SUCCESS STORY:

WLEE not only sells merchandise—it can make people save money too!

A Richmond bank proved this fact recently with a schedule of two spot announcements every night. The number of savings accounts sharply increased, as well as the amount of money in the accounts.

This bank put more than 80% of its advertising appropriation in radio, and all its radio time was on WLEE.

More Richmond merchants use WLEE than any other station in town. On advertising budgets where every penny counts, WLEE gets the nod. More and more national advertisers are following their lead. If you’re not using WLEE in Richmond, call in your Forjoe man and get the full story.

WLEE Mutual in Richmond

TOM TINSLEY, President  •  IRVIN G. ABELLOFF, General Manager  •  FORJOE & CO., Representatives
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.
$472 better than par

Statisticians credit the "average American family" with a purchasing power of $3,613 per annum.

In New England the figure is $4,085. That's $472 extra, per family, per year for golf clubs and gasoline, for food and furniture, cars and cookies. For your product too, perhaps?

*Remember:* the rich New England market is as compact as it is productive. Almost all New England can be reached by the persuasive voice of WBZ in Boston Town . . . fifty thousand watts . . . plus WBZA, 1,000 watts, Springfield. NBC affiliate. Millions of listeners. Good programs. Is yours one of them?
Closed Circuit

NON-RADIO- USING set makers, noting full dealer shelves, show new interest in medium's advertising prowess, with good chance that RMA-NAB joint committee will be revived. Committee was set up shortly after year when stations complained manufacturers used little air time but bought heavily in other media.

LACONIC but meaningful telegram went to Harry M. Plotkin, FCC's ardently Democratic assistant general counsel in acting charge of broadcasting, when President Truman's election was conceded. One-word message: "Unpack." From: Segal, Smith & Hennessey, radio law firm.

BY COINCIDENCE, at same time same message was sent by ex-FCC Chairman Paul A. Foster to Clark M. Clifford, Presidential special counsel, who'd had lucrative pre-election offer from private firm.

GENERAL MILLS, through its agency, Dancer-Fitzgerald-Sample, New York, to put Betty Crocker Show, currently on ABC, Monday through Friday, on TV. Starting time and network not yet set although agency has been negotiating with ABC-TV.

DEFEAT of Rolf Kaltenborn, H. V.'s son, in Florida Congressional race revives talk that he wants to exhum e wired radio project.


UPKEEP of All-Radiation Presentation film may be bigger problem than original cost. NAB board next week will face by-passed headache of how to finance thousands of showings around nation.

JOHN G. PATTON Co., New York, manufacturers of Golden Blossom Honey, will start one-minute television spot announcement campaign on New York video stations Nov. 15. Contract will be 20 weeks. Peter Hilton Adv., New York, is agency.

WILL Defender Hour transcribed program by Rev. Gerald B. Winrod, one of loudest commercial exhorters, meet religious requirements of NAB code? This question submitted to NAB by worried stations. Rev. Winrod, ex-Huey Long follower, sent time requests from Del Rio, Tex., on Mexican border.

IF THERE'S to be radio braintrust in Senate surrounding Sen. Edwin C. (Big Ed) Johnson of Colorado, who assumes Interstate & Foreign Commerce Committee chairmanship, you can peg them as: former Sen. Burton K.

(Continued on page 86)

Page 4 • November 8, 1948
PHILCO SALES

PHILCO CORP.'s sales in the first nine months of 1948 set a new high record of $157,209,000 — $59,477,000 more than the $196,670,000 of last year. The new figure is a 23% gain.

Although the sales figures represent all phases of Philco operations, including refrigerators, radio unit volume ran ahead of last year. Thousands of sales were built to a jackpot. An even bigger fourth quarter was predicted.

Stockholders were told by William Balderson, president, that earnings, after appropriations of $2,100,000 for inventory reserve

FCC REVOKE P. R. STATION'S LICENSE

THE LICENSE OF WIBS San Juan, P. R., was revoked last Wednesday by order of the FCC. Concealment of "material facts relative to the ownership and financial status" of the station and "affirmative misrepresentation of fact to the Commission" were charged by FCC.

Jose E. del Valle received a permit from WIBS (740 kc, 10 kw, directional) on March 20, 1947, and the license was issued in January of this year. During a hearing on the application and in applications for the construction permit and license, the Commission stated, Mr. del Valle claimed sole ownership and said he would operate and control the station himself. The order charges that at no time since commencement of construction has Mr. del Valle had sole control of the station's funds. It further claims that Adolfo Garcia Veve, Providencia Liebet and Antonio Sojo, associated with Mr. del Valle in an application for consent to assignment of the WIBS license, have financed the station to the extent of $124,000 in funds and over $8,000 in notes.

Although the books of the station have been adjusted to show their interest, the order states, affirmative misrepresentation of the financial status of the station has been made to the Commission by Mr. del Valle.

Mr. del Valle was given 15 days to request a hearing on the revocation order, which will then be suspended until the case is heard and decided.

Adolfo Garcia Veve, an attorney, is the father-in-law of Mr. del Valle. Mr. Liebet is a farm owner and Mr. Sojo is identified in FCC records as an "individual operator."

In an application filed last March, FCC was asked to approve assignment of the station's license from Mr. del Valle to Radio Station WIBS Inc., of which Mr. del Valle would have 1,993 out of 2,000 shares of stock, Mr. Veve would have 1 share, and Messrs. Liebet and Sojo would have 3 each. Mr. del Valle would receive $198,000 in stock in return for transferring the station to the new corporation. This application is still pending.

Hit New High With 23% Gain

Operating Results for first nine months of 1948 and 1947:

<table>
<thead>
<tr>
<th>Nine Months</th>
<th>Nine Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>1947</td>
</tr>
<tr>
<td>Sales</td>
<td>$194,156,000</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>13,500,000</td>
</tr>
<tr>
<td>Taxes</td>
<td>7,051,000</td>
</tr>
<tr>
<td>Net non recurring income</td>
<td>212,000</td>
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<tr>
<td>Earnings, before appropriated</td>
<td>4,377,000</td>
</tr>
<tr>
<td>Approp. to research reserve</td>
<td>560,000</td>
</tr>
<tr>
<td>Earnings balance after appropriated</td>
<td>3,817,000</td>
</tr>
<tr>
<td>Preferred dividend requirements</td>
<td>312,500</td>
</tr>
<tr>
<td>Earnings balance per common share</td>
<td>$3.83</td>
</tr>
<tr>
<td>Common shares outstanding</td>
<td>1,502,462</td>
</tr>
</tbody>
</table>

Operating Results third quarter, 1948, and comparison with second quarter of 1948 and third quarter of 1947:

<table>
<thead>
<tr>
<th>Second Quarter 1948</th>
<th>Third Quarter 1947</th>
<th>Third Quarter 1948</th>
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</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$194,156,000</td>
<td>$215,307,000</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>13,500,000</td>
<td>14,800,000</td>
</tr>
<tr>
<td>Taxes</td>
<td>7,051,000</td>
<td>6,076,000</td>
</tr>
<tr>
<td>Net non recurring income</td>
<td>212,000</td>
<td>198,000</td>
</tr>
<tr>
<td>Earnings, before appropriated</td>
<td>4,377,000</td>
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</tr>
<tr>
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<td>1,502,462</td>
<td>1,372,143</td>
</tr>
</tbody>
</table>

With Mr. Balderson:

"New production and sales records were established in the third quarter and first nine months of 1948. Our radio unit volume continued to run ahead of last year, in the face of a general industry decline.

"Although the sales figures show that the third quarter topped all sales in the company's history. In the three-month period, 69,539,000 of Philco products were sold—41% more than the $49,267,000 sales in the third quarter of 1947.

"Earnings in the third quarter of 1947, after appropriations, were $2,416,000, equivalent after preferred dividends to $1.55 per common share on the 1,602,462 shares now outstanding. In the corresponding period last year, earnings after appropriations were $1,507,000, equivalent after preferred dividends to $1.10 per common share on the 1,572,145 shares then outstanding.

"Said Mr. Balderson: "New production and sales records were established in the third quarter and first nine months of 1948. Our radio unit volume continued to run ahead of last year, in the face of a general industry decline.

"Operating Results for first nine months of 1948 and 1947:

"Sales | $194,156,000 | $137,209,000
"Earnings before taxes | 13,500,000 | 7,051,000
"Taxes | 7,051,000 | 6,076,000
"Net non recurring income | 212,000 | 198,000
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"Operating Results third quarter, 1948, and comparison with second quarter of 1948 and third quarter of 1947:

"Sales | $194,156,000 | $215,307,000
"Earnings before taxes | 13,500,000 | 14,800,000
"Taxes | 7,051,000 | 6,076,000
"Net non recurring income | 212,000 | 198,000
"Earnings, before appropriated | 4,377,000 | 7,728,000
"Approp. to research reserve | 560,000 | 560,000
"Earnings balance after appropriated | 3,817,000 | 3,168,000
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"Common shares outstanding | 1,502,462 | 1,372,143
SALES of KKNI Visalia, Calif., and WSLN Fort Lauderdale, Fla., and a realignment of the ownership of KSPA Santa Paula, Calif., were approved by FCC last Wednesday.

In the KKNI case General Manager, Lyman Treaster and Sales Manager Albert F. Blain, a partnership, acquire 51% from D. O. Kinnie for $250,000.

In the WSLN case, W. E. Hartley, owner of WSLN, changes his name to W. E. Hartley, owner of WSLN, and in addition, adds the station, WSLN (1400 kc), operates in the city of Visalia, Calif., on a joint venture basis.

The permit for KSPA (1400 kc, 250 w) is assigned by Town Talk Broadcasting Co. to a new corporation, Town Talk Broadcasting Co., which owns and operates Town Talk Broadcasting Co., in the city of Visalia, Calif., on a joint venture basis.

Robert W. Lemond and F. Clinton Jones, who had 40% each, in Town Talk, will have 28.1 and 24.6%, respectively, in the new corporation. Clarence Fisher, who will own 20%, will have 7.8%. New stockholders are Montague Everett, KLTI and FM Affliliate Under Way at Longview

KLTI and KLTI-FM Longview, Tex., took the air Oct. 27 in dedication ceremonies on the LeTourneau Technical Institute campus. The stations are owned by B. G. LeTourneau, who also operates WRLC Toccoa, Ga.

KLTI is a 1 kw daytimer on 1290 kc. Its FM affiliate is on Channel 290 (105.9 mc).

Assisting Mr. LeTourneau in operating the stations are: Lawrence Birdsong Jr., commercial manager; Richard Darby, program director, and Ken Maxwell, chief engineer, all experienced in radio.
 foreigners that factual story FM to factual information.

FM

Two New Class B's Authorized

PICTURB FM

TWO NEW Pittsburgh Class B FM stations were authorized in construction permits issued last Wednesday by FCC. The commission also gave regular permits to 11 conditional grantees and approved a new non-commercial FM station for Los Angeles.

Twenty-one authorized commercial FM stations and two non-commercial outlets meanwhile received new permits “in lieu of previous conditions,” mostly for changes in power.

The Pittsburgh grantees went to Matta Broadcasting Co., licensees of WLOA Braddock, and to Pittsburgh Broadcasting Co., licensees of WPGF Pittsburgh.

The WLOA permit was for Channel 245 (96.9 mc) with 20 kw and 500-foot antenna height, above average terrain, and was conditioned upon local approval of plans of modification of the AM tower to accommodate the FM antenna at an overall height of 307 feet above ground.

The WPGF authorization was for Channel 273 (102.5 mc) with 22 kw and 490-foot antenna height, also subject to approval of changes in the tower and the legal height of the FM antenna, and to the filing of “adequate information as to details of construction and operation during construction.”

The non-commercial new-station grant went to Los Angeles County Superintendent of Schools, for Channel 206 (89.1 mc) with 1.5 kw antenna height of 2,900 feet.

Conditionally authorized stations for which regular construction permits were issued:

KQCE Richmond, Calif.—Class B; Channel 243 (104.5 mc); 9.4 kw; 500 ft.

KBDK-Baldwin Park, Calif.—Class A; No. 223 (82.3 mc); 4 kw; 490 ft.

KDKO-Ohio, Gallia County—Approval No. 280 (101.9 mc); 370 w; minus 300 feet.

KWDW-FM West, Idaho—Class A; No. 265 (100.9 mc); 1 kw; minus 80 feet. (Grant subject to filing and approval of application to modify radiator of KWEI by the addition of the FM antenna.)

WADD-FM New Orleans—Class B; No. 281 (104.1 mc); 5 kw; 250 ft.

KOIL-FM Omaha—Class B; No. 281 (104.1 mc); 15 kw; 300 feet are subject to applicant’s “taking the necessary steps...for the construction and to insure protection of other co-channel AM stations and to submit such plans and completion to indicate that AM operation...will not interfere with the operation of said AM stations”.)

KDIL-FM Detroit—Class B; No. 238 (85.3 mc); 20 kw; 430 feet.

WATP Morrisstown, N. J.—Class A; No. 285 (105.2 mc); 750 w; 230 ft.

CHSA-FM Chambersburg—Class A; No. 240 (85.9 mc); 700 w; 240 feet. (Grant subject to approval by the FCC of the indicated method...of determining power output during construction...and submitting new antenna resonance measurements when completed.)

WHWL-FM Scranton, Pa. —Class B; No. 375 (88.1 mc); 4 kw; 430 feet.

WSAZ-FM Huntington, W. Va.—Class B; No. 523 (94.5 mc); 15 kw, 100 feet. (Grant subject to filing of sufficient plans to indicate that the directional pattern of WSAZ remains substantially unchanged as a result of the FM antenna structure.)

The following received construction permits “in lieu of previous conditions):

WMMW-FM Meriden, Conn.—Change antenna height from 1700 feet to 1750 feet, and change type of transmitter and antenna thus shown.

KFI-FM Los Angeles—Change power from 15 kw to 25 kw.

WILM-FM Wilmington, Del.—Change antenna height from 500 to 440 feet.

WMAL-FM Atlanta—Change power from 20 to 54 kw.

WMCE Indianapolis — Change power from 20 to 16 kw.

WAAAP-FM Chicago — power from 11.7 to 14 kw, and antenna from 400 to 1,050 feet.

WAVN-FM Eau Claire, Wis.—Change power from 50 to 69 kw, and antenna from 370 to 360 feet.

Non-commercial stations receiving grants for changes were WSOU (FM) South Orange, N. J., to change from 1 to 2 kw, and WOIC-Amea, Iowa, to change from Channel 217 to Channel 211 (0.1 mc), to increase power from 8.3 to 15.5 kw, and to change antenna height from 520 to 530 feet.

Richard Jencks Joins NAB Staff as Attorney

RICHARD W. JENCKS, of San Francisco, last week joined the NAB headquarters staff as an attorney in the office of General Counsel Don Petry. He replaces Blythe Rea Jr., who left NAB in September to join the law school faculty at Mercer U., Macon, Ga.

Mr. Jencks recently received his B. S. from Stanford U. School of Law. He is a native of Oakland, where he received his early education. In 1958 he entered U. of Calif., entering the Navy in 1941 as a reserve midshipman, and leaving in 1945 as commander of a small naval vessel.

Wylie Fund Mounts

SIXTY-FOUR members of Chicago's Radio Management Club have contributed $892 to the Marguer Wylie Memorial Fund, honoring the J. Walter Thompson Co. timebuyer who died three weeks ago. President William A. McGuiness, in announcing the collection at last Wednesday's meeting, explained that the money will establish a scholarship at some Chicago-area college. Harlow F. Roberts, vice president and general manager of Goodkind, Jolie & Morgan, is planning details of the student award.

BEN HARROVER has joined WBAP Fort Worth, Tex., as newscaster. He also does new commentary on WBAP-TV.

URGENT

If you have not yet returned your 1949 YEARBOOK QUESTIONNAIRE, please do so without delay.

COPY DEADLINE IS NOVEMBER 15

ACT NOW to assure the most complete listing of your firm in the YEARBOOK Directories.

1949 BROADCASTING YEARBOOK

NATIONAL PRESS BLDG., WASHINGTON, D. C.

BROADCASTING  •  Telecasting
John Kieran... a man who knows his Hamlet as well as anything else you can name... would spot that quotation before you could say "Ophelia".

Now Mr. Kieran holds the mirror up to nature in another way. He hasn't been studying everything under the sun these many years for nothing. And just as you'd expect, he's as witty and universal an authority on the bee, the bison and the flying buttress as on Shakespearian tragedy.

His new show: Kieran's Kaleidoscope.
His new medium: Television.
His method: Running commentary on a fascinating series of 52 quarter-hour programs on film... selected and written by Mr. Kieran and specially produced for the television screen.
His producer: International Tele-Film's Paul F. Moss.
His subject: Nature... and everything from grub to graphite connected with it.

His audience: The millions of old friends Mr. Kieran has made through his writings and radio appearances... The millions of new friends he will make with a top television show aimed at the entire family.

His TV Sponsor: You perhaps?
His market: Exclusive in each area.

Kieran's Kaleidoscope captures permanently on TV film the infinite variety of nature and all its processes.

Kieran's Kaleidoscope records in permanent transcription all the warmth, informality and enormous erudition of its star writer-narrator.

Kieran's Kaleidoscope puts a new light in both moon and meteor... and more glamor in the common mink in its natural habitat than that animal receives on the back of your favorite movie star.
THE RUSSIAN Embassy in Washington has released a bulletin giving information on additional English-language broadcasts to the U.S. by the Soviet Union. The information was issued, the Embassy said, “in response to inquiries” on Russia’s added schedule of late evening broadcasts [BROADCASTING, Oct. 18], now aired “for the convenience of American short-wave listeners.”

NETAL E. JONHSON has joined NBC Hollywood as production facilities manager for network’s television station, KXLA, Pasadena, Calif., he has also joined WSNY, Schenectady, N.Y.

KEN CARPENTER, radio announcer, has been signed by Jerry Fairbanks to star in a new production of "Flying Dancers" film of "Unusual Occupations." He has been with NBC, KLJ and KJL, all in Texas. GORDON GRAY, former announcer and newscaster of KSL, Silver City, N.M., has joined KBCK in same capacity.

GENE HALLIDAY, production manager of KSL Salt Lake City, has been appointed program manager. EDWARD KIMBALL, assistant production manager, is now assistant program manager.

MARTHA MARTIN SMITH has been promoted from continuity director to assistant program director of WSNY Schenectady, N.Y.

ANICE IYES, who conduct "women's Hour on WRL staff Chicago, 1:30 p.m. Mondays through Fridays, has been named "Business Woman of the Year" by the Business and Professional Women's Club of Philadelphia.

BIRDIE SCHMITT, former manager of the Columbia Theatre, has been appointed director of traffic and promotion at WIKO Columbus, Ohio. On her new assignment, "I want to introduce new things," she said.

JOSEPH LANDIS, former program director of KTVL Salt Lake City, joins KLAC-TV Los Angeles as staff director.

JACK RYE, formerly with KTSN El Paso, Tex., has joined WBAP Fort Worth as announcer.

Mr. Rye

ELOISE McELHON of MBS Leave It to the Girls is conducting television quiz program sponsored by KFTV Los Angeles.

ROBERT W. SARNOFF has been appointed assistant to NORMAN BLACKBURN, NBC-TV network program manager. Formerly assistant program director in NBC’s sales department, Mr. Sarnoff will serve as coordinator of network’s sales and video program departments.


JIM STRONG has joined WKNB New Britain, Conn., as program manager.

ZEKE WHITE, formerly with KMPC Hollywood, and KBUC Corona, Calif., has joined assistant program manager of KBSC San in St. Paul.

ART BAILY, former host of the Radio Playhouse has joined WTMJ Bloomington, Ind., as host of Dance program.

DON E. PATTON, graduate of NBC Radio Hollywood Institute, has joined Los Angeles, as assistant in production department. ALLEN P. HIBBARD, former announcer at little theaters, has been made stage manager.

BOB STOVER, KERN Bakersfield, Calif., announcer, is the father of a baby, ARMON Roberts.

JOHN MORGAN, former chief announcer, has joined Treasure State Network, Butte, Mont., has joined program staff of WMII Milwaukee, as chief newscaster.
How many towers in your array?

The more towers in your array, the more important Q becomes.

You can't afford to lose power in the coils of your branching, phasing and matching networks . . . and you won't, if you use Westinghouse coils because:

1. They are designed and constructed for high Q
2. All current-carrying parts are silver-plated
3. Low loss, glazed ceramic insulator bars are used
4. Positive contact is assured by a coil spring shielded from rf

These coils are made in three types . . . continuously variable, vernier and fixed. They are used in conjunction with other dependable components in stable circuits . . . providing efficient, reliable equipment which is easy to operate.

Ask or write for Bulletin 81-180 which gives you the full details of this and other Westinghouse branching and coupling components.

For complete information, call your local Westinghouse representative today or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.
GEORGE S. BERTRAM, advertising manager of Swift Canadian Co., Toronto, an important user of radio time, was elected president for 1948-49 of the Assn. of Canadian Advertisers at its 34th annual meeting at Toronto, Oct. 27-29.

Other officers elected were Lee Trenholme, Provincial Paper Ltd., Toronto, executive vice-president; J. W. Lawrence, Borden Co., Toronto; J. G. Hagey, B. F. Goodrich Rubber Co. of Canada, Kitchener; H. T. Vennings, Shirliff's Ltd., Toronto, and A. Usher, RCA Victor Co., Montreal, all vice-presidents. C. H. Willis, Appleford Paper Products Ltd., Hamilton, was elected treasurer.

Directors elected were G. W. Brown, Bristol-Myers Co. of Canada, Montreal; Robert E. Day, Bulova Watch Co., Toronto; E. T. Gater, Sterling Products, Windsor; H. G. Jackson, Chrysler Corp. of Canada, Windsor; H. T. Markey, Dominion Textile Co., Montreal; R. R. McIntosh, General Foods, Toronto; J. O. Pitt, Canadian Fairbanks-Morse Co., Montreal; M. M. Schneckenburger, House of Gramophone, Montreal; R. C. Scrivener, Bell Telephone of Canada, Montreal, and R. E. Sewell, Coca-Cola Co., Toronto. J. A. M. Galilee was re-elected secretary, and Athol McQuarrie, general manager.

Award to Phare

Of the four medals awarded annually by the ACA, the gold medal, highest award, went to Alec Phare, general manager and radio director of R. C. Smith & Son, Toronto advertising agency, for the outstanding contribution to Canadian advertising during the year.

A. R. MacKenzie, of All Canada Radio Facilities, Calgary, addressed a forum on "How to Use Radio Effectively."

"You should maintain a constructive attitude toward radio, keeping your mind clear of prejudice and negative thoughts, and taking steps to simplify your general approach," he said.

Mr. MacKenzie recommended that advertisers study the exclusive attributes of radio so that they can use it with full effect and capitalize on all its strength.

Some advertisers tend to handicap themselves in their usage of radio, he said. "They handicap themselves by regarding the application of radio as being more complicated than it really is, by maintaining a hyper-critical attitude and letting personal prejudices influence better judgments."

The best way to read the market in Newfoundland is by radio, Erwart Young, Newfoundland publisher, told the convention in discussing the Newfoundland market, important now to Canadians since Newfoundland joins Canada as a tenth province next March 31.

"When you realize that there are 1,300 settlements scattered around 6,000 miles of coastline, with not more than 10 among them having more than 5,000 population," Mr. Young said, "it is easy to see just what the radio means to the islanders." But he pointed out that batteries are too costly and too carelessly nourished by Newfoundlanders to allow listening to long and repetitive commercials. Keep commercials short, he advised, or Newfoundlanders will tune out your program.

FM HOOKUP Installs Dubbing Equipment

CONTINENTAL FM Network last week started the first phase of its new project designed to link FM regional stations with tape recording into a nationwide hookup. The East Coast network completed installation of multiple-unit Ranger-tone tape recording equipment [BROADCASTING, Nov. 1].

With plans in the works for a number of network programs, Continental is working out processing of multiple copies of tape to feed key outlets of regional networks. Methods for rapid preparation of copies are in the experimental stage. They require equipment of extremely high fidelity if quality is to be retained.

Continental will record half-hour programs at 30-inch-per-second speed, with 15,000-cycle fidelity. Hour programs will be run at 15 inches with 12,000-cycle reproduction. In the case of two-hour speech-only programs, equipment can be run at 71/2 inches with 7,500-cycle reproduction.

Everett L. Dillard, Continental president, said the tape system was adopted because of its frequency range, low noise level and greater dynamic volume range as well as the ease of handling and shipping tape air express. Another advantage of tape, he said, is ease of editing and erasure along with ability to re-process spools.
To the PRESS and RADIO:

Subject: Railroads and Research

A railroad is a combination of ideas at work. There is the idea of track, the idea of the train of cars on the track, the idea of mechanical locomotive power to move the train, and finally the idea of common carriage of persons and goods for all.

Combine these ideas and you have a railroad. Improve these ideas and their working together. Smooth and strengthen the track. Increase the capacity and serviceability of the cars. Add to the power and efficiency of the locomotive. Broaden the service—and keep on doing these things year after year for more than a century, and you have the American railroads as we know them.

The latest step in this long history of progress and development is the completion of arrangements by which the Association of American Railroads is to erect on the campus of the Illinois Institute of Technology in Chicago a laboratory and center for much of the research of the railroad industry. This new development is fully in line with the long-time practice of the industry in making use of the laboratories of universities and of manufacturers of railroad supplies and equipment, while the railroads themselves serve as a great laboratory for the testing and proving of ideas, no matter where developed.

Two things are to be kept in mind about railroad research. One is that railroads don't make things to sell. They buy things from manufacturers, and use them to produce transportation service. As a service industry, therefore, railroads partake of the research done by almost every manufacturing industry.

The other thing to remember is that railroads can never shut down to retool for next year's models. Everything new on a railroad must fit in and work right along with what is already there, during a necessary period of transition.

The test of railroad research is results. One measure of what has been accomplished—one among many—is the fact that this year the average freight train is turning out two and one-half times as much transportation service per hour as the average in the years just after the first World War.

And the same sort of research in improved plant and equipment and improved operating methods which have helped to produce this and like results, is going forward today more extensively and more intensively than ever before, with every promise of still better results for the future.

Sincerely,

[Signature]

November 1, 1948
G E N E M I L N E R has been appointed general manager of WCAP and WFMJ at 1000 N. Main St., Ashland Park, Ohio. Mrs. Milner will continue to direct activities of Whitehall Radio Productions Co. and program Home Town, America, of which he is the founder.

C H A R L E S N. E V A N S has been appointed manager of WIZE Springfield, Ohio. He was formerly account executive of WIZE and WING, Fort Worth, Texas, Ohio. WIZE affiliated Mr. Evans joined stations in 1941, as assistant and production manager for WING.

N A T H A N S T E E L S, program manager of WMCA New York, who is now in Tel Aviv, will start series of broadcasts from Israel's capital to be carried by WMCA Monday through Friday, 6:05-6:15 a.m. The Tel Aviv origination will be relayed and transcribed in New York for broadcast later in the day by WMCA.

A L F R E D H I L L, publisher of the Chester (Pa.) Times News, will contract to sell his station to WILM Wilmington, Del., according to an agreement signed Jan. 1. Agreement to publish a license at Oak Ridge, Tenn., has been entered into with the Atomic Energy Commission.

F O Y T E A. C O U L L E R has been appointed assistant manager and commercial manager of WOC, Dubuque, Iowa. He was formerly with KXXO Sweetwater and KXO Bay City, both Texas.

G E O R G E C. M O N T G O M E R Y has been elected to the board of directors of the General Electric Co., president. N. J. Mr. Montgomery is vice president and director of Castle & Cooke sugar factories and shipping agents, in San Francisco.

B O B M A N N, sales promotion manager of WDAR Savannah, Ga., has been appointed assistant manager of the St. Louis World's Fair. He is a graduate of the University of Miami.

O S C A R M A S S A, program director of LRI Radio el Mundo de Buenos Aires, is in the United States for a visit. Mr. Massa will make his headquarters with his U. S. representative, Melcher Guzman Co., New York.

Respects

(Continued from page 48) coordination and more traffic through the NBC New York studio.

October 1938 had Walt Davison making his first western trek to become manager of guest relations at NBC Hollywood. There he set up tours and reorganized all handling of the general public. A year later he was appointed assistant sales promotion manager and in the spring of 1940, he became national Spot Sales representative for the Western Division.

Sales had now become his meat and January 1941 found him leaving the network to join KMPM in West- early Hills as sales manager. Exactly one year later he joined KGO San Francisco in similar capacity.

In December 1942, he resigned this post to become a special assistant to the director of the U. S. Signal Corps Radar Laboratories at Ft. Monmouth. In August 1943 he rejoined NBC as sales representative in recording division. Shortly afterward he was named special assistant to Vice President Lloyd

Egner on temporary six-month assignment in Hollywood to improve coordination between NBC and AFPS. During this period he assisted in working out Armed Forces Radio Service world-wide coverage and also acted as Western Division manager of radio recording division.

March 1944 saw him returning to New York as sales manager of the Radio Recording Division. In November 1945, he resigned from NBC for a second time to accept the sales manager's post with the newly formed transcription division of Capitol Records. In January 1948 he assumed the post of manager in addition to his sales duties. And he's been back on the Coast since November 1947 (where he hopes to stay).

In his present post Walt Davison heads a 14-person staff which handles repertoire recording, factory control and servicing of stations.

There was another chap named Davison at NBC New York when Walt headed the sales pages of that division.

To make matters worse, his first name was Walter and mail rooms will usually pay little attention to different middles initials! In result: One or another was always getting the mail and telephone complaints which rightfully belonged to the other.

But there was no mistake which Walt Davison Marion Dietz wanted to see in early '37 when she visited the network headquarters to arrange a tour for her class. And after arranging the tour for her class, Walt made certain to arrange numerous "social" tours for Miss Dietz thereafter.

And this became a national progression for the "tour" down the center aisle for the two when they were married June 16, 1937 at Auburn, N. Y.

Today the Davison menage is at Sherman Oaks in the suburban San Fernando Valley. It's also a happy resting place for Merrill, 5, and Karen, 9.

A Thirty-Second Degree Mason, Mr. Davison claims membership in the Hollywood Advertising Club as well. On the hobby front, he takes a record man's holiday by collecting records, dabbling with model railroads and gnaoshing mahies.

JOHNSON APPOINTED TO CBS RADIO SALES

S O U L A R D J O H N S O N, former assistant to the general manager of KMOX St. Louis, has been appointed Western Division manager of Radio Sales-Television for CBS.

Mr. Johnson will make his headquarters in the Chicago office of Radio Sales. Joining KMOX in 1937 as sales promotion manager, he was named sales manager three years later, and assistant to the general manager, Wendell B. Campbell, in 1947.

Communications Forum Is Scheduled by NCCJ

"COMMUNICATIONS and Human Relations" will be the theme of a panel discussion Thursday, Nov. 18, at the National Conference of Christians and Jews twentieth anniversary celebration. Marking the occasion, a two-day institute of human relations is planned at Columbia U.'s Institute of Human Relations, New York, on Nov. 17 and 18.

Speakers on the Thursday forum will be Dr. Lyman Bryson, CBS counselor on public affairs; Neil MacNeil, New York Times; Dore Schary, M-G-M executive producer; Robert Sherwood, author and playwright, and Robert D. Sweezy, MBS executive vice president.

Berle to Local 802

A D O L P H A. B E R L E JR., who has served the government as Assistant Secretary of State and later Ambassador to Brazil, has been named counsel to Local 802, American Federation of Musicians. The key New York local recently dropped as counsel Harry Sacher, who had been accused of having strong left-ist sympathies.

How Now Brown Cow?

We don't know about this particular brown cow, but we do know there's enough variety-colored heifers in Crawford County to make it THE leading dairy producing county in Pennsylvania. That's why retail sales in Meadville (our headquarters) were over $26,000,000 last year. For further information on this rich market write to . . .

WMGW

Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.
YOU DON'T HAVE TO JUMP TO CONCLUSIONS. Audited Audiences, WOV's new and more intelligent approach to radio gives you specific market information that will help you "TAKE THE GUESS OUT OF BUYING!"

WOV knows and wants you to know who its listeners are; where they live and shop; what they earn, spend and buy; what they like and dislike. This is the basis of Audited Audiences. This is the dope the advertising business wants from radio. Audited Audiences means keying your advertising to known individuals rather than trying to reach an unknown mass audience.

This vital, statistical inside information together with WOV's continuing Pantry Survey showing the sales acceptance of 365 items in 37 different classifications are available now without obligation. Get the facts...a WOV salesman will give you specific market information so that you, too, can

TAKE THE GUESS OUT OF BUYING.

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

★ WAKE UP NEW YORK with Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. Larger than Pittsburgh.
Here are some of the **RESULTS WCKY** produced for its advertisers in the first 9 months of 1948:

GAYLORD PRODUCTS sold over $85,161.00 worth of automobile seat covers.

SOUTHERN FARMER secured over $166,101.00 in subscriptions to its magazine.

WILLIAM WISE & COMPANY sold over $78,272.00 worth of the Modern Home Physician Book.

SISK NURSERIES sold over $30,952.00 worth of fruit trees in four months.

ARTHUR HIRSCH COMPANY sold $6,200.90 worth of dolls in the last four weeks.

DUKE DELANY COMPANY sold $2,905.11 worth of toy guns in the last three weeks.

**IN CINCINNATI, YOUR BEST BUY IS WCKY.**

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

Radio-weather: Unchanged

NOW THAT a giddy America is groping its way out of the fog of alibis and second-guessing in the wake of Truman triump (radio which has no apologies to make for its job of handling the biggest news since V-J Day) can sit back and take stock.

Next January there will be a Democratic Administration, 100% pure. It will extend from the White House to both sides of Capitol Hill. Harry Truman is boss. His was the greatest popular victory ever achieved by a Presidential aspirant. He does not have to deal with a hostile Congress.

What about the state of the nation for radio? Mr. Truman has repeatedly gone on record for a free radio ... "as free as the press." That's all-encompassing.

The FCC goes on as is. Chairman Coy, we feel sure, can remain as long as he wishes at the FCC helm. It has the absolute confidence of the President, who drafted him ten months ago, and when the signs of the political zodiac were none-too-enticing. In those ten months he has given excellent administration. It would not be going afield to say he has been the most efficient and effective chairman that maligned agency has ever had.

It is in the Congress that the order changes.

Sen. Edward C. Johnson, Colorado Democrat, takes over the chairmanship of the Interstate Commerce Committee. He was in the thick of the White Bill fight last session. He is opposed to the sale and handling of beer.

He would rule all alcoholic beverage advertising off the air, and from the printed pages.

The House picture isn't clear. Rep. Robert Coats, Indiana, who is in line for the Interstate Commerce Committee chairmanship. He has not been active in communications his forte is transportation.

The fate of the House Select Committee to Investigate the FCC also is uncertain. With the shift in power balance, a Democrat will become chairman—if the Committee is continued.

We doubt whether it will be. Its present chairman, Rep. Forest A. Harness, lost out in the Indiana elections. A final report will be filed. The file probably will be its tomb.

On other fronts that affect radio, Labor's hand is strengthened. Taft-Hartley Bill revisions can be expected. The Hoover Commission report on reorganization of Government, while a bi-partisan project, nevertheless was G.O.P.-dominated. Government reorganization will be as Mr. Truman wants it. We doubt whether it will touch the FCC.

There may be a return of inflationary controls, such as price regulation. It will come if business itself doesn't take hold. There will be a modified New Deal philosophy for the next four years.

There won't be an exodus from Washington, radio-wise or otherwise, next January.

Pollsters (Archaic)?

RADIO, along with the newspapers and the political wiseacres, learned a harsh lesson in the stunning upset that swept into office a strongly Democratic Congress on Harry Trumam's Presidential coat-tails.

The elections made a fool of every public opinion pollster. The political poll now can be expected to go the way of the Literary Digest, which died an anguished death after its straw.

Radio's lesson isn't learned because it went wrong on the predictions. Radio had no editorial opinion in this election. It conducted no straw votes. It simply reported what others had done.

It is the secondary, or delayed action that we have in mind: What about advertising's polls of consumer purchases and brand preferences? What about consumer panels? What about radio's own polls of program ratings? Does the abysmal flop of the political pollsters damn the radio researchers to the limbo of forgotten failures?

The question being asked on all sides, stem in part from confusion about techniques. The political pollsters, asking people how they intended to vote, were engaging in "predictive research." Radio audiences are measured usually while people are in the act of listening.

Certainly, all techniques of audience measurement, and particularly the predictive research, will receive a thorough examination and perhaps a considerable revision in the months ahead. Harry Bannister, WWJ Detroit, a member of the NAB board, pointedly raises the radio issue elsewhere in a letter to this journal.

Thus, inadvertently, fuel is added to what has been a smouldering program-rating fire. We suspect it will be at white heat by NAB convention-time next April.

Block That Hiatus

THAT WHEEZE about everything changes in radio except programs, performers and programming techniques, isn't long for this new radio world. It Usually be that variations could shake the foundations of the business, ownerships could shift and codes could be defied, but the same programs would issue from the same microphones, using the same formats—except for summer hiatuses and daylight saving time shuffles.

This year saw more revising of network schedules than at any time in a decade. Tele-vision is influencing it; the maligned giveaway has had an effect. First steps toward daytime TV programming have been taken and will bring more changes.

Underscoring this trend is the concrete move of CBS—shortly to be followed by NBC—toward lifting of the ban on transcribed shows. The CBS policy is toward eliminating the summer hiatus, by permitting the re-use—transcribed—of "specific programs of unusual merit" during the vacation periods.

NBC President Niles Trammell told his affiliates last September that his network was exploring a plan to transcribe top programs for use during vacation periods. Thus, when its policy is promulgated, all four major networks will have aligned themselves. ABC and Mutual's failure hasn't inhibited them against recordings for several years. The ABC Bing Crosby show is an outstanding example.

Advertisers and affiliates alike will welcome this new innovation, which is bound to spread from network to local schedules. It eliminates additional programming costs of doubtful value during the six- or eight-week summer hiatuses. It should check the giddy drop of ratings during the summer. It will help stabilize revenues for stations and networks alike, through solid year-round programming. It will take the "season" miasma out of radio's lexicon.

And it will encourage local and regional advertisers to maintain 52-week schedules, because they follow the national leaders.

The summer hiatus problem-child has a twin brother—the daylight saving brat. The pair have really achieved double wham during the six- or eight-week summer hiatuses. They should check the giddy drop of ratings during the summer. It will help stabilize revenues for stations and networks alike, through solid year-round programming. It will take the "season" miasma out of radio's lexicon.

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And it will encourage local and regional advertisers to maintain 52-week schedules, because they follow the national leaders.
THE LATEST WCKY STORY

MAIL plus RATINGS mean SALES

In the first 9 months of 1948 over

ONE MILLION DOLLARS

IN DIRECT SALES ON ONE PROGRAM

WCKY'S Jamboree program pulled over 647,400

orders for merchandise in 9 months, 1948.

WCKY'S Jamboree program sold $1,058,552.00

worth of merchandise for its direct mail adver-
tisers, in 9 months, 1948,

WHEN THEY LISTEN TO WCKY, THEY BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY
HERE is a complete, compact, high-quality Amplifier and Control Assembly—available at minimum cost!

The Western Electric 23C Speech Input Equipment serves either one or two studio layouts, in either AM or FM stations—can be used as part of a larger system, with outputs switched in a master control room.

The 23C incorporates four microphone input circuits with pre-mixing amplifiers and one input circuit for incoming program lines—all combined in a 5-channel mixer. Three-stage amplifier boosts signals to level needed for outgoing program lines or output switching systems. Also includes independent monitoring amplifier.

The 23C will handle 8 studio microphones or low-output-level transcription turntables; 4 remote lines or other medium-level inputs; control room announce and talkback mike. Controls are conveniently arranged, easily operated.

Get the full facts on the 23C from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

Western Electric
FCC HAS ADOPTED a "prove it first" approach to the growing problem of complicated directional-antenna installations (Closed Circuit, Nov. 1).

Under this new and stricter policy, an applicant who proposes a complex directional array may be required to demonstrate its work-ability before he gets a construction permit authorizing its installation.

The policy, to be invoked in all "doubtful" cases, is designed to save the time and money of applicants, the time of the Commission and the sanction of its engineering standards—which concededly have sometimes suffered in the past.

FCC authorities said they have had several cases in which proposed directional installations looked good on paper but proved faulty when completed and put into operation.

There have been instances where the signal delivered to the business district didn't come up to the minimum specified by FCC's standards, for example, or where the station failed to deliver an interference-free signal into the city it was supposed to serve.

In such circumstances, and in view of the high cost of directionals, authorities said that in the past they sometimes have "bent over backwards" and accepted adjustments which did not wholly satisfy the requirements of the standards. These problems can be avoided and the element of risk can be removed from applicants' investments, it was pointed out, if the installation is required to be proved in advance.

This, authorities said, can be accomplished by use of a test transmitter before construction is started, or by measurements made upon completion of the first tower of those involved in the proposed array.

The applicant may be required to submit such proof before the construction permit is issued, or the requirement of proof may be written into the CP as one of the conditions upon which it is based.

The permittee may also be required to take frequent measurements after the installation is put into use, to assure its proper operation.

Heretofore the Commission has required only that the applicant specify a definite site and submit details relating to design, and that, before he starts operation, he submit proof of performance taken during equipment tests.

Tip-off on the new policy was seen in the conditions which FCC specified in granting KTTC Fresno's application for modification of its 50 kw construction permit (940 kc) to permit changes in the directional patterns. FCC set three requirements:

1) Prior to the commencement of construction, permittee will make such measurements of a test transmitter as are necessary to establish the suitability of the proposed transmitter site; Commission approval of transmitter site will be necessary before issuance of a CP; 2) after operation is commenced, permittee will be required to provide means whereby field measurements can be made weekly at a sufficient number of monitoring points to indicate whether proper operation of the directional system is being maintained; measurements are to be appropriately recorded; 3) permittee shall be required to correct all legitimate complaints arising out of interference occasioned by the so-called blanketing effect of strong signals within the 250 millivolt-per-meter contour.

CROSS IS APPOINTED TO WEINTRAUB POST

CHRISTOPHER CROSS, who has just returned from Geneva where he attended the United Nations Freedom of Information Conference as a public information specialist, has joined William H. Weintraub Co., New York, as publicity director in charge of radio accounts.

The agency handles the Kaiser-Frazer account sponsoring Walter Winchell; and Lee Hats with Drew Pearson, among others.

Mr. Cross was with the United Nations from its inception as chief of U. S. radio for UN. After attending the Geneva Conference Mr. Cross stayed on as a public information specialist for the First World Health Assembly.

Prior to his association with the United Nations, Mr. Cross was North American Public Relations director for the BBC.

FM Network Show

EIGHT-STATION Midwest FM Network presented its first program, Voting Trends, last Monday, 8-8:30 p.m. The show, a roundtable discussion from Purdue U., originated at WFAM Lafayette, Ind. Members of the network, besides WFAM, are WXU Indiana, WPTW Fort Wayne, WIKY Evansville, WKO Kokomo and WCSI Columbus, all Indiana, WCTS Cincinnati and WEAW Evanston, Ill. WWJ Wabash, Ind., will be ready to join the network Jan. 1, according to Graeme Zimmer, WCSI station manager.
...in the Deep South—Based on Latest Listener Diary Study!* 

1. WEEK AS A WHOLE .... WWL 1st by almost 3½ to 1

2. ALL QUARTER HOURS .... WWL 1st —wins 87% of them; 89.5% in daytime

3. PARTS OF DAY ....... WWL 1st in every one

4. STRIP PROGRAMS ....... WWL 1st in net weekly audiences

This is definite proof

FOLKS TURN TO ....... WWL 1st

*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.

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

CBS AFFILIATE • • • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
4-H Recorders

U. S. DEPT. of Agriculture, through its Office of Information, has advised radio farm directors that two or more tape recorders will be available for their use during the annual 4-H Congress in Chicago Nov. 29. Recorders, to be supplied by a radio committee, will be located in the Stevens Hotel only and directors desiring to cover the International Livestock show and other agricultural meetings should bring their own recorders, the Department's RDF newsletter urges. No wire recorders will be furnished "because of the many different types," the letter added.
JOHN BLAIR'S business is building business for fine stations like KTRH!

Today, after 15 years of John Blair representation, KTRH is doing the biggest Spot Radio business in its history! Credit goes to the John Blair men who keep advertisers constantly supplied with fresh facts and figures on markets and merchandising... as well as with valuable station information.

This kind of representation builds big Spot Radio billings for the stations on John Blair's fine list. It also builds big, profitable business for a lot of advertisers everywhere. Ask your John Blair man about it today!
in HOUSTON, the ears of Texans are upon KTRH!...

KTRH...only 50,000 watt station in Houston...only major CBS outlet along the rich Texas Gulf region!

Care to get a share of the $1,065,480,000 spent in the Houston area each year? Then ask your John Blair man about KTRH! With 50,000 watts, KTRH covers Houston and 82 big Texas counties...reaching and selling the ranchers, industrial workers and countless other prosperous Texans who keep their radios tuned to 740 KC.

B. F. Orr, General Manager, knows what Texas folks like, and he gives them plenty of good local entertainment along with the popular CBS shows they all enjoy. That's why KTRH has big, loyal audiences...not only in Houston but way up and down the Gulf coast from Baton Rouge, La., to old Mexico!

Your John Blair man has helped KTRH help advertisers for the past 15 years. He can help you now. Ask him.

HOUSTON, TEXAS
KTRH
50,000 WATTS * 740 KC

A Fine Radio Station...
EDDIE CONDON'S FLOOR SHOW...jazz by collector's-item combinations. Tuesday-nights.

THE DRAWING GAME...Pulitzer Prize cartoonist Rube Goldberg in a charade-quiz game...Sundays.

TV Table of Contents
...on WPIX includes a wide variety of studio presentations and remote pickups...practical help for the homemaker, beauty, cooking, fashion...teen age entertainment, children's shows...fast, comprehensive coverage of the news...special events, sports, football, hockey...movies, music, public service programs...every kind of presentation for every kind of viewer—or sponsor!...in a major mass market, big enough now to make TV a mandatory medium and growing fast in New York!

And WPIX, with extensive facilities for producing programs, and the most modern TV equipment...offers any advertiser the best opportunity to grow with market and medium! For rates and costs...just call or write...

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C...MUrray Hill 2-1234
Represented outside New York City by FREE & PETERS, 444 Madison Ave., New York 22
FINAL arrangements are made for Jack Sterling (second from r) to replace Arthur Godfrey (l) on the latter's early morning programs over WCBS New York. Others participating are (l to r) Leonard Shultz, advertising manager, Interwoven Stocking Co.; G. Richard Swift, assistant general manager of WCBS, and John Mettler, president, Interwoven Stocking Co.

STATION-REPRESENTATIVE huddle on television in Boston included (l to r) C. Herbert Masse, WBZ sales manager; W. Gordon Swan, WBZ program director; James P. Gillis, NBC Spot Sales; WBZ Station Manager W. C. Swartley; James V. McConnell, NBC Spot Sales director; Lucian Self, WBZ-TV program supervisor; John Dodge, Spot Sales' New England representative; W. H. Hauser, WBZ chief engineer.

IDENTIFICATION slide to be used by NBC's Hollywood TV station, KNBH, when it starts in early 1949 is discussed by (l to r) Robert V. Brown, KNBH program manager; Edward Sobol, executive producer; Hal Bock, NBC Western Division television manager, and Robert Clark, television operations supervisor. The station will operate on Channel 4.

WHICH ONE has the Toni may have been the question of Toni Co. President R. N. W. Sherman (c) to Johnny Wayne (l) and Frank Shuster as the Wayne and Shuster program marked its debut on the full CBS Trans-Canada Network.


'SMILE OF BEAUTY' at TV debut of ABC's Break The Bank is given by Chester McCracken, Doherty, Clifford & Shefield; Wallace Draw, Bristol-Myers, sponsor; Donald K. Clifford, DC&S; Bert Parks, m. c.; Joseph M. Allen, B-M, Slocum Chapin, ABC.
“Towering Strength” would be a true title for this picture, because Blaw-Knox vertical radiators combine calculated structural stamina with maximum radiating efficiency. (Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers!)

Both guyed and self-supporting towers are available through your near-by Graybar “service station.”

Graybar has everything you need in broadcast equipment ... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative, Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric Broadcast Equipment

GRAYBAR BRINGS YOU BROADCASTING’S BEST EQUIPMENT:

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

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

FCC MONTHLY report for October shows that as of October 31 the status of broadcast station authorization and applications were as follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,103</td>
<td>996</td>
</tr>
<tr>
<td>Total on the air</td>
<td>1,854</td>
<td>669*</td>
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<tr>
<td>Licensed (All on the air)</td>
<td>1,813</td>
<td>194</td>
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<tr>
<td>Construction permits</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>90</td>
<td>11</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,240</td>
<td>464</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>507</td>
<td>164</td>
</tr>
<tr>
<td>Requests to Gantu and facilities</td>
<td>207</td>
<td>9</td>
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<td>Deletion of licensed stations in October</td>
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<td>Deletion of conditional grants</td>
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*Includes 22 conditional grants and 466 construction permits.

Following television stations commenced operations during the month:

- Oct. 8—WNBQ Chicago;
- Oct. 9—WXYT-TV Detroit;
- Oct. 17—WNBK Cleve;
- Oct. 26—WAAM Baltimore; Oct. 29 WAVE-TV Louisville.

GAYNOR SHIFT

SYDNEY B. GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, has resigned effective Nov. 15 to become vice president in charge of new business for Raymond R. Morgan Co. Robert C. Temple, the agency's executive vice-president, made the announcement.

Active in advertising for 20 years, Mr. Gaynor joined the firm in 1935 as an account executive. He was subsequently elevated to assistant commercial manager, commercial manager, and for the past six years has been general sales manager for the network.

For four years prior to that affiliation, he was assistant publicity and advertising manager of Southern Counties Gas Co. and at one time headed his own sales agency. In his new capacity he will be active in the creative as well as selling side of advertising.

Mr. Gaynor, a graduate of the U. of Washington, Seattle, is a member of the Los Angeles Sales Managers Assn., Los Angeles Advertising Club, and the National Federation of Sales Executives.

Don Lee Executive To Join Agency

Mr. GAYNOR

Firms Signed by RRA; First Survey Is Issued


Mr. GAYNOR

Academy Names Group To Select 1949 Officers

INDEPENDENT nominating committee to select officers for coming year was named at recent meeting of Academy of Television Arts and Sciences, at suggestion of Charles B. Brown, academy president.

Comprising committee are Dave Crandall, KTTV (TV) Hollywood producer; Frank Woodruff, independent TV producer; Mark Finley, Don Lee, public relations director; Robert Rains, Universal International; James Vandeveer, ABC Hollywood television director of remote programming; Katherine Sibley, U. of S. Calif.; Mal Boyd, television producer; Barbara Furse, Academy of Motion Picture Arts and Sciences.

Slater of officers will be presented at next meeting Nov. 16, with election following at Dec. 21 meeting.

Page 34  •  November 8, 1948
EVEN where scatter-gun media are used intensively and well, they rarely can finish the job. How can they tell the name and location of your local dealer? What can they do to help him offset competitive activities in any individual market? What are the special local reasons why people in any given market would prefer your product—if your advertising could tell the local facts? Isn’t it true that consumers in widely different markets may react very differently to the type of copy or program you use in scatter-gun advertising?

Bull’s-Eye Radio—“national spot” radio—is a direct-hit medium. Whether used alone or to reinforce other media, it can get in and mop up where the going is tough and competitive.

We of Free & Peters have specialized in this working radio for over sixteen years. We have worked intimately with literally hundreds of agencies and advertisers who want direct-hit results from their advertising. We’d like to give you some case histories that prove the effectiveness of Bull’s-Eye Radio. Just name the place, date and time!
<table>
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<tr>
<th>City</th>
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<td>Charleston, S. C.</td>
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<td>Terre Haute</td>
<td>WTH</td>
<td>San Diego</td>
<td>KSDJ</td>
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### Television

- **Baltimore**: WAAM
- **Fort Worth-Dallas**: WBAP-TV
- **Louisville**: WAVETV
- **New York**: WPX
- **Peoria**: WMPT
- **St. Louis**: KSD-TV
THE 1948 Iowa Radio Audience Survey shows that 41% of Iowa car owners have radios in their cars—that these extra (“non-Hooper”!) radio listeners provide a very substantial bonus audience!

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

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

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

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

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

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

WHO
+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives
ALL RADIO will hold open house next week, fourth annual celebration of National Radio Week.

For the first time the seven-day event (Nov. 14-20) will be conducted with full participation by all industry elements in a joint campaign. The momentum and experience of past years have been blended into a promotion of national importance.

All along the line the campaign is far ahead of past years. The "Voice of Democracy" contest, for example, appears assured of 130,000-000 high school entrants, compared to 20,000 a year ago, with possibility that it may greatly exceed that figure, according to Robert K. Richards, director and chairman of the "Voice of Democracy" subcommittee.

Participation by radio dealers is enthusiastic for the first time. Several thousand dealers have completed open house ceremonies designed to acquaint the public with the qualities of new models and the advantages of a radio in every room.

Nearly a thousand newspapers have obtained mats and reproductions from Radio Mfrs. Assn. for cooperative dealer advertising, according to Will H. Mcllll, local house Stations advertising director, chairman of the Joint National Radio Week Committee.

Well over a score of trade and retail associations are active in the week's events. A number of dealer groups will take part in "satisfaction test" projects in which intensive NAB campaigns are conducted to carry out the radio-in-every-room idea. These will be patterned after the test conducted last spring in Hartford by the NAB Advertising Committee.

Special Programs

Broadcasting stations and networks will carry special programming and announcements during the week, with stations tying into local dealer activities and the "Voice of Democracy" contest.

Networks were completing their program plans last week. NAB sent out special material for stations' use.

NAB President Justin Miller last week sent telegrams to a list of leading radio artists urging them to build programs around Radio Week and to weave the theme into other productions.

First winner of a local "Voice of Democracy" contest will be announced this week by NAB headquarters. The contest was staged in early October at Wichita to provide material for a spread in the Nov. 14 issue of Parade, newspaper magazine supplement. The Wichita Junior Chamber staged the advance contest. Pictures of contestants and presentation of a radio set to the winner will feature the magazine's coverage.

RMA member set manufacturers have provided their distributors and dealers with promotional material tying into their own brands.

The RMA Advertising Committee mailed brand name promotion material to thousands of dealers and distributors along with letters urging their participation, according to Stanley H. Manson, Stromberg-Carlson Co., committee chairman.

Dealers are donating radio receivers as prizes for school and local contests in many cities.

A "Town Meeting" for radio technicians will be held Nov. 15-17 in Boston under sponsorship of RMA and the Radio Parts Coordinating Committee along with local set and parts distributors.

Manuals for the high school contest were mailed by the Federal Security Agency, since it bears endorsement of the Office of Education, a unit of FSA.

Plans call for school and community eliminations, selection of state winners from transcriptions and then the national contest.

Prizes for the four co-equal national winners will be $500 scholarships in addition to a week in Washington when awards will be presented. Radio dealers and Junior Chamber chapters are awarding school and community prizes.

NAB member stations this week will broadcast a series of five-minute model talks transcribed by James Stewart, actor, on "Platform for Democracy"; Maj. Gen. Luther Miller, Army Chief of Chaplains, on "Freedom of Worship"; NAB President Justin Miller on "Freedom of Expression"; Dr. John W. Studebaker, former U. S. Commissioner of Education, on "Education for Democracy"; and Paul Batwell, Junior Chamber president, on "Democracy at Work."

Announcements recorded by Kate Smith, Eddie Cantor and Arthur Godfrey are being used by stations.

Deadline for announcement of community winners is Nov. 28, with state judging to start Dec. 6. Deadline for receipt of transcription for national judging is Dec. 15.

Judges in the national contest will be Margaret Calkin Banning, author; Tom C. Clark, Attorney General; Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York; Mrs. Ovetta Culp Hobby, KPRC Houston, wartime WAC director; Eric Johnston, president, Motion Picture Producers Assn.; Frances Perkins, Civil Service Commission; Mrs. Glenn Snow, Dixie Junior College, St. George, Utah, retiring president of National Educational Assn., and Mr. Stewart.

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**MUSIC LIBRARY**

BMI's model library course got off to a good start last Monday and Tuesday despite last minute withdrawals due to election day duties.

Course is a two-day seminar in station library procedures, [BROADCASTING, Oct. 25]. It is offered weekly to station personnel by the industry owned music rights organization.

Following a welcome from BMI President Carl Haverlin, the students heard an address on the role of a performing rights society in radio by Robert Burton, BMI vice-president. Catherine K. Miller, music librarian of Columbus U., spoke on "The Music Library and the Librarian," and a prominent librarian, in charge of recordings for the New York Public Library, discussed the bibliography of recordings.

Monday afternoon, Israel Diamond, director of the BMI logging department, talked on the importance of keeping accurate records. He conducted the class on a tour of his department. Burt Wayne, disc jockey with WNEW New York, spoke on "The Disc Jockey and the Librarian."

The group visited the music libraries of ABC and WINS New York, and in the evening saw two television programs produced in the studios of WABD (TV) New York.

The second day's program included talks by Bob Loewi, program producer at WABD, on "Program Building and the Music Library"; Miriam Brunner, director of BMI's research department, which the class visited, on "Music Clearance for Broadcasting Stations;" Henry Datzman, director, BMI television department, on "Music in Televising;" Ken Sparron, BMI field representative, on "Method of Cataloging," and Addison Amor of NBC's recording division on "The Proper Care of Records and Transcriptions."

The two-day meeting concluded with a laboratory session in the new BMI model library, with BMI executives and others holding a panel discussion and answering questions asked by the station librarians and program executives. Mr. Sparron was in general charge of the meeting, substituting for Roy Harlown, head of station relations for BMI, who is ill.

Students at the first BMI model library class included Norman E. Herrington, CFBC St. John, N. B., Canada; Mr. & Mrs. Burke Pond, WWDC Washington; Ed Lally, WBAP Fort Worth; William H. Dunn, WKBW Buffalo; Charles Hilton, WLKN Wellington, Conn.; Florence Robinson, WICC Bridgeport, Conn. Reservations have been received for an estimated double that number for the second course, scheduled for today and tomorrow (Nov. 8-9).

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**HOW to organize and maintain a station library was discussed by this group attending first of BMI series of special courses. L to r: Dorsey Owings, BMI; Ted Cott, WNEW New York; Arnold Davis (rear), Juilliard School of Music; Mrs. Burke Pond and Mr. Pond, WWDC Washington; Mrs. Catherine K. Miller, Columbia U.; Ed Lally, WBAP Fort Worth; Philip L. Miller, New York Public Library; Robert K. Burton, Carl Haverlin, Charles A. Woll, Ken Sparron, Bill Sparron, William H. Dunn, WKBW Youngstown, Ohio; Ralph Wenzel, BMI; Charles C. McCol- lion, WLKN New York; 

**Annual Event Next Week**

**BMI Course Held In New York**

**LIBRARY**

**Radio Week**
CO-OP MILLIONS

DEALER co-op radio advertising, at a low point during the war, has bounced back. It now runs into millions of dollars a year and is still climbing.

With many new stations as well as new sales executives now in radio, NAB's Dept. of Broadcast Advertising will soon publish a study of the whole dealer-coopera-
tive situation.

List of manufacturers known to use this form of advertising has been compiled by Dr. Kenneth H. Bailey, NAB's broadcast director. The list was compiled from member stations. The study has been completed by Maurice B. Mitchell, director of Broadcast Ad-
vertising. It is the first roundup of the subject since 1942.

Main users of co-op radio are retailers, distributors and wholesale suppliers. The pamphlet will explain, with brokers in some fields also offering allowances to dealers. NAB suggests that radio salesmen contact dealers to keep them informed of manufacturer support of advertising and points out that many manufacturers likewise have learned of radio's value from dealers.

Techniques to be used by stations in obtaining dealer co-op business will be described in general terms, including contacts with all elements from the retailer through the manufacturer. The pamphlet will propose methods of combining co-op campaigns into single programs.

Such programs as rates to be charged, distribution of advertising costs and what to do about rate advantages will be dealt with at length. Payment methods will be discussed, along with agency relationships.

NAB emphasizes that dealer co-op advertising can provide new business for stations and that manufacturers often can be developed into important users of the air medium.

The study will cite examples, such as the successful effort by a station to persuade a manufacturer to radio spending by a group of dealers.

Nearly 1,300 active and 68 associates, a total of 1,994. Last spring the membership passed the 2,000 mark. Since then engineers and attorneys have been removed from list of eligible associates and several other associates resigned when the dues were raised.

Among budget problems are proposals to expand personnel in the engineering, employee-Employers Relations and Broadcast Advertising.
**RWG TRUCE**

**Strike Suspended Until Nov. 14**

By IRV MARDER

RADIO WRITERS Guild has suspended its strike against the agencies until next Sunday, Nov. 14, while mediation efforts continue. The outlook for a permanent settlement during the truce period appeared to be good, with meetings between the guild and a combined agency and sponsor group—

**Union Says 'Action Necessary' In WJZ Contract Dispute**

radio and television directors guild last week authorized its new york council to call a strike against abc or take "such action as it may deem necessary." dispute stems from the network's alleged refusal to negotiate with the union for a contract covering wjz-tv new york.

After approving a resolution giving the council a free hand in the matter, the RTDG wired ABC an invitation to attend a meeting this afternoon "for the purposes of commencing negotiations upon our reasonable demands." The telegram was addressed to richard moore, abc counsel.

At this writing, network spokesmen had not yet received the union's telegram and had no comment.

The RTDG executive director, newman h. burnett, said the network has taken the position that WJZ-TV directors and floor managers, all of whom are members of the union, are supervisory personnel and therefore not to be bound by union contract.

ABC said it would negotiate for a pact covering associate television directors, providing the union first obtained NLRB certification, according to Mr. Burnett. The RTDG feels, however, he added, that such a condition is a delaying maneuver, and a bid to split the union membership.

Mr. Burnett pointed out that the union's request for a WJZ-TV contract is a purely local affair, and is not concerned with network operations. About 18 WJZ-TV employees are involved.

**CBS Gross Climbs In 39-Week Period**


Net income for 39-week period this year was $3,010,446, equal to $1.75 a share, compared with $3,660,860 or $2.13 a share for the 40-week period in 1947.

The board of directors of CBS Inc. last Wednesday declared a cash dividend of 50c per share on Class A and B stock of $2.50 par value, payable Dec. 3, 1948, to stockholders of record Nov. 19, 1948.

**Packing Firm Drive**

DEERFIELD Packing Corp., Bridgeton, N. J. (Seabrook Farms frozen food products), has started a spot announcement campaign using one-minute transcriptions ten times weekly, effective Nov. 1 and Nov. 15. Schedule will run on 24 stations in New England, upper New York State, Pennsylvania, New Jersey, and washington, d. c. the campaign is a resumption of a similar one run last September and will promote various frozen food products of Seabrook Farms. Contract for 17 weeks was placed through the Peter Hilton Adv. Agency, New York.

**Resumption of AFM Negotiations Seen**

**Tonsils vs. Brains**

THE HEARST-OWNED ALBANY, N. Y., Times-Union in an editorial Nov. 2 declared that radio as a news vehicle is "a delaying maneuver" that may irritate radio newsmen have "good tonsils but poor news judgment." the editorial blasted a "flash" by Walter Winchell on his weekly broadcast Oct. 31 that a three-alarm fire was raging out of control in Albany. Albany's fire chief, Michael Fleming, pointed out that the fire was declared out at 7:35 p.m., almost an hour and a half before M. Winchell came on the air. Declaring that Albany stations had reported facts regarding the fire correctly, Eugene F. Weil, sales and promotion manager of WABY Albany, said the Times-Union incorrectly placed all radio newsmen in the same category and implied—as incorrectly—that local stations did a poor job of handling the fire story.

**Final Details**

Attorneys for major record concerns and the union were putting the final commas and underscores into the legal wording of the agreement reached a fortnight ago. They hoped to present their contract for government approval within a few days.

It was understood that the parties would solicit the approval of government agencies at their Washington headquarters when the agreement had been finally prepared.

The record makers and James C. Petrillo, AFM president, reached a settlement nine months and 28 days after the imposition by the union chief of a ban against all recording and transcription work.
INTERCITY TV LINKS

PLANS for nine new intercity television links tentatively slated for completion by the end of 1950 were disclosed by American Telephone & Telegraph Co. last week.

The disclosure came as FCC nears the end of the first phase of its probe of AT&T's Western Union video network rates.

In addition to facilities included in the 1948-50 program outlined by AT&T at earlier sessions of the rate-making marina (Radio, Oct. 4, 11), Frank A. Cowan, transmission engineer, said the following were planned:

Three channels between Toledo and Detroit; three between Toledo and Cincinnati, with intermediate terminals at Dayton; three between Dayton and Columbus; two between Philadelphia and New York, with intermediate terminals at New York and New Haven, Philadelphia-Wilmington, Buffalo-Rochester, and Boston-Pennsylvania.

Meanwhile, in an application covering a proposed intermediate coax-cable construction program for 1949, AT&T indicated plans for an intercity video link extending to Lancaster, Pa. (connecting with the Philadelphia-Chicago circuit) and end to end (connecting with Cleveland-Buffalo circuit). Most of the overall construction program related to telephone service.

End of First Phase

The rate investigation, resumed last Wednesday through Friday, is expected to reach the end of the first phase this week. This phase deals with the telephone company's policy against inter-connecting its interstate television facilities with those of other companies except in certain areas where AT&T has no facilities of its own.

The question of the legality and reasonableness of that policy—which industry spokesmen described as a barrier to the development of television—will go to the Commission for decision at the end of the entire sessions. The hearing on the rates themselves, it was decided last week, will not be undertaken until FCC has decided the interconnection question.

Meanwhile, Rodney Chipp, engineer for Allen B. DuMont Labs, testified on DuMont's estimate that video relay facilities could be built for $60,750 (on two-year amortization) to link Washington, New York, Pittsburgh, Philadelphia, Baltimore, New Haven, and intermediate points between New York and Pittsburgh and between New York and New Haven.

Mr. Chipp said the estimates contemplated three regional networks, each operating separately: New York to New England; New York to Washington, and New York to Pittsburgh.

He estimated that on a four-year amortization plan the New York-Boston link, for example, might cost about $2 million per month if there were five intermediate terminals. With a number of intermediate terminals, he said, the cost might approach $25.

(AT&T's monthly rate for eight consecutive hours of daily use of an intercity video channel is $35 per airline mile; where channel use must be magnified, as in most cases currently, the rate is $25 per airline mile per month for four hours daily.)

DuMont, counsel for DuMont, who had introduced the DuMont cost estimate earlier and then had withdrawn it temporarily [Broadcasting, Oct. 11], pointed out that the figures are more than a year old. He added that he didn't think they would be controlling in comparison with the telephone company's rates.

John W. Brinsmade, AT&T assistant vice president, said that on reconsideration he didn't think "interconnection" would be involved if a program sent over AT&T facilities were fast-filled at Philadelphia, for example, and retransmitted over private relay facilities.

At an earlier session he had indicated it might be considered, but the file was retracted within about five minutes of the time the program was received at Philadelphia.

Baltimore's WAAM (TV) Opens as DuMont Outlet

WAAM (TV) Baltimore, licensed by Radio-Television of Baltimore last Monday began telecast operations on Channel 12 (210-216 Mc) as an off-set for DuMont Television Network. The announcement of affiliation was made jointly by Lawrence Phillips, DuMont director, and Fred L. Allman, WAAM vice president in charge of operations.

Officers of WAAM include Ben Cohen, president, and Herman Cohen, Sam Carliner and Norman Kal, vice presidents in addition to Mr. Allman. Mr. Kal is also general manager. Studios are located at 217 E. Baltimore St. They reported on $750,000 investment. WAAM telecasts nightly to 11 p.m. (EST).

An estimated 26,000 video sets are in the city area, according to the Baltimore Television Circulation Committee.

EAST-MIDWEST CO-AX

Service Ready Jan. 12

The AT&T system after Jan. 12 are New York, Boston, Philadelphia, Baltimore, Washington, Detroit, Chicago, Cleveland, Toledo, and St. Louis.

The two networks are separate and joined at Pittsburgh and New York. The AT&T system expects to put both networks over the same coaxial cable after Jan. 12.
SWEZEEY QUITS

Travers Stays With Yankee

THE establishment of a top-level MBS vice presidency responsible for programs and sales and reporting directly to President Edgar Kobak (Broadcasting, Oct. 4), last week threatened to shatter the highest echelons of the network.

Robert D. Swezey, vice president and general manager, submitted his resignation when it became known that Linus Travers, Mr. Kobak's selection for the new executive post, would report directly to the president. Mr. Travers is executive vice president and general manager of the Yankee network which is a major stockholder in Mutual.

Mr. Swezey, who has been No. 2 at Mutual for four years, believed his position had been made untenable by the policy directive which ordered Mr. Travers to by-pass the general manager and report straight to Mr. Kobak.

In the face of the very strong threat that Mr. Swezey would leave Mutual, Mr. Travers resigned the job he had not yet assumed. An official announcement by the network said only that Mr. Travers had elected to remain at Yankee headquarters in Boston because of Yankee plans for expansion.

It was known, however, that Mr. Travers had decided to withdraw from the Mutual job because of Mr. Swezey's objections to its establishment.

Mr. Swezey did not tender his resignation until long after it was decided to add a vice president with overall supervision of programs and sales. According to the original plan, which was approved by Mr. Swezey, the new executive would report to the general manager.

A subsequent memorandum from the president, however, amended the original plan to direct the new executive to report to Mr. Kobak.

With programs and sales thus removed from his sphere of influence, Mr. Swezey believed that the job of vice president and general manager had been considerably degraded, it was understood.

Mr. Swezey's resignation was resisted by Mr. Kobak who, it was said, was endeavoring to persuade him to remain the second in command to the new executive.

Although Mr. Travers had resigned, Mr. Swezey had been given no indication that the job for which Mr. Travers had been selected had been abandoned. It was not a question of personalities, according to informed sources, but only the establishment of the new position coinciding with his that had led Mr. Swezey to make his decision.

Mr. Swezey himself said that "the situation is not clarified yet." Mr. Kobak issued only a flat "no comment." It was known, however, that by last Thursday night nothing had developed to change Mr. Swezey's mind.

Brolly Leaves WBKB

A. H. BROLLY has joined Television Assoc., Chicago, as chief engineer and will report directly to Mr. Swezey.

Hearing Continued

PRELIMINARY hearing in San Francisco for Nathan J. Warren and William B. Steuer (Broadcasting, Nov. 1) has been continued until today (Nov. 8). The pair, reportedly operating as "United and General Broadcasting Companies," is alleged to have fleeced livestock breeders in the West through the fraudulent sale of radio time.

SUMMER REPEATS

IN AN EFFORT to install props beneath sagging summer ratings, CBS and NBC will lift their longstanding prohibition against widespread use of recorded programs. They will also encourage advertisers to rebroadcast in the summer their better fall, winter and spring shows.

CBS announced its policy reversal last week, and although NBC was withholding public announcement, it was known that H. C. Kiech, NBC advertising vice president, had privately advised several large advertisers that NBC would also open the door to recorded repeats.

According to the CBS announcement, advertisers will henceforth be able to broadcast 52 weeks without the usual summer hiatus or program replacement. The heretofore uninspired hot weather time can be filled with recorded repeats of shows broadcast in other seasons.

In a letter which William C. Gittinger, CBS vice president in charge of sales, sent to advertisers and agencies, the purpose of the policy revision was said to be to "advance the quality and interest in radio throughout the year, and in so doing benefit the advertiser, the talent and the audience alike."

The policy, said Mr. Gittinger, makes possible "complete continuity of popular programming, and does away with the task of "rebuilding" the audience to your program each fall, thus getting a maximum return from your time-franchise."

Advertisers, he pointed out, may take advantage of the full rate discount for 52-week sponsorship and continue through the summer at "significantly lower costs" than those heretofore prevailing.

The use of recorded repeats, of course, will require no creative or production effort in the summer months and hence will appreciably diminish the program costs in that period.

NBC Announcement to Come

NBC was said to be witholding its announcement of a somewhat similar plan until it had obtained assurances from various unions that it would be acceptable.

Whether CBS had obtained such assurances could not be learned officially. But it was understood that CBS believed the revised policy would in principle be acceptable to unions and that union problems on individual shows could be resolved at the proper time.

It was pointed out that most network union contracts embrace clauses covering repeat broadcasts. Whether such provisions would apply to a procedure as extensive as contemplated by the two networks was undetermined.

Lower Cost to Sponsor

The cost of maintaining their time through the summer and using it to rebroadcast by record the more popular shows of other seasons would be appreciably less to any sponsor than to fill such time with replacement programs, the networks have reportedly pointed out.

No precise time has yet been set for adoption of the new policy. But the networks obviously are aiming it to the next summer season and announcing it now to give advertisers a chance to give it full consideration.

Although responses of advertisers and agencies to the proposals by CBS and NBC were not as yet definite, it was known that preliminary discussions between the networks and their sponsors had encouraged the broadcasters to believe their summer policy would be adopted by at least some of their clients.

The virtues of recorded repeats during summer months, as far as the networks themselves are concerned, are several. The maintenance of high levels of listening during summer months, when in the past the audience has sharply dwindled, could probably be assured by the retention through the slump months of the more popular shows and stars, even in recorded form.

Additionally, the networks would be saved the expense of program-sustaining sponsors to fill the hiatus periods left by advertisers who indulge in summer lapses from the air.

It is expected that the network proposals will be favorably regarded by many of the big-time stars, some of whom have publicly expressed a desire to be on the air throughout the year providing they could do it by record and thus insure their vacations.
SUMMARY OF BROADCAST REVENUES AND INCOME OF 4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 1464 STANDARD BROADCAST STATIONS

**1947**

<table>
<thead>
<tr>
<th>Total Broadcast Revenues</th>
<th>Amount of total</th>
<th>Amount Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networks and their 27 owned and operated stations</td>
<td>$204,244,688</td>
<td>22.63</td>
</tr>
<tr>
<td>Networks and their 11 key stations</td>
<td>3,288,485</td>
<td>4.53</td>
</tr>
<tr>
<td>Non-network time stations</td>
<td>48,194,045</td>
<td>7.42</td>
</tr>
<tr>
<td>407,713,306</td>
<td>$71,985,410</td>
<td>100.00</td>
</tr>
</tbody>
</table>

**Broadcast Income (Before Federal Income Tax)**

| Networks and their 27 owned and operated stations | $19,573,573 | 27.26 |
| Networks and their 11 key stations | 522,223,367 | 77.47 |
| 4,027,713 | 5.61 |

**Total Broadcast Income**

| $71,985,410 |

**Radio's Net Declines**

**TABLE 1**

<table>
<thead>
<tr>
<th>Item</th>
<th>Clear channel 5,000 to 20,000 Watts</th>
<th>Regional</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited</td>
<td>Part-time</td>
<td>Unlimited</td>
<td>Part-time</td>
</tr>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>Stations with time sales of $5,000 or more:</td>
<td>47</td>
<td>5</td>
<td>34</td>
</tr>
<tr>
<td>Number of stations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues from the sale of station time:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Network time sales</td>
<td>16,005,295</td>
<td>922,311</td>
<td>2,125,025</td>
</tr>
<tr>
<td>Regional networks, other networks and stations</td>
<td>15,765,203</td>
<td>1,000,304</td>
<td>2,125,934</td>
</tr>
<tr>
<td>Non-network time stations (1) (2) (3) (4) (5) (6)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total sale of chain broadcast revenues</td>
<td>28,284,255</td>
<td>2,603,268</td>
<td>5,088,602</td>
</tr>
<tr>
<td>Excess deductions from sale of station time:</td>
<td>28,147,037</td>
<td>687,162</td>
<td>7,345,173</td>
</tr>
<tr>
<td>Total sale of station time</td>
<td>56,101,026</td>
<td>1,884,722</td>
<td>12,328,669</td>
</tr>
</tbody>
</table>

**SUMMARY OF BROADCAST REVENUES, EXPENSES AND INCOME OF 1453 STANDARD BROADCAST STATIONS BY CLASSES AND TIME FOR 1947**

<table>
<thead>
<tr>
<th>Item</th>
<th>Unlimited</th>
<th>Part-time</th>
<th>Unlimited</th>
<th>Part-time</th>
<th>Unlimited</th>
<th>Day and part-time</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
<td>(6)</td>
<td>(7)</td>
<td>(8)</td>
</tr>
<tr>
<td>Stations</td>
<td>13,501,054</td>
<td>1,015,923</td>
<td>2,125,024</td>
<td>105,599</td>
<td>25,561,438</td>
<td>1,227,042</td>
<td>10,676,919</td>
</tr>
<tr>
<td>Number of stations</td>
<td>7</td>
<td>5</td>
<td>34</td>
<td>2</td>
<td>354</td>
<td>204</td>
<td>730</td>
</tr>
<tr>
<td>Broadcast revenues</td>
<td>934,752,573</td>
<td>61,942,520</td>
<td>14,921,757</td>
<td>698,874</td>
<td>1,080,495,218</td>
<td>12,585,645</td>
<td>8,398,565</td>
</tr>
<tr>
<td>Broadcast expenses</td>
<td>394,752,573</td>
<td>51,942,520</td>
<td>14,921,757</td>
<td>698,874</td>
<td>1,080,495,218</td>
<td>12,585,645</td>
<td>8,398,565</td>
</tr>
<tr>
<td>Broadcast income (or losses) before Federal income tax</td>
<td>3,530,445</td>
<td>221,658,211</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Does not include the operations of 11 key stations of nation-wide networks, as the reports filed by them do not include adequate segregations of expenses between stations and network operations.**

**BROADCASTING • Telecasting**

November 8, 1948 • Page 25
CROSSER IS NAMED TO 17TH CONGRESS

Probable House Commerce Head Sponsored Railroad Bills

REP. ROBERT CROSSER, Kentucky, slated to take the helm of the House Interstate and Foreign Commerce Committee, which helps shape radio legislation, is no stranger to the halls of Congress.

A Democrat from Ohio, the 74-year-old Congressman is one of the oldest legislators, from point of service, under the Capitol dome. The 81st Congress, to which he was re-elected, will be his seventeenth.

His first experience as a Congressman was during the 63rd. He was also there during the 64th and 65th. After missing two Congresses he served straight through from the 68th to the present Congress.

A Scotsman

Rep. Crosser, born June 7, 1874 in Holytown, Lanarkshire, Scotland, emigrated to this country with his parents and for about three months resided in Cleveland before the family settled in Salineville, Ohio, in 1881. Here he attended the public schools, graduating from Salineville High School in June 1890.

He graduated from Kenyon College, Gambier, Ohio, in 1897 with an A.B. degree then studied law at Columbia U. in New York City. Subsequently, he was graduated from the Cincinnati Law School in 1901 with an LLB degree. In the same year, he was admitted to the bar and commenced practice in September 1901 in Cleveland.

He was professor of Law of Torts at Baldwin-Wallace Law School from 1904 to 1905 and received an LLD degree from Kenyon College in 1942. In 1929 the latter college had conferred on him the honorary degree of MCL.

He began grappling with legislation in 1911 when he was elected to a term in the Ohio House of Representatives. In 1912 he be-

(Continued on page 59)

Stella in the Saddle!

FCC CHAIRMAN Wayne Coy today still holds the reins of radio, patrolling the prairies. Like many another Democratic chief, the Indianan appeared destined for the last round-up Tuesday night, but the powerful medicine of Big Chief Truman decored otherwise. (Horse, saddle and Stetson by KYAK Yakima, Wash.)

FCC PROBE

Fate of Harness(ed) Group Uncertain

Should the committee get renewed life from the 81st Congress either Rep. J. Percy Priest (D-Tenn.), the logical successor, or Congressman Oren Harris (D-Ark.), would be in the driver's seat. Although both men have the same seniority, Rep. Priest's name appeared first on the list of appointees to the committee and custom would dictate he should get the reins.

However, Congressman Priest's name also appears on the scathing interim report on the FCC filed by the committee. Rep. Harris did not subscribe to the views contained in the report but he has not, thus far, furnished the Congress with a minority report, as is his privilege.

Chairman Harness went down in defeat before the Democratic party in Indiana, but all other members of the five-man committee were given an extension of their Congressional leases. These others were: Reps. Leonard W. Hall (R-N.Y.), Charles H. Elton (R-Ohio), and the aforementioned Democratic members.

If the present committee leadership decides to continue in active pursuit of its mandate, it is highly doubtful that, seated in a broken

(Continued on page 60)

Johnson Held Job As a Telegrapher

Likely Senate Commerce Chief Interested in Railroads

SEN. EDWIN CARL JOHNSON, 64, who is expected to be the chairman of the Interstate and Foreign Commerce Committee of the 81st Congress' upper chamber, has more than a nodding acquaintance with radio, but his chief interest commerce-wise rests with railroads.

His parents welcomed him to the world on New Year's Day, 1884, in their Kansas state cabin, which the pioneer father had pieced together with his own strong hands.

In search of more abundant grazing land for their herd of cattle, the Johnsons moved, four years after the birth of their son, Edwin, near the Colorado state line in Western Nebraska. In a sod house there, Edwin C. Johnson grew to manhood.

Punching cattle was viewed by the young Johnson as a dull lifetime pursuit and he specialized in railroad daydreams. For ten years his ambition mounted as he watched the "Iron Horse" on the High Line Division of the Chicago, Burlington & Quincy Railroad spew its black smoke across the prairies.

Became Section Hand

Finally his urge to grasp the throttle overwhelmed him and at the age of 17 he went to beg "Old Man" McFarland, superintendent of the railroad, for a job. There was an abundance of brakingmen, switchmen and even engine wipers, but the superintendent let the busy farm youth take a crack at a section hand's job.

Two years later he was a baggage man. Then he learned teleg-raphy and got a job as night operator. Later he became station agent and at 23 he had risen to the post of train dispatcher at Green River, Wyo. for the Union Pacific and later at Lincoln, Neb. for the CB & Q railroad.

He defied warnings against

(Continued on page 59)
U. S. RADIO and television rose last week to the most dramatic occasion in recent domestic history.

Together they provided hitherto unmatched coverage of a national election which confounded experts and kept millions of Americans listening and looking throughout an entire night.

At unprecedented expense and effort, the major AM, FM and TV networks and independents produced a nation-wide coverage of the enormous political upset that left all other media lagging hours behind.

Morning newspapers in New York Wednesdays carried election returns that had been broadcast the night before.

Impact Hits Home

The major networks could not have picked a more dramatic year to sell, for the first time in their history, special big elections returns. Advertisers who had bought the returns in anticipation of a quick decision were suddenly presented with triple their money's worth as the returns went on and on without reaching a decision.

**Coverage**

WITH EVERY U. S. station turning in an outstanding performance in coverage of the national election it is impossible to select which did the best. The short capsule reports presented here, therefore, are intended merely as a cross-section of the way American radio handled the 1948 returns rather than any attempt to spotlight particular stations. These programs were aired in addition to network coverage which is reported in a separate story on this page.

- WPAY WPAY-FM Portsmouth, Ohio ... and Portsmouth Times, all local and regional returns from 8 p.m. Tuesday to 8 a.m. Wednesday and 6:15.7 and 8 a.m. roundups on Wednesday.
- WSHC AM-WJ-FM New Haven ... local shows featuring members of station's news staff and southern Connecticut political personalities, and pickup from local campaign headquarters.
- WAP-TV Fort Worth ... 1 hr. 45 min. election eve program featuring cavalcade of American presidents and political backgrounds of President Truman and Gov. Dewey.
- KTLA (TV) Hollywood ... remote broadcasts from two locations which featured interviews with California political figures and man on the street and crowd reactions.
- KNX Los Angeles ... announcements of local and regional returns.
- WTOM-MTJ-TV Milwaukee ... remote pickups from the Milwaukee Journal Bldg., showing all vote gathering arrangements.
- WMAR-TV Baltimore ... showed televiwers how extra ed-

Nor could television broadcasters have picked a more dramatic occasion to inaugurate network video coverage of a national political battle.

All major networks stayed on the air until Wednesday morning, continuing throughout Tuesday night to broadcast on-the-spot developments and nation-wide returns as the race grew hotter and hotter.

Gruelling Stretch

For hundreds of commentators, analysts, reporters, engineers and the general staffs, it was a grueling stretch.

A special C. E. Hooper audience survey of the four major networks in 36 cities showed that between 8 and 11 p.m. Tuesday sets in use were 64.7. There were no measurements after that hour, but authorities surmised that high audience levels were maintained long after 11 p.m. owing to the uncertainty of the election outcome.

A network-by-network showing in Hooperatings for the Tuesday evening period showed:

- NBC's Hooperating was 15.8; its share of audience 28.9. CBS's Hooperating was 14.1; its share of audience 25.8. ABC's Hooperating was 11.4; its share of audience 20.8. Mutual's Hooperating was 7.0; its share of audience 12.8.

A special Hooper survey of television viewing in New York showed video sets in use as 74.1 between 9 and 11 p.m. Tuesday.

Ratings for individual stations in the television survey were:

- WNBT's Telerating was 32.3; its share of audience 43.6. WJZ-TV's Telerating was 15.0; its share of audience 20.2. WABD's Telerating was 13.5; its share of audience 14.8. WCBS-TV's Telerating was 8.2; its share of audience 11.1. WPIX's Telerating was 5.0; its share of audience 6.7.

Record Time for NBC

NBC radio and television, utilizing what is said to be a record amount of time, facilities and man-

(Continued on page 61)
RADIO IN CONGRESS

By ED KEYS

THERE WILL be many names familiar to radio circles on the rolls of the 81st Congress when it convenes in January. Conversely, some identified with radio, will not re-occupy their seats, or will have been deprived seats in their initial attempts.

Congressional radio figures treated favorably in the past election include Sens. Robert Taft (R-Ohio), Homer E. Capehart (R-Ind.), Chan Gurney (R-S.D.), Glen H. Taylor (D-Idaho), William F. Knowland (R-Calif.), Reps. John Phillips (R-Calif.), Alvin E. O'Konski (R-Wis.), Harris Ellisworth (R-Ohio), Lyndon B. Johnson (D-Tex.), W. Kingland Macy (R-N.Y.) and Karl Stefan (R-Neb.).

Political aspirants and others, connected in some way with radio, upon whom the voters smiled Nov. 2 included Matthew M. Neely, Chester Bowles, Robert S. Kerr, Secretary of the Army Kenneth C. Royall, Assistant Secretary of the Army Gordon Gray, H. R. Gross, Iowa newscaster, and Beauford H. Jester, Texas Governor.

Those less fortunate included Tyrrell Krum, NBC veterans editor, Roy Acuff, radio entertainer, and Eoff Kalsenborn.

WKRC Ownership

Sen. Taft's family is included in the ownership of the Cincinnati Times Star and WKRC Cincinnati. He was reelected but loses his position as head of the majority party's policy committee. Also winning reelection was Sen. Gurney, who will not return, however, as chairman of the powerful Senate Armed Forces Committee. The Gurney family formerly operated WNAX Yankton, S. D., which Sen. Gurney managed.

Sen. Capehart, whose family formerly owned the Capehart radio manufacturing firm, and who is presently active in a commercial phonograph producing firm, also won reelection.

The former radio hillbilly cowboy, Sen. Taylor, will be back in January, but having bolted his party and lacking seniority on any committee will play no important role where bills are drafted.

Sen. Knowland, who with other members of his family owns the Oakland (Calif.) Tribune and KLX Oakland, will be returning. He is a member of the newspaper's board of directors and is its assistant publisher.

Among the survivors also was Rep. Phillips, who has an interest in KPAS Benning, Calif.

The owner of WLIN Merrill, Wis., Rep. O'Konski, was also ordered back to Washington by voters in that state.


Johnson Returns

Rep. Lyndon B. Johnson, whose wife, Claudia, owns KTBC Austin, will return. He is a member of the Texas Senators. He will take the seat vacated by W. Lee (Pass-the-Biscuits) O'Daniel, a former radio entertainer.

Elected as a Senator from West Virginia was Matthew M. Neely, whose initials were given to WMMN Fairmont, W. Va. Rep. Stefan, who has served in the House continuously since the 74th Congress, got a return ticket to the Capitol. He formerly was a newscaster on WJAG Norfolk, Neb.

Chester Bowles, one of the found-ers of Benton & Bowles agency and a prominent figure in early radio advertising, won the gubernatorial election in Connecticut.

Coming in on the Democratic sweep, as Governor of Texas, will be Beauford H. Jester, an owner of KWIX Waco, Tex.

Another Democratic triumph was the election of Robert S. Kerr as Senator from Oklahoma. Mr. Kerr was chairman of the board of directors of the West Central Broadcasting Co., licensee of WEEK Peoria, Ill.

Looking secure in their near-

(Continued on page 59)

Election Ushers in New Faces

Radio . . . The Most Effective Means

By KEN FRY

Radio Director, National Democratic Committee

"This campaign proved, if any proof were needed after the Roosevelt campaign, that outside of personal contact, radio is by far the most effective means of reaching the mass of the public. "Obviously on personal contacts you can only do so much although the President did make some 300 speeches. Combined with radio, personal appearance speeches did the job."

"The campaign proved radio's effectiveness more clearly and substantially by the fact that victory was accomplished in spite of opposition by the entire press. Radio is the only way of getting the story to people without going through the opposition. Material, thoughts and views are not sifted through other hands and minds."

"Radio's use proved that a candidate doesn't necessarily have to be a good radio actor to make effective use of the air." "While Mr. Truman's radio performance doesn't compare with Mr. Roosevelt's in a dramatic sense, in the end it didn't matter. Mr. Truman was an experienced radio man, having been the oldest of the people in person and by radio, but no medium or combination of media will necessarily win an election for a candidate in whom the people don't believe."

"Vital factors in the victory were Mr. Truman himself, and his broadcasts, and his straight, simple story on issues and the sins of the 80th Congress. Result of that is proved by the poll's sitting in Congress next session."

"I've heard something to the effect that it was the housewives who liced Mr. Dewey. Well, we made a direct appeal to women with our disk jockey show (ABC, Mondays, Wednesdays and Fridays, 3:45-4 P.M.). It stressed issues important to them, and it was entertaining. However, at no time during the campaign did the committee go into 'vaudeville.' It was all straight selling on facts and issues."

"Another vital factor was the help of labor. ILGWU, AFL, and CIO spent nearly as much on radio to promote Mr. Truman as did the National Committee."

"One thing I want to bring up as a suggestion. The radio industry might well inspect their political broadcast policies. They are making inroads to the political parties and to the broadcasters themselves."

"For instance, the way political programs are signed on should be changed. The way they are handled is as if an announcer would say: 'The following time has been purchased by the American Tobacco Co. so that Jack Benny can give a comedy show in behalf of Lucky Strike cigarettes.' I think it drives listeners off the air."

"However, this is not a complaint. Radio has been good to us. I think that before the next election time rolls around, broadcasters should look into the matter."
WHAT HAPPENS in radio, regulation-wise, business-wise, legislatively, now that Harry S. Truman takes over the reins of government in his own right?

(1) In a regulatory way, the status quo is indicated. The FCC, for the immediate future, should remain unchanged. Chairman Crosser of the Interstate & Foreign Commerce Committee is expected to continue at the radio helm. (If the pay scale is raised to $15,000, already recommended, he and most of his colleagues will be happy.)

(2) The business of radio—including television—is interwoven with the national economy, and that takes in the legislative scene. Return to price controls could have an effect upon national advertising budgets. Restoration of higher corporate taxes, as advocated by Mr. Truman, hits every corporate piggybank.

(3) Modification of the Taft-Hartley Law might create new labor problems for radio, particularly if the secondary boycott is legalized. (Example: Petrolle could again demand that networks or transmitters pull the plug on stations on his "unfair" list.)

A shift in radio legislative activity from the House, where the GOP-created Select Committee has been functioning, to the Senate, where the Interstate & Foreign Commerce Committee will be headed by Sen. Edwin C. Johnson, a militant performer on the radio front, presages some fire works probably early in the next session.

Crosser for Commerce Committee

In the House, the veteran Rep. Robert Crosser of Ohio is slated for the chairmanship of the Interstate & Foreign Commerce Committee. Principally interested in railroads and railroad labor, it is doubted whether, if he assumes the chairmanship, he will interest himself too actively in radio.

Chances are, at this early date, that he would be disposed to reinstate standing subcommittees in specialized categories, with the next ranking Democrat, Rep. Alfred L. Bulwinkle of North Carolina, as chairman—a post he held prior to Republican organization of the House two years ago.

The fate of the House Select Committee to Investigate the FCC is uncertain. It was created suddenly at the close of the last session (BROADCASTING, June 21) under Republican auspices. An interim report investigating the FCC has been filed. Another is due when the new Congress convenes.

But, with absolute Democratic control of the lower body, the report will be countered to find its fate in a pigPen.

Rep. Forest A. Harness of Indiana, chairman of the Select Committee, was defeated in the Truman sweep. Other members of the committee were re-elected. They are Leonard W. Hall of New York and Charles H. Elston of Ohio, Republicans; Oren Harris of Arkansas and J. Percy Priest of Tennessee, Democrats.

The complexion of the FCC is expected to remain unchanged principally because of Mr. Truman's supreme confidence in Chairman Coy. Mr. Coy is likewise highly regarded on Capitol Hill both in the new Democratic majority as well as GOP quarters.

Mr. Coy, like several of his predecessors, is feeling the pinch of the nigglidly $10,000 annual pay scale. He left a vastly more remunerative position as executive vice president of the Washington Post radio stations (WINX and WINX-FM) to accept President Truman's call to the FCC helm last December.

Prior to the Truman upset, it was thought that Mr. Coy would leave the FCC to permit the Republican President to name his own chairman. Commissioner Robert F. Jones, former Ohio Congressman, had been most prominently mentioned for the successorship under Republican organization.

Next Vacancy

The next vacancy on the FCC, in the normal course, would be that of Commodore E. M. Webster, whose term expires next June 30. An Democrat politically and a native of Washington, D. C., he is regarded as one of the world's foremost experts in communications related to marine and aviation services. Chairman Coy, it is known, will strongly urge his reappointment and, as things stand now, that is viewed as tantamount to the action itself.

It is doubted whether Mr. Coy will be disposed to affect any far-reaching changes at the staff level. He has worked well with all departments and with his fellow commissioners.

Prior to the elections, something approaching an exodus from the Law Bureau had been predicted. Now few, if any, changes are expected other than the normal flow.

There is a vacancy in the post of chief engineer, created with the elevation of George E. Sterling to a commissionership last January. John A. Willoughby has been acting chief engineer. It is assumed that the permanent post will be filled shortly.

Thus, the FCC is expected to function in all of its multifarious operations without any noticeable hitch. Such fundamental matters as TV allocations, disposition of the long-pending clear channel case, policy on program giveaways and the editorializing issue will be handled in customary fashion.

Now pending before the FCC is a plan to reorganize the body along functional lines, separating the agency into three autonomous divisions—broadcast, common carrier, and safety services.

Comr. Webster particularly has been pressing for action to permit (Continued on page 58)

RATINGS

COMPARING the universal failure of the "pollsters" to predict the Truman triumph with what he feels is a "great weakness of radio, Harry Bannister, NAB director and general manager of WWJ Detroit, Thursday wrote the following letter to BROADCASTING:

"Last Tuesday's election provides radio with a great lesson and an opportunity to correct one of its glaring weaknesses. It's high time we stopped the ridiculous emphasis on program ratings which bounce up and down like a seasaw.

"Programs are bought and cancelled, entertainers are hired and fired, stations are classified relatively on the basis of ratings which are regarded as definitive measurements, something they are not and never can be.

"The election returns show differences of only a few percentage points when compared with the findings of the pre-election polls. But the projection of these differences produces a final result of 304 electoral votes for President Truman as against the Gallup prediction of 134.

"The Hooper technique is substantially the Gallup technique. If the country can be led into a blind alley by Gallup, where is radio going?

"The labeling of a radio program with a "rating" immediately produces misconceptions which are far-reaching. If we must have program ratings, and apparently we must, then the job should be done by radio itself.

"Maybe BMR should stop playing around with the outer fringes of the coverage problem and attack the heart of the matter. I dropped out of BMR because I thought we got very little for our money. But, I'd be very much interested in any industry-sponsored project that would produce a system of program ratings which, while not necessarily infallible, would be accurate, factual, realistic, and calculated on a base sufficiently large to minimize all degrees of error."

HARRY BANNISTER

General Manager, WWJ Detroit

Not 'Definitive' Gauges, Says Bannister

November 8, 1948 • Page 21
Fashion is big business in Greater Miami. Born a few short years ago, Miami's flourishing fashion industry is a recognized factor in the city's year-round economy. Today more than 100 manufacturing firms produce an annual volume of more than $25,000,000. And in retail sales, Greater Miami -- the acknowledged proving ground for next year's fashions--is well up on the list of the nation's "high spot" cities.

Here is still another of the key industries which power Miami's diversified market,--with its annual spending bankroll of $500,000,000, and one of the highest per capita sales ratios in the country. Experience proves, the effective, low-cost way to reach this buying power is WQAM -- Miami's First Station -- whose clear signal blankets all of Greater Miami and offers profitable plus coverage of the 15 additional counties in its trading area.

Miami's First Station

WQAM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

WQAM

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives
Mr. Frank Silvernail  
Batten, Barton, Durstine & Osborn, Inc.  
385 Madison Avenue  
New York 17, N. Y.

Dear Frank:

Someone down your way was admitting that the new WGY morning looked like the answer to a spot advertiser’s prayer. But, says he, how about those other commercial periods during the WGY day? Forgotten?

It’s a pleasure to nail that one, Frank. We’ve overlooked those other shows like Fred Allen overlooks Jack Benny.

First, the Heptet. Two arrangers for big-name bands have gone to work for us. Their stuff is being used by a new musical unit called The Heptet. The Heptet broadcasts twice daily -- at 12:15-12:30 PM, and at 6:15-6:30 PM. This orchestra supplying smooth background for local live commercial announcements and transcriptions at no extra cost to your clients makes spots in these shows rather remarkable buys. The programs are specially scripted and get finished production, too.

Then, between 1:05 and 1:45 PM, on weekdays except Saturday, there is a new show called “Two’s Company”. Two established WGY personalities, Howard Reig and Mary Cherry, have teamed up for a disc show. These young people are not only mail pullers from way back, but have put together a stanza with gimmicks and ideas galore.

So, the local messages of your clients get the support of real showmanship all day long -- not just during the new WGY morning. Also, the support of 50,000 KW and NBC programming. If any details are lacking, Jim McConnell and his NBC Spot Sales laddies are ready to provide them.

Sincerely,

G. Emerson Markham
STATIONS MANAGER
Feature of the Week

WCAU - TV Philadelphia has stepped up its operating schedule to 85 hours a week by use of what it calls a “Flying Spot Scanner.” Starting at 10 each morning, the scanner carries a running news report, continuous minute-by-minute time reports, hourly weather reports, and music via the new long-playing Columbia records. It is used when no studio or remote program is in progress.

The service was designed and perfected by Roy A. Meredith, station production supervisor, who is keeping actual working of the project a secret. Station officials have disclosed, however, that it requires a minimum of manpower to operate and does not tie up the services of a camera crew or a camera.

The project is almost fully automatic, thus freeing the WCAU-TV staff and equipment for rehearsals and other duties during the hours it is in use.

Mr. Meredith said the system employs transparencies and clock synchronization, but did not divulge further details.

WCAU-TV has not yet offered the “Flying Spot Scanner” service commercially, but the station now is studying rates, copy regulations, commercial length and other factors in preparation for selling time on it.

The viewer sees a moving news ticker which brings the latest news as quickly as the WCAU news room can condense it into flashcast form. Also on the screen is a minute-by-minute time slot, where the correct time is constantly fed. A system of bells, similar to those used by the national wire services, calls attention to important upcoming news. A bell system also is used for programs and special events about to be televised.

On All Accounts

AN OLD-FASHIONED gal when it comes to cooking, Marion Reuter, timebuyer at Young & Rubicam, Chicago, sets a modern pace in business.

Trim and stylish, Marion compensates for the sedateness of her profession by wearing an assortment of giddy hats, preferably in bright colors, yellows and greens. Dressmaker suits and novel ear rings are “major passions” in her life, transcending even her enthusiasm for work.

A timebuyer with Y & R for two years, Marion previously was a “one woman radio department” there. When Stu Dawson, radio director, resigned to go to Foots, Chicago, four years ago (he is now with Features Productions, Chicago), she strained her neck muscles keeping her chin up, she recalls. Marion was relieved of this multiplex barrage of agency activities in 1946 when Phil Bowman became Y & R's radio director.

Marion buys time for: Rath Packing Co., Waterloo, Iowa (Black Hawk meats); Joseph Schlitz Brewing Co., Milwaukee; John F. Jelke Co. (margarine, salad dressing); Purity Bakeries (Tastee bread, Grennan cakes); O' Cedar Corp. (naps, polishes); Truck Division of International Harvester Co., and the Hammond Instrument Co. (organs), all Chicago.

Purity, her major account, sponsors national spots, Bill Ring, Food Scout and Cedrie Adams, popular Minneapolis commentator and writer, all for Tastee bread. Spots and the Texas Rangers are used for Grennan cakes. A farm news show and Talent Review sells Rath meats, while spots and a new show promote Jolke products.

The Chicago milk division of the Borden Co. uses spots and Tell Me a Story.

Several of Miss Reuter's accounts are investigating TV shows. Miss Reuter, in true timebuyer tradition, entered advertising through the back door, but with both feet in it. After graduation from Chicago's Immaculata High School, she landed a job as secretary in the creative department of Hellmer V. Swenson Co. advertising agency, which closed shop 11 years ago.

Rustling through all phases of agency routine, she migrated to WBBM Chicago (CBS) as secretary to Sales Manager Harry Mason Smith, former sales manager at

WMBD dominates PEORIA ARE

The “Flying Spot Scanner” in operation.

... National spot advertisers buy more time on WMBD by far than on any other Peoria station. They base this preference on the RESULTS obtained from:

- Greater Share of Audience than All Other Peoria Stations COMBINED (Hooper Peoria, Ill. Fall-Winter Report Oct., 1947-Feb., 1948)
- Full Scale Promotion and Merchandising: 70 announcements weekly...newspapers...bus cards...displays...direct mail...merchandising publication.
- Powerful New Facilities. New AM and FM power (5,000 watts AM with 20,000 watts FM at no extra cost)...increased coverage...new, modern theatre & studios.

...and LIVE shows sponsored by national advertisers!

More and more WMBD live shows are becoming national advertiser-sponsored. For example—Vick's Chemical, P & G Drift, Star Model Beer. WMBD has the program know-how to do the job...full staff orchestra and 25 other program personalities. Total staff of 65 trained personnel.

ASK FREE & PETERS

Page 18 • November 8, 1948
Dedicated

TO THE PRESERVATION
OF AMERICAN FREEDOMS

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

WJR—WGAR—KMPC

DETROIT  CLEVELAND  LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS  FRANK E. MULLEN  HARRY WISMER
Chairman of the Board  President  Asst to the President

BROADCASTING • Telecasting

November 8, 1948 • Page 17
Open Mike

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

WSBT — and only WSBT — commands the South Bend audience!

Sure, people can hear other stations in South Bend — but they listen to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year. Hooper after Hooper. No other station even comes close in Share of Audience.
Six FULL Weeks of Progressive Operation

WSB - TV
"Thé Eyes of the South"

Adds Another Laurel to its Impressive List of “Firsts”!

National Election Results

Football Clinic

Religious Oratorio

Shrine Circus

Selected Schedule of Local Special Events

Set Sales Keep Climbing

. . . . . Audience Interest

Keeps Mounting . . . . .

Rates are Still constant . . .

But Not For Long.

If YOU want to reach this major market better make your plans now!

Six weeks young and performing like a trooper - - WSB-TV has caught the pioneer spirit of WSB-AM . . . . forging ahead with new, stimulating, productive ideas on entertainment, education and public service.

THE ATLANTA JOURNAL STATION

WSB-TV

ON PEACHTREE STREET

Represented by Ed Petry Co.
Clothing ranks third with 57 advertisers, foods fourth with 39 and beer and wines fifth with 38 advertisers using TV during the week of October.

Market Analysis. Analyzed by markets (Table I), the data shows Philadelphia still in the lead, with 119 active accounts, well ahead of second-place New York which has only 105 accounts, despite the fact that New York boasts six TV stations to Philadelphia’s three. Washington ranked third with 92, just one ahead of Baltimore, and Chicago, with 55 TV advertisers during the measured week, wound up fifth by a two-account margin over Boston.

A significant finding shown in this table is that no city had fewer TV advertisers in October than in the previous month; Detroit stayed even and all the others recorded a gain. Data on the new advertisers since the last report are tabulated in Table III.

Total commercial TV time used during the week of Oct. 3-9 was reported as 386 hours and 9 minutes, a gain of 38.5% over the total of 278 hours and 1 minute for the week of Sept. 5-11 (TELESTATUS, Oct. 11).

Analysis of these hours by types of programs (Table IV) shows sports well in the lead, with 190 hours and 3 minutes or 49.3% of the total time. Variety programs, with 55 hours, 46 minutes, or 14.4% of the total time, ranked second. News was third, announcements ranked fourth and dramatic and musical programs ranked fifth in volume of commercial time. Ratings this month and last are compared in Table V.

Division of time between programs and announcements (Table VI) shows a 19 to 1 ratio in favor of programs. But when the comparison is made on the basis of advertisers rather than hours (Table VII), the picture changes. Here we find 293 advertisers sponsoring TV spots to 233 video program sponsors.

### TABLE I

<table>
<thead>
<tr>
<th>TV Advertisers, Oct. 3-9</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>3</td>
<td>18</td>
<td>36</td>
<td>57</td>
</tr>
<tr>
<td>2. Apparel, footwear &amp; accessories</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>61</td>
</tr>
<tr>
<td>3. Automotive, automotive accessories &amp; equipment</td>
<td>3</td>
<td>7</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>4. Aviation, aviation accessories &amp; equipment</td>
<td>3</td>
<td>12</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>5. Beer, wine &amp; liquor</td>
<td>3</td>
<td>7</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>6. Building materials, equipment &amp; fixtures</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>7. Confectionery &amp; soft drinks</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>3</td>
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<tr>
<td>8. Consumer services</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
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<tr>
<td>9. Drugs &amp; remedies</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>10. Entertainment &amp; amusements</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>11. Food &amp; food products</td>
<td>3</td>
<td>12</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>12. Gasoline, lubricants &amp; other fuels</td>
<td>3</td>
<td>12</td>
<td>3</td>
<td>3</td>
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<tr>
<td>13. Horticulture</td>
<td>3</td>
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<td>3</td>
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</tr>
<tr>
<td>14. Household equipment &amp; supplies</td>
<td>3</td>
<td>7</td>
<td>3</td>
<td>3</td>
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<tr>
<td>15. Household furnishings</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
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<tr>
<td>16. Insurance</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>17. Jewellery, optical goods &amp; cameras</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>18. Office equipment, stationery &amp; writing supplies</td>
<td>3</td>
<td>3</td>
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<tr>
<td>19. Publishing &amp; printing</td>
<td>3</td>
<td>3</td>
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<td>3</td>
</tr>
<tr>
<td>20. Radios, phonographs, musical instruments &amp; accessories</td>
<td>3</td>
<td>12</td>
<td>3</td>
<td>3</td>
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<tr>
<td>21. Retail stores &amp; service shops</td>
<td>3</td>
<td>12</td>
<td>3</td>
<td>3</td>
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<tr>
<td>22. Smoking materials</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
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<tr>
<td>23. Sports equipment &amp; appliances</td>
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<tr>
<td>24. Sports &amp; games</td>
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<td>3</td>
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<tr>
<td>25. Tailors</td>
<td>3</td>
<td>3</td>
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<td>3</td>
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<tr>
<td>26. Transportation, travel &amp; resorts</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
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<tr>
<td>27. Miscellaneous</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>32</strong></td>
<td><strong>181</strong></td>
<td><strong>281</strong></td>
<td><strong>494</strong></td>
</tr>
</tbody>
</table>

* Larger than the actual total as four network activities also use spot TV advertising. **

### TABLE II

<table>
<thead>
<tr>
<th>Markets &amp; Stations</th>
<th>Network</th>
<th>Selective</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
<th>Gain or Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Atlanta (1)</strong>-WSB-TV</td>
<td>32</td>
<td>5</td>
<td>3</td>
<td>13</td>
<td><strong>P 13</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Baltimore (2)</strong>-WJZ-TV, WMAR-TV</td>
<td>31</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 19</strong></td>
<td></td>
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<tr>
<td><strong>Boston (3)</strong>-WGN-TV, WJTV</td>
<td>31</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 24</strong></td>
<td></td>
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<tr>
<td><strong>Buffalo (4)</strong>-WKBW</td>
<td>30</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 33</strong></td>
<td></td>
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<tr>
<td><strong>Chicago (5)</strong>-WBBK, WGN-TV, WEN-TV</td>
<td>27</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
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<tr>
<td><strong>Cincinnati (6)</strong>-WINT</td>
<td>23</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
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<tr>
<td><strong>Cleveland (7)</strong>-WEWS</td>
<td>23</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
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<tr>
<td><strong>Detroit (8)</strong>-WLS, WXYZ-TV</td>
<td>23</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
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<tr>
<td><strong>Fort Worth-Dallas (1)</strong>-WFAA-TV</td>
<td>23</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Los Angeles (9)</strong>-KTLA, KLTV, KTLF</td>
<td>23</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
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<tr>
<td><strong>Milwaukee (10)</strong>-WTMJ</td>
<td>22</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td><strong>Minneapolis (11)</strong>-KSTP-TV</td>
<td>20</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td><strong>New Haven (12)</strong>-WNEW, WNED, WCBS-TV</td>
<td>19</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td><strong>New York (13)</strong>-WAGD, WNYW, WTVS, WJZ-TV, WNYW</td>
<td>36</td>
<td>54</td>
<td>12</td>
<td>102</td>
<td>76</td>
<td><strong>P 26</strong></td>
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<tr>
<td><strong>Philadelphia (14)</strong>-WCAU-TV, WFLF, WIPF</td>
<td>24</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Richmond (15)</strong>-WTV</td>
<td>24</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
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<tr>
<td><strong>Salt Lake City (16)</strong>-KROI-TV</td>
<td>24</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Schenectady (17)</strong>-WRGB-TV</td>
<td>24</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>St. Louis (18)</strong>-KSD-TV</td>
<td>24</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Teledyne (19)</strong>-WTVS</td>
<td>24</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
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<tr>
<td><strong>Washington (20)</strong>-WMAL-TV, WNBW, WTTG</td>
<td>24</td>
<td>3</td>
<td>25</td>
<td>9</td>
<td><strong>P 45</strong></td>
<td></td>
<td></td>
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</tbody>
</table>

* First report on Atlanta and Fort Worth-Dallas markets.

** NWMTV Detroit did not go on the air commercially until Oct. 9, the last day of the reporting period covered by this report. KLTV-Los Angeles was not operating on a formal commercial basis during the week of Oct. 3-9.**
The SELLING POWER of Your SPOT ANNOUNCEMENT Goes UP or DOWN with its Program Association

...the most important factor to be considered in Buying Spot Time!

For the 1948-1949 season, WOW has the finest line-up of programs ever aired on the station—the BEST of NBC—the BEST of local programs—the BEST of NEWS. That's why WOW will continue to be the station "most people listen to most" in this area . . .

That's why your SPOT ADVERTISING on WOW will reach the largest available audiences at all times.

For availabilities, see your nearest John Blair Man—or write, wire or phone Johnny Gillin.

The chameleon takes its color from its background... SPOT ADVERTISING gets its CIRCULATION from its PROGRAM ASSOCIATION

TWENTY-FIFTH ANNIVERSARY YEAR
in a key spot

Paul Wilson

Entered radio in 1929 with N.B.C.
Made Western Sales Manager of C.B.S.
Radio Sales in 1937.
Appointed member of U.P.'s Special Service Bureau in 1940.

Made Sales Manager for Wm. G. Rambou Co., radio representatives, in 1942.
Joined Adam J. Young, Jr., Inc. in 1945.

Paul Wilson has been elected vice president of Adam J. Young, Jr., Inc.
From now on he'll be Sales Manager in charge of all our AM and FM activities in the United States. We're proud to have a man with Mr. Wilson's experience and ability in this key spot.

Adam J. Young Jr.

22 E. 40th STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

New Business

CARTER PRODUCTS, New York, appoints Raymond Spector Co., New York, to handle advertising for Natrasan, a new bulk-type jelly laxative. Radio will be used.

BEV CO. of AMERICA, Hoboken, N. J., appoints Robert Conahay & Assoc., New York, to handle advertising for Bev Cola and other soft drinks. Radio will be used.

BON AMI Co., New York, begins West Coast spot advertising campaign for "Glass Gloss." Product is being introduced on West Coast, and additional advertising will follow when it is introduced in other markets.

COLONIAL DAMES Inc., Los Angeles (cosmetics) appoints David S. Hillman Inc., same city, to handle advertising. Radio may be used.

REXALL DRUG Co., Los Angeles (acion store), Oct. 25 started four additional quarter-hour five weekly programs on KFPC Hollywood, for 52 weeks. Programs are recorded musical A Song for You, and Club Time, Jeanne Gray Woman's Voice, and Call Again quiz show. Agency: BBDO, Los Angeles.

ANDREA RADIO Corp., Long Island City, N. Y., sponsoring Camera Headlines over WAVD (TV) New York, Mondays through Fridays 1:30-1:40 p.m.

JAYS POTATO CHIPS, Chicago, to sponsor Daily Derby over WBKB (TV) Chicago, starting Nov. 10. Show is to be heard Wednesdays, 7:30 p.m. Agency: Kaufman & Assoc., Chicago.

ANHEUSER-BUSCH, St. Louis (brewery), begins sponsorship Nov. 18 of Snapshots From Hollywood over KDYL-TV St. Louis.

JOHN W. SHAW Agency, Chicago, for Beltone Hearing Aid Co., Chicago, is conducting local spot test campaign in 15 major markets, to end late this month. Cities are New York, Chicago, Albany, St. Louis, Milwaukee, Cleveland, San Francisco, Richmond, Boston, Pittsburgh, Tulsa, Birmingham, Springfield, Mo., Grand Rapids and Mobile. Ruthrauff & Ryan, Chicago, handles bulk of Beltone account.


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


2ND DISTRICT AGRICULTURAL Assn., Long Beach, Calif., appoints Patch & Curtis, that city, to handle advertising for Orange County Fair. Radio will be used.

SOUTHEAST FURNITURE Co., Salt Lake City, sponsoring 20-mi.-ute football television Slim Hillco Touchdown Program on KDYL-WXIS (TV) Salt Lake City.

RENUZIT HOME PRODUCTS Co., Philadelphia, maker of Renuzit and Super Renuzit Home Dry Cleaner, and Renuzit Self-Polishing Wax, appoints McCann-Erickson, New York, to handle its advertising effective Nov. 15.

J. N. CEAZAN, San Francisco (distributor for Capehart and Farnsworth Radios and Dayton Tires) appoints Russell, Harris and Wood, same city, to handle advertising. Radio will be used.


E. F. HUTTON & Co., Los Angeles (stock exchange) appoints Erwin, Wasey & Co., that city, as agency.

LORD'S department store, Evanston, Ill., tripled its radio budget on WNMP Evanston with addition of a 15-minute dinner music program across the board, an increase in the number of spot announcements to 25 weekly, plus special (Continued on page 84)
...is for apples which put Wenatchee on the map. And if you want to polish apples with folks in this $45 million Wenatchee industry get your program on ABC...92% of all radio families there tune in ABC regularly. Yes, and the ABC Hooper index in Wenatchee was 90.5% at last reading.

...is for Bremerton and its $61 million boat-building business. For clear sale-ing in this Washington shipbuilding center, anchor your advertising to ABC...86% of Bremerton's radio families listen regularly to our shows. ABC delivers virtually all the Coast market, inside, outside and all around the town.

On the coast you can't get away from

ABC

FULL COVERAGE...ABC's improved facilities have boosted its coverage to 95.4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES...ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes four 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY...You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

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

THE TREND TO ABC...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

New York: 30 Rockefeller Plaza • Circle 7-0700—Detroit: 1700 South Blvd. • CItizen 8121—Chicago: 20 N. Wacker Dr.
Delaware 1900—Los Angeles: 6353 Sunset Blvd. • HUdiern 2-3141—San Francisco: 150 Montgomery St. • EIXbrook 2-6544

November 8, 1948 • Page 11
ON THE
WASHINGTON SCREEN

The Highest Light In Washington . . .

* * * Towering high above everything in Washington, WMAL-TV's ultra-modern six-bay super-turnstile antenna is the highest point in the entire nation's Capitol. This "plus" in height is a contributing factor in the beautiful signal radiated into the homes of this vast market.

Power . . .
Programs . . .
Prestige

* * * WMAL-TV is Washington's most powerful television station—a guarantee of a clear, steady signal far beyond the metropolitan area. Another reason for the popularity of WMAL-TV with the viewing audience, is that it was the first television station in the country to advertise and maintain a seven-night-a-week program schedule. Wherever things of top interest are taking place—whether Redskins football games, boxing, wrestling... top news events... WMAL-TV studio productions... or top attractions from New York—the best in television entertainment in Washington will be found on WMAL-TV. It's a happy combination of tops in signal, tops in programs, and tops in acceptance—for the Evening Star's 96 years of predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

WMAL-TV Tower

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

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AGENCIES

HENRY R. TURNBULL, account executive with Dancer-Fitzgerald-Sample, New York, in charge of the Whitelaw Pharmacal Co. account, appointed a vice president of D-F-S. With Duane Jones Co., Mr. Turnbull was radio director for the 1944 Dewey campaign. He subsequently was with Gahagan and Turnbull before joining D-F-S.

WILLIAM C. HURLEY, formerly of Don Lee Broadcasting System, Los Angeles, guest relations staff, joins Raymond R. Morgan Co., Hollywood, on NBS Queen for a Day show.


JULIUS J. ROWEN Co., New York, moved to larger quarters, at 1050 Sixth Ave., New York. Phone: Longacre 4-6196.

PAT GARROTT joins copy staff of Couchman Adv. Agency, Dallas. She was formerly on society staff of the Dallas News.

FAY E. EVANS, senior radio copywriter on Ivory Soap account, Compton Adv., New York, sails Nov. 16 for two-months' stay in Europe. While there she will act as personal representative for Earl Wild and Chauncey Kelley, pianist and conductor, respectively.


DR. VERGIL REED, associate director of media and research of J. Walter Thompson Co., New York, is on a two-month trip around the world, stopping at principal JWT offices.

OGDEN KNIFFIN, former account executive with Weiss & Geller, New York, joins Kenyon & Eckhardt, New York, in same capacity.

LESLIE DANIÉL, formerly with Duane Jones Co., New York, joins copy department.

JAMES G. WALKER, former account executive with Newell-Emett Co., New York, joins Bemingham, Castlemain & Pierce, New York, in similar capacity.

WILLIAM R. MELTON, formerly with West Coast Lumbermen's Assn. joins James R. Lunke & Assoc., Seattle, as copy chief.

ELLIOTT CURTISS, formerly with Chilton Co., joins Alanson Q. Bailey Adv., San Diego. Mr. Curtiss will set up radio and television division to go under name of Elliott Curtiss Productions.

HENRY RICH joins Barton A. Stebbins Adv., Los Angeles, as account executive.

VIRGINIA ZIMMER, formerly with Herbert M. Baus Public Relations, Los Angeles, joins publicity staff of Harry Bennett Adv., same city.

CARL BLYOR & Assoc., Los Angeles, moved to 727 W. 7th St. Telephone: Trinity 6421.

GEORGE GOODLET, formerly with J. M. Mathes Agency, New York, as account executive, joins Benton & Bowles, New York, as assistant account executive on Post's Cereals account.

ROBERT WEISBERG resigns as vice president of Leland K. Howe Assoc., New York. He announced no future plans. WILLIAM TRAVIS appointed vice president in charge of radio, and MARY LEWIS account executive and fashion coordinator for agency.

TUCKER WAYNE & Co., Atlanta, moved its offices from 98 Mitchell St., S.W. to 1175 Peachtree St., N. E.

GLENN Adv., Fort Worth and Los Angeles, reopened its Dallas office. OTTO S. BRUCK and ARNOLD C. SHAW are in charge. Address is 2900 Maple Ave.


LEONA D'AMBRY rejoins Davis S. Hillman Inc., Los Angeles, as radio time-buyer. WILLIAM MARTIN joins agency as art director.

(Continued on page 75)
A Typical TV Station Studio—RCA Throughout

More than 50 television studios are being equipped by RCA in dozens of different combinations to fit individual station needs and budgets. Professional performance—with perfect picture-and-sound pick-ups every time.

Hornung's "Beauty on Parade"

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

In Canada: RCA VICTOR Company Limited, Montreal
• Action in this TV studio is being covered by picture-and-sound pick-up units—all RCA. Just one combination, this, among dozens of different studio equipment arrangements now being delivered to more than 50 of the nation's leading television stations.

As workable and versatile, we believe, as the pick-up equipment in any motion-picture studio, this set-up has the electrical and mechanical facilities required to handle any show in the station—and with the same professional results. It includes two studio cameras using the new studio-type RCA image orthicon pick-up tube—with one camera mounted on a new crane-type dolly, and one camera mounted on a pedestal-type dolly. It includes a high-fidelity microphone, and a special-type microphone boom to follow the action swiftly.

Good reason why RCA studio equipment is tops with so many TV station men. RCA TV studio equipment is integrated to work together like the mechanism in a watch. RCA TV studio equipment is uniquely versatile. It can be used in any combination by any station, large or small. It can be supplemented by additional units—without doing away with the initial equipment. RCA TV studio equipment produces sharper picture contrast with great depth of focus—and with less expensive lighting. RCA TV studio equipment is designed and built by a company well-known in the industry for its continued interest in the performance of the equipment—after it's in your station.


The One Equipment Source for Everything in TV—is RCA

RCA Studio Microphone Boom, Type MI-26574. The same type of boom as used in motion-picture studios. A counterbalanced, telescoping arm—controlled from the base—extends the microphone to any desired position to keep it out of the camera's view. A manual control at the base rotates the microphone for the desired pick-up.

RCA Studio Dolly, Type MI-26040. This crane-type portable dolly enables the camera man to move in and out—add variety to otherwise static scenes. The camera is lowered and raised manually. The entire assembly rotates horizontally around its base. This dolly can be silently transported around the studio while the camera man focuses the scene.

RCA Studio Pedestal, Type MI-26035. Lowers and raises camera manually—rolls quietly, steers readily by means of a circular handle around the pedestal base. RCA Friction Head, type MI-16205, provides horizontal panning action and a vertical tilting movement—locks the camera in any position. The camera includes the intercommunication circuits.
WHAT'S NEW IN TELEVISION? TAKE A LOOK AT WPTZ!

In Philadelphia Homes it's WPTZ...

Over 2nd Station by 23%

Over 3rd Station by 263%

During the second game of the World Series, a coincidental check* of the Philadelphia home television audience showed WPTZ to be "First in Television in Philadelphia" by a wide margin with—

23% greater audience than 2nd station
263% greater audience than 3rd station

All three Philadelphia television stations were carrying the same pooled broadcast of the baseball game, uninfluenced by preceding, following or replacement shows. Moreover, a separate survey of TV sets in public places indicated the same order of station preference.

A well established tuning habit is not all that WPTZ's long experience in television offers you and your clients. With it goes thoroughly trained technical and program personnel, the most modern technical equipment and the reputation for professional television operation. For further information about WPTZ's audience and facilities (or details on the survey) drop us a line.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

*Survey of Patterson, Korchin & Co., independent research organization.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
MORNING
AFTERNOON
AND
NIGHT
WHHM
DELIVERS
MORE LISTENERS
PER DOLLAR
IN MEMPHIS

Page 6 • November 8, 1948
During 1947, Mid-Americans spent over 5% of the total amount spent for drug store items throughout the United States. Over 188 million dollars for toothpaste, prescriptions, and other drug lines!

Drug stores are popular with KCMO's Mid-America audience... not just in Mid-America's small town and suburban cities—but in the area's nine major cities. Of all cities in the United States, Kansas City ranks 8th in drug store sales (1st in cities under 500,000). Mid-America's listener-buyers spend heavily at drug store counters. To reach them effectively, center your selling on KCMO, Mid-America's most powerful station.

**50,000 WATTS DAYTIME—Non-Directional**

**10,000 WATTS NIGHT—810 kc.**

National Representative: JOHN E. PEARSON COMPANY

Radio’s Net

(Continued from page 25) war competition, while local and spot sales have jumped considerably. Only regional revenues have suffered some decline. Overall, the industry caught up on its downward income trends, halting any further percentage decline in 1947, and gaining somewhat over 1946’s 8.5% decline in income.

High Costs

Mounting costs in every department, however, were the gremedias that plagued the industry from start to finish. Expenses increased among all classes of stations. Local station expenses increased 12.18% among different categories, and clear channel 5-20 kw unlimited stations showed an 11-12% increase in expenditures.

Network expenditures, including owned and operated stations, were far below the average for all other stations. The networks spent only 2.67% more in 1947 than in 1946, while all other stations averaged 26.3% greater expenditures in 1947. As a result of this aggressive budgeting, networks and their owned and operated stations increased income by 1.19% while all other outlets averaged an 8.58% decline from 1946. Average station revenue for all classes of stations increased 5.1%. In 1947 the figure was $278,181 per station and in 1946—$264,694.

Average income, however, declined 6.27% from $71,938 in 1946 to $67,426 in 1948.

Nation-wide network affiliates showed a 4.47% increase in revenues and 7.71% decline in income. Independents showed a 9.62% increase in revenues, and a 17.15% increase in income, leading the other two categories by a wide margin.

In these groupings, expenditures increased from 8.5% to 9.5%. A preliminary FCC report (Broadcasting, March 15) showed an increase in radio’s net time sales of 5.8%, whereas the actual increase was 12.6% according to the final accounting.

The 558 reporting regional stations accounted for $124.5 million of broadcast revenues, and $70.3 million of income. The 806 clear channel stations grossed $74.5 million in revenues and cleared $18.6 million income before taxes.

Class Breakdown

Further breakdowns by class of station show that only clear channel stations (parttime and unlimited) of less than 50 kw, and local day and parttime stations showed a percentage increase in average incomes for 1947 over 1946. All other classes of stations showed a decline.

Regional parttime independent stations showed a 12.09% decline; clear channel 50 kw stations showed a 7.2% decline, and regional unlimited stations showed a 6.5% decline in income.

Station revenues totalled $271,-049,651, while broadcast expenditures of all stations was $215,-495,369. Income for all 1,453 stations was $55,651,282. (See Table C).

Clear channel 50 kw unlimited stations had revenues of $54,975,-431; regional unlimited showed $106,804,825; and local unlimited $68,308,565. Income for these classes of stations was $15.3 million; $2.2 million; and $9.9 million, respectively.

CBC Board of Governors Rules No Immediate TV

CANADIAN Broadcasting Corp. Board of Governors, Wednesday, Nov. 3, ruled that Canada would have no television in the immediate future. Decision followed a hearing of four Toronto and two Montreal applications.

CBC offered the following reasons for the freeze; (1) FCC freeze; (2) to protect public from buying receivers which may become obsolete; (3) lack of money for CBC television development; (4) lack of suitable programming plans by applicants, except motion picture interests, which independent Canadian broadcasters opposed because of American capital involved, and (5) necessity of establishing television networks.

Hotel TV Stock

HOTELEVISION Inc., Long Island, N. Y., which places TV instruments in hotels and other buildings, plans to offer publicly 160,000 shares of Class A stock at $5 per share to expand its business. Company utilizes multiple screen device to bring original program into hotels. It then moves programs from central location to individual rooms, according to registration statement filed with Securities & Exchange Commission. Installations have been made in New York and Cleveland, with additional ones being made for other hotels in New York and Chicago.
him to devote his major energies to the safety services which he would head as chairman.

Original Plan
Under the original plan, each division would have its permanent chairman who would devote his major energies to that operation. Other commissioners would serve on two divisions and the chairman would serve on all divisions as well as chief executive officer of the Commission.

Another move which might have been in the direction of FCC reorganization also appears to have been aglittering by virtue of the Truman "miracle." There were indications that the Hoover Commission for reorganization of the government establishment would recommend creation of a Dept. of Transportation and Communications.

Created Under GOP
While this commission, which will submit its report next January to Congress, was bipartisan, it nevertheless was created under GOP auspices. Consequently, it is thought that if such a recommendation is forthcoming, it would not be accorded right of way unless Mr. Truman himself endorses it.

Generally it is felt that radio regulation will continue under a somewhat modified New Deal philosophy. Mr. Goy is disposed to favor new legislation.

A fortnight ago, in addressing the North Carolina Broadcasters Assn., he cited the possible need for a new "national policy" for radio, pointing out that the Communications Act of 1934 needs redefinition in the light of "dynamic development" in the 14 years since enactment of the statute.

While the new chairman-elect of the Senate commerce committee, "Big Ed" Johnson, is well-known to broadcasters, his lower house counterpart, Rep. Crosser, is a newcomer in so far as radio is concerned. Mr. Crosser is described by colleagues as a conservative but a labor-minded one. He has had the unqualified support of the 21 standard brotherhoods among the railroad labor unions since he was first elected to Congress in 1912.

Mr. Crosser, who suffers from arthritis, is a familiar sight around Congress in his wheelchair. Committee attaches nevertheless believe that his health will permit him to accept the rigors of the chairmanship.

As a result of the elections, there will be seven vacancies on the House commerce committee. Five were created by Republican defeats and two by Democratic losses. Missing from the Republican side are Marion T. Bennett, Mo.; Edward J. Elsasser, New York; William J. Miller, Conn.; Henderson H. Carson, Ohio, and Fred E. Bushey, Ill.

Democrats lost to the committee are Clarence F. Lea of California, former chairman, who did not run for re-election. Virgil Chapman of Kentucky was elected to the Senate and Richard F. Harless dropped out to run futilely for Governor of Arizona. The minority leader of the committee will be former Chairman Chas. A. Wolverton of New Jersey.

There are four vacancies on the Senate commerce committee—three Republican and one Democratic. Former Chairman Wallace H. White Jr. of Maine, co-author of the Communications Act, voluntarily retired. E. H. Moore of Oklahoma did not run and Albert W. Hawkins, of New Jersey, well-known industrialist, was defeated in the primaries. So was the Tennessee Democrat Tom Stewart.

By virtue of the shift in power balance in the Senate, two of the vacancies will be filled by Democrats and two by Republicans.

Sen. John W. Bricker (R-Ohio) is believed interested in an assignment to this important committee. Unless Senators with seniority seek a place on the committee, it is expected that Estes Kefauver (D-Tenn.), who moves over from the House, would be interested in one of the assignments.

The "big three" on the Senate committee will continue to be Chairman Johnson, ranking Republican Chas. W. Tobey (who served as acting chairman last session) and Arizona Democrat Ernest W. McFarland. They were most active in radio affairs last session.

Sens. Homer Capeheart (R-Ind.) the former radio manufacturer, and Warren G. Magnuson (D-Wash.) also have asserted more than cursory interest in radio regulation. All things considered, it is felt that the makeup of the Senate committee is more conducive to writing of new radio legislation than at any time in recent years.

Sen. Johnson was co-author of the White-Johnson Bill, introduced at the tag end of the last session, which was strongly opposed by the NAB and other radio interests because of Section 326—dealing with censorship, which would not limit the Commission in considering program performance of stations at license renewal.

Shortly after the new session gets under way in January, it would not be surprising to see a request emanate from the Senate committee for recommendations for new legislation. The FCC as well as industry entities probably would be invited to submit briefs and perhaps to testify at subsequent hearings.

In the past, the FCC has made what have amounted to routine annual reports to Congress, usually avoiding controversial aspects.

KGO-TV GIVES VIDEO PREVIEW IN OAKLAND

ALL STORE traffic records were broken at the Jackson Furniture Co., Oakland, Calif., Oct. 14-21 as 25,000 persons watched KGO-TV San Francisco's experimental TV demonstration.

Forty television receivers were set up in a main floor "Television Theatre" and elsewhere in the store, according to Gayle V. Grub, KGO-TV experimental manager. Two TV cameras, one on the main floor and the other on the third floor, where a stage had been built; were in operation daily, 11 a.m.-1 p.m. and 2-4 p.m., and on the opening and closing days of the demonstration from 6:30 to 8:30 p.m. Live talent was used.

KGO-TV is slated to take the air early in 1949 on Channel 7 (174-180 mc).

WKLO Names Blair

JOHN BLAIR & Co., New York and Chicago, has been appointed exclusive national representative of WKLO, Mid-America Broadcasting Corp., Louisville, Ky. Joe Eaton, general manager, in making the announcement last week, said the station expects to take the air within two weeks on 1080 ke, with 5 kw day, 1 kw night.

By every measurement WTIC dominates the prosperous Southern New England Market

Congress
(Continued from page 25)

Cabinet posts are Secretary of the Army Royall, principal stockholder in WGBR Goldboro, N. C., and Assistant Secretary Gordon Gray, president of Piedmont Publishing Co., licensee of WSJS Winston-Salem, N. C.

Charles Sawyer, Cincinnati businessman, gained the distinction of rising higher in government than anyone affiliated with radio, who was appointed Secretary of Commerce last April 21. He has been a close friend of the President.

Mr. Sawyer, formerly vice president and first assistant of Crosley Corp., is president of Radio Voice of Springfield, licensee of WIZE Springfield, Ohio, and Great Trails Broadcasting Corp., licensee of WING Dayton. He also owns controlling interest in the Lancaster (Ohio) Eagle-Gazette. His radio interests presently are managed by his son-in-law, J. P. Williams.

Re-election was won by Rep. Macy, who is said to hold an interest in WVF, White Plains, N. Y. His brother, Valentine E. Macy, Jr. is president of West Chester Broadcasting Corp., licensee of WPA.

A Republican who scored in Iowa was H. R. Gross. Mr. Gross, elected to the House, was a former news editor of WHO Des Moines, KXEL Waverly, and KGWISH Indianapolis. He ran unsuccessfully for Governor of Ohio several years ago.

Mr. Krum was defeated by the Democratic incumbent, Rep. Howard Smith, in the race for one of Virginia's seats in the House. Mr. Aucf lost a bid in Tennessee for Governor.

Commentator H. V. Kaltenborn's son, Rolf, was one of the Republicans who lost in Florida. The younger Kaltenborn, sponsor of a subversive radio plan, had his sights set on the Sixth District seat in the House.

One of the sternest taskmasters of the House, Rep. R. W. Wigglesworth (R-Mass.), who has been a member of the Independent Offices Subcommittee on Appropriations, will return to the Washington scene.

Rep. Sam Rayburn (D-Tex.) is slated to move from his minority leader post back to the Speaker of the House rank.

The health of Sen. Kenneth D. McKellar (D-Tenn.) may prevent him from taking the President pro tempore gavel in the Senate, now being swung by Sen. Arthur H. Vandenburg (R-Mich.). Sen Walter George (D-Ga.) would probably then get the job.

A Lucas Position

An active New Dealer, Sen. Scott W. Lucas of Illinois, now Minority Whip, is to be named nominal Majority Leader of the Senate. Rep. John W. McMillan (D-Ga.), now Minority Whip of the House, is expected to take back his post as Majority Leader, displacing Rep. Charles A. Halleck (R-Ind.), who was reelected and may become the Minority Whip.

Watching election coverage at CBS headquarters (1 to r) are: B. B. Geyer, president, Geyer Newell & Ganger; Frank Stanton, CBS president, and James Watson, eastern regional manager, Nash Motors, sponsor of the CBS coverage.

Crosser
(Continued from page 24)

came a member of the Fourth Constitutional Convention and was elected as a Democrat for Ohio at large to the 63rd Congress.

Rep. Crosser was chairman of the Initiative and Referendum Committee of the Fourth Constitutional Convention of Ohio, and is the author of the Initiative and Referendum Section of Ohio's Constitution.

Railroad Lawmaker

Much better known in the railroad industry than he is to radio-dom, Congressman Crosser is proud of his authorship of the Federal Railroad Retirement Law. He is also author of the Railroad Unemployment Insurance law and the present Railway Labor Act. Hearings of the Commerce Committee have always been given rapt and faithful attention by Rep. Crosser. Due to arthritis he must rely on his wheelchair to carry him to the many legislative chambers he must visit.

A member of the Democratic Steering Committee of the House since its inception, Rep. Crosser was its chairman for the first Congressional term of its existence and also during the 78th Congress.

Congressman Crosser is a member of the Phi Delta Phi law fraternity, the Cleveland City Club and president of the National Popular Government League.

Johnson
(Continued from page 24)

membership in the Order of Railroad Telegraphers. Convinced that the ruling was unjust, he became active in secretly organizing the ORT. One of his proudest possessions today is his paid-up ORT card.

Since his early schooling had been neglected, he began going to school during the day and working on the railroad by night. It proved too much for even a healthy, athletic country boy and he developed tuberculosis.

A year of sunshine at Colorado Springs put him on the road to recovery but his doctors warned him to shy from railroad work.

To resist the temptation he began ranching with his young bride in the northwestern corner of Colorado, 100 miles from the nearest railroad.

Organized Farm Co-op

When the farmers needed a man to run their grain elevator and organize a Farmers' Cooperative they called on Edwin Johnson. He handled the job for ten years.

In 1928 the voters put him in the Colorado legislature and then reelected him for four more terms. Later he became the state's lieutenant governor.

He credits his platform of "improved highways" for his election as Governor of Colorado in 1932. Reelected for a second term as Governor he put through a $50 million highway project.

At the end of his second term as Governor in 1936, Edwin Johnson was elected as one of Colorado's U. S. Senators, with what is described as the largest plurality ever accorded a candidate for any office by the State of Colorado.

Sen. Johnson was reelected for another Senate term in 1942 and in January will start serving his third term.

The Johnsons have two married daughters. The Senator is twice a grandfather.

Army Salutes Fort Bliss
In Centennial NBC Show

RADIO'S role as one of the "new wonders" in the changing picture of progress was cited by Secretary of the Army Kenneth C. Royall in an Army salute to Fort Bliss, Texas, which celebrated its 100th anniversary last week. The address was prepared for delivery on NBC's Centennial broadcast yesterday (Sunday) from 11:30 to 11:45 p.m. (EST).

Mr. Royall recalled a general order issued by the Army on Nov. 7, 1848, which took ten months to carry out. "Today," he said, "with distances obliterated by our new wonders of communication and transportation ... with the use of ever better wireless communications, an order from Washington can reach the Mexican border ... with the speed of light."
Harnes
(Continued from page 24)

One Vote for Hooper

The unexpected results of the election may have shaken public opinion pollsters to their shoes, but they failed to disturb C. E. Hooper's faith in Hoopartings. In a statement released Wednesday morning, Mr. Hooper pointed out that his company had never indulged in sampling public opinion, nor did it ask people "what they are going to do." "We ask them what they are doing, and the answer is," said Mr. Hooper. "What do we do is not analogous to a political poll. It is analogous to the vote."

It is believed, will be a big factor weighed by the committee in deciding on the advisability of isolation hearings. Another mute question was whether a full report without recommendations should be submitted to the Democratic Congress when it convenes in January. Since an interim report has already been prepared, it was felt in quarters that the committee would follow through with specific recommendations.

Station Coverage
(Continued from page 25)

Station Coverage featured guest appearances of candidates in local political area. All local spots and local half-hour reports were conducted by John-
son Bros., Baltimore TV set dealers.

KBSL (TV) Los Angeles...remotes from editorial rooms of its affiliated paper, the Los Angeles Ex-
aminer, and interviews with candidates on local scene, in addition to state and national returns.

WRC Washington...re-
ional coverage, plus reports of interest to government workers. The Alexandria (Va.) Gazette cooperated through the station's airing of Virginia returns.

WBBM Chicago...local and regional returns. Tape recordings were made of reports from Demo-
cratic and Republican headquarters in Chicago, and analyses of returns were aired.

WFMB-TV Chicago...elec-
tion predictions of Midwest political experts, including editors of Chicago Herald-American. Program was sponsored by Cook Coun-
ty Motors for Kaiser-Frazer.

KYW Philadelphia...local and regional news and pickups from campaign headquarters in that city. For two weeks previous to election night station aired daily series of announcements urging citizens to exercise their right to vote.

WJNR Newark, N. J. ...four hours of election returns, plus comments of political candidates and leaders from New Jersey. Howard Savings Institution, Newark, sponsored program, which was titled Howard Election Night Party.

WDBR Hartford, Conn. ...roundups of local and state returns in cooperation with the Hartford Courant. A special election booth was set up in the paper's headquarters and returns were broadcast direct from there.

WCSI-FM Columbus, Ind. ...local, regional and national returns and broadcast direct from state Democratic and Republican head-
quarters in Indianapolis. WCSI-
FM cooperated with WTOM Bloom-
ington, and WSIRK Elkhart, Ind. In bringing the returns.

WEWS (TV) Cleveland...local and regional returns.

KNBC San Francisco...lo-
cal and regional returns.

WBTV-TV Atlanta...used drop calls, one for each state, showing the candidate total returns. The candidates; a large scoreboard, one for each candidate, on which were inscribed the elec-
toral vote count by states; and also utilized a visual map of the U.S. showing how each state was going party-wise.

WMBG WTVR (TV) Rich-
mond, Va. ...local and state re-
turns, interviews from state party headquarters with candidates. WTVR utilized a state-wide election board giving visual returns to its audience in addition to oral commentary.

WCPQ Boston...direct lines to candidate's headquarters, including Governor-elect Dever and Speaker of the House Joes.

Broadcast direct Gov. Dever's vic-
tory statement, and recorded state-
mements of Mr. Martin. Two studio units were in operation, one at the station and one at the Boston Globe, with which the station cooperated in bringing local, regional and national returns.

WNAC-TV Boston...interviews, Secretary Mario J. Tobin and Mrs. Tobin, Congressman John W. McCormack, Democratic Whip in the House, and Governor-elect Paul A. Dever be-
cause the TV cameras were also carried local and regional returns.

WBCT Charlotte, N. C. ...on-the-air telephone interviews with major Carolina political figures, including Rep. Robert L. Doughton, Governor-elect Kerr Scott, and Hamilton C. Jones. Station also carried local and regional returns.

KDRA Pittsburgh...cele-
brated its 28th anniversary on the air with airing of election returns. Station carried remote broadcasts from campaign headquarters, county election headquarters, and state and regional returns. Special newsmen for the event was L. H. Rosen-
berg, who was the announcer at the station from 1920 to 1929, when he aired the contest between Cox and Harding. Mr. Ros-
enberg is now vice president of Forest & Founding, Chicago.

WJJK WJKJ-TV...aired on 24-hour schedule with full returns and pickups from Detroit Times editorial room. WJJK-TV extended its operations until 4:30 a.m. Wednesday.

Two-Hour Thanksgiving Day pro-
gram, Holiday Star Time, over NBC will be sponsored for seventh con-
secutive year by General Elec-
tric Co., 110 Williams St., new York. Producer of the show, Earl Eri (w), and Don Amiche, who will m.c., compare notes. Hollywood talent will appear on program, to be heard 4:30 p.m. EST.

Stitch in Time?

Denver Tailor Will Pay Off

Radio Offer With Suits

WINDFALLS on fabulous network giveaway shows have nothing on what a small independent business-
man did to set the stage for local weekly football contests on a local station. At least that's the con-
tention of Harry Bitman, a Denver, Col., tailor who said he was "taking the cleaners" for $22,248 worth of suits last week.

According to an AP dispatch, Mr. Bitman's firm has sponsored a weekly contest on a Denver station (undisclosed), offering free suits each week for naming the winners in ten close football games.

During the first five weeks, no one made a perfect guess but he still gave one suit to the most accurate prognosticator. Two weeks ago, however, nine fans picked all teams. The unhappy tailor consulted Chet Nelson, the program's sports commentator, who told him: "Aw, go ahead and give the suits. A thing like that couldn't happen in a lifetime."

Last week, though, it did happen. There were 412 fans who picked all ten winners. Mr. Bitman, who confessed he "didn't sleep for three nights," values the suits at $22,248. He contends it's the largest single week's payoff in giveaway history and "for a little business-
man, that's a startling amount of dough."

Said the unhappy tailor ruefully: "I thought about cutting my throat ... I talked with my attor-
ney (about a legal loophole) ... But I figured I'd have to close if they're all going to get the suits as fast as we can make them."

Mr. Bitman, whose factory pro-
duces seven suits daily, said it would take weeks to pay off.

Marine National Exchange

MILWAUKEE, Wis., has signed a six-
week contract for the weekly half-hour "Fishing WITM-TV Mil-
waukee" through Cramer - Krasselt, same city.

Broadcasting • Telecasting
Network Coverage

(Continued from page 55)

COY CHAMPION
Doughten Hopes Chairman
Will Stay at FCC

FCC Chairman Wayne Coy has a new highly placed champion in the House of Rep. Roy L. Doughten (D-N.C.), who remains chairman of the important Ways & Means Committee under Democratic organization next January.

Interviewed by Grady Cole, WBT commentator, after the Truman victory last Tuesday, Mr. Doughten said: "I sincerely hope Mr. Coy will decide to remain with the Commission because he has had such a wonderful regime over there." Coy, both as an administrative assistant to FDR and as assistant director of the Bureau of the Budget, had intimate dealings with the Ways & Means Committee.

Baltimore studios of WBAL-TV also covered on video.

Bob Stanton handled New York Republican headquarters interviews while Peter Roberts operated from the Democratic center.

NBC-TV's Midwest network covered the night's program under sponsorship of RCA, at an estimated cost of $50,000.

Cancelled Programs

Network radio programs on NBC cancelled for Tuesday night's election program were: Music You'll Remember (Philip Morris), Date With Judy (Lewis Howe Co., Tums), Bob Hope (Lever Bros.), Fiddler Mcgee and Molly (S. C. Johnson Co., floor wax), Walking Towns (Lever Bros., Lifebuoy), People Are Funny (Brown & Williamson Tobacco Co., Raleigh cigarettes), news (Shell Oil, in New York only), and Morton Downey (Lourdes Co.).

Wednesday morning cancellations, when NBC carried proceedings, included Fred Waring's show (S. C. Johnson Co.), Roadside Life (Procter & Gamble, Duz), Joyce Jordan, M. D. (P & G, Dref), This Is Nora Drake (Toni Co.), We Live and Learn (Manhattan Soap Co.), Jack Berch (Prudential Life Insurance Co.), and Lora Lauton (B. T. Rabbitt Co., Bab-O).

Total cancellations on AM represented approximately $85,000 to NBC, whereas Chevrolet's purchase price for the time was said to be about $100,000.

Network TV programs cancelled on Tuesday night were Mary Margaret McBride's shared-time cooperative show; wrestling from St. Nick's Arena, New York, sponsored by the Gaviner's Beer, and a few spot announcements. Value of cancelled time was no more than $6,000, as the wrestling program was local only, and the other show just 15 minutes long.

The entire coast-to-coast facilities of ABC and its eastern television network were on the air for 14 hours, five minutes, from 7 p.m. election night until 9 a.m. Wednesday. Instituting regular program-ming from 9 a.m. until 10:25 a.m., ABC returned its radio network to the "emergency election coverage status," remaining on until noon. Kaiser-Frazer Corp., sponsor of the combined AM and TV time "until conclusion," ended sponsorship at the time of interruption of the AM program, when TV coverage concluded. The Midwest ABC video network election program was also Kaiser-Frazer sponsored, from 7 p.m. (CST) Tuesday until 5:15 a.m. Wednesday.

ABC's Velotta in Charge

Thomas Velotta, ABC vice president, in charge of news and special events, was overall supervisor of the audio and video operations.

A staff of close to 500 across the country, with nearly 200 in New York, was utilized to keep pace with the gripping events of the election. Walter Winchell, ABC's top-ranking commentator, gave quarter-hour bulletins, followed immediately by Drew Pearson who predicted trends of both nation and states.

A total of 12 television cameras were utilized by ABC, and three studios were in operation. The 18 by 36 foot tally board, showing state-by-state vote, was visible to all four camera crews. Seven studios were operated under the direction of Burke Crotty, who also directed the night's television coverage under the supervision of Paul Mowrey, ABC national television director.

Other prominent commentators and analysts involved in the ABC coverage planning included: Myer Solosky, on color anecdotes, Pauline Frederick and Julian Anthony on features and sidelights. Walter Kienan concentrated on television, giving the lighter side of the news.

Bankhouse reported on the presidential race for ABC's Midwest TV program. Headquarters of each of the political candidates in several cities were staffed by ABC reporters.

ABC's Tuesday night commercial cancellations included: Headline Edition and Elmer Davis, both cooperative news shows, America's Town Meeting of the Air, another co-op on both AM and TV, and the Christian Science Monitor Views the News, sponsored by the publication.

Total value of cancelled time was said to be about $50,000, including talent, re-imbur ced and video show. Kaiser-Frazer, however, was estimated to have paid over $125,000 for the election coverage.

Nash Is CBS Sponsor

In another AM-TV package deal Nash Motors on CBS sponsored an extensive coverage for 11 1/2 hours, starting at 6 Tuesday evening and ending at 5:30 Wednesday dawn on CBS, however, resumed radio reporting of the election at 8 a.m. continuing until 10:30 a.m., when it returned to its regular program- ming in part. As of 11 a.m. only, there were 15 minutes of every hour, on the hour.

(Continued on page 68)
Network Coverage
(Continued from page 61)
gave election news, while programs were interrupted for special bulletins.

CBS's television network returned its cameras to election highlights at 7 a.m., continuing unsponsored until 11:30 a.m., when Gov. Dewey admitted defeat.

Columbia's network coverage was carried by the State Dept.'s "Voice of America" and by the Armed Forces Radio Service carrying the election news to countries and U. S. military installations all over the world.

A staff of more than 200 were assigned to CBS headquarters in New York, while more than 80 scattered points all over the country were covered by Columbia reporters.

Wells Church, CBS director of news broadcasts, supervised CBS tabulations and election highlights, and well-known commentators on the job included John Daly, who reported trends as they showed on the giant tally boards; Edward R. Murrow, analyzing returns and their significance; Lowell Thomas, who dealt with campaign personalities; Eric Severeid, reporting on Senatorial situation; and Don Hal- lenbeck, who followed the House returns.

Allen Jackson was at Dewey headquarters and Jock Waters covered Democratic headquarters in New York, while Norman Brocken- shire rode "the bubble," plastic-
... In Spare Time?

APPEARING on the CBS-TV series, Variety Fair, FCC Commissioner Frieda Hen- nock revealed she is taking television lessons in the morn- ing, studying electronics and engineering at night, a job she is doing a measure of homework in connection with her new job.

remained on the air all night to broadcast the election that broke so many other records. Returns from all over the country were aired direct from the New York Times news rooms, where the paper's radio news staff and a group of political correspondents were assem- bled.

W. H. Lawrence, of the Times Washington bureau, analyzed returns throughout the long, sus- pense-filled night.

Others describing political trends were Robert H. Allen, political writer, and James Reston, diplomatic correspondent. Running commentaries were given by WQXR an- nouncers William Strauss and Stan Roberts from Times headquarters, by Peter Allen from Republican headquarters and Chester Santon at Democratic headquarters.

In cooperating with Newsweek to bring election returns to televi- sion viewers, the DuMont Television Network set a new all-time record for consecutive telecasting hours, starting at 7 a.m. Tuesday with its regular fulltime daytime schedule, DuMont continued at 7:50 p.m. with election reporting until 4:34 a.m. on Wednesday, chalking up a total of 21 hours, 34 minutes and 22 seconds on the video air.

Returning at 7 a.m. Wednesday, WABD DuMont's New York station, continued the tie-in coverage of the still doubtful election until the Dewey concession and later in- terrupting regularly scheduled pro- grams for important flashes.

The entire election coverage was under the supervision of James Caddigan, network's director of programming.

Continental FN Network made good use of the new telephone recording device during its all-night election coverage. The net- work interviewed key political figures in all parts of the country by telephone, feeding the inter- views to the network.

Joe McCaffrey, who covered the three political conventions for Continental, was in charge of the Continental feed at WASH (FM) Washington, network key. The service was relayed to Continental stations by 15,000-cycle line to New York with stations picking up signals off the air. Rural Radio Network fed Continental coverage to its New York FM outlets.

Others in the 20-man WASH crew included Paul Green, who coordinated tabulations, and Larry Carl, program director, who superv- ised the program operation. Remote lines were used for pickups from party headquarters.

Continental left the air at 5:30 Wednesday morning with the state- ment that Truman "almost cer- tainly would be President," the network received INS and Trans- radio reports.

Full Use of Mexico 1-A Channels Sought

Daytime Petitioners Seeking Support in Effort

RENEWED EFFORTS to secure fulltime use of the Mexican 1-A clear channels on which they are now limited to daytime operation were undertaken last week by mem- bers of the Daytime Petitioners Assn.

Howard B. Hayes, president of WIK Alexandria, Va., and of DPA, sent out letters soliciting support of licensees of some 106 daytime stations and calling them to a meeting Nov. 22 at the Statler Hotel in Washington.

DPA contends the "gentleman's agreement" which the U. S. and Mexico entered into in 1941, re- stricting U. S. use of 750, 800, 900, 1050, 1220, and 1570 kc to the same operations, "is no longer valid." Accordingly, DPA insists, stations should be allowed to use these channels fulltime.

"Negotiations for this purpose have been delayed by international problems arising under the North American Regional Broadcasting Agreement," Mr. Hayes wrote, "but we now feel that some success may be achieved by renewing our efforts now both at FCC and the State Dept.

"This work cannot be conducted by a small group of stations—we must all join together to convince the FCC and the State Dept. that this move should be made NOW and not years later. It will also be important to acquaint members of Congress with this problem, and this work will require the cooperation of broadcasters throughout the U. S."

Jersey City FM Station Suspends

Authorizations for 7 Other FM Stations are Cancelled

AFTER more than a year of oper- ation, WFMQ (FM) Jersey City was reported last week to have sus- pended operations, while the au- thorizations for seven other FM stations were cancelled by FCC at the grantees' request.

The WFMQ suspension was un- derstood to have stemmed from time-sale difficulties. The station, representing an initial investment of $150,000 and on the air since Sept. 25, 1947, is owned by the Fidelity Media Broadcasting Corp. President Francis C. Wood Jr. notified FCC of plans to halt the service at 11 p.m. Sunday, Oct. 30.

Meanwhile a previous FCC order granting deletion of WMRE Oak Park, III., was vacated by the Commission at the request of Com- mander Industries, the grantee. The permit was to expire Nov. 30 and had been suspended.

One AM grant also was reported cancelled: Ernest H. Warnock's authorization for WMDL Middle- ton, N. Y., assigned 1400 ke with 100 watts fulltime. FCC authorities said the permit expired Oct. 16.

Utica Observer-Dispatch secured cancellation of its grant for WKCJ (FM) Utica, explaining that it felt the market was inadequate for the four AM and four FM stations already authorized there, particularly in view of competition that may develop from television.

WLOF Orlando, Fla., gave up its permit for WLOF-FM, explaining that AM expansion had been burdensome and expensive and that it felt unable to proceed with FM now.

Other FM grants cancelled were those of International Ladies Gar- ment Workers Union for WUNY Boston, WUSE Philadelphia and KUBR Saint Louis, which ILGWU attributed to high costs of cons- truction and installation of its three other FM stations [BROAD- CASTING, Oct. 18]; Radio Spring- field's for WXRS (FM) Decatur, III., attributed to a consideration of television and high costs of TV, and WMW Milwaukee's for WMWX (FM), which was blamed on additional AM operational ex- expenses that made it seem inad- visable to proceed with FM.

In Upcoming

...
WNBC, New York
Fred S. Heywood, Director News & Special Events
"I would like to add my vote of congratulations to the many United Press must have already received on its election coverage. Tuesday Night's work was another example of the speed, accuracy and all-round efficiency that we at WNBC have come to associate with the name, U. P."

WOW, Omaha
"Everything went swell. It was perfect."

KSJB, Jamestown, N. D.
Paul R. Heitmeyer, General Manager
"Over-all coverage was thorough, interesting and fast. Want to acknowledge and commend the magnificent job that Jack Hagerty and his staff turned out from the Bismarck office, a skillful performance."

WBNY, Buffalo
Charles Martin and Bill Callahan
"U. P. was outstanding especially on tabulation of the presidential vote, ran 100,000 votes ahead consistently throughout the night. Relied on U. P. almost exclusively."

WRBL, Columbus, Ga.
Ed Hennessy
"We supplemented national network coverage with your up-to-the-minute reports from Georgia and the coverage from the 32 counties around here. Coverage is as good as your excellent job on primary. Congratulations."

KWKH, Shreveport
Logan Stewart, News Director
"I would like this bureau to be among the first to congratulate you on the flash re Dewey's conceding the election. On our machines you were ahead by one full minute. This means that someone, somewhere, was really on the ball."

CBS, Los Angeles
"Will you please extend our thanks to U. P. organization for manner in which it extended itself to make our election broadcast the most successful we've ever had. U. P. had the evening's trend established with the first returns and remained on top of the story until the concession."

WXKW, Albany
Harold Myers, Station Manager
"Everything was fine. You did a good job."

WLAC, Nashville
F. C. Sowell, Manager
"As usual, United Press kept us right out in front and, as usual, people are complimenting our superior service."

WGN, Chicago
Robert Hurleigh, Director of News
"Service excellent. You jumped to the fore early in the evening on election returns and maintained excellent coverage throughout the night."

WBBM, Chicago
Everett Holles, Director of News
"We want to thank you for the splendid service and cooperation you gave us election night. Our man in your office, Gene Daley, couldn't have been treated better if he were Hugh Baillie. It was a fine job and we are most appreciative. Much of the credit for WBBM's superior reporting of returns goes to you fellows."

UNITED
THE WORLD'S BEST COVERAGE
MBS, New York
-A. A. Schechter, Vice-President ... to Hugh Basilie, U. P. President

“There are so many fellows at U. P. that I would have to thank for splendid cooperation in helping us to broadcast the election night returns, that I thought it would be easier to write it to you and ask you to pass the word along. As usual, it was dependable, fast and accurate.”

WTAX, Springfield, Ill.
-Glen Farrington, News Commentator

“Thanks to U. P. for swell election job all way from pre-election features to beat on Dewey-concedes flash.”

WBIR, Knoxville, Tenn.
-Tys Terwey, Program Director

“Congratulations on fine coverage Tennessee election night.”

KOWH, Omaha

“Thanks and all that stuff for swell coverage and for the excellent cooperation you gave us.”

WIND, Chicago
-Jim Dale, News Editor

“WIND found U. P. coverage from the first polling to the final tabulations far and away tops among the news services on both national and local results.”

WENR, Chicago
-Con O’Dea, Director of News

“United Press election coverage was completely satisfactory. The regional coverage was excellent.”

ABC, Los Angeles
-Frank LaTourette

“Just a brief note to offer United Press congratulations on its election coverage Tuesday Night. United Press did its usual fine job and was of great help to us in the Los Angeles ABC newsroom.”

WINS, New York
-Joseph Durso, News Editor

“Local coverage didn’t miss a candidate ... National coverage was equally fast and accurate and kept us abreast of the networks.”

WTRY, Troy, N. Y.
-John Givney, News Editor

“Excellent work. The U. P. service was tops.”

WOWO, Fort Wayne
-Carl Vandegrift, Program Director

“Swell—you did a nice job.”

WFAA, Dallas
-Sid Pietzche, News Director

“Your election night service was outstandingly fine and fastest.”

WIBA, Madison, Wis.

“We got more usable material from U. P. than from opposition.”

WMBI, Chicago
-Robert Geerdes, News Editor

“It was splendid coverage and you kept us ahead through the night on election results. We are very happy.”

PRESS
OF THE WORLD’S BIGGEST NEWS
TV CODE PLAN

UNTIL it is possible to formulate specific standards of practice for video programs, TV broadcasters are urged to be guided by the “general principles of service in the public interest which the older media of radio broadcasting and motion pictures have developed, so far as they are applicable.”

Such a “statement of principles and policy” was sent last week to all TV stations by Television Broadcasters Association.

Prepared by the TBA code committee and approved by the TBA board at its Oct. 28 meeting, the statement avoids suggesting any “quantitative limitations on sponsored programs” at this time. It proposes, instead, that both quantitative and qualitative standards “continue to be determined in individual cases by individual television broadcasters.”

Code committee chairman is Lawrence E. Lowman, CBS vice president. Its members are: Norma E. Kersta, assistant to the administrative vice president in charge of television of NBC; Robert L. Coe, vice president and general manager, WPIX (TV) New York; Lawrence Phillips, director, DuMont Television Network.

Text of Statement

Copies of the NAB Standards of Practice and the Motion Picture Production Code accompanied the TBA statement of principles and policy, which follows in full text:

The television broadcasters recognize their obligation to observe the highest standards of good taste and fairness in the programming of their stations.

“The tremendous potentialities of television, combining as it does visual and aural appeal, create for television broadcasters responsibilities far beyond those of any medium directed only to the eye or only to the ear. These responsibilities are heightened as television takes on an increasingly important place in the American home.

“Now, as in the future, public confidence and goodwill form the foundation on which to perpetuate the democratic competitive system of television broadcasting in which we all firmly believe and on which to develop the audiences of service which this new medium can provide.

“We in television broadcasting have strong and compelling reasons for seeking to serve the public interest.

“Television advertisers, too, have a tremendous stake in the development of this new medium. Advertisers are already making possible the presentation of some of the finest television programs of entertainment and information.

“The ultimate possibilities which may be realized by television advertisers are, as yet, barely imagined.

“The new techniques of combining sight and sound present the creative talents and skills of the advertising world. But because of the effects of these techniques both on television programming and on the television audience we are as yet largely unknown, it is not possible or even desirable to attempt at this stage to formulate standards of practice.

“This committee recommends that television broadcasters use for guidance the general principles of service in the public interest which the older media of radio broadcasting and motion pictures have developed, so far as they are applicable.

“Copies of the ‘Motion Picture Production Code’ and of the Standards of Practice of the NAB are being sent to each television station.

“Pending further experiment and experience no quantitative limitations for sponsored programs are suggested.

“Such standards on the quantitative side, as well as on the qualitative side, will continue to be determined in individual cases by the individual television broadcasters, operating under the general principles of this statement and the radio broadcasting and motion picture codes.”

Liberal Record

THE LIBERAL Party, primarily a New York State organization which worked for the election of the Truman-Barkley ticket as well as a number of local candidates, sponsored 56 programs on nine New York stations during the campaign.

The party also purchased a concentrated flood of announcements the two days immediately preceding election day, spending a total of approximately $30,000 for radio time. Programs were arranged, written and produced by Gainsborough Associates, New York, and bought the time.

New York stations broadcasting the Liberal Party programs were: WMGM, WJZ, WOR, WMCA, WQXR, WNBC, WCBS, WLIB, WEVD.

OAB Sales Clinic Told To Heed Sponsors’ Needs

EDWARD BORROFF of Taylor-Borroff Co., Chicago, station representative firm, opened the two-day clinic of the Ohio Assn. of Broadcasters, held in Columbus November 4-5. He emphasized that radio stations must meet increasing competition by paying more attention to the advertiser’s sales problems.

In the panel discussion which followed, Chairman Harry M. Smith, sales manager of WLW Cincinnati, recommended a return to fundamental sales practices, adding that stations should not overlook the advantages of increased efforts in merchandising and research.

Members of the panel in addition to Messrs. Smith and Borroff were Keith Baldwin, WGAR Cleveland; Bob Kenna, WLOK Lima, Ohio; and OAB president, W. Y. Flanagan, WPDE Toledo.

TBA Outlines Principles

Direct Mail Offer

A VIGOROUS direct-mail promotion campaign for sponsors of Tobacco Network programs has been initiated by the North Carolina Network. R. K. Scott, general sales manager, in a letter to timebuyers, offers 13,535 mailings for every $2,000 worth of business placed.

The action was taken in response to the jack-ups in rates and the rate increases. The letter includes the following offer:

SUIT AGAINST BMI DISMISSED IN COURT

JUDGE Samuel H. Hofstader of the New York Supreme Court, on Thursday dismissed a complaint against BMI by many of its members—Charles E. McCord, Joseph Nuccio, Robert Reynolds and Perry Alexander. The action was brought on the theory that BMI was indebted to these publishers for moneys collected from BMI’s non-radio licensing activities. Judge Hofstader ruled the complaint did not demonstrate any relationship between the parties to substantiate that charge.

Defendants also an attempt of the plaintiffs to bring the action on behalf of other BMI publishers as well as themselves, the court specifically ruled that such an action was not maintainable. The court also pointed out that there was grave doubt whether the plaintiffs fairly represented the class on whose behalf they assumed to bring the action.
BMB STUDY

FOLLOWING a revision by the U.S. Census Bureau of its estimates of state population figures, BMB has announced plans to revise—"sometime in the spring"—its Radio Families USA. These figures are based on Census Bureau statistics.

BMB Research Director John Churchill pointed out that BMB wants to stay in line with the figures of the Census Bureau, conceding to be the highest authority on the country's population.

BMB is also anxious to have the best possible estimates of families and radio families for use in its second nation-wide study to be made in March, he added.

Ownership Figures Same
No changes are expected in the country or regional totals already published, as the Census Bureau revisions are principally redistributions of populations among the states of each region, BMB reported.

Also the radio research organization said that the per cent of radio ownership figures will remain the same, as they were developed by original BMB research.

In making the revision in its radio family figures, BMB is taking the opportunity to re-evaluate county and city data where recent community figures are available, and is inviting all broadcasters, non-subscribers as well as BMB member stations, to submit any pertinent new evidence.

To conform to Census Bureau figures, however, BMB is retaining the Bureau's present classification of each community as urban or rural and the corporate city limits as of 1940.

BMB has asked broadcasters to send in new information about their station area populations by Dec. 1. The organization has given its researchers and statisticians a March 1 deadline for the completion of all calculations and tabulations. Publication of the revised figures will follow that date as soon as possible.

Giveaway Criticism Alarms Producers

Mr. Churchill pointed out that BMB pointed out in March 1 deadline for the completion of all calculations and tabulations. Publication of the revised figures will follow that date as soon as possible.

Giveaway shows were despaired as "Un-American" at a small mass meeting held in New York last Monday.

The view-er-alarm was William Toddman, producer of Winner Take All and Hit the Jackpot. His audience was made up of producers and other representatives of most of the major giveaway programs now on the air.

Announced purpose of the parley was to explore the possibility of organizing within the giveaway business itself a united front against what Mr. Todman termed "a very one-sided attack on a very acceptable form of radio entertainment."

Mr. Todman and others present lamented what they called "the highly unbalanced public relations job existing as far as giveaways are concerned—both in the trade publications and in the industry itself." Said Mr. Todman: "We are all getting a bad name because of a small segment of the giveaway field."

Giveaways were defended as being "educational," philanthropic, as having helped "to get people out of jams," presumably financial. A producer of a show which hinges on tricks of spelling, backwards and forwards, declared stoutly that his show had done much to make the American public cross-word puzzle conscious.

The discussion then swung toward means of counteracting anti-giveaway publicity. It was generally agreed that this could be accomplished through a public relations campaign on behalf of giveaways pointing up the public benefits of such radio fare.

As a give-away man: "The American public is stupid." (At the urging of his colleagues who were present he amended this to "gullible."). "They need to be told why they like giveaways and quiz shows."

At that point someone remarked that "the attacks on soap operas passed over without hurting them—maybe this one will too." The conferees debated this briefly, and then agreed that it probably was a wise observation. Thus comforting themselves, the giveaway producers adjourned. There was no announcement about further meetings.

The following shows were represented at last week's meeting: Stop the Music; Grand Slam; Truth or Consequences; Give and Take; the Bob Hawk Show; Red Barber's Clubhouse; Welcome Travellers; What Makes You Tick?; Strike It Rich; It Pays to Be Ignorant; Winner Take All; Hit the Jackpot; Time's A Wasting; Sing It Again; Break the Bank.

BMB seeks 1490.

WMRO, Aurora, III., 250 W. daytimer on 1280 kc, asked FCC last week for permission to "borrow" 1490 kc fulltime until it is put into use by the new Oak Park, Ill. station to which it is assigned.

President Martin R. O'Brien pointed out in a petition that WMRO has pending an application for a regular nighttime assignment of 100 W. Village Broadcasting Co. of Oak Park meanwhile has a grant for 1490 kc with 250 W. fulltime [Broadcasting, April 5].

Mr. O'Brien said Village Broadcasting Co. have told him that they have "no objections" to WMRO's use of the assignment until their own station is ready. He estimated this would be about a year.

The petition, filed by A. L. Stein, Washington counsel, asked authority to use 1490 with 250 W. full-time until WMRO's own 100 w. nighttime application is acted on. It would not cause substantial interference to any station, the petition declared. If FCC refuses this request, WMRO asked for special authorization to operate at night with 100 W. on its own frequency.

Nighttime operation by WMRO, Aurora's only AM outlet, "will enable the station to continue the public service programs of a local nature that it has rendered in the past under special temporary authorizations, and to expand such service in the future," Mr. O'Brien said.

He noted that WMRO had had "numerous" special authorizations for nighttime operation with 100 W.—including about 40, "most of them for several evenings," during 1946 and 1947 alone.

NEW BUREAU OF FCC DESCRIBED IN RULES

FCC's "new" Bureau of Administration [Broadcasting, June 14], was formally defined in the Commission's Rules on Organization last week.

The Bureau, under the supervision of the FCC Executive Officer, "reviews in cooperation with Bureau heads the programs and procedures of the Commission, and plans, directs, coordinates and manages Commission activities relating to personnel, budget and planning," the new rule (Sec. 1.81) provides.

The Bureau includes three divisions: budget and fiscal, personnel, and planning.

W. R. Holl is the Commission's acting executive officer.

Dr. De Forest is Issued Patent on Color System

Dr. LEE De FOREST, research director of American Television Inc., Chicago, and holder of more than 300 patents on radio, television and talking picture devices, has been granted a patent on a new color television system, according to word he received yesterday from the U. S. Patent Office.

Despite his inventions in the color video field, Dr. De Forest does not expect full color TV to be introduced generally "for some years," he said.

FOR SALE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3 1/2 times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 WSAV in Savannah

Broadcasting • Telemarking

November 8, 1948 • Page 67
NATIONAL sales headquarters of Transit Radio Inc. will be opened in Chicago's Pure Oil Bldg. within a month, Frank E. Pellegrin, sales manager of the new radio transmitting enterprise, announced for the first time as the project has been signed as negotiations will have been completed.

Meanwhile, Mr. Pellegrin will occupy desk space with Lorenzen & Thompson publishers representative, in the 333 N. Michigan Bldg.

An assistant sales manager, not yet selected, will join his staff in Chicago in the near future, Mr. Pellegrin said. William H. Ensign, former sales manager of New York's Rural Radio Network, previously had been named to head the New York sales office.

Evidence that interest in the new medium is spreading was seen in Mr. Pellegrin's announcement Wednesday that the radio commitee of AAAA, headed by Carlos Franco, media director and manager of station relations for Young & Rubicam, would meet during the month in New York to "explore" Transcasting.

Capacity Crowd

A capacity crowd at the Chicago Radio Management Club Wednesday heard the TR sales manager tell of the medium's popularity in Cincinnati, Houston, St. Louis, Wn. B. Barrows, manager in Huntington, W. Va., where installations already have been made. Among those present at the CRC luncheon meeting was Arthur F. Harre, general manager of WJJD Chicago, Marshall Field station, and its FM affiliate, WFMF—known to be keenly interested in Transcasting—holding in Chicago.

Steps have been taken by either FM stations or Transit companies to introduce Transcasting in every major U. S. city but Detroit, Milwaukee, and Minneapolis-St. Paul, and "considerable interest" is shown in these centers, Mr. Pellegrin said.

WCTS (FM) Cincinnati, where the new medium got its start, has 45 local accounts. Sales messages reach 1,000 listeners daily, for a cost of $1 during normal hours and $18 per hour during rush hours, he added. Thirty-five word announcements cost $20. Outlay for equipment is $15,000 per vehicle.

He brought chuckles from the radio managers when he described Transit audiences as "captive audiences."

"The people can't get away. They're sitting on a bus or street car with their hats on, and usually with shopping money in their pockets," he said. "You can't pull them out of their easy chairs."

One of the chief advantages in selling Transit Radio, he said, is that an actual count of listeners can be given because fares are automatically checked. Not only is the actual known "ridership" guaranteed, but the count is accurate as to classes of audiences—whether school children, working men, or housewives.

Mr. Pellegrin explained that affiliates of Transit Radio are expected to buy equipment from TR and be represented by the organization nationally. Maintenance and supervisory services would be furnished for a fee.

TR copy acceptance adheres to the NAB code, he said. In addition to music programming, a brief feature entitled "Our Book"—a short short story—and sports features are being produced. Joint use of ear cards and Transcasting is becoming popular in cities where TR operates, he said.

RCA Communications Reserve Unit Activated

ACTIVATION of an organized reserve unit of members of the RCA Communications staff took place at a luncheon Thursday at the Officers Club at Governors Island, New York.


Maj. Gen. H. C. Ingles, retired Chief Signal Officer of the Army and now president of RCA Communications, attended.

Oracle Communications

Reserve Unit Activated

ACTIVATION of an organized reserve unit of members of the RCA Communications staff took place at a luncheon Thursday at the Officers Club at Governors Island, New York.


Maj. Gen. H. C. Ingles, retired Chief Signal Officer of the Army and now president of RCA Communications, attended.

RICHMAN Bros., Chicago, (clothiers) have bought the time on WBBM Chicago by buying Jim Hurburt's "Reporter-at-Large" (live-a-week); Ray Clark's "CST" (live-a-week) and Hugh McCann-Erickson, same city. It previously sponsored the 10:15 p.m. part of the 11 p.m. "CST," which was cancelled when the new contract went into effect Nov. 1.
WMAL AIRS POSITION ON PEARSON REMARK


The statement was made after Louis G. Caldwell, attorney for seven beneficiaries under the will of Eleanor Patterson, had protested what he viewed as inconveniences that they had been involved in the Clarksburg, Va., death of a former Washington Times-Herald treasurer. The beneficiaries were given the newspaper under terms of the will.

In his Oct. 24 broadcast Mr. Pearson indicated he had not intended to imply that the newspaper owners were involved in a murder.

WMAL, owned by the Washington Star, broadcast a formal statement in which it explained that it had participated only as an ABC affiliate and that it wanted to correct any misunderstanding. The statement concluded: "We regret that such remarks should have been broadcast over our stations or that such an accusation should have been drawn therefrom concerning the executives of our contemporary, the Times-Herald, in whose integrity we have the utmost confidence."

Mr. Pearson's Oct. 24 statement follows: "The West Virginia police have reopened the strange suicide of C. B. Porter, ex-treasurer of the Washington Times-Herald. In reporting last month that Mr. Porter had been offered a bribe by certain people before his death, I want to make it clear there was never meant to be an insinuation of murder on the part of certain people, the Washington Star notwithstanding."

FCC Group Feted

FCC Commissioner Paul A. Walker, William E. Leahy, special investigator for the Commission, and Bolling P. Powell, FCC attorney, were guests of the Miami Associated Broadcasters at luncheon Oct. 26. They were in Miami for the WTVJ (TV) Miami hearing.

KTXL, San Angelo, Tex., has instituted series of public service programs titled Meet the Cadet. Aired weekly, the program is aimed at informing general public of aviation cadets training. Jack Stelling, KTXL's program director, records news and views with four cadets in present class at Goodfellow Field, a base in San Angelo. Each week cadets tell of their progress and relate anecdotes about their life as a cadet. Program is scheduled to continue eight months, in which time they will have completed basic training and soloed.

Marriage Problems

Program dealing with family and marital problems will be sponsored by the coordinating committee of Catholic Lay Organization beginning Jan. 2 over WNBC New York. Invitations have been extended by the committee to other religious denominations to contribute in the 13-week forum.

See the Set Show

"JOLLY BILL" KNBC San Francisco children's program m. c., has inaugurated new format for his daily program (6 p.m., PDT) that runs the gamut from animals to famous people. Monday is "Shut-Up Day." When "Jolly Bill" makes telephone call to some unfortunate shut-in; Tuesday is animal story day; Wednesday is reserved for saluting the Traffic Patrol Boy of the Week, chosen from a San Francisco school; Thursday he tells the story of some famous personality; and Friday is car- toon day, when he looks over the car- toons sent during the week.

Bowling Made

Bowling is being broadcast by KXOL Fort Worth, 9-40-10:10 p.m nightly from alleys of new establishment, the Palladium, which participates with a rotating group of local in the program. Major city league matches are covered, with local name of regulars. Joe Wills, announcer, gives rapid-fire annoucements of matches.

Short Notice

HALF-HOUR coast-to-coast broadcast of Navy Day festivities at the Aitgers Naval Base near New Orleans was con- received and aired within 15 minutes by WWL New Orleans, station reports. At request of Navy Public Relations, half-hour network program was organized by program director Ed Hoerter and announced John Maw, who handled narration of Navy Day events in New Orleans. Joe James and his orchestra were featured.

Cave Exploring

ROBERT SNYDER, director of special events for WPTR Albany, N. Y., went on a cave exploring trip with "Spelpek- ers" (cave explorers) and was broadcast from inside of Knox Cave in the Hiel- derberg mountains. Mr. Snyder inter- viewed Lydia Neubuck, cave owner and member of board of directors of National Speleological Society.

Yachting Information

MONDAY, Nov. 15, WBNX New York will broadcast a half-hour Yachting with Leif King, 8:15 to 8:30 p.m. Weekly feature will be devoted to information of interest to yachting enthusiasts. Yacht clubs and individuals have been invited to write and participate in the broad- casts. Mr. King has for many years in New York area with his yachting interests.

Football Here

ALL-AMERICAN quarterback, Johnny Lujack, will be featured in the weekday children's show originating from WGN Chicago. Show will attempt to combat juvenile delinquency and promote racial and religious understanding. Pierre Andre and Harry Creighton, announcers at WGN, handled arrangements, and George Anderson will handle script. Mr. Andre and Mr. Creighton have acquired all of Mr. Lujack's radio and TV rights.

Radio Exchange

Correspondence has been sent out suggesting an exchange of the format of the program ideas, scripts, and letters between students of the New England School of Broadcasting, Bridgeport, Conn., and those students in high school through WBNE. Bill Robinson, supervising of NES, suggests that the initial exchange of students might not be far off. "Building a better understanding of radio, as it applies in the two countries, is the only purpose of such an exchange." 

Reading Seminar

Local radio listeners may now attend weekly meetings of the Monday night reading seminar in famous books. Regular class sessions have been transferred to WFBF, BOSTON, mass., WNBX New York, and WGN Chicago. Show will be broadcast Monday night at 10 p.m. on the Your Ideas series, produced by the Lowell Institute in cooperation with Boston College, Bos- ton University, Harvard, New England, and Tufts.

Musical Story

ORIGINAL stories set to music are featured. The Musical Story is heard every morning on WKBW New York, Conn., Ray Philips as "Uncle Ray" sings the stories and has his young listeners sing with him.

Women's Series

A NEW SERIES of women's programs has been started by CBC Canada network for the fall, winter and spring season. Programs originate in Toronto and are being transferred to CBL Toronto. Included in weekly top- ics are featured on some programs are: "Club Clinic," "World House," "School Ideas," "Women in Science," "School for Parents," "Needleworkers," "Suggestions for Service Activities," and the D'ak Perry stories.

PROPAGATION STUDY MADE FOR SEATTLE

A WARNING that television will find rough going in Seattle because of the "rugged" terrain within a 20-mile radius of the city was sound by Oct. 26 by Prof. Vinson L. Palmer of the U. of Washington's College of Engineering. Prof. Palmer is studying the effect of the surrounding hills and mountains on high-frequency transmission.

On the basis of his early studies with FM waves, Prof. Palmer said that both FM and TV would be limited to 15 to 25 miles from the transmitter.

Engaged in a mapping survey to determine blind spots in the Seattle area, Prof. Palmer is directing a project of the university's engineering experiment station. Findings will be sent to the Inter- service Radio Propagation Laboratory.
COMPLETE remote transmitter and receiving plant costing less than $100 was shown NAB Small Market Stations Executive Committee last week by William C. Grove (second from I), KPBC Cheyenne, Wyo. Equipment was bought out of war surplus. Mr. Grove demonstrated operation from car traveling around Washington streets. Watching (I to r) are Neal McNaughten, NAB; Simon Goldman, WJTN Jamestown, N. Y., and J. Allen Brown, NAB.

beers of channels available for assignment." (In A.M., it was pointed out, there is no allocation plan.) FCC continued:

Applications are processed by the Commission’s staff in the order of their file numbers. When the processing is complete the application is presented for Commission action. If at that time there is no other application requesting the same channel in the same area and if there are sufficient channels available to permit the grant of all pending applications for the area, the application is acted on without regard to the pendancy of other applications for the same county.

We cannot agree with petitioners that the above procedure is contrary to the doctrine of the Ashbacker decision. The Ashbacker case represented a restrictive consideration of applications only when these applications are mutually exclusive at the time of such consideration. Under our established policy the applications which were granted in Omaha, Tulsa, and Salt Lake City were not mutually exclusive with petitioners’ or any other applications.

WENY-FM Elmira Airs AM Affiliate Programs

WENY-FM Elmira, N. Y., on the air since Nov. 1 on Channel 285 (105.9 m), is operating twelve and a half hours daily. WENY-FM is a Class B station.

Executive staff of WENY and WENY-FM includes Dale Taylor, general manager; Ernest F. Oliver, sales manager; Ted Hodge, production manager; Bernard C. Harregeaves, public service director, and Thurlow A. Greene, chief engineer.

FM Show Sponsored

THE MISSOURI-KANSAS FM Network was slated to carry its sponsored program, Organ Melodies, Nov. 7, 1:30-5 p.m. CST, according to Ben Ludy, WBWW-FM Topeka general manager. The show, sponsored by Bette Bonn Schools of Modeling and Charm, was to originate at KOZY (FM) Kansas City.

On All Accounts

(Co-continued from page 18)

Swenson Agency and now vice president of WLW Cincinnati. After two years in the sales department, Marion was promoted to programming and then became Chicago traffic manager for both CBS and WWBM. After four years she moved one block south on Michigan Ave. to Young & Rubicam.

A lifelong Chicagovan, she still lives in the six-room North side apartment where she was raised. Seasonal variations account for her assorted interests, including flower gardening in the spring, skiing in northern Wisconsin in the winter and driving all year around.

Owner of a new Oldsmobile, she hopes to tour New England next year. When she isn’t cooking roast beef and trimmings for friends, she serves as chief baby sitter and bottle washer for children of a brother, George, with the J. M. Handy Organization, industrial motion picture and television firm in Chicago. And the babies double- less drink Borden’s milk.

Nielsen Signs Three New National Accounts

THREE additional National Nielsen Radio Index advertiser agreements have been secured by A. C. Nielsen Co., New York. Contracts have been signed under which the regular NRI country-wide service will be furnished to Lever Bros. Co., Cambridge and Thomas J. Lipton Inc., Hoboken, and PepsiCo., Chicago, division of Lever Bros. Service will be supplied on a continuous basis and covers a two-year minimum, for 1949 and 1950.

A three-year contract for the new national NRI service has been signed by Poole, Cone & Belding, New York. The agency and its network radio clients are already subscribers to the basic service.

RESULTS?

THAT’S US

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATS — NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

BROADCASTING • Telecasting
A total of 612,000 television receivers—574,600 in the 21 cities having one or more TV stations—were reported as of Oct. 1, 1948, by the NBC Research Dept. The report listed 37 stations as of that date, with these cities ranking foremost in total set circulation: New York, Philadelphia, Chicago and Los Angeles.

Figure represented an increase of 70,000 receivers for September numbers, and family and set circulation follows:

**TELEVISION DATA CHART**

<table>
<thead>
<tr>
<th>City</th>
<th>No. of Stations</th>
<th>(40-Mile Service Area)**</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>9</td>
<td>720,000</td>
<td>22,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>8</td>
<td>1,175,000</td>
<td>23,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>4</td>
<td>1,200,000</td>
<td>36,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>2</td>
<td>260,000</td>
<td>9,800</td>
</tr>
<tr>
<td>Schenectady</td>
<td>2</td>
<td>691,000</td>
<td>18,300</td>
</tr>
<tr>
<td>Washington</td>
<td>3</td>
<td>233,000</td>
<td>4,600</td>
</tr>
<tr>
<td>Buffalo</td>
<td>3</td>
<td>830,000</td>
<td>17,000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>1</td>
<td>245,000</td>
<td>6,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>2</td>
<td>474,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Toledo</td>
<td>1</td>
<td>241,000</td>
<td>2,300</td>
</tr>
<tr>
<td>Atlanta</td>
<td>1</td>
<td>233,000</td>
<td>2,100</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>3</td>
<td>394,000</td>
<td>6,000</td>
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<tr>
<td>Fort Worth</td>
<td>1</td>
<td>269,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Minn.-St. Paul</td>
<td>1</td>
<td>160,000</td>
<td>3,000</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>1</td>
<td>93,000</td>
<td>700</td>
</tr>
<tr>
<td>Chicago</td>
<td>2</td>
<td>1,423,000</td>
<td>26,500</td>
</tr>
<tr>
<td>Cleveland</td>
<td>2</td>
<td>695,000</td>
<td>9,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>3</td>
<td>1,000,000</td>
<td>35,000</td>
</tr>
<tr>
<td>New Haven</td>
<td>1</td>
<td>557,000</td>
<td>9,000</td>
</tr>
<tr>
<td>Club Total</td>
<td>37</td>
<td></td>
<td>1,210,000</td>
</tr>
</tbody>
</table>

**- New station added.**

**- Figures represent total number of families in each 40-mile (one-half million) service area and may be combined to show net coverage in two or more cities.**

**- Sets also distributed to areas with no TV service.**

Radio's Flashback

**Election Scene at KDKA Reflects 1920**

A scene reminiscent of radio's natal days—Nov. 2, 1920, when Westinghouse's KDKA Pittsburgh first took the air—was re-enacted at the city's Edgewood Community Club last Tuesday. On hand were some of the industry's first listeners—and, according to KDKA, radio's first announcer, Leo H. Rosenberg. Now vice president of Foote, Cone & Belding in Chicago, he spoke before the Edgewood gathering and later was heard on KDKA giving election returns with station men Paul Long and Jack Swift.

Mr. Rosenberg accepted the invitation because it was he who, on Nov. 2, 1920, read returns of the Harding-Taft election. At that time KDKA proceeded to demonstrate radio's speedy and dramatic qualities by broadcasting returns through arrangements with the Pittsburgh Post. which furnished results by telephone.

Broadcast originated in a small makeshift shack atop one of Westinghouse's manufacturing buildings, since no studio existed. A few early fans with crystal sets and earphones heard the returns. Others, including Westinghouse executives and local residents, also gathered at the Edgewood Club.

Included in last Tuesday's group were Mrs. Frank Conrad, widow of Dr. Benne Conrad whose son, Paul Long, a radio first disc jockey. He aired records with his father on W2XK during the experimental days of 1919-20.

An exhibit, consisting of that early equipment, was displayed at the Club last Tuesday. A record in which the first program was re-created also highlighted activities.

**Associated Press**

**RESPONSE TO NARSR PIECE IS SUCCESSFUL**

NATIONAL Asn. of Radio Station Representatives has reported an enthusiastic response to its first promotion piece, "Spot Radio Lets You Decide," which was mailed to all branches of the industry last month.

T. F. Flanagan, NARSR managing director, said that many requests for additional copies of the film have come from station and agency offices, and advertisers, and station managers. Many stations asked for extra copies for use in soliciting local spot business, he said. One agency reported that its account executives were "taking turns in sending it to their several clients now using Spot Radio."

In addition, the self-recruitment departments requested additional copies for permanent filing, Mr. Flanagan said.

**Animated Version on TV Is Made of 'The Spirit'**

A SERIES of five five-minute television productions, for an across the board weekly schedule, has been launched by Alan R. Carter, radio and television producer, Scarsdale, New York. An animated version of the syndicated comic strip, "The Spirit," the popular radio character, is the package available to local advertisers and TV stations throughout the country.

The episodes are delivered as a unit on specially prepared film strip with voice and sound track effects.

**Graupner Sales Up**

The Texas Rangers are a good buy! This versatile group is America's largest and finest group. They are veterans of stage, screen and radio. The Texas Rangers transcription are America's only vertical cut transcription service rights. You'll find this high fidelity ideal for either AM or FM. AND, the price is right!

Wire, Write or Phone for Complete Details

The Texas Rangers

**The Rangers and Old West Productions, Inc.**

**KANSAS CITY & MD.**

**November 8, 1948 • Page 71**
WEOA Evavsville, Ind., is using "live" characters from The Cinnamon Bear book and a "live cinnamon bear" to operate the city of Santa Paul, Ind.'s sponsorship of The Cinnamon Bear Thomas stor on WEOA. Children visiting the town receive cinnamon bear cookies as reminders of how, and WEOA's plans also include a picture coloring contest featuring outline illustrations of various characters and situations in the adventures of The Cinnamon Bear. Prizes will be awarded for the best feature of Hollywood Record Features, Chicago.

**Political Context**

In TIME for Presidential election, the Advertising Age, and other Notes, distributed election scores sheets. Stunt and promotion in election managers, reference to how states have voted in past several years, list of states with their electoral votes.

In ADDITION to usual score card information, WEOA's schedule includes entry blank and, past voting records, WFBF Syracuse distributed election contest entry blanks. By filling in with names of candidates, they would receive some, persons whose guess closest to actual number of electoral votes the winning candidate received was awarded. In addition, individuals and advertisers to whom cards were sent participated in special contest for a prize.

**Baby Race**

HOSPITALS in Newark, N. J., are in competition to have babies born as near to one another as possible in an effort to win. WJRI Newark is offering a prize to babies born closest in 48 hours, p.m. of airtime of Everyday's holiday program held each day through Friday. The race has been close. Oct. 11, St. Barnabas Hospital announced that a baby had been born at 10:30 a.m. p.m. and that it was going to be the "first" spotlight. But St. Barnabas Hospital called program as it was going to go on air. An audience tenor, Bill Mogle to hold phone as "something" was about to happen. In a few seconds a lusty call announced baby had been born in day's work sweepstakes.

**Radio Towers**

Ground Systems & FM Antennas Erected, Painted & Serviced

ADVANCE RADIO TOWER CONSTRUCTION CO.

4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

**Custom-Built Equipment**

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.
Sterling 3626

**Radio Tower Service Corp**

AM-FM-TV
Base—Ground systems—transmission lines, painting, erection, dismantling
524 Millrose Terrace
Cove Coeur, Ill.
Phone 3-9846-Peoria, III.

**Radio Consultants**

Philip Merryman & Associates
- Heatherdel Road
- Anderly, N. V.
- Dobbs Ferry 3-2793

**Advocating Deadline**

1949 YEARBOOK

Thanksgiving if proofs desired. Complete plates December 1.

**WHTC**

WHTC Boston, on the air since July 4, 1949. The station, located near the transmitter building which also houses a small studio, is located in a swamp area with most of the ground wires in that area being underground. The transmitting system is proving very efficient, according to station officials.

**So. Calif. AAAA Shows Films to Agency Buyers**

SOUTHERN California Chapter of the AAAA will hold its second mass screening of 16 mm pictures in Hollywood at KTLA (TV) studios on Nov. 29. Screening is for agency TV film buyers. Arnold Maguire, West Coast television director of Foote, Cone & Belding, and Leon Benson, television director of J. Walter Thompson Co., are to be co-chairmen. For more "realism," films will be screened on television monitors instead of on motion picture screens.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tr>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Consulting Radio Engineers</td>
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<td>RUSSELL P. MAY</td>
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<td>E. C. PAGE</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
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<td>John J. Keel</td>
<td>Consulting Engineers</td>
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<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>Suite 604, 1757 K St., N. W.</td>
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<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue</td>
<td></td>
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<td>John Creutz</td>
<td>Consulting Engineers</td>
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</tr>
<tr>
<td>Guy C. Hutcheson</td>
<td>1100 W. Abram St</td>
<td></td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>203 W. Hutchinson Street</td>
<td></td>
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<td>George C. Davis</td>
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<td>Frank H. McIntosh</td>
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<td>Herbert L. Wilson</td>
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<td>Weldon &amp; Carr</td>
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<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Consulting Radio Engineers</td>
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<td>William E. Benns, Jr.</td>
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<td>Preisman &amp; Biser</td>
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<tr>
<td>Lynne C. Smeby</td>
<td>Consulting Radio Engineers</td>
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</tr>
</tbody>
</table>

**Consulting Radio Engineers**

Broadcasting • Telecasting

November 8, 1948 • Page 73
CBS COLOR

CBS’ DEMONSTRATION of color television, Oct. 25, was just that and should be a warning to Com- mission that the demonstration was solely for purposes of information and was not to be construed as a proposal for color television, as it is clear that, economic and manufacturing considerations must weigh equally with technically con- siderations,” he declared.

Columbia’s position also has been outlined by Vice President Adrian Murphy, who said the network’s plan is not pushing color television and is making no proposals for its introduction at this time [Broadcasting, Nov. 1].

Mr. Stanton’s memo was directed to FCC personnel since the color television hearings of 1947, Mr. Stanton noted, the Commission itself had expressed a desire for a demonstration.

“Very greatly reduced laboratory work on color” after denial of the CBS color television petition in the 1945 proceedings, President Stanton said.

“We have not carried on any major color research program since that time,” he said. “As the basic projects of the laboratory—such as the long-playing record development permitted, certain additional experiments were made in all-electronic color reception and in 6 mc color trans- mission.”

Mr. Stanton pointed out that these experiments were reported to the Joint Technical Advisory Committee “as information, and specifically not as a CBS proposal.”

JTAC relayed the information to FCC during its September hearing on the opening of the 475-890 mc band [Broadcasting, Sept. 27].

Gale-Resistant TV

TELEVISION antennas capable of withstanding 150-mile-an-hour gales are being con- structed by General Electric Co., at its Electronics Park, Pittsfield, Mass. When completed, are antennas for several TV stations in the Gulf area.

JTAC Issues Call

For HF Information

THE JOINT Technical Advisory Committee last week appealed to all groups and individuals having "information, engineering data or general comment" in connection with forthcoming FCC hearings on high frequencies to submit the ma- terial to it before Nov. 15.

The committee, a joint function of the Institute of Radio Engineers and the Radio Manufacturers Assn., has been asked by the FCC to assist in collecting information to present at an engineering conference on television and FM allocations tentatively scheduled for Nov. 30, Dec. 1 and 2.

Persons wishing to submit ma- terial should direct it to the JTAC secretary, L. G. Cumming, Institute of Radio Engineers, 1 E. 78th St., New York 21, N. Y.

FCC GIVES PRIORITY TO VHF OVER UHF

IF REQUIRED to make a choice between its two major television problems, FCC gives the one re- garding low-band television pre- cedence over the question of opening up the high band (475-890 mc). A

WKJF (FM) to 20 kw

WKJF (FM) Pittsburgh, licensed by West Virginia Radio Corp., is now operating on full power of 20 kw, Channel 229 (937 mc), ac- cording to Lee Phillips, manager of the exclusive FM station. H. C. Goss is president. Station, located at 1715 Grandview Ave., Pittsburgh, will broadcast on full-time schedule.

D. C. TV Set Figures

AN ESTIMATED 21,000 TV re- ceivers were in operation in metropolitan Washington as of Nov. 1, 1948, according to figures released Tuesday by the Washington Tele- vision Circulation Committee. Oc-tober estimate was 18,300 sets. The figures are derived from monthly TV set sales figures furnished by Washington Electric Institute, and are cross-checked with quarterly RMA sales reports and polls of metropolitan area. Committee com- prises James W. Seiber, WNJW (NBC) chairman; Sam Cooke, WJZ (ABC); and Gordon Williamson, WTTG (Du- mont).

KFEI Purchases Lookout Mountain, TV Site

LOOKOUT Mountain abutment is said to have been purchased by KFEI Denver, as its future FM and TV site, it was announced last week by Man- ager Gene O’Fallon.

Transmission tests will be con- ducted this fall and winter in the UHF 500 mc TV band on an ex- perimental basis. Call letters are WXEL. Actual telecasting will not begin until tests have been com- pleted successfully, M. O’Fallon said. This will probably be in 1950.

Baltimore TV Sets

OCTOBER sales of 4,000 television sets have boosted the total estimated number of sets in the Balti- more area to 26,000, the Baltimore Television Circulation Committee reported Nov. 1. The three Balti- more video stations now on the air are WJZ-TV, under the manage- ment of Harold P. See, director of television, WBAL-TV; Frederick Allman, vice president, WAAM (TV), and Robert B. Cochran, pro- gram director, WMAR-TV.

Turntable

JACK BERTELL, former CBS vice president of the Arts and Sciences Bureau, has formed a partnership with BERT & FRANK, record and tape pro- duction, in the last 15 years. Company also announced that Ed Milroy has been appointed executive vice president, now sponsoring its Favorite Story show.

ANDY RUSSELL PRODUCTIONS, new television production unit, has been formed in Hollywood by Andy Russell, radio personality, who is joined in and Jack Brooks signed as writers, directors, and producers. "Family" on film will be a "Mr. and Mrs." series starring Mr. and Mrs. Jones. In view of the unlimited budget for the series, the show will be limited to the creation of one series.

JOHN SMITH and EMIL FRANK have been appointed as producer-writer-director of new weekly half-hour television series, "James Bond’s World." The series consists of dramatizations based on Bond’s operas and musical comedies. Other transcription shows expanded nationally to include ART BAKER’S Notebook, Uncle Remus, Sleepy Joe, and The Xmas—4.

JENNY FAIRBANKS PRODUCTIONS, Hollywood, has announced that it will produce three additional program series for NBC. It will include 13 week half- hour series entitled "The Snaggletooth," tentatively titled "Jackerson," which was produced by The Indelible Mark, producer of "The Snaggletooth," children’s television, Going Places with Uncle George, and 26-week half- hour quiz show, Quizology. In addition, group has given right of eight miles of independent stations to telecast its Air Power series of one-hour semi-documentary films.

CHALICE MICHelson Inc. New York, announces that Blackstone Corp., Jamestown, N. Y. (washing machines), sponsor of a 30-second spot on "Blackstone," Ma- gazine, has been contracted with 20 additional stations to carry show. Black- stone shares half of time and talent costs with its dealers and distributors.

BROADCAST PRODUCTIONS Inc. Denver, has contracted with KANS TV dealers to sponsor on WXYZ Detroit and four other Michigan stations, its Family Party show.
They Say . . .

"SO MANY charges and countercharges have entered the investigation of the murder of George Polk that the formal findings of the Greek government inevitably will be greeted with skepticism. . . . "Most of these charges have seemed to argue from rather than to a conclusion. The issuance of warrants against three persons associated with the Greek Communist Party . . . constitutes accusations rather than demonstrated facts. Final judgment must, of course, depend entirely on the evidence produced. . . . "Most Americans probably will prefer to base their judgment on the reports of the several outside agencies which have been investigating the matter on their own. Neither the Overseas Commission, which sent Maj. Gen. William J. Donovan to Greece, nor the Newsmen's Commission to Investigate the Murder of George Polk has yet issued its statement. . . ."

From an editorial in The Washington Post

* * *

"THE FCC is looking at radio from the lowest possible view when it considers whether giveaway shows are illegal. Why shouldn't it be proper for the FCC, and the radio industry itself, to consider whether, legal or illegal, giveaway shows are elevating radio or degrading it? "Radio being to a large extent a public service, and therefore a public trust, it can ill afford to take an attitude of just scrapping by the law. Even if giveaway shows were as legal as a non-gold dollar, they would still be an insignia of the times, just as flagpole sitting, marathon dancing and goldfish gulping were insignia of other times."

"We hope the hearings which FCC has just concluded will result in the thawing out of these gentlemen, and the interment of the giveaway program deep in the frozen tundra."

From an editorial in The St. Louis Post-Dispatch

* * *

"THE GREEK government asserts that Mr. Polk (George Polk, CBS correspondent) was slain by a member of the central committee of the Greek Communist party . . . the weaknesses and errors of the Greek government have created a climate of opinion in the United States which made it possible for the murder of an American correspondent to be used against that government . . . public opinion will probably follow the lead of those American groups which have been investigating the case and withheld judgment until, as Mr. Walter Lippmann put it, "the evidence has been tested in a court of law." . . ."

From an editorial in the New York Herald-Tribune


Agencies

(Continued from page 10)

RALPH S. COMBS Jr. resigns as copy and publicity director of Ruthrauff & Ryan, Seattle, Nov. 15 to join Condon Co., Tacoma, in similar capacity.

BODINE & MEISSNER, Los Angeles, has moved to new offices at 357 South Robertson Blvd., Beverly Hills.

JOHN M. QUICK, former advertising manager of Sunbeam Electric Co., Los Angeles, joins Mann Adv., same city as production manager.

LATHROP MACK, former manager of NBC Hollywood Spot Sales and more recently account executive of KFOX Long Beach, Calif., appointed vice-president and general manager of Davis-Harrison-Simonds, Hollywood.

BION ATKINSON, freelance artist, joins Biow Co., San Francisco, as art director.


DONALD HYDE and JAY HYDE opened offices at 218 N. Canon Dr., Beverly Hills, Calif. Phone: CRestview 4-5261.

Eager Beavers

EAGER BEAVERS and a few unhandy woodmen have been giving KXLL Missoula, Mont., a bad time in the last few weeks. It all started when a crew of men fell a tree on the main power line, cutting off power and telephone service to the KXLL transmitter. A few days later, the station reports, a beaver took up the idea and dropped a tree across a 100,000 volt line which serves western Montana. About the time a power company crew was returning from repairing this break the beavers did it again. They fell another tree across power and telephone line, forcing the station off the air once more.

Adult Education School, WPIX Give TV Course

WPIX (TV), New York, and the Adult Education School of New York U. are jointly presenting a 15-week advanced television course, according to Robert L. Coe, station manager.

The course, "Operation and Maintenance of Television Equipment," is one of an N.Y.U. series on radio and video meriting a general education certificate. It is conducted in the WPIX studios and control rooms. Engineers Otis S. Freeman and Lou Climent are instructors.

Synthetic Quartz

SYNTHETIC quartz crystals suitable for use in radio equipment have been produced under sponsorship of the Army Signal Corps. During September, Signal Corps headquarters at Fort Monmouth, N. J., announced, the Brush Development Co., Cleveland, delivered the largest synthetic quartz crystal known to have been produced from any artificial source. Crystal, whose diameter is equal to that of a silver dollar, is essentially free from defects, the announcement said.

Wyatt Earp

Mr. McIntosh Hoffman, chief engineer; E. Ward Crane, continuity and promotion director, and Vern Paul, chief announcer and director of special events.

WJPS, ABC OUTLET, STARTS ON 1330 KC

A NEW ABC affiliate, WJPS Evansville, Ind., was started Oct. 30 on 1330 kc with 5 kw day and 1 kw night. Robert J. McIntosh is general manager of the station, owned and operated by WJPS Inc. National representative is Robert Meeker Assoc., Chicago.

Mr. McIntosh, formerly with WGRB Louisville as program director and sales representative, served as an Army Air Forces public relations officer during the war.

Officials and personnel of the station include Robert Davis, president of the licensee corporation; Jack McLean, program director; Gilbert
When you think of REPLACEMENTS

RE-TUBE with...

AMPEREX
ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
35 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland, Roper Manufacturing Limited,
11-13 Rooftop Road, Levis, Quebec, Canada

OCTOBER 29 to NOVEMBER 4

CP Construction permit
DA directional antenna
ERF-effective radiation power
ST-studio transmitter link
sync. amp.-synchronous amplifier

ANTENNA
cond.-conditional
D-day
LS-local sunset
mod.-modification
trans.-transmitter
un.-unlimited hours

License for CP
WEK Radio, Tennessee, Tenn., to change to AM station, AMENDED to change name to Elkhorn River Broadcasting Co. to include change in hours, etc.
WEV Water Valley, Wash., to include change in hours, etc.

License for KPST
Big Spring, Texas, to voluntary transfer of control of station from Harte, M. B., Hank, Edward Barrett, Bonnie Davis, Isabelle Hart, Mrs. Eva M. Hanks and Lue, R. W. Whits, Howard Barrett, and Lewis O. Seibert, partnership, to Big Spring Best Co., to Big Spring Best Co.

Modification of CP
WKVM Arcob, Pennsylvania, to change from Big Spring Best Co. to Big Spring Best Co.

License for WBNF
Chicago, Illinois, to new FM station to cover Chicago, Ill., and San Francisco, Calif., to include change in hours, etc.

November 1 Decisions

DOCKET CASE ACTIONS

Petition Granted
Adopted order (1) granting petition of WBNF-TV, Chicago, Ill., to increase power to 1 kw and install new antenna system in Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of E. T. W. Davis, Inc., to include change in hours, etc.

Petition for Continuance
Adopted order for continuance of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Change
Adopted order for change of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Change
Adopted order for change of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Changes
Adopted order for changes of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Change
Adopted order for change of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Changes
Adopted order for changes of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Change
Adopted order for change of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Changes
Adopted order for changes of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Change
Adopted order for change of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Changes
Adopted order for changes of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Change
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Petition Granted
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Petition DISMISSED
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Petition for Changes
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Petition Granted
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Petition DISMISSED
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Petition for Change
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Petition Granted
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Petition DISMISSED
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Petition Granted
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Petition Granted
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Petition DISMISSED
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Petition Granted
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Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Change
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Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Changes
Adopted order for changes of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
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Petition for Change
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Petition Granted
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Petition DISMISSED
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Petition DISMISSED
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Petition Granted
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Petition DISMISSED
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Petition for Change
Adopted order for change of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition Granted
Adopted order to grant petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition DISMISSED
Adopted order to dismiss petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.

Petition for Changes
Adopted order for changes of petition of WBNF-TV, Chicago, Ill., to include change in hours, etc.
Wherever is bought time helps sell it. metabolism.

1949 YEARBOOK

Guaranteed circulation: 16,500.

Write, wire or call for reservations:
FCC Actions
(Continued from page 76)

WASHINGTON, D.C. - Granted new AM broadcast studio locations in AM and FM stations.

KERV Kerrville, Tex.—Granted change in new AM station location from 1240 kc to 1490 kc from 2-16-49, on cond. that construction be completed or an interim extension be provided by that date; WAZX-FM Jack- sonville, Fla.—Granted extension of completion date from 1-2-49; WYRE-FM Cleveland, Ohio—Granted extension of completion date from 1-23-49; WPFG-FM Atlantic City, N. J.—Granted extension of completion date from 2-12-49; WGTU-FM Greenville, N. C.—Granted extension of completion date from 2-12-49; WBAR-FM Boston, Mass.—To change studio location.

WOAY Oak Hill, W. Va.—Granted license to change ERP from 5 kw to 2 kw on condition that construction be completed or interim operation provided by that date; WOLS-FM Hartford, Conn.—To 1-13-49, on cond. that construction be completed or interim operation be provided by that time; WZAG-FM Athens, Ga.—To 1-30-49; KKLW-FM Watertown, N. Y.—To 2-2-49; KFWM San Diego, to 1-30-49.

November 1 Applications — Continued

TIED

CUSTOM HAND PAINTED TIES

CREA TIE STYLE

CALL STATION INTEREST

Two styles. $4.95 each

Attract Station identification among the spectators of your audience and remote shows! Salesmen and renew themselves when calling on new and old accounts. Two bit designs on morgan or blue silk: your call letters hand-painted in gold ink on 4 inch wide, 2 inch long name and station below a clever die cut hockey jersey. Perfect length for Windsor knot, the first to sport newest neck Micro-los.

Send your order now.
To: Lee Edwards, P.O. Box 290

Washington, D.C.

Enclosed check ( ) money order ( ) for

Two styles: $9.85 each. (COs)

Micro-los: Morgan blue

Station: Disc DJ’s wear: Morgan blue

Station: Disc DJ’S wear: Morgan blue

Blank: Blue

Station: ______

Your name: ______

City: ______

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License for CP

WHIS Bristol, Conn.—License to cover CP new FM station.

WIBW Topeka, Kan.—Same.

KLRC Parsons, Kan.—Same.

KEVD Minneapolis—Same.

KTLI Longview, Tex.—Same. Also specify studio location.

TENDERED FOR FILING

Transfer of Control

KVOR Colorado Springs, Colo.—Transfer of control and assignment of license to繼
der is licensed by United Communications Corp., to Aladdin Radio and Television Inc. (Contingent upon transfer of KZL properties.)

KLZ-FM Denver—Transfer of operation.

UNITED DENIED

Coverage Standards Is Issue

The Georgia case was one of the first to bring a hearing on a petition for reconsideration. The hearing was ordered shortly after the U. S. Court of Appeals for the District of Columbia handed down its far-reaching “WCKY Decision” on licensees’ hearing rights [BROAD- CASTING, April 19]. The court’s view, as carried a step farther in the FCC’s Granting of Decisions [BROADCASTING, Oct. 11], is that FCC must accord a hearing to any station which claims it would be harmed by the grant of another application.

FCC held its hearing on WSGC’s claims against the WDUN grant last June. In its proposed decision, issued Monday, the Commission concluded that the measurements filed by Northeast Georgia, the applicant, were made in compliance with FCC’s standards and that Northeast was correct in interpreting them to mean that the Gainesville station would not cause objectionable interference to WSGC.

Northeast Georgia is headed by Paul Fligens, theatre executive. Stockholders are James A. and Edward B. Dunlap, attorneys, who have 23.2 and 22.8% respectively; Mr. Fligens, John Jacobs Jr., and Leslie D. Bostick, businessmen, 14% each; A. S. Hardy, newspaper publisher, 8%, and J. Henry Washington, banker, 4%.

In both proposed decisions FCC’s recommendations were in line with those of the respective hearing examiners: Examiner J. Fred Johnson Jr. in the Pittsburgh case and Examiner J. D. Bond in the Gainesville case.

GATES!

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering irons to 10 KW transmitters A.M. and F.M.

Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs whatever you may be.

Gates Radio Supply

TELEPHONES: IN DUNQUAY 1-2222

65-5-5622

In Washington.

BROADCASTING • Telecasting
Seven Other Applications Also Filed

APPLICATIONS for consent to the sale of KLZ and KLZ-FM Denver and KVOR Colorado Springs to Aladdin Radio and Television Inc. [Broadcasting, Nov. 11] were received last Monday at the FCC. Gross sale price is approximately $1 million.

Applications for transfer of control in the following stations also were received: WGN's Murfreesboro, Tenn.; KIXO Bay City, Mich.; WITF Altoona, Pa.; WMEU Milwaukee, Wis.; and WIL and WFM St. Louis.

Majority interest of 74% in KZL Broadcasting Co. is sold to Aladdin for $407,000 plus 74% of the fair market value of the net quick assets of the company. The remaining 26% is sold by E. K. Gaylord to Frank H. Ricketson Jr., 23% owner of Aladdin, for $143,000 plus 26% of net quick assets.

In the KVOR transaction, Out West Broadcasting Co., licensee, sells 66.5% of its outstanding stock for $66,876 plus the same percentage of net quick assets. Mr. Gaylord sells his 33.5% to Mr. Ricketson for $53,753. 15% interest is to be turned back from quick net assets.

Market value of the net quick assets for both stations is estimated at approximately $350,000. In addition to the sum paid by each stockholder for his interest (there are 10,000 shares of stock at $10 a share) a debenture of $400,000 is subscribed by the stockholders in proportion to the stock bought.

Harry E. Huffman, district manager of Fox Denver Theatres, is listed as president of Aladdin. With his wife, Christine M. Huffman, he holds 23% of the new company. The Huffman also own two-thirds of Winters-Huffman Drug Co., retail drug firm in Denver, and the Aladdin and the other company in which they lease to subsidiaries of Fox Inter-Mountain Theatres Inc.

Treasurer of Aladdin is Mr. Ricketson, who is president and director of Fox Inter-Mountain. Mr. Ricketson holds no interest in the Fox firm. Albert J. Gould, attorney, is secretary and 2% owner in Aladdin. He is also secretary and director of KLZ.

McCaw to Be Treasurer

After acquisition of control by Aladdin, the application states, Messrs. McCaw, Terry and Gabrielle will become directors. Mr. McCaw will succeed Mr. Ricketson as treasurer and Mr. Gould will relinquish his directorship.

Messrs. Ricketson, Gould and McCaw are at present officers in Denver Broadcasting Co., applicant for $810 there with 26 kw night time and 5 kw day time directional. If the transfers are approved this application reportedly will be dropped.

KLZ is on 560 ke with 5 kw and KVOR 1000 ke with 1 kw. Both stations are CBS affiliates.

Details of other transfers:

WGN's Murfreesboro, Tenn.—Assignment of license from Cecil W. E. E. and R. L. Reading to Mr. Long trading under name New City Broadcasting Co. Mr. Dodd sells his two-sixths interest for $6,972. Mr. Long holds his two-sixths interest for $7,125. Station has been operating as a loss and other parties are reluctant to increase their capital.

KIXO Bay City, Mich.—Assignment of license from partnership of John George Long, T. D. Dodd and R. L. Reading to Mr. Long trading under name New City Broadcasting Co. Mr. Dodd sells his two-sixths interest for $6,972. Mr. Long holds his two-sixths interest for $7,125. Station has been operating as a loss and other parties are reluctant to increase their capital.

KORN Fremont, Neb.—Assignment of license from Inland Broadcasting Co. to Walker Newspapers Inc. for total consideration of $22,000. Inland, licensee of KADV Omaha and KLIN Lincoln, stated it found operation no longer practical for commercial ownership. Walker Newspapers, chief of whom L. A. Walker, publishes daily Guide and Tribune. KORN is assigned 100 kw on 1340 ke.

WITA San Juan, P. R.—Transfer of 50% interest in Electronic Enterprises Inc. licensee, from Bernard and Elizabeth A. Rubel to Antonio Auin Valdivieso for $25,000. Mr. Valdivieso is president of the Managing Prensa Inusual de Puerto Rico Inc., publisher of daily Inusual and 50% interest in Movis. Other 50% interest is held by Mr. Rubel and Gloria S. Meador. WITA is assigned 250 kw on 1400 ke, fulltime.

WIL and WFM St. Louis—Transfer of control Missouri Broadcasting Corp., licensee, from C. W. E. R. and J. L. Benson to Albert E. Allen. C. W. E. R. Benson sells his 49% interest for $175,000 to licensee corporation so that L. A. Benson, 50% owner, acquires control. L. C. Frick holds 1%, WIL operates with 1300 ke fulltime on 1250 ke but has a grant for 1430 ke with 5 kw.

J. LEONARD REINCH (r), managing director of the Cox stations, conducts Agriculture Secretary Charles F. Brannon on a tour of the farm areas he will visit in a visit of the government official to Atlanta.

Lone Star Chain Helps Mark Oil Progress Day

NINETEEN Lone Star Chain stations helped Texas observe Oil Progress Day Oct. 14 with a half-hour broadcast. WBAP Fort Worth originated the first 15 minutes. It covered the opening of the Texas Mid-Continent Oil and Gas Assn. meeting, including a talk by Eugene Hol- man, president of Standard Oil of New Jersey. KKYX Houston took over the second 15 minutes, presenting a documentary on early Texas oil history and a remote broadcast from a well actually being drilled. Sponsor was Lufkin Foundry and Machinery Co. (all well equipment), Lufkin, Tex.

Other LSC participating stations were KDBC Austin, KSTJ San Antonio, KWKC Abilene, KXXL San Angelo, KOSA Odessa, KROD El Paso, KGNC Amarillo, KFDX Wichita Falls, KFPY Lubbock, KFFD Beaumont, KYES Corpus Christi, KVOR Galveston, K'URE Lufkin and KTTB Tyler.
WHIM GETS GRANT

LENGTH of the proposed operating schedule was a major factor in FCC's proposal last week to award the only remaining Class B FM channel at Providence, R. I. to WHIM Providence instead of WRIB, also of Providence.

The Commission also preferred WHIM on grounds of greater ownership participation in station affairs. Further, FCC questioned the "diligence" shown by WRIB with respect to the logging—and limiting—of commercial announcements on its Portuguese language programs.

WHIM and WRIB, both AM daytime stations, are applying for Channel 260 (99.9 mc), unassigned Class B Frequency allocated to the Providence area. Grants have been issued for six others—five in Providence and one in Pawtucket.

FCC's proposed decision, released Monday, noted that WHIM proposed to operate its projected FM station from 7 a.m. to 10 p.m., while WRIB's at the start would operate only from 3 to 6 and from 7 to 11 a.m.

No Definite Plan

"Although the latter proposes eventually to lengthen its FM operation," FCC said, "its intentions are not translated into any definite plan as to when, or to what extent, such lengthening ... would occur.

"FM is a new service and the period of operation of such proposed stations is one of the important considerations in any determination of operation in the public interest, convenience and necessity. Other significant elements being equal, the applicant ... having definite plans for the longer period of operation ... is to be preferred."

WHIM, licensed to Inter-City Broadcasting Co. to duplicate all its AM programs on FM. WHIM, owned by R. I. Broadcasting Co., plans to duplicate all its AM foreign-language and part of its English-language programs. FCC did not agree with WRIB that its application should be preferred because of the foreign-language programming.

Inter-City is headed by Robert T. Ingles, who is also general manager. It is principally owned (37 1/2% each) by Harris H. Thompson of Washington, D. C., 5% owner of WGAY Silver Spring, Md., and his sister, Mrs. Theodora T. Kluge, also of Washington. Mr. Ingles and C. George Taylor, WHIM program director, own 12 1/2% each.

WHIM is on 1100 kc with 1 kw, daytime only.

R. I. Broadcasting is owned in equal shares (20% each) by President Frank Rao and John R. Johnson, wholesale liquor dealers; William Blanchard, oil company president; Mrs. Irma Pace, whose husband is principal timebuyer for Italian-language programs broadcast by WRIB, and Harold Arcaro, attorney and businessman. WRIB is a 250 w daytime on 1220 kc.

In its proposed grant the WHIM application, FCC followed the recommendations of Hearing Examiner Fanney N. Litvin, which were made public simultaneously with FCC's proposed decision.

UN FOOD COVERAGE IS AIDED BY TAPE

A SPECIAL transcription service for radio farm directors will supplement regular coverage of the world-wide conference of UN's Food & Agriculture Organization, to be held in Washington for two weeks beginning Nov. 15.

The plan, according to Ken Gapen, assistant director of information for radio and TV, U. S. Dept. of Agriculture, is to furnish RDFs with transcriptions featuring delegates for whom they specify preference. Don Lench, CBS agricultural director, has been retained to serve as consultant in planning special services. Actual interviews will be handled by Jack Towers of USDA's Production & Marketing Administration.

Tape machines will be utilized for the recording. Radio farm directors will be asked to provide a reel of tape, select a preference from a tentative delegate list, and indicate the subject chosen as well as length. Only expense to directors is that of postage.

WMFF Now WEAV

CALL LETTERS of the Plattsburg Broadcasting Corp.'s station in Plattsburg, N. Y., were changed from WMFF to WEAV on Oct. 23. In announcing the change, George F. Bissell, president of the corporation, said the station's new transmitter was "about ready to go" with a 1 kw operation, replacing the present 250 w.
Announcing...

the latest great contribution to modern AM broadcasting

The 21B/21L is the finest 5/10 kilowatt AM broadcast transmitter of which Collins engineering and manufacturing skills are capable. No compromise has been made for reasons of economy. Without deviation, our purpose has been to achieve the highest possible quality regardless of cost.

Yet the 21B/21L is competitively priced.

When furnished as the Collins 21B, this is a five kilowatt transmitter with provision for instantaneous reduction of power to 1,000 watts. It is designed to permit full 100% modulation of the carrier at frequencies between 30 and 10,000 cycles per second. The audio frequency response is constant, plus or minus 1.5 db, within this range. Featured are utmost reliability, with fine components, conservatively rated; vertical chassis construction, and easy accessibility of components and wiring; precise motor tuning with eye-level metering throughout; adequate air cooling; dependable personnel and circuit protection.

The 21B may be converted to become the ten kilowatt 21L by inserting an additional power tube in a socket already installed, and making a few simple additions in the exciter and power amplifier cabinets. The 10 kw 21L (pictured above) may be purchased initially.

If you are contemplating the replacement of obsolescent 5 or 10 kw transmitter equipment, or the building of a new station of either of these powers, the very efficient, completely modern Collins 21B/21L should be your first consideration. We will welcome your inquiry for further information.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y. 458 South Spring Street, Los Angeles 13, California
Help Wanted

Managerial

Wanted—General Manager. New 250 watt station. At least five years experience required. Must have been business and administrative executive. Background of first letter. Box 195, BROADCASTING.

Station manager wanted by 250 watt old established AM-FM network outlet in medium sized market. Only experienced station manager with solid background capable of personal earning power and excess of figures need apply. Give full background first letter including financial references. Box 144, BROADCASTING.

Manager—Must be an aggressive sales man with top network experience. State qualifications, references, salaries required. Box 135, Utah, North Adams, Massachusetts.

Salesmen

Live in Los Angeles. Two experienced salesmen will find excellent working conditions in Handelman, KWK, Burbank, Calif.

Announcers

Combination announcer-engineer, with first class ticket, wanted by progressive station at $200 per month, plus expenses. No students need apply. Submit audition tape and picture. Box 197, BROADCASTING.

500 watt middle western station needs experienced engineers. State education, experience. Send letter stating education, experience, and minimum salary requirements to Box 159, BROADCASTING.

Openings for man with first class ticket able to announce. Box 119, BROADCASTING.

Wanted—Announcer-engineer immediately for 15,000 watt network station. Must have experience and handle console. Should be able to announce. Box 159, BROADCASTING.

Wanted—Announcer to handle general staff work. College man preferred. Immediate employment, permanent position. Write WBBN, Chicago, Illinois.

Experienced announcer, long established 1000 watt regional network station, midwestern city. Has permanent position for capable announcer. Will have time to get along with fellow announcers. Box 103, BROADCASTING.

Help Wanted

Situations Wanted (Cont’d)

Commercial manager—Available January 1st with experience. Must have strong background, have sold radio in big volume by radio, wire, and disk. Must be able to get along with fellow announcers and station managers. Box 174, BROADCASTING.

General manager available, sober, family man, with excellent personnel and construction and operation. Top reference. Box 197, BROADCASTING.

Salesmen

Man with eight years experience all phases of radio. Fifteen years key station experience. Own network key station wants permanent experienced person. Send full details, references. Box 154, BROADCASTING.

Versatile, conscientious, experienced announcer, age 30, voice conducive to sales. Presently employed, seeking employ- ment. N.Y., N.Y. area. Available immediate. Box 175, BROADCASTING.

25 year old successful 250 manager wants crack at sales. Must have three years experience and handle million of business. Send full details, references. Box 150, BROADCASTING.

Hawaii’s largest radio station has excellent opportunity for personnel director and program director. Good salary and living in one of the worlds greatest, most beautiful. Box 176, BROADCASTING.

Manager—Wanted, young, single man with first phone, newscasts and disc. Meets in all phases, news, commercials, disc jockey. Young, single man with first phone. Box 177, BROADCASTING.

Experienced general announcer and play-by-play in both baseball and football. Good voice and lively personality. Box 195, BROADCASTING.

Experienced general announcer and play-by-play in both baseball and football. Good voice and lively personality. Box 195, BROADCASTING.

Announcers

Experienced general announcer wanted for progressive station in New York City. $300.00. Box 195, BROADCASTING.

Attention, Arizona, Nevada, Texas and New Mexico. Announcer with excellent selling voice. Limited experience. Salary $250.00 per month, plus expenses. Know control and turntable, Age 25, single. Some voice and console experience. Send box, photo, references, interviews available. Box 153, BROADCASTING.

Previously program director for Mutual. Now looking for leading eastern inde- pendent. Production-minded, smooth announcer, long on experience. Box 151, BROADCASTING.

Announcer—Three years experience all phases, news, network, disc jockey. Age 20, 4-F, single. Prefer Midwest but go anywhere if right position. Available immediately. Box 150, BROADCASTING.

Announcer, graduate of two Chicago radio schools. Will travel. Single, 20, Vets. Box 149, BROADCASTING.

Experienced in commercials, news, commercials and disc. Also enunciates and sales experience. Disc, staff, commercials, news, newscasting. Box 174, BROADCASTING.

Experienced engineer presently employed by top network affiliate plus ten years experience now seeking new opportunity. Will also specialize in news. Associated with all phases of radio. Available immediately. Box 173, BROADCASTING.

First class technician desires southwest position. Progressive, present salary $1500. Will go anywhere, with or without experience. Available on customary notice. Write for appointment. Box 147, BROADCASTING.

Chief engineer with $5000 to invest. Will work for salary and equity in new- personalized construction. Box 59, BROADCASTING.

Assistant 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 the war was employed in Navy Radio Laboratory which specialized in television development. Graduate of M.I.T. Recognized authority on high frequency television problems. Box 24, BROADCASTING.

Veteran, finished 36 weeks radio course in Chicago. Will specify position. Box 194, BROADCASTING.

Engineer—First class radio license. Will like position in television broadcasting. Has several years experience. Desires change in type position. Box 125, BROADCASTING.

Engineer—First class radio license. Would like position in television broadcasting. Has several years experience. Desires change in type position. Box 125, BROADCASTING.

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Engineer/First class license. Desires change to position where I do not have to travel fifty percent of time. During the war was employed in Navy Radio Laboratory which specialized in television development. Graduate of M.I.T. Recognized authority on high frequency television problems. Box 24, BROADCASTING.

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Situations Wanted (Cont'd)

First class engineer-announcer wants position progressive station anywhere. Average requirements. Box 188, BROADCASTING.

Engineer, 24, four years experience, first class license. Single, veteran, desires permanent position midwest or west. Excellent references. Available without car. $58 minimum. Box 78, BROADCASTING.

Engineer—First years radio, prefers mechanical. WNLC, Four bay tower, New London, Conn. Write Box 190, BROADCASTING.

Production-Programming, others

Program director. 55 years actor-director. N.Y.C. Comedy, variety, drama. Has directed, written, produced. Has 350,000 area only. Box 133, BROADCASTING.

Combination man—Excellent technician, good announcer, smooth control operator. Ten years technical, year combination—news, DJ, commercials, remote, MC, etc. Married, children, lives radio. First phone, telegraph and ham licenses. Expect $200.00 per month. Happy, well-managed station only. Prefer midwest. Box 186, BROADCASTING.

Experienced copywriter wants position with progressive station. California preferred. Best references. Box 803, BROADCASTING.

Program director-announcer-salesman, seeking chance in capacity of program director, station manager, news director and caster. Set disc and letter talk, State financial structure, seek opportunity in first letter. Will arrange interview when possible. Box 185, BROADCASTING.

Musical director—31, married, conductor, choral director, singer, composer, some production, script writing, 14 years radio, stage, some TV, concerts. Northeast or midwest. Box 177, BROADCASTING.

For Sale

Station

Southern New England independent 500 w daytime in market of 350,000. Owners must diversify theme or sell immediately. Box 167, BROADCASTING.

Equipment

Two 50 KVA Pittsburg, type ODS, single phase 200 cycle, oil cooled transformers, IMPD, 3.5%. Primary, 4000 volts. Secondary 150/220 volts. Box 112, BROADCASTING.

For sale—One kilowatt Western Electric transmitter 353 E1. Price $500.00 Immediate delivery. Charles W. Winkler, Chief Engineer, WDGY, Hotel Nicollet, Minneapolis, Min. Box 165, BROADCASTING.

I RCA 78L console complete with power supply, Inquire Selwyn Gray, KYOL, Adams Hotel, Phoenix, Ariz.

Completely equipped mobile unit, 1.5 kw Owen generator, 300 watt converter, 90 watt medium frequency and 25 watt high frequency transmitters, receiver, 4 channel control, phone accessory, etc. Write Box 172, BROADCASTING.

New Sorenson voltage regulator 1000 watt, 115 volt. $50.00. Make offer. Frank Denton, 4535 Sappho, Jacksonville, Florida.


Brand new RCA 17B-11B junior velocity microphones, $20.00 each. Broadcast Equipment Company, Box 222, Evans ton, Ill.

For Sale (Cont'd)

One 72 KVA Pittsburg type ODSF, single phase 50 cycle, IMPD, 4700 volt, 4600 watts. Secondary 115/220 volts. Box 112, BROADCASTING.

Two new Federal 69Z Rs. No hours. Money back guarantee. 327F, 325 S. Western Ave., Los Angeles, Calif.

Two 160' high x 20' square at bottom x 47' square at top. Galvanized steel and bolted construction in A-frame. Angle lacing 21/2" x 21/2" x 3/16" lower sec. 3/4" x 3/4" x 1/8" upper sec. 4" x 4" x 1/4" angle lacing 2' 3/8". These towers were engineered to maintain 2000 lbs. They can be purchased at a reasonable price. Box 194, BROADCASTING.

Four—105 ft. Lingo guyed towers complete with transmitters, receiver, control panel, made in Detroit. $500.00 each. T.OB., WBNR, Warren, Ohio.

Wanted to Buy

Wanted—5 kw, used, transmitter good condition. Box 175, BROADCASTING.

Miscellaneous

Assets wanted for establishing community minded station in fertile New Jersey market. Box 28, BROADCASTING.

Help Wanted

Managerial

ARE YOU WORTH FIVE FIGURES AS A GOOD GENERAL MANAGER OF A GOOD INDEPENDENT IN A LARGE METROPOLITAN MARKET? This existing station will talk to managers of good background, proven results, adequate resources and permanency. To the right man we give a liberal salary plan plus percentage. We seek careful business management plus salesmanhip. Send complete background to Box 185, BROADCASTING. Personal interview arranged. Replies confidential. Opener is immediate or can hold for right man until later.

Salesmen

EXCEPTIONAL SALES OPPORTUNITIES for experienced radio time salesman. New 10,000 watt station, with appreciable 500 watt Combo, FM. c-c sales position with 500 watt Combo. Hard selling (not high-pressure) time salesman fierce with aggressive, progressive organization. Salary and commission. For appointment for interview write or wire

JOSEPH B. FIFE Commercial Manager

or

LEONARD L. ASCH Vice-President and General Manager

WPTR, WBCA-FM

Albany, N. Y., Schenectady, N. Y.

Studios in Hotel Ten Eyck Albany New York

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO AND TELEVISION 8800 Wilshire Blvd. Beverly Hills, California

Bradshaw 21490

NOTE: Experienced and "seasoned" directors from coast to coast are equipped with permanents. Box 194, BROADCASTING.

Help Wanted (Cont'd)

Technical

HIGH FREQUENCY ENGINEERS

A midwestern manufacturer of transmitting equipment desires to add one or two qualified engineers capable of design and production engineering for FM and STL equipment. Permanent work in growing concern located in moderate sized midwestern city. Give full qualifications and desired salary in first letter.

BOX 181, BROADCASTING

Production-Programming, others

Wanted—Two top men. A new progressive station with plenty of enthusiasm and ability needs crackjack sportsman and another good all-round announcer. Radio Station WIDE, Biddeford, Maine.

EXPANSION PROGRAM

Of course, 10,000 watt station creates openings for announcers, operators, traffic girl, writer, sales man, news editor. If you have ambition with restraint, ability with intelligence, we're interested in you. Write in full to Box 182, BROADCASTING.

Situations Wanted

Production-Programming, others

EXCEPTIONAL SALES OPPORTUNITIES for experienced radio time salesman. New 10,000 watt station, with appreciable 500 watt Combo, FM. c-c sales position with 500 watt Combo. Hard selling (not high-pressure) time salesman fierce with aggressive, progressive organization. Salary and commission. For appointment for interview write or wire

JOSEPH B. FIFE Commercial Manager

or

LEONARD L. ASCH Vice-President and General Manager

WPTR, WBCA-FM

Albany, N. Y., Schenectady, N. Y.

Studios in Hotel Ten Eyck Albany New York

Salesman

A man, well experienced in sales with personality wanted for a top-notch sales position with top draw against commission. Full details in the first letter. Send resume to Manager, WABY, Albany, New York.

Situations Wanted (Cont'd)

**The School of Radio Technique**

- *NEW YORK* • *HOLLYWOOD* • *CHICAGO*

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates. See the Senior for free booklet 5. Approved for G.I. Training.


**Employment Service**

National Radio Employment Agency 1653 N. Cherokee St. Hollywood 28, Calif. Dave Station Manager. The Mother of Invention. The radio and television industry has long needed a Placement Service which specialized in interviewing and recommending applicants. The National Radio Employment Agency was created for that purpose. The founders of the agency are former radio men who have been active in the field for many years and understand your personnel problems.

We do a complete screening job for you so it is no longer necessary for you to take the time to interview hundreds yourself. Whatever your personnel needs, you can choose from applicants qualified for the position you have open.

When we send a resume and audition disc to you we have the assurance that all references and auditions have been thoroughly checked.

There is no charge to you for this service. It is paid for in full particulars. MAKE US YOUR OFFICIAL PERSONNEL MANAGER.

Sincerely,
National Radio Employment Agency
P. S.: Write, wire or phone M-Gates 2-3881

**Miscellaneous**

Radio Broadcast Stations Buyers! Sellers! Try Prompt Confidential Service NATIONAL RADIO STATION BROKERS 5051 Ryon St. West Hollywood 7-48 Los Angeles 27, California

Fulltime California Station

Located in a beautiful California market having an ideal year-round climate. City is growing rapidly and area is prosperous with ideal combination of agriculture and industry. Within driving distance of California's most noted mountain, desert and coast resorts. This is the only station in the city and offers an unusual opportunity to combine a profitable business with the best in living. Very valuable land and buildings are included making possible price of $70,000. Liberal financing can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

**BLACKBURN-HAMILTON COMPANY, INC.**

Radio Station Brokers

WASHINGTON D. C.
James W. Blackburn
Philip D. Jackson
Washington Blvd.
255 Montgomery Street
Sterling 43-42
Central 1117

DALLAS
Ray V. Hamilton
3700 N. Main
S. 2-5672

SAN FRANCISCO
Raymond H. Bellerby
333 Montgomery
880 Market

**Regional Sales Managers**

CENTRAL & WEST
James W. Blackburn
SANTA BARBARA

SOUTHERN CALIFORNIA
LA VERNE

Over 600 Advertising Agencies

November 8, 1948 • Page 83
New Business
(Continued from page 12)
sales promotion programs four times yearly and a 90-minute Mr. and Mrs. Sean O’Dwyer show on each of the four Saturdays before Christmas. Store previously had only 15-minute morning fashion comments across-the-board by “Christine,” plus infrequent spot announcements.

Network Accounts • • •

GENERAL ELECTRIC Co., Lamp Department, Schenectady, started sponsorship of the Annual James Carnival Oct. 31, 8:30-3 p.m. on WGBS-TV New York. Format of show is set in a carnival background with Mr. James introducing acts. Show is produced by CBS under the direction of Ralph Levy. Music is directed by Lew White. Jay Burton is writer. Agency: BBDO, New York.


CLUB ALUMINUM PRODUCTS Co., Chicago (household wares), Nov. 2 renewed 32 weeks weekly Club Time on 96 ABC stations, Tuesdays (11:15 a.m.-11:40 a.m. PDT). Agency: Leo Burnett Co., Chicago.

CLIFFT-PABODY Co., New York (manufacturer of men’s shirts), effective Nov. 24, to sponsor Phil Silvers on NBC-TV, Wednesdays, 8:30-9:00 p.m. Agency: Young & Rubicam, New York.

AP people • • •

AD KLEIN, formerly with Blow Co., San Francisco, joins Langendorf Bakeries, that city, as advertising manager.

JAMES S. LIND, former account executive for Dancer-Fitzgerald-Sample, Chicago, joins Ben-Hur Products, Los Angeles, as advertising and sales promotion director.

ERNEST D. WARD appointed advertising and public relations manager for Beef Foods, New York. LEE TRUEDEAU appointed assistant advertising manager.

DELBERT J. COOK resigns as manager of advertising and public relations division of Xingan & Co., Indianapolis meat packing firm.

WGBS MIAMI BOOST TO 50 KW READIED

WGBS, Miami, now operating with 10 kw day and night, hopes to be on the air with 50 kw daytime within two or three weeks. George B. Steiger, chairman of the board of Fort Industry Co., WGBS licensee, announced last Thursday. The station will continue its 10 kw nighttime operation.

WGBS, a CBS affiliate since June 15, 1947, is on 710 kc. It has an FM counterpart, WGBS-FM (Channel 242, 96.5 mc).

Fort Industry owns stations in four states besides Florida. These outlets include: WAGA WAGA-FM and WAGA-TV Atlanta; WSPD WSPD-FM and WTVT (TV) Toledo; WJBK WJBK-FM and WJBK-TV Detroit; WWVA and WWVA-FM Wheeling, W. Va.; WMMN Fairmont, W. Va., and WLOK and WLOK-FM Lima, Ohio.

It takes four — the four audiences guaranteed by WBUX—English, Yiddish, German, Italian—to cover ALL. New York.

Thus, WBUX, New York’s four-station operation, fits the needs of all listeners — reaches all the people you want to sell in this multi-language area.

SUCCESSOR to Arthur Godfrey on latter’s early morning program on WCBS New York, Jack Sexton (I.), goes over his new contract with Arthur Hull Hayes (center), then WCBS general manager, and G. Richard Swift, assistant general manager. Mr. Sexton, a Midwest broadcaster, will be known to WGBS listeners as Jack Sterling.

Husband, Wife Team Joins WIRC Hickory

A HUSBAND AND WIFE team, Harry E. and Patsy Snook, both formerly of WDT Charlotte, have been appointed to positions on WIRC Hickory, N. C., which is expected to take the air Nov. 15 with 1 kw daytime on 630 kc. Mr. Snook, former production manager of WBT and more recently commercial manager of WETB Johnson City, Tenn., will serve as assistant station manager and program director of WIRC. His wife will be women’s editor, according to Edmond H. Smith Jr., WIRC general manager. Mrs. Snook formerly was continuity editor of WBT. The team will bring with them to WIRC Breakfast with Patsy and Harry and Fun with the Funkies, which they previously presented over WBT.

SOUTHWEST AAAA CHAPTER ORGANIZED

A SOUTHWEST chapter of the American Assn. of Advertising Agencies has been organized. Officers are Monty Mann, vice president and director of media of Tracy- Locke, Dallas, chairman; Thomas F. Conroy, Thomas F. Conroy Inc., San Antonio, vice chairman, and John Stewart, vice president, Glenn Advertising, Fort Worth, secretary-treasurer.

The chapter will supervise holding of the annual AAAA advertising aptitude examinations in the region for the first time next February.

WAAF Studios Moved

WAAF Chicago (1 kw day on 950 kc) has moved its studios from Chicago’s Palmer House into the LaSalle-Wacker Bldg., 221 N. LaSalle St., Bradley R. Edidman is WAAF manager.

Sept. Retail Sales 10% Above August

Census Report Shows 6% Jump Over Same 1947 Period

SEPTEMBER’s retail sales showed a 10% increase from August, and registered 6% above the same period in 1947, according to the Business Division of the Bureau of the Census. In a report of 47 large cities, the Bureau states that sales of non-durable goods have risen 1% from August, while sales of durable goods have declined 2%. Dollar volume of sales was $10,975,000,000, 7% above last year’s September total.

Apparel stores showed the normal seasonal increase in sales, but failed to reach the volume of sales registered in the same period in 1947. Men’s wear showed the greatest decline in this group, dropping 16% below last year’s volume.

Auto dealers and home furnishing stores registered the greatest gains—16% and 29% respectively. Lumber and building materials declined 2% from the August levels, but gained moderately from 1947. Sporting goods stores, book stores and jewelry stores all registered a decline from September 1947, although each group registered gains from a month ago.

TRENDS IN RETAIL TRADE—47 MAJOR CITIES

Major Group Change in Sales Sept. 1948 from Sept. 1947 Aug. 1948

Food

Eating & Drinking

Places —1 2

Merchandise

General

(104.7 mc).

Merchandise

Apparel

Furniture, House-

hold, Radio

Lumber Building & Hardware

Automotive

16 —9

Farm Stores

Total all stores

in report

244, 96.5 mc.)

in Washington

in NBC-TV, Wednesday, 8:30-9:00 p.m.

in WAGA

in WAGA-TV

in WDBK

in WWVA

in WPAW

in WMMN

in WLOK

in WLOK-FM

in WDBK

in WDBK

1 2

6 5

8 2

16 9

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6 10

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10
FCC Actions
(Continued from page 78)

Applications (Cont'd):
CONTROL and assignment of licenses from KLZ Best. Co. to Aladdin Radio and TV, Inc., to operate their affiliated station in Long Beach, Calif. (filed under KVOR);
WIL FM-FL St. Louis—Transfer of control from C. W. Benson to L. A. Benson.
Assignment of License
KORN Fremont, Neb.—Assignment of license from WLNA to Walker Newspapers Inc. (Continued from page 78)
APPLICATIONS DISMISSED
AM—1600 kc
William T. Smith, Upland, Calif.—CP pending.
AM—1940 kc
Wyandotte News Co., Wyandotte, Mich.—New application for extension of completion date.

November 3 Applications . . . ACCEPTED FOR FILING
License for CP
WDXI Jackson, Tenn.—License to cover CP pending. Modification of CP
KIBW Seward, Alaska—Mod. CP new station for period of completion date.
KCMM Sioux City, Iowa—Same.
KYEC Fresno, Calif.—Mod. CP increase power etc. for extension of completion date.
WBBD Burlington, N. C.—Same.
KPACE Los Angeles, Calif.—Mod. CP new FM station for completion of construction.
WBIC Chicago—Same.
WNQI Oak Park, Ill.—Same.
WMJN-AM Peoria, Ill.—Same.
WTHL-TF Trenton, N. J.—Same.
KSIB-FM Creston, Iowa—Same.
WJXK Jackson, Miss.—Same.
K:utf FM-AM Grand Forks, N. D.—Same.
WHLD-FM Niagara Falls, N. Y.—Same.
WGBR-FM Scranton, Pa.—Same.
KOMA-FM Oklahoma City, Okla.—Same.
KNJX FM Muskogee, Okla.—Same.
WQAN-FM Scranton, Pa.—Same.
WSBA-FM York, Pa.—Same.
WMMF Memphis, Tenn.—Same.
KUF-FM Grafton, W. Va.—Same.
KOMO FM Seattle, Wash.—Same.
WBLK-FM Clarksburg, W. Va.—Same.
WWNI Wabash, Ind.—Mod. CP new FM station for period of completion date.

Transfer of Control
WHAS-FM Louisville, Ky.—Transfer control from Courier Journal and Louisville Times to Croxby Best, Corp.
CP to Relinstate
WOMI-FM Owensboro, Ky.—To relinstate CP extension of completion date.

November 4 Decisions . . . BY COMMISSION EN BANC
Assignment of CP
WELN FL Lauderdale, Fla.—Granted consent for assignment of CP from partners组成的 three partners to corporation, Venture County Radio Commission, North Lauderdale, Fla., with assignment partners will own 69.29% of stock; new CP will be joined by two other stockholders.
Transfer of Control
KKIN Visalia, Calif.—Granted consent

to transfer of control of KKIN Inc. from Dr. E. F. Ross, owner of KKIN Inc., and Albert Blain, a partnership, for $35,000, representing 51% of the common stock.

License Revoked
WIBS Saginaw, Mich.—Declared order revoking the license of WIBS (740 kc, Saginaw), effective 15 days from date of order, for violation of Section 308 (a) (8) of the Act, and also for failure to file for renewal of license. License to continue for period of 15 days, to be heard.

BB BOARD
AM—1150 kc
W. A. Smith, Plant City, Fla.—Grant extended CP new station: 1150 kc, 500 w.; conditions; estimated cost $9,111.
AM—1150 kc
Radio Twin Cities, Kansas City, Calif.—Grant new CP station: 1150 kc, 500 w.; conditions; estimated cost $10,250.

BROADCASTING

NEGOTIATIONS for the sales of KKKW Pasadena to the Teamsters Joint Council No. 42 of Los Angeles [CLOSED CIRCUIT, Aug. 30] and of Farnsworth's WQG Port Wayte to the WQG Port Wayte Transfer Council were reported completed last week, subject to FCC approval.

Sales price for the Pasadena 1 kw daytime station was described as in excess of $350,000, payable over a seven-year period. The WGL transfer is understood to involve an overall price in the neighborhood of a quarter-million dollars.

KWWK is owner by Southern California Broadcasting Co., of which Marshall S. Neal is president.

The Teamsters Council is buy-

BLOPER Bristol, Tenn.—Present remote pickup license renewed on regular basis for period ending Aug. 1, 1951.

Applications for license to cover kms for extension of CP pending.

Licenses for following remote pickup stations extended on temporary basis or expiration of license pending determination on applications for new CPs by: Acme Broadcasting Co.; KWWK, City of Dallas; KINU, TV channel 3; KBYD, TV channel 14; KXSM, Intermountain Bestg. Corp.; KADB, TV channel 1, Las Vegas; WSCC, A. R. F. N. Co.; KJIV, KEVA, KROH, Nichols & Warner Inc.; WATS, WOO, Samples, M. N. Co.; KOXW, Trenton, N. J.—Present license further extended on temporary basis or pending determination on new CP applications.

CPS for 14 new FM stations were issued in Lee's Summit, Mo., for personal use; 21 other FM out-
lcenses for 19 applications were for extension of CPs and for personal use.

The transaction reportedly did not include the experimental television station of Farnsworth, which also is a subsidiary of the National Bestg. Corp.

But spokesmen said the company would “cooperate with the News Publishing Company in bringing television to Port Wayne at the earliest possible moment.”

Three Authorized Daytime AM Grants
GRANTS for three new daytime AM stations, representing installation costs estimated at $37,600, were issued by FCC last Wednesday.

They were:
Forrest City, Ark.—Forrest City Broadcasting Co., 950 kc, 1 kw, day. Station is headed by William B. Fogg, radio technician, who has 25% interest. Other stockholders: Sam Anderson, president and one-third, 25% interest; Dr. E. J. Butler, attorney and treasurer, 25% interest; Joe Byrne, station manager; Campbell Jr., bankers, 17.5% each. Estimated construction cost: $11,050.

Jenks, Okla.—Jenks Broadcasting Co., 1,150 kc, 500 w, day. Station is headed by Warren B. Kaufman. Both are radio engineers; there is no technical or financial backing. Estimated construction cost: $17,468.

Plant City, Fla.—W. A. Smith, grocer and meat packer; 1570 kc, 250 w, day. Estimated construction cost: $6,111.
At Deadline...

FCC DENIES REHEARING IN GRANT OF WCBM INCREASE

POWER BOOST on 860 kc from 1 kw fulltime to 5 kw day, 1 kw night, granted KTRB Modesto, Calif., by FCC Friday. Competitive application of Peninsula Newspapers Inc., Palo Alto, Calif., for new daytime 250 w outlet on 850 kc, severed from comparative proceedings with KTRB and put in pending file until daytime skywave case is decided. 850 kc is Class 1-B channel. Severance made since adjacent channel interference of two operations would affect not more than 10% of population of either station and more than 12 other services are available.

Order also issued by Commission to deny petition of Lomar Broadcasting Co., unsuccessful 680 kc applicant at Lancaster, Pa., seeking rehearing of March 16 decision limiting WCHM Baltimore switch from 250 w on 1400 kc to 10 kw day, 5 kw night, on 860 kc [Broadcasting, March 22]. Reaffirming finding that Lomar request represents "inefficient," FCC ruled grounds of petition to be "without merit" and presented nothing not already considered. Order denied as moot informal petition of Tower Realty Co, for discharge of its competitive application, already denied in March decision.

John Elmer, WCHM president, and George Roeder, general manager, Friday stated construction of new improved facilities would be delayed immediately.

FCC Friday also adopted order to deny petition of WMEX Boston for reconsideration of its April decision setting station's renewal request for hearing and to deny another petition for oral argument on its reconsideration request [Broadcasting, Nov. 1]. Commission indicated it still had insufficient data on whether WMEX executed its full licensee responsibilities. Renewal hearing had been called largely on grounds that stock reports of doubtful accuracy had been filed. Claim to oral argument right, based on Supreme Court ruling in WJR-Detroit-WCPS Tarboro, N. C. daytime skywave case, disqualified by FCC since applicant is not seeking hearing but rather claiming hearing is unnecessary.

Order also adopted in a report of Valdosta Broadcasting Co., Valdosta, Ga., and Okfuenoke Broadcasting Co., Waycross, Ga., for new stations on 910 kc, 1 kw fulltime, postponed from Nov. 15 to Dec. 6 at request of Valdosta, proposed successful applicant [Broadcasting, Aug. 30].

ALL-RADIO GROUP SEeks ALL-STATION PARTICIPATION

NAB DIRECTORS asked by All-Radio Press-ination subcommittee to get financial pledges from stations not signed at recent district meetings.

Plans for showing of promotion film being studied by NAB Dept. of Broadcast: Advertising, a new lip-sync movie, drawn up by stations, manufacturers, stores and others to be invited to local showings. Department will ask for these lists in near future. First presentations to be on national level, with top-flight advertising, civic and other leaders to attend showings and pass word along line.

NAB department already developing method of utilizing sales leads to be uncovered during film showings.

MARKETING RESEARCH DEFENDED BY NIELSEN

ELECTION polls seek to predict events which will occur in future while marketing research ordinarily measures what has actually happened, Arthur C. Nielsen, president of A. C. Nielsen Co., said.

"Election polls attempt to determine how the ballots will be cast, but marketing research, in effect, counts the ballots after they have been cast," asserted head of NRI. "Major types of marketing research do their counting with virtually absolute precision." He said election polls seek information considered by many to be private affair. Organizations taking polls, he added, "apparently have not found it practicable to employ certain precautions in respect to the securing of a truly representative sample." These precautions are accepted as practice in types of marketing research most widely used, he said.

ASCAP TV RATE STUDIES

NAB Music Committee and ASCAP Radio Committee, on hearing that was postponed until Dec. 10, 1948 [Broadcasting, Nov. 1], are analyzing what rights ASCAP will be able to offer TV broadcasters. Broadcasters' subcommittee includes Robert P. Myers, NBC assistant general attorney, chairman; Julius Brauner, CBS; Joseph A. McDonald, ABC; Edward McCrossin, DuMont; John Schoener, WPIX (TV) New York, Theodore C. Streibert, WOR New York. NAB music subcommittee chairman, is ex-officio member.

'NO NEW REVENUE SOURCES'

THERE are no new sources of revenue, panel at Ohio Assn. of Broadcasters meeting in Columbus decided Friday (early story page 66). Instead old sources must be approached in new ways with renewed effort. Attention to co-op accounts urged. Panel members were David Baylor, WMJ Cleveland, chairman; Harry Hoessley, WHKC Columbus; Robert Fleming, WCKY Cincinnati. Robert Foreman, BBD0 vice president, said all tests show radio, properly used, makes sales at lower cost than any other medium. He urged building client identification into actual program structures when possible.

McCOLLOUGH ON 'INVASION'

CLAIR McCOLLOUGH, WGLA Lancaster, Pa., taking part in task force "invasion" of Argentia, Newfoundland, along with other media executives. He is aboard USS Missouri, flagship of fleet, and will leave exercises in time to attend NAB Finance Committee and board meeting in Washington starting Sunday. On trip also were Ray Ziese, WPIX New York, and Bill Wilson, WFIL-TV Philadelphia.

WFAH (FM) EXODUS

PAUL W. REED, general manager of WFAH (FM) Alliance, O., has severed connections, along with several department heads and staff members. Mrs. Alice C. Holies is president of Review Publishing Co., which owns station, and it's reported her youngest son takes over station management.

TV'S STIMULUS CITED

TELEVISION is "stimulant" to newspapers, Robert R. McCormick, Chicago Tribune publisher, told Tribune advertising department at annual dinner Thursday night at Drake Hotel, Chicago.

DAVID B. SMITH, PHILCO, HITS AT&T COAXIAL QUALITY

RECEPTION of television programs relayed from New York to Philadelphia via AT&T's coaxial cable is generally inferior in quality to service provided by Philco Corp.'s own N. Y.-Philadelphia relay, Philco Vice President David B. Smith testified Friday.

"By and large," he said in appearance at FCC's investigation of AT&T and Western Union (early story page 27), Philco has found such AT&T-relayed programs to be short of Philco's usual TV broadcast standards. He submitted comparative photographs to support his claims.

NAB Friday recommended to New York to carry programs it intends to film, he said, charging that AT&T's intercity facilities don't deliver picture of sufficient quality.

Mr. Smith said AT&T's policy against interconnecting its facilities with those of others except where it has no intercity channels of its own—immediate subject of FCC's hearing—is "pretty bad" on broadcasters, imposes "artificial restriction" on their use of their own equipment, forces them to rely on technical quality of facilities over which they have no control, and will "seriously" retard TV's growth.

Cross-examination of Mr. Smith and remainder of testimony on question of policy against interconnection to be taken up at resumption of hearings when possible. FCC made order as practicable until Dec. 27 due to participants' conflicting engagements. Two to three days expected to be needed to complete case on interconnection.

RADIO WEEK PROGRAM PLANS STARTED BY NETWORKS

TENTATIVE program plans of four networks for National Association of Broadcasters announced Friday by NAB. ABC to date has scheduled announcements on programs and appearance of last year's Voice of Democracy winners on Youth Asks the Government. CBS programs with tieup include Robert Q. Lewis and Arthur Godfrey programs. MBS has two network broadcasts already scheduled, one to originate at Gettysburg, Pa., as Freedom Train opens tomorrow. Plans include documentary, Living—1948.

Directing network participation are Charles Harrell, ABC; Gerald Maulsby, William Finehout, CBS; Willard C. Johnson, NBC; Jack Paige, MBS; Thomas McCray, NBC.

NAB reminded stations in letter Friday that RMA Advertising Committee has pointed out cooperate to avoid funds of set makers, disc jockeys, and dealers can be used for time as well as white space. Stations were urged to go after this business.

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Closed Circuit

(Continued from page 4)

Wheeler of Montana, now topflight participant in Washington; Edward Cooper, communications expert of Senate Committee under Wheeler, former Chairman White, and Acting Chairman Conger; Ed Craney, Pacific Northwest broadcaster.

FAST footwork and hard work by well-known Washington radio attorney blocked what might have been probably most preserva-
tive campaign speech of 1948 elections. Station had booked candidate for Federal office and under political section was disposed to let him go. It been made clear that remarks were designed to "incite riot and bloodshed." Washington counsel, despite "equal time" requirements of Communications Act, advised that time be cancelled. It was.
$8,000,000 FLORAL INDUSTRY

DENVER, the Carnation Capital of the World, ships more than 35 million carnations annually — $5,000,000 worth — from its acres of greenhouses (below) to all parts of America and even overseas. Here, where the floral industry’s slogan, “Say It With Flowers,” originated, flower production is one of Denver’s and Colorado’s major industries, grossing in the neighborhood of $8,000,000 annually. The floral industry takes its place with mining, manufacturing, agriculture, livestock raising and dozens of other industries which are a part of Colorado’s economic scene and which make the Denver area one of the nation’s most stable, dependable and profitable markets.

KLZ WEATHER FORECASTS

Weather reports and forecasts form a very vital part of the day’s news in the Denver region. Farmers, ranchers, business men and even housewives depend on them in planning their day’s, or several days’, work. For this reason KLZ broadcasts official weather reports and forecasts at frequent intervals throughout the day. Twice daily, morning and night, Carl F. Steffan, left, or one of five other government meteorologists, broadcasts over KLZ by direct wire from the U. S. Weather Bureau at Stapleton Airport.

National Flower Week
November 7-13

DENVER

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY REPRESENTED BY THE KLZ AGENCY
The KMBC-KFRM Team Provides COVERAGE!

Broken line shows Kansas City's primary trade territory as determined by Dr. W. D. Bryant, Kansas City researchist.

Black lines show the proved 0.5 millivolt contour of KMBC and KFRM.

Red shows concentrated KFRM listener area as determined by summer mail count on this station only. Mail received from 253 counties in 11 states.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from the KMBC-KFRM Service Farm.

The KMBC-KFRM Team Serves 3,659,828* People

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage of the great Kansas City trade area.

With programming from Kansas City, the Team has a potential audience within the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people... all important consumers in this rich Heart of America market.

The KMBC-KFRM Team is served by 7th Oldest CBS Affiliate KMBC OF KANSAS CITY 5000 on 980

Represented Nationally by FREE & PETERS, INC.

For Kansas Farm Coverage 5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY