 10. The family has a home in Larchmont, New York. George’s vocations read like a hobby book index and include golf, badminton, bowling, amateur movies, photography, puppets and, of course, radio.

In an address at the First Annual Radio News Clinic, sponsored by the university’s school of journalism and the Illinois Broadcasters Assn., Mr. Lewis observed that the major services comb foreign news carefully, but usually “swallow everything out of Washington whole.” Fifty news editors, announcers, and station managers attended the all-day meeting.

Results of a survey by the Institute of Communications, showing that 50% of the nation’s listeners hear three or four newscasts a day, were revealed by Prof. Wilbur Schramm, institute director.

The average number of newscasts heard daily by all listeners is slightly under two, and listeners respond better to from 20 to 30 news items per quarter hour rather than a few, he reported.

Prof. Schramm said the canvass disclosed an announcer’s voice is not a factor governing his popularity if he is a well-established personage.

Chief spokesman for radio management was Charles C. Caley, executive vice president of WMBD Peoria and director of NAB’s District 9, who noted a dearth of “very good news men.” He urged that better newscasters be developed as “they can be money-makers.”

A suggestion that local news men be “full time or none” was made by Prof. Baskett Mose, who teaches radio journalism at Northwestern U. Advocating more concentration on local coverage, he asserted this calls for “one of the most capable men on the station staff.” Charles F. Harrison, WHRF Rock Island, suggested that the “daybook” or “assignment book” practice be adopted by radio newsrooms. He urged news editors to enlist everyone on the station’s roster, including engineers and maintenance personnel, as “legmen for spot news coverage.”

Lindsay, Schooley Preside

Merrill Lindsay, president of the Illinois Broadcasters Assn. and general manager of WSOY Decatur, presided at the morning session, and Frank E. Schooley, assistant director of WILL Urbana, in the afternoon. Arthur C. Stringer, director of NAB’s FM department, attended the sessions.

**In San Francisco**

*Almost Everyone’s a Plutocrat*

**AND ONE COLUMBIA STATION**

**SERVES THEM ALL**

*Of the nation’s 200 largest cities, San Francisco is first in per capita net effective buying income.  

**KQW**

San Francisco Studios  
Palace Hotel

Represented Nationally by Edward Petty & Co. Inc.

**Washington Reporting**

**Said Overplayed**

UNLESS the major news services “make an effort to see through the camouflage of Washington handouts and news conferences,” it will be up to the smaller wire services or pro rata special services to do the Washington job for radio, editor, declared Tuesday at the U. of Illinois.

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**Special TV Sections**

**SINCE the opening of WBAP- TV Fort Worth, special television sections have been published by the Fort Worth Press, Dallas News and Dallas Times Herald. All newspapers in the area are printing WBAP-TV’s program schedule. Station is owned by the Fort Worth Star-Telegram.**
...in the Deep South—Based on Latest Listener Diary Study!*

1. WEEK AS A WHOLE ....

WWL 1st

by almost 3½ to 1

2. ALL QUARTER HOURS ...

WWL 1st

—wins 87% of them: 89.5% in daytime

3. PARTS OF DAY .......

WWL 1st

in every one

4. STRIP PROGRAMS ....

WWL 1st

in net weekly audiences

This is definite proof

FOLKS TURN TO ....

WWL 1st

A Department of Loyola University

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

CBS AFFILIATE • • • 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.
WHY is it that motorists and farm gasoline users in the big WSM region feel there’s something extra about gasoline that is advertised over WSM — that bears the invisible stamp of WSM approval? What is it that makes the invisible WSM label a vital sales factor?

The answer is confidence. Confidence that WSM has carefully and consistently built since 1925.

This WSM power can be put to work to help sell your product.
NAB, TBA UNITS MEET AGAIN ON VIDEO PLAN

GENERAL agreement that NAB and Television Broadcasters Assn. should cooperate as fully as possible in guiding the development of video broadcasting was reiterated last week by committees of both trade organizations. It was learned following a meeting of the committees at New York's Waldorf Astoria Hotel. There are still many details to be worked out, however, before the proposed plan of cooperation can be put into effect, it was said.

Last week's session continued the discussion begun at the Sept. 1 meeting of the committees and reported on the reaction of the NAB and TBA boards to the tentative cooperative format suggested at that time [BROADCASTING, Sept. 6, 13]. Each committee will similarly report back to its board on the results of this month's deliberations, with further meetings of the two committees to follow the next board sessions.

Attending last week's meeting for NAB were Clair McCollough, WGAL Lancaster, and A. D. Williams Jr., NAB executive vice president. For TBA were J. B. Popp, WOR New York and TBA president; G. Emerson Markham, WRGB Schenectady; Lawrence Phillips, Du Mont network; Will Bartin, TBA. Paul Rauborn of Paramount Pictures sat in as an observer.

KGO-TV Has Preview

KGO-TV Oakland, Calif., held a T-Day preview Oct. 14-21 at Jackson's Furniture Co., Oakland, with a store television demonstration. With field cameras set up on the first and third floors, special acts were televised on receivers in the first floor "Television Theatre" and elsewhere throughout the store.

Feature of Week

(Continued from page 18)

for 15 weeks. At the end of the period a certificate of successful completion will be awarded to students who pass the course. Study material is sent in packets to listeners who register by mail with the college.

The listening area of the two 5-kw stations covers all of eastern Washington, parts of northern Oregon, western Montana, southern British Columbia, and northern and central Idaho, the college reports. Only 14% of the adults in this area have a formal college education, according to a survey made by Frederick Hayward, former KWSC manager who undertook the "College by Radio" project negotiations.

Feature articles, news items, leaflets, posters, letters to libraries and spot announcements have been used to promote the project.

Dove Derby

KXO El Centro, Calif., is cooperating with Rogers & Pinney, El Centro Dodge dealer, in staging a dove derby being held during the 30-day dove hunting season in the Imperial Valley. Before the opening day of the season, Oct. 1, a number of doves which had been trapped and identified by bands were released from various points in the valley. El Centro's mayor, Jerry Hill, officiated at the releasing ceremony, which was broadcast by KXO. Any hunter who bags a dove bearing the identifying band will be eligible for one of the prizes Rogers & Pinney is offering. Sets of tires, an automobile paint job, car radios and engine overhauls are among the items in the prize list.

WMAW Milwaukee Blaze Causes $10,000 Loss

AN ESTIMATED $10,000 damage was caused last Monday to WMAW Milwaukee, when fire swept through the unattended control room about an hour after sign-off. The station signed on at its regular time the following morning after engineers labored throughout the night putting an alternate control system into operation.

The blaze, which was believed to have been started in a wastebasket by a smouldering cigarette, was brought under control within a half hour after its discovery. The control-room equipment was less than a year old. WMAW took the air last March 24. Damage, according to Station Manager Jack Bundy, was covered by insurance.
get the inspection you want!

... in the NEW Westinghouse FM Transmitters

Three basic elements of design determine how easy your transmitter is to inspect... safety, accessibility and visibility.

Here's how these features stack up in the new Westinghouse FM transmitters.

Safety... All front and rear access doors are electrically interlocked and provided with high-voltage grounding for safety of operating personnel.

Accessibility... All key circuits are contained in 2 drawer-type chassis, accessible from the front of the transmitter.

The centralized control panels drop forward, exposing components and wiring. All components are accessible through full-length rear doors.

Visibility... All tubes are seen from the front of the transmitter. Log meters are at eye level. They have 270° anti-parallax scales with white on black numerals. Large windows in the rear doors permit quick, easy visual inspection.

It's these important elements... found in advanced form in Westinghouse FM transmitters... that protect your investment and forestall obsolescence... simplify maintenance and inspection... and keep you on the air.

Your Westinghouse salesman is anxious to show you how these features benefit you; or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features...

- replace tubes in a matter of seconds.
- "finger-tip reach" for all tubes from FRONT of transmitter.
- only one control to adjust output power.
- S. W. R. indicator monitors operating conditions of transmitter line and antenna.

Mr. C. C. Smith can help you in the Southeastern area. Your Westinghouse transmitter salesman has at his fingertips all the facilities to help you solve all your broadcast problems... from planning to operation. Mr. C. C. Smith, one of several Westinghouse Electronic Sales Engineers assists him throughout the Southeastern area. Since his student days at Georgia Tech, he has spent twelve years with the Westinghouse Radio Division, assuming his present duties in 1946.
By DANIEL F. LINCOLN
Public Relations Director and Secretary, Retail Merchants Assn., Jamestown, N. Y.

ALWAYS a difficult problem for retail associations is the choice of medium and method by which good public relations can be obtained successfully. An excellent example is the present five-year old radio program of the Retail Merchants Assn. of Jamestown, N. Y.

With the realization that the sole objective of such an association’s program was to get more business for the retail community, the program was designed for marginal listeners who might direct their buying thoughts to other nearby communities. It was felt that if we could direct their favorable thinking toward them, with a homey, friendly approach in their own homes in the morning hours, we could achieve this objective.

Radio was chosen because the nature of the approach could be secured more easily by the proper approach of voice rather than by the printed word—particularly in the morning hours when the housewife wants to be entertained; rather than by reading some philosophy that took valuable time. The morning approach, too, was considered as being possible only by radio.

The period of 7:45-8 a.m. was selected after careful appraisal of the fact that the housewife (who was our goal) would be up, looking for a bright spot to begin her day, probably getting the kids ready for school, and receptive to our types of approach.

The production manager of WJTN Jamestown, N. Y., J. Ralph Carlson, was chosen to handle the program which was called The Retail Scrapbook. The whole program is based on homey, everyday events and experiences, interspersed with friendly philosophy and chosen poetry and prose. Back-

SIGHT AND SOUND
WCAU, Newspapers Combine On Promotion Gimmick

RECIROCAl. radio and newspaper promotion series has been completed by WCAU Philadelphia, demonstrating that press and radio can work together to mutual advantage.

Using Cinderella Week, daily quiz show, as the peg for the promotion, the station ran a different community newspaper a chance to be host at a ch program. WCAU announced an opening and closing salute to the “honored community” with a minute history on the newspaper midway through the program. Thirty community papers handled all pre-program promotion. WCAU newspaper representatives were invited to do interviews and present public relations by the deal, with the newspaper running eight-column streamers announcing the event. Response among the editors was favorable, a result of the willingness to cooperate with WCAU on similar promotions.

Chapter on Radio, Video Advertising in New Book
THE MODERN LAW OF ADVERTISING AND MARKETING by Isaac Washington Diggles, was published by Wagnalls Co., New York. 288 pp. $5.00.

A CHAPTER dealing with laws affecting radio advertising and television is included in his new book by Isaac W. Diggles, a member of the New York Bar Assn. and counsel to the Assn. of National Advertisers and other advertising groups.

The volume is described by its publishers as “the first overall treatment of the legal and legislative aspects of advertising and marketing regulations.” The foreword was written by Paul Brown West, president of ANA.

In addition to the chapter on radio and TV, there are chapters on these topics: “General Contract Relationships in Advertising”; “The Federal Government and Advertising”; “State Laws and Administrative Decisions Today and Tomorrow”; “Fair Trade”; “Property Rights in Ideas and Copyrights”; “Cooperative Advertising”; “Copy Claims”; “Right of Privacy”; “Libel and Slander” and “Advertising Art Directors and the Law.”

WRELL Near Its Start With Half Wave Tower
WRELL Lexington, Va., 250-w station employing a half wave, Idec tower, is approaching the operational stage, according to R. G. Walter, general manager of the owner, Rockbridge Broadcasting Corp. of Lexington.

Mr. Walter, who is supervising the operations with Philip B. Hirschtag, manager, announced last week that the tower will have a height of 375 feet. WREL will serve Lexington and Buena Vista in Rockbridge County. Lexington’s local studios and remote studios will be housed at Buena Vista.

| Mr. LINCOLN |

Officials of Wis. Stations Attending Madison Meet

EXECUTIVES OF 40 Wisconsin stations attended the second annual presidents meeting of the Wisconsin League of Radio Stations Oct. 15-16 at U. of Wisconsin in Madison. They were guests of the university’s president, E. B. Fred.

At a luncheon session the station men and educators discussed problems of education in radio and means of correlating the efforts of the university and the stations in his field. Guest speaker at the league’s inner Oct. 16 was E. C. Page, Washington engineering consultant.

Willson Pens Book

MEREDITH WILLSON’S new book, And There I Stood With My Piccolo, presents reflections on his life as a musician. From the first music lessons to his present standing as a musical director, composer and radio personality, the book presents an interesting and humorous outline of his life, including the people he has known. As Mr. Willson said of the book: “It’s about a lot of important people and I don’t think I know enough about writing to have been able to spoil the very interesting stories I have to tell about these important people. In fact, I think I can apply the most complimentary phrase of all to this book: once I started writing it, I simply couldn’t put it down until I had finished it.”
You say you want more for your money?

tell you what I'm gonna do...

Through the courtesy and kind permission of the Texas Company, I'm gonna offer something all you men will like ... something no one's had before ... something that's the thrill of a lifetime. It's the genuine highest Sponsor Identification ever distilled by Hooper—95.5 proof.

Now, friends, just a minute. You say, how can he do it ... what's the catch. You say you're still not satisfied.

It's simple, kid. Dazzle your tip with fun and frivolity like on the Texaco Star Theater ...

Hit 'em with Kudner's tremendous commercials for Sky Chief and Fire Chief Gasoline, Marfak Chassis Lubrication and Havoline Motor Oil—and shove your pitch on NBC Television, of course.

America's No. 1 Television Network

NATIONAL BROADCASTING COMPANY
WHY CBS-TV IS

Here are the programs with the biggest audiences* in Television:

**TOAST OF THE TOWN (CBS-TV)** with a 40.7 rating in its top quarter-hour, tops all other Television ratings.

**CBS-TV NEWS** is the highest-rated news show in all TELEVISION, with 10.8.

CBS-TV has all three of the top "strip" variety and musical shows: **FACE THE MUSIC**, with a 12.7 rating;

**PLACES, PLEASE**, with a 10.9 rating; **BOB HOWARD**, with a 10.1 rating.

CBS-TV has the two top "audience participation" shows: **WHAT'S IT WORTH?**, with a 14.7 rating; **WINNER TAKE ALL**, with a 19.0 rating.

And...

WCBS-TV leads all other New York Television stations in size of audience, seven days a week, in the average quarter-hour between 8:30 and 11:00 p.m.

*Latest Pulse Rating Report (Sept. 194)

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"Face the Music." CBS-TV's 15-minute across-the-board auteur, continues to be one of the most consistent high-quality shows on the air. Bill Web has recently added much more production value by providing songsters Johnny Desmond and Sandra Deel with a different set each night. While the format is always the same, the different background gives the show a new look for each stanza. Thursday night CBS, for example, Desmond and Miss Deel featured Latin songs against a Mexican backdrop, while the following night they sang romantic ditties against a simulated seashore.

Two vocalists demonstrated complete ease before the cameras, projecting their ingratiating personalities as niftily as their songs. Tony Mottola trio backed them excellently, and the idea of giving Mottola some comedy "business" has hyped the show considerably. All in all, it remains a fresh, youthful presentation and a highly-promising investment for several categories of advertisers. **VARIETY**

---

"What's It Worth?" Is prime television programming. It has visual and auditory appeal, much meeting the requirements of the other. Its content is inquiring, its format and mood of melodrama, and its format is pleasurable to others.

**Human Interest**

There's a tremendous wealth of human material available, and human interest in the progress and fate of this object. The object or program, with the guest star, is brought out to the audience. There's a great number of things that provide superb opportunities to the appreciating audience. The audience may be present or not; there's also a reasonable amount of humor in the script which may enhance the enjoyment over the normal commercial interest in the programs. The show was given a high rating by the viewers.

**Fates Good M. C.**

Two factors come in the picture. First, the Fates did a splendid job in the script. Second, the script was written in such a way that the audience could follow the conversation easily. The reviewer was pleased with the show.

---

"Tele(re)view": Televising of the CBS "Toast of the Town" show, an affable emcee, the video show maintaining a high quality. With direction of Ray Bach for his super-duper smooth direction of Bill Gillette. **RADIO DAILY**
Why do more people watch CBS-TV? The answer can be given simply.

**It's because CBS-TV gets better pictures on the screen.**

That takes more, in television, than great entertainers (CBS-TV has them!). More than great entertainment (CBS-TV has that!).

It takes what Ben Gross of New York’s Daily News, writing about CBS-TV, calls: *"The New Look...top quality effects... that are the talk of the industry."* These “top quality effects,” sensitively synchronized with sound, come directly from CBS-TV’s unmatched skill in lighting, in camera-movement, in the selection and composition of each image fluidly moving into the next, to please both the eye and the ear.

It’s such top television skills, based on hours and hours of intensive research that are making CBS-TV audiences so large.

Come and see for yourself.

**CBS-TV**

—first in audience!
For your Interest here are TelePulse ratings of Network Programs in the New York and Philadelphia areas

<table>
<thead>
<tr>
<th>MONDAY-FRIDAY</th>
<th>HIGHEST AVERAGE 1/4 HOUR RATING</th>
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<td>Small Fry Club</td>
<td>Dunmore 25.2</td>
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<td>Places Please, Miscellaneous</td>
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<tr>
<td>Meet the Press</td>
<td>NBC 9.3</td>
</tr>
<tr>
<td>Town of the Town</td>
<td>CBS 38.8</td>
</tr>
</tbody>
</table>

* New aired Wednesday at 8:30 PM

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK 7, N.Y.
<table>
<thead>
<tr>
<th>Time</th>
<th>Film Shorts</th>
<th>Hollywood Screen Test</th>
<th>Actor's Studio</th>
<th>Southerners</th>
<th>Feature F</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Ford Motor Co.</td>
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<td>Emerson Radio Toast of the Town</td>
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<td>9:15</td>
<td>Ford Theatre</td>
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<td>9:30</td>
<td>Admiral Corp.</td>
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<td>Philips Corp. TV Playhouse</td>
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<td></td>
<td>Welcome Abroad</td>
<td>Author Merita Celton</td>
<td>Meet the Press</td>
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<td>9:45</td>
<td>P. Ballantine Co.</td>
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<td>Kiernan's Corner</td>
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<td>55</td>
<td>CBS TV News</td>
<td>Face the Music</td>
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<td>9:00</td>
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<td>American Song</td>
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<td>7:50 Reynolds News</td>
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<td>Texas Co.</td>
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<td>Star Theater</td>
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<td>Musical Miniature</td>
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<td>7:50 Reynolds News</td>
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<td>Bates—Girl</td>
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<td>NBC Presents</td>
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<td>Nature of Things</td>
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<td>Swift &amp; Co.</td>
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<td>Gulf Oil Corp.</td>
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<td>Gulf Race Show</td>
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<td>Bigelow-Sanford</td>
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<td>9:00</td>
<td>Lionel Red Caboose</td>
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<td>Bristol-Myers Break the Bank</td>
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<td>Teen Age Book Club</td>
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<td>Fashions on Parade</td>
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<td>Ma. Merry Go-Round</td>
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<td>Procter &amp; Gamble Co.</td>
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<td>9:15</td>
<td>TV Screen Magazine</td>
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<td>9:30</td>
<td>Feature Film</td>
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**Note:** No TV Network Programs on Saturday

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**Have you seen the monthly New York TelePulse?**

**Have you seen the monthly Philadelphia TelePulse?**

**Do you want to see the Chicago TelePulse -- first report in December?**

**Ask the Pulse for Television Audience Ratings.**

---

**THE PULSE INCORPORATED**

**ONE TEN FULTON STREET**

**NEW YORK 7, N. Y.**
It won't be long—until anxiously waiting TV set owners in Dayton, Ohio, and the Miami Valley will thrill to the daily spectacle of WHIO-TV. Our tower is up for all to see. We're even using it to broadcast WHIO-FM. Watch for our opening announcement!
TELESTATUS

(MONTE KLEBAN)
Program-Production Manager, WOAI San Antonio

I WOULD like to get in touch with a retired fire-engine horse. I would like to ask him what he thinks about when he sees the motorized fire-trucks going roaring by. Then if he's a sympathetic beast, I'd like to tell him my feelings as I watch my business, radio, go through the conversion convulsions from AM to TV.

Glittering, glamorous pictures of the future of video fill the trade papers, the dailies, the slicks. Airplanes carry transmitters aloft in noble, experimental flights; politicians submit to make-up; TV stocks rise in value as investors show their faith in the prophets of sight-and-sound; but down in the lower left-hand corner of the teeming mural stands a forlorn figure, one about whom little has been written: The man of microphones who must be converted to the man of image-orthicons. The little man looks up at TV from the lower level. What he sees is a future having very little relationship to a past.

Having spent some twenty years in AM broadcasting production I realize, now, that radio might have strangled at birth had it not been for one very fortunate factor: The public had no comparison-medium for radio when the industry first started. The tinny, squeaky phonograph was the nearest approach to any mechanical sound-making apparatus. Radio could afford to be strictly hit-or-miss, was often miss.

But with video, the story is entirely different. Any way you twist or turn it, TV, to the viewer, will be a form of movies and will be judged by the standards of the theatre screen. To the engineer who has labored long in sound-broadcasting and now must be reconverted to video, this presents a knotty problem...

The manager of a successful AM station who has applied for a TV permit realizes that the radio-dol- lar will have to be fed into the hungry mouth of his video operation for a long time. In Texas radio, the cowboy song, "When My Blue Moon Turns to Gold Again," (Copyright, Peer, International, BMI), will be replaced by the Author's Lament, "When That Red Ink Turns to Black Again." The manager will look at his first team, his program manager, his production manager, his chief engineer. He knows that their combined team-work is necessary to keep the AM cash-register jingling.

Yet it would be totally unfair to them to keep their noses to the kilo-cycle-grindstone and take on new people for the future, the video future. Being a capable and fair-minded manager, he will then call his department heads into his office and tell them that they are about to spend a great deal of time on the stations in the stations orientation trips and that they should start grooming people in their respective departments to take over their duties, both while they are away from time to time in the immediate future and permanently, after the TV operation starts. The old subordinate gray-beards, convey these thoughts to their younger underlings.

What happens?

Need for Planning

They find, to their chagrin, that the people who work for them are as eager as they are to get into the new medium. Over-publicizing, over-romanticizing of video has already made audio broadcasting look a little seedy and ragged around the edges. It is incom- ability to any thinking person in the industry that AM radio will be out-moded, go out of existence. Yet, to the average employe of the radio-station, the word "future" is no longer spelled f-u-t-u-r-e. Its new spelling is v-i-d-e-o.

This situation calls for some down-the-road thinking, talking and planning. In laying out his personnel-plan for the dual AM TV operation, the manager will have to inaugurate a long-range conversion policy, extending from the top to the bottom layers of his staff...

I have been more fortunate than most radio-men in my quest for TV knowledge. But I know, now, that many of the roads I travelled are closed.

In August 1945, I was lucky enough to be stationed at an Army post near New York. For several months during the summer and fall of that year I haunted the operating TV stations in the big city. At the time, while my presence did not cause spasms of joy in the TV workers whose necks I breathed on, neither did they seem unduly annoyed by a nose-sticker-inner. I learned a great deal by merely observing and occasionally lending an unpaid hand in the work.

Then, upon my return to my pre-war job, I was again hit with a horse-shoe in the form of a station manager who let me roam the country looking into my end of our projected video operation. Each TV operation in the country was using its own ideas.

From cameras, dollies and lighting down to heights of control-room floors and make-up, opinions varied. Only by seeing a great many of the stations, plying executive with hundreds of questions, could I start forming a picture of a logical operation for my own station.

But those roads, as I said, are closed. At a luncheon with top NBC brass in 1947 we discussed the problem of what to do, in the future, about teaching TV to personnel from affiliate stations. More and more requests were coming in from these stations to have their personnel trained by NBC.

Obviously, it would soon become impractical to have sundry characters going around asking questions and making notes. I was used as a sort of guinea-pig, for test-reactions. Now, NBC has started a regular series of orientation courses, the germ of the idea having been born, I believe, at that luncheon. But the problem of supplying a new industry with trained, competent personnel should not be on the station or network level. It is an industry-problem that should be solved by the industry as a whole.

Surely an organization of television stations can promote a thorough, reliable school which can be self-sustaining. Most of the networks and large manufacturers are going in for orientation courses. But these must necessarily be limited to people with whom they are connected in some way. Also, the teachings of each will differ because of the different types of equipment and techniques which each employs.

NATIONWIDE SCOPE

But a school run by a nation-wide organization could give a thorough comprehensive course.

Best feature of this could be that courses could be given at different cities, or to further assist the radio-employ, teaching teams could be sent to stations, or groups of stations, to give interested people-on-the-spot training.

The success of television will depend upon the human factor as much as upon the electronic factor.

Every business organization in television should be aware of this and should be interested in seeing that TV personnel are thoroughly familiar with their medium. If all these organizations could pool their resources for human-advancement, as they often do for technical-advancement, they would help to answer the great radio-industry employe question: "What's going to happen to me in the future when video needs me... and I need video... but I'm still an AM man?"
Texaco Star Theatre with a Rating of 54.5 in the September New York City Teleratings establishes an all-time high in both radio and television for any continuously broadcast commercial program checked by us since 1934.

Texaco Star Theatre also establishes an all-time high for Sponsor Identification with an Index of 95.5. This is up 0.3 from its August Sponsor Identification Index of 95.2, which was a record.

Produced by
Kudner Agency, Inc.

*From Hooperatings “High”-Lights September 30, 1948
QUIZ SHOWS

KANSANS LISTEN TO, LIKE THEM

EIGHTY PER CENT of the respondents in the U. of Wichita's 1948 study of the radio listening habits and preferences of adult Kansans like to listen to programs on which money or prizes are given to members of the studio audience, an analysis of the replies shows, according to Dr. F. L. Whan, chairman of the university's Committee on Radio.

The attitude of adult Kansans towards quiz programs giving prizes to listeners called on the phone is similarly favorable, the study indicated. More than 75% of those questioned listen to quiz shows, with farm women constituting the highest percentage of listeners.

Representatives of 6,633 Kansas families were reached by personal interview in their homes during the study, the twelfth made by the university, Dr. Whan reported.

Table I

DO ADULTS LIKE TO LISTEN TO QUIZ PROGRAMS GIVING PRIZES TO STUDIO AUDIENCES?

(Percentages based on all questioned in each classification)

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<tr>
<th></th>
<th>State</th>
<th>Farm</th>
<th>Village</th>
<th>Urban</th>
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<tbody>
<tr>
<td>&quot;Yes, I like to listen to them&quot;</td>
<td>86.6%</td>
<td>88.9%</td>
<td>86.7%</td>
<td>84.7%</td>
</tr>
<tr>
<td>&quot;No, I don't like to listen to them&quot;</td>
<td>13.4%</td>
<td>11.1%</td>
<td>13.3%</td>
<td>15.3%</td>
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<tr>
<td>Men</td>
<td></td>
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</tr>
<tr>
<td>&quot;Yes, I like to listen to them&quot;</td>
<td>79.6%</td>
<td>80.7%</td>
<td>77.6%</td>
<td>80.0%</td>
</tr>
<tr>
<td>&quot;No, I don't like to listen to them&quot;</td>
<td>20.4%</td>
<td>19.3%</td>
<td>22.4%</td>
<td>20.0%</td>
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Table II

DO ADULTS LIKE TO LISTEN TO QUIZ PROGRAMS GIVING PRIZES TO LISTENERS PHONED?

(Percentages based on all questioned in each classification)

<table>
<thead>
<tr>
<th></th>
<th>State</th>
<th>Farm</th>
<th>Village</th>
<th>Urban</th>
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<tbody>
<tr>
<td>&quot;Yes, I listen to them&quot;</td>
<td>79.5%</td>
<td>84.6%</td>
<td>78.0%</td>
<td>76.4%</td>
</tr>
<tr>
<td>&quot;No, I don't listen to them&quot;</td>
<td>20.5</td>
<td>15.4</td>
<td>22.0</td>
<td>23.6</td>
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</tbody>
</table>

100.0 100.0 100.0 100.0

Table III

DO ADULT KANSAS LISTENERS BELIEVE WE HAVE TOO MANY QUIZ PROGRANS?

(Percentages based on all questioned in each classification)

<table>
<thead>
<tr>
<th>Listeners to Quiz Programs</th>
<th>&quot;Have Need More Number &quot; &quot;Have More&quot;</th>
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<tbody>
<tr>
<td>&quot;Right&quot;</td>
<td>&quot;Right&quot; Number &quot;Want &quot; &quot;Need Number &quot; &quot;Want Now&quot; &quot; Fewer&quot; &quot; More&quot; &quot; Fewer&quot;</td>
</tr>
<tr>
<td>All women</td>
<td>18.5% 79.9% 10.3% 3.7% 53.8% 42.5%</td>
</tr>
<tr>
<td>Farm women</td>
<td>17.5 74.5 8.0 2.9 56.4 40.7</td>
</tr>
<tr>
<td>Village women</td>
<td>17.0 72.1 10.9 3.4 54.8 41.8</td>
</tr>
<tr>
<td>Urban women</td>
<td>21.0 67.4 11.6 4.5 61.0 44.5</td>
</tr>
<tr>
<td>All men</td>
<td>20.3 66.5 12.2 4.4 47.0 48.5</td>
</tr>
<tr>
<td>Farm men</td>
<td>16.7 71.5 11.8 4.5 51.1 44.4</td>
</tr>
<tr>
<td>Village men</td>
<td>18.8 68.5 12.7 3.8 47.5 48.7</td>
</tr>
<tr>
<td>Urban men</td>
<td>26.1 61.1 14.8 4.3 43.2 52.0</td>
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</table>

cated that most listeners believe the questions are "about right." 

"However," says the report on the survey, "those who said they did not like to listen to such programs [quiz shows] were more likely than others to believe the questions too easy.

Each respondent also was asked the following two questions regarding their attitude toward quiz programs giving prizes to listeners called on the phone:

"Do you ever listen to programs which give prizes or money to radio listeners called on the phone?"

"Do you think there should be more of these programs, fewer of them, or are there about the right number now?"

Table II analyzes replies to the first of the two questions on a basis of sex and residence of respondent, and indicates that a heavy majority of adult Kansans listen to the telephone-call type of quiz show and that farm women are the most consistent listeners.

20% WANT MORE

Nearly 20% of those who listen to such programs believe there should be more of them, while only 4% who do not listen believe there should be more (See Table III). Approximately 11% of those who listen to the telephone-call quiz programs believe there should be fewer of them, while approximately 45% of those who do not listen believe the airlines are crowded with too many of these programs.

"IT TOOK 50 years to announce this—but WILE is doing it!" That was the tag line WILE Cambridge, Ohio, used in its all-out coverage of the Guernsey County Sesqui-Centennial celebration.

WILE had 42 pick-ups which totaled 161/4 hours radio time. Judge Howard E. Faught, common pleas judge and executive chairman of the celebration, publicly stated that "without WILE, the Sesqui wouldn't have been half the success it was."

Activities during the week-long festival were broadcast from a rustic studio erected on the court house yard. Enclosed in plate glass, the studios were visible to hundreds of visitors. Male station personnel joined in the festive spirit by growing beards. WILE's staff also manned the public address system from 9 a.m. to midnight every day of the celebration.

Instead of scrapping the portable studio after the Sesqui was over, WILE moved it to the country fairground, where the station covered the 93rd annual fair.

October 25, 1948 • Page 45
Justifiable Homicide

THE GIVEAWAY CRAZE, which we have always contended is a threat to constructive radio programming and sound business principles as well as to the hopes of our rivals, now takes on new and horrendous proportions as a menace to life and property.

While the FCC was hearing arguments on its proposed rules against giveaways (see story this issue), a tenant farmer out in Ohio was shot and killed last week after an argument with his employer over whether they should listen to a giveaway show or a comedy. The giveaway fan won the argument but lost his life.

Happily, the arguments before the Commission produced only forensic fireworks, and, in fact, not much of that. Mostly, the dispassionate spokesmen from FCC, the Hoopers (and a former chairman in those rippling incident disappeared.)

There was one new point, however, which seems significant. Not particularly startling in the light of recent regulatory history, perhaps, but it is a point of significance: Paul A. Porter, former FCC chairman and the broadcast spokesman who argued flatly for the Commission's proposed rules. His point: Even if the Commission has doubts about giving broadcasters carte blanche to act, it should go ahead and act anyway.

This is a philosophy that has run rampant among governmental agencies for 15 years. It is the philosophy of the Blue Book, the Mayflower Decision, the Scott Decision, and the Port Huron Decision, to name some notable examples. It is obvious this philosophy which guided Mr. Porter as chairman, and chairmen before him, and chairmen since. We would like to think it has been abandoned; that the philosophy of "fairness" so frequently enunciated by the present Commission has replaced it.

In any event, regardless of FCC's action on its proposed rules, the Ohio chamber incident points up again the need to clear out the current glut of audience-buying giveaways.

In a prophecy a few weeks ago, David Randolph Milsten, a Tulsa attorney, told this journal that "the competition, the bloodstains on their hands" if the giveaway madness continues [Broadcasting, Oct. 11]. Other tragedies may well develop. It is our colleague's position that no railroad station should take to clean radio's house on this score; but that broadcasters themselves, in the name of public service and common business sense, have no right not to.

It's Still Greek

THE GREEK GOVERNMENT, after five months of investigation and continual probing by an aroused U. S. public, has announced its "solution" of the brutal murder of George Polk, chief CBS correspondent in the Middle East.

The authorities in Athens say that Mr. Polk was murdered by Communists. The murderer and an accomplice got away, the Athens police said, but two other accomplices—who allegedly confessed—are being held.

This announcement, we venture, will surprise no one, who has followed the case, and satisfy no one, except presumably, the killer.

The Greek Government, from the time Mr. Polk's body was found floating in Salonika Bay on May 16, has insisted that the newsman was murdered by Communists seeking to discredit the Athens government and thus cut off U. S. economic aid to Greece. This may indeed be true. The Greek Government has not proved it, and by its own proclamation, the killer is still at large. The Overseas Writers Committee, whose chairman is Walter Lippmann, and who sent William J. Donovan to Greece on an independent investigation, obviously is not satisfied with the Athens "solution." If it were, the $10,000 reward posted for a solution to the murder would have been collected.

CBS has withheld comment, but announces it will be represented at the scheduled trial. As Davidson Taylor, CBS vice president and director of public affairs, puts it, the issue remains the same: An American journalist of undoubted integrity has been coldly, contemptuously slain in pursuit of news.

There appears to be one ray of light and of truth in the murky of the Greek episode—George Polk met his death as an innocent victim of Balkan politics. The killer or killers must be brought to justice, and a solution that rings true must be found. Until and unless these happen our cherished freedoms as a menace to life and property.

Blue Book Blues

AFTER MONTHS of quiescence, during which it was overshadowed by money giveaways, TV allocations and other ingredients in radio's bubbling cauldron, the Blue Book rears again.

But this time the situation is not of the FCC's making. The proper referent to the Blue Book go the way of the dodo. The issue of program censorship is resurrected by the House Select Committee to Investigate the FCC. Public hearings are indicated in mid-November.

Based on all outward appearances, the Blue Book is dead. The FCC now seldom resorts to its flaming passages in opinions in docket cases. There are no signs of cases wherein trial examiners, presumably on the basis of the Blue Book dicta, have recommended grants in adversary proceedings only to have the Commission reverse them.

But the Blue Book was promulgated on March 7, 1946. Six of the seven members then comprising FCC have departed from the public scene. One—Vice Chairman Paul A. Walker—remains. His interests always have resided in the public interest.

Even though a preponderantly new FCC sits, it must answer for the actions of its predecessors. It appears clear that the present membership of the Commission would not promulgate a Blue Book. But the Blue Book remains a threat to radio's freedom.

It is equally clear that the House Select Committee will ask for more than an explanation of the why's and wherefores of the Blue Book. The temper of that five-man group was made crystal clear in its interim report of last month. The committee charged the FCC with judicial law-making in its Port Huron action on uncensored political broadcasts, and in its so-called Scott Decision where-in anthropists in effect were held entitled to time on a footing with theists.

The FCC was told to expunge the controversial language from the records. Because we feel the Blue Book is incapable of defense, it seems obvious that a similar edict will issue from the Harness Committee.

In the Port Huron and the Scott cases, the House Committee stated that unless the FCC acts affirmatively, corrective legislation will be initiated.

FCC would save itself and the taxpayers a lot of time and money if, on its own motion, it interred the Blue Book forevermore, along with Port Huron and Scott.
"Little Jack Horner
Sat in the corner,
Eating his Christmas pie;
He put in his thumb,
And pulled out a plum . . ."

Plums waiting for You!

Advertisers have some mighty rich plums waiting for them in their market "pie" of the WOAI Daytime Primary Area. Taken as a whole, there's a billion and a half - plus - in Net Effective Buying Income ready to be tapped by alert merchandising.

But that's only part of the picture. The "Jack Horner plum" is WOAI's home town — the nation's 28th market — a wholesome mouthful for any advertiser's choosing.

Add Austin, Laredo, Victoria and scores of thriving Central and South Texas communities and you've got a choice dish indeed, neatly packaged in WOAI's single-station coverage.

Place your order with your Petry man, today.

* BMB 50%-100%, Counties.
** Nec E. B. f. $1,282,729,000
Thorwald's career at WRR occurred in 1927, when Gov. Moody of Texas named him as a special goodwill ambassador to publicize a special broadcast. Mr. Thorwald was to do from Mexico.

In this capacity, he toured 16 states and called on 35 stations pointing out details of the coming broadcast. The show itself, carried by a hookup of seven Texas stations, gave away $60,000 in Texas products and was considered one of the most successful goodwill gestures of that time.

Another unusual assignment was scored by WRR in 1928. Participating in the dedication of an underground cavern near Austin, the station broadcast the ceremony from 600 ft. underground stretching its lines one and a half miles.

One of the early-day children's series broadcast direct from a Dallas theatre stage was begun by WRR and is now in its 15th year.

Movie actress Linda Darnell was one of the stars on the program.

WRR's Pioneering

WRR was one of the first stations to sell time, according to Mr. Thorwald. The price was $12 an hour, with 25% going to ASCAP.

In 1939, Mr. Thorwald went into business for himself, doing specialized radio work. As a consultant, he analyzed station problems and assisted in working out operational difficulties.

He joined the Army Air Corps in 1942 and in the ensuing years was assigned to various Bases in the Southwest. His duty was mostly on staffs handling special services and supervising radio shows of bases in the area. He was returned to inactive status in 1944, as a major. He was a sergeant in World War I.

In early 1946 he established KRIG Odessa for the Oil Center Broadcasting Co. He stayed there for 16 months, leaving the station with a successful black-in operation.

He then began a personal survey of communities of about 15,000 population without radio service and selected the town of Beatrice, Neb., about 40 miles south of Lincoln, as the perfect spot. His application for a station (250 w, 1450 kc) is now pending before the FCC. According to the terms Mr. Thorwald would hold controlling interest with the remainder held by local businessmen.

The philosophy under which he has always operated is to give people the kinds of programs they can understand and enjoy in a way that's understandable to them. He has always tried to give the public the unusual instead of the run of the mill type of fare.

Homer Snowden, of Snowden Radio and Television, has four television applications on file. They are for Shreveport, Wichita, Oklahoma City and Denver. He is also considering the purchase of several AM stations. His nephew, W. S. Snowden, recently received AM grants for Midland, Tex.; Jenks, 2a., and Lenoir, Wise, Kan. (Broadcasting, Aug. 30). He has several other AM applications pending.

John Thorwald is a Texan through and through. He was born and raised in Dallas some 40 years ago, attending the Dallas high schools and then spending one year at Southern Methodist U. His major was music and his repertoire includes songs in Spanish, French and Italian as well as English.

One of the things he's mighty proud of is his middle name and what it stands for. For the name of Foldberg is also the name of two famous young men in the sports world, both nephews of his.

Hank Foldberg, former great Army end, is slated to play pro football this season, while Hank's younger brother is now a cadet at West Point and due to follow his illustrious brother's footsteps in the football world.

CALVIN J. SMITH, general manager of KFAC Los Angeles and NAB District 16 director, has been named a member of the Los Angeles County Advisory Commission on Music.
You can't cover California's Bonanza Beeline without on-the-spot radio

Age is against this young man. Just as mountains are against you, if you count on outside radio to cover the Bonanza Beeline. Because this part of California and Nevada is ringed by mountains that hinder outside radio signals.

And the Beeline is a bonanza! In gross buying power it exceeds San Francisco and Portland combined. In annual retail sales it tops the whole State of Connecticut.

So remember that the way to sell the Bonanza Beeline is from the inside... with on-the-spot radio. With the five BEELINE stations you blanket the whole area. Individually, they do a top job for you. KFBK Sacramento—now 50,000 watts—delivers solid coverage of the whole 21-county Sacramento market.

*Sales Management's 1948 Copyrighted Survey*
Tops with media directors

"Around our shop we use the Yearbook constantly."

Elizabeth Black
Eliz Black
The Joseph Katz Company
New York City

Tops with Media Directors

"My preferences: reference—Broadcasting Yearbook—radio industry..."

Selma Schonfeld
Selma Schonfeld
Media Director
Brucker Wheeler & Staff
Los Angeles

Wherever time is bought, the Yearbook sells it.

RESERVE SPACE NOW
Deadline December 1st

Page 50 • October 25, 1948
Seven elections ago, a tiny station near Pittsburgh broadcast the returns of the Harding-Cox contest. It was the world's first regularly scheduled radio program.

The station was KDKA. The year was 1920. And what a tremendous change has taken place since then... in radio, in KDKA, and in Pittsburgh!

Radio, in 1920, was hardly more than a stepchild of science, practically unknown to the public. Only a handful of crystal-set listeners heard that original program, broadcast from a transmitter which radiated less power than is consumed in your 100-watt table lamp.

Now, of course, radio is a major industry... a source of entertainment and information for uncounted millions.

Pittsburgh, in 1920, was a city of 589,000. Today more than 700,000 dwell within the city limits alone. And in the KDKA-Pittsburgh trading area... a tri-state region famous for its agriculture as well as its industry, both of which are expanding even further today... live more than 7,000,000 men, women, and children.

For these people, of course, radio has become a part of everyday life. And for most of them, KDKA... more than any other station... means radio. They listen to KDKA for educational and farm programs. They listen for local musical and variety programs. They listen for ever-popular NBC network programs. They listen frequently and they hear well... for KDKA, alone among Pittsburgh stations, transmits its programs with the full power of 50,000 watts, for the benefit of people not only in Pittsburgh itself but in more than a hundred surrounding counties.

Yes, Pittsburgh and KDKA have come a long way in 28 years. But don't think for a moment that they have stopped growing. Pittsburgh, already launched on a history-making program of civic improvement, looks forward to an even greater future. And KDKA will be part of it... bringing to all the people of this great area the best that radio offers.

Westinghouse Radio Stations Inc owns and operates KDKA—and KEX, KYW, WBZ, WBO, and WBZ-TV. National representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.
Columbia Records Makes Staff Changes for Four
BEN SELVIN has been appointed manager of popular artists and repertoire, Hollywood, for Columbia Records Inc., New York. He remains director of children's records.

Joe Higgins, moving from Hollywood to New York, will act as Eastern manager of artists and repertoire for the firm.

George Avakian, manager of hot jazz classics, will also become manager of the foreign language division, replacing Mitchell Ayres in that capacity. Mr. Ayres will continue as musical director, popular artists and repertoire department.

KYA Move Expected
KYA San Francisco, Warner Bros. station, is looking for new studio space. Its present lease in the Hearst Bldg. in downtown San Francisco expires next May and is not being renewed. The management has been negotiating with the Park Hotel, which also houses KQW, CBS San Francisco outlet, for space on the roof, but negotiations proved unsuccessful.

Mercury Buys Majestic
MERCURY Records bought the entire assets of Majestic Records Inc., Chicago, for $122,000 Oct. 15 in an open auction sale before Judge Philip Sullivan in Chicago's Federal District Court. Second bidder among the top six manufacturers' representatives present was R. M. Goldberg, who offered $110,000.
It's later than you think...

better make your plans NOW!

If you want to be among the first aggressive television advertisers to tell your story to this major market—better make your plans now!

The time is now!
The stage is set—WMCT will be on the air in December! Our equipment (RCA throughout) has been installed and tested—complete engineering and operating personnel for studio, remote, and film service are on the job.

We'll be ready!
It's your move—make your wishes known now, if you want to get in on the ground floor. The same folks who have made WMC and WMCF your best buy in the Memphis market, will be running the show on WMCT—and we'll be ready!

What about facilities?
Only the best. No expense has been spared to bring you the finest Television service to be found anywhere. Here is some of the equipment that will work for you: two studio cameras; two field cameras; one film camera; three movie cameras—one with sound; two 16 mm. slide projectors; balopticon; an RCA unit complete with micro-wave relay equipment; to say nothing of two studios—one 28 x 34 ft. and an auditorium seating 1,050 people, complete with large stage, dressing rooms, and scenery storage. Time is short—It's later than you think! Make your plans now!
REPRODUCTION QUALITY? The Western Electric 1304 Set combines the 109 Type Reproducer Group with its extremely low intermodulation distortion and a unique new driving mechanism (shown in Fig. 1) that cuts flutter to a value lower than many standard recording equipments.

Even the small amount of flutter originating in the mechanism's simple gearing is damped in the novel filter of Fig. 2. Result: a flutter level, including wow, of less than 1/10 of 1% at both 78 and 33-1/3 rpm.

The platter has been isolated from the sources of rumble by means of the drive isolation coupling (Fig. 4), the fabric belt, and by mounting the entire drive mechanism on rubber vibration mounts (Fig. 3). The large drive pulleys, the use of large belt wrap around, and an adjustable spring loaded idler pulley prevent belt slippage problems.

OPERATING CONVENIENCE? Speed change-over at the throw of a switch. Acceleration to 33-1/3 rpm in 1/9 revolution—to 78 rpm in less than 1/2 revolution. Rapid slowdown—no overdrive—convenient flange on platter for quick stopping.

And playing time variation is less than ±2 seconds in 15 minutes!

Scientific placement of elements facilitates operation. An annular groove in the platter makes it easy to grasp edge of 10- or 12-inch records. 706A Guard provides automatic arm rest, keeps stylus from dropping on panel, catching in turntable felt, or striking edge of revolving platter.
THE WESTERN ELECTRIC 1304 Type Reproducer Set is a single compact unit, readily adaptable to a wide range of installation requirements. It is available in a variety of cabinet arrangements to permit the greatest possible flexibility in installation.

The 1304 Reproducer Set includes a floor type cabinet with or without a removable door. The 701A Shelf is available which provides record storage space (Fig. 5), or the cabinet may be arranged for mounting standard amplifying equipment (Fig. 6). In either case, additional space for equipment is available at the rear of the cabinet.

If you want the superb reproduction and the operating convenience of the 1304—but prefer to use an existing table or a specially built cabinet—just specify the 304 Type Reproducer Panel. This is a complete panel unit, all ready to install, with exactly the same drive mechanism used in the 1304. The 109 Group with 706A Guard, on-off and speed-change switches and platter are all included.

You can also use the drive mechanism of the 1304 with your own reproducer group. The 305A Panel is drilled to take the 109 Type Group, and is furnished with 706A Guard, equalizer knob and the required hardware for mounting the 109 Type Group. The 305B Panel can be drilled in the field to mount reproducer groups other than the 109. (706A Guard and equalizer knob not included.)

For complete information on the 1304 Reproducer Set, 109 Type Group — or on the 304, 305A or 305B Panels — call your nearest Graybar Broadcast Representative. Or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.
Giveaway Rules (Continued from page 23)
said FCC should not be influenced by claims that failure to adopt rules would be an open invitation to the industry to "shoot the works." But he conceded there are some "undesirable" programs. He suggested that contests in which the winners are decided by "a spin of the wheel," or where the questions are exceptionally easy or exceptionally hard, might be considered a violation of the lottery law. He said FCC should go to Congress, refer specific programs to the Justice Dept., or depend upon the findings of the courts.

Isaac W. Digges, speaking for Radio Council of National Advertisers, argued that the "sole question" is whether FCC can declare a program to be illegal when it is not illegal. He said FCC's proposal to ban giveaway programs where the winner is required to supply money or a thing of value is a correct interpretation of the lottery law; otherwise, he said, the rules describe programs which are not illegal.

He said Mr. Porter advocates "trial by error" which would let a station "sit by in purgatory, and perhaps suffer the loss of his license," while the question of FCC authority is being decided.

Julius Brauner, CBS general attorney, said he was "shocked" at former Chairman Porter's belief that giveaways are "evil" and for that reason should be eliminated by FCC. The proposed rules, Mr. Brauner asserted, would prohibit programs which are not illegal. He said FCC should call upon the Justice Dept. to prosecute any cases it considers against the lottery law.

Chairman Coy assured him that "we would be very diligent" about referring cases to the Justice Dept. "if that were the only way to do it."

Mr. Mragraf, for NBC, particularly urged that FCC not ban "quiz and contest programs which are limited to members of studio and theatre audiences, or which exclude from participation members of the listening audience."

Such programs, he said, do not "buy" audiences and have never before been seriously questioned.

WALLFLOWER

DULUTH, MINN.—Don't expect Otto Mattick at your next house party ... his social life is nil. He's keeping his nose to the grindstone 24 hours a day in order to keep up in the booming Duluth-Superior Market.

And no wonder ... this is Otto's chance to make his mint and retire for life. Business in the Duluth-Superior Metropolitan District is terrific ... in just two years, effective buying income has jumped 27.6% and retail sales have zoomed 83.2%. These money-happy, eager-to-buy Duluth-Superior residents are guided in their buying by their pet radio station, KDAL. Here is a wealthy and swiftly-growing market that you can't afford to miss ... and KDAL will see that you don't. Contact Avery-Knodel and learn why.

PROJECTION room equipment of WPX (TV) New York is explained by Robert L. Coe (l), station manager, to (l to r) Steve Toby, head of BBC engineering department in New York, and Lord Simon, chairman of the board of governors of BBC. Lord Simon is in this country to study the latest electronic developments.

shows like the Cowan-produced Stop the Music are both educational and entertaining, are not lotteries, and attract listeners who have no expectation of becoming winners.

He said he hoped the day's arguments would convince the Commission that giveaways are not lotteries. If FCC is not convinced, he said he hoped it would continue to act "through civil channels, not criminal channels." His client, he noted, naturally is "not particularly anxious to be indicted."

Fletcher for WARL

Frank U. Fletcher, defending his WARL Arlington, Va., against an FCC hearing examiner's recommendation that a former WARL program be found a violation of the lottery law, maintained that the show clearly was not a lottery and "obviously" had none of the evils attributable to lotteries. He said that statistics on the contest demonstrated that it was 97% a contest of skill.

The program Dollars for An- swers is currently off the air because of cancellation by the sponsor and "our inability to sell it to anybody else," Mr. Fletcher declared.

Do or Die for Benny

The CONTROVERSY over giveaway programs evidently has become more serious than even the most ecstatic bloom-spreaders ever guessed. In Ravenna, Ohio, Oct. 19, a farmer who prefers Comedian Jack Benny to giveaway programs shot and killed a tenant, holding dissenting views. According to Sheriff George Shields the trouble began last Oct. 10 when the landlord wanted to tune in the Jack Benny show and the tenant disagreed, demanding that giveaway programs were superior entertainment. Hostilities resented flared again last Tuesday over the same issue and the fatal accident resulted.

W

NBC AFFILIATE

ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Miss Linnea Nelson  
J. Walter Thompson Co.  
120 Lexington Avenue  
New York 17, N. Y.  

Dear Linnea:  

Our morning programs have just been given a treatment. You might not guess it from simply seeing a schedule. That's why this letter seems indicated.  

We haven't gone berserk, either. Ed W. Mitchell and Charles John Stevenson are still taking turns with "Chanticleer" between 6:15 and 7:00. Martha and David Brooks have been in such demand we've had to extend their show. It currently runs from 9:05 to 9:50. These people are just plain solid with our public and our clients as you well know.  

But between these shows we have inserted a red-headed youngster named Vern Cook. He has air charm -- but plenty. To make more room for him, we dropped "Tillie Lou" which drew 43,000 letters last year. That lets you know what we think of Cook.  

All the old program wedges -- the spots with special group appeals which drove some of the customers to other wavelengths -- are gone. It's all smooth listening now from 6:00 AM right on into network time. That means something to your clients, and, as I say, you might not sense how important all this is from our printed schedule.  

The foregoing is to tell you -- not sell you -- but just in case you want to get some really special results in the WGY area for one of your accounts, Jim McConnell and his NBC Spot Sales crew are still taking orders. There really isn't much morning commercial time left at WGY and some late starters are going to be disappointed. Check Jim if you don't believe me.  

Sincerely,  

G. Emerson Markham  
STATIONS MANAGER  

G. Emerson Markham:acs  

Schenectady 5, New York  
October, 1948
Atlantic City last year. Mexico already has filed intent to put a 150 kw station on 540, with the U. S. on record as opposed to such use of the channel.

Should the Mexico City conference fail, the present orderly system of allocations will break down, the Atlantic City convention would be in jeopardy and the Cairo agreement of 1938 would remain in effect. Cairo did not allocate 540 kc to broadcasting.

Jointly opposed to priorities allocation are the U. S. and Great Britain. They contend that any allocation should be based on propagation characteristics of the frequencies as well as ability of each nation to utilize the channels they request and finally their broadcasting and activity.

When the main U. S. delegation left for Mexico City earlier in the week members carried instructions drawn up after a series of conferences at the State Dept.

Invitation to Senate. Tobey and McParland to attend as delegates was construed as a healthy sign in telecommunication activity. Sen. Tobey has long felt the Senate committee should participate in world conferences because such treaties clear through it before reaching the Senate for ratification.

The State Dept. announcement of the conference cited these objectives:

The aim of the forthcoming conference is two-fold: the first is to work out a plan of frequency allocations within the bands of the radio spectrum set aside for high frequency broadcasting by the International Radio Conference at Atlantic City in 1937, and the second is to agree upon a Convention which would establish an international organization to have control of high frequency broadcasting. The plan drawn up by the Conference will be forwarded to the Provisional Frequency Board of the International Telecommunication Union for inclusion in a report to a Special Administrative Conference which will consider these recommendations in an attempt to allocate the entire radio frequency spectrum.

Nominations of Ambassador Norweb and Commissioner Sterling were approved last Tuesday by President Truman.

Named by the President to serve as delegates, among others, Tobey and McParland, were Francis Colt de Wolf, chief, Telecommunications Division, Dept. of State; A. Giel Simonson, consultant, Communications Liaison Branch, Dept. of the Army; Fred H. Trimmer, chief, Facilities Planning Branch, Division of International Broadcasting, Dept. of State.

Other members of the U. S. delegation serving as advisers are: Edward Cooper, secretary, Senate Committee on Interstate and Foreign Communication; E. De Le Pleur, assistant chief, Frequency Allocation and Coordination Division, NAB; Geyvee M. chief, Radio Program Branch, Div. of International Broadcasting, State Dept.; Raymond L. Harrel, telecommunications attaché, American Embassy, Havana; Perry Hertex, assistant to the chief, Programming Section, Div. of International Broadcasting, State Dept.; W. F. Harberstal, assistant chief, Frequency Utilization Research Section, Central Radio Propagation Lab., National Bureau of Standards; G. H. Hotchkin, deputy chief, Language Section, Div. of International Broadcasting, State Dept.; Joseph M. Kittner, assistant to the general counsel, FCC; Roger C. Lege Jr., propaganda analyst, Div. of International Broadcasting, State Dept.; J. B. F. Flumm, chief, Broadcasting Div., FCC; Dudley G. Singer, assistant to the chief, Special Programs Branch, FCC; A. Prose Walker, head, Allocations Section, Television Broadcasting Div., FCC.

Road Show Troupes Formed by Godfrey

Plan Has CBS Approval; Purpose Is to Aid Young Performers

FORMATION of road-show entertain troupes, reminiscent of the famed Major Bowes' amateur troupes which was announced last week by Arthur Godfrey Productions Inc.

Mr. Godfrey's company has been licensed by CBS to organize the travelling troupes as "Arthur Godfrey's Talent Scouts Units." Effective today (Oct. 25) Larry Puck, veteran showman, joins the company as general manager of the Talent Scouts units.

Each show to be put on the road by Mr. Godfrey's organization will be a "self-contained, one-hour, streamlined stage review," according to the announcement.

Mr. Godfrey explained that he hoped to give young performers a chance to "build their reputations and lead them to other advantageous engagements in theatres, radio, movies and night clubs."


Sexton for Godfrey

Jack Sexton, announcer and conductor of an informal chatter program for WBBM Chicago, last week was hired by WCBS to replace Mr. Godfrey's the latter's early morning broadcasts starting Nov. 1 [BROADCASTING, Oct. 18].

Mr. Sexton will broadcast in Mr. Godfrey's spot, Monday through Friday, from 7:30 to 8:30 a.m., under the name of Jack Sterling, which is the property of CBS.

Mr. Sexton, or Mr. Sterling, as he will henceforth be called, "has been in radio for 10 years." Before joining WBBM he was with WMOX St. Louis, WTAD Quincy and WMBD Peoria.

Eddie Gallagher, WTOP Washington disc jockey, will replace Mr. Godfrey in the 7:45-8:25 a.m. slot on that station. Stint, six days a week, is broken only by quarter-hour newscast at 8 a.m. and five minutes of news at 9 a.m. Mr. Gallagher, who takes over new duties Nov. 1, will continue with his National Mooland, 11:30 p.m.-12:30 a.m. each weekday night on WTOP.

REORGANIZATION of Canadian Auth. of Broadcasters was discussed by James B. Wilcox, WENR luncheon meeting of Radio Executives Club of Toronto, Oct. 13, at King Edward Hotel, Toronto.

For Spot and Local Advertisers

Two high rated programs available locally for sponsorship in one or more leading U. S. markets. Live broadcasts. Low pro-rated costs.

THE SHADOW
Sundays 5-5:30 PM NY

THE FALCON
Mondays 8-8:30 PM NY

For complete information...
Mutual Broadcasting System
Cooperative Program Department • New York & Chicago
LOOK TO RAYTHEON FOR ALL YOUR NEEDS

RAYTHEON is prepared to furnish complete equipment for television stations. Through this one dependable and reliable source of supply you can obtain any single item or an entire installation ranging from camera chains to antenna and associated equipment...including 50 watt microwave equipment for remote pickup, STL, or point-to-point relay. Raytheon stands ready to provide you with prompt and intelligent service at all times.

RAYTHEON Manufacturing Company
Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories
WALTHAM 54, MASSACHUSETTS

NEW ENGLAND
Albert Keleher, Jr.
Raytheon Manufacturing Co.
Waltham 54, Mass.
W. A. 5-5860, Ex. 422

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2487

CHICAGO 6, ILLINOIS
Warren Cozens
Ben Farmer
222 West Adams Street
Ron. 7457

DALLAS 8, TEXAS
Howard D. Cristey
414 East 10th Street
Yale 2-1904

NEW YORK 17, NEW YORK
Henry J. Geist
40 East 42nd Street
MU. 7-1550

SAN FRANCISCO, California
E. J. Rome
49 California Street
Sutter 1-0475

SEATTLE, WASHINGTON
Adrian VanSanten
135 Harvard North
Minor 3537

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5997

WILMINGTON, CALIFORNIA
J. L. Lovett
404 North Avalon Blvd., Terminal 4-1721
**TWO NARRD BOOKLETS ISSUED ON TV, NEWS**

Publication of two booklets, *Tips for the Small Station Newsroom and Getting Ready for Television*, was announced yesterday (Sunday) by the National Assn. of Radio News Directors. The booklets comprise articles by 19 members of the association, and are to be distributed free to NARRD members.

Initial distribution will be at NARRD's convention in St. Louis Nov. 12-14, and a system probably will be devised to make the booklets available to non-member stations and journalism schools. John F. Hogan, NARRD president and WCHS Portland, Ore., news director, said Mr. Hogan wrote the forewords for both booklets.

**Tips for the Small Station Newsroom** was edited by Fred M. Hinch-\(\), WLBC Muncie, Ind., chairman of NARRD's small stations committee, and the contributors included:

Pilb Wagner, WSOU Columbus, Ohio; Tim O'Sullivan, WGL Fort Wayne, Ind.; Dick Doty, WCON Atlanta; Robert B. Estep, WPTF Raleigh; Bill Tompkins, WRRB Albany, N. Y.; Bob Lindsay, WOR Madison, Wis.; Jim Bormann, WMT Cedar Rapids, Iowa; F. O. Carson, WJSJ Winston-Salem, N. C.; Dick Faler, WTOP Quincy, Ill.; Paul Ziemer, WBRB La Canada, Calif.; Mort Linder, WBHT South Bend, Ind.

Television newsmen contributing to *Getting Ready for Television*, which was edited by Jack Krueger,

WTMJ-TV Milwaukee, chairman of NARRD's new TV committee, wrote:

Adolph Schnieder, NBC, New York;

Allen Martin, WPIX New York; Ed Mund, Chester, CBL New York; Lawrence, KSDK-TV St. Louis; Spencer Allen, WGN-TV Chicago, and Jonathan Rie, KLTA Los Angeles.

**EYE APPEAL as well as LISTENER INTEREST**

**RADIO PICTURE ALBUMS** for your station

Radio Albums individually planned for your station have tremendous listeners appeal... cement listener support.

No cost to you... no cost to your listeners. The American plan guarantees free, personal distribution of thousands of albums throughout your broadcasting area.

Exclusive rights American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new stations according to station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available. Write, wire or phone — Full information gladly sent without cost or obligation to you.

**HYPER TOP 20 STATIONS IN U. S.**

Morning, Afternoon and Evening in Cities Covered by Hooper Listening Index

**JULY-AUGUST 1948**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Station</th>
<th>Audience</th>
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<tbody>
<tr>
<td>1</td>
<td>KKNX</td>
<td>43.5</td>
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<tr>
<td>2</td>
<td>WRCO</td>
<td>41.8</td>
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<tr>
<td>3</td>
<td>KOIL</td>
<td>41.1</td>
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<tr>
<td>4</td>
<td>WTV</td>
<td>38.6</td>
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<tr>
<td>5</td>
<td>WKY</td>
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<tr>
<td>6</td>
<td>KSU</td>
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<tr>
<td>7</td>
<td>WFLB</td>
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<td>8</td>
<td>WCLO</td>
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<td>WISN 36.6</td>
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<td>10</td>
<td>WITD</td>
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<td>11</td>
<td>WBEN</td>
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<tr>
<td>12</td>
<td>WSBF</td>
<td>33.2</td>
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<tr>
<td>13</td>
<td>WHIO</td>
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<td>14</td>
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<td>15</td>
<td>WKBH</td>
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<td>16</td>
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<td>17</td>
<td>WBSN</td>
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<td>WSPD</td>
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<td>19</td>
<td>WGN</td>
<td>29.6</td>
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<tr>
<td>20</td>
<td>WSGM</td>
<td>28.8</td>
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</tbody>
</table>

This tabulation includes subscribing stations in those cities where city Hooper Ratings were measured during the two-day period as a base for this report.

(Editors' Note: These listings do not necessarily mean that stations in unsurveyed markets are below the audience ratings indicated. They simply constitute an index of top stations in the markets in which Hooper conducts continuous census surveys.)

**WTMJ-TV Milwaukee, chairman of NARRD's new TV committee, wrote:**

**BROADCASTING • Telecasting**

**AMERICAN RADIO PUBLICATIONS, INC.**

121 W. Washington St., Peoria 2, Illinois

**NO DOUBT WHO is in the picture?**

**BROADCASTING • Telecasting**

**WILLIAM D. MURDOCK WOIC (TV) SALES HEAD**

William D. Murdock has been appointed sales manager of WOIC (TV), the new Washington television station, owned by WOR New York and scheduled to go on the air on Channel 9 in January 1949. His appointment was announced by Eugene S. Thomas, general manager for WOIC. The position becomes effective Nov. 15.

Since 1946 Mr. Murdock has been sales manager and assistant general manager of WOL, the CBS outlet in the Nation's Capital. He was previously sales manager and assistant general manager from 1932 to 1946 of WTOP-CBS Washington, where he helped to develop Arthur Godfrey as a radio personality.

A native of Washington, Mr. Murdock is a member of the District Advertising Club, Sales Executive Club, Lion Clubs and Groc ry Manufacturers Representative Assn. He resides in Washington with his wife, Ethel, and son, Michael.

**NARRD Sessions**

**WEATHER NEWS broadcasts** will be a featured discussion when National Assn. of Radio News Directors meets Nov. 12-14 at Hotel De Soto, St. Louis. Appearing on the small stations panel Friday afternoon, Nov. 12, James C. Fickett, training officer in charge of broadcasting, U. S. Weather Bureau, Washington, D. C., will talk on weather news as broadcast by AM stations. He will also appear on the television panel Sunday morning, Nov. 14, to discuss weather news teletcasts, according to Soven H. Munkeld, new director of WOW Omaha and program chairman for the convention.

**Miller on ABC**

**JUSTIN MILLER, NAB president**, will appear on ABC's *Youth Asks the Government* Oct. 25, 8:15 p.m., appearing as representative of the U. S. Commission for UNESCO. He will also represent NAB.

**National Advertisers**

*When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS... Ask JOS. WEED & CO., 350 Madison Ave., New York. They also know about our new 5000-WATT TRANSMITTER.*

**MALIXAC**

**NOVA SCOTIA**

**CHNS**

**MALIXAC**

**NOVA SCOTIA**

**BROADCASTING • Telecasting**

**Page 60 • October 25, 1948**
Lima Gets Grant; Sky Way Is Denied

IN ITS SECOND final decision in the case, FCC last week granted Northwestern Ohio Broadcasting Corp.'s application for 1150 kc with 1 kw fulltime at Lima, Ohio, and denied Sky Way Broadcasting Corp.'s request for the same frequency with 5 kw day and 1 kw night at Columbus.

The original "final" decision, which also favored Northwestern, was subsequently set aside on grounds that it contained an "erroneous" finding of fact. FCC held that a new oral argument was desirable since a quorum of the Commissioners who heard the first argument was no longer available [BROADCASTING, Sept. 27]. The new argument was held Oct. 15.

In its new decision the Commission amplified the explanation of its preference for Northwestern, but still based the choice on the equitable-distribution provisions of the Communications Act. It was pointed out that Lima has one fulltime station while Columbus has three fulltime outlets and one daytime noncommercial educational station.

Choice Factor

"In our opinion," FCC said, "the decisive point in favor of Lima, unlike Columbus, is the fact that the listening public of Lima has no choice of locally originated programs."

Conr. Robert F. Jones, who owned a minority interest in Northwestern before he joined the Commission, and Chairman Wayne Coy did not vote on the case.

Northwestern is headed by George E. Hamilton, banker and real estate man, who owns 45.5%. The rest of the stock is owned (27.27% each) by William L. Rich- man and Robert W. Mack, local businessmen. The company anticipates affiliation with Mutual. Sky Way is headed by Gustav Hirsch, Columbus businessman, and is owned by 28 persons, none of whom has more than 8%.

FIRST 15 PROGRAM HOOPERS—Oct. 15 Report

<table>
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<th>No. of</th>
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<td>Stations</td>
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Ohio News Editors Now Include Video

OHIO television news editors are now eligible for membership in the Ohio Assn. of Radio News Editors. The necessary change in the association's constitution was adopted at its meeting Oct. 16 during a meeting of the group at Cleveland's Hotel Statler. The news editors also voted to hold for at least one year a program of annual awards to Ohio stations for outstanding news coverage.

New officers for the coming year include Charles R. Day, news director of WQAR Cleveland, president; Don Brice, WKBW Youngstown, vice president, and Bill Crooks, WFMJ Youngstown, re- elected secretary-treasurer. Retiring President Paul Wagner, WOSU Columbus, was elected to the board of directors along with Edward Wallace, WTAM Cleveland; Jim Martin, WGB, and Bill Wester- hold, WLEC Sandusky. Re-elected as directors were Frank Tate, WCOL Columbus; Fred Brophy, WHIO Dayton, and Gene Ragle, WOLT Newark.

News Forum

An afternoon news clinic on listen- ability of newscasts, headed by Mr. Wagner, covered resources in the field by Ohio State U. Mr. Brice and Paul Harris, WLO East Liverpool, discussed local coverage from the big city and small town angle, respectively. Floyd Wideman, director of news at WEWS (TV) Cleveland, covered the various aspects of news work at a video station.

The association's board of direc- tors scheduled its mid-year meeting for Columbus next May.

SPECIAL demonstration of teaching by television in the Midwest will take place at Appleton, Wis., high school this week. The school is one of 55 throughout the country chosen by the National Education Assn. to take part in the association-sponsored National Audio-Visual Education Week, Oct. 25-30. Each test institution will receive $400 worth of materials and equipment. Demonstrations will be given on latest methods of TV teaching.
**Registration List, NAB District 5**

<table>
<thead>
<tr>
<th>Oct. 14-15, Atlanta, Ga.</th>
<th>[BROADCASTING, Oct. 18]</th>
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<td>A</td>
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<td>Fred W. Albertson</td>
<td>Dow, Lohnes &amp;</td>
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<td></td>
<td>Albertson, Washington,</td>
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<td>William Arm-</td>
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<td>mond, WBLS Dalton, Ga.;</td>
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<td>Lewis H. Avery,</td>
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<td>Avery-Knodel, New York;</td>
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<td>J. S. Ayers,</td>
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<td>Taylor-Borror, Atlanta.</td>
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<td>Bert Banks, WBTB Tuscaloosa, Ala.; Marcus Barnett, WBTB-TV Atlanta; Charles A. Batson, NAB; Charles Bas-</td>
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<td>kerville, WFLA Tampa; Lionel P. Bar-</td>
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<td>ter, WAPI Birmingham; Harold Beatty, WBMZ Macon; Fred M. Bell, Katz Agency, Atlanta; John C. Bell, WFOY St. Augustine; James Blackburn, Black-</td>
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<td>burg-Hamilton Co., Washing-</td>
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<td>ton; John B. Brown, WSBF Sarasota, Fl.</td>
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<td><strong>Hon. Curt Peterson</strong></td>
<td><strong>Marshall &amp; Pratt, Inc.</strong></td>
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<td><strong>New York, N.Y.</strong></td>
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<tr>
<td><strong>Dear Curt:</strong></td>
<td><strong>Govan: “Politics’ Quot’ says he was “bus’’ a boy’s dog bitin’ a b’er on his head, ‘long a-tryin’ t’ hear all those politi-</strong></td>
</tr>
<tr>
<td></td>
<td><strong>cians’ hurr’age...</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Then he got wise an’ heard ‘em sayin’ ‘WCHS with 2,000 watts from its height, Then he added...</strong></td>
</tr>
<tr>
<td></td>
<td>*<em>As you know</em> the em CWS program isn’t bad unless: Course with 4,000 watts of 500 we put lots of new listeners for these political fea-**</td>
</tr>
<tr>
<td></td>
<td><strong>tures and you’d be surprised at the number which hang on them: WCHS - CBS Programs</strong></td>
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<td></td>
<td><strong>WCHS</strong></td>
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<td><strong>Charleston W. Va.</strong></td>
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**When It's BMI It's Years**

Another BMI “Pin Up” Hit—Published by Hill & Range

**BOUQUET OF ROSES**


**WOMI Tests Equipment**

For 60 kw FM Operation

WOMI-FM Owensboro, Ky. last week was conducting equipment tests prior to taking the air with 60 kw.

New 427-foot tower, which will also increase the effectiveness of AM operations, is being tested. The frame structure, a departure in conventional antenna design, is topped by an 82-foot pole supporting eight “doughnuts” for FM broadcasting.

Built in two sections, the bottom 75 feet and the top 352 feet are separated by heavy insulators. Each of the three main vertical shafts is mounted on a concrete base anchored 12 feet beneath the ground, with anchor bolts six feet deep. Beneath the tower, more than four miles of wiring is utilized as a grounding device.

**BMI Preparing Recorded Musical Interlude Index**

As A NEW service for its broadcast-er members, particularly TV stations, BMI is preparing an index book of recorded musical bridges, moods and interludes. Volume, being prepared under supervision of Henry Manners Katzin, manager of BMI, television service department, is being issued in monthly installments, the first of which has already gone to BMI stations.

Musical segments covered by the index are listed in two ways, by categories—fright, happiness, suspense etc.—and by the names of composers. Each reference gives the length of the selection and also its starting point on the record in terms of minutes and seconds from the beginning of the record.
Four Requests Heard Before FCC

AM ARGUMENTS

ORAL ARGUMENT was held before the FCC on last Monday on proposed decisions concerning requests for new AM stations in Erie, Pa.; Cumberland, Md.; Cambridge and Annapolis, Md., and Beeville, Tex.

Argument in the Erie case involved Erie Broadcasting Co., whose request for 250 w fulltime on 1490 kc was favored by the Commission in its proposed findings [Broadcasting, July 25], and Times Pub. Co., seeking same assignment and proposed to be denied. The Cumberland argument involved Richard Aubrey Raese, whose request for 250 w fulltime on 1320 kc was proposed to be granted by the Commission at the same time as the Erie finding, and Tri-State Broadcasting Co., proposed to be denied.

The other Maryland case, also reported with the Erie finding, concerned application of John F. Kramer for 1 kw daytime on 1430 kc at Cambridge and request of Capital Broadcasting Co., for same frequency at Annapolis with 500 w fulltime, directional night. FCC proposed to deny the Cambridge request and grant the Annapolis application. In separate finding the Commission also proposed to deny application of Bee Broadcasting Co., for 250 w fulltime on 1490 kc at Beeville, Tex. [Broadcasting, Aug. 9].

Hits Policy

Times Pub. Co., publisher daily Erie Times, held FCC's policy to favor non-newspaper applicants ineffective in its situation since the city had other papers and stations, and control of means of communication would not be concentrated. Firm further charged Erie Broadcasting has no agreements with CBS although stating in its application it would be an affiliate of that network. The Times station would be 100% local, it was said. Erie Broadcasting, supporting FCC's ruling in its favor, contended Times Pub. had employed "boiler plate" program exhibits in its application while Erie did extensive local contact job nearly a year before the hearing.

John W. Downing, president and majority stockholder in WBOC Salisbury, Md., figured in arguments concerning both Annapolis and Cumberland as counsel for opposing parties in both cases held Mr. Downing to be the dominating figure in Capital Broadcasting and Tri-State. Both applicants denied the claims vigorously and said the WBOC executive merely had been helpful in organizing the firms. Capital defended its proposed grant by pointing out growing importance of Annapolis and need for fulltime station. Counsel for Mr. Kramer said the Capital grant involved the "serious" violations of FCC's technical standards.

In the Cumberland proceeding, Tri-State contested the proposed grant to Mr. Raese was actually giving the facility to a "stranger" to the city and pointed out the extent of its own local ownership among many prominent citizens. Counsel for Mr. Raese, son-in-law of M. A. J. R. Greer, owner of WAJR Morgantown and WDNE Elkins, W. Va., and WJLP (FM) Pittsburgh, denied "stranger" argument by saying Mr. Raese has spent considerable time in Cumberland and would devote full time to operation of proposed outlet.

Proposed denial to Bee Broadcasting, based on grounds of interference to existing stations, was requested to be reconsidered in view of firm's willingness to operate with only 100 w fulltime. Need for local outlet was supported by Rep. John E. Lyle Jr. (Ind.-Tex.) who related numerous pleas from his constituents. Most of the stations which said 250 w operations would interfere with their service offered no objection to the 100 w proposal.

GLOOM had no place in informal discussions at the NAB District 5 meeting in Atlanta Oct. 14-15. Group comprised (front row, l to r) William Heolin, Louis Plind, WABB Mobile; Mrs. M. M. Morehouse, Mr. Hull, WAPA San Juan; Kolin Hogen, SESAC, New York, and (back row) Forney Rankin, NAB; Claude Pursley, WKAB Mobile and Dewey Long, WMOM Mobile.

1870 Ethel L. Rogers 1948

MRS. ETHEL LYNN ROGERS, 78, widow of Alexander H. Rogers, founder of WLAW, Mass., died Oct. 17 at a Lawrence hospital. Funeral services were held last Tuesday in Lawrence. Mrs. Rogers was vice president and director of the Hildreth & Rogers Co., owner and operator of WLAW and WLAW-FM, the Eagle-Tribune Publishing Co., publisher of the Lawrence Daily Eagle, the Evening Tribune, the Eagle-Tribune and the Eagle-Tribune Realty Co. Her husband died in August 1942.

Surviving are one son, Irving E. Rogers, president and treasurer of the three corporations, and three grandsons, Irving E., Jr., Allan B., and Alexander H. Rogers II.

Eleven Transferred to WNBQ Engineering

ELEVEN Transferred to WNBQ Engineering

ELEVEN engineers were transferred from NBC's Midwest AM operation, WMAQ, Chicago to its new television outlet, WNBQ, last week in preparation for the latter's opening early in December. Howard C. Luttgens, chief engineer for the division, in announcing the transfers said that three regularly employed AM engineers are now in TV and that eight temporary workers and one newcomer are being assigned as video trainees.

Vern D. Mills, new division transmission engineer, replaces Paul Moore, who has been temporarily assigned to NBC New York for video training. Clar F. Lonie and Donald J. Wilson are on the transmitter staff of WNBQ, while Lester L. Washburn has been named TV studio engineer. Television engineering students include Eugene Cartwright, Gene Lukowski, Robert G. Rahnert, Fred W. Rodey, Frank Baird-Smith Jr., Thomas J. Bowles, John J. Natale, Stanley G. Strasburg. Herbert W. Dover Jr. is the new staff member.

Among AM engineers to receive promotions are C. Vernon Corliss, who succeeds Mr. Mills as junior control supervisor in master control, and Fred Shidel and Harold D. Royston, both to master control. Temporary employees appointed to regular positions on the AM engineering staff are Laurel L. Caudill and Morton A. Clarke, WMAQ transmitter; Robert M. Littly, William Easley Jr., Don R. Pitch, Walter V. Lester, Alois B. Osterhoff and Huel G. Powell, studio engineers. Richard Riedel has been added as a studio engineer.

MIDWESTERN HAYRIDE

WITH

BILL THALL

A hit on the tele-screen as it has long been on WLW, this Saturday night show features the folk artists so popular on The Nation's Station. Comedian instrumentalist Bill Thall encores the troupe in the Saturday sessions of singin' and pickin' that packs 'em in the studio and gross them to their sets in WLWT land.

WLWT CINCINNATI

Crosley Broadcasting Corporation

October 25, 1948 • Page 63
Ultrafax Debut
(Continued from page 21)

tensive tests, has proven itself ready for practical commercial use.

Speakers credited Donald S. Bond of the RCA Labs staff, who participated in the demonstration, with directing the advanced engineering and development work. Early suggestions as to how Ultrafax could employ radio relay and television techniques were attributed to C. W. Hansell of the RCA Labs, a pioneer in developing radio relaying systems.

Oct. 21 was heralded by Dr. Mees as “the beginning of a new era in communications.” After trading photographic developments making Ultrafax possible, Dr. Mees added: “If electronics is the father of Ultrafax, photography is the mother.”

An RCA film was shown to depict the various steps involved in the transmission of millions of words through the air in scant minutes.

The demonstration proved the ability of Ultrafax to transmit at the speed of light—18,000 miles a second—a wide variety of graphic material including charts, finger prints, news, advertising layouts and items ranging from ancient and modern battle maps to historical documents.

The cascade of messages flashed across a monitoring screen of the receiver at the Library of Congress after being beamed from WNBW, NBC's TV out-

GEN. SARNOFF

let at the Wardman Park Hotel, three miles away. It had been pointed out earlier that there was no noticeable difference in reception, regardless of the distance the signal was carried. Mr. Engstrom had explained that the “speed of Ultrafax depends on the width of the radio highway it travels.”

A few seconds after volumes of material had been received at the terminal point, the material had been recorded on film and 45 seconds later had been passed through a special processing and was being shown to the observers.

The first message ever publicly transmitted was displayed on the screen. It was a message of congratulations from Gen. Sarnoff to the RCA scientists and engineers who created Ultrafax. It read: “May Ultrafax, as swift as light, open a new and useful service for mankind everywhere.”

This was followed by messages from Defense Secretary James Forrestal and FCC Chairman Wayne Coy.

Chairman Coy's message to Gen. Sarnoff said: “The advance in communications represented by Ultrafax reflects a spirit of research and pioneering of positive benefit to our nation and the world.”

An impressive feature of the demonstration was the word-forward transmission of the 1,047 page novel Gone With the Wind in 2 minutes, 21 seconds. Ultrafax was operating on a 5 mc channel in the 7,000 mc (microwave) region, with only 1/10 w power. If it had been operating on a 10 mc channel, for which it is intended, the transmission would have been completed in 1 minute, 10½ seconds, just half the time, officials pointed out.

The Ultrafax system combines the elements of television with those of high frequency radio relaying and high-speed photography.

Its speed results from each of the three key factors of the invention: (1) the great velocity of radio transmission; (2) the ability of television to transform pages of information for transmission as television pictures at the rate of thirty a second; (3) high-speed film processing or “photography,” which delivers a single frame of film ready for printing and projecting in 45 seconds, as compared with forty minutes by conventional processes.

Principal steps in transmitting and receiving Ultrafax include: Preparation of information to be serviced to assure a continuous flow at high speed; scanning of this material by what is known as a “flying-spot” television scanner at the sending terminal; transmission of the television image at ultra-high frequency radio signals over a microwave relay system; reception on projection-type television kinescope or picture tube from which incoming images are recorded on motion picture film or on full-width sensitized paper. Film or paper moves at a constant speed through the camera, at a rate corresponding to the speed of travel of the original film at the sending end.

At the end of the transmission the exposed film can be quickly transferred to a special processing unit. It is passed through a miniature developing tank, rinsed and fixed in less than 15 seconds and dried in 25 seconds more. It is then ready for transformation back to its original form, for showing on a screen, or for space-saving storage.

The ceremony was televised from Washington to viewerson the NBC East Coast network. It was pointed out during the demonstration that, as a regular Ultrafax transmission could be radio-relayed any distance across the country, using the commercial radio relay system towers which now are being erected to establish national video networks.

Gen. Sarnoff foresaw the day when through television and Ultrafax a radio newspaper would be delivered and every man in every home equipped with a television set. It would be possible, he explained, to have the same transmitter that broadcasts the television program simultaneously broadcast the radio newspaper. The same home receiver, he said, with proper attachments, could print the newspaper even without interrupting the program being viewed. It would take only a few seconds to transmit the equivalent of a newspaper by the present RCA process, Gen. Sarnoff declared.

RCA's president felt it reasonable to expect, as the present system progresses, that it may be possible to transmit full-length motion pictures from a single negative in the production studio simultaneously to the screens of thousand's of theatres.

As a radio-mail system, he pointed out, Ultrafax has the potential of delivering the equivalent of 40 tons of mail coast-to-coast in a single day at a relatively low cost.

The military value of Ultrafax appears to be tremendous. Gen. Sarnoff acknowledged that some military potentialities are secret and will be demonstrated only during subsequent private showings to armed forces officials.

"In the busiest days of the war," Gen. Sarnoff said, "the signal center at the Pentagon Building handled as many as ten million words in 24 hours. And that was an extraordinarily heavy load. As message traffic goes... With Ultrafax, this load could be handled in ten minutes with one transmitter, in one minute using ten transmitters."

He emphasized that in any future atomic war that might temporarily destroy communication centers, it might prove vital to have facilities that could move radio intelligence, message traffic, V-Mail and other mail across

C. J. YOUNG of RCA Labs. adjusts the receiving camera which copies film television images on the kinescopic tube in the cylinder above it. Both units are mounted on the master receiving terminal, which receives messages transmitted as radio waves via the Ultrafax system.

Held on Theft Charge

TWO persons charged with being principals in the fleecing of cattle breeders in connection with sale of cattle time were arrested Wednesday.

The two,—Nathan J. Waxman, alias Nathan Warren, and W. Stevens, alias W. Steuer,—were held in San Francisco on a grand theft charge, the city's Better Business Bureau announced. They are listed in the complaint as operators of General Broadcasting Co., 463 Fourth St., San Francisco.

The bureau said it is probing reports that the company sold time on NBC's National Farm & Home Hour to cattlemen in Oregon and California. Complaint was originally filed by Hyman Miahels Steel Co. Trial was set for Oct. 25.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized as one of the leading radio schools in America offers its specially trained Radio and Television technicians to the broadcasting industry. (Our graduates have 3rd Class Broadcast Licenses)

We solicit your inquiry.

Admissions Manager.
RCA INSTITUTES, INC.
258 West 46th St., New York 16, N. Y.

Page 64 - October 25, 1945

BROADCASTING • TELECASTING
the land, the sea, or the globe with such lightning speed and mobility.

“We can expect,” said Gen. Sarnoff, “when Ultrafax... can provide us with a new service of international television.

Although not mentioning any particular system, he suggested that the military “immediately” provide an airborne radio relay system between the United States and Europe that would provide not only an exchange of television programs, but would also handle the equivalent of tons of mail, news and other services. A total of 30 planes would be required to keep the Atlantic relay in continuous operation, Gen. Sarnoff estimated.

It was evident that it might also drastically alter the world’s economic and social conditions. RCA recognized that the future course of the dynamic Ultrafax must be charted by the American people, or their representatives, as a whole. Two forms of Ultrafax, wisely handled, could be highly beneficial to the world; carelessly it might bring economic chaos.

“How to guide the future of Ultrafax and to translate its possibilities into services,” Gen. Sarnoff said, “is the job not only for the scientist and engineer, but also for the soldier, statesman and for Congress and the Federal Communications Commission.

“So many political and social problems are raised by these and other recent scientific developments,” Gen. Sarnoff conceded, “that a new national communications policy must be considered and established by Congress. In any consideration of such a comprehensive national policy, the legitimate interests of private industry and the government departments concerned with such activities, as well as the needs of our armed forces, must be given the careful study that they deserve.”

Gen. Sarnoff admitted that “no one knows all the possible answers to the problems which this new art poses.” Ultrafax presents a particularly tough problem for the FCC, he said.

An “early study” of the problems was made by the RCA officials.

“We must study these questions today if we are to find the answers tomorrow,” he warned.

In closing the demonstration, the narrator, Mr. Batchelder, who read the entire script of Samuel Morse: “What hath God wrought?”

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BROADCASTING • Telecasting

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WTPQ-KWQ

Continued from page 50

sanger, Edgar T. Sheppard and E. K. Smith, equal owners, to Mr. Sheppard. Consideration was $12,000.

KRTY Tyler, Tex.—Granted consent to transfer of 40% interest collectively held by Bernard Wolf (27.7 shares), Warren McNabb (18 shares), Grant C. Hague (20.25 shares), Jake Wolf (27 shares), and Percy Andrews (12.73 shares) to Lonnie Preston, Alice Howertz and V. P. Preston who presently own or control collectively 60% interest. Seller’s investment of $13,680 transferred for consideration of $5,000, amount of investment to date. Transfer approval is conditioned upon Mr. Clark’s divestiture of his interest in Three Rivers Broadcasting Co., new station applicant there. Mr. Clark is employee of Civil Service, Perry district. Mr. Seely is with local construction firm, W. Johnston is chief engineer of KWI in Harrisburg, Ind., and Mr. McCriddle is operator at KEX Fort Worth.

KFTK (TV) Dallas, Tex.—Granted involuntary assignment of permit from R. S. L. Davis, licensed to Tom Furrier to Mr. Potter and Lawson Lacy, executor and executrix of estate.

Coincident with the KBTX transfer granted to R. C. McDonald and Mr. Furrier, the FCC also gave permission to D. H. Beto Corp., Dallas TV applicants, seeking an amendment to their petition for consolidating with the KBTX station, to add the electrical communications, was not denied by the Commission.

ABC has inaugurated a weekly television workshop for its television staffs in Los Angeles, Hollywood, and San Francisco.

If Selling Is Your Problem, BUY—

**KRTY**

**THE STATION THAT LEADS**

**ORLANDO**

**AFTERNOON**

**NIGHT-TIME, TOO!**

**IN DES MOINES**

To Penetrate . . . Saturate

One of the Nation’s Richest Markets, Buy a

Huge Audience of

---ASK A KATZ MAN---

Oct. 23, 1948
Comment Reserved
On Polk Solution

CBS reserved comment last week on the announcement from Athens that the Greek government had reached a solution of the murder of correspondent George Polk, and that two persons reportedly implicated in the case had been held. The Athens police are holding as accessories a left-wing Greek newspaperman, Gregory Statopulos, and his mother. Mr. Polk was slain May 8 and his body was found floating in Salonika Bay eight days later.

Davidson Taylor, CBS vice president and director of public affairs, said that while the network had not yet received from Athens the official text of the government announcement, its own representative on the scene, Winston Burdette, has made a confidential report to the network.

Mr. Taylor said CBS is assuming that the coming trial of the pair in custody will be a civil hearing in open court and not a court martial. He added that CBS will be represented at the trial, probably by Alexander Kendrick, CBS Moscow correspondent who has been named to succeed Mr. Polk as Middle East correspondent for the network.

In Kansas City, Missouri, there is an FM station that programs separately for the FM Audience.

That Station is KOZY

KOZY

National Agencies desiring to test the impact of exclusive FM Broadcasting may use KOZY with the knowledge that this station will provide an accurate index of FM Results—At Fair FM Rates.

Kinescope Fight

(Continued from page 27)

siderable extent on works controlled by motion pictures. Philco, in its first live kinescoping on its 17 NBC-TV telecast, selected Elmer Rice’s “Counsellor at Law” wherein complete clearance rights are apparently held by the author. The program is to be re-telecast on Oct. 31 in the following 12 major cities: Cincinnati, Atlanta, Los Angeles, Cleveland, Milwaukee, St. Louis, St. Paul, Fort Worth, Chicago, Salt Lake City, Toledo, and Detroit.

The first show kinescoped by Ford Theatre, CBS-TV, also on Oct. 17, was “Years Ago.” The production, which was re-telecast on Oct. 24 in five cities (Detroit, Milwaukee, Los Angeles, Boston and Chicago) has never come under a Hollywood contract.

One significant detail of the controversy is the fact that the picture companies have maintained no firm line on the issue and several companies already have waived their rights under kinescoping.

FM ACTIONS

CONSTRUCTION PERMITS for four new Class A FM stations were issued last week by FCC. A Class B permit was reinstated and modifications 90-day extension of authorisation to

Academy, Lake Forest, Ill., director 12.5%; J. McWilliams Stone, 12.5%; and William P. Gray, chief engineer of WLIN (FM) Merrill, Wis., and WMMB Melbourne, Fla.

Piedmont Broadcast Corp., licensee of WSTP Salisbury, N. C., was granted reinstatement of CP for WSTP-FM, Class B outlet, on Channel 293 (106.5 mc) with power of 27 kw. Permit had expired Aug. 15.

Syracuse, N. Y., was granted first low power educational FM station, FCC reported, for Channel 201 (88.1 mc) with transmitter power output of 2.5 w. Estimated cost is $85,000 for exclusive of studios and equipment already installed for radio instruction and training.

The following stations received modifications of their permits to authorize certain new facilities:

KEEL-FM Lubbock Broadcasting Co., Lubbock, Tex. Change power from 24 kw and change antenna height from 250 ft. to 250 ft.

WMPW WJJO Inc., Chicago, Change power from 17 to 33 kw and change antenna height from 245 ft. to 240 ft.

WEPM Martinsburg Broadcasting Co., Martinsburg, W. Va., Change power from 20 to 9.9 kw and change antenna height from 500 ft. to 300 ft.

KWPC-FM Muscatine Broadcasting Co., Muscatine, Iowa. Change power from 9.3 to 9.3 kw and change antenna height from 300 ft. to 280 ft.

WDEF-FM Wren Broadcasting Co. Inc., Topeka, Kan., Change power from 20 to 9.9 kw and change antenna height from 500 ft. to 300 ft.

WJNP-AM, WJNP-FM Peoria Broadcasting Co., Peoria, Ill. Change power from 30 kw to 27 kw.

WJSN-FM Healt Broadcasting Co., Chicago, Change power from 30 kw to 55 kw and change antenna height from 300 ft. to 300 ft.

WLBK-FM The Fort Industry Co., Lima, Ohio. Change power from 9 kw to 4 kw and change antenna height from 300 ft. to 250 ft.

WLOM-FM WLOM-FM, Oshkosh, Wis., Change power from 15 kw to 20 kw and change antenna height from 250 ft. to 230 ft.

WMIOF Morris Broadcasting Co., Dayton, Ohio. Change power from 20 kw to 22 kw and change antenna height from 300 ft. to 230 ft.

WSTFC-FM The Western Conn. Broadcast Co., Stamford, Conn. Change power from 50 kw to 65 kw and change antenna height from 345 ft. to 305 ft.

Program Promotion Post

AT CBS Given Perles

ARTHUR PERLES, for six years assistant director of the CBS press information department, last week was appointed supervisor of program promotion, reporting to Neal Hathaway, director of program promotion. Appointment to the newly created post was announced by Victor Ratner, CBS vice president and director of advertising and sales promotion.

Before joining CBS in 1938, Mr. Perles was a New York newspaperman.

No successor to his former post was announced. His duties have been distributed among several other staff members.

At the same time it was announced that Charles Oppenheim, who has been in the CBS program promotion department since April, had been elevated to assistant director of program promotion. Mr. Oppenheim was formerly publicity director of WOR and WINS, both New York.

Upcoming

Nov. 5-7: Ohio Assn. of Broadcasters, Dayton-Walton Air, Columbus, Ohio.

Nov. 8-10: AWB District 13, Gunter Hotel, San Antonio, Texas.

Nov. 8-10: RMA-IRE Fall Meeting, Hotel Sherraton, Rochester, N. Y.

Nov. 11: AAA Michigan Council meeting, Detroit.

Nov. 11-13: National Assn. of Radio News Directors, annual convention, Hotel Del Monte, Monterey, Calif.


Nov. 15: AAAA New York, New England, and Atlantic Councils meeting, Watertown Astoria Hotel, N. Y.

Nov. 16: Western Canadian Dominion network stations meeting, Beauchamp Hotel, Saskatoon.

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

Nov. 18: Adv. Federation of America, District 9 meeting, Chicago.

Nov. 19-20: British Columbia Trans-Canada and Dominion network affiliate stations meeting, Vancouver.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.
ESSAY CONTEST DISCS for Johnstown, Pa., stations are picked up in Washington by Frank Cummins, Johnstown Junior C. of C. chairman for "Voice of Democracy" contest. He is receiving the disks from Lydia Cottam, NAB receptionist, a Uniountown, Pa., native. Mr. Cummins, a wartime S-17 navigator, flew to Washington in his own plane.

**TUNE-IN**

**INDUSTRY-WIDE** project to increase radio's tune-in was set in motion last week by the NAB Public Relations Executive Committee.

Still in the early planning stage, the idea was gone over in detail by the committee at its Thursday meeting held in the NAB board room at Washington headquarters.

First step will be to survey stations, with all ideas to be analyzed. Out of this study will come a master plan, including a list of successful tune-in projects and cooperative promotions by groups of stations. In addition, NAB departments will provide ideas and participate in the advance planning.

Dr. Kenneth H. Baker, NAB research director, reviewed the whole project, which has been proposed at many NAB conventions and district meetings.

The NAB tune-in, which will emphasize both number of listeners and tune-in hours, will be related to the All-Radio Presentation film project designed to sell radio as the pre-eminent advertising medium. Maurice B. Mitchell, NAB Broadcast Advertising director, reviewed the film project for the committee.

Though national tune-in has been increasing, the audience is spread thinner as the number of stations increases, the committee was told during its discussion.

Proposals to change some of the framework of the Assn. of Women Broadcasters were discussed. A proposed revised by-laws was submitted by C. E. Arney Jr., NAB secretary-treasurer. Under the new setup, the NAB director of women's activities would be given more power and the duties of member-officers curtailed, as proposed at one of the recent NAB district meetings.

Pat Griffith, NAB women's director, reviewed work of the association, including three recent district meetings.

Robert K. Richards, NAB Public Relations director, reported on progress of the 1948 "Voice of Democracy" contest to be held during National Radio Week Nov. 14-20. The committee voted to continue the contest in 1949.

Attending the meeting were Frank King, WMFS Jacksonville, Fla., chairman; Hugh A. L. Half, WOAI San Antonio; Walter Wagstaff, KIDO Boise, Ida. William B. Quarton, WMT Cedar Rapids, Iowa, took part as board liaison member. Attending as network advisory members were William S. Hedges, NBC, and A. A. Schechter, MBS.

Absent were Michael R. Hanna, WBCU Columbus, O. NAB board liaison member now at the Paris UNESCO meeting; Herbert Rollister, KBOL Boulder, Colo.; Harry Manisik, KFWF Hollywood; James W. Woodruff Jr., WOR, New York; George Crandall, CBS; Robert Bauder, ABC; Charles Crutchfield, WBT Charlotte.

Participating for NAB were A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Messrs. Richards, Baker and Mitchell, and Miss Griffith.

**High-Low TV**

(Continued from page 39)

High-Low TV can be economical enough to be competitive with current black and white television receiver production. Our experience with color television in a 6 mc channel indicates to us that very satisfactory color television can be provided at such a channel and this makes possible the economical design of commercial television receivers which would receive either black and white television using current standards or color television re-produced as black and white with appropriate standards, and finally complete color.

At the time he had been asked by Chairman Coy where he got his opinion that sufficient color data was available. He replied, "I have seen the newest improvements in the Columbia system in New York, and I have seen their most satisfactory picture. In my opinion it is the only color television system available to us in the foreseeable future." He said Zenith had considerable 6 mc color experience even "before the war.

Comr. George E. Sterling during the same proceeding asked Mr. Brown what he meant when he said the new sets "can be made to operate" in the high band. He was told the "receivers are so designed that if channels are assigned in the 475-890 mc band they can be installed in the receiver.

Comr. Sterling inquired further if the sets incorporated only the low band frequency rather than both, qualifying his question that he did not wish Mr. Brown to "disclose anything you don't wish to disclose."

The Zenith witness replied, "That is my problem. We have not released these television receivers." He said he could not reply because of the firm's distribution policy.

In a letter from Mr. Brown to the KJQ Technical Advisory Committee, made public in the same hearing, it was stated the two-band receivers "would use components and tubes which are in common use and available widely today."

**JUNE 1948 HIGH-LOW TV ISSUE**

**FOR SALE**

**BOUGHT**

**SOLD (Continued from page 13)**

**SUBSCRIBE NOW!**

For News of All Radio

SUBSCRIBE NOW!

For News of All Radio

SUBSCRIBE NOW!

For News of All Radio

SUBSCRIBE NOW!

For News of All Radio

SUBSCRIBE NOW!
NAB Offers Latest Record Standards

PROGRESS report on work of the NAB Recording & Reproducing Standards Committee will be submitted to the NAB board at its mid-November meeting by Neal McNaughten, NAB assistant director of engineering. The vast project, undertaken just before the war and then delayed several years, is being brought up to date in view of technical developments.

The top committee's executive group will meet in about six weeks to review achievements of the separate project groups. Next project group to meet will be the one handling magnetic tape standards. It is stated to resume work December 8 at offices of the Minnesota Mining & Mfg. Co., St. Paul.

Tape standards were reviewed at meetings held last week by the project group and the executive committee \[BROADCASTING, October 25\]. Proposed standards call for a tape thickness of not over .0022 inches, width of 250 plus 6, minus .0001 inches, and breaking strength of four pounds. Test conditions were studied.

Inside hub diameter of 4 inches was proposed for standard reels. A subcommittee is studying size of center hole, outside dimensions of reel and other factors. Another subcommittee was named to take up methods of distortion and noise measurement.

Work is about complete on coordinating of terms and definitions with the American Standards Assn.

Further study will be made of standards for fine-groove recordings, though groove and stylus dimensions have been proposed for vertical and lateral transcriptions.

Open Mike

(Continued from page 14)

issue or a section of BROADCASTING devoted to the technical side of broadcasting on such things as new equipment, various station layouts, etc.

Patrick S. Finnegan
WRKO Rochester, Pa.

Newcomer's Thanks

EDITOR, BROADCASTING:

I would like to take this opportunity of expressing my appreciation to BROADCASTING for not only carrying the "newsy" side of radio but also articles that are educational to "youngerst" like myself who have only been in radio a short time...

Forrest H. Repss
WHOK Lancaster, Ohio

Dewey Aderhold
DEWEY ADERHOLD, 24, known in radio circles as Slim Idaho of WIXA Richmond's Old Dominion Barn Dance cast, was killed instantly on October 17 when the motorcycle he was riding collided with an automobile near Fredericksburg, Va.

Lexington 630 kc Permit Set Aside

FCC last week set aside its seven-month-old 630 kc grant to WLAP Lexington, Ky., and called for further hearing on the case in which WCPO Cincinnati and Queen City Broadcasting Inc., also of Cincinnati, are vying with WLAP for the regional channel.

The Commission said "the record in this proceeding does not contain sufficient evidence of the areas and populations proposed to be served by the applicants herein, the other services available to such areas and populations, and the interference problems involved...

Hearing was set for Nov. 22.

In another proceeding FCC refused to back down from its decision granting Lawrence W. McNaughten, vice president, to operate WISU with 250 watts, day or night, at Fellows, Ohio, and denying applications of the commonly owned Mansfield (Ohio) Journal Co. and Lorain (Ohio) Journal Co. [BROADCASTING, July 19].

In the Lexington-Cincinnati case, both WCPO and Queen City had requested a rehearing. Queen City asked that the permit be reopened to receive "full, complete and accurate evidence" on the radio service available in Lexington and Cincinnati specifically and in Kentucky and Ohio generally, and on Queen City's proposal to protect the primary service area of channel WSAV Savannah, Ga.

Queen City is owned by J. Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WHIO Dayton, WIOD Miami) and Mrs. Reinsch, and by Frank H. McIntosh, Washington consulting radio engineer, and Mrs. McIntosh. The Reinsch's own 50%, the McIntoshes 50%.

All three applications are for 630 kc with 5 kw day and 1 kw night. WLAP is on 1450 kc with 250 w, and Scripps-Howard's WCPO 1230 kc, 250 w.

Scripps-Howard's permit was issued, Scripps-Howard has bought A. B. (Happy) Chandler's WLTV Versailles, Ky., subject to FCC approval and plans to move it to Cincinnati.
KUS Muskego, Okla., is earning goodwill from townpeople by inserting nickels in expired parking meters, and then hanging a card on the door-handle, which reads: "While you were about, The meter ran out. But no parking fine will you pay. A nickel inserted, Goodwill from us this day." At bottom of card on which poem is printed, a reminder to listen to a specific KUSM program is tagged.

Bartered Kisses
Kisses were bartered an auction feature of second anniversary celebration staged by KASK Des Moines for its morning "Don Bell Show." The kiss auction was preceded by a take-off on Don Bell's good-morning kiss, which he airs daily for benefit of housewives whose husbands neglect them. Bids were DON's auction merchandise. High bid was 99 kisses.

Opera Dolls
"CARDEN" dolls were given away by WTAG Springfield, Mass., in connection with showing of "The Loves of Carmen" at local movie houses. Dolls went to listeners sending in best opera question to "Question of Music" feature on WTAG's "Julie 'n Johnny." Runners-up received tickets to the program.

Information File
New information file is being distributed by KSTP and KSTP-TV Minneapolis-St. Paul WIP. Chart material concerning coverage, market data, schedules, availability, rates, etc. File will be distributed to trade at regular intervals.

Show Business!
"SHOW BUSINESS," weekly program of WACD-TV Philadelphia devoted to show people and their doings, has joined the Variety Club's "Heart Fund" campaign. During the campaign, show will be heard in Philadelphia "Personality Contest" with a new Studebaker going to winner. Entry forms are to identify a celebrity cartooned on TV. A word-clue rhyme will accompany cartoon. Persons entering contest must send a contribution to the "Heart Fund."

By Western Union
UNIFORMED Western Union messengers have distributed more than 7,500 program schedules to important WACD-Fila. Listeners believe this is a unique service to listeners.

Best of Industry award for radio in annual direct mail campaign contest of the Direct Mail Adv. Assn., was given to WMAQ Chicago, earlier this month. Award was received by Harold A. Smith, promotion manager of station.

WISL Story
REACHING out to Chatham, Md., a WISL offers coverage to a potential audience area containing a radius of 50 miles. This is the theme of WISL's follow-up campaign. A color-covered booklet offers information on station's coverage area, WISL history, area buying power, reprints of sponsors' response, programming, pictures, and future plans.

Seven on Ten
"SEVEN on Ten" is finally seven days on Channel 7 (WABC New York) that became motto for WNBC-TV Boston. New Yankee Network tele-

vision outlet, when station went on the air Oct. 10. Slogan is featured on WNBC's stationery. "Seven on Ten," in white letters on red background, Channel 7, in white letters on blue background.

WHEN the "Ford Theatre," sponsored by local Ford dealers, moved to CBS Oct. 8, KTCU Tucson moved it figuratively, that is. Station had a stage built, set it on a truck, got a cost from the Little Theatre, and held a parade through the busiest part of town. KTCU broadcast a description of the moving.

Ducks to Bucks
SINGING ducks hatched by WPEN Philadelphia proved to be a dollar-hatching enterprise. The ducks, on Fred Bennett's 7 to 9 a.m. program, got such a large audience response that timebuyers can't buy any more time on that program, at present, according to station's release. Release features a large mama duck hatching little baby "dollar" ducks—sponsors' dollars result.

Aerio Ads
CAMPAIGN of airplane tow-sleeve advertising has been inaugurated by KLO Denver, to highlight KLO programs and personalities at the region's top football games on Saturday afternoon. Campaign got underway Oct. 9 with a Denver area ad placed flying over Nebraska-Colorado U. game at Boulder. Owl advertising KLO's Saturday afternoon sports show.

Award for Teachers
TEACHERS are finally seven days on Channel 7 and are in line with "School Days" portion of the "Jam for Breakfast" program, is sending certificates of award to teachers nominated by students for their noteworthy service.

Diary Study
FILE folder containing a 30-page summary on WPTF Raleigh, N. C., "Diary Study" conducted by Audience Research Inc., has been mailed to advertisers and agencies. Also included are BMB maps, BMB Workshop on station audience market data and a program schedule.

Video Planning
BOOKLET summarizing problems of TV advertisers and supplying "dos" and "don'ts" for video programs and commercial planners, has been produced by WCAU-TV Philadelphia. Called "When It Comes to Television," 20-page handbook supplies tips on preparations of slides, film footage, color schemes and art, note suggestions. Cartoon illustrations highlight the various points.

Personnel
JAMES HANLON, public relations director at WON Chicago, has been elected second vice president of the Publicity Club of Chicago.

HARRY BAUM, director of women's programs at WGN Chicago, S. C., has been appointed promotion manager of that station.

ED STERLING has been appointed promotion manager of KGU Safford, Ariz.

FRANK JUNELL, Southwest network director of station relations, has resigned to return to Texas Technological College, Lubbock, Texas, ROBERT CAN- AVAN, news editor at KGBP El Paso, will assume most of Mr. Junell's duties.

WLOG-FM Norfolk, Va., Planning Nov. 15 Start
WHEN WLOG-FM Norfolk, Va., takes the air Nov. 15, its programming will emphasize sports, according to Robert Wason, general manager. The new FM outlet, operating on Channel 287 (106.3 mc), will duplicate the programs of its AM affiliate, WLOG, a 1-ke day-time 1590 mc.

Program director of WLOG-FM is Lee Lively. Sports events will be handled by Mark Scott, sports director of WLOG and WLOG-FM. The new FM outlet is Collins-equipped. Installation was made by Jack Siegel, WLOG's chief engineer.

Remote Exhibit
CURIOUSITY of listeners over the credit line of several remote broadcasts of KXXY Houston prompted station officials to stage a radio-transmission exhibit there Sept. 30. Show demonstrated how broadcasts originated through KXXY's mobile high-frequency transmission unit, KHOQ and came to listeners over KXXY and KXYX-FM. A poll of the audience, of which the demonstration program indicated that not one out of the total of 163 questioned could positively identify the time at which switches took place.
Mystery noise recorded in New Haven, Conn., is breve for pre-eminently outstanding residents of that city. Program, tentatively titled "What's the Noise?" aired from New Haven, makes six to ten calls to each telephone to see if listeners can identify the "noise." Every person served by the phone call is assured a pair of theatre tickets, and the first person to correctly identify the noise receives all the prizes accumulated in the jackpot.

Cancer Benefit
WMAR-TV Baltimore presented the Damon Runyon Cancer Society Benefit Polo Game from the Baltimore Sun Park, Oct. 24. Polo teams were composed of some of the leading players in the country, including George Oliver, Peter Kotz, Del Prentzel, and Juan Rodriguez. In addition to game, a presentation by over thirty bands and drum and bugle corps, an air display by the U. S. Navy and Army, and interviews with Hollywood celebrities was telecast. Program was sponsored by the National Brewing Co. of Baltimore.

Public Service
"The KGU Come First," originated by New York State Radio Bureau in cooperation with the State Dept. of Agriculture and Markets, was telecast over WRGB (TV) Schenectady, N. Y., Oct. 5, at 7:30 p.m. Program presented as a light domestic comic strip, that enhances their freshness and therefore decline in grade if kept in temperature above 50 degrees. Copies of script are being sent as a public service to video stations throughout the country.

Safety Discussions
JUNIOR school police and deputy sheriffs in Ohio's Stark County are vying for opportunity to appear on the national series of roundtable discussions, "The Junior Safety Council," set up by WHIO Cincin- nati, Ohio. Schools have set up a merit system with a[-?loss] appearance on the program as an award. Participants are awarded a certificate of merit and are guests of WQIV at a luncheon following the broadcast.

"WIT'S END," younger set quiz show, made its debut Oct. 10 over WCAU-TV Philadelphia. Show features William Bennett as m.c. and four local youngsters between the ages of 8 and 14, who are selected from junior, parochial, private and suburban schools in Philadelphia area. Children are given hints on objects suggested by listeners and cannot continue unless within a prescribed number of questions. Program is sponsored by Mr. Paul, appliance dealer, and an anonymous donor. Host is Joseph Ratzenberger, who is also the announcer.

"Parade of Stars" KOLU (NBC) St. Louis, Ariz., Oct. 1, presented "The NBC Parade of Stars." Program presents news of the people and programs that are heard over NBC and KOLU, plus a recorded musical hit of the week with one of NBC's musical stars, and voice tracks by four NBC stars, supplied by NBC New York. Program is written, produced and narrated by Ed Sterling, promotion manager and announcer at KOLU, and will be a weekly presentation of the station.

Folk Songs
PICK TEMPLE, folk song artist, began an informal series of folk song re- citals on WTOP Washington, Oct. 1, 3:30-4:30, "Scriabin's Temple Show" includes Mr. Temple's introductions to songs, and in many cases a story of how he "discovered" a song in his wanderings. He accompanies himself on the guitar.


Operation Hawaii
"DR. I. Q." program began its Hawaiian series on KGU (NBC) Honolulu, Mon., Oct. 4 (BROADCASTING, Oct. 18 will continue until Nov. 6. In addition to regular "I. Q." series which is heard on 131 NBC sta- tions in U. S., KGU is broadcasting the "Dr. I. Q. Junior Show." In Hawaii only, through Nov. 6. "Junior show" is being sold on a national basis through The Katz Agency, Chicago.

Harvest Moon Festival
FOR THIRD year WMAQ Chicago and the "Chicago Sun-Times" are coop- erating in annual Harvest Moon Festival production at Chicago's stadium Nov. 24. Festival is for benefit of persons wounded in war. As part of program, station will air four-weekly auditions beginning today (Oct. 25), 11:11:15 p.m. (CST) to select three girls vocalists to appear at benefit, which will also feature talent from stage, screen and radio. Winner will receive trip to Hawaii and an NBC guest appearance.

Voting Machine
INSTRUCTION: the use of the voting machine are being featured in a series of short radio programs over KGU (TV) Schenectady. N. Y. Program is produced by adult education Dept. of the public schools. The first program, Oct. 11, was designed for recently natu- ralized citizens and will be seen today (Oct. 25) and Nov. 1.

Tuesday Night Concerts
FULL-length broadcasts of the complete Tuesday night concerts by the Kansas City Philharmonic Orchestra opened Oct. 19 over WBZ Kansas City. Broadcasts originate directly from Civic Auditorium in Municipal Auditorium. Program is sponsored by the Kansas City Southern Railway.

For Stamp Collectors
INTERESTING STORIES on postage stamps is talked into 5-minute program on CBJC Toronto, "Story of Stamps," is produced by James Montagne, who tells the latest story of stamps and stamp issues for collectors.

Six members of WOCB Boston are teaching in four universities or colleges in that area. Tom Thorley, music director, Imogene Lundquist, music producer, and Ron Cochran, news director, at Boston U. Ed Sullivan, continuity director, and Elsie Anderson, assistant vice president, at Leland Powers Col- lege. Frank McDonald and Paul Keeler, announcers, and Howard Malcolm of Malcolm's Musical College. Mr. Sullivan also teaches at Curry.

Program Dept. of WINS Adds Four to Its Staff
FOUR NEW members have been added to Crosley Broadcasting Corp.'s WINS New York program department, Eldon Park, the firm's vice president, announced Wednesday.

Ray Green, formerly with NBC's international division, has been appointed production manager, as- sisting John Neal, program direc- tor. Brad Phillips, who was with the station during the summer, has re- signed the announcing staff, while Bert Davis, script writer, and Lorraine Rosenfeld, junior writer, will work with the continuity di- rector, Dorothy Aden.
JOHN R. CHRISTIE, former vice president in charge of public relations and advertising for Citizens National Trust and Savings Bank of Los Angeles, joins Buchanan & Co., same city, Nov. 1, as vice president in charge of new business.

KEN McCLURE, radio news commentator and writer, joins Collins-Cusick-Schwerke & Wild Adv., San Antonio, as radio production consultant and head of new public-relations department.

EDWARD B. GRAHAM joins J. Walter Thompson Co., New York, as member of creative staff. He was formerly a vice president of McCann-Erickson, New York.

JOHN FRIEDKIN joins radio publicity department of Young & Rubicam, New York.

ELLIS T. GASH joins Campbell-Mithun, Minneapolis and Chicago, as account executive. He formerly operated his own advertising agency, Ellis T. Gash Co., Chicago.

Mr. McClure

NORMAN F. BEST, head of media department of Erwin, Wasey & Co., Los Angeles, named account executive on Carnation Evaporated Milk account.

RALPH L. LAWSON appointed manager of Toronto office of Erwin, Wasey of Canada Ltd.

LOU FULTON joins Blow Co., Hollywood, as executive producer and writer of NBC Horace Heidt Show.

WALTER BLAKE, formerly in charge of Donahue & Cote, Los Angeles, joins William Kester Adv., same city, as director of agency’s motion picture division.

BOB HEMMINGS, account executive for Burrows Inc., Los Angeles, is the father of a girl, Jill Denise.

W. EARL BOTHWELL Inc., Hollywood, moves to larger quarters at 1680 N. Vine Street, Nov. 1.

LOS ANGELES Ad Club members named advisors to L. A. Junior Ad Club are HENRY GERSTENKORN, Don Lee Broadcasting System assistant sales manager; MARTIN R. KLITTEI of Martin R. Kitten Inc., and BUZZ PURCELL, advertising manager of Van de Kamp Bakeries.

ASSOCIATED ADV. and Marion Welborn & Assoc., both Los Angeles, merged under name of former. Offices are located at 2624 W. 6th St. Los Angeles. Owners are P. O. Narveson and Marion Welborn.

WIPCO Chicago will be given special award at American Legion’s national convention this week in Miami for “contributing more to the American Legion than any radio station in America.”

WHEN “Richfield Reporter” news show shifted to ABC exclusively, Don Searle (r), ABC Western Division vice president, tried this promotion stunt. He brought into the Brown Derby, Hollywood night spot, a model, Shirley Buchanan, with “Richfield” taped on her back. Envying the stunt from their booth are Kai Jorgensen (l), chairman of board of Mixson-Jorgensen, Los Angeles, and Gordon Uhri, ABC account executive.

New KUVY Studios

FIVE new studios for radio instruction at the U. of Oklahoma are now in operation. The new space, opened in September, provides for the eight hour per day operations of KUVY Norman, the campus wired-wireless station. Studios also serve as origination point for broadcasts fed to standard and FM stations in the area. WNAD and WNAD-FM, other university-owned stations, now located on two floors of the Union Memorial Tower in Norman, are expected to be moved to improved quarters in a new wing of the Union building.

Radio, TV Programs Help Mark ‘Oil Progress Day’

RADIO played an important part in the nationwide celebration of “Oil Progress Day,” Oct. 14, when an estimated 75 million listeners were reached by special programs on national networks and more than half of the country’s independent stations. Announcement came from the Oil Industry Information Committee, New York. In addition, oil-sponsored television and radio programs heard regularly and reaching more than 100 million listeners proclaimed the industry’s strides with special announcements.

Oil men, oil companies and individually-owned service stations, forming city and state committees, bought a good percentage of time, while some spot announcements were contributed by local independent stations.

WTCB Now WTAC

CALL LETTERS of WTCB Flint, Mich., operated by Trendle-Campbell Broadcasting Corp., have been changed to WTAC, according to an announcement by H. Allen Campbell, vice president of the corporation. Wide-spread local publicity preceded the change which was made during a special broadcast Oct. 13 when Don DeGroot, station manager, announced the new call letters to listeners.

When you think of

REPLACEMENTS

PAPA AND MAMA HUSH
FOR MR. & MRS. HUSH
RALPH EDWARD, m. e. of Truth or Consequences, the NBC show which is credited with — or accused of — originating the big-money give-away, last week displayed the ability to roll with a punch which is learned only by long experience.

Mr. Edwards was hardly stirred when, in a precedent-breaking stroke of fortune, a listener identified “Mr. and Mrs. Hush,” the mystery personalities upon whom he had intended to build another contest comparable to his earlier efforts. The “Hushes” were Moss Hart, the producer, and his wife, Kitty Carlisle, the actress.

But Mr. Edwards was ready instantly to spring into the breach. He announced a “Papa and Mama Hush” contest which he said would continue indefinitely. Listeners are asked to contribute letters enclosing money donations and proceeds go to the National Mental Health Drive. The program, sponsored by Procter & Gamble, is heard Saturdays, 8:30-9 p.m.

SEND FOR FREE CATALOGUE TODAY DISTRIBUTED BY

Thomas J. VALENTINO, Inc.
787 DEPT. 64.
1600 BROADWAY
NEW YORK, N. Y.

CANADIAN DISTRIBUTOR:

Instruments Recording Service
56-38 Wellington St. E.
Toronto, Ont., Can.

October 25, 1948 • Page 71
October 15 Applications . . . ACCEPTED FOR FILING
Harrisonburg Best., Co., Harrisonburg, Va.—New standard station USM 250 w unli. AMENDED to change frequency to 1230 kc.
KFDY Salt Lake City—Renewal license.
WKMB Dearborn, Mich.—License to cover CP change frequency change, hours, etc. AMENDED to change frequency to 1230 kc.
WCFA Clearfield, Pa.—License to cover CP change frequency.
KINP Mt. Pleasant, Tex.—License to cover new standard station.
KTLW Texas City, Tex.—Same.
KGIN Grass Valley, Calif.—Voluntary assignment of license from John G. Collins, Paragon G. Thomas, John Ed- win Keegan, Harold W. Westbrook, Fred Y. Yagram, partnership d/b/a "40er Best.", Co. to G. Yagram, Co.
Modification of CP
KGGP Coffeyville, Kan.—Mod. CP increase power etc. AMENDED to change name of applicant from Hugh J. Powell to The Midwest Best., Co. Inc.
KCGX Sidney, Mont.—Mod. CP. Increase power etc. to change power from 1 kw-W and 5 kw-D to 5 kw unli. DAC.
KRAI Craig, Col.—Mod. CP new standard station for extension of completion date.
KINE Kingsville, Tex.—Same.
KWRO Coquille, Ore.—Same.
Assignment of CP
KCRA-FM Sacramento, Calif.—Assignment of CP from Twining C. Kelly, David R. McKinley and Vernon Hansen, d/b/a "Central Valley Best.," Co. to KCRA Inc.
License for CP
WMBH-FM Joplin, Mo.—License to cover new FM station.
KSK-FM Stillwater, Okla.—Same.
Modification of CP
KWFM San Diego, Calif.—Mod. CP new FM station. Continuation of change of location of station to Class A; specify 95.0 mc, ERP 1,050 kw.
WTLE Greensboro, N. C.—Mod. CP new commercial television station to change studio location. Frequency from Channel 2 (34-56 mc) to Channel 10 (180-198 mc), increase ERP from 1,67 to 2,65 kw and aur. 0.84 to 1.33 kw.
TENDERED FOR FILING
AM—980 kw
WBST South Bend, Ind.—CP to make changes in DA-D.
Assignment of License
WEEK-WY-FM Watertown, N.Y.—Consent to assignment of license of WEEK-WY-FM to Robert D. Kerr, T. W. Pentem, Dean Tertill, Grayce B. Wilcox, Robert D. Kerr, partnership, as West Central Best., Co. to the Kerr and Geraldine Kerr, partnership.
KTRE Lufkin, Tex.—Consent to relinquishment of negative control.
October 18 Decisions . . . ACTIONS ON MOTIONS
(= By Commissioner Walter)
KVAK Anchorage, Alaska—Granted petition for continuance of hearing on assignment of license awarded Nov. 1 to Dec. 31.
Manistee Radio Corp, Manistee, Mich.—Granted petition for leave to amend application to show addition of three stockholders, etc.
WREG Reading, Pa.—Continued hearing presently scheduled Oct. 21 to Nov. 19, 1949, in Washington, in re application.
Sidney H. Tinley Jr., Baltimore—Granted petition to dismiss without prejudice application.
Edward Petry & Co.—Granted petition to accept late appearance in matter of next advertising.
Ari-Nex Best., Co., Clayton, N. M.—Granted petition for leave to amend application to show realigned articles of incorporation; addition of new stockholders, directors and officers, etc. Amendment was accepted and Commission sanctioned opening an own movement in its definitely hearing presently scheduled Nov. 9.
KBLF Red Bluff, Calif.—Continued indefinitely hearing scheduled Nov. 8.

Actions of the FCC

October 15 to October 21

C'construction permit
DA—Directional antenna
ERF—Effective radiated power
F-T—Studio-transmitter link
Sync. amp.—Synchronous amplifier
SSA—Special service authorization
CG—Conditional grant

WMGW

Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

How Now Brown Cow?

We don't know about this particular brown cow, but we do know there's enough varicolored bovines in Crawford County to make it THE leading dairy producing county in Indiana. Crawford's sales in Meadville (our headquarters) were over $26,000,000 last year. For further information on this rich market write to . . .

Vic Dishin c/o WMGW
Or
Robt. Moorer Assoc.
14 W. Jefferson Ave.
N. Y. C.
FIC Hears Testimony in Tobacco Ad Cases

FURTHER hearings on the six-year-old complaint against American Tobacco Co., and the five-year-old case of P. Lorillard Co., were held by the Federal Trade Commission in Washington within the past fortnight. Both firms are charged with alleged false and misleading advertising practices.

The P. Lorillard Co. is charged with "false and misleading advertising" in connection with its advertising of a new distribution of its Old Golds, Beech-Nut and Sensation cigarettes, and Friends smoking tobacco. The company was given until Oct. 15 to file its answer to a brief filed Oct. 11 by John R. Phillips Jr., government counsel. All testimony has been completed.

American Tobacco Co., which last June began its defense against charges of misleading and deceptive advertising on behalf of Lucky Strikes, (BROADCASTING, June 11) told William R. Harlan, its assistant director of research, at a hearing Oct. 15. Mr. Harlan stated that the firm kept no records on the experiments with data relative to irritation factors. Previous testimony, submitted last month on the experiments by Dr. Jesse H. Weatherby, of the Medical College of Virginia, was accepted as evidence over the objection of Commission counsel.

Hearing was adjourned to Nov. 16.

GE Taking Applications For '49-'50 Fellowships

GENERAL Electric Co. is now accepting applications for research grants under its $1,000,000 education fund for the 1949-1950 scholastic year, William W. Trench, company secretary and GE education committee chairman, has announced.

Grants up to $1,500 will be awarded to college graduates who wish to continue study and research in scientific and industrial fields. Mr. Trench said a committee representing the National Academy of Sciences, American Chemical Society, American Physical Society, American Institute of Electrical Engineers, American Society of Mechanical Engineers, and the American Society of Engineering Education will pass upon all candidates.

Second Remote Studio

INSTALLATION of a second remote studio has been completed by KCNY San Marcos, Tex. Remote studios are now located in New Braunfels and Lockhart, giving tri-city service in South Central Texas. The home station originates half the programs and the remote originate the other half. Meri Saxon is general manager of KCNY while Jim Bell is manager of New Braunfels and B. B. Hinkle is the Lockhart manager. Station is on 1470 kc with 250 w.
FCC Actions
(Continued from page 73)

October 20 Decisions

BY COMMISSION EN BANC

License Renewal

Following stations were granted renew- 
als of licenses for period ending Nov. 1, 1951: KBFB Great Falls, Mont.; 
KBFD Brownwood, Tex.; KICX Dubuque, 
Iowa; KGBX Springfield, Mo.; KGFR 
Fruitland, Idaho; KGLO Mason City, Iowa; 
KGO Missoula, Mont.; KBBF Chicago, 
Carpentersville, Ill.; KOIL Omaha; KCLT 
Scottdale, Neb.; KESJ (and aux.) Sloux 
City, Idaho; KESK Antirne City, Kan.; 
KWBB Oakland, Calif.; KXLW Clayton, 
Calif.; KALQ Fort Worth; WATH Water- 
bury, Conn.; WBBJ Steetland, N. 
Car.; WBBI Darrells, Va.; WDRC 
Hartford, Conn.; WDKU Durham, 
N. Carolina; WESC (and aux.) Duluth, 
WFRF (and aux.) Indianapolis; WFRF 
(and aux.) Baltimore; WHAZ Troy, N. 
Y.; WIFR (and aux.) Rock Island, III.; 
WHBI Newark, N. J.; WIGL Sheboy- 
gen; WHIO Dayton; WJSJ Pittsburgh; 
WJSW Allenton; WKAJ Kankakee, III.; 
WKNE Kenne, N. H.; WLBK Lebanon, 
Pa.; WLON Minneapolis; WMLO Milwau- 
eke; WACB (and aux.) Boston; WNAE 
Warren, Pa.; WNAM Nenah, Wis.; 
WRA Jakarta, N. Y.; WNDY Syrac- 
suse; WSAF Cincinnati; WSBM New 
Orleans; WTCN Minneapolis; WTMF 
Ocean, Fl.; WTOP Savannah; WTTX 
Fort Worth, Mich.; KCRA Sacramento; 
KCBS San Bernardino, Calif.; KFBE 
Peaceoria; WKGU Mason City, Iowa; 
KKCJ Madison, N. D.; KBIC Lewiston, Ida.; 
KSBI Seminole, Okla.; KTRF Twin Falls, Ida.; 
KVOR Colorado Springs; KRBV Rock 
Springs, Wyo.; KUSF Santa Fe; WAVZ 
New Haven; WBBG Flint, Mich.; WCCB 
Hartford, Conn.; WCRB Waltham. 
Mass.; WPNO Portland; WLMQ Miami, 
Fla.; WIBR Peoria; WISH Indianapolis; 
WJDA Quincy; WKAM (and aux. and alt.) 
Miami Beach, Fla.; WIXS Columbus, S. 
C.; WJKX New Castle, Pa.; WOL (and 
alt.) Washington; WTAP Green Bay, Wis.

KCMU Provo, Utah.—Granted renew- 
al of license for period extending Aug. 1, 
1951.

KPHR Alexandria, La.—Same.

KXJJ Russellville, Ark.—Same.

WENA San Juan, P. R.—Granted re- 
newal of license for period ending May 
1, 1951.

KFXM Santa Maria, Calif.—Granted 
renewal of license for FM station for 
period extending Sept. 1, 1949.

WGFC Hackett, W. Va.—Granted re- 
newal of license for FM station for 
period extending June 1, 1950.

Hearing Designated

WINC-TV Richmond, Va.—Designat- 
ed for hearing application for renewal 
of license, proceeding with application 
for renewal of license. The application 
has been granted.

Facsimile Extension

WQAM Miami, Fla.—Authorized ex- 
tension of period for 90 days to trans- 
smit single and multiple facsimile 
over WQAM-FM on regular basis.

October 20 Applications

ACCEPTED FOR FILING

License Renewal

WXVY Detroit—License renewal AM 
estation.

KXNO Hannibal, Mo.—License to cov- 
er CP change frequency, increase pow- 
er, etc.

WKOV Lancaster, Ohio—License to 
cover CP new standard station.

Modification of CP

WXVJ Neway, N. J.—CP new 
standard station for extension of com- 
pletion date.

License for CP

KXOK-FM St. Louis—License to cover 
CP new FM station.

Canadian TV

SIX APPLICATIONS for television 
licenses will be presented at the 
Oct. 27-29 meeting of the board of 
governors of Canadian Broadcasting 
Corp. at Ottawa. Meetings are to 
be held in Room 375 of the Parlia- 
ment Buildings. Recommendations 
will be the first TV license recom- 

dendations to be made in Canada.

Four applications are from To- 

to; two from Montreal. There are 
three channels assigned to To- 

to and four to Montreal.

Toronto applications include: 

CFRB; CKEY; Al Leary, former 
part-owner of CHIM Toronto; and 

Famous Players Canadian Corp., 

theatre chain and distributing 

group. CBRF requests 28.3 kw 

visual, 14.2 kw aural. CKEY asks 

for 21.6 kw visual, 13.9 kw aural. 

Al Leary is applying for 26 kw 

visual, 13 kw aural. Famous Players 

requests 14.6 kw visual, 7.4 kw aural.

The two TV license requests 

Modification of CP

WSLB-FM Ogdenburg, N. Y.—Mod. 
new FM station for extension of 
completion date.

WTCM-FM Greenville, N. C.—Same.

WPLS-FM Cleveland—Same.

WPWO-FM Providence, R. I.—Same.

WFAN-FM Providence, R. I.—Mod. 
CP new FM station to change ERP 
from 30 to 12.1 kw.

WBUK-FM Enid, Okla.—Mod. 
CP as reinstated which authorized new 
FM station to change ERP from 6.5 to 
6.75 kw.

WBBR-FM Jacksonville, Fla.—Mod. 
CP new FM station to change studio 
location, ERP from 47 to 62.9 kw.

WCTF Chicago—CP to reinstate CP 
which authorized new non-commercial 
educational FM station.

Modification of CP

WHNC-TV New Haven, Conn.—Mod. 
CP for new commercial television 
station for extension of completion date.

WBCH Schenectady, N. Y.—Mod. 
CP for new FM station to change facili- 
ties, for extension of completion date.

TENDERED FOR FILING

Assignment of License

KEPO El Paso, Texas—Assignment to 
Cablevision of license to KEPO.

Modification of CP

Plains Bozeman, Mont.—Mod. CP 
new FM station to change 

station location from Bozeman to 
Portage, Mont.

APPLICATION RETURNED

License for CP

WHW Bedford, Ind.—License to cover 
CP new standard station (154 kc). 
RETURNED 10-18-48 as incomplete.

Harlow Recovering

ROY HARLOW, BMI station rela- 
tions director, is recuperating from 
a heart attack attributed to overwork. His progress is reported as 

Xceeding

4,000,000 PEOPLE

Reading

4 .000 .000 PEOPLE

K W K W

Pasadena — Los Angeles
A. E. Bowen, Radar Specialist, Is Dead

ARNOLD EVERETT BOWEN, 47, research engineer of Bell Telephone Labs, died on Oct. 15 after a brief illness. Mr. Bowen resided at Fair Haven, N. J.

Mr. Bowen did much of the pioneer work in developing a system for transmission of microwaves through hollow guides, making possible new forms of radar used extensively in World War II. He also developed other microwave devices now used in radio, telephone and television transmission.

Commissioned in 1942 as a major in the Air Corps and later advanced to lieutenant colonel, Mr. Bowen served for a time in Washington as officer-in-charge of the Air Forces' Airborne Radar Equipment Board.

Born Oct. 21, 1900, in Lowell, Mass., Mr. Bowen attended Sheffield Scientific School, Yale U., from which he received a Ph.B. degree in 1921.

He joined the AT&T development and research department in 1929, and transferred to Bell Laboratories in 1934. Recently he had been working at Bell's Holmdel, N. J., facilities.

Mr. Bowen is survived by his wife, Virginia Carberry Bowen; and three daughters, Mrs. Richard Hackley of Brooklyn, and Patricia and Constance Bowen of Saratoga Springs, N. Y.

**Don Lee Booklet**

**EFFECTIVE** buying income on the Pacific Coast has increased 20% over 1947, according to statistics revealed in fourth annual *Pacific Coast Radio Handbook* published by Don Lee Broadcasting System. The twenty-four page booklet contains a compilation of market and radio data on Pacific Coast area.

Included are charts and maps, rates and discounts of area networks, and listings of network and independent station personnel. Booklet has been issued to advertising agencies in the area.

Wrong Number

WHEN the Cleveland Indians won the American League flag, thanks to the pitching of Gene Bearden, Bob Athearn, program director of WJMO Cleveland, had a sleepless night. Mr. Athearn and his family had just rented the house formerly occupied by Mr. Bearden. And when the game was over, wellwishers flocked to the Athearn's door and the phone rang continuously—everyone wanted to congratulate Mr. Bearden. But Mr. Bearden didn't live there any more.
HOLLYWOOD’S TV FILM TOO HIGH—FAIRBANKS

"IT is now apparent that television today is unable to afford the cost of Hollywood visiting films and all producers of such films and networks are taking a loss to get the new medium underway," according to Jerry Fairbanks, head of his own film production firm.

"There will be a chance for profits only after Hollywood guilds set up scales that television can afford," he concluded. This observation resulted from a story published in the Wall Street Journal effect that NBC and Jerry Fairbanks Production were seeking to realize 100% profit on the Public Prosecutor series.

In contrast to these allations, Mr. Fairbanks insisted that each 20-minute program was running well over $10,000 in cost and neither NBC nor his organization could afford high listener ratings, he said, represented 72% of total costs. He also indicated that NBC is now considering an even heavier loss as a series has been offered for several months at $8,500 per installment.

KDFN Now KSPR
KDFN Casper, Wyo., has changed its call letters to KSPR as one of its planned changes for the 1948-49 period. Earlier the station installed a new RCA 1-kw transmitter as part of the plan.

MILTON SAMUEL, publicity director of Young & Rubicam, Hollywood, and Barry A. Andrews, agency promotion manager, have been named chairman and assistant chairman respectively of SCAA 1948 Community Chest General Publicity Committee.

BIKES AND MIKES
Program of WMOH Hamilton Helps Cut Accidents
KILOCYCLES and bicycles have been blended by WMOH Hamilton, Ohio, with highly gratifying results reflected in the city’s records of rapidly declining bicycle accidents. In cooperation with local officials and the Hamilton Safety Council, WMOH, licensed to the Fort Hamilton Broadcasting Co., agreed to regularly broadcast proceedings of a bicycle court, established under the supervision of the city’s traffic division. Since the start of the last broadcast last January, through more than 39 court sessions, automobile-bicycle accidents have been reduced 75%.

The half-hour programs, aired 9:30-10 a.m. Saturdays, when court is in session, have proved interesting as well as a valuable means of juvenile education, as the result of simplified court procedure, the station reports.

The council is generous in its praise of the station’s work and recently advised the National Safety Council that WMOH "has been like a right arm to us in all safety council activities."

J U S T R E M E N T 76
JOHN WDSU Union the International end the Hazard, WDSU Blair Station, the by:

WDSU's Municipal Auditorium, Municipal Auditorium, University, Inter.

with highly listener ratings. WDSU University, Inter.

James, 100 NBC is now could possibly profit.

reflected on the cost of Hollywood's films. Since the City's Broadcasting

declining local citizens. the Hamilton Safety Council.

inspected its planned changes for the 39 a.m.

 billed, the Hamilton Safety Council.

In New York and Hollywood.

D A V E S W I F T has joined writing staff of CBS "Jack Carson Show.

JEAN HOLLOWAY, has joined writing staff of ABC "Mr. President" show.

ALLAN BERG, formerly with KHUB Watertown, Calif., has been added to the WB.SB Salinas, Calif., as writer-announcer.

HAL GAVIS, KJCM Palm Springs, Calif., staff announcer, has been named director of news and special events.

TOM WILLIS has joined announcing staff of CPCH North Bay, succeeding WALLY REWEGAN, who has moved to CHOB Timmins.

JOANNE LARSON has joined the continuity staff of WHIF Rock Island, Ill. KJHJ Jamestown, N. D., has opened auxiliary studios and sales offices at 103 Prest St., Fargo, N. D. New studio will serve as control point for program origination from Fargo-Moorhead area and for switching network programs to KSJO's Jamb Label transmitter.

PETE MEGGS, former of Canadian Press, has joined announcing staff of CJGL, Rapid Lake, Ont.

DON FORBES, former WKW Los Angeles program director, has joined ELAC-TV Hollywood as manager of studio programs.

MAURICE DORE and DOUG WHelan, the latter from CJGL, Kirkland Lake, have joined announcing staff of CEGB Timmins, Ont.

JOHN MELVILLE, listed as executive announcer at WHBF Rock Island, Ill., is now a reporter.

Production

JESS OPPENHEIMER, MADELYN PUGH and BOB CARROLL Jr., will write CBS "My Favorite Husband" show. Mr. Oppenheimer will also direct the former NBC producer of WTMJ, WTMJ-FM and WTMJ-TV Milwaukee, has been named chief continuities writer of these stations.

BILL HEDGERST has joined WCSS Charleston, S. C., as announcer.

PEOPLE DOUGLAS, "long hair" disc jockey for WDSU's 100 NBC in Munich, is returning to the United States for discharge. He produced and narrated "Outpost Concert," a one-hour-long weekly program of classical music aired in the U.S. occupied zone of Germany.

JULLE CHASE of WTAQ Worcester, Mass., has been appointed Mass. Chairman of the Assn. of Women Broadcasters.

CARLETON IDE, formerly with KDWA Pittsburgh, has joined WNJR Newark, N. J., as announcer.

MYRON DUTTON, producer of NBC "Merced Willson Show" and Nancy Davis态 has announced the marriage of Dick Darley of Don Lee Hollywood guests relations staff, has been promoted to television production staff.

ROBERT C. GUTNICK, former announcer at WHRF Durango, N. M., has joined KFIL-TV Los Angeles art staff.

BURRITT WHEELER, director of CBS "Housewives Protective League" for five years, has resigned. He has announced no future plans.

JACK LAFRANDRE, writer-director of WGN Chicago's "Theatre of the Air," is the father of a boy.

STEVE VAN GLUCK has been promoted from assistant program director to program manager of WAFM N. J., succeeding PAUL MUNROE, resigned.

DALE Lounsbery, former announcer with WPTZ Philadelphia, has been promoted to director of WHFC.

THOMAS S. CADDEN has joined continuity staff of KSST St. Louis.

ELIZABETH MAYNARD SMITH has joined the continuity staff of KOVO Mosaic, Mont.

BRUCE CAMMEN has joined KMPC Hollywood as production manager. He was formerly NBC production manager in New York and Hollywood.

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Production

AUGUST 1948

AUGUST J. BRUHN, 61, Hollywood office manager of McCann-Erickson, died Oct. 13 at St. Luke’s Hospital in Pasadena, Calif. Cause of death was thrombosis. He suffered an attack the previous weekend en route to Pacific Council of American Assn. of Advertising Agencies at Arrowhead Springs Hotel. With agency for 28 years, his service had been in both Los Angeles and San Francisco. He is survived by his wife, two daughters and a son.
GIFT BROADCASTING

In December

DIFFERENT GIFTS

WHAT'S FIGS presents olives. Jumbo

Here's tiny pearl confection. It's

GOLDEN BEAR APPLES. From a high mountain valley up near the Canadian border. You'll keep them chortling with these crisp juicy apples that crackle when you bite into them.

TOWER OF TREATS.*

SHADES OF GRAN'MA!

Here's a fruit cake like the

Here's a gift that's really five presents in one. Royal Riviera Pears, wild blackberry and wild plum collection of 5...500, Inc. Name your club gift extra sensational

SUMMER DELIGHT PEARS. You'll give a welcome lift to summer-adept appetites. Cool, juicy, delicious for real refreshment to summer menus and another score for you as a thoughtful giver.

OREGOLD PEACHES. You'll surely rate orchids when this box arrives. Harry and I grow 'em specially for Fruit-of-the-Month Clubbers. They're so juicy you should wear a bib to eat them.

ALPHONSE LAVALLE GRAPES. A fitting finale to your regal parade of gifts. Big, husbouse type grapes...a picture for the sideboard...amazing to your friends.

Here's HOW TO ORDER:

Just send list of names and addresses...designate item for each by gift number. Please enclose check in full. We provide shipping envelopes with your name at no extra cost. Christmas delivery unless otherwise directed. Prices include delivery charges within Express delivery zones. Satisfaction guaranteed. (Sorry, no shipments outside U.S.A. proper...no C.O.D.) Order early and get the gifts you want.

Harry and David

AT BEAR CREEK ORCHARDS.

October 25, 1948 • Page 77
WDSU TV-FM OPENING SLATED FOR DEC. 18

OFFICIAL OPENING of the TV and FM operations of WDSU New Orleans has been set for Dec. 18 by Fred Weber, executive general manager of the stations.

WDSU-TV and WDSU-FM are located in a penthouse on the 14th floor of the Hibernia Bank Bldg. in downtown New Orleans. Both stations share a five-section superturnstile antenna mounted on the tower of the 3,555-foot building.

WDSU-TV is assigned Channel 6 (82-88 mc) with effective radiated power of 31 kw visual and 15 kw audio. WDSU-FM operates on 6-kw RCA TV transmitter. The FM operation uses a GE transmitter with 150-kw effective radiated power. Channel 287 (105.3 mc) is the assigned frequency.

Clarence Jacobs Opening Studio Consulting Office

CLARENCE R. JACOBS, director of construction operations for CBS, has resigned to devote full time to studio consulting. His headquarters will be in Princeton, Ill. Mr. Jacobs is being retained by CBS as consultant for installation and acoustical design.

He joined CBS in 1937 after seven years with the Johns Manville acoustical department. His background in broadcasting acoustical design began in 1925, when he planned the old NBC studios in the Drake Hotel, Chicago. The following year, Mr. Jacobs designed the original NBC New York studios at 711 Fifth Ave., and later, that network's Radio City studios. In his association with CBS he has been responsible for designing all of its studios since the network was formed.

MEMO to FRANK SILVERNAU, BBDO:

When you buy in Cincinnati, BUY THE WHOLE CINCINNATI TRADING AREA. WCKY with 50,000 Watts is the only Cincinnati station, except one, that gives you as good or better ratings* in the whole trading area as in the Metropolitan area — AND AT NO EXTRA COST.

(+ Special Pulse Survey)
M. Wylie Memorial Fund Established

Chicago Radio Management Club Sets Scholarship

MEMBERS of Chicago's Radio Management Club have contributed more than $350 to a scholarship fund honoring a charter member, Margaret Wylie, J. Walter Thompson timebuyer who died Oct. 14 (BROADCASTING, Oct. 18). Harlow P. Roberts, vice president and general manager of Goodkind, Joice & Morgan, was appointed at the regular luncheon meeting last Wednesday to direct an inquiry about such a scholarship to various colleges and universities in the area.

Business discussion centered on location of subsequent meetings, and members voted to accept the Tavern Club in the 333 N. Michigan Ave. Bldg. The group now meets in a private dining room at the Wrigley Bldg. restaurant.

New President William A. Mc-Guiness, commercial manager of WGN, appointed Arthur Harre, general manager of WWJD, as membership chairman; Wayne G. Williams, who heads his own agency, as publicity chairman, and Paul C. Brines, director of WGN operations, as program chairman.

Mr. Brines and his committee are scheduling a series of "outstanding speakers who will contribute factual knowledge to us about many aspects of radio," he said. Immediate plans call for speakers acquainted with Transit Radio and FCC lottery rulings. Amendments concerning tenoure of the program chairman, associate memberships and election of trustees will be voted at the next meeting Nov. 3.

WCAU-TV Now Carrying 51 Commercial Accounts

WCAU-TV Philadelphia now has 51 clients, according to a survey of commercial listings for the weekly period of Oct. 8-14. Forty-five of the sponsored accounts originate locally, with the remaining six coming via CBS TV network. The station has been operating less than five months.

Sixteen of the local advertisers are sponsoring 15-minute to one-hour programs. Peirce-Phelps home appliance dealer which inaugurated a one-hour daytime program on Oct. 18 on a Monday-through-Friday basis, was not included in the survey.

Battison Article

JOHN BATTISON, ABC allocations engineer, is author of an article on international broadcasting which will appear in November issue of Electronics.
Kwik Licensee Realigns Top Executive Personnel

Burbank Broadcasters Inc., licensee of KWIK and KWK-AM/AM, has realigned its officers at a meeting of the board of directors. Alice J. Farn was elected vice president, treasurer and a member of board of directors. Succeeding Carl E. Rose, resigned. William J. Handelmann, in radio for a number of years, has been elected vice president in charge of sales and exploitation, succeeding Billy Gray, resigned.

Mrs. Farn is in California representing her interests and those of her husband. James H. Farn, an executive of Chrysler Corp., Detroit. He plans to retire from the automotive industry and will eventually become president of the stations when he moves to California early next year.

TV TALK. "Television as an Advertising Medium," was featured at this meeting sponsored by Screen Publicists Guild, Hollywood. Seated (1 to r): Pat Weaver, Young & Rubicam vice president in charge of radio and television; Gil Rolston, Procter & Gamble radio and television executive; Frank Woodroof, formerly television and radio head of Lennen & Mitchell, Hollywood; Ted Steele, Benton & Bowles vice president in charge of Hollywood office, Edward (Standing): Frank Rhyllick, television director of Ross, Gardner & White, Los Angeles; Jack Boyd, panel chairman; Leon Benson, J. Walter Thompson Co., Los Angeles television director.

Need of CAb Unity Outlined by Allard

had Canadian Assn. of Broadcasters existed 20 years ago, there might not have been a government report favoring nationalization of broadcasting in Canada, J. T. Allard, CAB general manager, told the luncheon meeting of the Toronto Radio Executives Club Oct. 18.

"No industry needs the strength of collective bargaining more than ours," Mr. Allard stated. "No other industry has so many well-organized foes arrayed against it . . . There is not even any guarantee now that establishment of CAb has completely prevented the complete nationalization of the broadcasting industry as originally planned by the Aird Report [1929]." He also outlined the new five-year plan of CAb reorganization (Broadcasting Oct. 11).

Speaker at November meeting of Toronto Radio Executives Club will be Carl Haverlin, president BMI, New York, and president of the New York Radio Executives Club.

Capitol and German Firm Will Exchange Records

CABITOL RECORDS Inc., Los Angeles, has reached a reciprocal agreement with Telefunken, German recording firm, for an exchange of records. Capitol will acquire Telefunken's complete classical record catalog for distribution in the U.S., and the German firm will distribute Capitol Records' catalog in Europe.

The deal followed more than a year of negotiations, according to Glenn E. Wallachs, Capitol executive vice president. It is the first exchange agreement in the respective countries for either firm. No date is available at present for release of records on the American market; the first shipment was made from Germany last week.

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52 GREAT HALF-HOUR SHOWS

Musical comedies and operettas by Gabriel, Frolin, Romberg, and others, featuring Mixed Globe Club, Featured Vocalists, and full Concert Orchestra.

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Allied Arts

Samuel E. Wearing Jr. has been appointed general attorney for Rca Division, Camden, N.J.

D. W. Gunn, former special representative for the equipment tube sales department of the Ontario Electric Products, has been appointed assistant to the general sales manager, Radio Tube Division.

John A. Cahn, formerly with Time Inc. and Otten-Dunn & Co., has joined staff of Biren & Donne, promotion specialists, as account executive.

Robert L. Hughes, formerly in advertising and promotion departments of New York "Daily News" and with "Mast" magazine and two publications in advertising, in New York, as Eastern regional business manager.

The Crossley Division of Avco Mfg. Corp., Cincinnati, has appointed Video Mfg. Co., Noyon, to develop a television program format.

Henry Rawle Grevelin Jr. has been appointed advertising and sales promotion manager of the television receiver division of Allen B. DuMont Labs, New York. He was formerly an account executive with Abbot Kimball Adv., New York.

T. K. Steverson has resigned as president and director of the Westex Co., New York, a subsidiary of Eastern Electric Co. F. R. Lack, a member of the board of directors, will succeed Mr. Steverson as president. G. L. Best, executive vice president and director of Emi Ltd., will be named to Mr. Steverson's post.

Harvey B. Merrill has re-joined the sales staff of the RCA Engineering Products Co., Dept., Camden, N.J., from his absence, and has been appointed sales engineer for Eastern U.S. with the Scientific Instrument Group.

Equipment

RCA, Camden, N.J., introduced a new experimental television program television program for 20 6-foot television pictures at a demonstration in St. Louis.

The SPECIAL TUBE SECTION of Revere, New York, announced the availability of type T-907ALX, a subminiature diode having characteristics similar to those of RCA 9ALX. The tube is extremely small in size and the extremely low emission of the tube is at fairly high frequencies. The resonance frequency of the tube is approximately 1200 Mc.

Industrial Television Inc., Clifton, N.J., is the home television receiver. Company has specialized in remote control large screen direct view TV sets for taverns, restaurants and other public places in "guest television" systems for hotels and hospitals.

Program Predicimeter, new electronic device for gauging minute-by-minute audience response to programs, is being used this month by WBRY Waterbury, Conn. Predicimeter automatically tallies responses and voting like, dislike, or indifference at five specified moments. Studio sessions will be conducted by Charles H. Wolfe, predicimeter's inventor.

Spare Time End

Paul F. Walker, Eastern sales representative of the Andros Corp., has been playing end for the New York Giants of the professional football team. A Yale graduate in electrical engineering, Mr. Walker was All-American end in 1945.
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<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>906 N. Cline, Chicago, Ill.</td>
<td>312-822-0550</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>1146 N. Dearborn, Chicago, Ill.</td>
<td>312-695-3400</td>
</tr>
<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>1519 Connecticut Avenue, N.W.</td>
<td>202-234-4400</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>319 7th St., N.W.</td>
<td>202-638-1200</td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue, N.W.</td>
<td>202-234-4400</td>
</tr>
<tr>
<td>JOHN C. HUTCHESON</td>
<td>100 W. Abram St., Phone 1218</td>
<td>512-238-1218</td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>1011 New Hampshire Ave., N.E.</td>
<td>202-686-1210</td>
</tr>
<tr>
<td>ROBERT M. SILLMAN</td>
<td>1011 New Hampshire Ave., N.E.</td>
<td>202-686-1210</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg., D.C.</td>
<td>202-686-1210</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>1025 Connecticut Ave., N.W.</td>
<td>202-686-1210</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>1025 Connecticut Ave., N.W.</td>
<td>202-686-1210</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>3223 10th St., N.W.</td>
<td>202-686-1210</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>3223 10th St., N.W.</td>
<td>202-686-1210</td>
</tr>
<tr>
<td>PREISMAN &amp; BISER</td>
<td>3223 10th St., N.W.</td>
<td>202-686-1210</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>3223 10th St., N.W.</td>
<td>202-686-1210</td>
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</table>
Help Wanted

Managerial

Commercial manager. Fulltime network affiliate in 2nd largest city of producing Ohio. Position in a key market, reporting to Station Manager. Good position with attractive benefits. Good location and good climate. Must apply in writing. Box 84, BROADCASTING.

Salaismen

New 5 kw regional Mutual affiliation in major Ohio city. Requires minimum of 2 years sales, continuity, production. Excellent opportunity to get into TV. Complete details, salary negotiable. Box 46, BROADCASTING.

Miami station needs two aggressive salesmen with television experience and liberal commission. Write Room 310, 279 Northeast 9th St., Miami, Florida.

Help Wanted


Announcer, progressive midwestern sta- tion. Moving expenses paid. Must have experience in radio or TV. Excellent opportunity for advancement. Box 43, BROADCASTING.

Combination announcer-engineer, first class license. State wide net- work. Send resume to Whiskey Hotline, 1234 Main St., Cleveland, Ohio.

Announcer, on progressive station in southeast. Must have minimum of two years experience. Base pay plus liberal dis- c. Box 23, BROADCASTING.

Producer-disk jockey for progressive new ABC network station. Excellent job opportunity. Start $100 per week. Must have minimum of two years experience. Box 44, BROADCASTING.

Combination announcer-engineer, sales manager. ABC network affiliation. Start $500 per week. Excellent opportunity. Box 45, BROADCASTING.

Announcer-engineer, NBC network. Excellent opportunity. Send resume, Box 46, BROADCASTING.

Production manager. Must have at least two years experience in production. Box 47, BROADCASTING.

Combination announcer-engineer, first class license. Top location, ABC network station. Box 48, BROADCASTING.

Announcer-engineer, Mutual network. Salary plus liberal sales commission. Start $35,000. Excellent opportunity. Box 49, BROADCASTING.

Combination announcer-engineer, Mutual network. Start $35,000. Excellent opportunity. Box 50, BROADCASTING.

Announcer-engineer, Mutual network. Start $35,000. Excellent opportunity. Box 51, BROADCASTING.

Help Wanted (Cont'd)

Situations Wanted

Managerial

Young successful 25 man desires change. Twelve years successful sta- tion management experience, including station man- agements. Must have good knowledge of all aspects of broadcasting. Must be interested in management positions. Box 52, BROADCASTING.

Organizer of well known group of production men and women. Desires opportunity to handle local operations on new station. Send details of experience. Box 53, BROADCASTING.

Topnotch advertising executive seeks position with progressive network. Must have held position of account executive on major network. Box 54, BROADCASTING.

Help Wanted

Managerial

Top manager seeks position in progressive medium size market. Must have at least five years experience in management. Box 55, BROADCASTING.

Help Wanted (Cont'd)

Production manager, ABC network station. Salary plus liberal sales commission. Box 56, BROADCASTING.

Production manager, Mutual network. Excellent opportunity. Box 57, BROADCASTING.

Sales manager. Experienced with ABC network. Must have two years experience and good knowledge of the business. Box 58, BROADCASTING.

Help Wanted

Managerial

Top manager seeks position in progressive medium size market. Must have at least five years experience in management. Box 55, BROADCASTING.

Help Wanted (Cont'd)

Production manager, ABC network station. Salary plus liberal sales commission. Box 56, BROADCASTING.

Production manager, Mutual network. Excellent opportunity. Box 57, BROADCASTING.

Sales manager. Experienced with ABC network. Must have two years experience and good knowledge of the business. Box 58, BROADCASTING.

Sales

Selling position. Excellent opportunity to work in one of the finest markets in the South. Louisville, Ky. Excellent opportunity. Box 59, BROADCASTING.

Sales manager. Excellent opportunity in progressive AM market. Good opening. Box 60, BROADCASTING.

Sales manager. Top man for progressive position. Must have one or more years experience. Box 61, BROADCASTING.

Sales manager. Must have top track record and outstanding sales ability. Box 62, BROADCASTING.

Sales manager. Must have top track record and outstanding sales ability. Box 63, BROADCASTING.

Sales manager. Must have top track record and outstanding sales ability. Box 64, BROADCASTING.
CONSENTIOUSNESS AND WEEKLY ACCEPT ALL MOTES, INTERVIEWS AND RECORDS AD-LIB FOR EITHER SPORTSCASTING, PLAY-BY-PLAY, OFFER SPORTSCASTER AND POLITANING STATION IN CITY ANNOUNCING, YOUNG FOR WITH EXCELLENT RECOMMENDATIONS. TRAVEL AN ANNOUNCER.

PRODUCTION, OTHERS

WANTED

JOBS FOR GRADUATES OF "CALIFORNIA'S FINEST SCHOOL OF BROADCASTING. YOUNG MEN AND WOMEN THOROUGHLY GROUNDED IN ALL PHASES OF RADIO BROADCASTING BY OUR OUTSTANDING PROFESSIONALS!

HAL STYLES SCHOOL OF RADIO BROADCASTING 8800 Wilshire Blvd. BEVERLY HILLS, CALIFORNIA

NOTE: STATION MANAGERS AND PROGRAM DIRECTORS ARE SATISFIED WITH PERSONAL ITNUS.

I have written over 2,700,000 words of commercial radio copy. Now, sir, what can you do for me? Write Box 35, BROADCASTING.

College graduate, twelve years experience, any type play-by-play program director, ideal man, special continuity writer. Dear proven dependability. Write Box 38, BROADCASTING.

Sports director of 5 kw net station rounding out eighth year as play-by-play man covering Big Nine. Experience includes football, baseball, basketball, track, auto and horse racing. Veteran with college degree. Information on request. Write Box 45, BROADCASTING.

Musical director—Girl, single, three years radio experience, two years with present employer, desirous of opportunity to work in better stations. Box 47, BROADCASTING.

News writer—writer-announcer. Thoroughly experienced net west station. Box 905, BROADCASTING.

ALL-ROUND GOOD RADIO GUY, EXCELLENT KNOWLEDGE OF ALL PHASES OF RADIO. WILLINGNESS TO COME IN AT A MINIMUM 3 kw. Write Box 97, BROADCASTING.
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 make the drain to this multi-million dollar market it's a KEY station. KFYO—the station with the consistent clear signal.

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

Boy of the Year
WHBB Selma, Ala., has announced plans to award annually to Selma's "Boy of the Year" a sterling silver trophy, donated by the station's manager, Julian Smith, in honor of Paul Grist, general secretary of the Selma Y.M.C.A. and longtime friend and guide to youth. The trophy will be presented at the community's father-and-son banquet each spring to the boy who makes an outstanding record in home, church and school, or in any other field in which a boy can serve, WHBB announced.

IN RECORD DAY WPTZ SIGNS UP 11 ACCOUNTS
LAST DAY of September was jackpot day at WPTZ (TV) Philadelphia. Eleven new accounts and one renewal were run up.

Local accounts included: Corn Exchange National Bank and Trust Co., sponsoring a half-hour program, The Corn Exchange Open House, through the Welsh agency; Snellenberg's department store, which bought pre-game interviews at Franklin Field before U. of Pennsylvania games, through Robert Enders, and Democratic City Committee, for President Truman speech Oct. 6, through Thomas LeBrum.


Telenews Productions Inc.
Reshuffles Its Personnel
PERSONNEL changes at Telenews Productions Inc., New York, were announced last week by John H. Tobin, general manager. Changes were as follows:

William P. Montague Jr. has been appointed news editor of Telenews Newsreels. Mr. Montague was formerly news editor of Paramount News, OWI editor of European newsreels during the war and most recently editor of Metro News of London and Metro Journal of Paris. He replaces Newton Meltzer who has been promoted to program development director. Other promotions include Robert Kingsley to production director. Fritz Kahlenberg to editorial director, Marshall Davidson to production manager and Jerry Weller to sports editor. Marnie Fahn, formerly of Neusesheet, New York, has joined Telenews as head of the research department.

ABC soon will take over the old Warner Bros. 30-acre site in Hollywood for production of television programs, and among the buildings to be converted for TV use is one housing a sound stage (above) used in the late 20's by such celebrities as Norma Talmadge, John Barrymore and Al Jolson for their first talking pictures.

MEMBERS of the Periodical Correspondents Assn. in Washington are convinced that video has won a place in at least one of the rooms of the historic edifice on Capitol Hill—the Periodical Press Room.

The proposal to acquire the first set in the Capitol was advanced by the executive committee of the association in its biennial report to 185 correspondent members of the galleries, representing 108 magazines with a combined circulation of approximately 90 million per month.

Submitted by Frank McNaughton, chairman of the executive committee, the report recalled that the 1948 conventions (political) demonstrated beyond doubt that television is opening up a great new field of news and picture interviews. Mr. McNaughton, an author and Congressional correspondent for Time, indicated that the committee believed arrangements could be made to secure authorization for installation.

"The committee," he said, "believes it would be worth the investment merely to enhance the prestige of the Periodical Galleries." Commenting on the project, Mr. McNaughton added, "It took 10 years to get a printer into the Capitol. But it won't take that long to get a television set in here."

KWOC-FM Duplicating
KWOC-FM Poplar Bluff, Mo., is now duplicating the programming of its AM affiliate, KWOC, according to William R. Tedrick, station manager for both operations. Operating on Channel 253 (94.5 mc), KWOC-FM took the air Oct. 1. It is licensed for 9.5 kw but has an application pending to increase to 15.8 kw.
Censoring Charged in Mass. Decision

A CHARGE that FCC was guilty of "obstruction of its decision on three AM applicants for Brockton, Mass. [BROADCASTING, Jan. 19] was presented to the Circuit Court of Appeals for commercial of Columbia last week by Bay State Beacon Inc., one of the losers in the decision.

Philip J. Hennessey Jr., representing Bay State, told the Court that he thought the issue was whether FCC, without regard to other considerations, could issue a station in a competitive market, or whether it should issue a station of a type that would permit the least amount of time to commercial programming. He pointed out that a major consideration in the Brockton decision was that Bay State's proposal was a non-commercial 100 kW AM station, while the applicants already had about 40% commercial time.

There is no basis for an assumption that commercial stations are bad and that sustaining programs are good, he declared. Actually, he added, the most popular programs are commercial.

Richard A. Solomon, chief of FCC's Litigation Section, replied that the Commission's decision did not say that Bay State's program plans were "bad," but merely that the station itself was not "commercial." He contended that the Commission's decision was not a matter of commercial versus non-commercial.

FCC decided on the basis of the public interest, he said.

"It would be "abuse," he declared, to hold that sustaining programs serve public interest and that commercials programs do not. But, he said, this doesn't mean that all commercial programs are good. He argued that a "reasonable" amount of sustaining time is "essential" to public interest.

Joseph L. Rauh, Cur-Nan attorney, supported the Commission's decision.

The case involved the applications of Cur-Nan, Inc., and Plymouth County Broadcasting Co. for 1450 kHz with 250 w at Brockton. Plymouth County did not participate in the appeal. Cur-Nan, however, was supported by M. C. Noonan and Charles F. Curran.

The arguments were heard by Justices E. Barrett Prettyman, James M. Frazier and Matthew P. McGuire.

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CFC Actions (Continued from page 74)

October 21 Decisions

DOCKET CAUTIONS

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DOCKET CAUTIONS
COY SEE 1,000 TV OUTLETS WITHIN SEVEN YEARS

Probability of 1,000 TV stations operating in next seven years foreseen by Wayne Coy, FCC delegate, in address before New York Radio Executives Club Friday. Mr. Coy predicted terrific impact of TV on aural broadcasting, but said latter would continue "through your lifetime and mine." He added that someday eventually find themselves in one medium or the other, as incompatibility of visual and aural broadcasting makes common management of both unfeasible, he said. Broadcasters, whom he termed "frustrated disk jockeys, crooners and farm journal producers," nurtured TV, Mr. Coy asserted, and now face decision their dollars brought to pass.

FCC chairman predicted biggest AM and FM future in rural communities where TV signals won't penetrate for years, urged provision of aural broadcasting signals for those areas to allow for "local expression," ingeniously in programming to meet needs of such communities.

New York's Mayor O'Dwyer, welcoming FCC delegate, today, met with FCC for permission to broadcast election returns over city's WNYC, ordered off airways at 10 p.m. He also expressed hope for "a large scale visual education via television over WNYC" before end of term next June.

FCC group, including Comrs. Frieda Hankock, Rosel Hyde, E. M. Webster and a dozen star members, visited CBS and for look at sequential color TV, which newer FCC members had not previously seen.

PROPAGATION STUDIES ARE ISSUED BY FCC

PROPAGATION studies looking to late-November and early-December television and FM engineering conference (BROADCASTING, Oct. 18) were issued by FCC Friday.

Compiled by FCC's Technical Information Division for use by industry engineers in propagation for forthcoming conferences on changes in TV and FM standards, they include four documents: (1) "Summary of tropospheric propagation measurements and the development of empirical VHF propagation charts"; (2) "The log-normal distribution"; (3) "East Coast tropospheric and sporadic E field intensity measurements on 471, 1065 and 700 mc"; (4) "Terrain effects evidenced by three sets of data in VHF band." Copies may be secured at FCC Office of Information or by writing FCC Technical Information Division, Washington.

FCC said documents include study indicating that, from interference standpoint, "the variation of the desired signal from tropospheric effects cannot be relied upon to compensate even in part for an increase in the undesired signal from tropospheric effects." To the contrary, the variation of both the desired and the undesired signals contributes to the degradation of service. Method of evaluating these effects is developed.

BYRON GIVEN ABC TV POST

WARD BYRON, radio producer-writer, recently with Chesterfield Superper Club, today (Oct. 25) becomes ABC television executive. He will coordinate network's TV program and sales activities.

SIX NEW AM OUTLETS ARE GRANTED BY FCC

PERMITS for five daytime and one fulltime standard stations granted by FCC Friday. WILD Niagara Falls, N. Y., authorized to switch from 1130 kc to 1290 kc and increase power from 1 kw to 5 kw directional, daytime, while WBEI, Beloit, Wis., granted license modification to boost power from 500 w to 1,980 kw, daytime. New station grants:


- Helena, Mont.—Lewis & Clark Broadcasting Corp., 1340 kc, 2 kw, daytime. Estimated cost $14,000. Ownership: Lee Metcalf, associate justice, Montana Supreme Court, president 51%: Dr. James M. Flinn, vice president, 11%: Dr. Thomas B. Berg, director 11% of Fred T. Donohue, State Capitol employee, secretary-treasurer 1%. There are 35 other stockholders.

- McPherson, Kan.—The McPherson Broadcasting Corp., 1540 kc, 2 kw, daytime. Estimated cost $19,500. Ownership: Robert L. Horr, operator, president 80 shares; Evatt Mills, attorney, secretary-treasurer 34 shares; Daily Republican, publisher 1%, vice-president 8 shares.


- San Antonio, Tex.—Good Neighbor Broadcasting Co., 1590 kc, 1 kw, daytime. Estimated cost $12,500. Ownership: Jose Olivera, hotel owner and real estate, 32%: George Lemus, attorney, 19%: Tommy Spainish, part-owner KITE San Antonio, 25%: L. E. Richards, KITE engineer, 19%.

ABC ELECTION NIGHT PLANS

ELECTION night news coverage for ABC's coast-to-coast AM stations and for its Midwest TV circuit will originate Nov. 2 in studios of WGN-AM-TV Chicago, with five of network's top commentators on hand to describe balloting. They will be Earl Godwin, Baukhage, George Hicks, Tris Coffin, and Harrison Wood. TV shows will be televised from both penthouse and civic studios. Kaiser-Frazer Corp. to sponsor both AM and TV.

ARTHUR W. NELSON, 40, puppeteer and producer at WGN-TV Chicago, died Friday morning in his Oak Park, Ill., home after heart attack. Mr. Nelson, associated with the station since its premiere last April, was co-producer of the "Little Birdy" show and previously did puppet work for "Wonder House."

MARKSAMS WOODS

MARK WOODS, ABC president, was one of 18 pheasant hunters fined $100 each for illegal pheasant hunting according to a United Press dispatch from Wessington Springs, S. D. Forty-two hens were confiscated from party, according to dispatch, and violators also lost their guns, paid costs and had hunting licenses revoked.

FCC GRANTS APPROVAL TO WDUS NEW ORLEANS SALE CONSENT to $675,000 sale of WDUS-AM-FM-TV New Orleans to Stern Family granted by FCC Friday. Seller is Fred Weber (22.5%), H. C. Wall (37.5%) and E. A. Stephens (40%). Transfer conditioned upon Stern group withdrawing AM application of Mississippi Valley Broadcasting Co. for New Orleans, TV request would be dropped too. ABC affiliate, WDSU is assigned 5 kw on 1280 kc. WDSU-TV is assigned Channel 6 (68-82 MHz).

INTERNATIONAL City Broadcasting Service Inc., which acquires all stock of Stephens Broadcasting Co. WDSU licensee, is composed of following: Edgar B. Stern Sr., chairman, Edwin A. Stephens, vice chairman, and Alfred C. Shouse Navigation Co., survey firm, president 51%; Paul J. Grisham, president 32%; Stephen Stephens, treasurer 15%; their father, Edgar B. Stern Jr., holding extensive business interests in cotton, timber and other fields, vice president; his wife, Ethel R. Stern, 10%; Monte L. Lemann, attorney, director; Lester Lababick, executive assistant to the elder Stern, secretary; Audrey Stern Hess, daughter of Stern, and managing editor of "Art News Maga-

FMA SURVEY TO PROVIDE DATA FOR AGENCIES

BUSINESS progress of FM industry to be shown in survey by FMA, questionnaires sent out Friday by Bill Bailey, FM Assn. executive director. Results will be compiled to meet comment at recent FMA convention by Kenneth Godfrey, of AAAA, that agencies know little about FM.

Survey covers set distribution, promotion, sales methods, whether station is in red or black, source of business, spot policies, types of programming. Stations are asked if they would contribute to nationwide survey to determine FM coverage.

Circuit Closed

(Continued from page 4)

other manufacturers will seek suit and FM should get new law. (Continued from previous manufacturer and dealer exploitation. By same token, however, high-quality value would be lacking.

DIRE NEED for basic data on propagation characteristics of "maritime" band for TV may bring about fusion of interests in radio and manufacturing to pool technical knowledge. Latest developments to be divulged at Engineering Conference during mid-April convention of NAB in Chicago.

AFTER months of planning, formation of Assn. of Federal Communications Consulting Engineers, formalized in Washington last week. Engineering consultants will be circularized for membership with admission continued upon compliance with standards projected in by-laws. Organization would be engineering counterpart of FCC Bar Assn.

RALPH ATLAAS, general manager of WIND Chicago, expected to retire early next year and name his nephew, H. Leslie Athlaas Jr., now sales manager, as his successor, as his successor. Ralph Athlaas, who has midwestern station interests, expected to supervise them along with other investments.

ANNOUNCEMENT due soon of affiliation of WSB-TV with ABC television. "Atlanta Journal" station already has NBC affiliation, as does sister AM operation WSB.
The National Broadcasting Co.'s Midwest Television Network, comprising Stations WWJ-TV, The Detroit News, and four other television stations, will begin regular program operations Monday, Sept. 20, I. E. Showerman, NBC vice-president in charge of the central division, announced today. Other TV stations will join the network later.

MEET IN CHICAGO

Plans for the network operations were made at a meeting of NBC and station officials in Chicago Monday. Showerman said WWJ-TV and the St. Louis station would serve as key program origin points, with a minimum of 12 hours of programming a week during the early stages of operation.

The fact that WWJ-TV, first television station in Michigan, has been designated a key link in NBC's Midwest Television Network is no mere happenstance. This recognition of WWJ-TV leadership is the result of pioneering and showmanship that has characterized its operation since its first historic broadcast. Here, then, is another addition to the spectacular series of "firsts" that have been a WWJ tradition for 28 years. It is little wonder that WWJ constantly maintains first place in the ears and eyes of the loyal Detroit audience that comprises America's fourth market.
As WKY continues to increase its share of audience in Oklahoma City, it keeps pushing down the cost of reaching Oklahoma City listeners lower and lower.

Both in Oklahoma City and beyond, in the 41 counties surrounding it, WKY delivers the biggest audience and the most listeners per dollar. During an average afternoon quarter-hour, for instance, WKY delivers from 2.4 to 12 times as many listeners as other Oklahoma City stations (1948 Listener Diary Study).

If NUMBERS and COST are important to you, WKY is your station. It delivers a far greater audience, and far more listeners per dollar, than any other Oklahoma City station.