YES! IOWA FARMERS DO
"LISTEN WHILE THEY WORK"

The 1948 Iowa Radio Audience Survey shows that 11.3% of all Iowa farm families "listen regularly" to non-auto radios outside their homes.
54.6% of these Iowa radios are located in the barn! Thus radio advertisers in Iowa get a substantial bonus of listenership from farm families, during their working hours outside the home. . .

Each year since 1938, the Survey has been aimed at two objectives: (1) to furnish up-to-date basic information on Iowa radio listening habits, set ownership, and station and program preferences; (2) to provide new information not previously gathered. "Extent of regular listening to non-auto sets outside the home," for instance, is one of the 1948 Edition's several new research achievements.

The 1948 Iowa Radio Audience Survey is replete with facts that you should know about radio listening in Iowa. Write us—or ask Free & Peters—for your copy, now!

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

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

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

WHO
+ for IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
BOSWELL, Benton County, is a typical small Indiana town catering to the business and social life of surrounding agricultural areas. The county is 100% rural—not a town with more than 2,500 people. For the past twenty years the Stephen family has been in the dry goods business in Boswell. Their close association with the people they serve has led to bonds of friendship, social as well as business.

Mrs. Emma Stephen, who now manages the family store, grew up with the majority of her customers. For over forty years she has lived in Benton County. Her customers are friends—each with a different need—each with personal preference. However, according to Mrs. Stephen they have one common acceptance—WLS. Through service, entertainment and advice, WLS has become an accepted part of business and social functions.

Recently, WLS entertainers appeared in Benton County and played before capacity crowds. The 2,940 radio homes in the county sent 2,934 letters to WLS in 1947... 99.8% response! WLS has the highest BMB in the county—90% day, 92% night.

This proof of popularity—of acceptance—indicates the confidence these listeners have in the service and friendliness of WLS. It is this confidence that brings customers into stores asking for WLS-advertised products. For, as Mrs. Stephen says, "Many of my customers ask for products they hear advertised on WLS."

Benton County is an important market, with retail sales of $9,300,000 and an effective buying income of nearly 14 million dollars. Yet, it is only one of 567 BMB daytime counties in the WLS coverage area. For information on how WLS confidence, acceptance and loyalty can be put to work for you in this huge Midwest market, ask any John Blair man.
Vote for 24 X

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
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<tbody>
<tr>
<td>WNAC</td>
<td>Boston, Mass.</td>
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<tr>
<td>WFAU</td>
<td>Augusta, Me.</td>
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<tr>
<td>WJOR</td>
<td>Bangor, Me.</td>
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<tr>
<td>WICC</td>
<td>Bridgeport, Ct.</td>
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<tr>
<td>WTSV</td>
<td>Claremont, N. H.</td>
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<td>WKXL</td>
<td>Concord, N. H.</td>
</tr>
<tr>
<td>WSAR</td>
<td>Fall River, Mass.</td>
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<tr>
<td>WEIM</td>
<td>Fitchburg-Leominster, Mass.</td>
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<td>WHAI</td>
<td>Greenfield, Mass.</td>
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<td>WONS</td>
<td>Hartford, Ct.</td>
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<td>WHYN</td>
<td>Holyoke, Mass.</td>
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<td>WLNH</td>
<td>Laconia, N. H.</td>
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<td>WCOU</td>
<td>Lewiston-Auburn, Me.</td>
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<tr>
<td>WLLH</td>
<td>Lowell-Lawrence, Mass.</td>
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<tr>
<td>WKB</td>
<td>Manchester, N. H.</td>
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<td>WNLC</td>
<td>New London, Ct.</td>
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<tr>
<td>WBRK</td>
<td>Pittsfield, Mass.</td>
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<tr>
<td>WMTW</td>
<td>Portland, Me.</td>
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<tr>
<td>WHEB</td>
<td>Portsmouth-Dover, N. H.</td>
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<td>Providence, R. I.</td>
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<td>WSYB</td>
<td>Rutland, Vt.</td>
</tr>
<tr>
<td>WWCO</td>
<td>Waterbury, Ct.</td>
</tr>
<tr>
<td>WDEV</td>
<td>Waterbury, Vt.</td>
</tr>
</tbody>
</table>

Twenty-four Yankee hometown stations, covering all New England, with a potential audience of more than eight and one-half million people in 89.4% of New England's radio homes.
Closed Circuit

NOT yet in memo stage is new approach to industry wide sales promotion. Plan envisions separate NAB advertising bureau operating as subsidiary, similar to ANPA's Bureau of Advertising. Idea fits into proposals for vastly expanded promotion, with All-Radio film as first step.

GENERAL FOODS planning to replace its current two half-hour Sunday television shows on NBC, 8-9 p.m., with hour-long Theatre Guild of the Air in mid-December, but opposition being met from Philo Corp., sponsor of Philo Playhouse which follows General Foods hour. Philo objects to back-to-back programming of two dramatic shows. Meeting of top executives of advertisers and Niles Trammell, NAB president, scheduled this week to resolve problem. General Foods current shows: Author Meets the Critics and Meet the Press.

IF FCC decides on retention of any or all clear channels, it concurrently will consider power limit above 50,000 W not only on 1-A's but on 1-B (semi clear) outlets. It's conceivable, therefore, that 50 kw limit would be raised for the 52 1-B's as well as remaining 1-A's, if any, with corresponding increases for other stations to keep from upsetting existing interference levels.

GENERAL MOTORS (Chevrolet) through Campbell-Ewald Co., New York, will schedule radio and television spot announcement campaign in mid-January to coincide with showing of new Chevrolet cars.

GRASS-ROOTS year for Justin Miller proposed as code-enforcement spearhead. NAB president, who believes standards must be put over at local level by small groups of stations, would attend state association meetings and sit around table with broadcasters in hundreds of communities.

AMERICAN TOBACCO Co., New York (Lucky Strike) through its agency, BBDO, considering 4:30-5 p.m. period five times weekly on CBS for daytime program [CLOSED CIRCUIT, Sept. 15]. Agency pre-tested one program owned by Bernie Schubert featuring Don Ameche at CBS last Wednesday. Other shows have been considered and decision may be made within fortnight.

WHO will be radio's No. 1 Senator depends upon goals of political fortune and perseverance. If GOP organizes Senate, an inevitable contest is seen between atomic Sen. Charles W. Tobey of New Hampshire, who holds Banking & Currency chairmanship as well as acting chairmanship of Interstate & Foreign Commerce (Continued on page 86)

Upcoming

Nov. 4-5: Ohio Assn. of Broadcasters, Deshler-Wallick Hotel, Columbus, Ohio.
Nov. 6-7: AWB District 13, Gunter Hotel, San Antonio, Tex.
Nov. 14-20: National Radio Week. (Other Upcomings on page 63)

Bulletins

PHILCO Corp., Philadelphia, announced record radio unit sales for nine-month period despite general industry decline. TV Unit volume 300% over last year. Total corporate sales set all-time record, with fourth quarter to be ahead of third.


McGILL APPOINTED

W. B. McGILL, advertising manager of Westinghouse Radio Stations, named to All-Radio Presentation Subcommittee of NAB Sales Managers Executive Committee by Eugene S. Thomas, WOR New York, chairman of top committee.

U. S. GETS NO CHAIRMEN ON MEXICO CITY COMMITTEES

EIGHT committees named last week by High-Frequency Broadcasting Conference at Mexico City, but United States and Russia got no chairmen.

Russia, as expected, quickly opened its bargaining tactics. First it objected to seating of Gen. MacArthur delegate representing Supreme Command Allied Powers, Japan. Russia asked by-lateral international body represent Japan. Objection referred to Committee on Credentials. Russia objected to seating of UNESCO observer.

Russia proposed all basic questions be decided by unanimous vote, with two-thirds vote for major items. Proposal defeated 30-8.

United Kingdom objected to seating of Israel delegation, with Russia in favor. Referred to committee.

Senor Garcia Lopez, Mexico, named honorary president, with Miguel Peryura, also of Mexico, active president, and Lazaro Barrajas, Mexico, vice president. Minute of silence observed in respect to Delegate Hilarius, South Africa, killed in plane accident en route to conference.


Advisory committee to assist U. S. delegation named by U. S. State Dept. Working from Washington, it will be chaired by William Stone, special assistant to Assistant Secretary of State George Allen.

Business Briefly


REPRESENTATIVE NAMED • WMNO Minneapolis-St. Paul to Radio Representatives Inc., one of two new firms organized by former associates of Taylor-Hoewe-Snowden Co.

TAYLOR TO ABC FOR GE • General Motors Corp., Detroit, sponsoring Henry J. Taylor on Mutual, will switch commentator to full ABC network Mondays, 8:45-9:30 p.m., effective Dec. 20. Agency, Kudner, New York.

EMERSON APPOINTS • Emerson Radio Co. has appointed Blaine-Thompson, New York, to handle TV billing, effective Oct. 31, replacing Bow Co., New York.

MARKETING GROUP FAVORS CENSUS RADIO QUESTION

CENSUS Advisory Committee of American Marketing Assn. favored inclusion of radio set question in 1950 Housing Census at Thursday-Friday meeting in Washington, reversing position taken last spring.

Committee decided radio question should be considered for housing portion of Census, where it appeared in 1940. It opposed inclusion in other half of decennial project, the population section where questions were asked in 1930.

Bureau has received large volume of letters asking for radio question, said A. Ross Eckler, assistant director. AMA committee was apprised of this fact.

Bill to authorize housing half of 1950 Census failed to pass House at last session of Congress but will be reintroduced in January. Chairman of AMA committee is Gordon Hughes, General Mills marketing director.

NEW CBS FOOTBALL SHOW

NEW CBS method for multiple simultaneous coverage of college football games will be inaugurated in Football Pageant, to be broadcast Saturday, Nov. 6, 2:30-5:30 p.m. Red Barber, CBS sports director, will call in broadcasters from six points for reports on games in their areas. Interim progress reports on other grid games will be presented. Studio orchestra in New York will play college songs.

TV CIRCULATION UP

TELEVISION's circulation increased by more than 70,000 sets during September, NBC Research Dept. reports. Survey showed 612,000 TV sets Oct. 1, compared with 540,000 Sept. 1.
TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

ARLYN COLE
MAC WILKINS, COLE & WEBER
PORTLAND, OREGON

Most people call him “Cole”. Friends address him as “Arlyn”. But to alumni of Mac Wilkins, Cole & Weber, he will always be “Bilge”—short for “Bilgewater”. Cole started in the agency business as a little tad in knee-pants. His mentor, from the beginning, was the late Mac Wilkins, who has become something of a legend as sort of Paul Bunyan of Pacific Coast advertising circles. In 1942, Cole donned the Navy blue, after acting as chairman of a committee which set up a system of War Bond advertising that was so good it was soon adopted nationally, with but minor modifications. There are few things we could mention about Pacific Northwest resources or industries that Cole wouldn’t know, but inasmuch as his activities in the Navy were mostly in the field of Public Relations, we think he’d like to have us mention the remarkable Labor-Management relations record hung up during the war in the Portland area. This cooperation has resulted in an enduring labor peace which has made the KGW market a very dependable one for the national advertiser to cultivate. And, of course, the most profitable way to cultivate it is to use KGW time in copious amounts. Okay, Cole?

Represented Nationally by Edward Petry & Co.
An example of WFBM's Inspired Programming

- Hoosier radio listeners are understandably proud of Notre Dame, but until 1947 they could hear their champion's games only once in a while. In those days, Indianapolis radio stations skipped around, broadcasting the grid battles of nearby universities—which gave the listeners little choice and ignored the majority's yen to "follow the champs."

That's when WFBM took the initiative and arranged to schedule all available Notre Dame games. Now the contests of the Irish, at home or away (from coast to coast) can be heard throughout their schedule via the capital city's favorite station. Response to this inspired programming idea was so enthusiastic in 1947 that we're doing the same this year.

Here is another example of WFBM leadership . . . another reason Indiana's oldest station maintains first place in listener popularity in the big, high-income Hoosier market area.
It ain't like the old days when "the farmer's day was never done." Nowadays with modern farming methods that save time and make money, the hayseeds in the Red River Valley git time (and dough) to have fun!

Yep, we got bistros and bingo! But a lot of the time we just relax and listen to the radio. And mostly to WDAY. The latest Conlan Report (May) for the North Dakota Area shows that evenings more of us listen to WDAY (50.9%) than to the 17 next best stations combined. The nearest "competitor" has only 11.8%.

If you want more fancy figures, why not write us or ask Free and Peters? We'd be glad to send you the complete report.
"Any advertiser can and most advertisers should use SPOT RADIO"
"Bulova"

GIFT OF A LIFETIME

It has been B-U-L-O-V-A watch time over the individual facilities of many of America's great stations for over 20 years!

You see, it is a different time in different places at the same time and the only way you can give the right time is to use Spot Radio.

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

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

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

ATLANTA • BOSTON

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
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<tr>
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<td>MBS</td>
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<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
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<td>CBS</td>
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<td>NBC</td>
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<td>Ft. Worth</td>
<td>ABC</td>
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<td>CBS</td>
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<td>KARM</td>
<td>Fresno</td>
<td>CBS</td>
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<td>NBC</td>
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<td>Los Angeles</td>
<td>NBC</td>
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<td>WHAS</td>
<td>Louisville</td>
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<td>Lowell-Lawrence</td>
<td>MBS</td>
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<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
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<td>WSMB</td>
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<td>KOIL</td>
<td>Omaha</td>
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<td>NBC</td>
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<td>Tulsa</td>
<td>NBC</td>
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<td>NBC</td>
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<td>CBS</td>
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<td>CBS</td>
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<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
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</table>

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ___________WSB-TV
BALTIMORE ___________WBAL-TV
BOSTON ___________WNAC-TV
BUFFALO ___________WBEN-TV
LOS ANGELES ___________KFI-TV
MILWAUKEE ___________WTMJ-TV
M'P'L'S-ST. PAUL ___________KTSP-TV
First in Rubber

To be first in anything is an honor indeed.

To be first with a product or a service pays off.

That's why WHHM advertisers can look at those happy, happy Hoopers and know they're on the First Buy in the Memphis Market.

WHY?

Attentive audiences plus Results Make WHHM First on many a time buyers list.

WHY?

WHHM Delivers More Listeners Per Dollar in Memphis

WHHM

Independent but Not Aloof

Memphis, Tenn.

Pat McDonald, Manager FORJOE & CO., Representatives

*B. F. Goodrich has made this slogan known

Member Association of Independent Metropolitan Stations

New Business

HUBINGER CO., Keokuk, Iowa, (processor of corn products) appoints Grant Adv., Chicago, to handle its account, effective Jan. 1. Jack Macdonald, firm account executive, is planning the radio schedule, expected to include national spots.


WXKW Albany appoints Woodard & Fric, Albany, as agent.


J. B. SIMPSON Inc., Chicago mail order clothing firm, is sponsoring six telecasts of the Chicago Catholic High School Football League on WGN-TV Chicago. Schedule calls for five Sunday and one Saturday games.


GUNTERH BURING Co., Baltimore, sponsoring telecasts of Baltimore Bullets basketball team from Baltimore Coliseum every Thursday over WMAR-TV Baltimore. Gunther is also sponsoring Bullets for three Wednesday and six Saturday games. Agency: Ruthrauff & Ryan, Baltimore.


WIND Chicago sells its morning half-hour live show, Morning Caravan, on a cooperative basis to GE and five local GE dealers. Contract is for 13 weeks.


NATIONAL DIE CASTING CO., Lincolnwood, Ill., contracted for two weekly one-hour film spots on WGN-TV Chicago, for six and one-half weeks from Nov. 3 through O'Grady-anderson Adv., Chicago.

MILK DEALERS ASSN. OF METROPOLITAN NEW YORK appoints Brisacher, Wheeler & Staff, New York, as agent.

NEEDHAM, LOUIS & BRORBY, Chicago, appoints Margaret Ettinger & Co., New York and Hollywood, as public relations and publicity representative for the Fibber McGee & Molly show on NBC, sponsored by S. C. Johnson & Son (Johnson's Wax Polish), Racine, Wis.


Network Accounts...

PHILIP MORRIS & Co., New York, Nov. 9, starts Philip Morris Playhouse on CBS Fridays (8:30 p.m. EST) and This Is Your Life on NBC Tuesdays (10:10-10:30 p.m. EST). Both shows originally scheduled to start Oct. 29. Agency: Broo Co., Hollywood.

INTERSTATE BAKERIES Corp., Kansas City, Mo. (Weber's Bread), Nov. 20 shifting All-Star Western Theatre from Don Lee Network to NBC western stations. Title and format of program will be changed. Agency: Dan B. Miner Co., Los Angeles.


ALAN YOUNG show replaces Date with Judy, Tuesday, 8:30-9 p.m. (EST), on NBC, effective Jan. 11. Show is sponsored by Lewis Howe Co., St. Louis (Tune). Contract is for five years. Agency: Roche, Williams & Cleary, New York.
Up goes the tower...

750 feet in the air!

Up it goes—nearly one-seventh mile above the ground! This new tower replaces our 611 ft. tower to give WMCT maximum television coverage of Memphis and the Mid-South Market.

And that’s not all!
When you add this to WMCT’s list of TV equipment, you have service second to none! A new RCA mobile unit, complete with micro-wave relay equipment; two studios—one an auditorium seating 1,050 people—large stage, dressing rooms and scenery storage; new RCA equipment; three Bell & Howell and Eastman movie and sound cameras equip WMCT to do a real TV job.

Completely, efficiently staffed!
We have recently added Mr. Marvin Carter to our TV staff as Film Director. Mr. Carter has had over 16 years experience in this field. For some time, we have had men in the field shooting local and documentary material for our film library. WMCT is completely and efficiently staffed for studio, remote and film service.

Now is the time!
It won’t be long now! Watch for the announcement of WMCT’s starting date. Now is the time to make your plans to get in on TV in this major market.
TV FM Misleading:
EDITOR, Broadcasting:
...The great majority of the advertisements for "television only" sets advertise that the set has "FM" or "FM sound." It, of course, refers to the fact that all television sound is required to be FM. Although, of course, it is narrow band FM without the usual fidelity of FM stations.

This type of misleading advertising is harmful particularly to those manufacturers that include the regular 88 to 108 mc FM band on their television sets. In addition, it is very difficult for an FM station to have to explain why a listener is unable to hear the FM station when he did buy a television set with "FM."

Edward A. Wheeler
President
WEAW Evanston, Ill.

Claims Disputed:
EDITOR, Broadcasting:
I discovered an article with the caption, "Kentucky U. Studio," which moved me to interest, amazement, and chagrin all at the same time. The article was on page 48 of the Sept. 13 issue.

"Reporting on the installation, The Kentucky Engineer, publication of the U. of Kentucky College of Engineering, August issue, says the new studio is believed to be the first of its kind in educational radio. The first commercial station to employ the polycylindric treatment was WHLD, 1-kw daytime at Niagara Falls, N. Y., the publication says."

I wish to register a big "not so" to both claims, unless either group completed their studio construction on or before April 1946. During that month, the University of Tulsa started originating programs from two polycylindrically treated studios located in the Theater building on the main campus. One year later, May 1947, we added a complete FM operation, and since that time, KWGS-FM has utilized the two studios to program an eight hour broadcast day...

John T. Keown
Production Manager
KWGS-FM U. of Tulsa

'Abominable Cliche':
EDITOR, Broadcasting:
When, oh when, will the nets and the large stations get away from that ubiquitous, iniquitous, most abominable of all cliches "and now until next week this is Joe Doakes saying goodbye for the John Doe Company."

Now Joe is saying one of two things, I never have quite figured out which: Is he saying that he is Joe Doakes until next week? If so, who will he be thereafter? Or is he saying that he's going to be saying goodbye for the Doe Company until next week? And if so, 

(Continued on page 13)
They Say...

"THE 'Winged Words' so often mentioned by the blind Homer more than 2,000 years ago have now become literal images. . . . Ultrafax . . . combines the almost unbelievable speed of television transmission with what is known as 'hot' or high-speed photography. . . . The system is said to be capable eventually of transmitting all sorts of matter, printed and written, at the tremendous speed of a million words a minute. . . . Historians at the demonstration [in the Library of Congress] remembered that a little more than a hundred years ago the first demonstration of Samuel F. B. Morse's telegraph was put through its initial paces in Washington on almost the same spot. . . . the electronic world moves onward—and at a faster pace."  

From an editorial in The New York Times

"THE CASE [of George Polk] is much more important than the murder of one man, appalling as that is. The good faith of the Greek government has been questioned. Proponents of both the government and the Greek rebels have used the murder as an instrument of propaganda. . . . Perhaps a trial in open court will answer the unanswered questions that have arisen. For the sake of Mr. Polk's family and for the sake of United States-Greek relations, we hope this is so. . . . The Polk case is one that should not be left unsolved."  

From an editorial in The New York Times

"THERE are plenty of reasons, aside from applicability of the Federal lottery law, why an early end to radio giveaway programs would be a boon to suffering humanity. . . . The plain fact is that giveaways have become ill-conceived attempts to buy or bribe audiences, not with quality entertainment but with the element of chance. . . . The programs have a snowballing effect. . . . Whether such programs actually run afoul of the lottery law is something that must eventually be determined in court. . . . Undoubtedly many broadcasters seriously concerned about where the mushrooming will end would welcome a definite FCC ruling. . . ."  

From an editorial in The Washington Post
FOR 13 consecutive years without interruption the makers of Bulova watches have chosen KOMA for year-round spot radio.

More spot advertisers than ever, who are free to select the station best fitted to serve Oklahoma, have chosen KOMA this fall.

Let us, or an Avery-Knodel representative tell you of some truly remarkable success stories that have radio-rated from KOMA!

J. J. Bernard,
General Manager

Agencies

WADE CHAPMAN joins BBDO, Chicago, as account executive. He was formerly in advertising department of Swift & Co., Chicago.

NORTON H. SOBO, account executive for Ehrlich & Neuwirth, New York since 1940, appointed vice-president of company, in charge of fashion advertising.

EDWARD A. MERRILL, Jr., with Young & Rubicam since 1931, appointed manager of the agency's San Francisco office.

PAUL GAYNOR, former chief of Services Branch of Public Relations, office of the Secretary of the Air Force, rejoins Marschalk & Pratt Co., New York, after an absence of six and a half years in military service.

BEN HOLDSWORTH, formerly of J. Walter Thompson Co.'s Toronto office, is now in the New York office where he will do contact work in company's international department.


SHERWOOD DODGE has been appointed vice president in charge of media and research in New York office of Foote, Cone & Belding. He was formerly director of research there. HAROLD H. WEBBER, vice president and national director of media and research, has been transferred to agency's Chicago office, as an account supervisor and member of the chief executive group.


JAMES H. PAGE, with the domestic radio department of J. Walter Thompson Co., New York, appointed head of agency's international media department in the New York office.

ROBERT O. SMITH, with Lever Bros. for 17 years, joins Benton & Bowles, New York, to handle the merchandising phase of Maxwell House Coffee promotion.

EDWARD L. MCDONALD, account executive with Ruthrauff & Ryan, New York, has been transferred to the San Francisco office.


STUART D. LUDLUM, former head of McCann-Erickson, New York, radio-television-commercial department, joins radio department of Marschalk & Pratt Co., New York, in a contact capacity on Standard Oil Co. (N. J.) Philharmonic broadcasts.

PHIL WATERS former accountant executive for Homer Griffith Co., Los Angeles (radio representative), appointed radio television director of Butler-Emmett Adv., Portland, Ore.

DON DOYER, former art director for Advertising Counsellors, Phoenix, Ariz., joins Associated Adv., Los Angeles, in same capacity.

ARDEN LANHAM, former art director for Davis & Co., Los Angeles, joins C. B. Juneau Inc., that city, in same capacity.

JOHN BRUSH, former part owner of KDAC Fort Bragg, Calif., joins Henry von Morpugo & Co., Los Angeles and San Francisco, public relations and advertising, to head firm's new television department. His temporary headquarters will be in Los Angeles.

JAMES P. NEWTON, JR., formerly with sales staff of Western Family magazine, has joined California Transit Adv. (formerly Maynard Boyce), Los Angeles, as account executive.

ROBERT E. DENNISON, Jr., account representative in J. Walter Thompson Co.'s international department in New York, transfers to Rio De Janeiro, Brazil, as manager of the company's office.
First
IN PUBLIC SERVICE

50,000 WATTS 50,000 WATTS 50,000 WATTS (DAYS)
WJR - WGAR - 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
WHAT does it cost to operate a television station?

No fixed formula can be offered this early in the progress of the video art but some enlightening guidelines have been set up and will soon be published by the NAB.

Operating costs of a TV outlet in a medium-sized city might run as high as $500,000 a year, were it to function on approximately a 50-hour work week. He has re-sumed his research work after touring up and down the nation nearly three months. In this period he conducted TV clinics at all the NAB district meetings, concentrating on cost of constructing stations.

Mythical Station

Mr. Batson has built his operating cost formed around a mythical television station. The material is about complete and will soon go to the printer.

First portion of the TV research project covered construction costs. It has been published as Chapter II of Television: A Report on the Visual Broadcasting Art. The study is printed in the form of file jackets for ready reference.

Like its predecessor, the operating cost chapter will provide a formula showing the prevailing cost of different items.

Mr. Batson is applying his “two by four” formula, first used for construction costs, to the operation of metropolitan and community stations. A simple diagram will permit comparison of any station project with the mythical station.

Because operating costs vary from city to city, he adopted this technique in the belief that individual management studies in the early stages of television would not be as useful as the component costs and figures for the mythical station.

Major operating costs in a television station are staff or programming, depending on the type of station. Where heavy studio programming is planned, the program item is likely to be the main expense. A network affiliate using only network programs would have a lower staff cost, as would a station programmed largely by film where the matter of rights would be important.

Staffs range from three in the case of a network relay station to 80, according to the stations studied in the survey. The average staff consists of 60 persons but the figure may drop to 40 or fewer when more stations are operating in medium-sized cities.

AM Comparisons

Variations in staff costs from city to city are expected to follow closely the pattern of wage and salary levels at AM stations. Main item of staff expense in the program plant centers in the studio.

A standard remote crew consists of seven persons—two cameramen, one video technician, one audio technician, one announcer, one director and a seventh man who might be a technical director, switcher, relief man or performing some similar functions.

In station operation, few managers are expected to think in terms of as much as 50 hours of sustaining programming. The mythical television station, however, permits approximately a 50-hour operation, of which 14 hours would be network sustaining service, 14 hours film, 7 studio and perhaps 15 remote.

Actual operation will consist of any desired amount of any or all of the four program elements. Under FCC rules, new TV stations need operate only 12 hours during a five-day week for the first six months. Required hours increase progressively to 28 hours and a seven-day week at the end of three years.

The program category does not include expenditures for wages and salaries or maintenance, these being covered under staff costs. The program expenses cover talent (except an M. C. who is on the program staff budget), sets, art and makeup. A talent figure may be compiled, but the cost items will not be broken down for the time being. Costs, of course, depend on the source of programs—network, studio, remote, film—along with the cost of rights and transportation of crews. Trucks are classified under maintenance.

Of course, as TV stations sell time, more and more of the production costs will be absorbed by sponsors.

Initial item under maintenance is tube replacement, some of the tubes costing up to $1,800 and having limited life. Camera and transmitter tubes burn out often enough (they have a 250-hour minimum life in normal use) to become a significant factor. The maintenance bracket includes building maintenance and trucks.

Administrative costs include salaries, rent and similar items.

Depreciation Problem

An important problem in computing operating costs is depreciation. The Revenue Bureau suggests four years in its guide material but is beginning to look with favor on five years pending experience in TV taxation.

Kenneth H. Baker, NAB research director, conducted a survey of industry depreciation practices. He found that of eight stations surveyed, four use four years, one uses five, one uses six, one five to seven years and one uses eight.

This depreciation applies only to TV equipment and is subject to specific definitions since there are no firm rules. Separate depreciation rates apply to movie cameras, for example, and they are well-known in that field. The regular radio rate can be followed for buildings and towers. Transmitters and cameras can be classified specifically as TV equipment.

The Revenue Bureau is considering all suggestions on TV depreciation while it is awaiting development of experience in the television industry.

Intense interest in operating costs was shown by NAB members at the series of district meetings just completed, according to Mr. Batson. Construction cost figures were viewed as staggering by many broadcasters but this did not appear to halt the TV rush.

Some station owners in remote areas openly voiced relief that they don't have to go into the visual medium right away.

Operating costs held the interest of most broadcasters having TV stations under way. Others showed most interest in construction figures. Questions were asked frequently about obsolescence of equipment and possibility of changing channels. Serious concern was voiced over the high-channel problem and the FCC freeze.
On Wednesday, October 27, 1948, WMAR-TV celebrated its first birthday. Although only a one-year-old, WMAR-TV is already a veteran and can look back on a full and interesting past.

During that very first year, WMAR-TV was on the air more than 3,700 hours, (1,300 hours of programs) or an average of some 72 hours a week. It wound up the first year with an impressive 90 hours and 35 minutes of air time for the week of October 24, 1948.

When WMAR-TV’s test pattern was first placed on the air a year ago, there were an estimated 1,600 television receivers in the Baltimore area. On October 1, 1948, the Baltimore Television Circulation Committee survey showed more than 22,000 receivers in the same area.

During the first year, WMAR-TV’s Film Department shot about three quarters of a million feet of film to produce a daily newsreel, television’s first documentary report, and an impressive list of special film shows.

WMAR-TV’s two complete mobile units became familiar sights to Marylanders during that first year. They saw the units doing remote pickups from every major sports attraction—baseball, football, basketball, wrestling, boxing, horse racing, tennis, swimming, lacrosse, polo and bowling—to on-the-spot coverage of such events as the installation of Archbishop Keough, Baltimore City Council sessions, dramatic productions of Johns Hopkins University, and the Baltimore Sesquicentennial, plus weekly telecasts from the Baltimore Museum of Art.

Network programs during the year brought WMAR-TV’s audience such programs as the national political conventions, Toast of the Town, Face the Music, What’s it Worth, Places Please, Winner Take All, The Original Amateur Hour, the Court of Current Issues, and The Ford Theater.

Despite its impressive past, WMAR-TV celebrated its first birthday looking to the future—a future in which WMAR-TV will continue to bring its constantly growing audience the very finest in television.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVENUE • NEW YORK 18, N.Y.
Feature of the Week

DES MOINES youngsters are having fun and learning the fundamentals of traffic safety every Saturday morning on KRNT Des Moines' new Hey Bob Show. The program, aired 9:30-10 a.m. by the Register and Tribune station, was only a few weeks old when it was voted the most outstanding new safety idea for radio and the one most likely to succeed at the National Safety Congress held in Chicago last month. Start Bob is a copyrighted slogan meaning "Hey, Be on the Beam." To help dramatize the idea of being on the beam in traffic safety the program utilizes a symbolic life-sized, doll-like dummy characterizing the traffic accident menace.

In its first five weeks on the air the Hey Bob Show enrolled more than 4,500 members in the Hey Bob Safety Legion, KRNT reports. Headquarters of the legion are in The New Utica, the clothing store which sponsors the program. There a safety island, complete with stop-and-go lights, was built. Membership buttons, safety literature and safety cartoon booklets are given to the youngsters. Special events are planned, at which members must wear their buttons for admittance.

Attendance at the Hey Bob Show, which was moved to Des Moines' new Hey Bob, star of show, relaxes at Bob Feller, Cleveland Indians pitching ace and a recent guest on the program, is introduced by Mr. Riley.

On All Accounts

TO SUCCEED in the East, stay West," a Lord & Taylor executive advised a youthful Walter Anderson. "And to succeed as an agency executive get out of the agency field and into a department store," the savant concluded.

Acting on this oracle's advice, Walter Anderson left his job as messenger with Lord & Thomas, and his next commercial assignment was with the Fair department store in Chicago. That the oracle spoke correctly is evidenced by the fact that Mr. Anderson is today account executive for Lipton's tea and soup with Young & Rubicam in New York.

Before making the switch to the department store milieu, Mr. Anderson concluded his studies at the U. of Illinois where he majored in philosophy. Bringing the philosophical approach to his copy job at the Fair, Walter Anderson progressed after four years to advertising manager of all Fair branch stores.

His next move was to Kansas City, Mo., as advertising manager for Kline's, local specialty store. His mission completed in that border town he began his predicted trek east, moving to Buffalo and the J. N. Adam & Co., an associated dry goods store, where he served as publicity director in charge of advertising, display, public relations and the comparison shopping bureau.

During his tenure the firm was one of the first department stores to use radio and was selected by the NAB as a sample of department store advertising in a brochure published in 1948. Mr. Anderson was subsequently elected to the store's board of directors. He was also named to the board of directors of the sales promotion division of National Retail Dry Goods Assn.

In August 1943 he joined OWI's overseas division in New York and was named assistant to the chief of the training division.

He remained with OWI until January 1946, when he joined Young & Rubicam, as account executive on Lipton's tea and soup. The advertiser currently sponsors Arthur Godfrey's Talent Scouts on CBS. Lipton's also uses a spot announcement campaign every summer to encourage iced tea drinking. In 1946 Lipton's won the National Advertising Award for its public service program, Hunger Marches On.

The Andersons—she is the for (Continued on page 52)
THIS IS THE NEW improved-type studio cutter. It is designed specifically to give you instantaneous high-quality recordings with your present "70 Series" turntable—at surprisingly low equipment cost to you.

It's uniquely flexible—With this professional attachment you can record at 96, 112, or 136 lines per inch—and at speeds of 33½ or 78 rpm. You can record outside-in or inside-out—without changing gears or lead screw. You can adjust the stylus cutting angle and cutting depth during recording.

It's simple to operate—A new improved cam-operated lowering device helps you lower the cutter gently to the record... eliminates stylus damage and deep cuts caused by sudden dropping. A spiralling hand crank enables you to insert space between recordings without breaking groove continuity. Plenty convenient, too, for making starting and finishing spirals.

It's dependable—No driver slippage or "knocks"... because power coupling is made to the center of your turntable through a vertical shaft spiral gear and a three-pin driving flange. No cutter carriage riding on the feedscrew... because the carriage is supported on a metal tube that encloses and protects the feedscrew. No groove grouping... because the head rides smoothly along a tubular enclosure that protects the feedscrew.

Here, we believe, is the finest cutter yet designed for high-quality studio recording... at modest cost. Type 72-D is complete with a standard head, mounting base, rest-post, suction nozzle, and compensator.

For prices and details, see your RCA Broadcast Sales Engineer, or write Dept. 19KA, RCA Engineering Products, Camden, N.J.

SPECIFICATIONS

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<th>Input Impedance to Cutter</th>
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<td>Sensitivity (groove velocity 6.3 cm/spc, 0.00079&quot;—peak to peak)</td>
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Type 72-DX is complete with high-fidelity recording head, mounting base, rest-post, suction nozzle, and compensator.

In Canada: RCA VICTOR Company Limited, Montreal
MORE
People In This Area Listen To WPTF Every Single Broadcast-
ing Quarter Hour Than To Any Other Station!

WPTF dominates all competition at all times. That’s the report of the 1948 LISTENER DIARY STUDY. (Conducted by Audience Sur-
eys, Inc. in WPTF’s 62 counties with 50% or better, day and
night, BMB coverage.)

Findings include sets-in-use, station ratings, share-of-audience flow and composition by quarter hours.
* Complete details available from WPTF or Free & Peters.

More proof that WPTF is the Num-
ber One Salesman In North Caro-
lina, The South’s Number One State.
BY J. FRANK BEATTY

IS THE NAB code a dead duck? Or is it very much alive—a lusty young bird ready to spread its wings and start going places?

A vast silence greeted mentions of the code at most of the recent NAB district meetings. This silence was accepted as a danger signal by some broadcasters. Others viewed it as the calm expectancy of businessmen engaged in a serious long-range planning.

Justin Miller, NAB president, takes the latter view, supported by many board members. Judging by advance signs, the Standards of Practice will highlight the Nov. 15-17 meeting of association’s directors. And reading between the lines of board members’ comments to Broadcasting, the meeting may turn into a lively session.

The Job Ahead

Facing the board is a two-finger code assignment. First it must set up machinery to educate the industry on the meaning and importance of code adherence. Then it must create an agency to interpret the code-a czar but a judicial agent to answer questions and apply the provisions to specific station and network operations.

If the code is a dead duck, it died before delivery process had been completed because the provisions do not go into full effect until next May 15.

Broadcasters at NAB district meetings, observing the lack of interest in the code, often wondered if its ticker were still going. They didn’t wonder often enough, however, to force the matter into full and open discussion at most of the meetings. A major mention of the standards during the nationwide series was confined to Judge Miller’s luncheon talks in which he wove the subject into an overall discussion of association problems.

The four major networks, committed to code adherence as of Jan. 1, are making necessary adjustments. They have been strong code supporters, in some cases going beyond their provisions to make a public statement on its policies is ABC (see separate story page 58). The business side of broadcasting, including the code, dominated NAB affairs last week as two key committees took action aimed at solving some of the industry’s most difficult sales, advertising and operating problems.

First, the Sales Managers Executive Committee made radio history by initiating steps to halt freetime chisels and per-inquiry deals along with other important decisions (see story on page 26).

Small Markets’ Role

Second, the Small Market Stations Executive Committee took up the task of Raleigh Cary Clarke who arrived in small-city stations for the first time in years.

Despite the importance of these decisions, the Standards of Practice appear to be among the very much alive at NAB headquarters as the mid-month board meeting approached.

Most of the NAB district directors contacted by Broadcasters agree that the enforcement problem is real and serious. Furthermore, the industry must be sold on the need for adherence if it is to be a living document, they believe.

First step in the direction of code education and interpretation will be taken Nov. 15 when a three-man board committee will lay the groundwork for full board study during the three-day directors’ meeting.

Chairman of the special committee is Hugh B. Terry, KLZ Denver. Others members are William B. Quarton, WWMT Cedar Rapids, Iowa, and Gilmore N. Nunn, WLW Lexington, Ky. None of the three believes the code is dead.

The committee will hear a report on code observance and education-enforcement by Harold Fair, NAB program director who has been headquarters custodian of the document since its early drafting stage.

Board Action

What will come out of the board meeting is anyone’s guess. This stage appears likely the board will set in motion the education, enforcement and interpretation machinery, perhaps creating a permanent board committee to take charge of the whole project. This committee might include a spokesman for independent stations.

The independent stations claimed during the code-drafting process that their interests received little consideration.

Actually, the code is only partly in effect at this time. It was formally adopted May 19, applying to contracts in existence as of that date. Full code operation starts May 19 next except in the case of networks, which voluntarily moved their enforcement date to Jan. 1. This means that regardless of long-term commitments, networks and stations are to follow the code’s standards.

Is the code being followed now? Mr. Terry, recognizing the death of comment among station operators, says an actual log of code monitoring set-up might supply the answer.

Like many of the other district directors contacted by Broadcasting, Mr. Nunn feels stations are making a conscientious effort to adhere to the standards.

Michael A. Campbell, WHCU Ithaca, N. Y., District 2 director, believes considerably more than half of stations have been operating well within the code and had been doing so long before its passage. He feels the code needs implementing in many cases.

Mr. Hanna sees the need for frank discussion of problems arising in individual cases, along with personal follow-ups after district meetings.

Campbell Arnoux, WUTR Norristown, Pa.

(Continued on page 67)

RECORD PEACE

By ED JAMES

PREDICTION that transcriptions as well as records will soon be rolling at pre-strike speed was heard at the weekend as government word was awaited on legality of the union-recorders royalty plan.

With phonograph companies and the American Federation of Musicians in agreement on the royalty fee, as well as other terms of settlement, belief was expressed that an adverse government decision would not halt resumption of recording.

Even if the Dept. of Justice holds the fee plan illegal under terms of the Taft-Hartley Act, some industry sources believe James C. Petrillo will send his musicians back to work. They point out that both sides are eager to end the 10-month strike and add that Mr. Petrillo has done everything possible to set up a trustee plan by which recording fees would be administered for the benefit of his musicians.

The core of the settlement was the revised system of royalty payments which it was believed would circumvent the Taft-Hartley Act. It was the outlawing by that legislation of direct royalty payments from the manufacturers to the union that led to imposition of the ban at midnight last Dec. 31.

Revised Royalty Payments

Under the agreement finally accepted last Thursday by major record makers and Mr. Petrillo, AFM president, the companies will pay royalties into a “public music fund.” Fund will be administered by an impartial trustee, with Guaranty Trust Co. generally mentioned.

Transcriptions May Be Next

Attorneys for both companies and union appeared confident that the trusteeship will provide a satisfactory device to resume royalty payments to the union without violating the Taft-Hartley Act.

In a joint statement announcing the agreement, the companies and the union said they would submit the royalty formula to “appropriate” government agencies for examination and opinion as to its legality.

Although the statement did not identify the bureaus to which the plan would be sent, it was understood that the opinions of the Dept. of Justice, Bureau of Internal Revenue, National Labor Relations Board and at least one Congressional committee would be solicited.

The plan will be put in operation (Continued on page 68)
KLZ, KVOR

KLZ Denver and KVOR Colorado Springs were acquired last week for about $900,000, says Aladdin Radio & Television Inc., headed by Denver businessmen [CLOSED Circuit, Sept 6]. The acquisition is subject to the customary FCC approval.

Principal stockholders of KLZ are E. K. Gaylord, president of the Oklahoma Publishing Co. properties; Edgar T. Bell, former secretary-treasurer and present vice-president, and R. H. Frey, treasurer-manager of the publishing company, and members of their families. Messrs. Huffman, Bell and the publishing firm own KVOR in approximately equal shares.

Aladdin, applicant for a new television station in Denver and identified in ownership with an AM applicant there, is headed by Harry E. Huffman, district manager of Fox Denver Theaters.

Other Aladdin owners are Frank H. Rickets Jr., president of Fox Inter-Mountain, who is treasurer; Hugh B. Terry, KLZ manager, who becomes executive vice president and general manager; J. Elroy McCaw, who is interested in a number of radio properties including KELA Centralia, Wash. (50%); and KPOA Honolulu (45%); Ted R. Gamble, West Coast theatre operator and wartime head of the Treasury Dept.'s bond campaigns; and Albert H. Gould, Denver attorney, who is secretary.

Tentative Setup

Tentative stock arrangements were understood to include an approximately four-way division of the Aladdin ownership among Messrs. Huffman, McCaw, Rickets, and Gamble. The exact amount of Mr. Terry's interest had not been determined definitely, though it was known he definitely will be a stockholder. In addition to Mr. Gould's minority interest, stock will be allotted to key employees of KLZ, KVOR, and the Denver theatre companies.

Applications for FCC approval of the transfers are being prepared by the Washington law firm of Pierson & Ball and probably will be filed early this week.

KLZ, on 560 kc with 5 kw, also operates KLZ-FM and has an application pending for a television station on Channel 7. With FCC approval of the transfer, either KLZ's application or that of Aladdin for Channel 40 will be withdrawn. The 810 kc application of Denver Broadcasting Co., which merged with Aladdin Television Co. to form the new company, similarly would be given up.

KVOR, which operates with 1 kw on 1300 kc, and KLZ are both affiliated with CBS.

Aladdin officials said they contemplates no changes in either personnel or policies of the two stations. Everett Shupe will remain as manager of KVOR and Mr. Terry will continue in the KLZ management.

Negotiations for the sales were handled by Howard E. Stark of The Smith Davis Corp., New York radio and newspaper brokers. Under present ownership, Mr. Gaylord is president of both KLZ and KVOR. He owns 26% of KLZ and his wife owns a similar interest. Other KLZ principals include Mr. Bell and his daughter, Emily Bell Schoenhofen, who have about 3% and 13% respectively.

Oklahoma Publishing Co. also owns WKY Oklahoma City and publishes the Oklahoman, Times, and the Former Stockman. KLZ is currently licensed to KLZ Broadcasting Co. and KVOR to Out-West Broadcasting Co.

EXECUTIVES of Aladdin Radio and Television Inc., purchaser of KLZ Denver and KVOR Colorado Springs, include (l to r): Harry E. Huffman, president, Frank H. Rickets Jr., treasurer, and Hugh B. Terry, KLZ manager, who becomes vice president and general manager of the corporation. Aladdin represents the Fox Intermountain theatre interests.

WRTB TO CBS? Application Due This Week

NEGOTIATIONS for assignment to CBS of Raytheon Mfg. Co.'s construction permit for WRTB (TV) Waltham, Mass.—in the Boston area—have been completed. Formal application for FCC approval is slated to be filed this week.

The network, currently one of seven applicants for the two TV channels available in Boston, would acquire the WRTB properties for approximately $250,000, representing the company's investment to date.

This sum was indicated in a petition filed by Raytheon last week to acquaint the Commission with developments and also to renew its plea for additional time to complete construction. The Raytheon request for further extension of time has been set for hearing.

Second CBS TV Station

If the assignment to CBS is approved, the network will have its second owned television station. It already operates WCB-S-2 New York and has a minority interest in KTGY (TV) Los Angeles, with applications for Boston, Chicago, and San Francisco. The Boston application would be withdrawn following approval of the WRTB transaction. CBS owns 45% of WTOP Inc., newly approved licensee of WTOP Washington, which plans to apply for a capital video station.

The network also has been negotiating with the St. Louis Globe Democrat looking toward acquisition of a minority interest in the newspaper's proposed television outlet (if the Globe-Democrat application is approved by FCC). The Raytheon-CBS assignment will be subject to the Commission's AVCO Rule, permitting would-be purchasers of WRTB to file for the station on the same terms and conditions provided in the agreement with the network.

Ready to Go

In last week's petition Raytheon told FCC it could start equipment tests within 24 hours of authorization by the Commission. Interim operation with a 5 kw transmitter could be started on a commercial basis by about the end of the year and 20 kw operation could be begun about eight months later, the company has told FCC.

Raytheon received its TV grant (Channel 2) almost two and a half years ago [BROADCASTING, May 20, 1946]. Its requests for extension of completion date have been denied because of financial problems occasioned by reconversion and its expansion of manufacturing activities, as well as to delays in receiving equipment.

Although reported that E. Anthony & Sons Inc., formerly a Boston applicant, might assist in financing the station. But these negotiations apparently fell through.

Will Push Construction

Calling attention to FCC's current freeze on television applications, Raytheon pointed out that a grant of its request for additional time and approval of the assignment to CBS "will permit an additional television station to commence operation in the Boston area at the earliest possible date."

There are now two stations in the Boston area. Approval of the CBS-Raytheon arrangement, the petition noted, "will provide additional competition ... in the near future and will benefit the population of the Boston area by providing an additional program service of high quality."
GOLUB FCC PLAN

FORMULATION of clear regulatory objectives by FCC, accomplishment of greater policy stability, and a reorganization of the staff are recommended in the "secret" report of the FCC investigation for the Hoover Commission on reorganization of the government.

The report, prepared by William G. Golub, New York attorney for the Hoover group's Committee on Regulatory Agencies [Broadcasting, June 21, Oct. 18], also proposes:

1. That the Commission remain a seven-man independent agency, that the Chairman continue to be appointed by the President and that division of the Commission into panels remain discretionary, not mandatory;

2. That the Communications Act be changed to provide less severe penalties for violation of FCC's regulatory policies;

3. That FCC "discontinue its practice of filling key staff positions primarily on a seniority basis."

4. That the staff be reorganized along "functional" lines, with the general counsel, chief engineer and chief accountant attached directly to the Commission;

5. That the technical information and laboratory divisions of the Engineering Bureau be "consolidated and strengthened;"

Salary Increases

6. That Commissioners' salaries be raised to at least $15,000 and that the members be provided retirement benefits and be authorized to employ "competent personal assistants;"

7. That the Commission make "additional delegation of authority to the staff, particularly in the broadcast field," and that it "clarify the scope of existing delegations;"

8. That the Chairman be given responsibility for supervision of administration, assisted by the Bureau of Administration, and also for long-range planning activities, assisted by a committee of key staff officials;

9. That, to obtain a more objective viewpoint, FCC members have "more frequent contact with non-industry experts;"

10. That the Civil Aeronautics Administration "should define the standards governing the height, painting and illumination of radio antennas and towers;"

11. That a chief hearing examiner be appointed "at once" and a "thorough study" made of the Commission's hearing system;

12. That FCC's Washington staff be quartered in a single building.

From Mr. Golub's massive report, with the assistance of "comments" which it is soliciting from a selected list of FCC and industry authorities, the Committee on Regulatory Agencies will fashion its own report to the Hoover Commission. The Hoover Commission will formulate final recommendations, covering all agencies and functions of the executive branch of the government, and report to Congress in January.

Mr. Golub recommends that FCC "immediately" undertake an "emergency short-range planning program" to "single out its immediate objectives and outline the policy determinations required for their achievement."

While this program is being worked out, the report suggests, "the scope of Commission business should be limited to matters of an emergency character and to policy issues of clearly immediate moment."

This recommendation follows a conclusion that FCC is operating without any well-rounded regulatory philosophy. But current members were described as seemingly "eager" to develop one.

The Commission, Mr. Golub finds, has shown that it is able to work out policy solutions to specific questions. But he also finds a lack of policy stability—failure to apply specific policies consistently and vigorously.

Mr. Golub takes the Commission to task for what he considers failure to "enforce the letter of the network rules" and to determine whether they are up to date. He concludes that FCC "won the battle but lost the war" on that score.

Without the network rules he thinks it "highly likely" that the networks would have faced anti-trust litigation "along the lines of that directed against the movie industry." Instead, the networks "in effect have gained an immunity to anti-trust suits," Mr. Golub says.

Assistants Needed

The complaining view of the FCC, he asserts, make it necessary not only to have well qualified Commissioners, but for the members to have competent personal assistants to aid them. Few Commissioners, he implies, go into sessions well informed on all items on the agenda.

Mr. Golub finds that many political pressures, frequently heavy, are brought to bear upon the members. But for the most part, he concludes, the Commission has successfully resisted them.

He finds no evidence of pressure having been exerted by the White House to influence decisions, but fee appears to have been the case with respect to sound administration if the Commissioners' terms were staggered so none expires in the last year of the President's tenure of office.

If efforts to influence decisions have originated at the White House, Mr. Golub asserts, they have come from the White House staff and not from the President. He said Chairman Wayne Coy has discussed a pending case with President Truman only once, and that the purpose then was to acquaint the President with FCC's decision and to block any efforts that might be made to have the White House apply pressure.

Mr. Golub finds that Mr. Roosevelt was "particularly interested" in radio problems and had "fairly frequent" discussions with Chairman Fly and Paul A. Porter. President Truman, he says, apparently has "a lesser public interest in the field."

The report recalls that Mr. Roosevelt was once interested in setting up a group of government-operated clear-channel stations which would use high power to cover rural areas. FCC considered the proposal but dropped it, Mr. Golub notes.

He also refers to Mr. Roosevelt's concern over newspaper ownership of radio stations, revealed in FCC's lengthy study of the subject. But there was no indication that the President's concern was actually revealed to the other commissioners, the report says.

"The newspaper ownership issue probably was a high mark of Presidential interest in this type of problem and the Commission's ultimate conclusion fell far short of the President's views," Mr. Golub reports.

He pays tribute to the "great ability and integrity" of FCC chair- men, Mr. Golub says, and the selection of commissioners sometimes has been obviously based on political considerations.

For clarification, he suggests that the Act be "amended so as to limit the President to removals (Continued on page 88).

RWG STRIKE

By IRV MARDER

HOPES for a quick settlement of the "cold strike" by the Radio Writers Guild against the advertising agencies are centered on a meeting arranged by a federal mediator with sponsors of some of the shows involved. The conference was to have been held at the New York offices of the Assn. of National Advertisers. If the Sunday concave proved successful, the mediator, J. B. Langham, assistant regional director of the Federal Mediation and Conciliation Service, said he would attempt to arrange a joint meeting this afternoon at the NBC studios. He already had held several meetings with each side separately.

If, on the other hand, yesterday's parley was unfruitful, picketing plans set months ago by the guild were to be brought up today. Picketing was originally to have begun last Tuesday, when the strike was officially started.

However, the guild agreed the day before, at the request of Mr. Mandelbaum, to withhold its pickets while mediation was attempted. Mr. Langham, national executive secretary of the guild, pointed out Tuesday that the strike was on even though there was no picketing. The Authors League restraining notice ordering all members to withhold material from "unfair" shows remained in effect, he explained.

Two Accede

Later, Mr. Langham announced that the hitherto united front of the agencies against the guild had finally been broken by two agencies—both 4-A members. On Tuesday they agreed to sign the guild's letters of adherence, binding them to the terms of the RWG contract with the four major networks. The signers were Warwick & Legler, for the Democratic Record show on ABC, and the H. B. Humphrey Co., for Great Scenes from Great Plays, on MBS.

The former show was the subject of a special announcement by Sen. J. Howard McGrath, chairman of the Democratic National Committee, expressing his "amazement" that the Democratic Record "had been involved in a labor dispute with the Radio Writers Guild."

The Senator declared that "within two hours after this situation was brought to my attention," the embarrassing contretemps was adjusted by Warwick & Legler. The agency intimated that its signing was a gesture in the direction of Democratic solidarity rather than an admission of guilt, since the show in question is written by staff employees of the agency.

The Episcopalian Church sponsors Great Scenes From Great Plays. The sponsors who were to attend yesterday's meeting set up by the federal mediator are members of the Ana Radio Council. Mr. Mandelbaum said the Sunday meeting would mark "the first time in the history of picketing in the radio field that the sponsoring (Continued on page 61).

November 1, 1958 • Page 23
POLITICAL parties this election year tapped their campaign resources for a sum roughly estimated at upwards of $1.7 million to woo voters via the airwaves.

Lacking a central source from which to draw up time and cost figures for a nation-wide picture, BROADCASTING sharpened its analytical pencil to produce this unofficial accounting of campaign expenditures for radio time.

<table>
<thead>
<tr>
<th>Republicans</th>
<th>Democrats</th>
<th>Usage of other outside support for Trum-Marsden ticket</th>
<th>Trum-Marsden ticket</th>
<th>Progressive</th>
<th>States Rights Party</th>
<th>Unknown</th>
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<td>$403,500</td>
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TOTAL: $1,898,500

Electoral officials estimated that radio campaign time for this year's elections was placed at $600,000. The Democratic National Committee kept its budget for approximately $280,000 for radio and television. The figures for radio were estimated at $284,000. Most of these figures were arrived at to channel radio time into 20 half-hour national network hours; 11 quarter-hour national network hours, and two half-hour TV network commercials.

Platter Expenditures

In addition, the Democratic Committee was believed to have spent a considerable sum for the production of platters placed by state and local groups.

Republican officials previously indicated that their radio campaign chest would be from $750,000 to $800,000 (broadcasting, Oct. 18, Sept. 27). Draining off funds for radio slowly, at first, the Democrats made their plunge into the airwaves during October.

Ken Fry, national radio director for the Democratic Committee, said it was impossible to even venture an idea of the cost of what had been purchased by local and state organizations.

Members of groups affiliated with the GOP, dug into their treasury to provide an estimated $6,000 for two half-hour broadcasts by national candidates directed to voters in 11 western states.

The total of about $10,000 was drawn from national GOP coffers to provide special appeals over 14 stations to large segments of foreign language speakers in major cities.

An allocation of approximately $5,000 was made by the Republicans to carry messages via a spot campaign to veterans. Affiliated Republican groups twice bought time on about 70 stations in Pennsylvania for an estimated $3,000.

A local group donated a one-time spot for all the NBC stations in New York, but at a cost calculated to be about $1,500. National GOP speakers found time waiting for them on 8 stations when they arrived in Kentucky, 14 in Ohio; 7 in Michigan, and some in Montana, Arizona, Minnesota and other states on different occasions.

GOP Spots

Republicans poured approximately $75,000 into spot campaigns in 11 states where heated Senatorial battles were in progress.

An informed source confidently expressed the view that an additional $100,000 had been spent locally by Republicans.

Republican video time purchases reportedly were inappreciable.

Ed Ingle, national radio director of the Republican National Committee, declined to lend official confirmation to Broadcasting's estimates. He did indicate, however, that if radio expenditures appeared lower than had been anticipated that the condition could be traced to a different type of campaign strategy employed this year by the Republicans. "The Republicans," Mr. Ingle explained, "refused to be stumped by the opposition into recklessly speaking results. We haven't run for a microphone every time they hurled a charge."

However, every day last week one of the prominent GOP leaders or candidates could be found at some time on some network.

Their addresses last week included:

- Oct. 26: Gov. Dewey from Chicago, NBC, night.
- Oct. 27: Gov. Dewey from Cleveland, CBS, night.
- Oct. 27: Gov. Warren from San Diego, MBS. Don Lee, 14 NBC and KSL Salt Lake City to 11 western states.
- Oct. 29: Gov. Warren from San Francisco, NBC, night.
- Oct. 30: Gov. Dewey from New York, NBC, night.

In a double-barreled finale, Govs. Dewey and Warren will be heard over the combined CBS and NBC networks 9-10 p.m. (EST) today (Nov. 1).

A total of $714,000 was spent on radio time by the Democrats during the 1944 campaign. Two live national network time periods, totaling 45 minutes, were donated to the Democratic cause by the CIO-PAC at a cost approximating $20,000. This includes a half hour on ABC, co-sponsored with the Labor Committee for Truman and Barkley, and 15 minutes on CBS.

United Auto Workers drew roughly $8,000 from their kitty to provide a special show featuring UAW President Walter Reuther on ABC. Four other platter shows, also featuring Mr. Reuther, were placed on about 80 stations at an anticipated cost of $40,000. Two platter platters, with CIO President Philip Murray carrying the speaking part, have been placed on 35 stations for about $2,000.

ILGWU Contributes

Time contributions of the International Ladies Garment Workers Union amount to approximately $50,000, in behalf of the Democrats.

Radio time purchased by the Labor Party of New York, which endorsed President Truman and Sen. Barkley, accounted for roughly $25,000 of the total expenditures. It was the only group that sponsored President Truman's speaking spot last Thursday night over MBS.

An American Federation of Labor group, the Labor League for Political Education, picked up two coast-to-coast programs, one on ABC and one on CBS. The bill was about $20,000.

President Truman delivered four major addresses on national networks last week. These were:

- Oct. 25: Chicago, CBS and MBS, night.
- Oct. 26: Boston, CBS, night.
- Oct. 26: State hoopla of 17 MBS stations, night.
- Oct. 26: Brooklyn, N.Y., ABC, and MBS, night.

Headquarters personnel of the Progressive Party estimated their radio expenditures at $200,000. They explained that $160,000 of this sum was appropriated for national network time and the remainder for regional and spot time. No video time was purchased.

The States' Rights Democrats headquarters in Jackson, Miss., announced its campaign expenditures had been $28,000.

No Records for Dixiecrats

One States' Rights official explained that most radio time had been contracted for and was paid for by state or local organizations and consequently no records were available at their national headquarters.

In their struggle for control of the government, the regular Republican campaign committees' overall expenditures were at least 50% more than those of the Democrats. Official figures filed in Washington indicate the Republican National Committee spent $1,706,370 and the Democratic National Committee spent $706,709 to Oct. 22. The differences showed up in the spending of GOP Congressional groups.

Drawn for Broadcasting by Sid Hix

"Hooper madam, HOOPER, not Kinsey."
**FCC Chief Sees Need for Clear, Regionals; NAB Speaker Predicts Economic Stability**

By SOL TAISHOFF

THE SMALLEST market in the United States to boast two standard broadcasting stations (Southern Pines, N. C., population 3,600) last Monday was the locale for some of the biggest radio news in many a sun-spot cycle.

FCC Chairman Wayne Coy told a dinner meeting of the North Carolina Assn. of Broadcasters (67 voting delegates and their ladies) that:

- There will be at least 1,000 television stations in the United States in the next seven or eight years (as many as there were aural stations at the war's end).
- All broadcasters would be well advised to give sober thought to TV, irrespective of market, and should make up their minds whether they will be telecasters or [aural] broadcasters, since the two services eventually will be economically incompatible under the same management.
- Since saturation of television service can't be expected in any "reasonable" time, there must be "clear channel, regional and local stations, with the local units, thus FM, to satisfy local self-expression needs."
- The "plush" days of radio are over and there are challenging days ahead, which call for heads up, alert operation, and more distinctive programming.
- FM, so vital in the future, will "essentially replace AM" in most areas, but FM cannot "begin to provide distant service."

**Off the Cuff**

These, and other revelations of the current thought on the FCC on current problems, flowed from an off-the-cuff address that Mr. Coy prosaically labelled: "How Does FM Fit Into Your Future?" Although a devout booster of FM as the ultimate potential of the aural services from the standpoint of "local self-expression," Mr. Coy went all out for TV, and then proceeded to cover the radio spectrum, economically and technically.

Portions of Mr. Coy's ad-libbed talk were repetitious of his comments Oct. 22 [BROADCASTING, Oct. 25] before the Radio Executives Club in New York, notably as pertaining to the TV-Aural broadcasting competitive outlook.

The talk departed from the usual formal presentation. Afterward, Mr. Coy answered questions, and soon found himself delivering another oration on low and high band TV and the reasons for the present freeze of TV. Among the principal points set forth was the fact that the FCC, when it ordered the freeze last month, did not do so with any immediate thought of eliminating the lower end of the present 2-channel band. Campbell Arnow, WTAR Norfolk, NAB district director, precipitated the TV discussion.

**WITH NARY a note, FCC Chairman Wayne Coy addressed the North Carolina Assn. of Broadcasters for 45 minutes at its fall meeting at Southern Pines last Monday. Seated with Mrs. Campbell Arnow, wife of the president of WTAR Norfolk and NAB Fourth District director, and Harold Essex, vice president and managing director of WSJS Winston-Salem any president of NCB.**

What the chairman told that small group of North Carolinians and the two members of the NAB board present (Mr. Arnow and Dick Shafay, WIS Columbia, S. C., medium station director) would have been headline copy for a national convention of the NAB or Congressional Committee hearing.

The Coy after-dinner speech followed a luncheon address by Richard P. Doherty, NAB Employee-Employer Relations director on the economics of radio and how they affect employment and operations (that could come in handy). Mr. Coy, after complimenting Mr. Doherty for his "scholarly and unusually sensible approach" to the problems ahead, then used as his text certain of Mr. Doherty's findings on the competitive radio picture.

Obviously on Mr. Coy's mind was the clear channel case, which has languished at the FCC for more than a decade. He described it as one of the toughest problems facing the Commission, and he implied that it is heading for rather prompt decision.

If anything concrete could be gleaned from his ad-libbed comments, it was that Mr. Coy feels that some clear channel service must be continued if remote areas are to be served.

**Power Increases**

And it is now generally recognized that if any of all the 24 1-A channels are to remain, they can't be justified if power is increased substantially beyond the present limit of 50 kw. The Clear Channel Group is seeking a horizon increment of power to 750 kw.

Mr. Coy would not amplify his views on this point when questioned by this reporter.

Here is an abstract of his overall comments:

The impact of TV upon the broadcasting structure will be "very great." The broadcaster who burns his head in the sand and...

(Continued on page 6)

**NCAB**

Harold Essex, vice president Winston-Salem, was unanimously elected chairman of Broadcasters at meeting last Tuesday at Southern Robert M. Wallace, director of WHOIS Shelby, was re-elected vice president and Janis A. Younts, principal owner of WEEB Southern Pines was elected secretary-treasurer. Elected to the board of directors, which includes the three officers, were Ed M. Anderson, WBBO Forest City, and John C. Hanner, WCPX Tarboro.

Resolutions adopted at the two-day session, highlighted by addresses by FCC Chairman Wayne Coy and NAB Employee-Employer Relations Director Richard P. Doherty, included:

- Proposal that an organization be founded under NAB auspices to plan industry-wide promotion of radio, with participation of the manufacturers; investigation of the SESAC drive to increase copyright royalties, with the NAB to initiate action to correct inequities or injustices; plea to the Census Bureau to include questions on distribution of radio homes (AM, FM and TV) in the upcoming decennial census; recom-

AN INTENSIVE analysis of business cycles and national income in relation to advertising expenditures shows clearly that an alert broadcasting industry need not necessarily suffer in any economic depression, but that it may even be well off in the next two or three years.

That was the report given the North Carolina Assn. of Broadcasters by Mr. Richard P. Doherty, director of Employee-Employer Relations of the NAB.

"It is reasonable to assume," he said, "that advertising expenditures will continue to rise over the next few years in relation to national income. In fact, this tendency may offset or cushion the effect of any year-to-year fluctuations in income as far as the advertising business is concerned."

Mr. Doherty pointed out there had been a sharp rise in advertising expenditures in proportion to the national income in the last three years, but expenditures remain below the 2.5% of national income level.

**Rise in Ad Buying**

Analyzing statistics prepared by Kenneth H. Baker, NAB director of Research, Mr. Doherty pointed out that advertising expenditures have reached an all-time high in the United States. But the national income has gone up too. The total advertising budget for the nation would have been $5 billion last year had the recession not cut the next 2.5% of income be maintained. Instead it was $3.7 billion.

Thus, he pointed out that money spent in advertising has lagged behind national income, and amounted to only 1.8% in 1947. As advertising expenditures recover from their fall which is about through war-time shortages and a long period of international market, he predicted that the normal pattern again can be achieved. In 1944, advertising expenditures were 1% of the national income.

The current national income is $205 billion, Mr. Doherty pointed out. If it should drop in the next two or three years by as much as 20% to a figure of $160 billion, but if the advertising ratio climbs to the normal of 2.4%, he calculated radio would still get its share of $600 million in revenue.

**Station Increase**

Mr. Doherty pointed out that the amount spent in radio advertising has been increasing, but the number of stations has increased at a much greater pace than 12½% now averaged. More effective selling of the medium, through an all-industry plan and by other means is essential, he said.

He warned against "industry suicide" through rate-cutting...
FROM P.I. TO CHAOS

BROADCASTERS accepting per inquiry contracts are heading right into business chaos, in the opinion of the NAB Sales Managers Executive Committee, which last week decided to do something about it.

Aroused by the flood of recent p. i. and free-time propositions [BROADCASTING, Sept. 15, Oct. 4], the committee took a number of sweeping steps to stimulate sales and halt chiseling. It met Monday and Tuesday last week and turned out a list of projects that promise to make industry history.

The committee box score includes these projects:

- Protest to National Retail Dry Goods Assn. on a Saturday Evening Post retail promotion stunt in which stores are urged to demand free time.
- Creation of plan to stop summer or "hiatus" periods in contracts.
- Endorsement of industry promotion projects.
- Suggestion that stations charge regular rates for political broadcast.
- Formation of a continuous file of TV success stories.
- Formed new FM subcommittee.
- Discussed plans to expand the Broadcast Advertising Dept. to parallel periodical media activity.

Dominating the meeting were the p. i. and time-chisel problems. The committee adopted a resolution condemning BROADCASTING for exposing the spread of efforts to evade station card rates.

Indignation ran high when the Saturday Evening Post project was discussed. The magazine's promotion stunt, tied into NRDGA's nationwide project to promote appreciation of American freedom, was construed as a below-the-belt blow. This arose from a statement in a promotion piece which hinted that broadcasters are pushovers for long-time projects because of Federal requirements.

The paragraph that hurt, appearing in a promotion pamphlet mailed to counties of stores and other business groups, follows:

If there is a radio station in your city ask for its cooperation in setting up a daily program over the air. Radio time is valuable, but the station may be willing to make the offer if you secure a full radio support. Again the Post kit will include suggested scripts, and the Saturday Evening Post will supply gratis or at a fixed rate transcription for your use.

The NRDGA campaign starts Feb. 16. It is described as "the biggest single promotion ever staged in the history of our country." The Post will carry a two-page color spread in its Feb. 19 issue.

The magazine explained that the "idea behind this broad patriotic promotion project originated with the staff of the NRDGA. They asked for and received the cooperation of the Saturday Evening Post."

The Sales Managers Committee objected to the Post's free-time idea and turned the recommendation over to the full committee which directed that a protest be filed with NRDGA.

One of the surprises of the two-day meeting was disclosure that p. i. or non-risk deals with advertisers appear to be in violation of Sections 5(a) and 5(b) of the NAB-AAAA standard advertising contract.

"Legitimate Cause of Action" The committee adopted a resolution which warned that an advertiser abiding by the terms of the contract has, in the committee's belief, a legitimate cause of action against every station "which breaches its contracts by allowing what in effect amounts to a lower or more favorable rate."

It viewed the increase of p. i. offers with "grave alarm" and reaffirmed its endorsement of the 1946 NAB convention resolution against such practices. It further asked the NAB board to approve letters by directors to all stations in their districts urging removal of such offers.

Two resolutions were adopted in an effort to halt the flood of free-time offers. One cracked hard at the number of announcements made on behalf of commercial promotions masquerading as public interest features.

The committee believes that in many cases the donation of time for such projects has made it impossible to obtain legitimate advertising appropriations for them because of the feeling on part of individuals, organizations, and in some cases, industries, that such time can be gotten without pay from radio.

BROADCASTING has prepared a list of suggested projects, including one to be used by stations in determining legitimacy of free-time pleas. This list urges associations and syndicates to use other media for such projects, along with newsworthiness of the promotions and whether the project charges for advertising.

The committee's resolution (Continued on page 60)

HIT AGAIN

SECOND attack against per inquiry deals, free-time grabs and promotion stunts was started within a week when the NAB Small Market Stations Executive Committee followed up the action of the NAB Sales Managers Executive Committee (see story this page).

Resolutions were adopted by the small market group accusing the practices of being against the best interests of the industry and likely to lead to business chaos.

An industry educational campaign to bring broadcasters in line with that policy was also authorized by the committee. A resolution was adopted specifically condemning BROADCASTING for its exposure of p. i., time chisel and giveaway practices.

The committee made a thorough study of industry business, program and management problems during its Wednesday-Thursday meetings, with NAB department heads going into special aspects. Maurice B. Mitchell, director of Broadcast Advertising, and J. Allen Brown, assistant director, in charge of consumer relations, activities, sat with the committee.

Continual Campaign

Mr. Mitchell reviewed progress of the All-Radio Presentation and spoke of the possibility of a continuing promotional campaign with the film as the first step. Committee members asked that the final film script include the small station angle.

Charles A. Batson, NAB staff official, forecast eventual cutting of TV operating costs with experience and knowledge (see TV operating costs story page 16). He said small market stations eventually may be forced to go into television but not for the next few years.

The committee adopted a resolution suggesting small stations check costs before entering TV. It also endorsed television operations of NAB as a program activity.

Use of broadcast advertising by retail associations and in public and employee relations was discussed, with Simon Goldman, WTJN Jamestown, N. Y., describing projects of the Retail Merchants Assn. in that city [BROADCASTING, Oct. 25].

Lee Hart Speaks

Lee Hart, NAB retail coordinator, urged small market stations to submit entries in the NRDGA retail radio contest. She said retail use of radio is improving in quality and quantity, and outlined plans to encourage use of radio advertising by chain stores. She advised stations to expand sales activity on the local level.

The committee discussed at length the sales practices of small stations, bringing up such techniques as rate cutting, time brokerage and methods used by newspapers to force their advertisers to buy time on affiliated stations.

Drafting of a manual of sales practices, with details on their operation and evils to be avoided, was recommended by the committee. A resolution was adopted endorsing NAB's dealer cooperative booklet, now at the printers.

Robert K. Richards, NAB Public Relations director, told the committee about plans for National Radio Day and the "Voice of Democracy" contest.

Census Discussed

Inclusion of radio and television questions in the 1950 U. S. Census was urged by the committee.

Robert F. Doherty, NAB Employee-Employer Relations director, discussed wages, talent fees and related problems. Pat Griffith, NAB director of women's activities, said more national spot advertisers are buying women's features on stations. The committee adopted a resolution endorsing NAB's women's activities as now constituted.

Work of the Program Dept. was outlined by Harold Fair, director. He said preliminary scanning of a Standards of Practice survey shows encouraging results, with many broadcasters adhering to the standards. The work included a study by the program department's projects, including a study of play-by-play sports programs, survey of programs and merchandising ideas, preparation of a program (Continued on page 60)

NAB Group Hits Chislers

Second NAB Committee Acts

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BROADCASTING • Telecasting

PAT GRIFFITH (I), NAB director of women's activities, recalled her war experiences in the Southwest Pacific at the WAC third annual reunion at Washington's Wardman Park Hotel Oct. 23. She served as a captain in the woman's press section, Gen. MacArthur's Command. With Miss Griffith is Attorney Mary Agnes Brown, Veterans Administration, who was a lieutenant colonel in the Southwest Pacific.

Page 26 • November 1, 1948
TELEVISION offers "a unique opportunity among mass advertising media, supplying as it does the facilities for doing your best selling." 

That was the message Howard Chapin, director of advertising, General Foods Corp., gave to a thousand advertisers and their guests last Tuesday evening at the special television session of the 39th annual meeting of the Assn. of National Advertisers held Oct. 23-27 in New York. 

Presided over by Chairman Charles J. Durban, assistant advertising manager of Playhouse Broadcasting Co., the session was held in CBS Playhouse No. 4. 

Three Basic Factors 
Mr. Chapin listed the three basic factors in all mass advertising media valuation as: (1) size or circulation; (2) opportunity to sell—"to select our customers and find them in a receptive mood"—and, (3) affordable cost. 

As to size, he compared the estimated TV homes—900,000 by the end of this year, 4,500,000 by the end of 1960—with circulation of metropolitan newspapers, national magazines and radio networks. 

He concurred: "While television is a mass medium today and is growing relatively faster than any other mass medium, even by 1960 it will still be a long way from offering the present mass media available to you through the older methods of reaching masses of people."

Commenting on the possible effects of television on other media, he noted "that in the last 25 years newspaper, magazine and radio circulation have all grown enormously despite the fact that they all compete for the individual's time and attention. He predicted that the same thing may occur with TV."

The industrial worker spends fewer hours on his job, the housewife less time in the kitchen and laundry, he said. The seemingly continuing custom toward more leisure hours is such that the addition of television won't necessarily squeeze out other media, he indicated.

Sandberg Testifies 
To illustrate television's ability to select custom toward more leisure hours is such that the addition of television won't necessarily squeeze out other media, he indicated.

He summoned another expert witness, John Sandberg of Kraft Foods Co., for confirmation of the observation that the simultaneous appeal of television to sight and hearing makes this medium "less receptive and less effective than our other media." 

Mr. Sandberg told how his company used television exclusively to bring MacLaren cheese—a 90-cent-a-pound carriage trade article—back on the market after a wartime absence, with gratifying success.

In facilities television "again scores a plus," Mr. Chapin declared. "With one motion," he said, "it frees the advertiser from the comparative rigidity of static illustration and text and from the handicap of talking to radio audiences which must be regarded as temporarily blind."

"With television you can send your best salesmen and saleswomen directly into the home. You can show your product in action in the home with a complete and convincing demonstration of how it looks, how it works, what it does. And, as we've seen, you can do this while the family is relaxed, receptive and attentive. "It's a unique opportunity among mass advertising media, supplying as it does the facilities for doing your best selling."

TV Home Demonstrations 
Direct proof of what TV's "unique opportunity" for home demonstration can mean to an alert advertiser came from Ben Donaldson of Ford Motor Co. Mr. Donaldson read a letter from the owner of a fleet of trucks reporting the purchase of "my first Ford" as a direct result of watching Ford's filmed demonstrations broadcast during Ford sports telecasts on CBS-T.

Promising to replace his other trucks with Fords, the writer concluded: "It all started with television, and now owning a Ford has sold me completely."

On his final point of costs, Mr. Chapin reported that "today, for some advertisers and some products, television is definitely not affordable. In General Foods we have at least a dozen nationally advertised products which we can certainly sell to more customers more economically through any of the other media available to us. For these products, we have achieved an audience cost as low as $2.30 per thousand homes on our Sanka coffee weather spots over WABD New York."

Saying that "we can easily foresee that television will be reasonably affordable for some of those products in the not too distant future," Mr. Chapin outlined the probable decline in average cost per thousand homes in the next few years, concluding that "as audiences grow the trend of costs will be more affordable to advertisers."

Stanton on Costs 
Reporting on the cost of today's television programs, Frank Stanton, CBS president, quoted prices for a number of programs on "complete program costs, including talent, writing direction, all rehearsal time, the cost of sets and props and agency discount," with only the cost of time omitted. He reported: 

"Face the Music, quarter-hour strip—$674 per broadcast or $3,570 for five broadcasts, Monday through Friday."

"Winner Take All, half-hour audience participation quiz show—$1,370.

"Author Meets the Critics, half-hour discussion program—$1,850."

"Tonight on Broadway, half-hour live pick-ups direct from New York theatre featuring the stars of the show—$7,436."

"Philco Television Playhouse, half-hour-long weekly drama—approximately $10,000."

Ford Television Theatre, hour-long weekly drama—approximately $6,000."

We, the People, broadcast simultaneously to radio and video audiences—$1,800 extra for the video runs.

Noting that in sports "the controlling factor is the cost of the rights to televiser," Dr. Stanton reported that for sports the fees were paid on a win/loss basis. For example, for New York Dodgers (football) this fall cost $20,000 with production and pickup costs totalling $1,150 per game.

Package of seven games, rights and production, cost $28,000 or $7,000 per game. Rights to a major horse race from Belmont Park are $1,250, with another $1,200 for pick-up and commentator.

Fight Rights Vary 
Television fight rights vary widely, he said, $6,000 for the Beau Jack-Ine Williams bout last summer, $3,500 for the Bivens-Charles fight from Washington in September. Announcers and special pick-up of NBC sports material—$800 a day or $4,000 a week.

Mentioning the introduction of "strictly visual entertainers" into broadcasting via television, Dr. Stanton said that the "most significant difference between television and radio programming comes in matters of production. To produce a TV program in radio, he said, it takes "a crew of ten people, over and above the cast and orchestra."

But to produce the Ford Theater in New York takes a crew of 40 people, in addition to the cast and announcers. "And I have not included the staff for building the set and producing other visual material for the program, such as its title and program breaks."

Niles Trammell, NBC president, reminded the ANA that television "is a new opportunity in a new medium and should be considered as such and not as a replacement for any present advertising."

Exclusively Video 
He pointed out that more than 60% of the commercial time on NBC's video network "has been bought by advertisers who are not currently using any other medium for broadcast facilities." He noted that the time purchases of NBC's AM clients do not replace but are in addition to their NBC sound broadcasting appropriations.

Mr. Trammell noted that the television "rush is on" and reported that "at NBC we have more (Continued on page 82)"
WIPR PROBE

By WILLIAM J. DORVILLIER
(Special to Broadcasting)
SAN JUAN—Private radio station owners, military, religious, political and civic leaders were interviewed last week by three Congressional investigators looking into FCC's grant of a commercial permit to the Insular Government station, WIPR.

Frank T. Bow, general counsel for the House Select Committee to Investigate the FCC, will report to Chairman Foremost A. Hume (Ind.), on his return to Washington this week. Observers believe he will recommend that the committee hold public hearings here after elections.

Assisting Mr. Bow in interviewing persons interested in communications matters in Puerto Rico are Oscar L. Hume, staff director of the House Subcommittee on Public Radio Emphasized At SAAA Sessions

Group Also Heats TV Situation Reviewed at Houston

RADIO received considerable emphasis at the annual convention of the Southwest Ass'n of Advertising Agencies in Houston, Oct. 23-25.

Monty Mann, vice president and director of media of Tracy- Locke, Dallas, was elected president. Sharing a panel on radio with John Paul Goodman of Steele Advertising Agency, Houston, Mr. Mann pleaded the cause of BMI. He spoke on time buying.

Mr. Goodwin, radio director of the Steele agency, formerly was radio coordinator for Interstate Theatres of Texas, and previously was in radio in the East. He discussed production.

Other speakers were Fred Gamble, president of the American Ass'n of Advertising Agencies, New York, and Roy Bacus, commercial manager of WBAP and WRAP-TV Fort Worth. Mr. Bacus showed a General Electric film on video and reviewed the television situation.

Hosts to some 80 registrants from Texas, Oklahoma, Arkansas and Louisiana at a cocktail party and dinner dance at the Texas Hotel, Oct. 24, were Houston stations KPRC, KXYZ, KTRH, KHTH, KLEE, KATL, KNUIZ and KCOH.

David Ritchie of Ritchie Advertising Agency, Houston, was elected association vice president, and Alfonso Johnson, Dallas, was re-elected executive secretary and treasurer.

Next year's convention will be held in Tulsa.

HAYES TO KQW

CBS HAS ANNOUNCED the appointment of Arthur Hull Hayes as vice president in charge of the network's San Francisco office [CLOSED CIRCUIT, Aug. 9]. General manager of WCBS New York since 1940 and a CBS executive since 1934, he will head operations of KQW and KQW-FM San Francisco, and a local video station for which CBA has filed application with the FCC.

He will assume his new post after CBS takes over KQW and KQW-FM, purchase of which has been approved by the FCC [Broadcasting, Oct. 25].

It is thought by Mr. Mann that Mr. Hayes will be succeeded as WCBS general manager by Richard Swift, now assistant general manager of the key CBS station. Mr. Swift may be succeeded in turn as assistant general manager by Don Ball, head of the WCBS editing division.

Mr. Hayes began his career in 1926, in the national advertising department of the Detroit News. Two years later he joined the Campbell-Ewald advertising department, and in the early 1930's organized the agency's radio department.

A year after joining CBS in 1934 he was appointed eastern sales manager for the network's radio sales department. In 1938 he was named sales manager of WCBS (then WABC) and two years later was appointed general manager.

Mr. Hayes has filled important industry posts, including chairmanships of the NAB sales managers executive committee, and the NAB committee on standardization of rate cards. He has also served on the NAB committee on contracts, and the NAB retail promotion committee.

Each evening Messrs. Hume and Simpson reported their findings to Mr. Bow at staff meetings at the latter's headquarters in his Pan American Guest House suite, where most of his interviews were conducted.

Mr. Bow told the press here that information obtained, and the names of those volunteering information could be disclosed only by Chairman Hume. It was understood that the assurance of secrecy was thought necessary to encourage those who otherwise would not have wanted to speak publicly in opposition to the government commercial station.

Committee Praised

Local operators and public officials have praised the manner in which the investigation has been carried out. Station owners in outlying cities and towns were invited by telegram to contact Mr. Bow for interviews. Meanwhile, in San Juan, a steady stream of witnesses appeared punctually at hour intervals to speak privately with the committee's counsel.

Hume and Simpson called on others in business, military, and government offices for individual interviews.

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Overall Probe

The investigating committee is not limiting its work to WIPR, however, as all communications matters are being studied, including telephone and the government-owned telegraph system.

Among those interviewed by Mr. Bow was the Most Rev. James P. Davis, Roman Catholic Bishop of San Juan, who earlier had written the committee asking the investigators to look into the "low moral level of certain programs" in the island.

Originally scheduled to go on the air Nov. 17, the government station will not go into operation until perhaps later due to mechanical and organization delays.

The Insular Communications Authority will operate WIPR. Authority Director Rafael Delgado Marquez stated recently that the government did not plan to solicit advertising. It has been pointed out to the committee, however, that the 10 ROC's allotted to the station for its first year's operations would be insufficient to keep it going without commercial sponsors.

Although the investigators are authorized to probe publicity and propaganda paid for with federal funds where and if it exists, stress is being placed on plans for WIPR and private radio operations in the island.

Will Report to Congress

Counsel Bow said that all information obtained here would be incorporated into findings of the select committee in Washington in preparing possible recommendations to the 81st Congress for amendment of the Communications Act, or possibly for an entirely new act.

The investigating group was scheduled to conclude its work here last Friday or Saturday, and leave for Washington at once.

FCC INVESTIGATING 'PAY' IN DISMISSAL

FURTHER hearing was ordered last week by FCC on application of Dr. Francisco A. Marquez for a new AM station in Aguadilla, P. R., to determine whether he paid Jactio Sugranes to dismiss a competing application. Dr. Marquez seeks facilities of 1 kw fulltime on 555 kc.

In its order for the hearing, FCC stated Dr. Marquez positively testified he had given nothing to Mr. Sugranes to influence his dismissal of an application for 1 kw, 5 kw, or 550 kc in Aguadilla. The order stated, however, "that the Commission has in its possession new evidence which is contrary to the aforesaid testimony of Dr. Marquez."

FCC indicated it wished "to determine whether Dr. Marquez or, with his knowledge and consent, his agents or representatives did pay or promise payment in money or any other thing of value to Jactio Sugranes in consideration for requesting dismissal of his application."

The Sugranes application was dismissed "with prejudice" by FCC on June 11, according to Commission records. The comparative proceeding with Dr. Marquez was begun March 20, FCC said, but Mr. Sugranes failed to appear.
PORTER, Representing Steinman Outlets, Hits Proposed Denial

FCC'S POLICY in administering its multiple ownership rules received a thorough going-over last week by ex-FCC Chairman Paul A. Porter. Appearing at oral argument before the Commission en banc to seek reversal of the proposed denial of FM facilities to Steinman stations WRAW Reading and WORK York, Pa., based on grounds of coverage overlap (BROADCASTING, July 26), Mr. Porter cited several similar cases and contended their overlap situations were "as aggravated" as the Steinman cases. He held that the mere fact of overlap should not resolve a case, and pointed out the Commission itself in April 1947 said its FM multiple-ownership rule was not "iron clad."

Porter cited numerous other factors which FCC has indicated it considers in deciding overlap issues, such as proposed service and needs of public, claimed the cases of WRAW and WORK were all different and denied all the standards and that FCC has no basis on which to deny the FM requests.

Appearing in oral argument before FCC last week also, in the New Orleans-Baton Rouge 1540 kc case, proposed unsuccessful applicant Bayou Broadcasting Co. argued its proposal to modify its directional array to protect XENC Celaya, Mexico, was improperly discredited by the Commission in its conclusions (BROADCASTING, July 5). Bayou held it was entitled to comparative consideration, the facts of which would require granting its application for 50 kw day, 1 kw night on 1540 kc, directional, at Baton Rouge.

Galluson Broadcasting Co., seeking 250 w night operation to supplement its 1 kw day assignment on 1540 kc, asked approval of its petition by the Commission to change the night power which would affect neither Baton Rouge nor New Orleans. The other applicants offered no objection.

The Commission also heard argument on its proposed decision to grant WHYN Holyoke, Mass., switch from 250 w on 1400 kc to 500 w on 1560 kc and to deny new application of Pynchon Broadcasting Corp, Springfield (BROADCASTING, Feb. 24, March 10, 1947).

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NAB Board to Study Joint TBA Scheme

Joint Committees Cover Plan; TBA Board Accepts Report

PLANS are rapidly maturing for cooperation between NAB and Television Broadcasters Assn., in guiding TV development, it was learned Thursday following a joint meeting of the two organizations' committees on cooperation.

Adoption of a definitive plan of action by the end of the year, with the new scheme for mutual TV activity to become effective early in 1949, is considered a definite possibility.

The Thursday morning meeting of the two committees in New York was followed that afternoon by a TBA board session at which the TBA committee reported on its progress. The TBA board accepted the report but took no action. The NAB group will present a similar report to that organization's next board meeting around the middle of the month. The two committees are not expected to meet again until after that time.

REFUTES REPORTS Of New Crusade

CBS COLOR

"CBS is not putting color television in its introduction this year," Adrian Murphy, CBS vice president, told broadcasters, CBS will not push its color system, he said, stating definitely that at this time the network has no plans for demonstrations to either the press or the public.

The demonstration of CBS color—including electronic and sequential 6 and 12 mc methods—to FCC decision on September 25 was designed simply to show the system to Commissioners who had heard it discussed during the September hearings on television allocations (BROADCASTING, Sept. 27). However, they had not seen the demonstrations given by CBS while the network's proposal for immediate adoption of its system was under Commission consideration.

Group who witnessed the Oct. 22 demonstration included Chairman Wayne Coy and Commissioners Hennock, Rosel Hyde and E. M. Webster.

Mr. Murphy said that the only recent public statement about color television made by CBS was a letter sent in August to the Joint Technical Advisory Committee of the Institute of Radio Engineers and the Radio Mfrs. Assn., which was investigating utilization of high frequencies for television.

Mr. Murphy's letter, detailing recent experiments of CBS with UHF color transmission, was a part of the TJAC report to the Commission and of its testimony during the September hearings.

ASCP Directive Amended by Court

Enforcement of Rights Blocked Until 'Monopoly' Cases

DECISION of United States District Judge Vincent L. Leibell directing ASCAP to get rid of its rights to license the performance of ASCAP's music in motion picture theatres (BROADCASTING, Aug. 20) has been amended. The amendment now restrains ASCAP from attempting to enforce those rights in any case "where such a license continues as an illegal combination and monopoly in violation of the anti-trust laws."

Amendment, issued last Wednesday, also restrains "ASCAP's" members from attempting to enforce against anyone the motion picture performing rights of any multiple composition of which they have granted only the motion picture synchronization rights to the motion picture producer.

Otherwise the judge's original conclusion of law in the case remain unchanged.

Reasons for Change

Reasons for the change set forth by Judge Leibell include: (1) probability of litigation requiring prolonged court supervision; (2) doubt cast on the court's power to direct divestiture in a private suit, and (3) the fact "that there are now two government suits against ASCAP in this court in which the government is giving ASCAP dissolved as an illegal combination and require ASCAP to divest itself of all the performing right it has received from its members.."

Court requested the motion picture theatres who sued ASCAP to tax their costs and then file [5]le for settlement. Then a new form of proposed decree . . . Defendants (ASCAP and a number of its members) were also invited to submit their ideas on the probable effect of the decree.

The case has direct bearing on the use of motion pictures containing ASCAP music in television. Even more important to broadcasters, reorganization of ASCAP may affect current negotiations for new ASCAP licenses for the use of its music in sound broadcasting.
McFADDEN HEADING AM, FM, TV AT WNBC

ALL THREE NBC owned and operated stations in New York—WNBC, WNBC-FM and WNB T (TV)—last week were integrated under the management of Thomas B. McFadden, former manager of WNBC.

Announcement of the operational integration of the AM, FM and television stations was made by Charles R. Denny, NBC executive vice president. Mr. McFadden will continue to report to James M. Grady, NBC director of owned and operated stations. Mr. Gaines in turn reports to Harry C. Kopf, administrative vice president in charge of outside television activities, in sound broadcasting operations, and to Carleton D. Smith, director of television operations, on issues pertaining to WNBC.

Simultaneously with the appointment of Mr. McFadden, John H. Reber, former assistant to the NBC television production manager, was named production manager of WNBT. He will report to Mr. McFadden.

L. A. TV PRODUCERS IN NEW ASSOCIATION

PACKAGES of live television programs in Hollywood have organized Television Producers Assn., Mal Boyd, head of Mal Boyd & Assoc., is chairman of a temporary board of directors.

Besides acting as liaison between sponsors and freelance producers, TPA will stress improvement of the general level of live shows. Station and agency executives will be invited to sit in with producer members of the association in aid of solving mutual problems.

On committee with Mr. Boyd are Mark Block, president of Stolco-Ebert Television Enterprises; Robert Light of Robert Light Radio & Television Productions; George Goge, partner in M & C Productions; Manny Gresham of Gresham-Atherton Radio & Television Productions; Niles T. Grantland and Gladys Rubans, freelance producers, committee members at large for Nov. 5 with general election to be held in early December.
Fisherman's Luck

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don’t have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It’s W·I·T·H, the BIG independent with the big audience.

W·I·T·H delivers more listeners-per-dollar than any other station in this rich city, the nation’s sixth largest market. W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area.

So if you’re looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W·I·T·H story today!
FCC ON GIVEAWAYS
Proposal Adoption Appears Likely

EARLY ADOPTION of FCC's proposed rules against giveaway programs—but probably in a modified form—appears likely last week.

Observers also thought the Commission might, in addition, seek Congressional action to amplify the existing law against lottery broadcasts, under which it issued the proposed rules [Broadcasting, Aug. 9].

Despite strong industry arguments during the hearing [Broadcasting, Oct. 25], the Commission did not appear convinced that it lacks authority to set up such regulations.

Several members seemed more inclined to follow the plan suggested by former Chairman Paul A. Porter. Speaking as counsel for WITH Baltimore, Mr. Porter told FCC it should issue the rules even if it doubted its power to do so. Thus, he said, the question of authority can be settled in court.

In adopting final rules, FCC was regarded as almost certain to take some of the sting out of its original proposal.

There may also be clarifications to make plain that the regulations are directed against audience-buying programs and will not affect the normal giveaways whose participants are chosen solely from the studio audience.

As originally set up, the proposal would make any program a violation of the lottery law if the selection of a winner is "dependent in any manner upon lot or chance" and, in addition, any one of the following conditions exists:

If the winner is required to furnish money or "thing of value" to possess any product made or handled by any advertiser on the station; if the winner is required to be listening to the program or watching it on television; if the winner is required to answer any question whose answer (or aid in answering) is given on a program carried by the station; or if the winner is required to "answer the phone or write a letter, if the phone conversation or contents of the letter (or substance thereof) are broadcast by the station."

RCA Nine-Months Gross $256 Million
Up $31 Million Over 1947; Net Increase $2.8 Million

RCA and subsidiaries' total gross income from all sources amounted to $256,998,537 in the first nine months of 1948, according to the first nine months of 1948. This is a 11.625% increase over the first nine months of 1948, according to the first nine months of 1947, an increase of $31,985,922.

Net income after all charges and taxes was $15,125,783 for the first nine months of 1948, compared with $12,533,758 in 1947, an increase of $2,595,025. After payment of preferred dividends, net earnings applicable to the common stock for the first nine months of 1948 were 9c per share, compared with 71c per share in the first nine months of 1947.

WIP Philadelphia has received a citation for service in fire prevention from the Box 1776 Ass'n.
FOUR OF THE biggest elephants from RINGLING BROTHERS AND BARNUM & BAILEY CIRCUS went through their routine of tricks in WBAP-TV's main studio, October 10, 1948, for the FIRST such telecast in history.

A few seconds after the above picture was taken, the heavy stars did headstands, rode piggy-back and lifted the trainer's wife high into the air for the Fort Worth-Dallas area television audience. They entered the studio through the station's famed "video lane" (see insert).

The station literally moved elephant mountains — one to a huge flatbed, 12-wheel truck — over a 5-mile course — to make this telecast possible.

WBAP-TV, the Southwest's FIRST television station, will continue moving mountains — (four legged or common variety) — to bring its viewers the "firsts" and the best in television.
TV DAY

TOP-LEVEL industry heads have been invited to a meeting in Chicago Nov. 16 when the city's Rotary Club sponsors "TV Day." More than 1,000 guests will hear FCC Chairman Wayne Coy speak on "The Potential of Television." All Chicago television stations are cooperating in the special session, which will be in the form of a luncheon at the Sherman Hotel. Broadcast manufacturing leaders, stars of video and the screen and "Miss Television of 1948," elected at the recent National Television and Educational Lively Show in Chicago, will be introduced. New TV equipment will be exhibited in the hotel's main dining hall, and luncheon guests will watch on-the-spot televising by WGN-TV, Chicago Tribune station, and WNBQ, NBC's Midwest video outlet which is on the air now on a test basis. A special "jeep" studio, where persons may see themselves as the video camera does, will be installed by WGN-TV.

Mr. Coy is expected to be introduced by Niles Trammell, NBC president. Other special guests who have made reservations are Charles Denby, NBC executive vice president; Cmdr. Eugene F. McDonald of Zenith; J. S. Knowlson and Samuel Insull Jr., Stewart-Warner; Paul Galvin and W. H. Stellner, Motorola; Harold C. Mattes, Belmont Radio; E. S. Alschuler, Sentinel Radio, and L. M. Park and Seymour Mints, Admiral. F. E. Shure, president of NBC's Central Division, worked out details of the project with other members of Chicago's Station Relations Council—Capt. Bill Eddy of Television Assoc., former general manager of WBKB, Balaban & Katz video station; William McGuiness and Frank Schreiber, commercial and general manager of WGN-TV; John H. Norton Jr., ABC Central Division vice president; James Stinton, general manager of ABC Central Division; Frank Falkner, general manager, and Erwin H. Shomo, commercial manager, WBBM; Arden Rodner, president, and Don Paus, vice president; Television Advertising Productions, and John Balaban, manager of WBKB.

Wayne Williams, vice president and radio director of K. A. Shepard agency, director of Universal Recording Corp. and a member of the Rotary Club, is program chairman. The meeting will take place during National Radio and Television Week, although it is not being conducted in conjunction with it.

Give Punch to Your Sales in Nashville!

WSIX can give your sales the same extra punch that so many sponsors report from our 60 BMB counties. 1,321,400 people in that coverage area spent $654,888,000 last year in retail stores alone. Isn't that a market worth hitting? And WSIX can help you.

* Projected from Sales Management May '48

Bartlett Named Manager Of Calif. Inland Group

PAUL R. BARTLETT, owner-operator of KERO Bakersfield and general manager of KRFE Fresno, has been appointed general manager of California Inland Broadcasting Co., licensee of KRFM (FM) Fresno and KTKC Visalia.

Mr. Bartlett, company president and board chairman, and also owner of KFRE, announced the appointment Oct. 26. Mr. Bartlett will be particularly concerned with effecting merger of KTKC and KFRE and start of the KFRE 50 kw operation on 940 kc early next year. New 50 kw transmitting plant is nearing completion.

GE Profits

OPERATIONS of the General Electric Co. and its consolidated affiliates for the first nine months of this year resulted in a 34% increase in profits available for dividends over the corresponding period last year, President Charles E. Wilson revealed Oct. 22. Profits for the first nine months of 1948 were $83,533,459 as compared with $62,466,626 for that period in the preceding year. Earnings for the nine-month period this year were equivalent to 7.4 cents per dollar of sales and to $2.91 a share of common stock, compared with 6.8 cents on the sales dollar and $2.17 a share earned in the same period a year ago.

Col. Nussbaum Is Named Head of Air Force Radio

COL. HOWARD NUSSBAUM has been named chief of the Air Force radio section, public relations division. He replaces Art Force, who is now with Steve Hannegan Assoc. as account executive in charge of Electric Auto-lite account. Mr. Force is former ABC New York night news editor.

Col. Nussbaum was producer-director with NBC New York, prior to the war. He organized the AAP radio section in Washington, and was then assigned to the 8th Air Force as European Theatre radio officer. Later he became radio officer for Gen. Omar Bradley. After the war he joined ABC as production manager. Early this year he returned to active duty for a special mission to Greece.
There's a lot more to it than this...

In fact, there's a complete story behind this picture. The man is a Weed & Company representative. He's almost always welcome wherever he goes... Why? There's a lot to it that doesn't show in a receptionist's friendly smile.

There's training and timing, associations and experience... There's a lot of knowledge backed up by a lot more hard work. Basically... there's the fact that he never wastes time.

He means business... he talks business.

He knows specific markets like the back of his hand and he talks effective coverage in them. He knows how to get maximum results from every penny you spend for advertising... he talks Spot Radio.

Spot Radio is a highly complicated as well as a highly profitable medium. The expert knowledge required to use it correctly makes Weed and Company service indispensable to any radio advertiser.

**Weed & Company**

**radio station representatives**

new york • boston • chicago • detroit

san francisco • atlanta • hollywood
ATTENDING Gannett Radio Group board meeting in Olean, N. Y., Oct. 21-22, are: (seated, l to r) Glover Delaney, manager, WTHT Hartford; Gunnar Wiig, manager, WHEC Rochester; Dale Taylor, manager, WENY Elmira; Paul Miller, head of Gannett Radio Group, Rochester; standing, Russell Wilde, manager, WABY Albany; John Henzel, manager, WHDL Olean; Bernard O'Brien, engineering consultant, WHEC; Max Everett, New York representative, and Robert Burrow, WDAN Danville, Ill.

THE SECOND in a series of dinners to acquaint timebuyers with the facilities of WFS and WFS-FM White Plains, N. Y., held Oct. 22, was attended by (l to r) Pat Sullivan, Headley-Reed; Jean Lawlor, SSC&B; Ed Devney, Headley-Reed; Penelope Simmons, Federal Adv.; Esther Ojala, DC&S; Helen Wilbur, DC&S; Chester Stabyaugh, Morse International; Fred Stoufand, BBDO; Bill Howard, Morse International; Carol Sleeper, DC&S; Chris Petrina, Sherman & Marquette; Genevieve Schubert, Ted Bates; Tom Lynch, Newell-Emmett; Mickey Hart, Sherman & Marquette; Mary Dunlavey, Pedlar & Ryan; Bob Reuschle, Headley-Reed; Maria White, Day, Duke & Tarleton; Bill Kennedy, BBDO; Charles Tanton, French & Preston; Bill Faber, Headley-Reed, and Jerome Harrison, French & Preston.

EVERYONE at WCCO Minneapolis was happy during a get together of (l to r) Carl Ward, WCCO sales department; Merle Jones, WCCO manager; Hubbell Robinson, CBS program v.p.; Gene Wilkey, WCCO program director, and Bob Sut- ton, station production man.

MARYLAND'S Gov. Lane (l) and Mayor D'Alessandro of Baltimore (r) were on hand to congratulate Ewell K. Jett, former FCC commissioner and now director of radio for WMAR Baltimore, when WMAR-TV celebrated its first anniversary Oct. 27.
NEW ORLEANS
1st in the Deep South
---Based on Latest Listener Diary Study!*

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

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

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

4. Biggest net audience for strip programs.

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

This is definite proof folks turn to WWL... 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey; your Katz Agency representative has it.
DON'T TAKE A RISK ON CHANCE (Ky.!)!

Maybe you're a wizard on very long shots. In that case you might want to take a radio risk on Chance (Ky.), or even on the rural parts of the State as a whole.

But the one sure thing in Kentucky, believe us, is the Louisville Trading Area. It's the winner every time. Why? Because the people in this area spend more dough and buy more radio-advertised products than all the rest of the folks in Kentucky combined.

WAVE has a "direct wire(less)" into practically every radio home in the Louisville Trading Area—and darned little waste outside. WAVE gives you the best play for your money in this entire section. Wanna bet that the complete facts won't convince you? Ask Free & Peters!

Russian Attempts For Ultrafax Fail
Soviets' Request Authorization From RCA; Are Turned Down

ATTEMPTS by Russia to secure rights for the use of Ultrafax, RCA's new system of communications for transmitting a million words a minute [Broadcasting, Oct. 25], have been fruitless, defense officials revealed last week.

RCA, defense officials disclosed, was approached by the Russians, with a request for authorization to set up an Ultrafax system ostensibly within the Soviet Union. The request for rights to the invention, which has great potential military application, was rejected by RCA. Defense authorities were immediately advised of the Russian bid.

Although full details are lacking, military authorities made it clear that the Russian proposal was refused for security reasons. A major bottleneck in such huge military undertakings as the World War II Normandy invasion has been jammed communications. It is believed Ultrafax would reduce or eliminate this hazard. Ultrafax is designed to serve as a rapid communications system between battle fronts, rear areas and factories at home.

Potentials of Ultrafax for military operations are presently being evaluated by Navy Communications and the Army Signal Corps.

During the public debut of Ultrafax, when it transmitted the 1,047-page volume of "Gone With the Wind" in two minutes, 21 seconds, a message was also sent via Ultrafax by Defense Secretary James Forrestal.

In the letter written to Brig. Gen. David Sarnoff, president and board chairman of RCA, and transmitted over Ultrafax, the defense chief pointed out that "in wartime, extra burdens are placed on the existing means of communications, transmitting combat information to and from the commanders in combat areas. Every step which improves the effectiveness of this network enhances the security of the nation."

East - Midwest Video Cable Is Completed

AT&T has laid the last link of coaxial cable between Philadelphia and Cleveland, completing the cable connections between the Midwest and East television networks.

The interconnection of the video chains awaits only the installation of plant equipment along the coaxial route, a project which is expected to be completed next January. The exact date on which East-Midwest television service will be available has not been announced.

Hereford’s the Place
MARRSHALL FORMBY, manager of KPAN Hereford, Tex., which took the air Aug. 4, wants to know how it's possible to convince people the station is at Hereford and not Canyon, Tex. Permit originally granted to Mr. Formby and his partner, John Blake, authorized them to build their 250 w daytimer at Canyon, but the permit was changed to Hereford early this year. Mr. Formby sent out postal cards telling of station's new address, but KPAN continued to receive much mail addressed to Canyon. At NAB District 13 meeting in Fort Worth Mr. Formby carefully registered as being from Hereford. But when registration lists identified him as manager of a Canyon station he gave up. Weekly he is still reminding people that KPAN is at Hereford, not Canyon.

Telecoin Corp. Forms TV Manufacturing Affiliate

TELECOIN Corp. ("Laundrette") self-service laundry chain) has announced formation of a television manufacturing affiliate, TeleVideo Corp., at 241 Fairfield Ave., Upper Darby, Pa. Paul Weather, former RCA Victor electronics expert, is president of the new company.

Tele-Video will make multipurpose video systems for "hotels, schools, theaters, television stations, hospitals, large dwellings, cocktail lounges, and other institutions and locations," according to Eugene B. Formby of the Telecoin Corp. Board.

The units are to consist of a "master television receiving brain which will relay simultaneous pictures and sound to any number of outlets on the premises."

Tele-Video systems will have an optional coin-operating attachment.

'Hopalong' to 26

RESULTS COME EASY
When You Penetrate
This TWO BILLION Dollar Market
with KSO

• IOWA FARM INCOME MORE THAN TWICE THE NATIONAL AVERAGE
  The total farm income for Iowa in 1947 was $2,381,086.00, an average per farm in Iowa of $11,396.00 compared to the U. S. Average of $5,203.00 per farm.

• DES MOINES BUSINESS HITS RECORD—FIRST FOUR MONTHS OF 1948
  Total business for Des Moines as measured by individual bank debits reached $1,263,381.00, approximately twice the amount for any of the war years.

• INDUSTRIAL PAYROLLS INCREASE IN DES MOINES
  Des Moines, with an industrial payroll of 17,000 is still on the way up and Des Moines is now in the midst of one of the largest construction programs it has ever experienced.

• IOWA OUTRANKS TEN OTHER LEADING STATES IN FARM INCOME FOR 1947
  Iowa, with 208,934 farms, outranks these states in Farm Income: California, Texas, Illinois, Minnesota, Kansas, Nebraska, Missouri, Indiana, Ohio and Wisconsin.

• THAT'S YOUR KSO MARKET IN IOWA
  Advertisers in this Des Moines-Central Iowa market have long valued the penetration, audience loyalty and result-producing power of KSO.

DES MOINES • 5000 WATTS
KSO
Basic Columbia Station for Central Iowa
MURPHY BROADCASTING COMPANY,
Kingsley H. Murphy, President
Headley-Redd Co., National Representatives
WBAL-TV

Finds 52.4% of Baltimore Pub's Use Sets in Afternoon

A TELEPHONE survey made during the second week of WBAL-TV's afternoon programming revealed that 52.4% of the taverns and 15.4% of Baltimore homes had television receivers tuned in between 12 noon and 5 p.m. Harold See, WBAL's director of television, supervised the survey.

The Hi-Jinks program, now in its second week on WBAL-TV from 12:15 p.m. to 1 p.m., was being viewed by 17.8% of the homes called. Of other home owners contacted during the day, 19.4% said they tuned in Hi-Jinks consistently and 18.1% occasionanly. Television Matinee, telecast 4 p.m. to 5 p.m., is viewed by 32.8% consistently and 21.8% occasionally. This program has been telecast for seven months.

Lowest rating was 7.7% for a music and still picture program. Announcement at the beginning of this program was the effect that "You do not have to look at this program. It is designed so that you can listen to the music while doing your housework." Television set owners who were not tuned in gave a reason:

"Too busy with household chores and children.

"Didn't know the programs were on.

"Want more children's programs.

"Want more films.

"More domestic and cooking programs."

Many had praise and suggestions for specific afternoon programming.

WBAL-TV expects to continue cross-section surveys. A full schedule of afternoon programming beginning at 12 noon is instituted Oct. 18, 1948, and is being vigorously promoted with newspaper advertising, direct mail and announcements on the air.

HIGGINS TO LEAVE NAB FOR WMOA POST

HUGH M. P. HIGGINS, NAB assistant director of broadcast advertising, this week assumes the post of vice president and general manager of WMOA Marietta, Ohio. President and treasurer of WMOA is William G. Wells, deputy director of the Civil Aeronautics Adm., Washington.

Mr. Higgins was in charge of sales promotion during his three-year term at NAB. He is co-author of Radio for Retailers and author of many articles on promotion, including Operation Prime Time.

Before joining NAB Mr. Higgins was NBC sales promotion director in Washington. During the war he served in the Army Air Force and held a majority. His work included public relations with the 20th Air Force, which dropped the atomic bomb.

FOREIGN Tongue Stations Total 220, NAB Says

FOREIGN language broadcasting is carried by 220 stations, NAB announced last week on the basis of a survey conducted by Dr. Kenneth H. Baker, director of research. Returns were received from 1,077 AM and FM stations for September. A 1942 survey showed 205 foreign tongue stations. Another 150 stations claimed to have talent and/or audience for foreign language broadcasting.

NAB's survey lists foreign language broadcasting by states, cities and stations, classified by languages used. Most popular languages are Spanish, followed by Italian, German, Polish and French.

WPEN Up Rates

RATE CARD number five, effective Nov. 15, has been issued by WPEN Philadelphia. One-minute spot and five, ten and 25 minute segments are raised at uniform rate. Rate for all Class C time, 11 p.m. to 7 a.m. is raised in every time length classification.
50,000 WATTS
"UMBRELLA COVERAGE"—IN
ALL DIRECTIONS
NATION'S THIRD LARGEST MARKET
FIRST IN EVERY PHILADELPHIA
LISTENERS' SURVEY EVER MADE
CBS AFFILIATE

On WCAU you're in
Philadelphia

THE PHILADELPHIA BULLETIN STATIONS
Represented by WCAU Sales Staff in Philadelphia and New York . . . elsewhere by RADIO SALES.
You needn’t stoop to conquer "Victor"

[Image of "Victor"

*You needn’t stoop to conquer "Victor" (IOWA)*

It’s a small market, sure . . . but it’s not beneath the biggest advertiser. It’s one of the 1,059 towns that dot the WMT (BMB) map . . . prosperous and industrious towns whose total buying power adds up to important money.

WMT offers a sure way to reach VICTOR—and Eastern Iowa. Exclusive CBS outlet in the area, technically fine 600 kc frequency, well-listened-to local farm and news programs, all contribute to WMT’s dominance in this important farm-and-industry market. Ask the Katz man for full details.

**Junior Advertising Club Holds Panel on Inflation**

A PANEL of four of the Junior Advertising Club of Philadelphia Oct. 21 discussed whether advertising has been a contributing factor of any importance in the present inflation. Occasion was the club’s first annual dinner.

The panel included Walter D. Fuller, president of Curtis Publishing Co.; William L. Baft, president of SKF Industries; Edwin F. Thayer, publisher of Tide, and J. A. Livingston, financial columnist and economist.

Mr. Livingston thought advertising could be inflationary if it stimulated buying and bond buying, but added that “advertising has been more marginal a factor in inflation to make me happy.” Mr. Fuller viewed advertising as a weapon against inflation, declaring that it helps to shift demand from scarce goods to plentiful goods, thus helping to lower prices.

Moderator for the panel discussion was Jerome B. Gray, partner in Gray & Rogers, Philadelphia advertising agency.

**Eastern Air Lines Film Booked by 17 TV Outlets**

SEMI-DOKUMENTARY film, “Air Power Is Peace Power,” produced by Jerry Fairbanks Productions for Eastern Air Lines, has been booked as a sustaining by 17 TV stations. Film depicts progress of aviation and features Capt. Eddie Rickenbacker calling for a strong coordinated striking force to repel aggressor nations.

Stations given permission to televise film include: WCBR-TV, WPIX-WNY, WBK-T New York; WMAV-TV Baltimore; WNAC-TV Boston; WCAT-TV WFIL-TV Philadelphia; WABC-TV New Haven; WTVR-TV Richmond; WGMT-TV Newark; WBNZ Chicago; WAVE-TV Louisville; WBZ-TV Atlanta; WMAL-TV Washington; WAPB-TV Fort Worth; WBEN-TV Buffalo; KTSK Hollywood.

TV SET FOR EACH NEW DETROIT PROJECT HOME

ALBERT BUILDING Co., Detroit, will install a television set in each of the popular-priced homes the company is erecting in its Oak Park development.

The announcement was made in a letter to Harry Bannister, general manager of WWJ-TV, Detroit News video outlet, in which the building firm praised WWJ-TV for its “diversified TV programs.”

Signed by Albert Winnick, an executive of the firm, the letter added: “It gives me great pleasure to make possible this contribution to television, as I feel no home should be without its pleasant as well as educational entertainment. Best wishes for your continued success in this great field of entertainment.”

**‘NUF TO FROST YOU ‘People Are Funny’ Winner**

PROVING beyond doubt that people are funny, in the colloquial sense of the word, the radio show of that name on Oct. 5 came up with a grand prize which, for sheer size, must be acknowledged as the pinnacle, to date, of radio giveaways.

*People Are Funny* gave away a glacier.

Rose Marie Beatty, of Charles-town, Ind., the lucky winner, was given a notarized deed to a hunk of ice, four miles long, one mile wide and a half a mile thick. Figured at average city prices for ice, 50 cents per 100 pounds, Miss Beatty’s prize is worth about $78,000.

It may be difficult for her, however, to realize the full commercial worth of her new frozen asset. The glacier is now located at Juneau, Alaska, and at its present rate of movement is not expected to reach the nearest market area in the United States before 15,000 A. D.

Never a man to let a gag stand by itself, Art Linkletter, m. c. of *People Are Funny* (NBC Tuesdays 10:30-11 p.m., sponsored by Brown & Williamson Tobacco Co.), told Miss Beatty that, although she owns the glacier, someone else owns the property it now occupies. The land owner wants her to take delivery of the ice cap within 30 days, an assignment which came as chilling news.

**New Transcribed Series To Feature Pat O’Brien**

BROADCASTERS Program Syndicate, Hollywood, has signed Pat O’Brien, film actor, to star in a new quarter-hour, five times weekly transcribed series, *Pat O’Brien—From Inside Hollywood*. Series will be available to approximately 500 member stations under the firm’s “cooperative program syndication plan” [Broadcasting, Oct. 11].

With Mr. O’Brien handling commentary and interviews of top radio and film names, series will include Hollywood news and dramatized scenes from films in production. Bruce Eells & Assoc., administrator for the syndicate plan, said the series will be available to member stations by Dec. 15.

**KPIX (TV) Redied**

KPIX (TV), sister operation of KSFO San Francisco, is expected to take the air in early December, according to Philip G. Lasky, vice president and general manager of KPIX-KP (TV). The antenna for the video operation has been mounted atop the Hotel Mark Hopkins and TV cameras are currently being tested. Transmitter equipment will be housed on the 20th floor of the hotel and studios will be in the KSFO building annex of the hotel.
Partner, it's the FIRST — the No. 1 Market in Kansas we have COVERED — COMPLETELY COVERED. For your money you get delivery of the key NBC STATION IN Kansas ... with thousands of new listeners ... at the lowest cost per listener in these parts. A hustling, lusty market, outgrowing its breeches every few months. What a market! What a station! What a radio buy!

Represented by TAYLOR-BORROFF & COMPANY, INC.

**KANS NBC**

WICHITA, KANSAS
An Extra Cup
For a surprisingly high percentage of 71⁄2 million folks within reach of the WSM voice, there is an invisible, but potent, label to look for on the coffee they buy... the WSM label. To this big and rich market the favored brands are those which are WSM-advertised.

Whether your product is coffee or camphor, you’ll find WSM is your best approach to high sales quotas in this prosperous Southern market.
The Golub Report

THE GOLUB REPORT on the FCC (see separate story, this issue) contains much to commend it. In particular, we think its analysis of FCC’s overall policy planning puts the finger on a basic weakness which for too long has gone uncorrected.

After studying overall regulatory policies and objectives, Mr. William W. Golub, an investigator for the Hoover Commission and author of the report, concludes that FCC doesn’t have any.

The conclusion is scarcely startling to those who have observed FCC operations for a day-to-day basis over a period of years. Yet Mr. Golub feels that on specific questions the Commission has demonstrated an ability to formulate sound policy when it once faces up to the task. He recommends that FCC temporarily forsake lesser business and concentrate on an “emergency short-range planning program” to “single out its objectives and the policy determinations required for their achievement.”

That, of course, would be only one step. It would also be necessary to apply its policies uniformly—a factor which the Commission has not always considered compelling, as witness its upholding a special service of AM engineering standards, for example.

There are other recommendations in which we concur. We have long regarded the Commissioners’ $10,000 salaries as too low; the $15,000 suggested by Mr. Golub is the minimum needed to attract and retain qualified members. We also agree that there should be changes in the Communications Act to provide “sanctions of lesser severity” for violations of the FCC regulatory policies. Increased attention to long-range planning—as in TV allocations currently—seems not only desirable but imperative.

Weaknesses in the Golub report, come, for the most part, from the apparent fact that in gathering his information Mr. Golub relied almost exclusively upon FCC, its records and personnel. We cannot agree, for example, that the Commission has always been able to resist the political pressures to which it is subjected. Mr. Golub might have got a more penetrating and better balanced insight in many cases by consulting those who must live under FCC’s rules and decisions.

The report, however, is preliminary. Prepared on direction of the Hoover Commission on the organization of the executive branch of the government, it reflects only the opinions of Mr. Golub as head of the investigating staff. The Hoover group’s Committee on Regulatory Agencies, which will use it in preparing its own report, is privately soliciting comments from outside of government. The Hoover Commission itself will draw up the final report, which goes to Congress in early January.

Somewhere along the way, it is likely that someone will attempt to resurrect the proposal to lump FCC, the Interstate Commerce Commission, and assorted other agencies into a Dept, of Transportation and Communications. Such a plan would be unsound to the point of being dangerous. The varied regulatory philosophies represented by such divergent agencies cannot be pooled for administration by a single department. The philosophy of a free, competitive radio would be threatened. It is to Mr. Golub’s credit—and one of the strengths of his report—that he envisages continuation of FCC as an independent agency.

GOAR MESTRE

O NE OF the prime movers of free radio in Latin America, and consequently one of Juan Peron’s more bitter foes, is Goar Mestre, newly elected president of the Inter-American Assn. of Broadcasters.

An exponent of free radio long before he helped draft the IAAB resolution citing the lack of radio freedom in Argentina, Mr. Mestre operates the CMQ Network in Cuba, its originating station, CMQ, and two other stations in Havana.

Born 35 years ago in Santiago de Cuba, Mr. Mestre is the youngest of four children and a fourth generation Cuban. His father is in the wholesale drug business in Santiago.

Mr. Mestre is associated with his two brothers, Luis Augusto and Abel, in all their business enterprises which include, in addition to their radio holdings, three wholesale drug houses; a manufacturers representative and food manufacturing concern, plus an advertising agency. Angel Cambo is a partner in the Mestre radio interests and Arturo Chabas is sales manager of CMQ.

Until he was 13, Mr. Mestre received his education in Cuba. At that time he entered preparatory school in the U. S. and was graduated in 1932 from Chestnut Hill Academy, Philadelphia. Four years later he completed his education at Yale.

Upon graduation, Mr. Mestre joined the National Carbon Co., first in New York and later in Argentina. He returned to Cuba in 1939 and started the manufacturers representative and food manufacturing business. Published Mestre y CIA, one of Cuba’s most important advertising agencies, was founded by him in 1942 and a year later, with his brothers, Mr. Mestre bought controlling interest in the CMQ Network and its key station, CMQ Havana.

At present the network consists of seven stations, all of which are on a direct wire hook-up 18 hours a day. CMQ has its own studios; the other six stations take the programs from Havana for broadcast. These other stations are in Santa Clara, Camaguey, Holguin, Pinar del Rio, Santiago de Cuba and a 1 kW shortwave station beamed to Central America.

CMQ today is considered the number one radio organization in Cuba and, with the other competing network, controls about 90% of the

(Continued on page 50)
Want to reach a big farm market... at surprisingly small cost? Take a look, then, at the latest data on radio's oldest regularly scheduled farm service... THE KDKA FARM HOUR.

In the 117 counties in KDKA's BMB daytime area, 1,044,713 people live on 258,035 farms. Their net income exceeds $478 million. They drive 198,845 cars, 84,580 trucks, 58,005 tractors. They purchase more than $144 million worth of feed annually.

These are but the highlights of a new survey on this popular Farm Hour. For the full story, see NBC Spot Sales or the KDKA Sales Department. You'll learn how to increase your sales in a great farm area through participations on this inexpensive 6 to 7 AM program!

KDKA
Pittsburgh's 50,000 Watt NBC Affiliate

WESTINGHOUSE
RADIO STATIONS Inc
KEX - KYW - WBB - WBB - WOWO - KDKA - WBZ-TV
National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters
QUICK formation of local committees to conduct "Voice of Democracy" contests in cities lacking Junior Chamber of Commerce chapters has been started by the Jaycees.

With National Radio Week a fortnight off (Nov. 14-20), NAB has been receiving a large number of letters from school officials and pupils outside the 1,700 cities where the chamber has chapters. NAB is referring the letters to the chamber, which is encouraging mayors to name local committees of young businessmen to handle the contest locally.

Radio Mrs. Assn. activity was at a peak last week, according to W. B. McGill, Westinghouse Radio Stations, who heads the RMA-NAB Radio Week Committee. As thousands of dealers worked on plans to hold open house during the week and use advertising media to contact the public, the number of organizations taking the project continued to increase.


Dealers and distributors have been given a total of 25,000 copies of the "Voice of Democracy" contest manual. Retailers are building promotion around the slogan "A Radio for Every Room—A Radio for Everyone." Advertisements call attention to postwar technical improvements in receivers and staves, "Radios today are designed for every home in your town and reflect the intent of the radio industry toward better living."

**New AM Granted For Alliance, Neb.**

NEW STANDARD station on 1490 kc, 250 w fulltime, was granted last week by FCC to Ben J. Sallows, Alliance, Neb., owner and editor of the Alliance Times-Herald. Estimated cost is $17,773.

WGST New Castle, Pa., was granted reinstatement of construction permit to increase power from 1 kw to 5 kw, operating fulltime on 1280 kc, with directional antennas at night. The CP originally had been authorized in October 1947 with tent permits for 1 kw.

In other AM actions, the Commission set aside previous grants to two existing stations for modification of their directional arrays. FCC has desisted its requests for hearing to determine issues of possible interference to other stations.

Upon petition of WSPD Toledo, Ohio, the Commission set aside its action of Jan. 16 granting application of WKJG Fort Wayne, Ind., for modification of permit to specify a directional array different from that specified in its original CP. The WSPD petition was set for hearing on Dec. 2.

Through the hearing the Commission will seek to determine whether the proposed operation of WKJG under its original permit would involve objectionable interference to WSPD. Another issue to be determined is whether the operation of WKJG under the modification of directional array would involve an increase of interference to WSPD.

FCC indicated it also is interested in the nature and extent of possible interference, the areas and populations affected and the availability of other broadcast services to such areas and populations. Both WKJG and WSPD were made parties to the proceeding. WSPD is licensed on 1270 kc with CP, and WKJG holds permit for 5 kw on 1380 kc.

Upon petition of WCAZ Carthage, Ill., the Commission set aside its grant of July 12 to WCLF Chicago for modification of license to change its daytime directional array. The WCLF application was designated for hearing and WCAZ was made a party. WCAZ is licensed on 990 kc with 1 kw daytime and WCLF is licensed on 1000 kc with 5 kw and holds CP for boost to 50 kw, directional fulltime.

**Use of Measuring System is Granted**

**Richards Will Utilize Gillett Interference Device**

GLENN D. GILLETT, Washington, D.C., engineering editor, last week granted a license to the G. A. (Dick) Richards stations for use of his patented method for continuous measurement of distance in television broadcasting without the need of an observer sitting down the local facility. The system will be used in conjunction with WGA Cleveland, WJR Detroit and KMPC Hollywood.

The system had been developed independently by the general engineering department of the Richards stations and explained in a technical paper presented by Robert A. Fox at the engineering session of the last NAB convention in Los Angeles [BROADCASTING, May 24].

However, according to Mr. Gillett, it was discovered a fortnight before the convention that the system was "blanketed" by the Gillett interference device patented in 1937. The license to the Richards stations is valid for the duration of the patent and the fee is said to be "substantial."

Before the war the Gillett firm developed equipment and used the system in hearings before the Commission. The war somewhat restricted its use. Operating on the principle of a beat frequency method of measurement, the system can furnish a continuous and unattended mechanism for determining interference to a given station, at any point within its service area, caused by one or more remote stations. The measurements can be made at any time and the station whose service area is being checked need not cease operation.

Mr. Gillett last week reaffirmed his engineering philosophy at the NAB session that his firm was willing to provide equipment for the tests or to license others to use the system.

**Taylor Says Radio Should Be Realistic**

"Radio should tell the true story of how little brotherhood exists in the country today, instead of telling how beautiful things might be," said Davidson Taylor, CBS vice president, at last Monday's session of the annual board meeting of the National Conference of Christians and Jews. Sessions were held Monday and Tuesday at 25th and 26th, at the Waldorf-Astoria, New York.

"The NCCH theme, of group prejudice as a national menace, has been treated on an allocation plan for the next four years," Mr. Taylor said, "and many fine brotherhood programs have been presented."

Ben Bowers, president of Biow Co., New York, participating in the same discussion, pointed out that brotherhood could be sold via advertising as well as any other idea.
If you want a 5 KW AM Transmitter right away...

...you can get immediate shipment from stock on the famous Western Electric 405B-2 utilizing the Doherty high-efficiency circuit.

If you plan to step up to 10 KW later on...

...you can order a complete conversion kit for change-over in the field. Kits are available also to present users of the 405B-1 and 405B-2.

When you buy a Western Electric 405B-2 5 kw AM Transmitter, you get these outstanding advantages:

The Doherty high-efficiency circuit permits attainment of extremely low noise, harmonic distortion and inter-modulation distortion. The negligible carrier shift assures full utilization of assigned carrier power.

With low level modulation, no damage will result if the transmitter should be heavily overmodulated with either interrupted or continuous tone at any audio frequency, even for extended periods.

Compact design permits installation in relatively small space. Modern styling harmonizes with any architectural treatment.

You get these—and many other features—when you buy a 405B-2. And... you can get one without waiting—convert it later to 10 kw if you step up your power! For full information, call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Ave., New York 17, N.Y.
C. M. Storm Co. Changes Name to Storm and Klein

CHARLES M. STORM Co., New York advertising agency, on Nov. 1, is changing its name to Storm and Klein Inc., Allston E. Storm, president of the agency, announced last Friday. Charles M. Storm will continue as chairman of the executive committee.

Eddy Glass, executive vice president of Charles M. Storm Co., for 10 years, will continue in that capacity. The agency was founded in 1888 by Jules P. Storm, the father of Charles M. and Allston E. Storm.

Swaney Expands Radio Department

Radio department of the Morris F. Swaney Agency, New York, has been expanded as a result of the recent merged interests of the firm with the Henry A. Loudon Adv. Agency of Boston.

Heading the Swaney radio department is Earl G. Thomas, who has joined as vice president in charge of the Loudon agency, which has been appointed assistant to Mr. Swaney; Charles L. Funnell, a vice president and account ex-ecutors; Mr. Thomas has now an account executive; Anthony G. Cris- Cumberland, and Harold D. McAneny, who have joined as production manager and creative director, respectively.

Pamela Rolston, formerly with international division of Reader’s Digest, and Virginia Florio, freelance writer, have joined the depart-ment of writers. Others will be added soon.

All time facilities are bought from the Swaney Chicago office, but creative work is done in New York.

With the merger, five new account handlers are now with Swaney.

New CBS Series Starts

Nov. 8; Stanton Is Guest

FRANK STANTON, CBS presi-dent, will appear on You and Tele-vision show, as guest on the series beginning on CBS Nov. 8.

Mr. Stanton will be the first guest on the Monday-Friday, 6:15-6:30 p.m. series which will be carried by the overall title You and . . . Television will be the subject of the first five broadcasts. Experts in the various fields under discussion will be interviewed by CBS staffs.

100-Year Forecast

Harrington of WBBM Chicago... Calls for Crystal Ball

JOHN HARRINGTON, WBBM Chicago newscaster and sports-caster, was in the market last week for a guaranteed-to-produce crystal ball.

William P. Howlett, vice president of Carl Byoir and Assoc., publicity firm, asked Mr. Har-rington what he would like to see in the future and what the forecast will look like in 2048 A.D. in just 100 words. The brief word picture will be buried this morning in a "time capsule" commemorating railroad’s 100 years in the city.

The capsule will be 15 feet underground at Kinzie and Canal Sts., site of Chicago’s first railway depot. Statements from radio comm-mentators will be buried also. Thirty-two railroads have pre- pared mementos which “freeze” railroading as it exists in Chicago today for the benefit of future generations. The capsule, a mit- nomer, is a two-ton cube.
KGO's new 50,000-watt output gives your radio advertising more power where it does the most good—where the most people live and listen. Nearly 70% of all Northern California's radio homes are in the Metropolitan Bay Area. KGO, with its increased power and directional antenna, saturates this area with a signal equal to that of a 100,000-watt transmitter! Directional transmission avoids waste over the Pacific Ocean and the Sierra mountains. It focuses your message right on the people you want to talk to.

But besides adding power in the big-market section, KGO's new strength multiplies its coverage. Now its area of dominant signal strength is three times larger than ever before. And mail responses to nighttime programs come in from fantastic distances—as far away as Alaska! Letters prove a listenable signal in seven Western states and part of Canada, in addition to 51 of California's 58 counties. When your advertising message rides that signal, it's going places!

Your sales story can find a big, ready-made audience on one of these popular programs:

2. Philo Vance 10:15 pm Thursdays. S.S. Van Dyne's urbane crime-solver, with his old companions District Attorney Markham and Sergeant Heath, is proving one of radio's most popular sleuths. Follows Richfield Reporter.
3. Elmer Davis 6:15 pm Tuesday through Friday. Calm, dispassionate analysis of the news by one of the most respected reporters on the air. A co-op program at local rates with all the prestige of a full network show.
4. ABC Home Digest 6:30 am weekdays. John Harvey, veteran showman and storyteller, conducts this new KGO participating show. It's tailored for full family listening and soaring mail returns show its growing popularity.

Call the ABC spot sales office nearest you for information about any or all of these stations:

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<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Power</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJZ</td>
<td>New York</td>
<td>50,000 watts</td>
<td>770 kc</td>
</tr>
<tr>
<td>WENR</td>
<td>Chicago</td>
<td>50,000 watts</td>
<td>890 kc</td>
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<tr>
<td>KGO</td>
<td>San Francisco</td>
<td>50,000 watts</td>
<td>810 kc</td>
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<tr>
<td>KECA</td>
<td>Los Angeles</td>
<td>5,000 watts</td>
<td>790 kc</td>
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<tr>
<td>WXYZ</td>
<td>Detroit</td>
<td>5,000 watts</td>
<td>1220 kc</td>
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<td>WMAL</td>
<td>Washington</td>
<td>5,000 watts</td>
<td>630 kc</td>
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ABC Pacific Network

American Broadcasting Company
NATHAN J. WARREN and William B. Steuer, principals in "United and General Broadcasting Companies," alleged to have engineered fraudulent time sales in the West, are scheduled to appear in court twice this month. They are due in San Francisco court for a preliminary hearing today (Nov. 1) on charges of defrauding a California steel firm of $11,000, and on Nov. 30 in Denver on charges of passing bad checks (Broadcast Age, Page 20).

Mr. Warren, who is said to operate under the alias of Waxman, and Mr. Steuer, also known as Stevens, appeared in San Francisco's police court last Monday to answer charges brought by the Hyman Michaels Steel Co.

The pair reportedly purchased $12,780 worth of steel with a $1,000 deposit and then sold it to another concern for $8,880 cash, neglecting to pay the balance. When picked up by police, neither had the money.

NORTH VIEW

Both were picked up after investigation by the San Francisco Better Business Bureau as a result of an extensive NBC inquiry throughout the West concerning their activities in selling radio time to livestock breeders, usually on the network's National Farm and Home Hour.

Spots were said to have been sold for prices ranging from $245 to $385, with verbal promises that commercials would be aired on some of General Broadcasting Co.'s 167 stations, it is reported. There is no such legitimate enterprise in operation, and no spots are ever sold for the NBC program in this way, according to William Drips, network farm director.

Several complaints from breeders reported to have been fleeced in Colorado, Nevada, California and Oregon, warnings were broadcast last in October from KGW Portland and KNBC San Francisco.

An accomplice, who escaped the same charge because he passed "short checks," is reported to have been operating with the two on the West Coast. His routine has been to contact breeders by telephone, offer them time on General Broadcasting Co., and send messengers by plane to have the contract signed and collect cash and checks, breeders told police.

The BBB reports that General Broadcasting attempted to join the business group when Messrs. Warren and Steuer first arrived in California, but that they were turned down.

Warnings against the fraudulent radio time sales have been issued in bulletins of the U. S. Dept. of Agriculture and in a letter from the State of Oregon to the U. of California.

WSB-TV Becomes New ABC Affiliate

AFFILIATION of WSB-TV Atlanta with the ABC television network was announced last Tuesday by J. Leonard Reinsch, managing director of the station, and Mark Woods, president of ABC.

WSB-TV is also affiliated with the NBC video network. The station, on the air since Sept. 29, is on Channel 8 (185-186 mc).

The addition of WSB-TV gave ABC a total of 19 television outlets, 14 of them affiliates and five owned and operated by the network. Nine of the affiliates are on the air and three of the owned and operated stations are in operation.

Mr. Reinsch (l) and Mr. Woods complete the affiliation arrangements.

NRDGA Outlines Plan For Retail Competition

PLANS for the annual radio and newspaper advertising retailer contests sponsored by the National Retail Dry Goods Assn. were outlined last week by Howard P. Abrahams, manager of the association's sales promotion division and visual merchandising group.

The contests are scheduled to culminate when the NRDGA holds its yearly convention at New York's Hotel Pennsylvania, the week of Jan. 10. Full details and rules of the radio competition, which has been approved by the NAB, may be obtained by writing to Mr. Abrahams at the NRDGA, 100 W. 31st St., New York 1, N. Y.

Philip Morris Net Sales Rise in 6-Month Period

PHILIP MORRIS & Co. last week reported a 28.6% increase in sales for the first six months ending Sept. 30, 1948, over sales in a corresponding period last year.

The company reported that its domestic sales, $107,797,526, were the largest in the company's history. Total sales in the six-month period of 1948 were $111,466,484, compared with $86,538,545 in the same period of 1947.
JAN GARBER SHOW

Genial Jan Garber, "Idol of the Airlanes", has the special touch of musicianship that makes him a favorite with folks from 17 to 70. He has a knowing finger on the public's pulse, and continues through the years, high in popular favor. The Jan Garber Show from Capitol Transcriptions is available for five quarter hours per week. But there's more...

MORE than 3500 other musical selections by the nation's top favorites are yours when you buy the Jan Garber Show. Because all are included in the vast Capitol Transcriptions Library. Advertisers and their agencies will have a broad choice of network-quality programs tailor made for local use. Find out how easy - and inexpensive - this service is. Send coupon below today.

Capitol Transcriptions
Sunset and Vine, Dept. B111
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name
Station Position
Street
City State
LATEST developments in theatre and film studio applications of television highlighted the 64th semi-annual convention of the Society of Motion Picture Engineers Oct. 25-29. Convention was held at Washington's Hotel Statler.

More than 500 scientists engineers and technicians attended the five-day meeting which included nine technical sessions.

Earl I. Sponable research director for the RCA Centrest-Fox, was elected SMPE president succeeding Loren L. Ryder, effective June 1.

Award for outstanding contributions in the field of motion picture engineering, were presented at a banquet Wednesday evening.

H. J. Schlafly of 20th Century-Fox, delivered the keynote in the television session, speaking on "Instantaneous Large Screen Television." He told members that TV as a power as a medium in its spontaneous enabling viewers to see events "as they happen" and that the problem was not one of enjoyment but of the relative reactions of the theatre and on-the-spot viewers. He emphasized that for lack of good programming content, a good picture is nullified.

Mr. Schlafly recalled that patrons at the Fox Theatre in Philadelphia, where 20th Century-Fox and RCA last June installed instantaneous projection TV, displayed at first mild enthusiasm, then complete absorption and finally rose excitedly to their feet. (Telecast was that of the Louis-Wallcott fight.) He went on to detail process of installation.

Another paper, presented by Richard Hodgson, of Paramount Pictures, traced the development and performance of the theatre TV system now being used by Paramount. He pointed out that Paramount had entered two of the three doors open to potential operators of TV enterprises stations (in Chicago and Los Angeles) and theatres.

It had chosen the intermediate film method, he said, because it proved flexible by instruction in theatre operations. Mr. Hodgson showed film samples in describing the system.

Ralph V. Little of RCA Victor Division, reviewed the art of photographing images from a TV kinescope, indicating applications which may be used of motion pictures taken off the end of a recording tube. He said a special television monitor had been developed to produce video images suitable for photographic purposes. These were being applied to the recording of TV pictures for rebroadcast or for rapid processing and reproduction in standard theatre projectors.

Kinescopic recordings are growing increasingly important in the video picture, he reminded, especially as utilized by networks.

TV Recording Cameras

A 16mm television recording camera, developed by John M. Wall, John M. Wall Inc., and designed to minimize the problem of reconciling TV and motion picture speeds, was described by Mr. Wall.

A new photographic sound recording method, pointing to extensive use in the television and motion picture field, was described by John H. Kelley, Western Electric Co. The process, which omits the customary negative step in sound-on-film recording and details other improvements, results in less distortion and higher film output, it was pointed out. Also shown was a new Western Electric re-recording machine developed to give 16mm performance comparable to its 35mm counterpart. Coordination of 35mm and 16mm sound reproducibility characteristics was discussed.

Both Western and RCA Victor Division described disc recorders designed for synchronous operation in connection with motion picture film photography.

PRESS NEWS Ltd., Toronto, radio station CKSB Winnipeg, Que., and CKSB Montreal, Que., and CKSB Television, B.C. This brings to the total of Canadian stations taking its services a book of 20.

KIELBULF and Co., Los Angeles, and Motorola-Chicago tied for first place in Canada! Motorola received Sales Carnival. Most of the 72 distributors' orders were for television sets and car radio sales, as a result of the Hurricane and were 25% normal for summer, according to William H. Kelley, general sales manager of firm.

Results of Texas A&M Extension Survey Given

TEXAS A&M and Federal Extension have completed a study measuring the characteristics of various types of extension work, including radio, in Lubbock County for 1947.

The study, which surveyed 336 rural families (90 of which reported radio service), found that women listeners to Extension radio programs reached 65% on KFOX and 44% on KSEL, two NBC stations. Male audience figure was placed at 48% and 40% respectively.

Queried about the "main sources of new ideas and aids," 44% of the farmers replied they were influenced by county agent radio talks. Farm journals topped the list. The survey noted the case for radio probably would have been "considerably stronger" if all types of programs specifically RDF—had been included. Farm people also expressed a preference for the airing of rural broadcasts during the 12 noon to 2 p.m. period.

DIXIE FM NETWORK EXTENDS PROGRAM

DIXIE FM Network, after a month's experimental operation as an 11-station hookup fed entirely by radio relay, last Monday at a meeting in Southern Pines, N. C., to continue permanently its daily feature "Carolina Report.

The program is broadcast 7:15-7:30 p.m., Mondays through Fridays from Raleigh, Greensboro and Charlotte, highlighting news and developments in the state.

Fred Fletcher, president of the network, and manager of WRAL FM Raleigh, said that beginning in January, special daily coverage of the North Carolina legislature will be planned. Director of Carolina Report is Ray A. Furr, managing director of WIST (FM) Charlotte. Other stations on the network are WFMY (FM) Greensboro; WBBF-FM Burlington; WSC FM Stateville; WSTP FM Salisbury; WHPE-FM High Point; WGN-C FM Gastonia; WAIR FM Winston-Salem; WGEC-FM Rocky Mount; WGBR FM Goldsboro.

"It's Your Life"

TOP medical men in Chicago have reportedly given their approval to the new daily radio series, "It's Your Life." Sponsored by Johnson & Johnson (medicai supply house), the program will be heard at 11:15 a.m. on WMAQ Chicago. It's Your Life is produced and leased by the Chicago Industrial Health Assoc. and features authentic tape recorded histories of Chicagoans' health problems. The show is written, produced and supervised by Ben Parks, assisted by Don Herbert.
MEMO TO
STATION MANAGERS:

- Increases modulation and thus makes signal reach farther, sound clearer.
- Raises effective signal strength—this means increased coverage.
- Low installation cost—quickly, easily mounted in G-E Audio Cabinet Rack.
- In FM, too—protect your listeners against receiver distortion caused by transmitter overswing. Dynamic range, so important in FM, is maintained.

MEMO TO
ENGINEERS:

- Increases average level of modulation as much as 8 to 10 db.
- Anticipatory circuit prevents overmodulation—even on the first half cycle of the overmodulation peak. Automatic recovery time improves program fidelity!
- Prevents distortion and adjacent channel splatter.
- G-E popular hinged panel construction—easy to get at.
- Vertical mounted for better ventilation.

FITS neatly into your audio cabinet—attractive, sturdy, quiet. But what a wallop it packs when you want attention from Mr. Big—the listener!

Based on engineering developments by CBS engineers, the Limiting Amplifier has been designed by General Electric to give you greater coverage and more potential listeners without changing your present transmitter or antenna.

For more information, call your nearest G-E broadcast equipment representative, or write us. Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.

G-E Limiting Amplifier at the 50,000 watt transmitter of WTOP, Washington, D. C.
KFDA DATA.

Financial Backing Investigated

FINANCIAL BACKING of WTVJ (TV) Miami, whose construction permit was revoked by FCC on grounds of concealment of ownership (Broadcasting, Aug. 1) was investigated last week in a hearing before FCC Vice Chairman Paul A. Walker in Miami.

Wometco Theatres (Wolfsen-Meyer Theatre Enterprises), a local chain owned by Mitchell Wolfsen and Sidney Meyer, agreed to take over control of the permittee, Southern Miami Microwave Equipment Co., after E. C. Clauthon, Miami theatre and real estate operator, withdrew his support, according to testimony.

Mitchell Wolfsen, Wometco head, said his company had spent or obligated itself for $300,000 or more on behalf of the station, which was almost nearing completion when FCC issued its revocation order. He said no security had been obtained for the advances except for a personal note of Robert G. Venn, who founded the permittee company.

Would Accept Status

Mr. Wolfsen said his company is prepared to accept status as a creditor of WTVJ if its pending application for acquisition of the station is denied.

Events in the formation of the WTVJ permittee and its tie-up, if any, with WMIE Miami occupied the attention of FCC questioners. The permit for WMIE is held by Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp., but an application is pending for transfer to Sun Coast itself.

This is the story developed by FCC in the hearing:

Mr. Venn resigned as general manager of WGBS Miami Oct. 1, 1946, to form a television company. He organized Southern Radio & Television Equipment Co., with Mr. Clauthon's backing. Mr. Venn was to put in $330 for a 66% interest; Mr. Clauthon posted checks for $213,000 for which he was to receive a 33% interest. The remaining 1% was to go to E. J. Nelson, company attorney. No money was actually paid into the company.

Southern Radio's application (Channel 4) was granted March 1, 1947.

Clauthon 'Disinterested'

About this time Mr. Clauthon became "disinterested" in the project and notified Mr. Venn he intended to withdraw financial support. He asked that his posted checks be returned. Mr. Clauthon testified he was motivated by his belief the station would lose about $140,000 its first year.

Mr. Venn retained the checks uncaused for approximately a year while he sought new financial backing nonexistent. Meanwhile he was employed independently by the Wometco Theatres' interests to assist with their application for an AM station. While this was pending Mr. Venn discovered that a group of Cleveland and Pittsburgh interests, headed by Arthur W. McBride and Dan Sherby, owners of WINK Ft. Myer, were seeking an AM station on the same channel.

Mr. Venn said he served as "errand boy" in negotiations to get the two groups together. Result was formation of Sun Coast, in which Mr. Venn had 55%. Wometco took 9% in return for preliminary work and expense. Sun Coast won a grant and commenced operations last summer on 1140 kc with 10 kw day and 5 kw night. Mr. Venn became vice president and general manager.

WTVJ Financial Support

Mr. Venn also interested Wometco in taking over financial support for WTVJ, according to testimony, and the theatre chain began advancing funds to Southern Radio for construction and equipment. Agreement on a new corporate structure was reached and application for transfer of control was filed with FCC in March 1948. Meanwhile FCC apparently had discovered the negotiations and in July, revoked the grant. Upon the permittee's request, the revocation was suspended pending hearing.

When the revocation order was issued, work on the station stopped. Most of the staff were given temporary jobs in the Wometco theatre setup pending the hearing and final decision.

Meas. Venn and Wolfsen were principal witnesses in the three-day hearing, which consolidated the revocation proceeding and the application for transfer of WTVJ to Wometco.

Mr. Wolfsen's Wometco Theatres is one of the largest independent chains in the South, most of its holdings being concentrated in Miami. Mr. Wolfsen is a former Mayor of Miami Beach. Business and political leaders testified in support of his Wometco application.

Harold Friedman, Miami radio technician, testifying on behalf of radio and television dealers and distributors, urged an early start of video broadcasting locally. He said dealers had more than a million dollars tied up in equipment and in training of technicians and salesmen. He said there was "television fever." Messrs. Wolfsen and Venn said WTVJ could start broadcasting within two weeks after FCC authorization.

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BIG ROUNDTABLE
WATG-WBOE Do Pick-up
Switch Simultaneously

SUCCESSFUL PROGRAM tests of simultaneous broadcasts by two stations of each other's programs at the same instant have been reported by Fred Rosentreter, chief engineer of WATG (FM) Ashland, Ohio. WBOE (FM) Cleveland, Board of Education station, participated in the tests. The set-up will be used for roundtable discussions with participating members in Ashland and Cleveland, according to Robert M. Beer, WATG manager.

To present such a program it is necessary for participating parties to hear each other at all times, yet give the impression of a single sound source to listeners who may be tuned to either station.

From an engineering standpoint, Mr. Rosentreter reports, WATG links with WBOE and WBOE links with WATG for rebroadcast of each others' signal. This is accomplished by using highly directive antennas at considerable height. The signal is picked up on a laboratory receiver and fed into the respective master control consoles.

Since each station radiated its own signal twice—once from the originating station and again from the participating station—it was necessary to eliminate feed-back. This was done by a reduction of about seven db in input audio level at both transmitters. Although both stations were peaking at only 75% to 85% modulation, instead of 100%, the level reportedly is sufficient in FM to provide an excellent signal.

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KFDA DATA.

Ask
A JOHN E. PEARSON
REPRESENTATIVE
FOR THE
LATEST
KFDA DATA.

5000 WATTS-DAY
1000 WATTS-NIGHT
● The Station that has had outstanding Hoopers for years.
● The Station that believes in year-round promotion.

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WITHIN the past few days, every radio station in the United States, Canada, Alaska, Puerto Rico, Hawaii, the Philippines, the Canal Zone, Australia, and New Zealand has been delivered a prospectus outlining the operation of the COOPERATIVE PROGRAM SYNDICATION PLAN.

CONCEIVED by, and now being operated for, stations themselves, this Plan—the stations' own—offers each subscriber a potential in excess of $20,000 worth of network-quality programs per week for not in excess of his national, one-time, class-A, quarter-hour rate per week.

FUNDS subscribed by the over 100 initial subscribers already guarantee delivery of at least three program series per week to every subscriber...each of the calibre of the first—the five-quarter-hour "PAT O'BRIEN — FROM INSIDE HOLLYWOOD" series, set for December 15th release. As additional subscribers are added, the fourth, fifth, and succeeding series will be produced.

THE to-date response to the Plan has been immediate and enthusiastic. 87% of the stations initially interviewed...subscribed! Since delivery of the prospectus, station subscriptions have mounted rapidly.

STATIONS are invited to participate wherever the exclusive has not already been taken. To acquire exclusive broadcast rights in your primary area, phone, write, wire immediately.

Cooperative Program Syndication Plan

BRUCE EELLS & ASSOCIATES
2217 Maravilla Drive • Hollywood 28, California
Phone: Hollywood 5869

BROADCASTERS
Program Syndicate

Just a few of the typical markets and stations already subscribed:

WRR, Dallas | WKGN, Knoxville | WFOF, Flint | KUTA, Salt Lake City | KCO, Cheyenne | KPNX, Saginaw
KOMA, Oklahoma City | WRLN, Richmond | KABC, San Antonio | WKNX, Saginaw | KXXZ, Houston | KGHT, Pueblo
WDSU, New Orleans | KROC, Rochester | KOA, Des Moines | KGHF, Pueblo | KPOW, Powell | CKFN, Calgary
WSAI, Cincinnati | KFJZ, Fort Worth | KBMY, Billings | KJFB, Seattle | WCON, Atlanta | KFJZ, Fort Worth
KFDA, Amarillo | WCON, Atlanta | KVET, Austin | CJOB, Winnipeg
WAPI, Birmingham | WFOM, Indianapolis | KSJB, Jamestown | WAPI, Birmingham | WCSR, Corpus Christi | KFJZ, Fort Worth
ABC ON CODE

Giveaway Trade Mentions Held Commercial

ABC will charge against total commercial time allowances trade names and "unduly descriptive material" used in connection with giveaway shows, Mark Woods, ABC president, announced last Wednesday.

In a letter to advertisers and agencies which five networks becomes effective Jan. 1.

Mr. Woods' letter listed the commercial time limitations for various program segments which are contained in the broadcasters' Standards of Practice and said ABC would abide by them.

Additionally, he wrote, "All copy pertaining to contests on radio programs, concerning the exploitation or sale of a sponsor's products or services" would be counted in the commercial time.

He said this would include prizes for participants in "radio contests."

However, he pointed out, ABC does not regard its outstandingly successful "Step the Music" which telephone listeners or "Bride and Groom" as contests. These programs, "on which a large number of prizes are awarded," are classified by ABC as audience participation or giveaway shows.

It is with respect to these that ABC will count as advertising "any unduly detailed descriptive material used in connection with giveaway shows."

FRIENDLY CITY

WHOB's Efforts Help Gardner

Regain Title

SPARKED by the efforts of WHOB Gardner, Mass., that city is once again "The Friendly Town." Twenty years ago Gardner was host to the children of the New York Herald Tribune's Fresh Air Fund, then, for some reason, the project was dropped.

This past spring, however, the Fresh Air Fund wrote R. E. Johnson, production manager of WHOB, and he became interested in re-awakening the city's interest in playing host to the New York area children on their vacation. He invited the Gardner Council of Churches to sponsor the project. Things shifted into high gear when Rev. Edward Manning, minister of the First Unitarian Church, became chairman of the plan, working closely with WHOB.

The station broadcast numerous spot announcements and programs, both in behalf of the children finding places to stay. The children themselves appeared on several of the shows during their visit. The whole town planned affairs for their entertainment.

Now that the town is back to normal, with the Fresh Air Fund project adjudged a big success, the decision is practically unanimous to continue the plan in years to come.

OUTSIDE ACTIVITIES CUT BY TV FAMILIES

THE AVERAGE family owning a television set depends about one quarter less on outside entertainment than non-television families, according to a survey made public last Tuesday by Dr. Thomas E. Coffin, director of Hofstra College Television Research Bureau in Long Island, N. Y.

Effects of television set ownership on the average American family was described by Dr. Coffin at the television session at the 39th annual meeting of the Assn. of National Advertisers in New York Oct. 26. Findings of the research bureau were based on a survey last spring of 137 TV and 137 non-TV owners. Results, Dr. Coffin declared, "must be taken as suggestive rather than conclusive."

Television is also sharply re-aligning the amount of time given to competing activities within the home, Dr. Coffin said.

"The effect of owning a television set is to reduce the family's dependence upon entertainment outside the home by one quarter," Dr. Coffin asserted.

"Sports attendance," Dr. Coffin continued, "suffers only slightly. Movie-going and reading decline about one-fifth. Other commercial entertainments drop off about one-third, while radio listening is cut nearly in half."

Elastic Patience

LOU CORBIN of WFBM Baltimore is now a regular member of that exclusive clique of milkmen who insist they can maintain their composure under the most disturbing circumstances. While emceeing his Name It show, in a local department store, he faced the acid test. Excited ladies were jammed close to his platform, competing for the floor as he was interviewing a contestant. Suddenly stung by a heavy blow on his toes, he looked down to see a little lad ready to deliver another strike with his toy hammer. Squelching a growl and a scowl he smiled serenely, he says, while the vexed mother removed her problem child.

As if that weren't enough, a woman became so excited at a critical point in the broadcast that her child slipped out of her arms and fell on its head. But the emcee continued to maintain aplomb, the emcee said.

Moody Bible Institute's FM Outlet Set to Start

WMBI-FM, Moody Bible Institute station in Chicago, was being readied last week for a Nov. 1 debut with effective radiated power of 50 kw.

The non-commercial FM station, operating on 96.5 mc (Channel 238), will be on the air 13 hours daily (8 a.m. to 9 p.m., CST). During daytime hours the schedule will duplicate that of WMBI. Antenna and transmission line were invented by WMBI's chief engineer, A. F. Frye. The antenna consists of 32 folded dipoles of copper pipe attached to four sides of the WMBI AM tower at intervals of seven and one-half feet. Transmitter site is at Addison, Ill., near Chicago.

things that make KGNC the Tuned-in station throughout the fabulous Panhandle...
AN ENTIRELY NEW

Dependable

AUTOMATIC DEHYDRATOR

BY Andrew

For pressurizing coaxial systems with dry air

Now, for the first time, here is an automatic dehydrator that operates at line pressure! This means, (1) longer life, and (2) less maintenance and replacement cost than any other automatic dehydrator.

Longer life because the compressor diaphragm operates at only 1/3 the pressure used in comparable units, vastly increasing the life of this vulnerable key part.

Reduced maintenance and replacement costs because new low pressure design eliminates many components.

Operation is completely automatic. Dehydrator delivers dry air to line when pressure drops to 10 PSI and stops when pressure reaches 15 PSI. After a total of 4 hours' running time on intermittent operation, the dry air supply is turned off and reactivation begins, continuing for 2 consecutive hours. Abandoned moisture is driven off as steam. Indicators show at a glance which operation the dehydrator is currently performing.

Output is 1/2 cubic feet per minute, enough to serve 700 feet of 6/8" line; 2500 feet of 3/8" line; 10,000 feet of 1/8" line or 40,000 feet of 1/4" line. Installation is simple, requiring only a few moments.

Important! Not only is this new differently designed Andrew Automatic Dehydrator completely reliable, but it is available at a surprisingly low price.
applied to giveaway programs in which time is "bought" with merchandise to be awarded as prizes. Many of those donating their products buy advertising in other media, it was stated, the committee reminding that "you can't sell it if you give it away." The resolutions urged all networks and stations to observe the Standards of Practice provisions which classify as commercial time any mention of products on giveaway programs.

The committee urged that agencies, advertisers and networks stop staging promotion contests in which prizes are awarded to stations doing the outstanding promotion job. These contests were adjudged unfair to other programs deserving of promotional attention.

Eliminate Hiatus Clauses

Hitting another hot problem, the committee called for formation of an industry policy to eliminate summer "hiatus" periods in contracts. These discourage use of station and network facilities on a year-round basis, it was stated.

Furthermore it was held to determine the foundations on which local and national advertisers set up their budgets and purchase radio time due to the fact that local advertisers are influenced by the example of large national sponsors. The practice hits station and industry income, the committee held, and "tends to discourage radio listening in general."

The political resolution urged stations "to make their facilities available to candidates for political office upon a basis similar to that at which such facilities are available to other." The rate should be no higher than the general published rate, it was held.

Suggestion was made that members of Congress and others in public life be notified of this recommendation.

The committee adopted a resolution praising the work of Hugh M. P. Higgins in the sales promotion division of the NAB Dept. of Broadcast Advertising and his solicitation for the All-Radio Presentation. Mr. Higgins has resigned to become manager of WMOA Marietta, Ohio.

Gordon Gray, WIP Philadelphia, Subcommittee chairman, reported on progress of the All-Radio Presentation. The committee discussed the plan of Murray Carpenter, WPOR Portland, Me., for a million-dollar or even more elaborate industry promotion campaign on a par with those of other media.

Arthur W. Willard Jr., NAB executive vice president, discussed the operating problems created by cost increases, urging careful cost control by management.

Charles A. Batson, NAB staff executive, reviewed his study of television construction costs. J. Robert Gulick, WGAL Lancaster, Mr. Zeder (I) and Mr. Talbott.

ZEDER - TALBOTT Agency
Opens Office in Detroit

ZEDER-TALBOTT, advertising agency, has opened a Detroit office in the Penobscot Bldg., under the direction of Fred M. Zeder, Jr. and Stanley Talbott. The agency was formerly Zeder-Vaughn-Farnum before Mr. Talbott joined partnership.

Firm also has offices in Los Angeles.

Mr. Zeder opened the California office in 1946. Mr. Talbott previously headed N. W. Ayer & Son's West Coast business development department.

Among 18 clients listed by Zeder-Talbott is Norge, which has just assigned the agency to produce a series of two-minute animated television commercials.

Pa., and Lee Hart, NAB retail coordinator, reported on the NRDGA retail radio contest, to be held in December with final judging in January.

Frank E. Pellegrin, KSTL St. Louis and now sales manager of Transit Radio Inc., was named chairman of a new FM subcommittee.

The full committee called on NAB to set up a continuing file of TV success stories as a permanent activity.

Attending the meeting were Eugene S. Thomas, WOR New York chairman; Ray Baker, KOMO Seattle; John W. Kennedy, WHAM Rochester; Joseph B. Matthews, WIRK W. Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth, and Messrs. Gray, Gulick and Pellegrin.

Board liaison member present was Clyde W. Rembert, KLBD Dallas. Harry R. Spence, KXXR Aberdeen, Wash., other liaison, was absent.


Assignment Canceled

REQUEST of Myles H. Johns to cancel voluntary assignment of his permit for WIML (FM) Milwaukee to Majestic Broadcasting Co., was reported granted last week by FCC. Majestic Broadcasting, of which Mr. Johns is part owner, is licensee of KCBC Des Moines and permittee of KBBC-FM in that city. Group indicated they did not wish to take on additional operation, FCC said.

NAB Small Market

(Continued from page 26)
directors manual and another manual covering music license practices. Excessive charges for sports broadcasts at colleges drew committee criticism.

Kenneth H. Baker, NAB research director, discussed his recent survey of station revenues and operating costs. The committee favored a study of operating efficiency at stations.

Neal McNaughten, assistant director of engineering, reviewed engineering problems as they apply to small stations.

Grove Demonstration

William C. Grove, KBPC Cheyenne, Wyo., demonstrated his remote transmitter-receiver built from war surplus tank equipment at a cost of less than $100. The FM transmitter was operated from a car driven around Washington streets.

Arthur C. Stringer, NAB staff director, highlighted plans to build up their news operations and get maximum revenue from the service. News income is at a peak, he said. Mr. Stringer went into the outlook for FM transmitters. The committee recommended that NAB turn out an advertising promotion booklet pointing up the salability of news programs, with success stories cited.

Don Petty, NAB general counsel, talked on effect of the draft and the legal angles of giveaways and lotteries.

Attending the meeting, besides Chairman Goldman, were C. O. Chatterton, K W L K Longview, Wash.; Wayne W. Cribb, KHMO Hannibal, Mo.; Mr. Grove, Lee Little, KTUC Tucson, Ariz.; Edwin Mullinax, WLAI LaGrange, Ga.

John F. Meagher, KYSM Mankato, Minn., and William T. Smul-}

KPRC

FIRST AGAIN WITH NEWS

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S
FIRST MARKET!

...scoops Supreme Court ruling

...scoops Supreme Court ruling

PHILADELPHIA'S
No. 1 Disc Jockey

Doug Arthur
with Daneceland

10,000 Watts
WIBG

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companies have assumed an active role in a controversy affecting the broadcast of their programs."

In addition to the sponsors, the meeting yesterday was to have been attended by Leonard Bush, of Compton Advertising. Mr. Bush is chairman of the Joint agency committee which had been negotiating with the guild for a contract covering freelance writers.

No Commitments

The guild's national president, Erik Barnouw, declared Thursday that "the present strike situation is not affected in any way by the fact that pickets are being temporarily withheld."

"Writers are making no commitments and submitting no new scripts not covered by contracts in accordance with the restraining order of the Authors League. This will continue until the advertising agencies agree to deal with writers on terms similar to those already accepted by the four major networks and almost all of the independent producers who produce the great majority of important programs."

Mr. Barnouw said that the guild's decision to postpone its picketing pending attempted mediation "is a further indication that the organization is attempting everything within its power to bring about a peaceful settlement and avoid disruption of the radio industry."

The guild added that if efforts to mediate the dispute fail, and picketing begins today as scheduled in New York, Chicago, and Hollywood, the guild will picket "individual programs" only. This will avoid reflecting on or interfering with shows produced by the networks and package producers which are already covered by contracts with the guild.

This means that picket signs will carry the name of a particular show on the guild's "unfair" list, to make it clear to observers that the strike is not directed against the networks or the industry as a whole.

Case for Giveaways

BOB McRAMEY, general and promotion manager, WCBI Columbus, Miss., says he is pleased with comments of persons who were asked by a Columbus Commercial Dispatch reporter: "What do you think of the current epidemic of give-away programs?" The replies, which appeared in the paper's daily "Festo Forum" column, ran like this: "Interesting entertainment"; "a nice idea"; "some of them are rather educational"; "nice entertainment but no real good is done by them," and "the programs are fun." Mr. McRaney notes that there were no serious objections.

FORMER NBC GUIDES RISE TO HIGH POSTS

JOHN M. WEHRHEIM, who joined NBC Chicago (WMAQ) as a guide in 1938, last Wednesday was named business manager of the network's Central Division television department. Jules Herbeuxaux, Central Division TV manager, who made the announcement, also disclosed that George A. Heinemann, formerly of the guide staff, has been promoted to TV operations manager. Neil J. Murphy has replaced Mr. Wehrheim as assistant auditor and office manager.

Frank DeRosa succeeds Mr. Murphy as assistant to the auditor. Vernon Heeren takes Mr. DeRosa's job as WMAQ's sales manager, and Norman Frank replaces Mr. Heeren as night traffic supervisor. Michael Craith, succeeding Mr. Frank, is program traffic clerk.

Additions to the television engineering department are Richard H. Engstrom as TV studio engineer; Stephen J. Hasmonek, TV projection engineer, and C. Edwin Reed, video control engineer, who has been transferred from NBC New York.

Applications Dropped

APPLICATIONS of Mississippi Valley Broadcasting Co. for new AM and TV stations in New Orleans were dismissed by FCC last week upon request of the applicant. Move was occasioned by Commission's approval of the Stern family's purchase of WDUS-AM-FM-TV New Orleans upon condition group drop its Mississippi Valley requests [BROADCASTING, Oct. 25]. Mississippi Valley had sought TV Channel 10 (192-198 mc) in competition with WWL New Orleans and requested new AM facilities of 5 kw night, 10 kw day, directional, on 1090 kc. WDUS was acquired for $675,000 from Fred Weber, H. G. Wall and E. A. Stephens.

His Touch System Keeps His Finger On Top of the News from Washington

The "system" includes much more than an alert set of fingers on a typewriter. His office staff, complete with reporters and radio editors, works under constant pressure, sifting the news, confirming the facts, interviewing the people who know why news is made. By the time he goes on the air, his 185-line script reflects precise background data gathered by trained reporters.

The system pays off for listeners and advertisers as well. His vast and loyal national audience gets "the top of the news from Washington". His co-op advertisers get results. Currently sponsored on 316 stations, Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
that doubled our network sponsors during the past 90 days. "The interesting thing is that while, as we might expect, the country's largest advertisers like Procter & Gamble, Colgate, General Foods, Swift, Kraft, Ford and others are naturally turning to television as a new advertising medium, at the same time the smaller advertisers like Bates Fabrics, Disney Hats, Motorola and Unique Toy Co. are also finding that network television is paying off for them.

Commenting on program trends, Mr. Trammell reported on the decline of video sports time by nearly 50% during the past year, with sports telecasts accounting for only 27% of the television schedule. More time is being given to feature films, kids shows, variety, news, music and drama. "Sports have played and will continue to play an important part in television programming," but from now, he stated, network sports telecasts will be increasingly confined to events of national or regional interest, with baseball and football becoming primarily local program TV features.

He noted that audience acceptance of feature films and film shorts is declining. Last spring films were the most popular type of program on the air. The latest ratings, however, show films in fifth place, following variety, drama, sports and audience participation programs.

Looking ahead, Mr. Trammell predicted that within a year video audiences will be watching the same type of five-a-week serial dramas that they now listen to on audio. Video adaptations of comedy shows, such as the Fred Allen program, which could utilize a standard Allen's Alley set with the characters in costume, would also make good television material, he said.

Young & Rubicam is "bullish" on television, S. L. Weaver Jr., radio and television vice president of that agency said. Of the 36 clients served by the New York office of Y & R, he said, ten are now using television and "13 additional clients . . . are now considering a television plan specifically interpreted by their problems."

Y & R has found, Mr. Weaver reported, "that most commercials are more powerful in impact if done on films, with all the latitude you get in film production and, of course, the expense. But the selling message is the payoff moment, and you will find, or perhaps you have found already, that the high budget on film commercials is money well spent.

"If you haven't been in the medium," he warned, "stand by for costs of several thousand dollars a minute for commercials, and don't be alarmed either. Because you may be the first to say, when you have viewed them, that the dollar return on that expenditure will be the highest in your budget.

"We just finished a job where, to get what we wanted, we had to have 14 feet of film and 25 feet of audio. 22 feet we now use." The film featured a cat in a Bigelow Sanford commercial.

"We plan to make a strategic use of the show business [TV] medium is right," Mr. Weaver concluded, then failure of individual programs—tactical failures—will not prevent success in the medium. It will delay you and perhaps bring on those ulcerors, but better ulcerors . . . now than temporary peace while your competitor spends the money and the nerves to get himself a hit show and a clicking commercial. Because he will be making sales to your customers while you wait.

"Don't gamble with your company's future."

"Play safe—get into television now."

Cuff Gives Views
The national advertiser has to help the retailer in television if he is going to make full use of this new medium, Sam Cuff, television consultant to Allied Stores Corp., declared.

The best way he can help, Mr. Cuff said, is by making available to the retailer, particularly the department store, a supply of open-end commercials for the manufacturer's product into which the store can insert its own commercials and for which the store will buy the air time.

He pointed out that it "simply does not make economic sense for any individual retailer to stand the entire cost of making a pictorial selling presentation for his exclusive use, when the same pictorial selling material could be used in more markets by many other retailers."

A TV broadcasting industry of a thousand stations with a total investment in plant of about a quarter billion dollars by 1955 was envisaged by J. R. Poppele, WOR vice president and president of Television Broadcasters Assn.

Mr. Poppele reported that the 41 TV stations now on the air represent an investment of $750,000 per broadcaster.

The 85 stations now being built will cost on the average of $500,000, he said. With additional savings accruing to future builders the "average station of tomorrow, comprising the remainder of the 303 unassigned allocations (currently frozen) will represent an investment of about $325,000. . . . A mere $189,501,000 has been and will be poured into television between now and, let us say, 1950."

Once the primary market areas are covered, Mr. Poppele continued, satellite stations—so-called "because their life-blood will come from the transduction given them by network connections to principal cities"—will rise up in the smaller communities and rural areas.

He estimated that by 1955 there will be some 600 of these satellites, built at an average cost of $90,000 and adding $54 million to the TV plant investment for a total grand total of $243,591,000.

"Within a four-year span television will have accomplished what it took radio more than a decade to accomplish," he concluded.

Reviews TV Set Output
Report on TV sets, Fred Kugel, publisher of Television Magazine, said that this year's estimated production of 750,000 sets plus the 175,000 produced last year will mean close to a million video receivers by the end of 1948.

"In 1949," he said, "industry estimates make it reasonable to expect production of a million and a half receivers . . . BY THE END OF 1953 . . . there will be between 12 and 14 million receivers in American homes."

Gregory Poppele and Mr. Kugel in a statistical section of the evening's program was the report of Dr. Thomas E. Coffin of Hofstra College on the effects of television on entertainment and advertising.

William N. Connolly, director of advertising, S. C. Johnson & Son, Racine, Wis., was elected ANA board chairman at last Tuesday's business meeting.

Mr. Connolly was former vice president of the group and succeeds Robert B. Brown, Bristol-Myers, in the chairmanship. He has also been active in the ANA Radio Council, the Advertising Council, U. S. Chamber of Commerce Advertising Committee, and is a board member of the United States Trade Mark Assn.

Officers who were reelected include W. B. Potter, Eastman Kodak Co., Rochester, for a second term as ANA vice-chairman, and Paul B. West, president. Treasurer and secretary will be named following the first board meeting.

Members elected to the board for a three-year term are: William A.

A special "service to members" report on the outlook for business and advertising budgets was passed among ANA members at the Tuesday meeting. Based on the first 139 replies to a recent ANA questionnaire, the report reflects an optimistic attitude on the part of leading advertisers in the country. A strong feeling prevails that while advertising budgets will increase in 1949, the current upward trend of business volume and profits may not continue at the same pace, nor to the same degree as during the past year or so.

The report from manufacturers of consumer goods follows:

**Business Volume Today Compared With 1947**

- Total sales volume: 94 companies
  - Up: 41
  - Down: 25
  - No change: 28

**Profits for 1948**
- Good: 62%
- Fair: 35%
- Poor: 3%

**Expected Sales Volume: 1949 vs. 1948**
- (90 companies)
  - Up: P
  - Same: 34
  - Down: 9

Has Advertising Been Cut This Year:
- (94 companies)
  - Yes: 70
  - No: 23

**Advertising Expectations vs. 1948**
- (90 companies)
  - More: 55
  - Same: 34
  - Less: 11

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**NYWC DENIED**

A decision was made by FCC on the request of New York's WNYC station to refuse to carry any political advertising. The station's request was denied by the FCC.

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**3-2 Vote Turns Down Election Request**

The FCC has voted 3-2 to deny the request of WNYC to carry political advertising during the election. The majority vote of the FCC denied the request.

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**Site of ABC Operations Is Changed in New York**

ABC operations are now headquartered at 33 W. 42 St., New York, beginning today (Nov. 1). The move will transfer the network's television center at WJZ to ABC's new location.

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**Ruppert Appoints Biow**

JACOB RUPPERT, Jr., announces the appointment of Biow as general manager of ABC stations.

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**MORE LISTENERS PER DOLLAR**

- Cleveland's Chief Station gives sponsors complete cooperation...combines programming and promotion to deliver more listeners per dollar than any other Cleveland station. Take full advantage of this dominating coverage. Contact your sales and advertising staff accordingly!
Texaco Video Show Hits Record 63.2 Telerating

ACCORDING to C. E. Hooper, Inc., New York, Texaco Star Theatre broke all records in October for any regularly scheduled television or radio program. The show, starring Milton Berle, hit an all-time high of 63.2 for the month’s Teleratings.

The program also took first honors in sponsor identification with an index of 95.4. Top ten sponsored programs in the October Teleratings report are:

- Texaco Star Theatre
- WPTZ, The Town
- WABC, The People
- WOR, Amateur Hour
- WJZ, Big Show
- WNBX, Symphony Club
- WOR, Kraft
- WOR, TV
- WOR, Chevrolet
- WOR, The Golf Road Show

KLAC Goes to 5 kW

KLAC Hollywood today (Nov. 1) increases its power from 1 kW to 5 kW with completion of installation of new 5 kW transmitter. Increase in power is expected to improve service and quality of 570 kc signal.

KLAC is owned by Dorothy S. Thackrey; Don Pederson is general manager.

Continental Airs to Coast on Tape

Continental FM Network has completed arrangements with KSBR San Francisco to provide its programs on high-fidelity Rangertone tape for the West Coast FM audience [CLOSED CIRCUIT, Oct. 25].

Everett L. Dillard, Continental president, said addition of the 250 kw outlet, which has the highest power of any U.S. broadcast station, gives Continental its first outlet in the Far West. It is the first step in setting up a nationwide FM network.

Orrin H. Brown, KSBR general manager, will receive Continental musical programs on a regular schedule. Programs are transcribed at WASH (FM) Washington, Continental key, and fed via 15,000-cycle line to the Armstrong FM stations at Alpine, N. J., where they are transcribed as the programs are relayed to Continental’s East Coast affiliates. Tape shows are shipped to KSBR air express.

Continental demonstrated the tape system at the FM Assn. convention in Chicago in late September [BROADCASTING, Oct. 4].

Atlass-Dyer Pictures

In THE Chicago Market Story [BROADCASTING, Oct. 25], the picture above the name of Dr. J. A. Dyer, president and general manager of WOR’s, should be identified as that of Ralph Atlass, general manager of WIND. Dr. Dyer’s picture, in turn, appeared above Mr. Atlass’ name on the same page.
Licensees' Rights Decision Invoked

WMEX Asks FCC for Oral Argument in Renewal

WMEX Boston last week invoked the principles of the “WJR Decision” on licensees’ rights to hearing [BROADCASTING, Oct. 11]. The station called upon FCC for oral argument on its six-month-old petition for reconsideration in its renewal case.

The renewal application was set for hearing last April, largely on grounds that stock reports of doubtful accuracy had been filed. WMEX then petitioned FCC for the facts relating to any alleged violations, and asked that it then be given an opportunity to explain them through an informal preliminary procedure. In the meantime WMEX asked FCC to set aside its order calling a renewal hearing. This petition has been pending since May 11.

Hearing Set Dec. 3

The hearing is now set for Dec. 3. In its petition last week, filed by Arthur W. Scharfeld, Washington counsel, WMEX argued that the “due process” clause of the Constitution entitles it to oral argument on the questions of law involved. In support, WMEX cited the opinion of the U. S. Court of Appeals for the District of Columbia in the so-called WJR Detroit-WGPS Tarboro (N. C.) daytime skywave case, which took FCC to task for its refusal to grant WJR a hearing on at least the questions of law involved in its complaint.

The oral argument, WMEX maintained, must come before the scheduled hearing or the station’s rights under the “due process” clause will be violated.

It was one of the first instances in which an applicant has invoked the provisions of the court’s WJR Decision, which legal observers consider so far-reaching that it would require a hearing in most cases that come before the Commission. FCC is expected to seek a reversal in the Supreme Court.

TV RESEARCH

Katz Advises Caution in Application

A WARNING against “conducting, reporting and using television research as though television were now as established and mature as radio is,” was sounded by Oscar Katz, CBS director of research last Thursday at the annual luncheon of the director of The Pulse, presided at the meeting, held at New York’s Hotel Biltmore.

Quoting from a radio research study made in 1928, Mr. Katz reported that in those days competent research found afternoon hours not suitable for broadcasting, but a seven-use figure of 86% during the 8-10 p.m. period. Organ music was one of the most popular program types and comedy shows were not even in the first ten program classes.

Mr. Katz pointed out that these findings “bore little resemblance to the pattern of listening that was to emerge as radio grew up” and warned against taking today’s video situation as typical of its future place in the communications family.

“We run the risk,” he declared, “in dealing with a new and relatively unestablished medium, that research may tend to inhibit future growth. If we, incautiously, attach the same degree of certainty to some of our television research findings as we do in radio, our research may actually hamper or inhibit us.”

CBS’s own video research program is two-pronged, Mr. Katz reported.

Using Surveys

First, it is attempting to keep abreast of television development by periodic audience surveys.

Second, CBS television research, still largely in the “think stage,” is aimed at cutting down “the time, effort and dollars that go into the halting, stumbling progress that characterizes growth by trial and error,” Mr. Katz stated.

A study of video commercials, he reported, has developed the following line of thought: The printed word is a symbol of the spoken word which is a symbol of or substitute for the article itself. Therefore, “If we use print when we can present the real event or activity or article . . . the viewer . . . has to convert the printed symbols into the word symbols and then convert the word symbols into his conception of the real thing.

“Television allows us, for the first time in a mass advertising medium, to select the portion of a sales message that are hardest to symbolize, to present those portions in real situations and to bolster the visual representations and behavior with spoken symbols that are easy to understand. . . .”

Employment Data Breakdown Issued

FCC Releases Detailed Figures on Summary Findings

DETAILED BREAKDOWNS of the data released by the FCC last March on employment and compensation in the broadcasting industry [BROADCASTING, March 15] were issued by the Commission last Thursday.

The summary findings are identical with those of the March release, which showed a 16% gain in full-time employees and a 17% increase in scheduled pay for full-time staff personnel between February and October 1947. The entire volume is based on reports for the week of Oct. 11 last year.

The compilations reflect information furnished by 1,260 AM stations —approximately 90% of those licensed at that time—and by the four national and three regional networks. These stations and networks reported 34,720 full-time employees as compared to 30,100 reported in February 1947 by the same networks and 924 stations. Total scheduled weekly pay for full-time staff members rose from $2,140,000 to $2,508,000 in the same period.

The breakdowns released last week relate only to stations (excluding network keys). In lengthy tables they show, for each job type, the employee and compensation data for the 1,350 stations arranged (1) by class and hours of operation; (2) by states; (3) by class and time within census regions; (4) by size of communities, and (5) by specific metropolitan districts. There are also breakdowns to distinguish stations with 15 or more employees from those with fewer than 15.

Releasing the report, whose form of presentation differs considerably from that of previous years, the Commission said it “will welcome suggestions . . . with respect to improvements in the content or form . . .”

This is a WINDCHARGER

Utilizing the natural elements of the High Plains region, the windcharger is an over-vigilant generator that supplies many a High Plains farmer with electrical current. Just as K-TRIPLE-X supplies complete percentage coverage of this rich High Plains wheat estate of Kansas, Nebraska and Colorado.

Your High Plains Station

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

BROADCASTING • Telecasting

FIRST HAM WINNER

On What Stations Do You Get Two For One?

Richard Mann Knows!

And Because He Knows That Everything That Goes on WVJS is Curried or No Extra Cast on the 45,000 watts of WVJS-AM.

The RAMBEAU Man Will Present Him With a Fine KY CHESTERFIELD HAM!

Rambeau’s The Rep.

November 1, 1948 • Page 65
CLOSE HARMONY at Southern Pines, N. C., with Mrs. Wayne Coy (l), wife of the FCC chairman, who sings tenor, alto or bass; Mrs. Elizabeth M. Younts, co-owner with her husband of WEEB Southern Pines, at the Ham- mond (her's known professionally as Betty Hall, ex-ABC New York staff organist); and Judy Doherty, daughter of Richard P. Doherty, NAB employee-employer relations director.

It's a rather curious thing that TV, invented 25 years ago, should be nurtured by aural broadcasting, and (in Mr. Coy's opinion) destined to replace it in large areas of the country. Broadcasters must ask themselves which service they are going to render—aural or TV. The deci-sion must be made tomorrow, but the choice is bound to come. Aural broadcasters who improve their program standards and tailor them to fit the new needs will be those most likely to survive and thrive.

Sooner or later broadcasters are going to wake up to the fact that there are new demands for spectrum space for public safety services (such as police, aviation, shipping, taxi-cab, railroads, and other operations) where the safety of life and property factor is predominate.

Perhaps there is need for a new "national policy" for radio. Certainly the Communications Act of 1934 needs redefinition in the light of "dynamic development" during the past 14 years. The question is posed whether there should be a "new standard" for licensing broadcast operation, and whether the economic factor be considered.

Doherty

WAMS Joins Mutual

WAMS, 1 kw fulltime outlet on 1380 kc at Wilmington, Del., joins MBS today (Nov. 1). The FM affiliate of WAMS, WAMS-FM, operating on Channel 241 (96.1 me), also will carry Mutual programs. Frank S. Carrow, president of the WAMS WAMS-FM licensees, Wil-mington Tri-State Broadcasting Co., who made the announcement, said the stations' present facilities at 414 French St., Wilmington, include four studios, two main control rooms, ten offices, a music room, news room and announcers' lounge.

For unfailing accuracy in timing you can rely on Clebar precision timers. They have proved their dependability in many leading broadcasting studios.

CLEBAR TIMERS MEET ALL THE REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS STOP WATCH PRECISION TEST

1/5 Second Timer

30-minute register

Start, stop, start again from crown; push button returns to zero. 7-jewel non-magnetic movement. Nickel chrome case.

No. 654 $18.50

Clebar "DATA" A

The all-purpose chronograph for indoor and outdoor broadcasts. A fine time-out stop watch that clearly indicates 1/5 seconds, minutes, hours, months, day and date. Stainless steel, 17 jewels, anti-magnetic.

$110.00 (Fed. Tax Incl.)

Clebar Watch Co., Inc.

551 Fifth Avenue, New York 17, N. Y.
NAB Code

(Continued from page 21)

folk, Va., District 4 director, says the code is being generally observed in his district though some marginal stations have not accepted it. District 4 has the most members among the 17 NAB areas. Director Arnox believes adherence may be above average in the district. Mr. Quarton, District 10 director, said stations in that region are generally adhering to the standards. Entertainers, owners and managers into the industry needs the code as an "experienced guide," according to Mr. Quarton. He feels some phases of the code should be

Robert D. Enoch, KTOK Oklahoma City, District 12 director, is conducting a survey of code enforcement in the area preparatory to the board meeting.

Clayde W. Rembert, KRDL Dallas, District 13 director, says reaction to the standards has been "very good," with stations generally adhering and finding their observance is not difficult.

The standards were well received at the District 9 meeting in Chicago according to Charles C. Caley, WMBD Peoria, Ill. No feeling of hardship was expressed though sentiment was not unanimous in support of the standards as adopted.

Harry Bannister, WWJ Detroit, District 8 director, commented that WWJ has operated under a self-imposed code "strict in every way" than NAB's code, but he was not prepared to discuss district observance.

With a few exceptions, District 17 broadcasters are adhering to the standards, according to Director Harry R. Spence, KXRO Aberdeen, Wash. Some small market stations objected at first to time limitations, according to Mr. Spence, but after revision they offered no further objections. He believes adherence is not difficult and that only time will tell if the standards need revision.

Not Dead, Says Judge

"Is the code a dead duck?" Judge Miller was asked.

"No," he said calmly. "The code is not dead. It is real, and vital. It has gone through the first stage successfully. The birth pangs are over. It is now entering the stage of education and implementation." Statements are starting to use the code in terms of education, teaching ourselves how to proceed. I think we are making very substantial progress. Broadcasters have little experience in adhering to professional standards. They are showing great resiliency.

"We must devise administrative machinery to move in the direction of uniform interpretation. Each broadcaster and network must assume responsibility for interpretation. This is the normal process of any law."

"We can expect formation of a committee on interpretation or code interpretation. Perhaps the work will come under Harold Fair's (program) department. Harold has been making a survey of code problems and methods of educating broadcasters. We already know the network's who have discussed them in New York Oct. 20. I was very well pleased with their progress, especially their decision to adhere completely by Jan. 1."

At this point Judge Miller was asked, "But why this apparent lack of interest in the code? Why the silence?"

"That is a healthy sign," he replied. "The standards have been promulgated. They now are law. I found during the district meetings that broadcasters have a real desire to make the standards work. One of the major purposes of the meetings was to talk to broadcasters about the code. There has been little antagonism.

Educational Interest

"All over the circuit I heard comment about the educational program. All the ideas will be assembled for the board's special committee. I want this to be something that comes from the broadcasters themselves.

"Many stations have been acquainting advertisers and agencies with the provisions. We will work with their various associations."

"But basic code enforcement must come at the local level. Our NAB committees are working on this problem. The state associations are studying it. I hope every state will soon have an association."

"We are a group holding government licenses, and subject to control by Federal agencies. Each broadcaster is charged by law with the responsibility of exercising discretion."

"Right now the industry has more marginal or below-average producers than it ever have again in its history."

"Many of the adherence prob-

lems will not be solved easily or quickly. We must decide what is good taste, what is buying an audience in contrast to entertainment and what about use of time to describe prizes."

Elgin-American TV Show Planned on Thanksgiving

ELGIN-AMERICAN Division, Illinois Watch Co., Elgin, Ill., (compacts, cigarette cases, etc.) will sponsor a special two-hour Thanksgiving Day variety show, Holiday Star Revue, on ABC's full TV facilities.

Program will be broadcast live Nov. 25, 7:30-9:30 p.m., on the ABC eastern video hook-up of WJZ-TV New York, WJIT-TV Philadelphia, WAAM Baltimore, WMAL-TV Washington, WNAC-TV Boston. It will be repeated in the Midwest by kinescopic recording flown to Chicago for broadcast Nov. 29 on the ABC Midwest network of WENR-TV Chicago, WXYZ-TV Detroit, WTMI-TV Milwaukee, WSPD-TV Toledo, WEWS, Cleveland, WBEN-TV Buffalo, KSD-TV St. Louis. Elgin-American agency is Weiss & Geller, Chicago.


WABD (TV) ALL-DAY SCHEDULE LAUNCHED

WABD (TV) New York at 7 this morning (Nov. 1) is scheduled to start its all-day programming, running from 7 a.m. until the station's regular evening video programs start at 6 p.m., Monday through Friday.

Leonard Hole, WABD general manager, said that the promotion campaign included teasers urging viewers to watch for "WABD Day, Nov. 1," general announcements and others plugging specific programs. All last week the classified advertising columns of the New York newspapers have been running small WABD ads. Under the Lost and Found heading appeared such copy as "Found—All-day television enjoyment on WABD, Channel 5, starting November 1."

Leading New York dailies were run quarter-page ads over the weekend and four-inch radio page tune-in ads during the coming week. Banners promoting the new daytime schedule on WABD were sent to the metropolitan area's television dealers for display. Once the WABD daytime schedule is on the air, they will probably use these programs in demonstrating their sets. The DuMont organization has stamped all outgoing mail with a circular stamp reading "Daytime Television Starts Nov. 1—WABD—All Day Long."
Sudden and Surprising

The agreement last Thursday came with suddenness and some surprise. Negotiations between the union and the companies had been broken off two weeks earlier with the curt announcement that the parties "regret that the discussions had "failed to produce agreement" and that no further conferences were scheduled.

It was learned that the way was paved for resumption of negotiations and swift acceptance of terms by the same key figure who unlocked the first ban which Mr. Pettrillo imposed against recordings in the early forties.

It was Milton Diamond, general counsel for the AFM, who convened to Brig. Gen. David Sarnoff, president and chairman of the board of RCA, over last weekend a set of union proposals which proved acceptable to the manufacturers.

Mr. Diamond, while attorney for Decca Records Inc., was largely responsible for the royalty payment system, which was adopted by that company and the union in 1943, and which became the pattern for the industry.

The first negotiations had failed, it was understood, when the parties could not agree on the amount of royalty payments. The union proposed which Mr. Diamond bore to Georffornoff contained concessions from both sides.

The manufacturers agreed to higher royalty scales than those they had proposed during the first negotiations, and the union agreed to abandon its request for retroactive royalties on all records sold since imposition of the ban.

In return, payments, upon which the union originally had insisted and to which the companies strenuously objected, were mostly responsible for failure of the first negotiations, responsible sources said.

The exact scale of royalty payments accepted by the manufacturers was not known. The joint statement announced only that "revisions upward" above first proposals had been made.

It was believed, however, that the reported revisions constituted no more than a token increase in the scales which were obtained before the musicians quit work. Authoritative sources spoke of the establishment of a scale of lower-priored records, which would correspond almost exactly to the pre-ban scale.

The agreement specifies that no royalties will be paid on records sold between Jan. 1 and Sept. 30.

If government approval is obtained, the agreement will exist for five years.

Signatories to the compact were Mr. Pettrillo and representatives of the following principal record firms: Capitol, Decca, Columbia, King, MGM, Mercury and RCA Victor. The Phonograph Record Mfrs. Assn. also signed.

With the settlement of its ban against record manufacturers, the AFM was left with only one major dispute on its hands—its refusal to work for transcription companies. At week's end no efforts by Mr. Pettrillo to re-open negotiations with transcription firms had been reported, but it was understood that the companies had some assurance that discussions might begin soon, perhaps within a week. Although the scale of royalty payments from transcription companies differed from that paid by record manufacturers before the ban, both elements of the industry adhered to the basic scale.

It was believed that if the revised technique of payment through a trustee were approved in the instance of the record manufacturers, it would be similarly applicable to transcription firms.

Negotiations between transcription houses and the union would therefore hinge upon the establishment of royalty scales, it was believed.

The first AFM ban against recordings was imposed Aug. 1, 1942, and reopened Dec. 31, was lifted up to providing concerts and other musical entertainment and thus assertedly relieve musician unemployment by the end of January 1948. A shush fund of $1.5 million, in other words, would still have been left in the union treasury from royalties at the end of next January even if no further royalties had been received.

As the outcast of the ban, the Industry Music Committee, a multiparty group whose formation was stimulated by the NAB, had endeavored to erect a united front in opposition to Mr. Pettrillo.

Since no other industry element save record makers has been engaged in a dispute with the AFM in the past few years, that group was disinclined to stand alone on an anti-concession policy. Only the recording manufacturers were suffering business losses because of actions of the AFM, they pointed out, and hence they elected to settle on as reasonable a basis as possible.

For several years the majority of manufacturers, it is known, have not been unfavorably disposed toward royalty payments as a means of keeping peace with the AFM.
Well Done, Senor!

WJJD Chicago's Ernie Simon, who murders the King's English in his daily disc jockey shows, last week was commended by the local press as quite a good bricklayer. His part in the automation of his program, "Night Watchman," over WCOO Boston, has given him a new lease on life at the station's studios and made his program, records, turntables and all, into one of Boston's top night spots. The Copley Plaza Hotel officials have opened the-room bar, which now becomes Boston's top 

'Senor Simon is a modern day Disc Jockey shows," Senor Simon's editor at the "Social List" of Washington and author of an syndicated newspaper column, is quite proud of the Senor Simon's progress in the music business. "He's not a bad speaker," the editor says, "but he's not a great musician."
New Shows for Recorded Veterans’ Series Readied

TWENTY-SIX more programs of the Here’s to Veterans transcribed series are in production for release early in December, the Veterans Administration announced in Washington last Wednesday. The announcement said a new high of 1,734 AM and FM stations now carry the quarter-hour show.

On the MBS The Veteran Wants to Know program, Oct. 17, Carl R. Gray Jr., Administrator of Veterans Affairs, paid high tribute to the talent unions and other industry groups for helping to bring about wide acceptance of Here’s to Veterans. He also introduced Clayton Collier, president of American Federation of Radio Artists, who acknowledged the tribute and discussed opportunities for veterans in the radio field.

TV FOR ACA

CANADIAN ADVERTISERS learned some of the problems of television and its advance as an advertising medium at the 34th annual meeting of the Assn. of Canadian Advertisers, meeting at Toronto, Oct. 29. Television progress was outlined by Dr. Peter Langhoff, research director of Young & Rubicam, New York, and TV in advertising was detailed by Walter Craig, Benton & Bowles, New York.

“The success or failure of television as an industry rests on the coordinated progress of four principal groups, the manufacturers, the broadcasters, the advertisers, and the public,” Dr. Langhoff said. “Since September 1947, U. S. manufacturers have stepped up the rate of production of television receivers from 16,000 per month to nearly 80,000 per month with a good prospect of reaching 100,000 in December. Applicants for television broadcasting licenses have increased from 89 to 430. The roster of advertisers using the medium has lengthened from 89 to 500. The television audience in these 12 months has added 550,000 set-owning families.”

“In these four trends,” he continued, “we have the evidence that the Big-Four are pulling together. Each must support a heavy financial load. The capital investment in transmitters alone for some 400 assigned and available channels will amount to 80 million. While quite a significant investment, it is but one-tenth of the $800 million the public is expected to invest in receiving sets in the next two years. Expenditures for programs, too, which are small today may well come to exceed the present expenditures for radio and be budgeted in the hundreds of millions annually.”

Television is now within the reach of 43 million people, 30% of the total population. Dr. Langhoff told the group, “The completion of stations which have construction permits will increase this coverage to 63 million people, or 44% of the U. S. total,” he explained.

Mr. Craig, discussing TV in advertising, stated that “the facts and figures of television development in the United States certainly indicate that a new mass medium for advertising has been born and that it is likely to grow with great rapidity.”

“The programming of television confronts the advertising agency with many new problems,” he said, “both in preparation and in production. In radio, preparation means a script, the music and the sound effects. In television we lose the scenery, costumes, props and the cast, which must memorize the performance before the show is actually rehearsed before the cameras.”

“In radio, production means directing the actors in reading their lines. In television, we must direct them in their actions as well. In addition, we must know about lighting, camera angles, make-up,劳工, pantomime, miniatures, film, process shots, and most important of all, the short-cuts in all of these things that will enable us to get the product on the air, because television is going to be expensive at best. Carelessly done, it can be catastrophically bad.”

However, Mr. Craig predicted that television would be worth the time and cost. “In this new medium,” he said, “we have a combination of the pictorial possibilities of print, the power of persuasion of the human voice and the graphic and dynamic qualities of the billboard, plus, as an extra aid to memory, the eye-witness effect on each and every viewer.”

GEORGE GOUGE DIES; WAS BBDO DIRECTOR

GEORGE FREDERICK GOUGE, 68, retired vice president of BBDO, New York, died Oct. 20 after a heart attack suffered while playing golf at Sea Island, Ga.

Mr. Gouge, who was also a director of the agency, retired in 1946. He joined Barton, Durstine & Osborn agency in 1921, a year after it was founded. In 1936 he was made the agency’s fourth director with its three principals, and in 1928 was one of the men who directed its merger with the George Batten Co.

During his tenure with BBDO he handled duPont, U. S. Steel, General Electric, U. S. Navy, Consolidated Edison, Sevel, Brown & Williamson Tobacco and other accounts.

Handful of Cars

SPORTS Director Jack Brad-ley and Salesman Tom Gar-ten, W. Va. received assurances from President P. Watts, pres-ident of Huntington’s Watts Motor Co., that each would receive a shiny new Hudson model if the first few broad-casts of the Marshall College football games Mr. Watt’s firm was sponsoring went off smoothly. The station did a bang-up job on the first few broadcasts, and went to the agency to drive their cars from the showroom floor. Mr. Watts, in recognition of the station’s “model” job, gave them an appropriate gift. They carried the “model” new Hudsons from the agen-cy in the palms of their hands.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414

McNARY & WRATHALL
906 Natl. Press Bldg.
Washington, D. C.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOndair 3-3000
Linelands 4-1000
Labs: Great Neth, N. J.

COMMERCIAL RADIO EQUIPMENT
Everett L. Dillard, Gen., Mgr.
INTERNATIONAL BLDG.
PORTER BLDG.
KANSAS CITY, MO.

TELEPHONES
1422 Commercial Radio Equip
Washington, D. C.

RAYMOND M. WILMOTTE
PAUL A. donMARS
ASSOCIATE
1469 CHURCH ST., N. W.
WASHINGTON 5, D. C.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

LOHNE'S & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 6, D. C.

Worthington C. Lent
Consulting Engineers
WASHINGTON, D. C.
1200 18th St., N. W.
Room 1210
DISTRICT 4127

Dixie B. McKey & Assoc.
2120 Jefferson Place, N. W.
Washington 6, D. C.

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St., Triangle 4400
CHICAGO 19, ILLINOIS

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7932
WASHINGTON, D. C.

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C.

JUSTIN B. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.
EXECUTIVE 5670
WASHINGTON 5, D. C.

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
MI. 4151
DALLAS, TEXAS

1728 Wood St.
Riverside 3611

HOLEY & HILLEGAS
1146 Briarcliff Pl., N. E.
Atlanta, Ga. Atwood 3328

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTO 6, D. C.

GILLE BROS.
1108 Lillian Way
Glendale 6178
HOLLYWOOD, CALIFORNIA

NIANTH WILLIAMS
Allocation & Field Engineering
20 Algonia Blvd.
Oakshott, Wisc.

BEULAH L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.

ROBERT M. SILLMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave.
WASHINGTON 4, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST.
ARLINGTON, TEXAS

LYNE C. SMOBY
820 13th St., N. W.
EX. 8073
WASHINGTON 5, D. C.

WILLIAM E. BENNS, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORDway 8071
Washington, D. C.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 16, D. C.

R. S. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO

MERCER SAXON
203 W. Hutchison Street
Telephone 888 or 211
San Marco, Texas

N. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.
October 22 Decisions

BY COMMISSION EN BANC

--- AM-1340 kc
Lewis & Clark Best, Corp., Helena, Mont., granted CP new AM station 1340 kc 250 w, unlit; engineering cond.; estimated cost $16,550.

--- AM-1450 kc
The McPherson Best, Co., Inc., McPherson, Kan.—granted CP new AM station 1340 kc 250 w d; estimated cost $19,500.

--- AM-1490 kc
Advocate Presbyterian, Newark, Ohio—granted CP new AM station 1340 kc 250 w cond. permit, except for sustained interference that might be caused if applications of steubenville, ohio, are granted; estimated cost $14,750.

--- AM-1530 kc
Red Wing Best, Co., Red Wing, Minn.—granted CP new AM station 1350 kc 1 kw D; estimated cost $32,550.

--- AM-1570 kc

--- AM-1580 kc
Good Neighbor Best, Co., San Antonio, Texas—granted CP new AM station 1540 kc 250 w D; estimated cost $12,920.

--- AM-1240 kc
WTAX Springfield, Ill.—granted CP new FM station 107.7 mc 1 kw D, change tower and antenna, site, and install DA.

--- AM-1680 kc
WPTF Raleigh, N.C.—granted CP new FM station 107.7 mc 1 kw D, change tower and antenna, site and install DA.

--- AM-1990 kc
WCON Chicago, Ill.—granted CP new AM station to allow changes in DA.

--- License for CP

Granted petition for license to WWBB, Waukesha, Wis.—to operate station on 1390 kw d.

--- License for CP

WILD Niagara Falls, N.Y.—granted CP change 1250 kc to 1270 kc, increase ERP 4 kw to 5 kw D, change antenna type and trans. site and install DA.

--- License for CP

WBYW Philadelphia, Pa.—granted petition for license to carry on station at 5 kw D, 1310 mc.

--- License for CP

For WIBS, Ft. Wayne, Ind.—to operate station at 1360 mc.

--- License for CP

WAGE Norfolk, Va.—granted CP new FM station at 94.3 mc.

--- License for CP

WRSI Provincetown, Mass.—to operate station at 1560 mc.

--- License for CP

WJJO Waukesha, Wis.—granted CP new FM station at 91.7 mc.

--- License for CP

WBIQ Indianapolis, Ind.—granted petition for license to WBIQ, Indianapolis, Ind., to operate station at 1510 mc.

--- License for CP

WBIK Truth or Consequences, N.M.—granted petition for license to operate station at 1510 mc.

--- License for CP

WBOI Terre Haute, Ind.—granted petition for license to operate station at 1510 mc, 3 kw D.

--- License for CP

WBMW New Orleans, La.—granted petition for license to operate station at 920 mc.

--- License for CP

WBLH Milwaukee, Wis.—granted petition for license to operate station at 1510 mc.

--- License for CP

WBRB Louisville, Ky.—granted petition for license to operate station at 1510 mc.

--- License for CP

WBBR Buffalo, N.Y.—granted petition for license to operate station at 1510 mc.

--- License for CP

WNBW, Waukegan, Ill.—granted petition for license to operate station at 950 mc.

--- License for CP

WBDD Des Moines, Iowa—granted petition for license to operate station at 1490 mc.

--- License for CP

WBBN Chicago, Ill.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBBX Philadelphia, Pa.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBBM Chicago, Ill.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBBB Wausau, Wis.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBCB Wheeling, W. Va.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBBG Buffalo, N.Y.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBII Indianapolis, Ind.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBBY Chicago, Ill.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBBN Chicago, Ill.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBBR Buffalo, N.Y.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBGS Jackson, Miss.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBGU Lima, Ohio.—granted petition for license to operate station at 1490 mc.

--- License for CP

WBGQ, Blackfoot, Idaho—granted petition for license to operate station at 1490 mc.

--- License for CP

WBGX, Des Moines, Iowa—granted petition for license to operate station at 1490 mc.

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### ADDENDA AND CORRECTIONS—1948 BROADCASTING MARKETBOOK

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**Changes**

- Add triangle symbol for one station in St. Augustine, St. Johns County, below Jacksonville.
- Eliminate one station symbol in Blount County, Tenn., to reduce confusion.
- Eliminate CP for WBBQ Augusta, Ga., to correct error in BL-704.
- In Kokomo, WJOU is on the air as a CBS outlet.
- Add Hooper under "Surveys Available" in Lexington.
- WLBO's KBS station.
- KCKM Kansas City is not an MBS affiliate.
- Vineyard is in Cumberland County, 10 miles east of Bridgeville, in center of Cumberland and York counties.
- Change frequency KYW Alberquerque from 1400 to 710.
- WHN—New York—call letters changed to WMCQ.
- WBWX Utica—now broadcasting on 580 with call letters WBCI.
- Add Greensboro opposite to WBGU-FM and eliminate WBFG-FM opposite.
- Add triangle symbol for one station in Cambridge, Cumberland County, Mass.
- Add outlet for Amari.
- WAMC affiliation to WMWW.
- Eliminate ABC from WEMP.

**Advertisements**

| Figures in day and night boxes below map should be the same as in the previous editions. |

---

**Down in Carolina #1**

**Nothing Could Be Finer**

**RALEIGH**

North Carolina

The News and Observer Station

5000 Watts • ABC • 850 KC

Ask AVERY KNODEL, INC.,

BROADCASTING  Telecasting

---

**November 1, 1948 • Page 73**
**Promotion**

For the Children

KWXG Utica, N. Y. devotes its Thursday broadcast of Club 1100 to children at the Children's Hospital Home of Utica. Thursday, Oct. 3, m.c., asks listeners to send any surplus records they have for the kids, and to date they have received over 500 records. Mr. Fein visited local record dealers and owners to donate a specified number of records a week to the hospital's newly started record library. This has brought an overwhelming response. He also wrote to several companies to request records, and many agreed to contribute to the hospital. Each Monday Mr. Fein visits the children to let them know what they want to hear on their program, and he has apt reason to say, "Don't sell short on the human race, especially those in Utica."

Proverbs

KXNKL Dallas, Texas, offered a $100 prize for best answer to "What Will It Do?" submitted by listeners. Station featured the greatest variety of proven winners and biggest word playery as station broke. "Here's some more to think about"—the rough then: "Think it over," with musical background. Station reported 9,123 entries in two-week period.

Definitions


For the Children

By The Children

The Child of the Week, sponsored by the Children's Hospital of Chicago, is radio station WMBC, Chicago. Each week, a child is selected from the hospital and featured on the show. The child is given a picture, a letter from the station, and a special package of gifts. The show is broadcast weekdays from 4:00 to 4:30 p.m.

**Surgery Telecast**

FIRST Pacific Coast telecasting of actual surgery was done by KTVY Los Angeles at the convention of American College of Surgeons in Los Angeles. Using five television cameras set up in two operating rooms of Los Angeles General Hospital, operations last to special telecasting at convention headquarters at the Biltmore Hotel during the convention Oct. 18-22, three hours during the day and two and one-half hours in the afternoon. Receivers were provided by RCA who set up a 6 x 8 foot projection type, and General Electric, two 18 x 24 inch projectors and eight televisions.

**Education Shows Slated By WKBS-Long Island U.**

WKBS Oyster Bay, N. Y., has offered its facilities to students and faculty members of Long Island U. for the production of educational programs.

**ABC Is Replacing Eight Sustainers 'Candid Microphone' Discarded, Stafford Among New Shows**

ABC last week said it is discarding eight sustaining programs, including the critically acclaimed 'Candid Microphone.'

No reason was given for the reshuffle, but it was understood that the network had given up hopes of selling the sustainers which it was abandoning.

**Monograms**

**WXYK Dominates All Competition**

**ABC Is Replacing Eight Sustainers 'Candid Microphone' Discarded, Stafford Among New Shows**

ABC last week said it is discarding eight sustaining programs, including the critically acclaimed 'Candid Microphone.'

No reason was given for the reshuffle, but it was understood that the network had given up hopes of selling the sustainers which it was abandoning.

**Mondays:** 9:00-9:30 p.m. Music and Mr. Blaine was replaced Oct. 25 by Glenn Ossur and his orchestra.

**Tuesdays:** 9:45-10:30 p.m. 'Candid Microphone' will be replaced Nov. 19 by the Detroit Symphony.

**Thursdays:** 7:30-8:15 p.m. Final Edition will be replaced Nov. 11 by Theatre U. S. A., produced in cooperation with the U. S. Air Force and the American National Theatre and Academy; 8:30-9:30 p.m. Personal Autograph will be replaced Nov. 11 by the Jo Stafford Show, sponsored by Revere Camera Co.; 9:30-10:30 p.m. Candid Microphone will be replaced Nov. 4 by My Job Is Manhattan.

**Saturdays:** 10:30-11:00 a.m. This is For You was replaced Oct. 23 by the ABC Concert of American Jazz, a program of records; 10:00-11:00 a.m. The Jo Stafford Show was replaced Oct. 23 by This Is For You; 6:30-7:00 p.m. The Brownle Sisters and Follies Quartet was replaced Oct. 23 by Speaking of Songs.

**Education Shows Slated By WKBS-Long Island U.**

WKBS Oyster Bay, N. Y., has offered its facilities to students and faculty members of Long Island U. for the production of educational programs.

**WKBS-Oklahoma City**

Represented by the City Agency, Inc.
These are beam power tubes built for reliable broadcast station operation. Like all RCA beam power tubes, they have high-power sensitivity, high-cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section KP 36-1, Harrison, New Jersey.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA
Polk Trial Likely To Be in January

THE TRIAL of a Greek mother and her son, who are charged in the murder of CBS Correspondent George Polk probably will be held in January, according to William J. Donovan, chairman of the Overseas Writers Committee. Mr. Donovan, who has returned from his fifth trip to Greece on behalf of the committee, was formed to sponsor an independent probe of the Polk slaying, spoke last Monday at a political luncheon in New York.

Mr. Donovan praised the late CBS reporter as “a very competent, intrepid newsmen,” and called him “a symbol” of all correspondents who risk their lives to get the news. “If he is murdered and there is no investigation, then no one is going to be safe,” Mr. Donovan declared.

He added that until the Overseas Writers Committee was organized, nothing had been done by the Greek Government, the U.S. Embassy in Athens or the U.S. State Department to present the case of the murder. This statement was challenged later by Davidson Taylor, CBS vice president and director of public affairs, who told Broadcasting in reply to a query that the U.S. Consul in Salonika, Raleigh Gibson, has been making representations to the Greek Government since the day Polk’s body was found in Salonika Bay, last May 16. Mr. Taylor added that CBS has also had its own newsmen on the scene since the beginning of the case.

The CBS executive conceded, however, that organization of the Overseas Writers Committee, which is headed by Walter Lippman, has greatly increased efforts in all quarters to solve the Polk murder.

Out of the Red

IF YOU looked for Southern Pines, N. C., on your map, you'd find it on the edge of the Pinehurst Golf Course at which a number of National Opens have been played. But Southern Pines enjoys (or enhances) two broadcast stations. They are WEEB (1360 kc, 1 kw daytime on MBS and WST) and WST (990 kc, 250 w daytime, independent). Jack C. Young of the American Airlines operations official, and his wife, Elizabeth M. Younts, (professionally, Betty) Hill ex-ABC staff organist, two birdies and operators of WEEB. They've been on the air for 11 months, and are out of the red. WST is owned by F. L. Baber, North Carolina auto parts distributor, and has been on the air since August 1947.

Power of KWAL Wallace Is Boosted to 1 kw

KWAL Wallace, Idaho, earlier this month increased power from 250 w to 1 kw and changed frequency from 1450 kc to 1240 kc. The station, licensed to Silver Broadcasting Co., is located midway between Wallace and Kellogg, Idaho. Robert G. Binyon is owner-manager of the MBS affiliate. The operation is housed in a new, modernistically styled and soundproofed building of hollow tile construction with a white stucco finish.

Jett Okay's Freeze

APPROVAL of the FCC TV freeze, pending determination of technical standards, was expressed last Tuesday by E. K. Jett, vice president and radio director of A. S. Abell Co., owner of WMAR-TV Baltimore. The ex-FCC commissioner, addressing a meeting of Institute of Radio Engineers in Baltimore, said more channels for television are needed “as soon as possible.” The present 12 channels are “inadequate for national results,” he added. Mr. Jett urged “engineers and all interested” authorities to offer recommendations to assure industry expansion on a sound basis.

WEBR Gives Band

THE BUFFALO Bills, Buffalo, N. Y.'s All American Conference football team, is the recipient of a 105-piece All Star Football Band. On behalf of the Buffalo Courier Express and WEBR, Cy Jett, general manager of the station, presented the top ranking band to the team during special ceremonies at Kleinhans Music Hall in time for the opening of the 1948 football season. The musical group represents talent from 55 Western New York high schools and colleges. The idea for the band was conceived last April, and a contest for musical talent in all Western New York high schools and colleges was sponsored by the Buffalo Courier Express and WEBR.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "rep" will bring you all the facts, as well as current availabilities. Write today.
BIG TV BUY

Appliance Firm Purchases Daily Hour on WCAU-TV

J. TREvor PEIRCE, vice president of Peirce-Phelps, applied for Peirce-Phelps, appliance why his firm has just purchased the largest television network in the history of the medium.

The buy, which becomes part of advertising appropriation, was for Homekernals' Matinees, on WCAU-TV Philadelphia, 2-3 p.m., Monday through Friday. In addition, it also sponsors or participates in sponsors of football games, baseball games, Let's Have Fun, and Uncle Wip telecasts.

At a meeting in the Philadelphia offices of Poynette, Phelpes, Peirce explained that although his company is a wholesale house which does not sell to the consumer, he envisions that television will serve two purposes: To train retail dealer personnel in equipment features shown on the telecasts, and at the same time appeal to the dealers' customers by showing products in use.

On the new Homekernals' show, the sponsor will sell Whirlpool laundry equipment, Admiral television, Youngstown kicthen, Proctor used appliances and Deep Freeze home freezers. The show itself is divided into three segments: A half-hour of Cinderella Week-End, a 15-minute Man in the Street interview, and a 15-minute Homekernals' Matinee which features demonstration of appliances and equipment.

Dealers reaction to the show has been exceptionally favorable, Mr. Peirce said. The more than 60 salesmen who call on 4,000 P-P dealers, polled dealer reaction for the first week of the broadcasts, which started Oct. 4.

To aid organization of dealer parties, P-P has had postcards printed and distributed to the dealers who can use them as invitations to prospects to come to such daily parties. Plan is to have each dealer invite about 25 women each afternoon to see the show in his store, using as bait a giveaway or light refreshments.

"It's interesting to note," said Mr. Peirce, "that already there are definite records of appliance sales made as a direct result of the program."

He explained that not only are capra, Putnam Named 'Favorite Story' Judges

FREDERIC W. ZIV Co., Cincinnati, has announced that Frank Capra and George Palmer Putnam have been added to the judges committee for its "Favorite Story" letter contest.

The grand prize in the contest, a two-week trip to Hollywood for two persons as the guests of Ronald Colman, will be awarded for the best letter telling which story of the Favorite Story series is preferred and why. Mr. Colman is narrator of the transcribed Ziv series. In addition the Ziv Co. will award $50 in cash to the station judged to have done the best promotion for the contest, which ends Dec. 4.

FCC Order

FEDERAL Trade Commission has issued a "cease and desist" order to Fleming & Sons, Dallas, and its agent, Albert Couchman, head of Couchman Advertising Agency. The order requires that the firm and agency refrain from certain alleged misrepresentations in connection with the insulating qualities of the product, Wallrite, as contained in two radio advertisements on WBT Charlotte, N. C., and WSM Nashville, Tenn.

It's a Great Day on WLAV and WLAV-FM

WLAV leads ALL stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper) WLAV — 28.1% Station B — 22.6% Station C — 22.2%

Contact the John E. Pearson Co.
Mr. Ware has been appointed general manager of WKBW, Buffalo, N. Y., a CBS station. He has been with the station for 20 years and was responsible for the station's growth during that time. He will continue to serve as station manager and will work closely with the new general manager, Mr. Blaine, on all aspects of station programming and operations.

Mr. Blaine has been with WKBW for 15 years and has served as the station's vice-president and general manager. He brings a wealth of experience in television and radio station management and a proven track record of success in building and maintaining successful broadcast operations.

The appointment of Mr. Ware as general manager is in line with the station's commitment to excellence and growth, and is expected to bring new energy and fresh perspectives to the station's operations. Mr. Blaine will remain as station manager, overseeing day-to-day operations and ensuring the continued success of the station in serving its community.

KSJB Expands

KSJB Jamestown, N. D., established auxiliary stations and control facilities in Fargo, N. D., effective last Wednesday, John W. Boler, KSJB president, announced. The Fargo studios will be operated by Arv Johnson, formerly sales manager of KVOX Moorhead, Minn., in conjunction with KSJB's newly appointed Fargo-Moorhead sales office.

CAB GIVES FRANCHISE TO 60 ADV. AGENCIES

SIXTY CANADIAN advertising agencies have been enfranchised for 1948-49 by the Canadian Assn. of Broadcasters, following the October CAB board of directors meeting. List of agencies, the largest Canadian agency group enfranchised by the CAB, was released October 23.

Volume Discounts to End

In Canada Jan. 5, 1950

SPECIAL VOLUME discount on large contracts will be terminated by Canadian stations Jan. 5, 1950, following a decision reached by the board of directors of the Canadian Assn. of Broadcasters. The special 10% discount on volume of spot announcements and programs was started over a year ago to foster more 52-week sponsored programs. A special sub-committee was formed at the last CAB meeting to look into the problem, and its recommendation was to stop the practice.

The CAB board, in making the recommendation to its members, points out that the present arrangement has a tendency to deprive small and medium market stations of certain business, concentrating this instead in metropolitan areas. Recommendation is to be confirmed at 1948 annual CAB meeting.

CAB: Gives Franchise to 60 Agencies

The Canadian Assn. of Broadcasters has enfranchised 60 advertising agencies for the 1948-49 season, following a vote of the board of directors held October 23. The list of agencies includes representatives from all major Canadian cities and is the largest group enfranchised by the CAB to date.

WKBW's Mr. Ware Named General Manager

Mr. Ware joins WKBW after 15 years with the station, during which time he served as vice-president and general manager. He brings a wealth of experience in television and radio station management and a strong commitment to the local community.

Mr. Blaine will continue in his role as station manager, working closely with Mr. Ware to ensure the continued success of the station in serving its community.

Mr. Emm will head WNEW's research activities.

The station has appointed Mr. Emm as research manager, with a focus on expanding the station's market share and enhancing its programming offerings.

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To you, the customer, service is the most important thing you buy. Seldom do you realize that you have bought it (or tried to) until after your purchase is made. And then it may be too late,—or, as in the case of Gates customers, you have service, perhaps without even knowing it,—or asking for it.

There are several makes of transmitting equipment. There are several kinds of service also. But the Gates label is only on good equipment,—and means good service as well. All our customers have a right to that personalized attention, fast shipment and careful consideration of your problems.

We believe here that what you say about our service is the all-important thing,—in other words, it's your business as to how good our service is,—because without service,—the careful consideration and proper handling of your wants and desires,—you get just equipment,—and although that is what you may think of as your purchase, you unconsciously, perhaps, expect to get service also. After all, it is your business.
RADIO HERE TO STAY, WILLARD TELLS CLUB
TELEVISION, FM, facsimile and all other facets of radio will bring "new broadcasting, better newspapers, better magazines, better books and better movies," A. D. Willard Jr., NAB executive vice president, told the Women's Advertising Club of Washington last Wednesday.

"Broadcasting has been for years and still is America's No. 1 medium of mass communication," Mr. Willard said. "That it should disappear tomorrow or ever is inconceivable."

Mr. Willard recalled the glodby predictions of the 20s that radio would doom the music manufacturing industry, phonographs and publishers. Instead radio has grown side by side with newspapers, which now have the highest circulation and advertising revenue in history, he said, with similar progress in the other industries.

"Looking back," "Broadcasting's New Look," he reviewed recent radio progress and termed television the "atomic bomb of broadcasting."

WNHC-TV Equipment INSTALLATION of equipment for studio programming at WNHC-TV New Haven, Conn., is now under way. Cameras for live, local studio shows have been set up in the station's building and engineers are conducting tests to get the equipment in shape for limited local programming in the near future. The Elm City Broadcasting Corp.'s video station now carries network shows in addition to a few motion pictures and slides.

TV RIGHTS GRANTED TO BEAUTY PAGEANT FIVE-YEAR VIDEO rights to the Atlantic City beauty pageant have been secured by Sylvan Taplinger, New York producer.

Mr. Taplinger represents television interests backed by Robert S. Taplinger, Hollywood film executive. Sylvan Taplinger will handle negotiations with prospective sponsors and television networks and serve as consulting producer for the pageant television shows.

Negotiations for last month's pageant were under way with Philco Corp., but the lack of technical facilities made the cost of production prohibitive. However, the cable will be installed from the planned Atlantic City outlet to Philadelphia for network relay in time for next September's pageant.

WLBK Vote SIX announcers at WLBK Lebanon, Pa., have voted in favor of a union shop at the station, Julian Skinnem, operations manager, reports. At the NLRB election the announcers voted to have AFRA certified as the collective bargaining agency for the station. Earlier in the year the NLRB had named the collective bargaining agency for the seven transmitter and control engineers at WLBK.

WOW FARMERS' TRIP Group Will Visit 8 European Countries on Tour WOW Omaha will take 25 Midwest farmers in a 30-day trip to Europe to study farm methods and exchange farm ideas. The group will leave New York Nov. via Air France and will visit France, England, Belgium, Luxembourg, the Netherlands, Switzerland and Italy.

The tour is in charge of Mai Hansen, WOW farm service director, assisted by Bill Wiseman, WOW promotion manager.

After the farm group returns to this country its members will appear before farm and civic groups to report on what they saw and learned abroad.

WFMJ BASIC ABC FOR YOUNGSTOWN ASK HEADLEY REED
Day TV Showcase Urged by Stellner

PROGRAMMING instead of afternoon test patterns is the crying need of the video manufacturer today, in the opinion of Walter Stellner, vice president of Motorola. Addressing the Chicago Television Council at its regular lunch-noon meeting last Wednesday, Mr. Stellner explained that dealers find it difficult to sell a TV receiver when all they can demonstrate is a static test pattern. He also suggested that kinescope recordings be made of evening shows and re-telecast during the day for a nominal fee or possible charge.

He urged that agencies and stations spend more time and money in perfecting black and white photographic contrasts to eliminate gray elements, develop better programming in all phases, and help to educate the public to the use of a video set.

Although the "main bottleneck on the production side" is slow delivery of the picture tubes, Mr. Stellner envisions an expanded market within a few years, when 16-inch tubes "probably" will be available. "Color will not come into the video picture for about five years," he said.

Mr. Stellner remarked that the price of a set will not be lowered substantially for some 10 years, that Pheonvision may be defeated by substitution of a better-type conductor for telephone lines, and that more statistical information should be made available to agencies for clients wishing to know cost per thousand viewers and penetration of the sales message.

He reported that Harry Alter, local Crosley distributor and president of the Chicago Electronic section, is making an area survey of the number of television receivers sold by various dealers to date. This data, with subsequent breakdowns, will be available to manufacturers.

A. S. Gourfain Jr., partner at Gourfain-Cobb Agency and supervisor of Motorola's account, observed during the question period that advertising clients can only "learn (television) by doing, and now is the time to do it."

Ardien Rodner, president of Television Advertising Productions, announced that the proposed nationwide video conference planned by the council for Chicago has been tentatively set for Jan. 31 or Feb. 7, 1949. [BROADCASTING Oct. 18]

Voice—Czech Story

A STUDY of the effect of U. S. foreign broadcasts on people of Czechoslovakia and consequent Soviet counter-measures forms the basis of an article in last week's issue of Newsweek. Appearing in the magazine's "On the Record" section, the article poses the question of whether new Soviet-Czech laws will effectively block "Voice of America" operations.

TV No Power Hog

RESEARCHERS at Commonwealth Edison Co., Chicago, estimate that the purchase of a television set increases a customer's electric bill about $5.00 a year. Accounts of 142 residential purchasers of video receivers for the 12 months before and after the installations showed that the median increase in consumption for the group on a yearly basis was 214 kw hours.

SENATE PROBES KERR ON CAMPAIGN COST

ROBERT S. KERR, former Oklahoma Governor and board chairman of West Central Broadcasting Co., licensee of WKEY Peoria, Ill., has been accused by a Senate investigator of spending $65,500 in excess of the state legal limit in his Oklahoma primary campaign for the Democratic Senatorial nomination.

A report was made public by Mr. Nelson Derr, counsel for the Senate Election Subcommittee, in which Mr. Kerr was said to have outlined expenditures of $4,360 in the first primary and the run-off.

Investigation showed, according to Mr. Derr, that only $65,500 was spent on radio, newspaper and billboard advertising and other items. Of this amount approximately $5,000 was reportedly spent for radio time on about 80% of Oklahoma's stations. Oklahoma law, Mr. Derranian declared, allows a Senatorial candidate to spend no more than $3,000 for the primary and the same amount for a run-off—a total of $6,000.

Rural Radio Group Signs Zenith, Clock & Watch

RURAL RADIO NETWORK, New York State FM group, has signed as sponsors Zenith Radio Corp., Chicago, and New Haven Clock & Watch Co., New Haven. The Zenith contract calls for seven of the eight RRN outlets; latter firm takes the full network. Both are effective immediately.

Zenith will sponsor Columbia Masterworks on Sundays, 8-8:30 p.m. (EST), in a cooperative deal between the manufacturer and New York state distributors. New Haven will sponsor Dr. Charles Hodges, RRN newsmaker commentator, Mondays, Wednesdays and Fridays 9-9:15, in "Memo for Tomorrow." Weiss & Gellar, New York, is the New Haven agency.

Army-Navy Game

GILLETTE Safety Razor Co., Boston, will sponsor the Army-Navy football game Nov. 27 over Mutual. Maxon Inc., New York, is the agency.

Edward Fishbein has been promoted manager of Emerson Television Equipment Corp., New York. Mr. Fishbein is co-operative advertising manager for Emerson Radio and Photographic Corp.

Maynard Electronics Inc. (transit advertising) Los Angeles, has changed name to California Transit Advertising, its address remains 3603 Wilshire Blvd.

RCA Communications, New York, opened a new office to carry all kinds of pictorial matter between New York and Lima.

INTERNATIONAL Division of Zenith Radio Corp., Chicago, is now handling firm's export business, replacing American Steel Export Co., Zenith's sales representative to the world. Loucks, export manager of company, cited "thorough knowledge of Zenith products and the electronics export field" as reasons for his appointment.

J. T. Mallen, former East Central Division manager, Renewal Tube Sales for Sylvan Electric Inc., has been appointed manager of Equipment Tube Sales, East Central Division.

Harold M. Detrick, former superintendent of radio at Navox Co., Fort Wayne, Ind., has been appointed assistant manager of company's radio division.

C. Russell Cox, Walter F. Keen and John A. Brown have been appointed sales and engineering posts with Andrew Corp., Chicago, Ill. Mr. Cox was named as director of sales and engineering; Mr. Keen as assistant sales manager; and Mr. Brown as assistant chief engineer.

Equipment

RCA tube department has announced production of a new television "Hanger" magnifier for small video receivers. It is said to enlarge image on sets with 7-inch tube to approximate size of image on 12-inch tube. It retails for $24.95, with mounting brackets.

Three meter panels for use with all RCA standard broadcast equipment are now available in quantity according to RCA Engineering Products, Camden, N.J. Type BI-1A can check cathode, filament, grid beries of video tubes, meters ten circuits. The BI-1A can meter 24 circuits. MT-1128P VAF measures audio volume levels of audio circuits from plus 4 to plus 60 decibels in any number of circuits up to ten.

Sound Apparatus Co., New York, has announced the completion of its main office and manufacturing plant at Sturting, N.J., and enlargement of the development laboratory at Millington, N.J.

United States Televislon MFG. Corp. has announced its first video-radio console, containing television in addition to TV reception through a 12-inch Zenith tube. It is priced at $524.95.

Three desk-size gadgets—shot-plot sets, pre-viewers and monitors—are being marketed by Television Advertising Productions, Chicago. to video directors as an aid in visualizing all aspects and phases of studio production. Technical Advisor IRA Glick is the designer.

McNaughten Stays

NEAL McNAUGHTEN, assistant director, NAB Engineering Dept., has agreed to remain at NAB, though WPIL Philadelphia announced he had accepted the post of manager of technical operations. Mr. McNaughten's decision was based on NAB's plea that his services were needed during the period of international negotiation and frequency problems. Royal V. Howard, NAB engineering director, is in charge of the emergency broadcast conference at Mexico City as an industry advisor, along with Porney Rankin, NAB administrative assistant to the president.
Help Wanted

Managerial

Manager—Must be an aggressive sales producer and know small market programming. Prefer college graduate, sales experience and salary requirements. WOCB, North Adams, Massachusetts.

Manager for 250 watt daytime and 1000 watts FM, steady policies required same type of man. Send complete details in first letter. Box 90, BROADCASTING.

Help Wanted

Live in Los Angeles. Two experienced salesmen will find excellent working positions at KWK, Burbank, Calif.

Wanted: Salesmen—A few low bidwe earnings. Send names and addresses of real sales required by a firm who enjoys a very high reputation and opportunity to earn money and advancement. Prefer those who can produce and live near New York. Send full details to Box 109, BROADCASTING.

Wanted—A radio salesman who will sell copy. If you have a proven record of results, we can offer you a good job and a modern, progressive future with one of the most aggressive, independent, radio stations in the country. We pay and compensate to fit your needs, against 15% commission. Write or phone your business proposition to salesmen. Earnings open. Reply in the day. Box 126, BROADCASTING.

Michigan regional AM. Class B FM. Requires experienced operator with lit- tle. Box 19, BROADCASTING.

Production-Programming, others

Continuity writer-producer. Experienced man wanted for 1 kw NBC outlet. Prefer AM-FM operation. Box 158, BROADCASTING.

Continuity writer to create advertising copy with punch. Needed to produce strong, brisk sales copy. Send sample material. Salary $75.00. Experience required. WYK, Kankakee, II.

Wanted—Editor-reporter; experienced newsman capable of preparing copy and editing news for midwestern station. Excellent income and opportunity. Send sample of work. Box 112, BROADCASTING.

Wanted—Continuity girl. Prefer experienced Pleasant, fashionable, intelligent girl. Typical station with opportunity for advancement. Photo, 43c. Box 119, BROADCASTING.


Situations Wanted

Managerial

Aggressive, young station manager desires change. Civic-minded strong on operating and programming. Available thirty days. Box 125, BROADCASTING.

Manager—Successful fifteen year net- work experience. Box 289, BROADCASTING.

Manager immediately available. Married, 37, sober, fully experienced. Living in Detroit. Not afraid of work or touch as- pects. Send photo and disc. Box 43, BROADCASTING.

Wanted—Announcers and continuity writer for 240 watt on air in November. Full details photo, disc first letter. Box 113, BROADCASTING.

Help Wanted (Cont’d)

Two experienced salesmen needed immediately in rich indus- trial Connecticut area. Salary good and business opportunities for those who can produce. Send your reply to Kwir, New Haven, Conn.

Steedly policies, same type of man. Send complete details in first letter. Box 90, BROADCASTING.

Help Wanted (Cont’d)

Salesmen

HELP WANTED: Two experienced salesmen who can qualify and produce will have opportunity in Canton, Illinois. North producer and advertiser. Box 127, BROADCASTING.

Wanted—First class ticket required. Good pay, reasonable living costs, small city. Chicago. Box 34, BROADCASTING.

Wanted: Combination man, good announcing ability. First class ticket required. Good pay, reasonable living costs, small city. Chicago. Box 34, BROADCASTING.

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Situations Wanted

Managerial

Aggressive, young station manager desires change. Civic-minded strong on operating and programming. Available thirty days. Box 125, BROADCASTING.
Situations Wanted (Cont'd)

Announcer, veteran, married, trained all phases of broadcasting, now living in Los Angeles. Box 117, BROADCASTING.


Experienced announcer—continuity writer-salesman, able to operate any console. Good with lineups and disc shows. Available immediately. Write or wire Ben R. Rath, 514 East High Street, Tucumcari, New Mexico.

Staff announcer. Anxious to locate with small progressive station. College background thoroughly trained at Radio City in all phases of announcing. Gibb TV, Inc., 1257, BROADCASTING.

Announcer—3 years experience. Excellent knowledge programming-production. Presently employed. Box 120, BROADCASTING.

Technical

Television technical director or chief engineer. At present associated with Washington radio consultant. Desire change to position where I do not have to travel fifty percent of time. During war was superintendent of Government Radio Laboratory which specialized in television development. Granted United States government Recognized authority on high frequency broadcasting problems. Box 24, BROADCASTING.

Engineer, 24, four years experience, first-line licenses, single, desires permanent transmitter or control position in midwest. No turntable operating or announcing. Available with or without license. Box 78, BROADCASTING.

Engineer, well experienced studio and transmitter, including 50 kw, have car. Box 96, BROADCASTING.

Progressive chief engineer desires change. Construction AM, FM. Experienced all phases of broadcasting. Excellent references. Will travel. Box 99, BROADCASTING.

Veteran, 23, looking for a position as engineer-announcer. Held radio telephone station engineer class license. No experience. Write Donald L. Shannon, 300 North Huber Street, Anamosa, Iowa.

First phone, engineer, veteran, 28, married. Little experience, ability to learn. Three years experience. Now living, not preferred. Box 106, BROADCASTING.

Position desired in radio or television studio, 1st phone trained in television, television motion pictures, no broadcast experience preferred. Box 107, BROADCASTING.

Engineer with first class ticket, experience in 5 kw station, prefers midwest, young, single, have car. Box 97, BROADCASTING.

Engineer, experience in 500 watt station and graduate of RCA Institute. Will undertake any type of position in field of radio or television, this includes announcing.Possess first phone license and have had extensive ham experience. Aaron Gansel, 1267 Williams Ave., Brooklyn, N. Y.

Operator—First class license. Control or transmitter maintenance. Worked with sales and Western Electric equipment, recording, 27, steady, married, interested in permanent place of work. Have car. $1.25 per hour. E. Eaton, 801 N. Raff Ave., Lodgington, Mich.


Engineer—First phone, eighteen months experience, looking to travel. Box 118, BROADCASTING.

Operator—Have first class license. Interested in community engineer work, control room operator or transmitter operator. Telephone 430 or P. O. Collins, Screven, Georgia.

Veteran, finished 36 weeks radio course and 36 weeks television course. Have first class radio phone license and like position in television broadcasting. Have some voice broadcasting experience in service. Box 125, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 1st phone license, veteran 25. No broadcast experience, desires move to area of a radio and television school. Training in radio, television and FM broadcasting. Prefer midwest or east coast. Box 119, BROADCASTING.

Engineer, first phone, college, two years studio, transmitter. Progressive, versatile. Available immediately. Box 128, BROADCASTING.

Chief engineer—Excellent references, 8 years experience AM, FM and TV. Box 856, BROADCASTING.

Production-Programming, others

Combination program director-salesman. Seasoned radio man seeking opportunity. Box 76, BROADCASTING.

I can't eat prestige. News writer and editor needed only for news radio journalism, now employed by 50,000 member paper. Looking to permit to remain in field. Experienced, objective, and willing to work hard. Box 94, BROADCASTING.

WANTED


NOTE: Station Managers and Program Directors from coast to coast are available with personnel for finish.

Idea woman, will do women's, children's educational shows, or continuity. Six month experience, excellent references, good voice, radio and advertising training. Box 96, BROADCASTING.

Vet, radio repairman, graduate ad-dressed TV, 1st radio phone, desires experience, broadcast or servicing. Will travel. Box 112, BROADCASTING.

Florida-Girl, Northwestern graduate desires move Florida and continue radio. Excellent Training. Experience dramatic, women's journalism, radio writing. Limited production, writing. Qualified applicant must meet criteria of station committee. Interested all phases. All questions answered. State approximate salary. Available January 1st. Box 977, BROADCASTING.

Experienced continuity, program director desires position. Excellent background. Available very soon. Box 115, BROADCASTING.

For Sale

$45.00 week! Midwest only. Commercial man, program director, combination. Eight years. Box 124, BROADCASTING.

Employment Services

Experience radio bookkeeper, reliable, efficient. Will travel. Will wire. Apply, Box 131, BROADCASTING.

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Employment Services

Looking for WELL TRAINED MEN!

Tell us your needs! Our graduates have worked their way through college. Our training is one of the nation's finest Radio-Electric-Television training institutions. These men are high grade...have F.F.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire.

EMPLOYMENT SERVICE,
DeFOREST'S TRAINING, Inc.
3333 N. Ashland Ave., Chicago 14, Ill.
Phone Laddie 7-6260

For Sale

Two 50 KVA Pittsburgh, type OSE, single phase 60 cycle oil immersed transformers. IMPD, 3.5%. Primary, 4600 volts. Secondary, 15/20 volts. Box 121, BROADCASTING.

Brand new RCA 74-B junior velocity microphones, $20.00 each. Broadcast Equipment Company, Box 222, Evans- ton, Ill.

Federal field strength meter 101C with loops covering 500 kce to 3000 kce. Brand new. $767. List price, $1118. A. Archer Taylor, Box 1475, Missoula, Montana.

Gates FM transmitter 250 watt, frequency meter and modulation monitoring console, and two turntables, $4500. Complete, excellent. George Warr, 411 Harrison Ave., Cincinnati, Ohio.

Two new Federal 892 R's. No hours. Moppy back guarantee. $275 each or $625 pair. KYFD, 326 S. Western Ave., Los Angeles.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirkby, KOOL, Adams Hotel, Phoenix, Ariz.

For sale—Two Austin toroidal tower lighting transformers, 3 kw 100 each. Line equalizers $185.25 each. One RCA 76-24 speech input console $310.25. Two RCA $4-3 equipment cabinets $142.50 each. One RCA $6-5 equipment cabinet $171.00. Eight RCA 8A-1A transformers $70.75 each. All items original cartons. Used equipment WE 310-B transmitter, good condition $950.00. WE 25-B speech input console, good condition, $725. Tax Transportation to be paid by purchaser. 84 hour service. Additional equipment items list sent on request. Radio Station KSEI, Pocatello, Idaho.

Leihgi tower, 300 ft. self-supporting. Complete with insar, flasher, console, sidewhells. WLAW, Lawrence, Mass.

RCA amplifier, 1000 watts. Complete with tubes. WLAW, Lawrence, Mass.

RCA phasing equipment for three-tower array. WLAW, Lawrence, Mass.

One 75 KVA Pittsburg type OSEC, single phase 60 cycle. IMPD, 3.5%. Primary, 4600 volts. Secondary, 15/20 volts. Box 122, BROADCASTING.

New, unused, General Radio type 818-A RF bridge. $450. FOB Radio Station KSWM, Joplin, Missouri.

Miscellaneous

RADIO BROADCAST STATIONS BUYERS SELLERS LOOK LIT LIVIN! Prompt Confidential Service NATIONAL RADIO STATION BROKERS 5011 Sunset Blvd., Normandie 7646 Los Angeles 27, California

For Sale

W W X L

Peoria, Illinois

$80,000

$10,000 down

For Particulars Write

Giachini, Cerza and Ley

29 South LaSalle St.

Chicago
News Executives Accept Role in NARN Sessions

LEADING network news executives invited to participate in discussions at the annual convention of the National Assn. of Radio News Directors have accepted the invitation, Jack Shelley, NARN's second vice president, announced. Convention will be held in St. Louis Nov. 13-15.

Those planning to attend the sessions, which will be open to all interested newsmen, members and non-members alike, include Wally (Ted) Church, CBS director of news broadcasts; Frank McCall, NBC news and special events director, and A. A. Schechter, MBS president, who are to discuss news and special events. Reservations are being accepted by Bruce Barlington, news director, KXK St. Louis.

Good Neighbor

PERSONAL GREETINGS were carried from the mayor of Toronto to the mayor of Westgate, Ill., by Mrs. Irene McCann, winner of the monthly Good Neighbor contest on WTAG Worcester.

The Good Neighbor, selected from entries mailed in written to the station's 'Johnny show, received a week-long, expense-paid trip to Canada for two. Mrs. McCann and her husband brought a plaque from the Canadian government and autographed council of the city of Toronto in exchange for the key to the city of Worcester.

South Dakota Planning Armistice Day Network

ELEVEN SOUTH DAKOTA stations will be linked together as a state-wide network from 10:30-11:30 p.m. (CST) Nov. 11 to provide an Armistice Day program entirely on the American Legion Roundup.

The special network will carry a live program featuring the Yankton Legion All-Girl Drum Corps, Sioux Falls Legion Chorus, Huron Auxiliary Chorus, Rapid City Legion Band, Aberdeen Legion Drum Corps, and the Watertown Legion Band, each originating from the respective cities. Coordinating the network stations will be KELO KHO and KISD Sioux Falls; KWAT Watertown; WNAX Yankton; KABR KSDN Aberdeen; KDJS Deadwood; KJIV Huron; KOTP Rapid City, and KMHK Mitchell.

Ray Eppel, general manager of KMHK, is in charge of radio technicalities and Joe Martin, KMHK, will be m.c.

Public Relations Section

Started by Weintraub

DAVID KARR, Washington and foreign correspondent, effective Nov. 1, becomes a vice president in charge of the newly created public relations department of William H. Weintraub Co., New York. William H. Weintraub, president, announced the appointment last Monday.

Mr. Weintraub said the new department will be composed of several other prominent journalists and public relations experts. New additions to the department will be announced shortly. Mr. Karr, for five years assistant to Drew Pearson, was previously with OWI.

Southwest Regional

$95,000

Located in one of the richest areas and one of the best southwest markets. This facility is well established, operating 24 hours a day and enjoys top rate ratings.

This is one of the best opportunities in the southwest for capable radio management to further develop a good property in a good sized market.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKHUN-REITWIT COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.
John W. Ehrman
Washington Blvd.
Sterling 341-2

DALLAS
Philip T. Jackson
720 Mockingbird
Central 347-2

SAN FRANCISCO
Philip R. D. Jackson
Petroleum Bldg.
235 Montgomery
Ekbrock 2-5672

NBC Consolidates Traffic Department

Matt Boylan Named Supervisor Of New Division

NBC last week consolidated three divisions of its traffic department, in a change prompted by increased traffic operating details resulting from television.

Harry C. Kopf, administrative vice president in charge of sales and traffic, said the single entity resulting from the merger would be known as the stations notification division. The three former separate divisions were commercial traffic, sustaining traffic and station reports.

Matt Boylan, former supervisor of commercial traffic, was appointed supervisor of the new division. Hamish McIntosh, former assistant to Mr. Boylan, was named section supervisor of the commercial program section of the new division and will be responsible for notifications to stations concerning both AM and TV commercial programs.

Miss A. M. Caramore, former supervisor of sustaining traffic division, is now section supervisor of the sustaining traffic section which will notify stations about both AM and television sustaining programs.

Margaret Riehoff, section supervisor of the station reports section, will continue in that responsibility and will additionally supervise the interstation traffic section of the entire new division.

Dillard Informs Dealers

TV Won't Replace AM, FM

"TELEVISION is a new and separate industry and will never supplant the radio business," Everett L. Dillard, past president of FM Assn., told 350 dealers and distributors in Peoria, Ill., Oct. 14. Mr. Dillard, president of Continental (FM) Network, was guest speaker at a meeting held by WMBD-FM Peoria.

Quoting figures, Mr. Dillard said that television has not cut into the radio sales market to any serious extent. "Today's manufacturer is figuring trends determine what will be sold in the future," he told dealers and distributors, adding that the present manufacture rate of FM receivers clearly indicates its position in the future. An increasing number of FM stations means increased sales for dealers, he said.

Jim Ebel, WMBD engineering director, introduced Mr. Dillard and led a general discussion on the local picture of FM and TV.

Student Salesmen

THE SENIOR class of Oyster Bay (N. Y.) High School will sell WKBX Oyster Bay time in Oyster Bay, Syosset and Bayville, N. Y. They will receive the usual 15% commission of the gross sale and funds raised will be used for Easter vacation trip expenses. The selling program will become effective upon completion of WKBX's tower, and will continue during station's program tests.
Bellaire.

KWFT-FM Wichita Falls, Tex.—License to cover new CP station. Must designate ERP of 1,550 to 5,500, arriving on August 18, 1949.

October 26 Applications

ACCEPTED FOR FILING

WRUW Etica, N. J.—License to cover new CP AM station.

KWT-FM Wichita Falls, Tex.—License to cover CP new FM station. WAOQ-FM no longer needed.

WYKC Paducah, Ky.—Same.

License for CP

WBZ-TV Boston—License to cover CP new FM station. Must designate ERP of 15,500 to 19,500, arriving on August 18, 1949.

APPLICATION RETURNED

Assignment of CP

KBCR Port Angeles, Wash.—Assignment of CP from Harold Krieger and Gordon Van Kleeck (WAVX, Woodstock, Ill.; WSPR Springfield, Mass.) to replace WPAC Waukegan, Ill., to be filed in 1949.

License for CP

WSCN-FM Street, Ia.—License to CP new FM station.

Assignment of License

WKRZ WBNJ-FM Newark, N. J.—Voluntary assignment of AM license and FM CP to Kenneth Edward Rennekamp to WKRZ Inc.

License for CP

WNYC New York—License to CP new FM station.

Assignment of License

WKYK Battle Creek, Mich.—License for CP new FM station.

TENDERED FOR FILING

WAQI-FM Hamilton, Ohio—License for CP new FM station.

November 1, 1948

By COMMISSION EN BANC

STA Denied

WNYC New York—Denied a request filed by Mayor William O'Dwyer in behalf of New York CP station to be heard at 10:00 p.m. Nov. 2 through conclusion of election return Nov. 1.

License Renewed

Following stations were granted renewal of license for period ending October 1951: KXAS Dallas, Tex.; KOKM Oklahoma City, Okla.; KFBT Fort Wayne, Ind.; KWOC Washington, D. C.; KBZZ Rapid City, S. Dak.; WNBN Bowling Green, Ky.; WAFM Tucson, Ariz.

Assignment of CP

KXOG-Battle Creek, Mich.—Assignment of CP from John George, Sr., WXYT, Detroit, Mich., to John George, Jr., who had temporarily run WXYT, to KBZK Battle Creek, Mich.

Petition Denied

KCTV Kansas City, Mo.—Denied petition of WTV-AM 1230, Kansas City, Mo., for change of location, objecting to effective service in the area covered by WTV.

PUBLIC NOTICE

KPRX Portland, Ore.—Public notice of filing application for change of frequency and distance of transmission.

APPLICATION CLOSED

WAQI-FM Newark, N. J.—Application of William J. Van Horn for new CP station; must present a petition to file, asking for 15,500 to 19,500 ERP in lieu of previous performance. (To see page xx.)

Petition Closed

KTRK Houston, Tex.—Denied petition of KTRK to change call letters to KASW and increase ERP to 15,000 from 1,500, as well as increasing frequency to 1440 to 930.
At Deadline...

COMBINED PRICE UPHeld in THackrey TRANSFMRS

FCC REFUSED Friday to require separate prices for each station involved in $1,045,000 sale of Mrs. Dorothy Thackrey's West Coast radio properties to Warner Bros. Pictures Broadcasting, June 28, Aug. 16, 30). Conrr. Robert F. Jones dissented.

Stations are KKY San Francisco and KLAC and KLAC-TV Los Angeles. Reversing earlier ruling, FCC said competitive bidders under AVCO Rule must bid for all or none. But time for filing competing bids was extended to Nov. 29 since original deadline expired "during this period of uncertainty" over procedure. Ollman Edwin W. Pauley's Southern California Television Co., wanting to compete with Warners for purchase of KLAC-TV but not KKY or KLAC, contended FCC decision in AVCO case and resultant AVCO Rule require separate valuation for each property. Otherwise, Southern California said, FCC can't tell whether there is "trafficfacing" in licenses and permits. Mrs. Thackrey and Warner Bros. replied that she does not want to sell stations separately, that they can't be separately evaluated under existing sales agreement, and that AVCO Rule doesn't require separation.

FCC found it had no applicable rule or policy and had acted both ways (most frequently not requiring separations). AVCO decision, FCC said, "clearly labeled to reflect the previously expressed de-linition only between broadcast and non-broadcast properties" even though case—sale of Crosley's WLW Cincinnati and associated non-broadcast interests to AVCO Mfg. Corp.—also involved several stations (AM, international, and relay).

Failure to require separation will not prevent Commission, in acting upon applications, from "securing full information as to the portion of the purchase price which is allocable to each of the several stations in determining whether the transfers are in the public interest," FCC said.

Warner owns KFWB Los Angeles (980 kc, 5 kw) but would sell it or KLAC (570 kc, 5 kw day, 1 kw night) if transfer is approved. KKY was sold last Nov. 1 day, 1 kw night. Mrs. Thackrey also owns WLJ New York and New York Post.

TV JARGON CRITICIZED

PEOPLE in television "talk a bastard English," said Mrs. Leslie B. Wright, chairman of legislation department, General Federation of Women's Clubs, at Friday forum in Washington. "Just give us clean sheets that are entertaining," she told group discussing effect of radio, movies and comic books on juvenile delinquency.

CONTINENTAL N. Y. FEED

CONTINENTAL Network to feed Rural Network (FM) Tuesday night election returns. New York regional will pick up Continental signal from Alpine, N. J.

EDGAR BERGEN and Fred Allen (NBC) moving ahead of ABC giveaway competition, Hoeper Thursday, Oct. 17, 8-9 p.m., shows. Bergen had 14.7 rating, 36.6 share of audience and ABC's "Stop the Music" 12.1 and 29.6, 8-8:30 p.m. Allen rated 16.9 with 40.9 share of audience, "Stop the Music" 16.8 and 40.0, 8:30-9 p.m.

FREE-TIME APPEAL BY EMERSON PROTESTED

BID by Emerson Radio & Phonograph Corp. for free time on behalf of its new 602 FM receiver, widely promoted in paid newspaper and magazine promotions and housing industry protests, according to NAB.

Typical was that of L. A. Blust Jr., commercial manager of KTUL and KTUL-FM Tulsa. Acknowledging letter from Charles Robbins, Emerson sales manager, Mr. Blust wrote, in part:

"We believe the spot announcements you have enclosed in a letter to be run by us gratuitously are clear, concise and to the point, and should sell a lot of Emerson sets. We believe KTUL and KTUL-FM can help you a lot in moving these radio sets off the dealers' shelves, into the listeners homes. As a matter of fact, you might even spend some of your advertising dollars in radio. You would be supporting a media that makes it possible to sell your radio, and I believe you would be getting your moneys worth as well." Yes sir, I believe you've got something in this low-priced 662 FM receiver; and I know you won't overlook your co-workers in this broadcasting and receiving business when you place your advertising campaign.

WBKB APPROACHED ON NETWORK ALLIANCE

JOHN BALABAN, WBKB (TV) Chicago director, said Friday he had received letter from official of major network, presumably CBS, proposing alliance between WBKB and network's Chicago outlet. Asked whether official represented CBS, Mr. Balaban declined comment. WBKB, CBS-owned, is only Chicago network affiliate in wide video loop and receiving business.

Mr. Balaban revealed appointment of WBKB Advisory Planning Board including top Bala- ban and Katz officials.

ROACH HEADS HFTPA

HAL ROACH JR., production vice president, Hal Roach Studios, named president of newly-formed Hollywood Television Film Producers Assn. Others elected were: Carl Dudley, Dudley Pictures Corp., vice president; Rudy Vallee, Vallee Video Inc., secretary; Roland Reed, Roland Reed Productions, treasurer. Directorate also named in addition to officers.

RODGERS GETS WDTV POST

RAYMOND W. RODGERS, WLFI-TV Phila- delphia, appointed acting chief engineer of WDTV, DuMont video station in Pittsburgh.

MRS. KATHRYN MAPES

MRS. KATHRYN MAPES, 66, president of KRIC Beaumont, Texas, died there Thursday evening. She was also publisher of Beaumont Enterprise and Journal.

MISS HENNOCK ON CBS

FRIEDA HENNOCK, FCC Commissioner, will make television appearance on CBS-TV's "Van Dyke and Gunn" (Tuesday at 7:30 p.m.) She will be interviewed by Dorothy Dain.

RICHARD E. JONES, managing director of WJBK WJBK-FM Detroit, named general manager of overall Fort Industry Detroit operations, George Storer, president, announced Friday. Mr. Jones, who joined owning company last November, will also supervise operation of WJBK-TV.

NEW wide-angle lens for 8mm, 16mm, 35mm and TV cameras introduced by Dr. Frank Back, Zoomar inventor, in closing sessions of Society of Motion Picture Engineers convention in Washington.

FCC SETS DATE TO HOLD WINCHESTER HEARING

QUALIFICATIONS of Richard Field Lewis Jr. to continue operation of WINC-FM Win- chester, Va., added as new hearing issue by FCC order Petrifying request with AM proceeding involving WINC and new applicant, Winchester Broadcasting Corp. Hearing set April 18, 1949. Issue concerned "particular rule with reference to the truthfulness of charges exchanged between both applicants.

Winchester Broadcasting seeks 1 kw day on 1270 kc, WINC on 1600 kc to 500 w night, 1 kw day on 650 kc, frequency earlier sought daytime with 3 kw by new applicant. FCC ruled Friday that Ronald B. Woodyard need not dispose of his 4% stock in WIZE Springfield, Ohio—one of conditions specified when he and asso- ciate applied for WIZE-FM Dayton,—until FCC itself disposes of his petition for other WIZE-FM channel and WONE-FM Dayton—until FCC itself disposes of his petition for WIZE-FM channel. Winchester Broadcasting Corp. WONE and WONE-FM, granted of which Mr. Woodyard is president and 7% owner, claims Mr. Woodyard is unable to sell WIZE stock because Secretary of Commerce Charles Sawyer, controlling stockholder, authorizes such low stock dividends.

URGES UN STATIONS

SEN. BRIEN McMAHON (D.Conn.) proposed Friday that UN insist on right to set up and operate stations and publications in each of Big Three network outlets in America's Iron Curtain. UN's greatest hope lay in possible "appeal to world-wide public opinion," through which "aggressors could be curbed," he said.

HEADS RADIO-TV PANEL

S. L. WEAVER JR., vice-president in charge of radio and television, Young & Rubicam, New York, will head radio-TV panel at AAAA's eastern annual convention Nov. 15 at Waldorf-Astoria, New York.

COY'S KENTUCKY SPEECH

FCC Chairman Wayne Coy will speak at Kentuck- eye Broadcasting Assn. fall dinner Nov. 15 in Owensboro, Ky. Two-day sessions have been scheduled for annual KBA fall meeting.

Closed Circuit

(Continued from page 4)

commerce Committee, and conservative Clyde M. Reed of Kansas. They have almost identical seniority. Democratic victory would mean that Sen. "Big Ed" Johnson of Colorado, anti-color channel and anti-super power leader, would assume helm.

FCC MAY initiate new meeting procedure whereby actions would be segregated for con- sideration on every-other-week basis. Ex- ample: Pocket cases as rule-making proce- dure one week, regular "slimy" actions and routine next week.

STATE DEPT., planning three relay stations in undisclosed foreign countries for "Voice of America" broadcasts, to announce completion of first within week or so. Construction on others is in post equipment-procurement stage. Nuket sites are not divulged, cloaked in security in view of treaty negotiation and/or question of demand for frequencies. Government owns shortwave relay operations in Honolulu, Munich, and Manila.

GET-TOUGH POLICY on directional antenna installations shaping up at FCC. Concerned over alleged re-building of plans which looked good on paper but produced sloppy results, in doubtful cases FCC will require demonstration of workability before issuing CP and regular measurements after operations start.
Time-on-the-Air Isn’t All!

What happens when a manufacturer or his agent comes to WLW with a sales problem? If it’s at all possible, he gets help. And help through time-on-the-air is by no means all.

At The Nation’s Station, this fact has long been recognized: advertising alone is seldom the complete answer to a sales problem. So WLW’s service to advertisers goes much deeper. With a "know-how" peculiar to the area—and with unrivaled facilities—WLW can help smooth out problems of distribution, selling appeal, packaging, dealer and consumer attitude and other factors which must be right if advertising is to be fully effective.

Here’s a case history: Several years ago, a small local manufacturer came to WLW. Distribution was limited in Cincinnati—light and spotty in WLW’s 4-state area. A distribution campaign, conducted by WLW’s Specialty Sales division, was followed by a modest schedule of spot announcements. Recommendations were made on packaging, selling appeal, display and supplemental media. WLW’s Merchandising Department helped secure dealer acceptance and store display.

The result? Sales increased and expansion followed. In this area, the product is now the largest seller in a highly competitive field. The manufacturer is also one of WLW’s largest and most consistent advertisers ... the reason, we believe, why “radio advertising” was given as the factor which influenced purchases among nearly 70% of the product users, in a recent survey of WLW’s consumer panel.

Further, this advertiser has followed the same basic formula in other sections of the country . . . so successfully that two additional plants have been established to supply the sales demand.

The lessons and experience you may learn in WLW-Land will apply for all the nation. For the WLW Merchandise-Able Area is a true cross-section of America, an ideal proving ground for new ideas, products packages and techniques.

Yes, the nearly 14 million people who live in WLW-Land mirror America. And with its unequalled facilities—its man power and “know-how”, WLW can help you learn how to reach them . . . and sell them.
Thirty years ago, to get election results, people waited for the morning papers... or election "extras." Then came radio! In 1920 election returns were broadcast for the first time.

Now television arrives as a star "reporter"... making you an eye witness of politics as practiced—of history as it is made—of news as it happens!

In the world's largest television newsroom, keen-eyed RCA image orthicon cameras will watch the incoming returns. The complete state-by-state results will be telecast with the speed of light to be viewed—sharply and clearly—on the screens of more than 500,000 television receivers.

You will see the candidates when they appear, in person or on newsreels. In fact, more people will see them by television on this election night than saw Lincoln during his entire four years in the White House!

Forty million people live in areas reached by television. Pioneering and research at RCA Laboratories, coupled with RCA "know-how" in engineering, production and broadcasting, have contributed greatly to bring this service to the American people.

When in Radio City, New York, you are cordially invited to see the radio, television and electronic wonders at RCA Exhibition Hall 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.