why is WOR...

...like a FAN?
Because WOR breezes your message to the majority of almost 36,000,000 people in 430 counties in 18 states at the second lowest cost-per-thousand-homes-reached in the United States.

...like a LADDER?
Because WOR climbs sales to record heights in breathtaking time. For instance, a candy manufacturer bought time on WOR one day recently—and for only one day a week—within a matter of weeks, his retail outlets jumped from 6 to 10. Through only one announcement on WOR he sold 5,000 pieces of a new product within two days!

...like an ANT?
Because WOR's base rate is so small. During a time when most media costs are soaring, WOR has not made any major increase. In fact, WOR's day rate, for instance, hasn't stirred since 1937.

coming!

TWO GREAT TELEVISION STATIONS
WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D.C.

WOR—heard by the most people where the most people are
MILLARD C. OVERFIELD has listened to WLS ever since he moved to Indiana 20 years ago. Six years ago, he opened a grocery in Mexico, a small town in Miami County, 135 miles southeast of Chicago.

His assets were few, other than the solid Hoosier ingredients of courage and faith. By serving the needs of the surrounding agricultural area, Mr. Overfield has built a substantial business, become one of the town's most respected citizens. He has modernized his store, added new equipment. "You have to keep your store and displays modern or you don't click!" according to Mr. Overfield. He keeps his inventory modern, too—stocks radio advertised products, because his customers demand brand merchandise.

Mr. and Mrs. Overfield live with their five children on a 40-acre farm just outside of town. Constant WLS listeners, their favorite programs are the WLS National Barn Dance, Dinnerbell Time and Feature Foods. The children make a special point of listening to Rex Allen in the morning, School Time in the afternoon.

Miami County represents a prosperous market—with retail sales of nearly 24½ million dollars and an effective buying income of $37,390,000. In 1947 food sales amounted to over 5 million dollars. According to BMB, WLS is the number one station in this thriving market of 7,830 radio homes—76% day, 77% night!

The reaction of this merchant, his town and county to WLS is typical of the 567 BMB daytime counties in the WLS area. Through service and entertainment there has been welded a "oneness" between station and listener, leading to acceptance and belief—the basic ingredients of advertising results. Ask your John Blair man how this and over 500 other counties are penetrated by the powerful voice of WLS.
Bringing your figures up-to-date

**Coverage**

As of today Intermountain Network delivers 406,200 radio homes — twice as many as in the old days of BMB Study No. 1, 1946. Here's why —

I. In March 1946 IMN had 12 affiliates. Today IMN has 19 strategically located stations — a 58% increase in stations in two short years!

- KMON Great Falls — Montana's most powerful station — 5000 W 560 KC.
- KBMY Billings, Montana — located in state's second most populous county.
- KEYY Pocatello, Idaho — second largest city in state.
- KVMV Twin Falls, Idaho — fourth county in state.
- KRAM Las Vegas, Nevada — second county in state — 1000 W 920 KC.
- KSVC Richfield, Utah — Heart of Utah farm — 1000 W 690 KC.
- KOWB Laramie, Wyoming — railroad center.

II. Of the 12 IMN stations March 1, 1946—six or 50% have increased in power and improved their frequencies.

- KOVO from 250W 1240 KC to 1000W 960 KC
- KVNU from 250W 1230 KC to 1000W 610 KC
- KFXD from 250W 1230 KC to 1000W 580 KC
- KVR5 from 250W 1400 KC to 1000W 1360 KC
- KWYO from 250W 1400 KC to 1000W 1410 KC
- KPOW from 250W 1230 KC to 1000W 1260 KC

Today 85% or 1,633,400 of the total population of Utah, Idaho, Wyoming, Montana and Eastern Nevada receives primary merchandiseable coverage from IMN.

**Listening**

In 1946 advertisers had no data on audience size for the Intermountain West.

Today the Intermountain Network offers you the complete 58,163 call Hooper coincidental survey giving station ratings for every quarter hour day and night.

Here are the over-all indexes for affiliates of all four national networks in the Intermountain area:

**Hooper Station Listening Index**

<table>
<thead>
<tr>
<th>Time and Day</th>
<th>Sets in Use</th>
<th>Intermountain* Network</th>
<th>Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 noon</td>
<td>22.2</td>
<td>36.0</td>
<td>17.1</td>
</tr>
<tr>
<td>12 Noon to 6 p.m.</td>
<td>25.0</td>
<td>40.4</td>
<td>11.6</td>
</tr>
<tr>
<td>6 p.m. to 10 p.m.</td>
<td>37.0</td>
<td>24.5</td>
<td>10.8</td>
</tr>
</tbody>
</table>

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

Have a "new look" in your advertising. Bring your figures up-to-date.

**The Intermountain Network Inc.**

Concentrated Coverage where the people live

Concentrated Coverage where the people live

Concentrated Coverage where the people live

Concentrated Coverage where the people live

Concentrated Coverage where the people live

Concentrated Coverage where the people live

Concentrated Coverage where the people live

Concentrated Coverage where the people live
TREATMENT of nonsubscriber stations big problem confronting BMB board, meeting today. NAB board recommendation is nonsubscribers be eliminated, pointing out some stations used "N. S." listings in reports of first nationwide NAB survey to publish own coverage maps. Opposing view is BMB collects data on all U.S. stations which would be of great value to advertisers and agencies and would make radio only medium able to provide 100% report. Board will also consider recommendation of television subcommittee that BMB engage fulltime television research director.

STILL merely gleam in small stations' eyes, but likely to get attention, is plan for nationwide series of workshop sales clinics under NAB auspices. National program clinic idea, incidently, cleared NAB board last week provided proposed spring executive-level project is self-supporting.

GENERAL MILLS, Minneapolis, through Dancer-Fitzgerald-Sample, New York, is in preparatory stage of filming The Lone Rider for half-hour TV show to start in March. Network and time not set. This will be second radio program to be used on TV by General Mills, which plans to put Betty Crocker on video in January.

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Omaha (health accident hospitalization, nursing, etc.), reportedly starting sponsorship Lionel Barrymore's Mayor of the Town around first of January on MBS Agency, Ruthrauff & Ryan.

REPORT persists that FCC Chairman Wayne Coy will again be offered high-level job probably with United Nations or in State Dept. It's reasonably safe bet, however, that he won't stir until television allocations problem in all its basic aspects is settled. And that's not expected before next spring.

DANCER - FITZGERALD - SAMPLE, New York, building television show to be co-sponsored by two Procter & Gamble products, Drift and Oxodoyl, for presentation next spring.

TIPOFF on importance of international frequency wrangling is seen in time devoted to problem by NAB board. Most of Thursday morning closed-door session confined to report by Forney A. Rankin, Judge Miller's executive assistant, who returns immediately to Mexico City.

VAST amount of technical work to be done if U.S. is to make convincing case for its highfrequency needs. Acting chairman of American delegation at Mexico City is engineering expert, FCC Commissioner George E. Sterling,

(Continued on page 94)

Upcoming


Nov. 27-28: National Assn. of Radio Farm Directors fifth annual convention, Stevens Hotel, Chicago.

Nov. 29: FCC Hearing on Network Representation of Stations, FCC HQs., Washington.

(Other Upcomings, page 70)

Business Briefly

DISNEY ON KRSC-TV • Disney Inc. (men's hats), Danbury, Conn., through Adam J. Young Jr., New York station representative, has placed NBC News of the Week on KRSC-TV Seattle (see story page 98) starting Nov. 28. Disney sponsors same show on NBC-TV East Coast network. Agency, Grey Adv., New York.

AGENCY NAMED • Lindsay Adv. Agency, New Haven, named to handle advertising of Grime Buster, bath formula. Sectional radio campaigns planned with spot test now under way on WLAD Danbury, Conn. Bridgeport and New York stations to be used if test is successful.

NEW LUBRICANT • AP Parts Corp., Toledo, named Powell-Grant Adv., Detroit-Cleveland, to handle new lubricant, Miracle Power. Extensive spot planned in Detroit, Youngstown and other markets. AP to market mainly through auto parts distributors.

NBC SIGNS WMCT (TV) • WMCT (TV) Memphis, owned by Memphis Publishing Co., signs TV affiliation contract with NBC. WMCT starts Dec. 11 (see story page 44).

AAAA RADIO-TV GROUP APPOINTS SUBCOMMITTEES

RADIO & TELEVISION COMMITTEE of American Assn. of Advertising Agencies appointed five subcommittees to study industry problems. Carlos Franco, manager of stations relations and timebuying department of Young & Rubican, is overall chairman of the R&T committee. Subcommittees are:


Standard Television Rate Card—Katherine Hardig, Ralph H. Jones and C. Taylor Urguhart, W. Earle Bothwell, Inc.

Suggestions for advancement of radio advertising and standards of practice for agencies with broadcasters—Elisabeth Black, Joseph Katz Agency; Frank Silverinan, BBDO; Winslow Case, Campbell-Ewald.

McMURRAY TO HOOPER

MAURICE McMURRAY, former head of KMBC-TV Kansas City television sales, appointed head of subscriber relations on television reports for C. E. Hooper Inc., New York. He formerly was WHO Des Moines sales promotion manager.

SIGN FOR NIelsen SERVICE

MILES LABS, Elkhart, Ind., and Wade Adv. Agency, Chicago, sign three-year minimum contracts for A. C. Nielsen Co.'s new national radio index. Optional features include non-network service, station area reports. Also optional with Miles is consumer index service.

BROADCASTING • Telecasting
OUTSTANDING
in producing results

Six aggressive stations which deliver you top returns on every advertising dollar through consistent listener-interest. This selling effectiveness is built and held through foremost NBC Network Shows, good showmanship on local programming and outstanding public service. Backing this is the full cooperation and collective know-how of the personnel of these six stations. Many national advertisers are cashing in on their sales-producing abilities. Write for information.

Represented by ROBERT MEEKER ASSOCIATES
CHICAGO  SAN FRANCISCO  NEW YORK  LOS ANGELES
In Knoxville, on WROL, NBC for East Tennessee, you get ... greater coverage, greater audience at lower cost. Your Blair or Cummings Representative can give you complete details and availabilities.

Harry Cummings, Jacksonville, Fla. Southeastern Rep.

RO C T L A N D  P. D I X O N , account executive for Buchanan & Co., New York, elected vice president in charge of creative management and member of board of directors. He has been with agency since 1939.

EARL E. SPROUL joins Mitchell-Paust Adv., Chicago, in charge of new business department. He formerly operated his own agency in that city.

MARGE KERR, account buyer for N. W. Ayer & Son, New York, also appointed production supervisor of daytime radio for agency. She will supervise new five-week Dorothy Dix program on ABC sponsored by National Dairy Products, New York, effective Jan. 3.

JOHN A. MULDEN, former director of radio copy with Doherty, Clifford & Shenfield, New York, joins creative staff of Sullivan, Stauffer, Colwell & Bayles, New York, as supervisor and coordinator of radio and television copy.


HARRY CARTER, chairman of the board, Lester "L" Wolff Adv., New York, takes over direction of all radio and television activities of agency.

BILL FUSTON, formerly with Kahn's Department Store, Oakland, Calif., joins Jewell Adv., same city, as production manager.

RILEY BROWN, copy writer at Gray & Rogers Agency, Philadelphia, appointed copy chief in the radio department.

LOISE MARK, former executive vice president of Mark, Mautner & Berman, Milwaukee, announces opening of her own agency, Loise Mark & Assoc., 300 Century Bldg., Milwaukee.

ALAN RANDALL, former assistant director of advertising and merchandising, Best Foods Inc., New York, joins J. Walter Thompson Co., Chicago office, as service representative. BILL LOARIE, who also joins agency in that capacity, was formerly with Sears, Roebuck & Co. and Montgomery Ward & Co., both Chicago.

FRANK GROSJEAN, formerly with WJW Cleveland, joins Decker Adv., Canton, Ohio, radio copy department. GEORGE STARR joins agency's sales staff.

JEROME GOULD, MANNING LAWRENCE and EDWARD SCHRARR announce opening of advertising agency, Gould-Lawrence-Scharr, 3707 Wilshire Blvd., Los Angeles.


ROBINS, NEWTON & CHAPMAN opens public relations and advertising offices at 1213 N. Highland Ave., Hollywood. Co-partners are JEROME ROBINS, formerly with Madison Adv. and Booker-Cooper, both Los Angeles; RICHARD NEWTON, former vice president with J. Walter Thompson Co., Los Angeles; R. J. CHAPMAN, formerly in motion picture publicity.

MARCIA HACKERT, formerly secretary on CBS G. E. House Party for Young & Rubicam's Hollywood, transfers to agency's radio commercial department. RUTH BAKER replaces her on House Party.

WILSON-ANDREWS Adv. opens offices at 407 Commercial Center St., Beverly Hills, Calif. Principals are ARTHUR L. WILSON and PAUL ANDREWS. Phone is Bradshaw 2-4612.

MAX MCRELLAN, who formerly had his own Santa Monica, Calif., agency joins Hugo Scheinber Inc., Los Angeles, as creative and mechanical department head.

DON KEMPER Co., Dayton, Ohio, elected to membership in AAAA.
ADVERTISERS, UNLIMITED.
ANYWHERE, U.S.A.

HERE'S GOOD NEWS — STOP — WJW'S STANDARD NETWORK — FAMOUS FOR BROAD
COVERAGE THROUGHOUT NORTHERN AND CENTRAL OHIO DURING CLEVELAND INDIAN
BASEBALL BROADCASTS — NOW A PERMANENT ENTITY — STOP — WITH WJW AS
ORIGINATING STATION THIS FIFTEEN STATION NETWORK OFFERS ADVERTISERS AN
OUTSTANDING OPPORTUNITY TO REACH NORTHERN AND CENTRAL OHIO MARKET OF
OVER 5 MILLION RADIO LISTENERS — STOP — STANDARD NETWORK OPEN TO ADVER-
TISERS FOR SPOT OR PROGRAM TIME — STOP — FOR DETAILS — WRITE WJW —
CLEVELAND FIFTEEN, OHIO.

WJW — CLEVELAND'S CHIEF STATION
Ears in Flint are almost all alike-

-tuned to WFDF*!

*Flint, Michigan—as wise sales strategists know—is a bountiful, $200,000,000 annual retail market.

How to reach it? Local merchants can tell you. They prefer WFDF because they know the ears of Flint are with us. They know WFDF tops all local stations AND all outside stations, at all measured times of the broadcast day, in the Flint City zone.

WFDF's leadership might be because it's the oldest station in Flint or because its outstanding newscasts have made history or because WFDF never relaxes it merchandising activities and personal calls. Whatever the reason(s), the morning, afternoon and nighttime ears of Flint are with us—Mr. Hooper says so! And that's good news for you, and for us!

*The Hooper Summer Listening Index gives all Three Firsts to WFDF!

910 Kilocycles

WFDE FLINT

MICH.

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville
THE INVISIBLE SALESMAN

-reaching the homes in 24 markets from Yankee home-town stations

WFAU—Augusta, Me. WONS—Hartford, Ct. WMW—Portland, Me.
WJOR—Bangor, Me. WHYN—Holyoke, Mass. WHEB—Portsmouth-
WICC—Bridgeport, Ct. WLNH—Laconia, N. H. Dover, N. H.
WTSV—Claremont, N. H. WCOU—Lewiston-Auburn, Me. WEAN—Providence, R. I.
WSAR—Fall River, Mass. Lawrence, Mass. WWCO—Waterbury, Ct.

Twenty-four invisible men — 24 house-to-house salesmen who always find the doors open to them in homes all over New England.

In New England, you can make a good market a better one, give dealers more incentive to co-operation by using local Yankee stations. These invisible salesmen put more sock — more intense local selling into each market.

Select your local Yankee stations to fit your needs — any station or any group, or — for all-inclusive coverage — the whole 24-station Yankee Network.

“This is The Yankee Network”

Member Mutual Broadcasting System
THE borderline between competitive items is often mighty slim. But not WSM promoted goods. They carry a strong stamp of approval. You can't see it, but you can sure feel it in sales. Because the WSM audience believes in WSM, hence in what is WSM-advertised.

Since 1925, WSM has carefully and painstakingly built this acceptance.

It has grown into a power of far more importance to advertisers than our 50,000 watts, our clear channel or our audience of millions.
Feature of the Week

AT LONG LAST a "skyhook" has been found. In fact, it's been used as an impromptu radio tower to ascertain—without loss of signal—the existence of a loftier antenna.

The corner-cutting technique is a blend of standard radio engineering practices and helicopter operations.

Station officials had been trying in vain to eliminate signal distortion in some of the station's primary area. Consulting engineers had prescribed a 400-foot antenna, instead of WWHG's 200 foot one, as a possible remedy.

Before incurring the expense, however, they decided to call in Edward S. Robinson, president of the helicopter service firm. It was then they decided on preliminary experiments with "airborne transmissions."

The helicopter with Mr. Robinson at the controls lifts the airborne antenna skyward for distortion tests.

A small antenna and one end of a coaxial cable were attached to the fuselage of "Bugbeater," the firm's helicopter. The other end of the 500 foot cable was plugged into the station's regular transmitter.

With Mr. Robinson at the controls...

(Continued on page 44)

On All Accounts

F Courtland Ferguson were to admit seeing spots before his eyes, the confession would be literally true. The president of Courtland D. Ferguson Inc. has enjoyed the distinctive reputation of pioneering spots in the Washington agency field since 1932.

Actually he was selling the idea "on foot" as early as 1928, before networks and stations even accorded them radio recognition.

The agency has quadrupled its billings since 1936. Then he handles a host of spot accounts, some of them notable success stories in their own right. Add to that his flair for infectious slogans and you explain part of his unusual success.

The agency's current list of spot accounts includes—to name a few—Smith's Transfer & Storage Co., John H. Dulany (frozen foods), L. S. Briggs Inc. (meat products), Little Tavern Shops, James J. Gill Co. (coffee), High's Ice Cream Co., Schindler Peanut Products, Lincoln Warehouse Corp., Mann Co. (potato chips), Smith-Douglas Co. (fertilizer).

Probably Courtland's two greatest successes are Smith's Storage and High's Ice Cream. The former has increased by five times its billings, most of which went back in radio. High's has branched out to sell time.

Ferguson-inspired spot slogans are well known in Washington. For Smith's, Courtland devised the famous "Don't make a move without calling Smith's"; for High's, it was "Don't look now but there's a High store near you."

Courtland was born in 1900 in Morris, Ill. He was graduated from Northwestern U's School of Journalism in 1922. He joined the old Chicago Herald-Examiner and later McCormick's Tribune, on which he was sports editor.

Then the colorful Chautauqua Circuit caught his eye. He joined as advance man, then was boosted to advance man and platform supervisor, touring the southern and midwestern states.

Courtland entered radio in 1928 as an announcer for WSPD Toledo. His idea from the outset was to combine selling time and announcing, one which he soon realized. He joined WQEX Cleveland as a morning disc jockey and pounded the pavement to sell time.

He started his own show on WKBW Buffalo to which he had shifted. Courtland sold the partici-

(Continued on page 44)
As you read this, a 100-mile ribbon of concrete is starting to stretch across eastern Pennsylvania.

It's the eastern extension of the famous Pennsylvania Turnpike. Completion is scheduled for 1950. Cost, financed by the largest revenue bond issue in American history, will be $134,000,000. And the completed Turnpike will be unique among the world's highways: more than 250 miles without an intersection or even a steep grade.

As you travel eastward, the Turnpike leads to one of America's greatest market areas... Philadelphia.

In this area live 6,609,000 people. Their retail purchases total $5,244,859,000. They build more locomotives, they make more radio and television sets, they freeze more ice cream than the people in any other single region. And they buy more of the world's goods than the entire populations of half a dozen states put together.

But the Turnpike isn't the only pathway that reaches the Philadelphia market-area.

The radio waves of Station KYW bring information and entertainment to millions of listeners, and carry advertisers' messages to customers throughout this 3-state region.

To make the right impression in this market, you'll want your message on 50,000-watt KYW. You'll be in excellent company. KYW carries the top-ranking programs of the NBC Parade of Stars... plus the most-listened-to shows of local advertisers. This station's unusually wide experience in program-building keeps attracting listeners, and stimulating sales, for sponsors both old and new. And many of the "old" sponsors have used KYW regularly since the earliest days of broadcasting.

KYW, like KDKA, WBZ, WBZA, WOWO, KEX, and WBZ-TV... is owned and operated by Westinghouse Radio Stations Inc. National representatives, NBC Spot Sales, except for KEX, for KEX, Free & Peters.
FACTS ABOUT THE UTAH MARKET

UTAH FAMILIES BUY
$9,250,417.00
WORTH OF FOOD Every Month

Customers took $111,005,000 worth of food from Utah grocers' shelves last year — an average of $9,250,417 a month. This year to date the sales are better than that...and the prospects for 1949 are excellent, due to Utah's continuing growth.

This is highly selective buying. Is your brand high on women's preference lists? It can be. You can tell your story to Utah people, as other smart advertisers are doing, over KDYL — Utah's popular station — and over television on KDYL-W6XIS. Here's double opportunity for you!

UTAH MARKET

POST CEREAL DIVISION of General Foods, New York (Grape Nuts Flakes), to sponsor half-hour recorded show, Professor Quiz, on about 25 stations in the west-central and south-eastern states beginning Jan. 19. Agency: Young & Rubicam, New York.

CALIFORNIA LIMA BEAN GROWERS ASSN., Oxnard (Seaside, Westside Limas), planning extensive 1949 advertising campaign, including radio through Mogge Privett Inc., Los Angeles. Radio plans include participations on Hollywood Housewives Protective League.

JOHN R. MARPLE & Co., New Rochelle, N. Y. (Betty Gaylord Cream Pie Mix), appoints Buchanan & Co., New York, to handle advertising. Radio will be used.

GENERAL APPLIANCE Co., Oakland, Calif., appoints Ad Fried Adv., same city, to handle advertising. Company to sponsor Music Hall, seven days a week on KSFO San Francisco, and plans sponsorship of TV show to start sometime in December.

SKIN TESTED DRUG PRODUCTS Co. (Cyl-Dent toothpaste) and Brown & Williamson Tobacco Corp. (Kool Cigarettes), both New York, to sponsor WJZ-TV New York, telecasts of New York Knickerbockers' (pro basketball) home games. Agencies: Jasper, Lynch & Fishel, for drug firm; Ted Bates Inc., for B & W, both agencies New York.

IVINDALE FARMS, Atlanta, Ga. (dairy), sponsoring Stars From Milky Way, 8 a.m.-12 noon, each Sunday, on WQXI Atlanta. Program features musical varieties.

LEWIS-HOWE Co., Windsor, Ont. (Nature's Remedy and Tums), starts transcribed comedy show Anything for Lafe thrice weekly on 11 Canadian stations, and Your Hymn for the Day thrice weekly on 16 Canadian stations, as well as spot announcements daily on nine French-language stations. Agency: Grant Adv. of Canada, Toronto.

HARVARD BREWING Co., Lowell, Mass., appoints John C. Dowd Inc., Boston, to handle advertising. Radio will be used.


EASTERN BAKERIES, St. John, N. B., started Hop-A-Long Cassidy weekly on seven stations in the three Atlantic Coast provinces. Account was placed direct.

CVA CORP., San Francisco (LeBoheme wines), appoints J. J. Weiner Adv., same city, to handle all trade and consumer advertising commencing January 1.

WKBW (TV) Chicago announces sale of Knickerbocker Show to Grayslake Sports Wear for 18 weeks through Sil Davis Productions, and Ernie Simon's Daffy Derby to Jay's Potato Chips through Kaufman & Assoc. Midget boxing on Tuesday evenings extended five minutes from 8:15 to 8:30 p.m. CST for Reed's Palrope candy through Reinecke, Meyer & Fenn, Chicago.

COLSTONE FOODS, Boston, sponsoring Evergood Quiz Show, 3:45-4 p.m., Tuesday, Wednesday and Thursday on WCOF and WCOF-FM Boston, for its Evergood Stores throughout Greater Boston. This is Colstone's first radio venture.


GRAND CENTRAL MARKET, Los Angeles (Week's Poultry Shop), December 10 starting two week pre-Christmas spot campaign on five Los Angeles area stations, spots to run six days weekly on KMPC KHJ KFJO KROM Los Angeles; KIEV Glendale. Market ran similar pre-Thanksgiving campaign on same stations. Agency: Mayers Co., Los Angeles.

Adpeople • • •

R. G. LOWANDER, sales promotion manager of Squirt Co., Beverly Hills, Calif. (carbonated beverages), appointed advertising and sales promotion manager.

Page 14 * November 22, 1948
Things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

KGNC's combined total of 70 years of news experience has made it THE NEWS! The ONLY station whose newscasts are written, edited, and delivered by newsmen—not announcers who tear a fifteen-minute summary off a news machine five minutes before they go on the air! The ONLY station whose newsroom is not even in the radio building, but in the editorial room of the Amarillo NEWS-GLOBE with which it is affiliated! The ONLY station with both AP and UP radio wire, and KGNC has instantaneous access to all local and regional news covered by the 60 reporters of the area's two leading newspapers!

Listeners throughout the five-state area served by KGNC have long since learned that ALL THE NEWS, first and complete, is on KGNC! And that's because KGNC is the signal of accuracy and completeness. The ONLY station that has a special crew covering local and regional news with a wire recorder—making it possible for our listeners to hear the news from where it happens! The ONLY station that CAN and DOES offer complete local and regional coverage as well as national and international! Headed by Wes Izzard, dean of KGNC and Panhandle newscasters and a pioneer in radio news, KGNC's news staff represents a combined total of 71 years of news experience...and that means ACCURATE, UP-TO-THE-MINUTE, COMPLETE coverage! This complete news coverage is just another public service feature that makes KGNC the "tuned-in" station throughout the fabulous Panhandle!

KGNC
710 KC. AMARILLO, TEXAS 10,000 WATTS

Represented by TAYLOR-BORROFF and Co., Inc. • Member of the LONE STAR CHAIN
AS A RADIO newsmen, "what can I do to get ready for television?"

In an attempt to answer this question for its members, the tele-
vision committee of the National Asso-
ciation of Radio News Directors has
prepared a booklet Getting Ready for Television.

Although the contributors differ on their likes and dislikes in video
news reporting, they do agree on several points:

- A person with radio news experience is better off in TV news than a person with no experience.
- Wire or tape recorded interviews are a good background for TV news experiences.

News programs depend on the director, who should be a newsmen, and they take a balanced combination of eye and ear appeal.

News Before the Eye

James Lawrence, news director at KSD-TV St. Louis, warns in the booklet that the first thing to learn in TV news is how dull
it can be. "If a newscaster simply reads script before a camera, he can be very dull indeed." The basic problem is to put the news itself before the eye.

Although nobody has the ultimate answer of how to do this, Mr. Lawrence points out that TV news has developed in three forms:

- On-the-spot pickups, picture-casts and newsreels.
- Naturally spot news is ideal, but pickups are difficult. Unless an event can be planned for telecast-
ing, such as a speech, the spot news event may be over before a remote crew can set up. A source of power and transmission interference also presents problems for unscheduled, on-the-spot news coverage.
- The use of newsreels is upset at the fact that the staff is capable," Mr. Lawrence feels that "the

Mr. Allen  Mr. Lawrence

success of a news program depends on the director." This director should be "a newsmen with a visual news sense."

Although the still pictures that are the basic offering of local video
newscasts, "the trouble with still pictures is simply that they are still." To help this situation, Mr. Lawrence suggests changing pictures rapidly and if possible "pan the camera across the photograph

to give the illusion of motion."

Spencer M. Allen, director of the newsreel department for WGN-TV Chicago, covers the use of various types of prepared television news material in addition to preparing local newsreels.

Appraisal of Film

From the newsreel angle, Mr. Allen says: "Today's radio editor
must learn to appraise news in terms of picture value as well as audio script.

And he must never turn up his nose at feature material... For even in cities like New York and Chicago there is not enough spot

NARND's booklet, Getting Ready for Television, combines local and network background, written by seven of the top men in the field of video news.

It was distributed to members of the association at their convention in St. Louis.

By Jack E. Krueger, news director of WTMJ-TV Milwaukee, compiled Getting Ready for Television and it was

note of hope. Speaking of the new stations, he said: "Most of them will, directors of news will not have to 'ape' the newsmen in the coverage of local events."

For these new stations, Mr. Krueger suggests they develop their presentation of news in several easy steps.

First is the announcing reader prepared copy and using some props such as maps and charts. Interviews with newsmen personalities will help.

News Service Pictures

Next step is the use of newscast pictures from one of the picture serv-
eries. At WTMJ-TV Mr. Krueger said they "buy the use of all pictures of one service, wirephoto, mail and those in the Milwaukee Journal morgue" and then write their own running commentary.

The still picture service will provide coverage of national and inter-
national events, but to cover local news it will be necessary for the station to have at least one still photographer.

Although these pictures do lack motion, a criticism expressed by other TV news editors, "the still pictures have one great value not yet attained by any other medium-
timeliness."

"A supplement to stills and live broadcasts of pre-planned news events, Mr. Krueger suggests the addition of at least one daily news-
reel service.

After the introduction of news-
reels the last step is the presenta-
tion of moving pictures of spot

news, features and documentaries. This involves, in the beginning, the hiring of a cameraman and the purchase of the necessary equip-
ment for one man operations.

"At the outset you will have a commercial company develop the film, but eventually, as your opera-
tions grow in size, you will install a developing machine. This device will narrow the gap from the two to three days it takes you to get your film back from the commercial company to the several hours in which you can not only develop the film, but edit and splice it, prepare the commentary and put it on the air."

"From this stage you can go on and on, increasing the size of your staffs and enlarging your service as governed by your peculiar local situation and newscast budget."

Turning to network operations, Adolph J. Schneider, director of television news and special events for NBC, said: "News operations around our shop are developing on the basis of our radio premise: the network must supply coverage and programs which individual stations are unable to supply."

The extensive use of mobile units is praised and "in the mad scramble to get mobile unit shows on the air in sufficient number, directors and cameramen have developed techniques that will be invaluable in days to come. In local station operations, get yourself a young, rugged crew and train them to be camera reporters.

Radio Easy in Comparison

"Don't be too upset at the amount of gear, number of men, facilities, tests and headaches in-
volved in any single pickup. Radio was easy compared to this."

In essence, Mr. Schneider said, the NBC plan is this: "Provide newsreel coverage worldwide. Give live coverage for major events. Build newscast reporters with the same

work of a news show, in which the

Mr. Schneider  Mr. Chester

reporter's personality will carry the impact until the other methods of coverage get to work."

At CBS, Edmund Chester, di-
rector of news, special events and sports for the CBS-TV network, states: "It's not so much a matter of getting ready for television. It's more a matter of staying ready."

... And the only way to get ready and stay ready is to experi-

(Continued on page 41)
ATLANTA LIKES TELEVISION . . . .

WSB-TV Launched "T-Day" in Atlanta September 29--A new concept of entertainment was introduced--new doors of enjoyment were opened to the South!

Television has "Arrived" in Atlanta . . . .

Living rooms are filled daily--sidewalks outside dealers' windows are crowded--hundreds of phone calls--a weekly schedule mailing now nearing 2,000--set sales still booming--

Folks in the Atlanta market say

"T-V IS OKAY"

THE ATLANTA JOURNAL STATION

WSB-TV

ON PEACHTREE STREET

represented nationally by
EDWARD PETRY
Open Mike

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

WODD 'Gallups' Ahead

EDITOR, BROADCASTING:

On page 46 of the Nov. 8 issue of your excellent journal, I came across the statement "... It (radio) conducted no straw votes ...", which statement was contained in an editorial titled, "Pollsters (Archaic)?".

Aha! Mr. Taishoff, you don't read mail from your contributors closely enough!

Radio, as an industry, probably conducted no straw votes, but WODD Chattanooga, 5,000 w CBS affiliate, did! Every day, Monday through Friday, from Oct. 4, 1948 through Oct. 29, 1948, Bob Bosworth of our announcing staff interviewed anonymous individuals for 15 minutes via tape recording. Each person interviewed was asked for whom he was going to vote and why.

The tape was played back over the air at 5:45 p.m. The program was originated in various public gathering-places, such as, bus stations, restaurants, factory cafeterias, etc., but interviewees were never asked to reveal their identity in any way.

WODD did hitch a disclaimer to each end of the broadcast, so that nobody could construe the results as conclusive, but that didn't keep us from smiling a bit when the returns from the actual election were known. Our poll was probably the only one in the country that predicted that Truman would win by a considerable plurality!

Gene A. Carr
Program Director
WODD Chattanooga, Tenn.

Typical College Station

EDITOR, BROADCASTING:

During the last few months we at WSRN have noticed that BROADCASTING and other non-trade journals have devoted an increasing amount of space to the field of college broadcasting. In the past you have mentioned the station at Temple U.; in the current issue we note references to the stations at the U. of Oklahoma and Syracuse U.

We would very much like to point out to you that these stations are by no means typical of college broadcasting activity. ... Most college stations are operated and managed entirely by students, financed by student funds, or by payments for commercial activities, or by an allotment from the student activities budget, or a combination of all three. WSRN here at Swarthmore is an excellent example of such a station. Operating on carrier current, its equipment is entirely student built, with obvious exceptions such as turntables, etc. Our speech input and recording equipment meet FM standards, and our overall frequency response from microphone input to transmitter output is plus or minus 2vu from 50 to 8000 cycles, with a total inter-modulation distortion of 5%.

The college itself benefits by publicity received through our close work and cooperation with the local stations. Last year, WPWA Chester, Pa., received from us transcribed and edited programs of important events otherwise unavailable to them, in addition to a regular bi-weekly commercial series produced in our own studios. This year we are continuing this series over WVC in Chester, in addition to broadcasting all athletic events, both home and away over WVC with our own staff and equipment.

In addition, we receive many re-

(Continued on page 59)
Symbol

OF AMERICA'S 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
IT'S EASY, IF YOU KNOW HOW!

Skipping the obvious puns about "bull", we'd just like to say that running a big-time radio station in the deep South requires some pretty fancy stepping which only experience can teach.

KWKH has experience. For 23 years we've been working to take the guesswork out of programming—to put Know-How in! We know about Dixie devotion to tradition, and we know the progressive outlook, too. . . . We know our listeners' social and economic picture. We know what they want to hear, and when.

What's the result? Well, of all the rated CBS stations in the country, Hooper ranks KWKH 10th in the morning, 9th in the evening. If you really want to boost sales in this prosperous, four-state area, write us for all the facts!

50,000 Watts • CBS •

KWKH

The Branham Company
Representatives

Henry Clay, General Manager
NAB-BMB FACE LIFTING

By J. FRANK BEATTY

NAB and BMB will undergo face-lifting treatment to bring them in line with the industry's commercial and technical progress.

The NAB board of directors, in a three-day meeting concluded Thursday in Washington, took inventory of its internal and related operations.

Special target of its critical gaze was BMB, subjected to personnel and operational scolding.

These developments came out of the board's sessions:

- An accidental industry vote on the board's code powers will be taken as result of a by-laws mixup.
- Five-man board committee will study the NAB operation and suggest changes. It's not a reorganization move, however.
- NAB-TBA merger plan was set aside pending this study.
- Full-time FM Dept. will be operated during the interim, but proposed TV Dept. deferred.
- Two-day annual Management Conference was specified, with unaffiliated stations permitted to have a day of their own.
- Budget of $769,000 was approved for regular 1949 operations, with all special projects postponed.
- International broadcast situation aroused concern, with NAB promptly shipping its two delegates back to Mexico City conference.
- Committee will be named to interpret code and promote industry adherence.
- All-Radio Presentation will get on the face-lifting process because of administrative factors.
- New Orleans picked as site for next board meeting, to be held in February.

Hottest portion of the board's sessions centered around BMB. Individual board members cited grievances against BMB's methods, its surveys and two of its officers. The personnel rebukes were softened Thursday afternoon following a brisk Wednesday spanking.

Closer Control

The board instructed its representatives on the BMB governing board to take steps "to bring about closer control and management of BMB affairs, to the end that subscribers to the service will be better served." Criticism was voiced of the BMB administrative format, with several "inconsistencies" drawing fire.

Timebuyers, as well as some broadcasters, don't like some of the BMB reports and methods, it was declared.

Board Plans Code Adherence

By FRANK BEATTY

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NAB BOARD members were guests at Washington Ad Club luncheon, with A. D. Willard Jr., NAB executive vice president, as speaker. Among those at head table were (left to right): Mr. Willard; Ben Strouse, WWDC Washington, club president; Justin Miller, NAB president; Hugh B. Terry, KLZ Denver; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash. (See other board photos page 75.)

TV BAND GRAB

By RUFUS CRATER

THE NAVY was reported unofficially last week to be seeking a major portion of television's "upstairs" band for military purposes. This move foreshadowed a development that would stir up radio-wide confusion and unquestionably would wind up on the President's desk for decision.

The reports, which had not reached the Commission level but were heard in several quarters outside and inside FCC, came almost simultaneously with FCC's release on Friday of maps showing what observers regarded, on first inspection, as a "dismal" situation in video's present band.

The maps showed (1) interference conditions which would result under the allocation plan proposed before the Commission undertook its current re-examination of TV standards, and (2) the allocation effects if stations were spaced to provide protection against the long-range factors of tropospheric transmissions.

Interference Serious

Observers felt the interference shown in the first set of maps was serious. The second, spaced co-channel stations approximately 210 miles apart, would drastically reduce channel availabilities.

The 210-mile plan was prepared solely for illustrative purposes and not as a proposal would leave no channels in 31 of the 67 cities covered in the 15-state survey. The number of channels assigned or available in these 67 cities would drop from 122 to 66. No operating stations would be affected and no outstanding construction permits would be deleted, but a few CP's would be switched to other channels (see table, page 72).

The allocation plan ultimately decided upon, it was felt, will represent a compromise between the 210-mile plan and the Commission's own earlier allocations.

The unofficial reports on Navy designs on the upstairs band said the military arm wants substantial portions of the 500-900 mc area. This block effectively ended in the 15-state survey. The number of channels assigned or available in these 67 cities would drop from 122 to 66. No operating stations would be affected and no outstanding construction permits would be deleted, but a few CP's would be switched to other channels (see table, page 72).

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THE DECAMPMENT from NBC of Jack Benny, Edgar Bergen and the Phil Harris-Alice Faye team—three-founded network's dominant Sunday night program power of the network—for CBS was seen as a virtual certainty last week.

Although final details in the most sweeping inter-network program transfer in recent history were not settled, it was known that NBC had abandoned hope of retaining any of its big Sunday comedy shows save that of Fred Allen.

At week's end, it became known, NBC had begun to discuss program substitutions in its Sunday schedule with advertisers. The network was reliably reported to have entered negotiations with sponsors of comedy shows now heard on other nights looking toward their transfer to the Sunday void.

All parties were officially mum as to the details of the drastic realignment, but unofficially it was learned that CBS had virtually succeeded in luring Mr. Benny to its fold by offering a capital gain purchase not unlike that which brought Amos 'n Andy to CBS from NBC several weeks ago.

Mr. Benny was the key in the expected transfer of the three shows to CBS. His acquisition by the rival network would unquestionably be immediately followed by the transfer of the Harris-Faye show and of Mr. Bergen.

Mr. Bergen, it was learned, was about to be signed by Coca-Cola, supplanting as his sponsor Standard Brands which is dropping his show because of high talent costs. It was understood that Coca-Cola would move Mr. Bergen to CBS if Mr. Benny went.

It was understood that CBS intended to schedule the powerful NBC comedy line-up in the same time periods in which it has been heard on NBC, from 7 to 8:30 p.m. Sundays. This would necessitate rescheduling of the Amos 'n Andy show heard on CBS Sundays at 7:30 p.m.

The virtues of CBS retaining the Benny-Harris-Faye-Bergen sequence in the same times that listeners have long been accustomed to hear them on NBC were obvious.

The CBS coup, if accomplished, would mark the end of a combination by which NBC has held an ironclutch on the Sunday audience for years. Mr. Benny has been on NBC for 16 years, Mr. Bergen for 11. The Harrison-Faye show is a relative newcomer, having begun only two years ago.

Figuring prominently in the CBS negotiations was the music Corp. of America, the talent agency which also was involved in the Amos 'n Andy transfer to CBS. MCA also has become a partner of CBS in a television enterprise to promote and telecast boxing bouts through the reorganized tournament of champions.

The recent appearance of MCA in recent CBS talent acquisitions has led to speculation that NBC endeavors to retain Mr. Benny may have been frustrated because of an inability to come to (Continued on page 64)

SWEZEWY

Resignation from Mutual, Now Official

Swezewy, No. 2 executive of MBS, board of directors.

Mr. Swezey resigned from Mutual after being named vice president in charge of programs for nearly four years, after a board.

Yankee Network, who had been personally appointed by Mr. Kobak as vice president in charge of programs and sales.

Mr. Travers, it was learned, had advised the board that he was firm in his aversion to taking the post.

No successor to Mr. Swezey will be named, the board announced. His duties will be chiefly absorbed by Mr. Kobak.

The resignation of Mr. Swezey from Mutual marked the dissolution of the team of Mr. Swezey and Mr. Kobak which first formed when both were executives at the Blue Network. Mr. Swezey was general counsel for the Blue Network from 1942 to 1944 when Mr. Kobak was vice president and general manager.

When Mr. Kobak left the Blue to join Mutual as president, Mr. Swezey went along as vice president and general manager.

Mr. Swezey entered radio in 1938 as attorney for NBC, a position he held until joining Blue in 1945.

ABC REALIGNS

TWO ABC vice presidents resigned this week and a fourth was about to be appointed last week in the most widespread realignment of top network personnel in recent history.

Mr. Searle, veteran ABC vice president in charge of the Western Division, announced his resignation to concentrate his energies in personnel business enterprises.

Charles E. Rynd, vice president in charge of programs and television at New York headquarters, was assigned to replace Mr. Searle in charge of the West Coast.

The transfer of Mr. Barry to the West Coast is expected to occur about the first of the year. Until then, Frank Samuels, Pacific Coast sales manager, will be in charge of western operations.

Mr. Searle, now 49 years old, joined ABC after long experience as a midwestern broadcaster. He still retains a 50% interest in WABS Whitchita and is owner of KMMJ Grand Island, Neb. He also has oil interests in Iowa.

Despite the fact that most of his properties are in the Midwest, Mr. Searle will continue to make his home in Los Angeles.

Mr. Searle entered radio as a program manager of KOIL Omaha after long experience in sales and advertising with the Mono Motor Oil Co. After subsequent 18 years with KGB and KMMJ he joined KGO San Francisco, an ABC owned and operated station, as general manager in April, 1943. He became vice president and general manager of the Western division in October 1945.

Mr. Barry, who is 37, has been a vice president of ABC in charge of programs since July, 1946. He entered radio when a Washington, D.C., store for which he was an advertising manager undertook a network which he announced.

He became an executive for NBC in Washington and in 1938 was made night manager of WRC and WMAL Washington, the Red and Blue Network stations.

Mr. Barry continued with the Blue Network after NBC sold it, and he became Washington director of operations for the network, then known as ABC, in 1945.

He became national director of programs in October, 1945, at New York.

Mr. Wilson, 44, has long experience in Hollywood radio as a writer and producer. Before joining ABC as production director in April 1945, he was a free lance writer and producer. He was named director of programs and production in July 1946.
By BRUCE ROBERTSON

TELEVISION, youngest and most glamorous of advertising media, was doubly featured at the Annual Eastern Conference of the American Assn. of Advertising Agencies, held last Monday at the Waldorf-Astoria Hotel in New York.

It monopolized not only the panel session on radio and television but also the creative session, which devoted its full two-hour period to discussing "How to Sell in Television."

The all-day agency meeting this year adopted the Town Meeting pattern for its nine subject sessions. Each topic was first discussed briefly by the panel members and then thrown open for questions, comments and criticisms from the floor.

Gordon E. Hyde, president, Federal Adv. Agency, and chairman of the New York Council of the AAAA, was also general chairman of the meeting, which had a total attendance of about 800, including agency men and their client and media guests.

Opinion Polls Kicked

Public opinion polls came in for a lot of kidding. The probable effects of their political miscalculations on the future of market research received more serious consideration by the conference. Consensus was that the long-range effect would probably be beneficial, as research will be subjected to more careful scrutiny and so will be more accurately conducted and its results more carefully interpreted and applied.

Dr. George Gallup, in a sackcloth-and-ashes address at the dinner session, admitted that the kicking around the political pollsters have received since election was well deserved.

"If we let the people think we were a lot better than we are," he said, "we got to thinking we could walk on the water—and we began to think that we really could."

Outlining the various complicating factors in election prediction, Dr. Gallup declared that no market research man in his right mind would attempt a similar type of prediction regarding product sales. He answered with a resounding "No" his own question, "Will our upset hurt market research?"

No Effect on Sampling

Marion Harper, Jr., vice president, McCann-Erickson, chairman of the research session, echoed Dr. Gallup's statement in his opening remarks. "The failure of the election polls," he said, "will, in my opinion, in no way affect the future of the growing science of sampling and its applications. . . ."

The error in the political poll-

that in his opinion, "time costs are not excessive, particularly when I see all of the people that a station must employ in order to put on a television broadcast."

Jay Clark of the Ted Bates agency, read the speech of T. F. Harrington, vice president of Ted Bates, who was absent because of illness. Mr. Harrington predicted that television "is very apt to represent the major proportion of agency billing in a comparatively few years."

He also maintained that "a lot of mysticism has been built up around television that has top management scared stiff."

Radio's Early Years

He pointed out that advertising agencies weathered radio, which was just as mysterious a medium in its early stages, and they will assume the same degree of control over television at the height of its usage."

Mr. Harrington also suggested agencies could lower the costs of maintaining television personnel, installing film projection machines, etc., by "adopting the rapidly growing practice of buying package television shows, with creative directors included in the package. Many clients have accepted this practice as part of the price of securing top-rating radio and television programs, while still holding the agency responsible for delivering a sizable audience," he ascertained.

Peter Langhoff, director of research for Young & Rubicam, New York, assured the group that "never before has an infant medium been so well attended by research tools."

Television research "had a strong springboard in radio research which in turn had been built on marketing research. The methods of measuring audiences were and kind have been well tested," Mr. Langhoff said.

Mr. Langhoff went on to explain that today "there are 43 stations telecasting commercially. These stations serve 21 metropolitan areas. Production records indicate a total of approximately 850,000 sets manufactured. Of this total, probably a few more than 700,000 have been installed. Present production rates seem to assure 850,000 sets installed by the end of this year and 2,300,000 by the end of 1949."

Set Prediction

He predicted that "a figure of 550,000 sets for New York is not far off the target."

In computing the average costs per thousand viewers based on some assumed program costs, Mr. Langhoff revealed the figures were $15.04 per thousand viewers per half hour (by using 4 viewers per set)—the equivalent of $61.17 per thousand sets tuned.

"If the client is still unsold," Mr. Langhoff suggested that he can get two fine commercials into that half-hour which brings the cost per thousand commercial impressions down to $7.52. If the prospects remain unconvinced . . . he will get something of a bonus if he buys the network rather than just the New York station.

Wallace W. Elton, art director.(Continued on page 68)

November 22, 1948 • Page 23
Examining one of the floral presentations are (l to r) Alexander Harris, Ronson president; Robert Swezey, MBS vice president and general manager, and David C. Thomas, Cecil & Presbrey secretary-treasurer.

**Gives Sales Spark to Ronson Lighters**

Assn. The National Parents and Teachers Assn. recommended it as "excellent listening fare" and it has received a blue ribbon for excellence from the New Jersey State Fair Committee. It was also voted the best quiz program on the air by Dramatics Magazine.

**Ronson Radio History**

The Ronson radio advertising history started in 1938 when the firm doubled in the medium with a small announcement series aimed at special holiday purchases. Paul Sullivan, CBS newscaster, was the originator for this initial campaign. By 1939 Ronson joined other participating sponsors on the Ed East and Polly Show on ABC with a 13-week campaign before Christmas.

And in September of the same year Ronson sponsored its first television show, a half-hour musical entitled The Ronson Lighter Opera House on WNBT New York.

When the war broke out the radio and television budget was abruptly terminated because the firm was called upon to allocate its entire output to the Army. In 1945 when the government allowed Ronson to sell their lighters to civilians again, the company plunged back into radio with a special half-hour network show on Christmas preceding the Elgin show. And in July 1946, the Ronson Co. bought Twenty Questions.

To supplement the network show, Ronson also uses spot announcements promoting its fluid, Ronsonol, and its Redskin flints and wicks on a number of local stations.

Its television schedule this past year included 20-second spots on 14 video stations in addition to

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**Sale$ucces$!**

(One of a Series)

number of outlets "to avail ourselves of the full facilities of the Mutual Broadcasting System, the largest network in the world." Twenty Questions took to the air in July 1946 over a limited network of 17 Mutual stations. Today after its latest increase, the program is being heard on 464 stations in the U. S. and on 29 outlets of the Canadian Broadcasting Corp. The company's overall budget has risen to about $1.5 million, of which about $750,000 has been designated for radio and television.

The show is a skillful radio adaptation of the old party game and consists of four regular members of a panel, Fred Van Deventer, Florence Binard, Bobby McGuire and Herb Polesie and a guest each week. Each member has received a number of awards during the past year, among them one from the American College of Advertising for the show.

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**B&B REALIGNS**

**Increasing Television Work Is Cause**

BENTON & BOWLES, New York, last week announced realignment and streamlining of its radio and television department to meet the increasing commitments in the field of television.

Walter Craig, vice president, in charge of radio and television on the policy level, but will concentrate actively on television.

Leslie Harris, who has been directing and producing several of the agency's shows, will head radio activities for the agency in New York and has been named director of radio programs. Robert Buckley will continue to manage the business affairs of the radio department.

Mr. Harris has been appointed production supervisor and will work

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**Blowing out candles on the second anniversary cake are (l to r, standing) Guy Lombardo, Bill Slater and Bobby McGuire and (seated) Fred Van Deventer, Florence Binard and Herb Polesie.**

BROADCASTING • Telecasting
CHANCES of survival for the House Select Committee to Investigate the FCC during the 81st Congress appeared very slim last week. But the prospects of another committee inheriting its duties loomed brightly.

While Republican Chairman Forest A. Harness (Ind.), who was defeated in the elections, was scheduling a meeting to see what effective machinery might be salvaged from the post-election rubble, the Democratic legislator slated to take the reins of the committee was thinking in terms of abolishing the committee.

Rep. J. Percy Priest (D-Tenn.), likely to become Congressman Harness, should the committee be perpetuated, last Thursday expressed opposition to renewing the committee's lease on life. He acknowledged, however, the need for a continuing examination of Commission practices and procedures.

He suggested a communications sub-committee of the House Interstate and Foreign Commerce Committee, of which he is also a member, would be the appropriate committee to handle the job.

Executive Session
Meanwhile, Frank T. Bow, generator of the Select Committee, announced last Thursday that the committee would meet in executive session Dec. 1 to discuss its future course.

Further plans will be made and staff reports considered during the session, Mr. Bow explained. The reports, he said, will include material on the recent investigation of communications in Puerto Rico [BROADCASTING, Nov. 8], an outline on the examination of the Commission's controversial Blue Bottle FCC licensing practices and other committee matters.

The advisability of conducting additional public hearings to supplement those held by the committee on the House Defense decisions will also be determined during the meeting, Mr. Bow indicated.

It is not anticipated, however, that any of the reports will be made public in the near future.

Mr. Bow emphasized that a report on the work of the committee will "definitely" be made to the 81st Congress after it convenes in January. The report, informed quarters believe, will urge continuance of the committee during the new Congress.

The subject of public hearings in Puerto Rico is very likely to arise during the committee's Dec. 1 session. Mr. Bow and two investigators toured a few weeks ago from Puerto Rico, where they conducted an overall investigation of radio operations, including FCC's commercial grant to WPVI, government owned and operated outlet [BROADCASTING, Nov. 1].

Private broadcasters had complained that the government commercial operation was a threat to free enterprise. It is considered a strong likelihood that the report to Congressman Harness on the Puerto Rican probe, may contain recommendations for public hearings.

The Dissenting Member
The committee will probably find a dissenting member in the person of Congressman Priest, who believes it may not be necessary to look further into the Puerto Rican situation.

Rep. Priest, although he signed the scathing committee report on the communications industry for the 81st Congress, feels the interim report to Congress, had been too severely critical of the FCC.

He feels there is still need to examine further in the 81st Congress such controversial opinions of the Commission.

"I think everybody recognizes that we should look into the basic Communications Act," Rep. Priest told BROADCASTING.

He suggested the 81st Congress "go into a revision of the Communications Act and adopt a program to improve the Commission's procedures on applications for licenses.

Such key Congressional figures as Rep. John W. McCormack (D-Mass.), who is expected to be House Majority Leader, and Rep. Sam Rayburn (D-Tex.), slated to be Speaker of the House, have had disagreements with the Commission. Rep. E. E. Cox (D-Ga.), No. 2 Democrat on the powerful Foreign Relations Committee, led an earlier investigation into FCC operations.

Explains Chances
Rep. Priest recalled that Rep. Rayburn and also Rep. Adolph J. Sabath (D-Ill.), who is expected to take the gavel in the House Rules Committee, had opposed creation of a select committee to investigate FCC.

He felt the appointment of a special committee was in conflict with the Congressional Reorganization Act, discouraging this practice and urging that such matters be referred to standing committees having jurisdiction over the particular subject.

Industry Group Meets
DEFENSE STEPS

By ED KEYS

By ED KEYS

MILITARY and civilian experts last week continued to gromm the communications industry for its vital role it will play in any possible national emergency.

Two major steps in this direction were taken following the military mobilization plans and the Fort APtage of the Civil Defense plan, which recognized communications as its "nerve system" [BROADCASTING, Nov. 15].

Electronics Equipment Industry Advisory Committee, established jointly by the National Security Resources Board and the Munitions Board, held its first meeting Nov. 16 at the Pentagon.

Andrew Corp. began expansion of its facilities at a strategically located site.

Membership of the group, organized to advise on industrial mobilization plans for the electronics equipment industry and related problems, consists of 28 representatives of large, medium and small electronics companies.

Groups to Meet

According to military officials, representatives of industry agreed to appoint a special committee to assist in the standardization of nomenclature and specifications for military and industrial equipment. The representatives reportedly agreed to cooperate with the government in its mobilization planning and in turn asked government cooperation. It appeared that the entire electronics industry, including small plants, would be involved in mobilization planning.

The committee will work with the Army-Navy-Air Force Standards Agency at the Signal Corps' installation at Ft. Monmouth, N.J.

Problems on component parts will be dealt with by 14 or 16 task force committees appointed from the main group.

Co-chairmen Named
Co-chairmen, one representing the military and one the industry, were appointed during the session.

Fred R. Lack, vice president of the Western Electric Co., was named industry representative and Capt. W. C. Wade, USN, chief of the facilities division of the Munitions Board, will represent the military.

Andrew Corp. of Chicago was the object of praise by defense officials. The electronics production plant, in conjunction with current expansion plans, located their new facilities ten miles from any probable bombing target in that area. In addition, the facilities, located on 400 acres of farm land purchased some time ago, derive protection from atomic radiations by surrounding water supplies.

The location is ten miles from the center of Chicago.

"My own thought," Rep. Priest said, "is that an investigation should be done by a sub-committee of the regular committee having legal jurisdiction over communications."

In the reshuffled 81st Congress the reins of the House Commerce

DEMOCRATIC Congressmen previously opposed to a special committee to investigate FCC may renew their fight with decided advantages when the lease of the House Select Committee comes up for renewal. Several in key positions don't think the FCC's skirts are entirely spotless. They may urge further examination of the agency by another committee.

Committee will probably pass to Rep. Robert Crosser (D-Ohio), who is expected to return to Washington after Thanksgiving Day. Intimates of Congressman Crosser feel confident he will accept the post, if it is offered. Goals of the Commerce Committee, radio-wise, are problematic, since Rep. Crosser's chief interest has always been with railroad legislation.

"Chairman Hill and the staff of this board," Mr. Arnold wrote, "are very much gratified to learn that you share our convictions regarding the vital relationship between location of industrial facilities and the national security, but most important, that you have acted upon this conviction."

The Andew Corp. is credited with being the first electronics firm to follow the NSRB's recommendations with positive action.

Mr. Arnold expressed the hope last Wednesday that other manufacturers would follow the lead of Andrew Corp. "as they are able."

The firm has completed a research laboratory at the new site and their antenna research group is in operation there.

In an address before the Society of Industrial Realtors of the National Assn. of Real Estate Boards in New York Nov. 12, Mr. Arnold emphasized that "today's strategy is based on the premise that any portion of our nation is subject to attack; but the staggering cost in material, men and energy of an attack intended to destroy even partially the productive capacity of the nation would require planning (Continued on page 60)
Subpenas were issued by FCC last week for two network executives—upon petition of National Assn. of Radio Station Representatives—requesting their appearance at the Nov. 29 Commission inquiry into the whole structure of station representation in the sale of national spot advertising.

The executives are Lewis MacConnach, secretary of NBC, and Joseph A. MacDonald, secretary, vice president and general attorney of ABC. The NARSR petition requested they be required to produce certain communications with affiliated stations which the station representatives’ association indicated would tend to prove that the networks have sought to induce affiliated stations to substitute network business for national spot business.

The investigation was ordered by FCC last July and is based upon the year-old complaint of NARSR against the policy of CBS to take over non-network time sales of certain affiliated stations [Broadcasting, July 26]. The Commission indicated the probe would be directed against the networks to determine whether network representation of affiliates in non-network time sales violates its chain affiliation policy and whether these regulations should be tightened even if there is no violation.

NARSR Presentation

The proceeding is expected to take several days with NARSR planning to require two days for presentation of its case. The association is represented by James Lawrence Fly, New York attorney and FCC chairman at the time the chain broadcasting regulations were effected.

NARSR asked in its petition to FCC that Mr. MacConnach be required to produce true copies of certain communications with affiliate stations. One is a Western Union telegram dated Aug. 21, 1948, and signed by Sidney N. Satcher, vice president, addressed to one or more Pacific Coast stations on subject of the Richfield Oil Co. program. NARSR said the telegram tends to demonstrate and illustrate the competition between network and national spot business and the activities of the network in persuading affiliates to substitute network business for national spot business in station time.

NARSR also requested production of those NBC records which will show the rate of payment for network commercial shows aired by affiliates in station time. "They will tend to establish inducements offered by the network to the affiliates to accept network commercial programs in station time," the petition stated, "thereby making said time unavailable for national spot business."

Mr. MacDonald would be required to bring a copy of the minutes of the ABC Stations Planning and Advisory Committee meeting held Feb. 25, 1947 (dated March 12, 1947) which were reported to affiliates of District 1. NARSR said minutes "will tend to establish efforts by ABC to induce affiliates to carry network commercial programs in station time and thus to reduce time available for national spot business." Request also includes letter dated April 28, 1948, and signed by ABC President Mark Woods, addressed to various stations on subject of an offer of network's spot sales division facilities to TV affiliates. Letter "tends to prove intent and purpose of ABC" to solicit station representative business of its affiliates.

Messages Sought

Also sought are certain teletype messages from the ABC commercial traffic department to affiliates. One dated Aug. 29, 1946, is said to relate to the Philco Corp. Bing Crosby program; another dated Oct. 16, 1946, is said to relate to station breaks between the Swift & Co. and Philco Corp. portions of the Breakfast Club, and a third, dated Sept. 29, 1948, is said to relate to Kay Kyser's College of Fun and Knowledge. NARSR stated these would "tend to prove efforts of network to induce affiliates to surrender station time in return for obtaining network commercial shows."

Meanwhile last week, one of the participants in the proceeding, WSAY Rochester, N. Y., filed petition for dismissal of its appearance. WSAY a fortnight ago was denied review by the U. S. Supreme Court of a Circuit Court decision which upheld the right of a network to fix the national advertising rate of an affiliate [Broadcasting, Oct. 18]. WSAY had sought to prevent ABC and Mutual from moving affiliations away, pending trial of its $16 million suit against the four national networks charging violation of the anti-trust laws.

FTC Receives Argument on Carter's Arrid Case

ARGUMENT on the merits of the case against Carter Products, New York, charged by the Federal Trade Commission with misrepresentation in the sale of Arrid, was held before the full Commission last Thursday. FTC has taken the argument under advisement.

The complaint, filed originally in 1948, alleges that the firm falsely represented in its radio copy, and in newspaper, periodical and circular advertising, certain qualities attributed to Arrid. It charges the preparation will not accomplish the results claimed.

William L. Hanaway, New York attorney, presented the case for Carter Products.

FRC frontispiece for an easel presentation of the story of spot broadcasting by the National Assn. of Radio Station Representatives is shown above. The presentation has been released to NARSR branch offices, and will be shown soon to advertisers and agencies. It supplements Spot Book, which NARSR published last month, and follows same theme, "Spot Broadcasting Lets You Decide."

RADIO GUILD RENEWS CONTRACT WITH CBS

THE RADIO GUILD, United Office and Professional Workers of America, CIO, has renewed for one year starting Dec. 1 its agreement with CBS covering 650 white collar employees. An average of $4.00 weekly increase is provided.

New provisions include overtime on the sixth and seventh working days of the week, increases in the minimum hiring rates ranging up to $5.00, and an "equalization fund" for ironing out salary inequities. Average CBS salary for white collar employees will now be $55.00 weekly.

Negotiations were handled for the union by: Sylvia A. Sheriadin, guild representative; Samuel M. Sacher, attorney; Chester F. X. Burger, guild president; Ruth Froma, CBS chapter chairman, and Jay Elsberg, CBS grievance chairman. Representing CBS were: Howard L. Hausman, vice president in charge of personnel relations; George Norris, Attorney; Dr. Joseph Jackson, personnel relations manager; Charles Burt of personnel, and Robert Kalaidjian, employment manager.

Weaver Appointed

SYLVESTER (PAT) WEAVER Jr., vice president in charge of radio and television of Young & Rubicam, New York, has been named chairman of the radio and television committee of the American Heart Assn.'s 1949 national campaign, it was announced last Friday by William E. Cotter, executive vice chairman. The "Heart" campaign scheduled for next Feb. 7-28, has a goal of $5 million.

Weaver announced his appointment in a letter to Dr. John W. sin, executive director, American Heart Assn.

"Those radio analysts have been here since election day."

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BROADCASTING • Te lecasting
FOC CHAIRMAN Wayne Coy told the Chicago Rotary Club last week that "in the long run" he thought television would serve to "the Chicago FCC" if a "serious mistake" were made.

Coy reiterated his view that "as television progresses, persons conducting both television and sound broadcasting businesses will find concentration on the latter to concentrate on the former because of the incompatibility of the two services under one management." But he said that "sound broadcasting in the metropolitan areas will always be necessary to supplement television" and "in the rural areas it will be expanded.

Coy declared that "newspapers will need to "readjust to new competitive conditions when thousands of their subscribers see and hear the big news events of the day just as they happen."

For the motion picture industry, he said, television is a competitor "in "more ways than one"—competing with exhibitors not only for audiences but also for films, and possibly competing with the movie producers by creating its own "tailor-made" films.

"American industries certain to be affected by television may fall before this new communications medium or, like the phonograph record did in partnership with radio, may rise phoenix-like in partnership with this new industry," he declared.

The FCC executive said the scheduled Jan 12 linking of American Telephone & Telegraph Co. eastern and midwestern network facilities "will be a "mighty milestone" in television history, Coy said, is not only a tool of peace" but, if necessary, can be "a powerful weapon to protect national unity."

In event of bombing, he asserted, "our television stations may well serve as our most effective means for the mass mobilization of our people in the large population centers for protective measures. . . . The evacuation of cities, fire fighting, demolition work, first-aid treatment to the wounded, emergency feeding, housing and sanitary measures could be expedited beyond anything possible in any previous war."

He told the Rotarians that television is "about the only business I know of in which the enterprisers go bragging about the amount of money they are losing."

He noted that it costs "from a quarter to a half million dollars to build a station," and that losses frequently are running "from $10,000 to $25,000 a month"—sometimes "a lot more." Television broadcasters would not be making such investments, he said, if they were not convinced of the superiority of television.

Mr. Coy was introduced by Wayne Williams, vice president of K. E. Shepard Agency, who was in charge of planning for the event.

**Coyon TV**

Cites Future to Chicagoans

**TV Prop Wash**

AMERICAN Overseas Airlines, New York, has made available to video producers such visual props as flagship interiors, ticket counters, doorway mock-ups, sky berth interiors and dimensional scenes of Holland, Ireland, London, Paris and Scandinavia.

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**TV Link Scramble**

FOUR TELEVISION networks and a special WGN-TV Chicago-WPIX New York hook-up were engaged last week in a bitter scramble for allocations on the AT&T coaxial cable link between the East and Midwest. The link is scheduled to open Jan 12.

At a New York meeting called by AT&T in the hope of settling claims for cable time in the thin and precious link between the eastern and midwestern television networks, nothing but heated disagreement resulted, it was learned.

Networks which heretofore have settled their requirements for AT&T television facilities among themselves were in utter disagreement at the end of a two-day meeting.

Competing for Use

Competing for use of the coaxial channels, networks between eastern and midwestern cities after Jan. 12 were ABC, CBS, Dumont, NBC and WGN-TV and WPIX, the latter two proposing a program exchange arrangement which would need the use of the cable.

Conflicts among the requirements were general, it was reported. During the meeting, hope for any compromise was finally abandoned, and the full requests of all the broadcasters were submitted to the telephone company.

Time by Formula

Allocation of time on the East-Midwest cable will be adjudicated by AT&T. In the opinion of some broadcasters present, the telephone company probably will assign the channel to the various claimants by mathematical formula, a solution which some of them gloomily predicted no one will be "happy with anything but unhappiness."

As examples of the conflicts in requests that arose through the meetings, which were held last Monday and Tuesday, it was known that NBC had applied for use of the cable at 7:45-8 p.m. across the board to carry its Camel Newsmatel Mr. Coy thought "newspapers will need to "readjust to new competitive conditions when thousands of their subscribers see and hear the big news events of the day just as they happen."

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**TV Prop Wash**

AMERICAN Overseas Airlines, New York, has made available to video producers such visual props as flagship interiors, ticket counters, doorway mock-ups, sky berth interiors and dimensional scenes of Holland, Ireland, London, Paris and Scandinavia.

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NETWORK GROSS

GROSS billings for all advertisers on the four nation-wide networks in September totaled $415,646,562, in comparison with $412,581,556 in August and $2 million above the July low. The September billings are slightly above the June total, indicating a stronger network line-up at the start of the fall season than existed at the end of the spring.

Foods continued as the largest class of network advertised products, with September time expenditures of $3,679,663. Toiletries ranked second, with $1,919,700, and soaps and all other personal care supplies, with $1,574,470. The entire network time of $2,480,495.

Soaps and cleansers were third, with $1,919,700; drugs, with $1,747,670, and smoking materials (PIB nomenclature for cigarettes, cigars, tobacco, pipes, lighters, etc.) fifth, with $1,610,741.

For the nine-month period, January through September, the same five categories of products occupied the top five positions, but not in the same order. Foods and toiletries are first and second, but drugs rank third and soaps fourth, reversing their September places, while smoking supplies are again fifth. Political broadcasting really got underway in September, with expenditures of $230,003 for network time, chiefly in support of the major Presidential candidates. Prior to September the network political billings had totaled only $13,301 for the previous eight months of this year.

Breakdown of network gross time sales by product groups for September and the nine-month period of 1948 follows:

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<tr>
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<tbody>
<tr>
<td>1. Apparel &amp; accessories</td>
<td>$144,132</td>
<td>$1,137,786</td>
</tr>
<tr>
<td>2. Apparel, footwear &amp; accessories</td>
<td>$114,790</td>
<td>$1,026,970</td>
</tr>
<tr>
<td>3. Accessories &amp; equipment</td>
<td>$43,385</td>
<td>$528,627</td>
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<tr>
<td>4. Accessories &amp; equipment</td>
<td>$50,921</td>
<td>$475,185</td>
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<tr>
<td>5. Building materials, equipment</td>
<td>$97,525</td>
<td>$669,896</td>
</tr>
<tr>
<td>6. Building materials, equipment</td>
<td>$62,317</td>
<td>$512,139</td>
</tr>
<tr>
<td>7. Confectionery &amp; soft drinks</td>
<td>$1,490,341</td>
<td>$1,861,431</td>
</tr>
<tr>
<td>8. Fishing &amp; hunting</td>
<td>$1,174,070</td>
<td>$1,966,536</td>
</tr>
<tr>
<td>9. Drugs &amp; remedies</td>
<td>$3,619,125</td>
<td>$3,631,556</td>
</tr>
<tr>
<td>10. Food &amp; food products</td>
<td>$441,221</td>
<td>$523,192</td>
</tr>
<tr>
<td>11. Food &amp; food products</td>
<td>$441,221</td>
<td>$523,192</td>
</tr>
<tr>
<td>12. Household equipment &amp; supplies</td>
<td>$734,948</td>
<td>$719,054</td>
</tr>
<tr>
<td>13. Household furnishings</td>
<td>$10,010</td>
<td>$10,010</td>
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<tr>
<td>Total</td>
<td>$15,646,362</td>
<td>$14,395,596</td>
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Oldsmobile Increasing TV 'Newsreel' on NBC

THE NBC NEWSREEL, sponsored by the Oldsmobile Division of General Motors Corp., Detroit, has been increased from 10 to 15 minutes each week. In addition, the Newsreel will be sponsored on the entire NBC Coast video network, and will be seen on seven NBC Midwest TV stations in January.

Previously the Newsreel had been shown as a ten-minute program, on NBC's New York outlet, WNBC. Oldsmobile agency is D. P. Brothet & Co., Detroit. NBC's account executive is R. H. White.
SHOUSE

TELEVISION will eclipse radio almost to the point of supplanting it, James D. Shouse, Crosley Broadcasting Corp. president and board chairman, believes.

"Within five years," he told the James E. Butler Assn. yesterday (Sunday) in Chicago, "it is entirely conceivable that television will have become an integral part of the lives of 20 or 30 million families."

He added that "the influence upon their daily habits, their thinking and their consumption philosophies will be severe—so severe, indeed, as to be literally revolutionary."

Company Holdings

The company Mr. Shouse heads is operator of WLWT (TV) Cincinnati and has television stations for Columbus and Dayton, in addition to WLW and WLWA (FM) Cincinnati and WINS New York, and has bought WHAS-AM-FM-TV Louisville subject to FCC approval.

Mr. Shouse said he thought AM stations would be among the first to feel the impact of television. "I think that the structure of sound broadcasting today," he said, "will, before very many years have passed, undergo severe economic dislocations that may cause it to deteriorate in quality of service at the very time the government is improving service which could save it."

"As a broadcaster," he asserted, "I do not think that television is going to supplement radio. I think that with the exception of widely scattered and remote rural areas containing some small towns, television stands a good chance not of supplementing broadcasting as we know it today, but of replacing it."

In Adult Proportions

Referring to television as "an art that is arriving in adult and not infant proportions," he urged publishers and editors to acquaint themselves "from week to week to the strides this new giant is making."

He warned against "disarming" statements on the effect of TV on standard broadcasting, newspapers and other forms of mass communication. "The prospect which the future holds," he declared, "appears to me to involve radical and profound changes in the very foundation upon which our entire social, educational and economic structure is built."

"Much of what is being said about television," he added, "appears "designed to soothe the furrowed brow" so far as those work..."
RICHARDS

PROBE OF NEWS POLICIES ORDERED

A HEARING to investigate the news policies of G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAN Cleveland, was ordered by FCC last week [CLOSED CIRCUIT, Nov. 15]. The hearing will be held before Comr. E. M. Webster, the Commission's only political independent, probably starting in Los Angeles in January followed by sessions in Detroit and Cleveland. General Counsel Benedict P. Sotton appeals likely to serve as FCC counsel for the proceeding. FCC issued its hearing order on its own motion after months of in the house, the house, and cafe. The National News Club of Hollywood that Mr. Richards had ordered KMPC staff members to slant news against members of the late President's family and political interest. [BROADCASTING, March 29, 8].

Mullen Statement
Within a few hours of FCC's announcement of its hearing order, Frank E. Mullen, now president of the three stations, issued a statement declaring there was no justification for the charges and voiding confidence that they "will be shown to be without foundation."

One of few such proceedings in FCC annals, the hearing is actually a hearing to determine whether a hearing should be held. If the Commission finds the charges unfounded, then Mr. Richards and the stations will be given the year's clean bill of health. The next step will be another hearing—either via revocation proceedings or through action on renewal applications.

Although FCC said its own probe was intended to substantiate the charges, its choice of an investigatory hearing was considered a less severe method of approach than the more revocation procedure. The next step will be another hearing—either via revocation proceedings or through action on renewal applications.

A long-delayed hearing is expected. The Commission will proceed first, putting on the results of its investigation and the testimony of principal witnesses questioned during the probe. These may appear voluntary but may be subpoenaed in necessary. A recess may follow the initial hearing. Richards interests need additional time to marshal their evidence.

In the hearing, the Richards interests will be represented by Louis G. Caldwell of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, counsel for WJR and WGAN, and by Horace Lohnes, counsel for WJBC and Albertson, also of Washington, for KMPC.

It was confirmed late Friday, as BROADCASTING went to press, that former FCC Commissioner E. B. Wheeler, now practicing law in Washington and Montana, had also been retained as counsel.

Richards Compiles
Both the Commission and Mr. Mullen in their respective reports, noted that Mr. Richards already had complied with an FCC request for a detailed written statement. Data presented in denial of the... (Continued on page 70)

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BROADCASTING • Teletesting
Nobody quite knows why the owl is supposed to be so wise. But ever since the ancient Greeks made him sacred to their Goddess of Wisdom, the owl has been supposedly a wise old bird.

There are some wise old birds among time-buyers too. It's easy to spot them. The wise ones buy WITVH, the BIG independent with the BIG audience.

They know that WITVH is the big bargain buy in the nation's sixth largest market. They know that WITVH regularly delivers more listeners-per-dollar than any other station in town. They know that WITVH covers 92.3% of all the radio homes in the Baltimore trading area.

Are you among these wise ones? If not, call in your Headley-Reed man today and get the full WITVH story.
THANKS for the audience that keeps on growing.

THANKS for those happy, happy Hoopers.

THANKS for the great number of advertisers who have put repeat schedules on our station.

THANKS for the many kind words from agencies and advertisers.

THANKS for the new schedules for spots and programs in 1948.

THANKS for the advance business which indicates 1949 is going to be a banner year.

WHHM

More Listeners per dollar in Memphis

MEMPHIS, TENN.

Patt McDonald, Manager FORJOE & CO., Representatives

Member Association of Independent Metropolitan Stations

ZENITH TV SETS

Mass Production Under Way

MASS production of Zenith Radio Corp.'s long awaited line of television receivers has begun, Commdr. E. F. McDonald Jr., president of the company, will announce today.

Nine different Zenith TV sets are scheduled to go on sale in the Chicago area next Monday and they will be introduced into other areas throughout the country "as rapidly as expanding production permits," Commdr. McDonald will say.

Included will be two table, four console, and three console combinations that include TV, FM, and AM and a silent speed record changer with twin "Cobra" tone arms for playing both regular and long play records.

Feature of the new models is a luminized "giant circle" screen which is built in three sizes for different models. The picture is "larger, sharper, clearer, and brighter and is fully equal in quality to a 16mm movie," according to H. C. Bonfig, vice president.

"It is so brilliant that it can be watched comfortably in a well lighted room, and can be seen distinctly from wide side angles that are impossible with conventional design," he says.

Bull's Eye

Another innovation in the Zenith's TV is the "Bull's Eye" automatic tuner, which the company claims makes operation as easy as with radio with automatic tuning.

In ordinary operation all that is required to go from station to station is to turn the tuning knob, which automatically locks into proper position all of the tuning factors for both audio and video circuits. There is also a volume control and contrast control which may be set for individual preference and supplementary adjustments for special uses.

Purchasers are protected against obsolescence when the new ultra high band channels are assigned to

COMMISSION DELETES TWO AM AND ONE FM

TWO AM stations and one FM outlet were deleted by the FCC last week.

The Sayre Printing Co., Sayre, Pa., was granted dismissal of its permit for FM station WCKA Sayre. Firm told Commission it has been experiencing difficulty in obtaining an AM station and does not wish to construct an FM outlet and AM operation.

Permit for WLNR Lawrenceville, Ill., 1 kw daytime on 1800 kc, was cancelled by the Commission for failure to file technical data relating to site. Condition had attended original grant in April. CF was in name of Raleigh M. Shaw.

Permit for KWGN Reedsport, Ore., 250 w fulltime on 1340 kc, was dropped by the Commission for failure to file technical data relating to site. Condition had attended original grant in April. CF also had been granted in April.

Glatzer Gets New State Dept. Post

MORTON GLATZER, policy and information specialist with the State Dept.'s International Broadcasting Division, has been appointed acting assistant chief in charge of the Division's Washington office. The announcement was made last Thursday by Charles W. Thayer, IBD acting chief.

Mr. Glatzer, who has served as IBD representative at CBS since October 1947, succeeds Mrs. Mary Sanders, transferred to the New York office on special assignment. Mrs. Sanders has been filling the duties of Muelo Delgado, who had served actively as associate chief of the Washington branch.

Mr. Delgado currently is attending the International Conference on High-Frequency Broadcasting in Mexico City as an advisor.

In addition to supervising Washington operations of the "Voice of America," Mr. Glatzer will act as liaison man between IBD and other government agencies.

A former New York newspaperman, Mr. Glatzer formerly was in IBD's policy control as an information specialist. During the war he organized mass media service and communications for the U. S. Information Service in Italy. He has also been news editor for OWI in New York, and associate chief of the Cable-Wireless Division, Interim Information Service of the State Dept.

BROADCASTING & Telecasting
More than a million people in 79 counties of 3 states live under the big umbrella of WSAV's coverage. And these people spent $557,206,000 last year for the things they wanted and heard advertised on their favorite radio station.

WSAV's strong, clear signal on the long-range frequency of 630 kilocycles is equivalent to 140,000 watts at the other end of the dial—reaches out to cover 4 times more area, 3½ times more people than any other medium in this important section of the South.

If you really want to open up your sales in this area, just say the word and we'll keep you covered with 630 in Savannah!
21% more evening listeners—85% more morning listeners

115% more viewers than the next station—TV

THE NATIONAL BROADCAST
the story is simple:
when a single major event, like the election, provides the programming of all broadcasters, it's NBC's coverage that draws and holds the most listeners—and viewers.

the reason is simple:
NBC means thoroughness—thoroughness demonstrated last week in speed and accuracy of reporting . . . in numbers and authority of commentators . . . in ability to present the right political figures at the right times . . . in tenacity of service to the public through the continuous all-night and all-morning programming.

the conclusion is simple:
to advertisers, that thoroughness in special service means radio's and television's biggest audiences—just as the greatest programs week after week have always made NBC audiences the largest.

For top shows of the week or top story of the year, NBC is thoroughly—
AM or TV—America's No. 1 Network.

SOURCE:
Radio—Hooper 36-city survey 9-11 pm average November 2; 6-12 am average November 3.
Television—Hooper New York survey 9-11 pm average November 2.
**KRSC-TV**

KRSC-TV, Seattle, due to start operation on Thanksgiving Day as that city's first video station, has evolved a formula for programming which it hopes will keep its operation costs "within reason," P. K. Leberman, owner of KRSC and its new TV associate.

At the outset, Mr. Leberman said, KRSC-TV will limit its live programming to remote pickups of sports and other events of local interest.

The balance of its broadcasts will be film, he said, including both kinescopic recordings of the most popular CBS, NBC and DuMont programs with Eastern audiences and a group of films from Frederic W. Ziv Co., including 41 feature pictures and 95 Westerns.

**Kinescopic Cost**

The cost of kinescopic recordings for sustaining use in Seattle ranges from $60 an hour to twice that price, Mr. Leberman reported. He expressed the hope that KRSC's first year operating budget would not exceed a third or a fourth of the multi-hundred thousand dollar estimates usually made for first year operation of a TV station.

KRSC-TV will operate a five-day, Wednesday-through-Sunday, schedule to start, Mr. Leberman said. It will sign on at 5:15 p.m. with 45 minutes of kid shows—the CBS Lucky Luke half-hour puppet show, a Western serial and a cartoon. From 6 to 7, the dinner hour, KRSC-TV will be off the air, returning at 7 with the evening schedule for adult members of the family.

"That way, we get the kids out of mother's hair while she's getting dinner," he explained, "and the break gives her a chance to get them fed and to bed before the evening programs start."

Evening schedule will start with a quarter-hour of news, ten minutes of the INS Telepix service which will be sponsored across the board by Frederick & Nelson, Seattle department store, and five minutes of local news and photos supplied by the Seattle Post-Intelligencer.

Kinescopic recordings of eastern network programs will occupy the next hour or so, with sports or feature movies concluding the evening.

KRSC-TV has an arrangement with the U. of Washington to broadcast its basketball games this winter and will also cover the local hockey matches. Where local sports are not available it will use video recordings of the DuMont boxing and wrestling shows in the East.

Discounting as "exaggerated" reports that KRSC-TV would start off "operating in the black," Mr. Leberman said that he'd prefer to talk about economics after the station has been on the air for a while and he has some actual facts to go on.

He said that things look good, however, reporting that in the first four days of selling the station he had sold all its between-program spots on 13-week contracts.

Mr. Leberman said that he thought KRSC-TV had run up a record in construction. Ground for the building was broken Aug. 23, test patterns were on the air Nov. 8 and programming will begin Nov. 25.

He paid tribute to the Seattle television set dealers who have conducted an energetic promotion campaign designating Nov. 25 as "T-Day" in the city [BROADCASTING, Nov. 8]. This group is also sponsoring an hour-long afternoon telecast during the first week the station is on the air.

Mr. Leberman said that instead of a solid hour of entertainment, 15- or 20-minute programs would be separated by ten minutes of test patterns to give the dealers a chance to sell sets to live prospects and to clear their showrooms of non-buying lookers.

Frederick & Nelson has also cooperated in the advance promotion by letting KRSC-TV telecast fashion shows from the store's tea room on Nov. 9 and 10, picking up the shows on 14 receivers throughout the store and in its main window.

On Nov. 19 the station staged a variety show in the Chamber of Commerce auditorium for leading business men who could watch both the show and the stage and its reception on sets throughout the hall.

A feature of the station's first-week programs will be a 20-minute film of highlights of the Notre Dame-Washington U. game to be played at South Bend, Ind., Nov. 27.

 Paramount Pictures will film the game and fly the condensation to Seattle for broadcast early the following week, with Admiral Radio Corp. as sponsor. Admiral will also hold a meeting of its Seattle dealers that night to watch the program.

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**Seattle Station Planning New Program Formula**

**Argument Set Jan. 17 On Multiple Ownership**

**BROADCASTING** - ORAL ARGUMENT was scheduled last week by FCC for Jan. 17, 1949, on its proposed amendment of rules to limit ownership of AM, FM and TV stations.

Reported in August, the FCC's proposed policy would limit the number of AM stations under common control to five, FM to six and TV to five [BROADCASTING, Aug. 25]. Number of stations in which minor holdings would be allowed also were assigned maximum limits.

Almost unanimous opposition to the Commission's proposal has been expressed by networks and stations filing briefs in the proceeding [BROADCASTING, Oct. 4].
from music and movies .... to pucks and pigskins

There's never a dull moment for WWJ-TV's Detroit audience. Symphony and popular music, children's and women's programs, full length movies, Red Wing hockey games, University of Michigan football games, wrestling matches, prize fights, special news events ... through WWJ-TV's own facilities, through the NBC Midwest Television Network, and soon through the NBC National Network. Every day is a busy day for WWJ-TV's staff, and an enjoyable one for Detroiters who are keeping television manufacturers hopping to catch up with the demand.

WWJ-TV, first television station in Michigan, is an ESTABLISHED advertising medium producing gratifying results for its many advertisers in a market that is currently one of the High-Spot cities of the nation ... with a backlog of orders for new cars that foretells a prosperous future, as well. IT'S WORTH LOOKING INTO!
HUNTERS gather for pheasant hunt at Aberdeen, S. D., sponsored by Minneapolis and St. Louis Railroad. Group includes (l to r): George M. Stewart, Minneapolis lumber executive; Frank Morgan, radio and movie comedian; Edwin W. Pauley, oil and television magnate; A. E. Joscelyn, CBS director of operations for KNX Hollywood.

OPERATIONAL details for joining WGN-TV Chicago and CBS Television Network (Broadcasting, Nov. 13) are discussed by (l to r) Carl Meyers, WGN chief engineer; Frank Schreiber, general manager and treasurer, WGN Inc.; Frank Falknor, assistant general manager, WBBM (CBS) Chicago, and Leslie Atlass, WBBM general manager and CBS Central Division v.p.

AGREEMENT for airing of The American Way on KFI Los Angeles is reached by (l to r) William Miller, executive secretary of L. A. Town Hall; William Ryan, KFI general manager; and Francis Lindley, Haynes Foundation.

ONE of Midwest's largest TV time deals—Household Finance Corp.'s sponsorship of Detroit Redwings on WWJ-TV Detroit—is completed by (l to r) James Cominos, LeVally Advertising Agency; Bill Walbridge, WWJ-TV sales manager; Newell Schwin, Household Finance advertising director, and George P. Hollingbery, head of own representative firm.

MEN behind the mike on Philip Morris Playhouse, CBS, Friday, 10 p.m. (EST), discuss plans for future programs. They are (l to r) William Spier, producer-director of the series; Bruce Dodge, producer for Blow Co., agency, and John E. Hamm, radio department manager at Blow's New York headquarters.

DISCUSSION of BMB at ANA convention last month in New York is held by (l to r) Joseph Allen, vice president, and Don Frost, assistant advertising manager of Bristol-Meyers, and Hugh Feltis, BMB president.
THE GLORIA SWANSON HOUR...fashions, cooking, interviews, decoration, homemaking, budgets...in four fifteen minute segments...every Thursday night at 8:00 P.M.

Variety...for volume!

To find the widest range of remote pickups and studio presentations...best coverage of news, sports, special events...helpful programs for the homemaker...teen age entertainment, children's shows...movies, music, public service presentations...check Channel 11 and WPIX!...major medium in a new major market, and big enough now to make both medium and market a must on any plans for sales promotion in New York!

Programs on WPIX currently available for sponsorship and syndication offer an unusual opportunity...are franchises of growing value! For full facts and details on rates and costs...write, wire, phone...

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
...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 (BBM). 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.
Heave Ho, Herson

FOR the third straight year, Bill Herson, announcer on the early morning Timekeeper program on WRC Washington, will be master of ceremonies at the U. S. Naval Academy football rally Thanksgiving Day. The celebration, which is in preparation for the Army-Navy game, will be held in Mahan Hall at Annapolis and the 9 to 9:30 a.m. period is to be broadcast by WRC. The Naval Academy Band is scheduled to appear, along with several other musical organizations from the Academy, plus football coaches and players.

Telestatus (Continued from page 16)

ment and explore, to find new techniques and improve the old.

Another exponent of the trained radio newsmen rather than the inexperienced going into video news work is Allen Martin, director of news for WPIX (TV) New York.

Mr. Martin suggests that the man planning to enter TV news should "begin thinking visually as early as possible," and should learn something about the tools of the trade—cameras, high-speed Houston developers, printers, etc.

Reading on the subject is an aid, but, "as in most jobs, experience in television is the best teacher."

"If anyone is really interested in what my advice is," Mr. Martin says: "Don't worry about television, you'll probably be in it before you realize it and know as much about it as the next guy, but your stomach will never be quite the same!"

News coverage on the West Coast presents quite a different set of problems, where any event more than 60 miles from the transmitter has to be covered on film.

Jonathan C. Rice, news editor at KTLA (TV) Los Angeles, discusses national news coverage through the use of prepared still and motion pictures. News of a civic nature is handled there by specially compiled film on the program Your Town. The film is prepared in cooperation with the City of Los Angeles and is "an exclusive local newsreel presenting developments of civic nature in and around Los Angeles."

Further news coverage is presented through live programming which features "interesting personalities, news sidelines and new developments in the world of science, medicine, fashion, photography, etc."

To round out the full schedule of news, Mr. Rice adds that "local stories of major importance are covered by KTLA . . . and presented on the day of the news break . . . on film with a staff-written commentary."

BROADCASTING • Telecasting

No Fallen Arches in Keystone (IOWA)

SUNDAy, NOV. 28, at 4:30 p.m., Metropolitan Opera Auditions of the Air returns to WMT, Eastern Iowa's only CBS outlet. Ask the Katz man for full details.
Your prospects may blanket the area.

If your product is a mass consumer item, you obviously want your advertising to reach the maximum number of prospective customers . . . and miss the fewest prospects possible. How many prospects are being missed by your present advertising? Are you...
but does your advertising?

using the medium that saturates the areas where your prospects live? . . . Here are three maps of the San Francisco area including all the counties where your northern California prospects live. Which medium reaches the most . . . misses the fewest . . . for you?

KNBC is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You’ll be amazed at how thoroughly these stations blanket the areas where your prospects live.

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

LEGEND
1 50 to 100% of total families reached
2 25 to 49% of total families reached
3 10 to 24% of total families reached
Man Who Comes To Dinner Stalks Turkey

He stalks turkey on his Maryland farm—and politicians on his Washington beat, deriving nourishment from the former and news from the latter. Feathers frequently fly as a result of his one-man campaigns against bureaucracy—and his loyal nightly dinner-time audience shares many a meaty morsel.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news “co-op.” It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

On All Accounts
(Continued from page 12)

pating spots, and wrote and aired the show, Aerial Columnist, a half-hour program of songs, organ music, and news comments. The rest of the day, he says, he sold time for other WKBW programs.

In July 1930 he married Lucille Pierce, a composer and concert pianist. They moved to Washington, D.C., that November.

Courtland said WOL Washington on his Aerial Columnist program on a 50% basis—25% for selling it and 25% for airing the program. Again he combined spot-selling and announcing.

The agency field beckoned, however, and he set up a radio department for Kal Co. With the radio spot field limited to one D.C. agency (Ryan), Courtland decided to launch his own in March 1932.

Mr. Ferguson works on the theory that “the small advertiser of today is the large advertiser of tomorrow.” Yet he views with alarm rising radio rates which tend to discourage, indirectly, potential spot-users.

Courtland attributes at least 50% of the agency’s success to his wife, Lucille—and not without reason. Periodically since they were married, she has composed a host of songs and ditties which frequently have proven the well-spring for future commercial slogans and copy in spots.

She is also part owner of the agency.

The Fergusons, who live in Kenwood, Md., have two children, Lucille, 14, and Courtland, 10. For hobbies, Courtland served for seven years as president of the Northwestern U. Alumni Club of D.C. His present interests are swimming and tennis and—“Don’t Look Now...”—also selling spots.

CCNY RADIO POSTS FILLED BY BARRERE

CLAUDE BARRERE, serving his fifth year as Radio Executives Club secretary, has been appointed executive secretary of the Annual Broadcasting and Business Conference conducted by the City College of New York, School of Business. Mr. Barrere has also been placed in charge of radio public relations of the evening and extension division of the college.

Mr. Barrere is at present conducting his own program representation office in New York. Formerly he was associated with NBC as syndicated sales manager in the records division, and later assistant promotion manager for WEAF, now WNBC New York.

The conference, which has added television to its list of awards this year, will be held in the spring of 1949. The annual event brings together sponsors, agency reps, program producers and radio and video broadcasters for discussions on commercial broadcasting.

FM for Timebuyers

WCBS (FM) Columbus, Ind., has purchased FM receiving equipment for its national representative, McGeehan & O’Mara, Chicago. Timebuyers have been invited by letter to visit the McGeehan & O’Mara offices and listen to “static-free FM.”

Feature
(Continued from page 12)
trols, the helicopter rose vertically to a point 400 feet above the transmitter, 300 feet above the existing tower. A thousand watts of power were fed through the cable to the aircraft’s antenna for transmission.

For 25 minutes Mr. Robinson kept the helicopter with its airborne antenna hovering 400 feet above ground while consulting engineers checked known areas of distortion to determine if the additional height had solved the problem.

It hadn’t. WWGH had spent only a few hundred dollars on a project which might have cost thousands.

Plans are now being made to use a similar helicopter-antenna-ground transmitter combination to check various new antenna locations.

According to Mr. Robinson the new system “saved WWGH the cost of constructing a new high antenna by proving it useless, and it proved an effective, efficient and economical method for checking, in advance, the value of any proposed sites for FM or TV transmitters.”

On the basis of services rendered WEBR Buffalo last April [Broadcasting, April 18], Mr. Robinson feels the time required for field intensity tests, conducted by means of a helicopter, can be cut to one day.

WMCT (TV) STARTING DATE TO BE DEC. 11

WMCT (TV), licensed to the Memphis Commercial Appeal, plans to begin regular programming Dec. 11, the station management announced last Monday.

Installation of RCA transmitter and studio equipment and the erection of a 750-ft. tower supporting an FM pylon and TV transmitting antenna have been completed.

WMCT test patterns, begun Nov. 8, are on the air Monday through Saturday, 10 a.m.-12 noon and 1-5 p.m. First test of programming was a telecast of the Tennessee-Mississippi football game on Nov. 13. WMCT is on Channel 4 (66-72 mc).

Mr. Carlos Franco  
Young & Rubicam, Inc.  
285 Madison Avenue  
New York 17, N. Y.

Dear Carlos:

How do you time buyers view the amazing number of new radio stations? It is as though it had been suddenly discovered that people have two ears and should be able to listen to more. Has it been overlooked that people still have only one head?

Anyway, we thought you would like to know about our new campaign. It's aimed to promote "selective listening". For years, folks in our area have been selecting WGY. Naturally. There are all kinds of reasons -- fine programs, mostly -- why they should continue to do so.

Involved in the drive are live announcements, special program promotion, the station's new listener paper "Mike & Camera", and various kinds of general publicity. But most striking of all is a series of full-page ads which are appearing each week in nearby papers. You'll receive reprints of some of them.

There is a lot in this "selective listening" campaign for your clients, Carlos, and it doesn't show up in the rate card. What we are doing is maintaining WGY values for present advertisers rather than going all out for new business.

You see, there is actually but little available time at WGY without benefit of sponsor. However, Jim McConnell of NBC Spot Sales still has a few choice spots left for advertisers who are as selective as we are encouraging our listeners to become.

Sincerely,

G. Emerson Markham:acs  
STATIONS MANAGER
KGO-TV Initiation Set for Early ’49

WORKMEN at the KGO-TV site, atop Mt. Sutro in San Francisco, are rushing to complete the 508-foot tower, 1,362 feet above sea level. Construction on the tower started Nov. 4 and it is scheduled to be completed by the end of this month.

Meanwhile other construction crews are remodeling the basement of the Sutro mansion to provide transmitter and studio facilities. Upper floors of the building will contain office and storage space.

TV General Manager Gayle V. Grubb said that the various phases of KGO-TV construction should be finished early in January and upon receipt and installation of the GE transmitter, KGO-TV will start transmitting a test pattern.

“We hope to begin our regular television programming early in 1949,” Mr. Grubb stated. “We are now seeking a downtown television studio location which will be in addition to our temporary studios in the Sutro mansion.”

Mr. Grubb pointed out that present plans for the early stages of KGO-TV’s operation, call for the regular telecasts for approximately four hours daily, during the evening hours. A test pattern and audio signal will be transmitted in the mornings and afternoons to enable radio servicemen to tune TV receivers to Channel 7, that used by KGO-TV.

“At the outset,” Mr. Grubb stated, “we intend to present one-third live programs from our Sutro studio and from such other locations as downtown theaters and stores; one-third film and one-third remote telecasts of sporting and other special events. This programming will include a daily and weekly newsreel, kinescope recordings of ABC programs as presented at their origin points and many locally-produced shows.”

CELEBRATING KFMY (FM) Hollywood’s advent to the airwaves at reception following inaugural broadcast at station’s new studios are 1 to r: Harry Meilish, KFWB Hollywood general manager; Charles L. Fisk, manager, KFMY; Melyn Douglass, m.c. of broadcast; Frederick Umhy, ILGWU executive secretary; M. S. Novik, radio consultant, ILGWU. New station, 58 kw, 94.7 mc, is owned by International Ladies Garment Workers Union.

TV IN CINCINNATI
WLWT Rating Service Shows
— Trends in Listening —

Rapid audience build-up in the early evening and a tapering off in the late evening characterizes television viewing in Cincinnati. This was revealed in the September report of Television Ratings, research organization sponsored by WLWT, Cincinnati’s only television station.

Figures on total viewers reached as high as 138,400 during a 15-minute period, the report showed. Television Ratings employs the “diary method.” A panel of 100 members submits a weekly report showing how many viewers watched each program during all quarter-hour periods. Monthly reports are based on a summation of weekly reports.

The ratings project is conducted by WLWT’s research department, headed by Don Miller. Service will cover other Cincinnati video stations and their programs as other TV outlets are launched in the area.

LAbOR COSTS
Comparison With Income To Be Studied by NAB

ANALYSIS of rising labor costs in relation to income will be undertaken by the NAB Dept. of Employee-Employer Relations.

Decision to set up a set of labor-cost yardsticks was given endorsement by the NAB Employee-Employer Relations Committee at its Washington meeting last Monday. The study will be directed by Richard P. Doherty, NAB Employee-Employer Relations director, with the research assignment in charge of Dr. Kenneth H. Baker, NAB Research director.

The committee spent most of its Monday meeting discussing labor management’s problem of keeping costs within income. The research project will provide yardsticks covering different types of station operations.

Committee members went into the overtime-on-overflow problem, based on the Supreme Court’s Bay Ridge decision. Members exchanged views on handling of overtime pay under the decision. NAB has published a bulletin reviewing overtime obligations of broadcasters with regard to holiday pay, paid sick leave, call-in pay, daily and weekly overtime work, fees and similar topics. The bulletin provides instructions for overtime calculation.

Mr. Doherty reported to the committee on his department.

Presiding at the meeting was Leslie C. Johnson, WHBF Rock Island, Ill., chairman. Others present were John Elmer, WGMB Baltimore; Thad Holt, WAPI Birmingham; C. L. Thomas, KKOK St. Louis; Lee L. Whiting, KEYD Minneapolis.

Network advisory members present were Joseph McDonald, ABC; Howard L. Hausman, CBS; Ernest Armstrong Lauds Zenith’s Project

PHONEVISION is “a thoroughly workable and practicable” system, according to Dr. Edwin H. Armstrong, FM inventor. Dr. Armstrong expressed this opinion of the Zenith development in a recent letter to Zenith’s president, Comdr. E. F. McDonald Jr. “I am satisfied from the experiment that I saw . . . that the system is a thoroughly workable and practicable one and that the method of accomplishing the results is novel,” Dr. Armstrong wrote. “. . . While I would not want to say that television stations may support themselves in other ways, it looks to me as though the greatest attraction of all—movies in the home—will have to be paid for directly, and phonevision seems to me to be the only way to do it.”

Dr. Armstrong worked on a similar system 15 years ago, he stated, but discontinued the project because of the inadequacy of telephone lines at that time. Another reason was that he wished to devote himself to the development of FM.

He commended Comdr. McDonald on Zenith’s work in exercising “an extraordinary amount of ingenuity . . . I am quite satisfied,” he continued, “that you now have the technical solution of the box office problem . . . all you have left to do is to come are those forces set in motion by events, the workings of which are known to both of us from our experience in getting the FM system into operation.”

de la Osa, NBC. Robert D. Sweezy, MBS, was absent.

Committee members absent were Linus Travers, WNAV Boston; William Pabst, KFRC San Francisco; O. L. Taylor, KGNC Amarillo.

Board liaison members present were Calvin J. Smith, KFAC Los Angeles, and Henry P. Johnston, WSGN Birmingham.

NAB President Justin Miller; A. D. King, National Institute executive vice president, and David Farber, Employee-Employer Relations Dept. analyst, took part in the meeting.
One of the obvious things about 117 counties of South Texas is their preference for KTSA's rich diet of farm and ranch programs. Another is that they are full of spendable income.

Nearly three quarters of a billion dollars in quick cash from hogs, cattle, sheep, goats and farm produce is here for the things that Texans want.

It's easy to see why solid coverage of these 117 counties is so important to so many advertisers. It's no secret either that the advertiser who wants this market for his own chooses KTSA everytime.

Sell this rich Farm and Ranch Market with KTSA

5000 Watts
550 kc - CBS - San Antonio

Representatives:
TAYLOR, BORROFF & CO., Inc.

Programs like these, custom tailored for the farm and ranch, monopolize rural listening in South Texas.

CLIFF WARREN
1:15 - 1:30 P. M.

JOSKE'S FARM & RANCH NEWS, 12:45 - 1:00 P. M.

FORD TRACTOR ROUND-UP TIME
6:45 - 7:00 A. M.
another WHAS First!

College by Radio

and therefore, Selling

the only radio station SERVING all of the
Radio has tried but at best has enjoyed only modest success in educational broadcasts. To meet this challenge the University of Louisville and WHAS undertook a radical innovation in broadcasting—“College by Radio.”

The idea was logical, but the pre-course preparation represented months and months of hard work. Starting in 1947, actual classroom sessions were painstakingly recorded and re-recorded until at last the idea shaped into a workable format . . . eight months later “College by Radio” went on the air.

No one at WHAS had any illusions about these broadcasts rating high in a Hooper report. But at WHAS we take “Service” seriously. With “College by Radio” another service has been given our listeners, and we hope, a pioneering step taken toward making radio more effective and useful to its audience.
AFRA Blunders

Radio’s labor headache is like the itch. Just as soon as one eruption is salved, another breaks out elsewhere on radio’s labor-wracked carcass.

Currently (and for a welcome breathing) the AFM problem is reasonably under control. It isn’t a small matter, but something ever is. There’s always the compromise—until the next go-round.

It wasn’t long ago that AFRA was the paragon of cooperation among the labor unions. In contrast with AFM and IBEW and NABET and ACA, it was reasonably docile. It got somewhere, too, enjoying phenomenal development.

As it acquired strength it became more rambling. Currently it’s embroiled in a couple of conflicts, and both are in the sphere of the “make work” device used with such abandon by the older unions.

AFRA wants to force Uncle Sam’s Navy to pay full scale to program talent in each city in which an Eddie Duchin transcription series to recruit doctors and nurses is used. And Arthur Godfrey has found it necessary to warn his staff orchestra to desist from laughing or singing, lest he be hucked by AFRA for about $6,000 per week, under the usual scale for “stars.”

Call these feather-bedding, stand-by, make-work or whatnot, they’re the very kind of reprehensible practices that led to enactment of the Taft-Hartley and Pat-Pelitto laws last session.

Labor, of course, is determined to get these acts repealed. It should be evident that the cause of labor won’t be helped when abuses of these kinds are attempted in utter defiance of the Congressional mandate last session.

Design for Dollars

The History of American business reveals no more obvious lesson than the stimulating effect of competition for customers. In advertising this is especially true, as every white space seller will privately concede despite his historic chag in radio is grabbing his clients.

Inside the broadcast medium the competition for business is becoming more intense as new stations and new types of rendition solicit additional dollars. The overall result, fortunately, is to build new revenue sources and expand old ones.

A source of business not fully exploited by radio is the field of dealer cooperatives. Here is a field that vitally affects not only progressive and continuing if properly developed.

Cursily, newspaper interest in co-op business has dropped in recent years, perhaps because of dubious concepts employed by dealers and publishers alike. These techniques, openly discussed, include abuses that deprived the advertiser of his money’s worth and focused the dealer’s attention on the money-making rather than the sales benefits of co-op advertising.

To the broadcaster, as a new AFRA co-op study points out [Broadcasting, Nov. 8], the field offers vast opportunities. Employers who have never used radio can get their feet wet in the medium at low cost and become confirmed believers. And manufacturers, at dealer commercials can be introduced to radio through co-op campaigns.

Some stigma still is attached to co-op advertising by manufacturers, who recall past practices and wonder why media resort to tricks that increase the overall cost of advertising and selling.

Right there is radio’s chance to show the dealers and the manufacturers how to get their money’s worth out of advertising dollars.

Robert Kenneth Richards

The ultimate goal of the public relations director of the NAB is to eliminate the necessity for a public relations director of the NAB.

The author of that quote? The public relations director of the NAB. Robert K. Richards is one of the few men in the industry who could have stated the fact so succinctly.

“When every station—and every man and every woman at every station—recognizes the importance of serving the public, then there will be no more need for higher echelon public relations,” he firmly believes.

The urban Mr. Richards of Urbana, Ohio, began serving the public in a slightly different way from his present concept of such service. But it was uplifting. He was an elevator operator at 7c a day.

And in addition he picked up an honest dollar here and there as theatre usher, window washer, newspaper office boy.

He worked at these—and a few other jobs—during his high school or formative years. And he learned a great lesson young: “You can have too damn many jobs.”

He was editor of his high school paper, The Hillelimber. To balance the score he also played football. In fact he won a letter at it, and the letter weighed more than he did at the time. Comparable scholastic honor came when he became a member of the National Honor Society in high school.

The pattern for success already set, Bob Richards went on to college and became the fair-haired boy of Ohio State University. His name is still spoken with reverence by journalism students and graduates who have pored over his accomplishments as editor of the college daily, The Lantern.

He was a member of the university’s student senate, member of the editorial advisory board to the Yearbook Makio, was class historian, played polo, swam, was a sergeant in R.O.T.C., and generally distinguished himself.

For extra-curricular activities, he wrote—and sold—pulp fiction, and was rostrum page in the Ohio General Assembly. There he “learned to play pinochle, and what goes on in cloakrooms, how the government works—or doesn’t work.”

Leaving Ohio State University in 1934 in a blaze of glory, he got a job with Campbell-Kiwanis Agency, Detroit. His uncle was a vice president, Mr. Richards explains. So the Richards (Continued on page 54)

Broadcasting • Telecasting
"Old Mother Hubbard
Went to the cupboard . . .
When she came there
The cupboard was bare . . . !"

No bare cupboards in South Texas

Mother Hubbard must not have lived in South Texas. For, with farm income up and employment up, there are mighty few if any "bare cupboards" in this rich, prosperous area!

Here are 67 counties* constituting the daytime primary area of Station WOAI. It is a section noted for cattle, oil, cotton. It is great in production, has many needs. Sales of food alone to help fill these cupboards amounted to $247,370,000** last year. More food was sold here than was sold in either St. Louis or Pittsburgh.

South Texans have the money to pay for their many requirements. Be sure your products are in their cupboards by placing your advertising message over WOAI, the popular 50,000-watt station that covers this territory.

*BMB 50% to 100% counties
**©Sales Management 1948 Survey of Buying Power
IT'S COMMONPLACE TODAY to pick up a telephone on shipboard and talk to a business associate on land. But little more than 30 years ago, this was just a dream.

Back in 1915, the spoken voice could travel to far places only by wire. Then telephone scientists developed the radiotelephone, and soon the spoken word was winging its way across the ocean. A further use of this new magic was soon proposed; could not the human voice be sent from shore to ships at sea?

Soon sub-chasers and other small Navy craft were talking to each other over equipment designed by Bell engineers. And in experiments that got under way in 1919, the men on board two coastwise steamers talked through land stations to land telephones of the Bell System.

The early experiments covered fairly short distances. But in the meantime, telephone calls across the Atlantic by radio had become an ordinary occurrence. So... why not ‘phone calls to ships way out in mid-Atlantic?

Of course, long-distance ship-to-shore radiotelephony brought up problems of varying distances and directions—problems not encountered in point-to-point transmission. Bell Telephone Laboratories attacked these problems—and solved them with the design of the “Leviathan’s” equipment. For the first time, long-range marine radiotelephony became a reality.

A few years later, Bell Laboratories scientists developed selective ringing equipment, which made it possible to dial particular ships at sea. The basic elements of practical marine radiotelephony had now been developed.
In addition to producing radiotelephone equipment for the largest ocean liners, Western Electric for many years manufactured the 224, 226 and 227 type sets, which brought the benefits of radiotelephone facilities to coastwise vessels and small craft.

These sets provided power capacities ranging up to 100 watts. As the Bell System had tremendously expanded its chain of harbor stations, coastal craft were normally near a shore station. Hence these capacities were ample to maintain contact with land.

There still existed, however, no equipment specifically designed for tankers, freighters and smaller passenger ships plying the ocean lanes. This need has been filled by the introduction of the Western Electric 248A.

This new equipment provides 250 watts of transmitted radio frequency carrier power, resulting in greatly increased range. Provision is made for transmission and reception on the frequencies of the high-seas shore stations (as well as on the coastal harbor and ship-to-ship channels). Because of these two features, a ship equipped with the 248A, at practically any point on world trade routes, can establish contact with a land station.

The 248A combines this advantage with the compactness and simplicity of operation essential on smaller ships.
Respects  
(Continued from page 50)  
nephew wrote copy there until, as he has it, he tried to tell his uncle how to run an agency.
Now his uncle—doubtless the richer for his nephew's wisdom—is head of Fletcher D. Richards Agency, New York.  
Bob Richards transferred his loyalty in 1935 to WAIU (now WHC) Columbus, Ohio, as a continuation director and originator of some of the most original programs ever to ride an airplane.  
Briefly he did a turn with WJR Detroit, from which he was fired, he says, because he mispronounced a few words on the air. Incidentally, he had done The Word Man on WAIU. . . .
From 1936-39 he was in the editorial department of the Cincinnat Post, concurrently serving as announcer-news caster on WCPO.
He left for the job of production director of WSIP Toledo, where he stayed for two years. At the Fort Industry Station the brilliance of the young Richards impressed itself on J. Harold Ryan, Fort Industry vice president.
And so, with the advent of the Office of Censorship, and Mr. Ryan's appointment as radio chief, Bob Richards was called as his assistant.
The position proved a showcase for the Richards administrative ability and uncanny merchandising for sharpening his wit—the edge is razor-like—on bureaucrats. He completed his duties with the respect of higher and lower echelons alike.
In early 1944 the sharpened blue pencil, wit and leadership moved, happily to BROADCASTING. As editorial director, Mr. Richards was all things to all people—efficiency expert, public relations consultant, editorial writer (the Blue Book blushed red), father confessor, employer-employee liaison, interior decorator (witness the McGill murals), reporter and writer of uncommon skill, and a Solomon whose wise judgment was matched by his sense of humor.
The NAB was the next step up for Mr. Richards. He became head of the Public Relations Dept. in April 1947.
His greatest tangible success there, he feels, lies in the accomplishment of the Committee on Freedom of Expression, and the "Voice of Democracy" contest.
Started in 1947
The former was a committee of top executives representing all information media—radio, magazines, newspapers, books, and motion pictures—called together June 26, 1947, by NAB President Justin Miller to combat the growing threats to fundamental freedoms and individual rights. President Truman received the group at the White House, and enthusiastically endorsed the plan.
The "Voice" contest is now literally speaking for itself. Of the project Bob Richards has this to say: "If we can get the youth of this country—the leaders of tomorrow—to grasp the full meaning of freedom of expression in a democracy, then when they come into their own, their concept will be such that there will be no need for government regulation of radio."
Such an approach represents a fundamental of the Richards philosophy: Get to the wellspring of ideas and channel them into a proper course rather than damping up the streets after the banks have been overflown.
His concept of public relations follows the same course: "The mission of public relations is to relate the facts in terms people understand—not to justify a lie, but to explain the truth."
And Mr. Richards is no minor adversary when his convictions have been violated.
The 35-year-old NAB executive lists among his top achievements his wife, Betty ("a honey"), Susan, 9 (now editing an anthology of "Cute Sayings of Adults"), and Jeffrey, 4 (mechanical bent). He belongs to the National Press, University of Cincinnati and Columbus yacht clubs (shaving a boat with NAB's Harold Fair), and Sigma Delta Chi.
His hobby: People, who, at least, are more important than the public.

FRENCH TV HONOR FOR DR. ZWORYKIN

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of RCA Lab Division, RCA, was awarded the Chevalier Cross of the French Legion of Honor, on Nov. 15. The award, which coincided with the 7th anniversary of Dr. Zworykin's invention of the iconoscope, is a "a d e for his outstanding contributions in the field of television."

French Consul General Ludovic Chancel made the presentation upon instruction from President Vincent Aurial of France. Mr. Chancel expressed gratitude for assistance rendered French video development by Dr. Zworykin.

Dr. Zworykin, famous also for his development of the kinescope, has received: 1941 Rumford award of the American Academy of Arts and Sciences for his research work on the RCA electron microscope; 1948 Poor Richard Award; Howard N. Potts medal of Philadelphia's Franklin Institute in 1947; IRE's Morris Liebmann Memorial Prize in 1935; the Overseas Award of the British Institute of Electrical Engineers in 1937; the honorary degree, Doctor of Science from the Brooklyn Polytechnic Institute, and in 1940, the Modern Pioneers Award of the American Mfrs. Assn.

FCC Seminar to Be Held By Harvard Law School

A SEMINAR on the FCC will be conducted at Harvard Law School during the Spring 1949 term by Robert R. Bowie, law professor who heads the Hoover Commission committee studying the FCC and other regulatory agencies [BROADCASTING, June 21, Nov. 1].

The seminar will "examine the policies and methods of the FCC in the regulation of radio, television, and related industries. Study will be focused on specific problems involving basic issues of policy and procedure."

This is a little extra coverage we throw in! All kidding aside, here’s our formula—5000 watts on 550 kilocycles, and a 704 foot antenna with a location right in the center of the best soil conductivity area in the U.S., plus 23 years of good programming, give us unbeatable coverage and listening.

KFYR 550KC 5000 WATTS NBC AFFILIATE REP. JOHN BLAIR

Bismarck, No. Dakota
In the New York Market television pays off... on WATV

For the second consecutive month—October, 1948—Hooper New York City Teleratings show that Station WATV averages more viewers per dollar than any other television station in the New York Metropolitan Area.

Here are two of WATV's high-rated, low-budgeted evening programs:

**WESTERN FEATURE—7:00-8:00 P.M.**

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
<th>Cost-per-1000</th>
<th>Viewers-per-Dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATV</td>
<td>10.3</td>
<td>$2.27</td>
<td>441</td>
</tr>
<tr>
<td>&quot;A&quot;</td>
<td>10.3</td>
<td>5.18</td>
<td>193</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>14.0</td>
<td>3.67</td>
<td>272</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>2.9</td>
<td>12.89</td>
<td>78</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
<td>10.1</td>
<td>5.98</td>
<td>167</td>
</tr>
<tr>
<td>&quot;E&quot;</td>
<td>3.5</td>
<td>15.02</td>
<td>67</td>
</tr>
</tbody>
</table>

**FEATURE FILM—8:00-9:00 P.M.**

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
<th>Cost-per-1000</th>
<th>Viewers-per-Dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATV</td>
<td>9.2</td>
<td>$2.54</td>
<td>394</td>
</tr>
<tr>
<td>&quot;A&quot;</td>
<td>14.9</td>
<td>3.58</td>
<td>279</td>
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<tr>
<td>&quot;B&quot;</td>
<td>4.9</td>
<td>10.49</td>
<td>95</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>10.4</td>
<td>3.59</td>
<td>279</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
<td>9.3</td>
<td>6.42</td>
<td>154</td>
</tr>
<tr>
<td>&quot;E&quot;</td>
<td>7.1</td>
<td>7.40</td>
<td>135</td>
</tr>
</tbody>
</table>

WATV programs now average more than 100,000 viewers per half hour. This large ready-made audience—delivered to you at WATV's sensibly scaled rates—means more for your television dollar.

Let television pay off for you now. Call—wire—write Station WATV, Television Center, Newark 1, New Jersey for details of our special "Low Budget Television Shows".

SOURCE: C. E. Hooper, Inc., New York City Teleratings—October 8-14, 1948. The above figures are based on those time periods rated by Hooper, during which all New York City Television Stations were on the air with programming. "Cost-Per-Thousand" and "Viewer-Per-Dollar" figures were computed from minimum half-hour time charges for each station.
**Commercial**

_C. W. Green_ has been appointed sales manager of WIBC, Akron, Ohio. He was associated with station in 1940 and was general manager of Watics Broadcasting Co. from 1946 until present time.

_George Moskovicz_, CBS television manager of sales development, is to address a luncheon session of the Sales Executives Club in Cleveland, today (Nov. 22). His subject is to be "Tele-

**Confidence Man . . . . . . . DULUTH, MINN.—Despite the warnings of his friends, Otto Mattick is off for an early-season skating ses-

Otto's had such wonderful luck in the booming Duluth-Superior market that it's no wonder he's acting like the original confidence man. With
effective buying income up 27.6% and retail sales zooming 83.2% since 1945, selling in the Duluth-Superior market is a sure thing. And sales stories
b soon by KDAL bring big yields to all advertisers.

**Census Set Query Aired by ASA Unit**

PROPOSED inclusion of a radio set question in the 1950 U. S. Census was discussed at a meeting of the Census Advisory Committee of the American Marketing Assn., held Nov. 12-13 at the Census Bureau's offices in Suitland, Md.

No formal action was taken by the committee other than to give the Census Bureau the use of the radio set question in the population half of the census.

The Census Bureau withdrew its opposition to a radio question, provided it is inserted in the housing half of the census, at a meeting held Oct. 28 [BROADCAST-

**Egan, Fickett Will Use AM, TV for Hurdy Gurdy**

EGAN, FICKETT & Co., New York (distributor of Florida citrus fruits), will introduce a new brand, "Hurdy Gurdy," on radio and television in the New York market. Time has been purchased through Moore & Hamm, New York, on _Comics on Parade, Danny Webb's Sunday night WPXW_ (TV) program, once weekly on _The Fitzgeralds, WJZ-TV_, and thrice weekly on Walter Kiernan's WJZ radio program. All are New York stations.

"Newins Indiana River" oranges and grapefruit, another Egan, Fickett & Co. product, is using time on WOR New York, on the Sunday night Alan Ladd show.
YOU CAN BE SURE IF IT'S Westinghouse

How many towers in your array?

Mr. E. S. Mielke can help you in the New England District

Your Westinghouse transmitter salesman has at his finger tips complete facilities to help you with all your broadcast problems... from planning to operation. Mr. E. S. Mielke, one of several Westinghouse electronic sales engineers, assist him throughout the New England area. His broad experience as a radio engineer with the World-Wide Broadcasting Corporation, five years as a radio maintenance supervisor for Pan American Airways throughout South America, and with Westinghouse since 1944, qualify him very well for this work.

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.
What's the Forecast for Coal This Winter?

Because the bituminous coal industry last year exceeded all previous production records, there was enough coal to supply America's homes and industries—even though it was not always possible for coal users to buy exactly the sizes and grades they wanted.

This winter, the coal supply is expected to be substantially improved.

This is so for three good reasons:

**FIRST**, America's mines have continued to operate at a high rate of production through most of this year. Only a costly and extended work stoppage during the spring kept the cumulative weekly tonnage from equalling or exceeding the peak production records established for like periods a year ago. New facilities to provide a greater supply of higher grade coals in wanted sizes are already corning into production.

**SECOND**, demand for export coal to fuel Europe's homes and factories has eased up, as Europe's mines return to production. Hence, present indications are that total export shipments overseas for 1948 will be no more than one-half of what they were last year.

**THIRD**, the railroad car supply, though not yet in balance, has steadily improved. Many new cars have been added to the railroads' fleets in 1948. Others have been freed from transport of export coal by this decrease in demand for coal abroad. And still others have been made available to highly productive mechanized mines by the closing of marginal workings no longer profitable to operate, in the light of this easing in export needs.

That these factors have resulted in an improved situation over that faced at the start of last winter is readily demonstrated by the status of coal stock piles. On July 1 they were 16% higher than for the same date a year ago. And by August 1 they were 32% higher than on the same date in 1947.

So for America's coal users, this winter's coal supply picture is certainly assuring—and "hearth-warming."

The high level of production attained by the American coal industry and the improved supply of higher quality and most wanted sizes of coal available now are the result of progressive foresight and productive skill.

Neither would be possible today except for the fact that hundreds of millions of dollars have been spent—and millions more will be spent—to mechanize America's coal mines. The foresight of mine managements brought this revolution in coal technology; the skill of free American miners applied it to achieve unbelievable world-production records.

Management has demonstrated its ability to supply the nation's needs for solid fuel in war and in peace, without governmental aid or interference. America can count on coal.
Mickelson Is President

NARND Officers

NATIONAL ASSN. of Radio News Directors wound up its third annual convention Sunday, Nov. 14, after the election of officers and board members. The three-day session was held at the Drisco Hotel, St. Louis [BROADCASTING, Nov. 15].

Sig Mickelson, head of news, special events and production at WCCO Minneapolis, was elected president by the board of directors, to succeed John F. Hogan of WCHS Portland, Me.

Other officers elected included:
Jack Shelley, WHO Des Moines, vice president, replacing Mr. Mickelson; Ben Chatfield, WMZK wooden, GA, second vice president to succeed Mr. Shelley; Soren Munkhoff, WOW Omaha, succeeding Edward Wallace of WTAM Cleveland, as executive secretary, and David Kessler, WHAM Rochester, N. Y., treasurer, replacing John Murphy, WCKY Cincinnati.

The convention also named four new members of the board of directors: Sid Pietzsch, WPAA Dallas; J. Edgar Kirk, WPTF Raleigh, N. C.; Jim Bormann, WMT Cedar Rapids, Iowa; and Bruce Barrington, KOKX St. Louis.

Retiring board members were Jack Krueger, WMJ Milwaukee; Bob Mahoney, KWKH Shreveport; John Murphy, WCKY Cincinnati, and Tom Eaton WTIC Hartford, Conn., who was named Standards Committee chairman.

Highlight of the convention was a message from Justin Miller, president of the NAB, read by Robert K. Richards, NAB public relations director and member of

Open Mike

(Continued from page 18)
questa to produce or participate in various programs over the Philadelphia stations. We are at the moment working with both WPEN and WCAU...

Michael Eisler, Manager
Theodore Comant, Technical Director
WSRN Swarthmore College
Swarthmore, Pa.

FAMILY

WIBW has been a farm station for almost a quarter century. We sell Kansas and adjoining states because we serve them well. We're one of the family.

WIBW TheVoice of Kansas in TOPEKA

BROADCASTING • Telecasting

November 22, 1948 • Page 59
FIRE STRIKES

WITHIN less than a week fire has caused over $100,000 worth of damage. Of WCBT Roanoke Rapids, N. C., stroyed the television studios and offices. F. A. Sugg, manager of WKY, said that despite the fire the video stations are still aiming at its midsummer starting date. He reported that RCA had promised to fly a man to Oklahoma City to check the equipment and “have agreed to give us a higher priority on replacement of television equipment.” The fire, which the station reports may have started from a workman’s cigarette or electrical short, started in the ceiling of WKY’s Municipal Auditorium studios. In addition to gutting the 400-seat studio, the fire also damaged equipment being installed in the balcony area control room.

Although the fire was brought under control within 20 minutes, the station reports that much of the three-months’ remaining job of the studio will have to be redone.

“If we can just get television equipment without too much delay,” Mr. Sugg said, “our scheduled opening, may not be delayed at all.”

Without main studio left, WCBT is operating what it believes to be the first “drive-in studio.” Since there is not sufficient room in the transmitter building, from where the station is operating, live talent must rely on the great outdoors. Ministers who conduct the morning devotional drive up to the building and broadcast from their cars. Engineer Claude Mears rigged up long cords on the nikes and earphones.

WCBT’s fire started at night struck at two stations, resulting in

On Nov. 13 the studios and offices were gutted and on Nov. 16 fire destroyed equipment of WKY Oklahoma City.

* when the studios were empty and took over two hours to bring under control. It was discovered by night policeman Judson Duffee.

One turntable was the only piece of equipment in the studios which could be saved. With this, and the remote equipment which was stored at the transmitter, WCBT is continuing its broadcast schedule.

The station reports that a telephone company crew worked the remainder of the night to relocate a network line at the transmitter and make other needed moves.

Over $100,000 Damage
At WCBT, WKY-TV

WJBW Files Appeal
On Renewal Denial

A FORMAL BRIEF was filed last week by Charles C. Carlson, licensee of WJBW New Orleans, in U. S. Court of Appeals for District of Columbia in support of his appeal seeking to secure continued operation of WJBW. The appeal protests decisions by FCC denying renewal of the WJBW license to Mr. Carlson and alternately granting the facilities (1230 ke, 250 w fulltime) to his ex-wife, Louise C. Carlson [BROADCASTING, May 1].

The appeal, filed by the Washington law firm of Philip M. Baker and Charles E. Thompson, charges that WJBW had been denied a proper hearing because FCC refused to hear oral arguments before counsel of Mr. Carlson’s choice.

It argues that the consolidation of Mrs. Carlson’s application with the WJBW renewal request was contrary to Commission policy and that FCC erroneously declined to allow WJBW to reopen the record to show plans for technical improvements. Renewal denial was based on engineering factors.

A compromise agreement concerning the operation of WJBW is pending FCC approval and if granted would effect dismissal of the appeal. The agreement drawn up by law firm of Welch, Mott & Morgan, Washington, involves request by Mrs. Carlson for special permission to use equipment of WJBW for several months until her own authorized station (WADW) is completed [BROADCASTING, Aug. 1].

Under the agreement Mrs. Carlson would pay her former husband $600 a month to a total of $108,000, starting when she took over WJBW equipment. Mr. Carlson would relinquish all claims to the ownership of community property that had not been settled by their 1948 divorce proceedings and would pay Mrs. Carlson $3,000 for certain property to be retained by him.

Regarding denial of full hearing, the WJBW appeal stated FCC gave only eight days notice of the oral argument on a case that required five years to complete.

Election Ordered

A THREE-MAN panel of the National Labor Relations Board last Wednesday directed that a secret ballot collective bargaining election be held within 30 days among technicians at WJON Woonsocket, R. I. The election will determine whether the four broadcast technicians employed by WJON at its transmitter and the six announcer technicians at WJON studios wish to be represented by Radio Broadcast Engineers, Local 1281, International Brotherhood of Electrical Workers (AFL). WJON is licensed to Assoc. Electronic Enterprises, Inc.
ART GUDELMAN
Barton A. Stebbins Advertising Agency...Los Angeles

It seems as if you've literally grown up in the advertising business, Art. For 21 years you've watched deadlines come and go...you've written reams of copy and watched over the production of thousands of ads. And you've found time to follow your favorite outside activity—helping young people get started in the advertising business.

(During the war, Art, as a member of the 4-A's Southern California chapter, operated as a one-man clearing house for agency talent. More recently he served as chairman of the 4-A's Examination Plan.) As an AE you're well acquainted with the whys and wherefores of radio time buying. But we'd like to let you in on some recently released information that is typical of the KGW market area's potency. For example Oregon, with the nation's highest percentage of population growth since 1940, has an income market index of 17% above the national average; the number of Portland industries has doubled in the last decade and wages, earnings, production, retail sales and exports are riding the crest of prosperity. It's a market we're sure no timebuyer can afford to overlook.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE SIMULTANEOUS SERVICE

Represented Nationally by Edward Petry & Co.
**TELEFAX**

**Push-Button Telegram Transmission**

TELEFAX, a facsimile communications system enabling push-button transmission of telegrams and written matter, was put into public use by Western Union last Thursday in Washington. Although presently restricted to common carrier facilities, there is distant possibility that Telefax may someday invade the television spectrum.

Guests will be offered “round-the-clock” Telefax service at the Wardman Park Hotel in Washington, where the first installation was made by Western Union.

To dispatch a message, in his own handwriting if he chooses, the sender merely presses a button of the telefax sending machine and then deposits the message in a slot of the machine. Telegrams are automatically wrapped around a revolving cylinder, which scans the message with an electric eye in much the same manner as Ultrafax.

The material is converted into electric impulses which are flashed across wires to the central office of Western Union for transmission to its destination. The impulses are then reproduced in facsimile at the terminal end of the line, dropping out the receiving machine ready for delivery. The transmitting and receiving units are about the size of a slot machine.

Participating in the inaugural ceremonies at the hotel were the inventor, F. E. d’Humy, WU vice president of engineering; A. K. Mitchell, Washington WU superintendent, radio star Kate Smith, FCC Commissioners Rosel H. Hyde, Edward M. Webster, Robert F. Jones and Frieda Hennock and officials of the hotel.

The system eliminates keyboard transmission of telegrams and saves the time required for messenger pick-up and delivery. Even more speed will result in transmission of messages between cities when Western Union has completed its proposed nation-wide radio beam system now under construction. This system operates in the 5,000 mc region with a channel width of 150 kc. The system already extends from New York through Pittsburgh, Philadelphia, Baltimore and Washington.

There are 18 repeater towers located from 30 to 50 miles apart on the New York-Washington circuit. In anticipation of relaying television signals by radio, Western Union has also mounted TV relay equipment on its Telefax towers.

Plans of Western Union also call for equipping fleets of “Telecars” in interconnected cities. The “Telecars” with 3-way radio-telephone and Telefax facilities, would receive the printed messages from the central office of a city and then deliver them.

A Western Union “Telecar” is now in operation in Baltimore. It is using facilities in the 300-400 mc region. However, Western Union officials are known to be seeking facilities in the 150-200 mc channel, still outside the broadcast range.

Western Union presently is concentrating the bulk of its efforts on Desk-Fax, an adaptation of Telefax for private business use.

The use of RCA’s Ultrafax system is envisioned only if the volume eventually transmitted via Telefax proves too heavy for common carrier operations.

**SERVING THE LOWER RIO GRANDE VALLEY OF TEXAS**

- Cotton in the bale is money in the bank and dollars in your pocketbook Mr. Time Buyer. In 1948 Magic Valley produced the largest cotton crop in its history, 322,619 bales—over $50,000,000. Contrast this with 46,644 bales of 1935 or 257,410 bales produced in 1947. It’s a rich progressive, GROWING market . . . covered by KRGV.

**ADLEW’S GREATEST WATCH VALUE**

17 JEWEL • 2 PUSH BUTTON

CHRONOGRAPH

- WEST WATCH
- STOP WATCH

- TELEMEETER
- TACHOMETER

**29.75**

(Formerly $37.50)

Ideal for use in sports, skiing, engineer-
ing, aviation, television, radio, aviation.

Also available in 18k Gold Case — $64.50

Plus 10% tax (formerly $37).50

New Western Union Telefax unit (at left) alongside standard WU automatic telegraph machine.

**W M I N**

ST. PAUL, MINNESOTA

The News, Music and Sports Station

in the Twin Cities

Frank M. Devaney, General Manager

Represented by:

RADIO REPRESENTATIVES, INC.
WCAO
Baltimore

BASIC
CBS

5000 watts
600 kilocycles

PROMOTES YOUR SHOW

*Just ask your Raymer representative
DOUBLE CONTROL CBS Adopts New Film System

CBS last week announced adoption of the “double control” film recording system for use in recording network video shows on film to send to affiliate TV stations not yet interconnected for live network programs.

Choice of the double system, which records the picture and the sound separately, was based on the belief that this method is better able to meet television’s high fidelity requirements, William B. Lodge, vice president in charge of general engineering, pointed out. “Our choice is based on the fact that the double system, universally employed in Hollywood motion pictures, permits individual control of both picture and sound quality,” said Mr. Lodge, “whereas single system television recording imposes limitations on the quality of the picture or the sound, or both.

Independent Developing

“In the double system, two different types of film negative are used for the initial recording, each type especially suited for the particular purpose. The developing process for picture and sound can thus be controlled independently to achieve maximum fidelity for both. Individual control is possible in single system television recording. The actual release print produced by double system recording is a composite of the separately processed sound negatives and picture negatives.”

The new CBS recording plant began operating last week, filming roughly seven hours of the network’s top video programs for use by CBS-TV affiliates. Programs recorded included Ford Theatre, People’s Platform, Kaboo Kersen, Winner Take All, What’s It Worth?, the three-a-week Places Please and the five-a-week Face the Music and Lucky Puck.

Identical video recording facilities will shortly be installed in Hollywood. CBS then can serve its video affiliates from the country’s two major programming centers with 16mm prints suitable for use on the type of projection equipment normally employed by TV stations.

A CBS spokesman said that the major films would naturally be more expensive than those made by the single system—with both pictures and sound recorded on the same film—but when this cost is distributed among all stations receiving the service it amounts to very little per station. He stressed the point that the prints resulting from this system cost no more despite their superior quality.

Howard A. Chinn, CBS chief audio-visual engineer, and Skip Wilson Addresses PR Society Meet

ALMOST 15 billion listener-impressions were obtained last year through the radio allocation plans of The Advertising Council, New York, in behalf of public service campaigns, according to Allan M. Wilson, vice president of the council.

Speaking at the first annual meeting of the Public Relations Society of America in Chicago on Tuesday, Nov. 16, Mr. Wilson outlined the benefit industry derived from public service advertising.

Pointing out that General Mills is budgeting about $1 million for public service advertising this year, he called such advertising “a servant who cannot be influenced in what he does and says by the whims of an editor or the human frailties of a speaker or a witness before a Congressional committee or even of a private secretary, . . . worth his weight in platinum.”

The society’s award for top public relations man of the year went to Howard Chase, director of public relations for General Foods Corp., for “his leadership and contribution to the public relations profession.”

There will be another session of the

RADIO SALES TRAINING SCHOOL
Columbus, Ohio • Nov. 29-30, Dec. 1

Subjects include:
- HOW TO SELL LOCAL RADIO
- SELLING OPEN-END TRANSCRIPTIONS
- SELLING CO-OP SHOWS
- HOW TO HELP YOUR NAFL. REP. and the proven

10 Point Plan of Sales and Services

Tuition $100 Enrollment Limited to 6

Maximum personal attention. Wire Now

FRED A. PALMER
Columbus, Ohio

worth Athey, CBS project engineer, supervised development of the CBS video recording system. RCA provided the electronic components of the system; J. M. Wall Inc. and Eastman Kodak produced the cameras; J. A. Maurer Inc. made the major units of the sound recording equipment.

Programs to be recorded will be fed by wire from the network’s TV studios in the Grand Central Bldg. to the new recording plant at 49 E. 52nd St., about half a mile away.

CBS will use the new recordings to serve its TV affiliates in the Midwest until Jan. 12, when they will be hooked up by coaxial cable to the East Coast network to receive the programs live. Other video stations in the South, Southwest and West Coast will get CBS service by film for an indeterminate period.

NBC Sunday

(Continued from page 28)

what MCA regarded as satisfactory terms with the talent agency.

Less than a fortnight ago Niles Trammell, NBC president, flew to Hollywood reportedly in the belief that he was about to clinch a deal to retain Mr. Benny. He returned a few days later to New York with the gloomy conviction that NBC’s chances to keep its veteran star.

One source speculated that the NBC negotiations had been snagged by a dispute with MCA over the control of Mr. Benny, whose capital gains purchase by either NBC or MCA would be arranged through his own corporation, Amusement Exchanges Inc.

Mr. Benny is sponsored by American Tobacco Co. and the Harris-Pay show by Reaxil Drug Co. Both sponsors would move to CBS with the shows under present plans.

ASCAP Appeal

APPEAL of ASCAP from the decision of U. S. District Judge Vincent L. Leibell will be heard Nov. 29 in the U. S. Circuit Court of Appeals. ASCAP failed to secure a postponement. Whatever the circuit court decision, the issue is virtually certain to be taken to the U. S. Supreme Court, either by ASCAP or by the motion picture people. Ruling of the district court not only restrained ASCAP from collecting performance rights fees from movie theatres but also found the present organization of ASCAP inherently a violation of the anti-trust laws.

WEB Lithograph Inc.
THE REL 10KW FM
BROADCAST TRANSMITTER

challenges

any other 10KW Transmitter to equal its performance and economy

IN PARTICULAR IT INVITES ATTENTION TO THE FOLLOWING OUTSTANDING FEATURES:

1. It requires but 18.5 Kilowatts primary input power to produce 10 Kilowatts of radio frequency output power.

2. It pulls from the check book only $32.85 for a complete renewal of the modulator tubes, only $117.00 for the intermediate amplifier tubes, and only $480.80 for the final amplifier tubes. For a complete set of rectifiers and regulators only $112.45.

3. Its modulator—the Serrasoid—produces a signal to noise ratio of 80 db measured at 150 KC swing.

4. It produces less than .25% distortion under full modulation between 50 and 15,000 cycles.

5. It never departs from its assigned frequency by more than .0005%.

6. It employs only tetrodes in the power gain stages.

THE REL 10 KW INVITES INSPECTION AND PROOF OF PERFORMANCE AT: 35-54 36th STREET, LONG ISLAND CITY 1, NEW YORK.
PUERTO RICO SEeks DISMISSAL OF FM CP

The present budget for this current plan is under scrutiny from the local private broadcaster who contend WIBP would compete unfairly with their own stations. The Congressional investigation arose from these complaints.

The Puerto Rico Communications Authority in its petition stated that since the granting of the FM permit it had found it necessary to revise its budget to meet new and current expenses with the result that the present budget for this project (FM) is very limited.

Transmitter Logs

NAB last week mailed to member stations a revised "Sample Transmitter Operating Logs and Pertinent FCC Rules and Regulations." FCC rules and standards covering AM, FM and TV logs are included. The material was collated by Neal McNaughten, assistant director, NAB Engineering Dept. Last edition was published in 1946.

FCC Approves 9 AMs, 1 FM

FCC APPROVAL was granted last week for ownership transfers involving nine standard stations and one FM outlet.

Sale of 50% interest in WHBO Sulphur Springs, Fla., was approved by the Commission from James D. Sinyard, retiring partner, to Harry J. Dunlap for $55,000.

Consent also was given for sale by Ross K. Prescott of 20% holding in KTAE Taylor, Tex., for $10,000 to K. L. McConchie. Mr. Prescott also assumes responsibility for 50% in KCHE El Reno, Okla., with retirement of minor interest in that station by J. T. Carlisle.

Other station transactions approved by FCC included KXUR Russellville, Ark.; KVMV Twin Falls, Id.; WBSR Pensacola, Fla.; WATO Oak Ridge, Tenn.; KBCB and KBCB-PM Des Moines and KVGB Great Bend, Kan. Details follow:

WHBO Sulphur Springs, Fla.—Grant- ed assignment of license from Sulphur Springs Broadcasters to new partner- ship of same name and composed of one of two present partners, Harold A. Dunlap. James B. Sinyard, retiring partner, sells 30% interest for $35,000 to Harry J. Dunlap, retail milk dealer at Elyria, Ohio, who becomes business manager of station. Harold Dunlap becomes general manager. WHBO is assigned 1,500 w day on 1590 kc.

KXUR Russellville, Ark.—Granted assignment of license from the Valley Broadcasters, partnership, to Valley Broadcasters Inc., new firm composed of two original partners and new individual. Clyde R. Horne and Jerrell White, retiring partners, sell 40% interest in new firm and 20% interest is acquired by Joe D. Sheph- ird. Letter pays $100 for 20% common stock interest and acquires preferred stock in amount of $4,000. Of this amount, $3,584 is paid through assignment of remaining capital stock. KXUR is assigned 250 w on 1490 kc.

KCHE El Reno, Okla.—Grant- ed assignment of permit from El Reno Broadcasting Co., partnership of same name and including three original partners, C. C. Woodson and R. A. Hall, to new firm composed of two present partners, L. E. Carrol and R. P. Cade. Ex- tending partner J. T. Carlisle is re- moved from partnership. KCHE is assigned 500 w day on 1590 kc.

KTAE Taylor, Tex.—Grant- ed assignment of license from Williams- on Broadcasting Co., partner- ship of same name and including two of three original partners, Graham C. Conley and Dr. Raymond George, to new firm composed of four partners. Re- tiring partner T. J. Carlisle sells his 20% holding to K. L. McConchie, partner in Taylor Media Co., for $10,000. KTAE is assigned 1 kw on 1590 kc.

KVMV Twin Falls. Id.—Grant- ed acquisition of control of Kimball Broadcasting Co., licensee, by Franklin V. and Velma A. Coon, Charles E. Crabtree sells 15 of his 50 shares to corporation for $20,000 per share, plus interest and holding thereby is increased from 47.5% to 50%. KVMV is assigned 250 w on 1490 kc.

WBSR Pensacola, Fla.—Grant- ed acquisition of control of Escambia Broadcast Co., licensee, by Ruth Braden, Helen Townsley and Coogan & Coogan, sale of 10% holding of Knieke M. Bell for $1,500. Also, Bell's brothers hold 30% interest. WBSR is assigned 1 kw on 1590 kc.

WATO Oak Ridge, Tenn.—Grant- ed assignment of license from Frank E. Pellegrin and Carlin C. Davis, to new firm composed of three present partners, Richard J. Ross and T. L. Carter, which partners each hold 40%, Marshall H. Peters, manager, acquires an additional $10,000. WATO is assigned 250 w on 1,490 kc.

KBCB and KBCB-PM Des Moines and KVGB Great Bend, Kan. Details follow:

FCC Warning

BECAUSE of mounting interest in radio for business and personal use and detection of an increasing number of illegal transmitters, FCC last week reiterated that types of radio operation must be authorized under prescribed rules and regulations. Commission reported that operation of an unlicensed transmitter by Victory Corps, Inc., as a result in transmitter's operator being placed on one-year probation by Justice Dept. for violation of Communications Act. Numerous transmitters located through FCC field operations during past fiscal year amounted to 153, an increase of 26% over previous year, FCC said. Since July 1 an additional 48 violators have been uncovered and their activities halted.

New WATB Facilities

FCC issued new WATB at 1,490 kc, 500 w, 1,400 kc, from Utica, N. Y., to the following stations in lieu of previous conditions:

KECA-AM Los Angeles—To change antenna height from 2,500 ft. to 3,000 ft.

KWWC-FM Popular Bluff, Mo.—To change power from 5 kw to 1 kw, and antenna from 225 ft. to 110 ft.

KXYX-FM Detroit—To change power from 5 kw to 3 kw and antenna from 485 ft. to 420 ft.

WCBW Cleveland.—Class B, 103.3 mc, 1 kw, 5 kw.

KXWD-AM Detroit.—Grant- ed modification of CP to make changes in antenna system.

New WFBI FM Construction

A RECORD of 123 days in the construction of a four- tower directional array is claimed by WFBI Utica, N. Y. Construction permit was granted on June 3 and operation of the new facilities started Nov. 10, according to J. E. Williams, owner and general manager.

Construction time was lengthened in August when one of the four towers buckled and fell. WFBI moves from 1,100 kw with 250 w daytime to 1,100 kw with 1 kw day, 500 w night. The new plant represents an expenditure of about $120,000, according to Mr. Williams, and will operate on a 24-hour schedule.
MONOPOLISTIC control of facsimile America's free press within the next ten years, Morris Ernst, New York attorney, told a Congressional committee last Wednesday.

Appearing before the Anti-Monopoly Business Committee, Mr. Ernst, who has on different occasions represented the American Newspaper Guild, had this to say on facsimile: "You know what facsimile holds forth for the future. The newspapers from New York City can be sent out over the air, and there will be no type needed in any city in the country, and it is my best guess that it is ten years off, and only ten years off. Because you can't, in your small town, stand the economic burden of setting type, in competition with the cheapness of sending the printed page by air. It can even come into your home eventually, by means of a piece of paper attached to the radio . . ." 

Mr. Ernst told the Congressmen that no effort was being made in restoring free enterprise to America because "by the time you come to a decision . . . whatever side you take, somebody else has grabbed all that goes on the air, and controls the press of the nation."

'Nub of Monopoly'

On the subject of patents, which he described as the "nub of monopoly," Mr. Ernst advocated that the owner of a patent license "everybody at a decent price and a fair profit." He said this should apply to "the most precious commodity known to man, the First Amendment commodity, the radio, the movies and the press."

Mr. Ernst condemned absentee ownership of radio stations and what he said was the practice of telephone companies in refusing to lease lines for less than a period of one hour, thus penalizing local stations.

He acknowledged being "in the radio situation, where Sarnoff and Paley and other networks lost their fight." For this reason he said he was prejudiced, adding he was not "ashamed of my prejudice."

"I am not critical of the four lines who own the radio of America," Mr. Ernst said. "I am not critical of them. But those four people, four groups, own the public mind through the ether." Mr. Ernst maintained a newspaper would send out its own radio station. "The last time I looked into it," he said, "there were a hundred towns in the United States where the only newspaper owned the only radio station."

Public opinion polls were identified by the attorney as the "greatest force in America for the reduction of the taste of the people, and the reduction to the lowest common denominator of culture." Political polls were of little concern to Mr. Ernst because they have a low percentage. The corrective, he said, were the people.

"I am worried," said Mr. Ernst, "about the Hooper poll, which determines what goes on the air. And there is no way of checking up as to whether Hooper is within 50% of what he says."

MEDIA FREE SPEECH CONFERENCE IS HELD

SECOND annual meeting of the All-Media Conference on Freedom of Expression was held Friday at NAB headquarters in Washington. Representatives of all principal means of communication attended, including newspapers, radio, magazines, books and motion pictures.

The conference was conceived over a year ago by NAB President Justin Miller as a means of blocking government inroads on freedom of speech.

Among those attending were James M. Barnes, Society of Independent Motion Picture Producers; Ernest D. Canham, American Society of Newspaper Editors; William L. Chenery, chairman, editorial committee, National Publishers Assn.; Kenneth Clark, Motion Picture Assn.; Sig Mickelson, National Assn. of Radio News Directors; Curtis W. McGraw, American Book Publishers Council; Sidney Schreiber, Motion Picture Assn. of America; Col. James Hale Stein (WGAL Lancaster, Pa., etc.), chairman, American Newspaper Publishers Assn., Federal Laws Committee; Harry F. West, American Book Publishers Council; William Van Allen, Hansen, Lovett & Dale; Eric Johnston, I.B.W.; and Sarnoff.

A banquet was held at the Thursday meeting, with members of the NAB board participating. First meeting of the group was held June 27, 1947.

ADDITION Corp, Chicago, Nov. 19, announced the introduction of its one-millionth record player unit since the end of World War II. One shift now produces 10,000 units weekly, the firm reports.
4A's Conclave

(Continued from page 22)

with J. Walter Thompson Co., maintained that art directors should be in on the designing of a commercial. "Management should insist on art director participation in preparing television commercials."

In answer to questions from the floor, the panel of speakers and S. L. (Pat) Weaver, vice president and director of radio and television for Young & Rubicam, chairman, agreed the trend is toward film commercials. The suitable length for a television commercial, they said, is "long enough to put the idea over" but as short as possible.

The meeting concluded with a brief report by Walter Craig, vice president of Benton & Bowles, on the Radio Writers Guild negotiations.

Challenge of TV

Television, today, is "the biggest challenge to creative advertising I know of," averred Chairman Henry O. Pattison, vice president and director of copy, Benton & Bowles, in an opening address to the AA creative seminar, wholly devoted to the problems of selling by television.

William J. Griffin Jr., vice president and group copy head, J. Walter Thompson Co., speaking on copy, advanced the unhappy prediction that the "automatic ear" which enables the public not to hear a commercial will soon be matched by the "automated smoked glasses for looking at television commercials without seeing them."

The basic problem with video commercials, Mr. Griffin opined, is that the same problem that advertising has always had, that "of getting a vital idea."

Sometimes what look like the hardest problems can be solved by simple devices, he said, citing Ballentine's solution to its problem of getting in its commercials without interrupting its baseball telecasts. By superimposing a glass of beer over the picture of the diamond, Ballentine got over its message without making the viewer feel he was missing any part of the game, Mr. Griffin said.

The payoff, he reported, was in such direct results as a call from a bartender who said: "Okay, Ballentine, put in your tap. I give up. You win. Television wins."

Radio Hangover

A radio hangover, trying to take a radio commercial and add pictures, is the biggest fault of today's video commercials, according to Elwood Whitney, vice president and senior art director, J. Walter Thompson Co.

In a good television commercial, he said, pictures and words are "welded together as an integral part of each other."

He advocated for TV the process used to create commercial movies: An art director and a writer working together to produce a video story board. (A story board is a layout with a strip of pictures along one side, the accompanying text along the other, not unlike a cartoon sequence.)

"Keep your commercials simple," was the advice of William E. Forbes, supervisor of television operations for Young & Rubicam. He pointed out that the tuning of a video set has not yet become an automatically perfect procedure so that the picture seen by most viewers will be less good than that on the director's monitor screen in the studio.

Richard de Rochmont, producer of the "March of Time" films,.de- plored the treatment that motion pictures are getting from television. Instead of taking the best the movies have to offer, he charged, "television has taken what is most banal, cheapest and most available."

Where is your vaunted creative ability, he asked the agency men, when the best video program today is a vaudeville show such as might have appeared on the Orpheum circuit in 1932, the best light opera within the span of a creative seminar, and the commercials like the slides used in movie houses in the pre-Harding era?

Asked where the responsibility for creating video commercials should be placed in an agency, the panel members agreed that it should be more than a radio department responsibility.

Mr. Pattison was not contradicted or even questioned when he declared that television's only kinship to radio is in its method of distribution and that in every other sense it is blood brother to the movies.

Film vs. Live

The inevitable question about the relative merits of film and live commercials brought a variety of answers. Mr. Griffin said it depends on the product, pointing out that the new large Ford truck would be hard to get into a video studio, whereas it is demonstrated in action on film. And so effectively demonstrated, he stated, that a man in Philadelphia walked into a Ford showroom and bought a truck, just from seeing the film demonstration on television.

Mr. de Rochmont expressed a preference for live commercials, "where you can use them, as they are infinitely more convincing at this stage of television." But he pointed out that where a message is going to be repeated again and again a film recording is the surest way of getting it right every time.

Mr. Forbes called film "more sure-footed than live productions" and added that its cost can be amortized over a period of months, or even years.

Answering a question about integrated commercials in television, Mr. Forbes urged the use of judgment. He said that while the Texaco-integrated commercial had
LISTENERSHIP by Men Highest on Election

EITHER men make better night-owls, or had more bets on the election, according to The Pulse Inc., New York. Whereas women constitute well over half the radio audience at other times, The Pulse report for the 12 midnight to 5:45 a.m. period of election night showed 99 men listeners per 100 homes against 75 of the distaff side.

Someone was awake in one out of three homes listening to returns on Nov. 2. Ratings by quarter hours ranged from the high of 20.0 at midnight to a low of 1.0 at 5 a.m., which is probably a record audience for that time period, The Pulse pointed out. A percentage of 33.7 listened sometime during the six hours.

Following are The Pulse figures for homes with the radio on sometime between midnight and 5:45 a.m. on election night:

<table>
<thead>
<tr>
<th>Time</th>
<th>Men Listener Percent</th>
<th>Women Listener Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 midnight</td>
<td>20.0</td>
<td>21.3</td>
</tr>
<tr>
<td>12:15 a.m.</td>
<td>21.0</td>
<td>22.3</td>
</tr>
<tr>
<td>12:30 a.m.</td>
<td>22.0</td>
<td>23.3</td>
</tr>
<tr>
<td>12:45 a.m.</td>
<td>23.0</td>
<td>24.3</td>
</tr>
<tr>
<td>1 a.m.</td>
<td>24.0</td>
<td>25.3</td>
</tr>
<tr>
<td>1:15 a.m.</td>
<td>25.0</td>
<td>26.3</td>
</tr>
<tr>
<td>1:30 a.m.</td>
<td>26.0</td>
<td>27.3</td>
</tr>
<tr>
<td>1:45 a.m.</td>
<td>27.0</td>
<td>28.3</td>
</tr>
<tr>
<td>2 a.m.</td>
<td>28.0</td>
<td>29.3</td>
</tr>
<tr>
<td>2:15 a.m.</td>
<td>29.0</td>
<td>30.3</td>
</tr>
<tr>
<td>2:30 a.m.</td>
<td>30.0</td>
<td>31.3</td>
</tr>
<tr>
<td>2:45 a.m.</td>
<td>31.0</td>
<td>32.3</td>
</tr>
<tr>
<td>3 a.m.</td>
<td>32.0</td>
<td>33.3</td>
</tr>
<tr>
<td>3:15 a.m.</td>
<td>33.0</td>
<td>34.3</td>
</tr>
<tr>
<td>3:30 a.m.</td>
<td>34.0</td>
<td>35.3</td>
</tr>
<tr>
<td>3:45 a.m.</td>
<td>35.0</td>
<td>36.3</td>
</tr>
<tr>
<td>4 a.m.</td>
<td>36.0</td>
<td>37.3</td>
</tr>
<tr>
<td>4:15 a.m.</td>
<td>37.0</td>
<td>38.3</td>
</tr>
<tr>
<td>4:30 a.m.</td>
<td>38.0</td>
<td>39.3</td>
</tr>
<tr>
<td>4:45 a.m.</td>
<td>39.0</td>
<td>40.3</td>
</tr>
<tr>
<td>5 a.m.</td>
<td>40.0</td>
<td>41.3</td>
</tr>
<tr>
<td>5:15 a.m.</td>
<td>41.0</td>
<td>42.3</td>
</tr>
<tr>
<td>5:30 a.m.</td>
<td>42.0</td>
<td>43.3</td>
</tr>
<tr>
<td>5:45 a.m.</td>
<td>43.0</td>
<td>44.3</td>
</tr>
</tbody>
</table>

LISTENERS per 100 Homes by Sex

<table>
<thead>
<tr>
<th>Time</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 20</td>
<td>99</td>
<td>75</td>
</tr>
<tr>
<td>20-39</td>
<td>75</td>
<td>51</td>
</tr>
<tr>
<td>40-49</td>
<td>48</td>
<td>33</td>
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<td>50-59</td>
<td>24</td>
<td>17</td>
</tr>
<tr>
<td>60-69</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>70 and over</td>
<td>61</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>174</td>
<td></td>
</tr>
</tbody>
</table>

NEW!

MAGNETIC TAPE RECORDER

Fairchild's new Magnetic Tape Recorder meets all requirements set by the latest proposed NAB specifications, and then some! For instance: The high fidelity performance formerly achieved at 30 inches per second tape speed has been captured at 15 inches per second. Result: Doubled recording time for a specific amount of tape, reduced operating speed of the equipment. Quality? In instantaneous "A-B" erase trained ears were unable to detect switching from a live program to its recorded facsimile on the Fairchild Magnetic Tape Recorder. Instantaneous playback tests also show better than 60 db signal-to-noise ratio with a maximum total distortion of 1/2% per cent. Additional features include:

- Both mechanical and electrical "plug-in" construction for uninterrupted service.
- Interlock system to prevent accidental erasing.
- Volume indicator for metering purposes.
- Adjustment of playback head during operation.
- Automatic control in case of tape break.
- Simultaneous monitoring from the tape during actual recording.

Delivery? Early in 1949! Write for complete details: 88-06 Von Wyck Blv., Jamaica 1, N. Y.
Because of his enforced inactivity, he said, he has "had a tendency to be impulsive and at times to express himself on subjects in an extreme or exaggerated manner either orally or in written memora- 
dana.

Inactivity Blamed

But, he said, those who know him—including his employees—are aware of these tendencies and con- 
strue his "impulsive utterances in the light of what they know to be [his] real underlying feelings, and . . . act accordingly."

The employees, he said, "as well as affiant, know that such utter- 
ances, whatever oral or in writing, are not intended to be literally carried out, and that nothing is to 
be done in conflict with the law, the Commission's regulation and decisions, or the welfare of the 
country, the listening public or the stations."

Throughout his association with the stations, he said, he has 
repeatedly given instructions, both in writing and orally, to the per- 
sons in charge of the operation of the stations "to comply with the law both in letter and in spirit."

Additionally, he said, all three stations have strict program codes.

In an affidavit submitted simul- 
taneously, Mr. Mullen told FCC that he has "always regarded [Mr. Richards] as one of the out- 
standing broadcast station opera-
tors in the country."

He said he is "convinced that the 
executives and employees of each of the three stations understood, at all times, that Mr. Richards' 
basic instructions were to comply with the law and the Commiss-
ion's regulations, decisions and policies, and that these instructions were scrupulously carried out."

He said he did not believe Mr. Richards intended to order news slanted or that any such supposed order was 
carried out.

Mr. Mullen said when he 
accepted the presidency of the Rich- 
ards stations early this year, fol-

doing negotiations which pre-
dated the charges, it was under- 
stood that he was to have "full 
authority over and responsibility for the operations of the stations. . . . This understanding with Mr. Richards has been and will continue to be faithfully carried out."


Basis of Complaint

The Radio News Club's com-
plaint against Mr. Richards was based 
upon allegations involving 
Mr. Richards, Roberts, George Lewis, and Maurie Starrels, former KMPC newsman.

The American Jewish Congress also petitioned FCC to revoke the license of KMPC in March 28 but this request has 
not been acted upon.

Test of FCC's hearing order, 
issued November 4, 1948, is as follow:

IT APPEARING,

(1) That on Feb. 28, 1948, the Radio News Club filed with the Commission a complaint alleging that the office, director and stockholder of KMPC, Station of the Star Inc., WJR, The Goodwill Station Inc. and WGAR Broadcasting Co. Inc., licensed to WGAR Broadcasting Co., Inc., respectively, on various occasions issued instructions to members of the staff and other members of the staff of KMPC, to the effect that news concern-
ing specified individuals, groups and events should be slanted, distorted, suppressed, altered or otherwise treated in a fashion specified by said G. A. Richards in order to promote his private views and interests in re- 

spect to public figures and issues of political and social importance; that the complaint further alleged that the conduct of G. A. Richards, on at least one occasion, caused the dis-

patch of material on the staff of KMPC because of his failure and refusal to present spotaneously, in a timely manner, newsworthy material pertinent to the public and the public interest which was in his opinion a matter of public concern; and

(2) That G. A. Richards, at all times when such instructions were al-
leged to have been given, was the president of each of said licenses and station and had at all such times been controlling stockholder of KMPC, Sta-
tion of the Star Inc. and WGAR Broadcast-
co. Inc., and, together with mem-
ers of his family, controlling stock-
holder of WJR, The Goodwill Station Inc., and

(3) That on March 19, 1948, the Commission authorized the complaint to make an investigation of the matters alleged in said complaint with respect to the conduct of said G. A. Richards in relation to each of the said licenses; and

(4) That on Aug. 12, 1948, the Com-
mission, therefore, had a copy of said complaint and copies of documents referred to therein with the request that he submit his

sworn statement covering the charges contained in the complaint;

(5) That pursuant to said request, on Sept. 19, 1948, A. Richards through counsel submitted in the Com-
mission his sworn statement with re-

spect to the matters alleged in the complaint; and

(6) That the foregoing information submitted by the Radio News Club, by Mr. Richards and additional information obtained during the course of said investigation tending to substantiate the information submitted by Radio News Club raises substantial questions with regard to the allegations of KMPC newsmen;

NOW THEREFORE, IT IS ORDERED, pursuant to section 303 of the Com-

munications Act of 1934, as amended, that the said G. A. Richards, through his counsel, be and he is hereby directed to appear before the said Commission E. M. Webster at a time and place to be hereafter designated by order of the said Commission under the following:

1. Whether G. A. Richards has at any time while he was an officer and principal stockholder of the licensees of Stations WGAR Cleveland, Ohio; KMPC Los Angeles, Calif.; and WJR Detroit, Michigan, issued instruc-
tions to the matters of employees of said licensees—

(a) To discriminate in a manner designed to give a biased or slanted presentation of the news;

(b) Broadcast false news concerning particular issues or persons;

(c) To broadcast materials of daily newspapers as news items with- 

out identification of such editorial materials as such;

(d) To discriminate in favor of the interests of any political party, political candidates as against the interests of other political parties or candidates;

(e) To discriminate in any manner in the broadcast ownership of Stations KMPC, WJR, and WGAR, in favor of the private, political, or personal interests of the said G. A. Richards;
PROGRESS was reported at week's Writers Guild and agencies, package property rights and increased fees.

That fact was disclosed in New closed three days of stations Thurs- days and then left for their homes in various parts of the country for the Thanksgiving holidays. Negotiations will be resumed Nov. 30.

Mr. Mandelbaum Mediates

It was suspended after Federal Mediator J. R. Mandelbaum got the two sides together. Mr. Mandel- baum had been elected president of the guild; he now gives the parties a chance to settle the matter themselves.

Simultaneous meetings were held in the past week on the West Coast, where some 80 shows scripted by the writers are affected, and in New York, where about 50 shows are affected. Progress on both coasts was said to be parallel.

In New York, a meeting was held at the Waldorf-Astoria on Thursday, at the F�O r Hotel Wednesday and at headquarters of ANA Radio Council on Thursday. About 20 representatives of agencies, package producers and spon-
ors sat with the 18-man guild negotiating team.

Headging the agency-package pro- ducer-sponsor group were Austin Fisher, labor relations expert, and Gail Smith of Procter & Gamble. On the guild side, Erik Barnouw, national president, and Roy Lang- man, executive secretary, did the steering.

It is said that only the property rights and fee questions are the hurdles that must be cleared before the guild can get its first contract with the group. In the controversy over property rights, at stake are such questions as to the authors' rights to film, magazine and book rights to their scripts. It also is understood that fee matters are largely academic for many of the writers, who are paid sums greatly in excess of the minimum demands. The fee issue is expected not to be so difficult of resolution as the property rights problem.

Although the restraining order is no longer in effect, pending negoti- ations, a guild spokesman said that it would be brought out of suspension and applied against any organization failing to adhere to any agreement finally reached.

2-Hour NBC Midwest TV Thanksgiving Show Set NBC's seven-station midwestern television network will carry a two-hour variety program, originating in Chicago, on Thanksgiving Day under sponsorship of RCA Victor.

"Kukla, Fran and Ollie," puppet feature of WJKB (TV) Chicago (Balaban & Katz) which is expected to go on NBC on a perma- nent basis, will appear in a ten- minute spot during the 4:6 p.m. (CST) show. Talent appearing from Cleveland will include Judy Canova, Jane Pickens, Robert Merr- rill, the Deep River Boys and James Dunn. Arturo Toscannini and the NBC Symphony will be seen by means of video transcription. J. Walter Thompson Co. is agency.


He predicted the sale of more than 14,700 video receivers with a retail value of $5,626,000 during the first year of commercial tele- vision in the Indianapolis area. Mr. Baker noted that many industries will be called upon to supply the raw materials and component parts required to feed demand for sets.

About ready for a tape recorder?

RANGERTONE has no wow. When you make A-B tests with a Rangertone you will be instantly impressed by the absolute fidelity it maintains. This is a vital advantage in your studies for pro- gram improvement via recordings.

Records and plays back in fre- quency ranges from 40 to 15,000 cycles. Other specifications sup- plied on request.
TV Band Grab
(Continued from page 81) Compasses the entire 475-890 mc band whose utilisation for commercial TV is currently under study. It is the area which has been described officially and unofficially as television's best hope for development into a nationwide, competitive service.

Influence of Ultrafax
Reports of the military's decision to seek additional high-band space were given credence not only because of similar past indications but also because of the more recent development of Ultrafax, which has been seen as a potentially vital security and defense weapon.

But it was felt that any attempt to dislodge television from that band—to which it is now assigned on an experimental basis—would be resisted in a finish fight if necessary.

The military request would be channelled through the Interdepartment Radio Advisory Committee, which under the President's direction handles allocations to government agencies.

FCC is represented on I.R.A.C. and it was expected that the controversy engendered by such a proposal would have to be settled in the end, by the President himself.

Questioning disclosed that no such military request had yet reached members of the Commission. FCC Chairman Coy indicated this when he declared, in a speech in Chicago last Tuesday (see story page 27), that he personally thought commercial television might get additional channels in the high band "soon."

TV Security Service
At the same time he stressed television's importance as a security service by which the viewing public "can be shown instantaneously and accurately how to carry out the instructions of the civil and military authorities."

In releasing its channel-study maps the Commission emphasized that they were not offered as proposals but as illustrations to be used by FCC and industry engineers in preparing for the Nov. 30-Dec. 1-2 conferences on VHF technical standards.

Certain allocations shown in the 210-mile study, it was pointed out, would be impossible without corresponding Canadian reallocations about which the Canadian government has not been broached.

The 210-mile separation figure for co-channel stations is an "average," authorities pointed out. The spacing for comparable protection would vary with the frequency involved. The average separation for adjacent-channel stations in the maps is about 105 miles.

These figures compare with the 150-mile co-channel and 75-mile adjacent-channel policy which FCC heretofore has preferred but not always followed.

In arranging the spacing on the maps, FCC undertook to protect the 500 microvolt-per-meter contours of the various channels 90\% of the time. Metropolitan allocations are based on 50 kw effective radiated power and 500-foot antenna heights, and community allocations on 1 kw power and 500-foot antenna heights, figured in each case from the center of the principal city involved.

Simultaneously the Commission released a study of the effects of tropospheric factors on FM coverage, also in preparation for the November-December engineering conferences.

This showed that protection to the 50 microvolt contour 99\% of the time would require co-channel FM separations of approximately 200 miles and adjacent-channel separations of about 215 miles. Similar protection to the 100 microvolt contours would require separations of 130 miles co-channel and about 85 miles adjacent-channel.

FCC's present policy is to protect the 1000 microvolt contour or better. Tropospheric interference was rejected within the 1000 microvolt contours "in only a few instances."

The conferences, it was announced, will be held at the Dept. of Commerce Auditorium in Washington. The Nov. 30 session will deal with tropospheric effects, terrain effects, and antennas. The Dec. 1 meeting will consider these factors as they relate to VHF television broadcasting and the Dec. 2 session will apply them to FM.

"Any unfinished business remaining at the end of a particular conference day will be considered as the first order of business on the following day," FCC announced.

Copies of the TV and FM studies may be secured from the FCC Office of Information. Interested parties were invited to submit comments on them by Nov. 30.

Survey Table
The following table, covering the states surveyed in the illustrative studies, shows the effects which the 210-mile co-channel separation policy would have on television allocations.

The column marked "originally proposed" shows the channels which would be allocated to each city under FCC's prior proposal. The column headed "Revised for Tropicalphre" shows the channels which would be allocated to the same cities under the 210-mile separation plan.

Channel numbers marked with asterisks (*) indicate stations already in operation; those in italics represent channels for which construction permits have been issued; those marked "c" indicate community use of the channel.

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**FRER Successor**

FTC Post May Go To Republican

Robert E. Freer, chairman of the Federal Trade Commission, resigns as intended Jan. 1, to resume private law practice [Broadcasting, Nov. 1], his successor to the Commission will be a Republican, despite the return of a Democrat administration.

FTC rules, like those of the Federal Communications Commission, provide for a working balance between officials sympathetic to both of the major political parties, dependent upon the administration in office.

In recent years the advantage has carried along with the Democrats, with a resultant 3-2 balance in FTC membership along lines of party division.

Thus, Mr. Freer’s successor to the Commission, if the Ohioan does not choose to remain, will be a Republican. Mr. Freer has said he will submit his resignation officially next month, though there have been reports he has been urged to remain. Speculation on possible applicants for appointment is considered premature at this time.

However, the name of Dr. C. W. Edwards, director of FTC’s Bureau of Industrial Economics, has been mentioned on Capitol Hill in that connection. But Dr. Edwards has personally scotched the rumor. He also denied he had sought the post last year, despite such reports. It is also pointed out that he is a Democrat by voting preference.

**Babcock Possibility**

Another possibility, it is reported, is Harry Babcock, who heads the Washington office of the Bureau of Legal Investigations. Mr. Babcock was reportedly an applicant in 1945 for a Commissionership, a vacancy created by the death of Colonel March.

Lowell B. Mason, who was named to fill the incomplete term, will be up for reappointment next year in his own right, it was also pointed out. His present term expires Sept. 25, 1949.

Mr. Mason, a Republican, is expected to seek and secure another appointment. He also draws the FTC chairmanship next year under the Commission’s rules of rotation.

Congress is also expected to pass approval on Comr. Garland S. Ferguson, a Democrat, whose term ran out this year. Senate approval on his application for reappointment was lost in the pressing shuffle of final legislative sessions before mid-year adjournment.

Mr. Ferguson secured FTC appointments in 1927 (under President Coolidge), and in 1935 and 1941 (under President Roosevelt). He served as Commission chairman in 1930, 1934, 1938, 1943, and in 1947.

**New Delay Granted**

To Warren, Steuer THRICE -POSTPONED preliminary hearing in the Nabisco Foods-Warren-William B. Steuer case is now scheduled to be held in San Francisco in approximately two weeks. The third postponement was announced following appearance of the pair in Superior Court in San Francisco last Monday on grand theft charges. Trial is not expected to start until 60 days after the hearing.

The San Francisco charges involve the alleged fraudulently of the Hyman Michaels Steel Co., a California firm, of $1,100 [Broadcasting, Nov. 15].

Mr. Steuer and Mr. Warren first drew the attention of broadcasters when they were arrested July 25 in Minneapolis on a Colorado warrant and when NBC made an inquiry throughout the West concerning their alleged activities in selling radio time to livestock breeders [Broadcasting, Aug. 30]. The charge against them in Colorado was that of operating a confidence game and conspiracy to commit fraud in connection with the passing of $2,000,000 worth of bad checks. They are slated to appear in Denver Nov. 30 to answer this charge.

As principals in "United and General Broadcasting Companies," Mr. Steuer (alias Stevens) and Mr. Warren, who is said to have operated under the alias of Waxman, allegedly sold spots to livestock breeders for prices ranging from $245 to $385. The legend promises that the commercials would be aired on the broadcasting firm’s "167 stations."

**WFJS(FM) Buys Eight**

EIGHT Ziv shows will be broadcast each week by WFJS (FM) Freeport, Ill., beginning the first of the year. Five across-board shows have been sold to the station. Two will be aired once a week, and another show will be heard twice each week. Sales were made by Bann Goldman, field representative for Frederic W. Ziv Co.

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**Guild Retained**

UNANIMOUS vote to retain Screen Publicists Guild as their representative after expiration of present contracts was reached by ABC and CBS Hollywood press information departments and CBS sales promotion department at meetings last week. Meetings were conducted by NLRA according to provisions of Taft-Hartley Law. Guild now negotiating with networks for new contract. ABC contract expires Dec. 1; CBS contract, Jan. 1.

---

**How Now Brown Cow?**

We don’t know about this particular brown cow, but we do know there’s enough vari-colored bovines in Crawford County to make it THE leading dairy producing county in Pennsylvania. That’s why retail sales in Meadville (our headquarters) were over $2,500,000 last year. For further information on this rich market write to . . .

Vic Diemn e/o WMGW or Robt. Moser Assoc. 521 Fifth Ave. N. Y. C.

---

**WMGW**

Studios and Offices
First Nat’l Bank Bldg.
MEADVILLE, PA.
NAB-BMB

(Continued from page 21)

tion is based on the theory that the board and NAB and the compliment and program when it adopted the standards last May.

Mr. Breen made a statement before the board explaining he still believes authority to program a station should be the manager. He said he was in accord with the first portion of the code covering general principles and ethics, but that he opposed the specific program and commercial bans.

The board decided Judge Miller should name a committee to prepare a complete explanation of the situation to accompany the referendum document mailed to members. Judge Miller quickly named Mr. Breen to the committee but did not announce the other members.

Lone Opposition

Mr. Breen started his anti-code petition last winter before his election as a board member. At the Los Angeles convention he spoke against the code and cast the lone opposition vote when the membership was asked to assert its position. The board's formal adoption followed this vote.

Text of Mr. Breen's proposal to change the by-laws follows:

Shall the by-laws of the NAB be amended by striking all of Paragraph 3 of Article VII, to-wit: 'The Board of Directors shall have the power to establish all charges and promulgations, Standards of Practice or Codes and to establish such methods to secure observance thereof as it may deem advisable.'

Shall the Certificate of Incorporation of the NAB be amended by striking all of Paragraph 3 of Section 8, to-wit: "The Board of Directors shall have the power to enact, amend and promulgate Standards of Practice or Codes and to establish such methods to secure observance thereof as it may deem advisable."

Original code-writing authority was given the board in by-laws amendments adopted at the 1946 convention in Chicago.

The board, working over the All-Radio Presentation, the board adopted a resolution instructing the NAB management to look toward a solution on the project NAB.

Looking toward the future, the board felt NAB should be responsible also for the promotion of the All-Radio film, now near the scriptwriting stage. Once the film has been produced, its utilization becomes a major problem which may cost as much or more than the original production if it is to do an industry selling and education job.

Film Supervision

Originally the idea was conceived by the networks, which raised $50,000. This money was turned over to the All-Radio project following board approval of the scheme last February. Main supervision thus far has been in the hands of the NAB Sales Managers Executive Committee, but the board felt responsibility should now be placed under direct NAB supervision.

Stations have pledged $58,000 toward the presentation, and sta-

tion representatives will contribute.

The board's approach to NAB realignment and decision to act on TBA cooperation were construed as signs that the association is heading in a functional direction. The by-laws already provide for directors representing FM, TV and facsimile if there are 25 active members in the category. A part-time FM Dept. has been operated by a director, Arthur C. Stringer, special services director.

Agitation for a TV Dept. has been heard for some time, along with a suggestion by the NAB Program and Executives Committee that a TV assistant be named in the Program Dept. Both ideas must await action by the committee on realignment.

NAB officials made clear that it is a realignment, not a reorganization, committee. President Justin Miller will name five board members to make the study, with an earlier report expected at the February board meeting in New Orleans.

The committee has $5,000 for meetings and other expenses. It is authorized to solicit advice from sources outside NAB in drawing up a functional plan for the board. Most board members were in favor of the study when it was first made. The board deleted a functional operation which had led to splits in many associations, the present trend in electronic development was felt by some to be an advantage.

Two main approaches are the idea of a federated group of semi-autonomous associations representing each form of broadcasting, and the development of one or more broadcasting associations. Idea of NAB redistricting will be studied.

The committee will go into the suggestion that a separate broad- casting association be set up, similar to the American Newspa- per Publishers Assn. advertising bureau. Greatly expanded broad-casting advertising projects were proposed to the board but shunted to the board committee.

TBA cooperation project is not yet in the window. A joint NAB-TBA committee had agreed on an NAB cooperation plan under which TBA would bear a relation to NAB similar to that of Broadcast Music Inc.

Text of realignment resolution:

In the light of rapid recent developments, the importance of TV and FM broadcasting, and the need for providing adequate service to these as well as older branches of the broadcasting industry, the board is to study the structure of NAB and to set forth (for board action) a plan of functional organization which comprehends the problems of the development of all mass communication in order to provide adequate representation and service to all such interests, and is resolved that the president is empowered to call upon others to counsel with the board committee.

The board decided to change the name of the Non-Affiliated Stations Committee to the Unaffiliated Stations Committee on the theory that the original name had a negative meaning.

It decided to name unaffiliated stations chairmen for each of the 17 NAB districts. The committee is expected to review its work in a special meeting during 1949 convention week in Chicago. This is all right with the board, provided the unaffiliated meeting is self-supporting.

Dates for the Engineering Conference are April 7-8, 9, with me- etings to be held in the Stevens Hotel. Sunday April 10 is likely date of the 17 district meetings. The Management Conference, to be strictly a two-day affair, will be held in the Eighth St. Theatre. Board meetings will be held Sat- urday and Wednesday during conven- tion week.

The board's action specifying a fulltime FM Dept. for the time being provides that Mr. Stringer devote all his time to FM. His other activities, including news clinics, management studies and related projects will be divided among the association's staff ex- ecutives.

One problem unsolved for the time being is the Asn. of Women Broadcasters. The board had been expected to review its policy on the AWB, though the operation is an infinitesimal part of the associa-

tion's budget.

Agreement to leave naming of the seven-man industry code com- mittee up to President Justin Miller followed recommendation of the

NAB official said that the president of NAB appoint a five-member committee to be asked to study the structure of NAB and to set forth (for board action) a plan of functional organization which comprehends the problems in the development of all mass communication in order to provide adequate representation and service to all such interests, and is resolved that the president is empowered to call upon others to counsel with the board committee.

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Agreement to leave naming of the seven-man industry code com- mittee up to President Justin Miller followed recommendation of the
TAKING PART in Washington Ad Club luncheon last week were NAB board members (see other page photo) who are: Everett L. Dillard, WASH Washington; Robert Enoch, KTOK Oklahoma City; John F. Meagher, KYSM Mankato, Minn.; William B. Quarton, WMT Cedar Rapids; Charles C. Caley, WMWD Peoria; Henry W. Slavick, WMC Memphis.

Middle, Henry P. Johnston, WSGN Birmingham; C. E. Arney Jr., NAB secretary-treasurer, who was reelected for another year by board; Campbell Amoux, WTAR Norfolk; George D. Coleman, WGBI Scranton; Harold E. Fellows, WEEI Boston, president of Boston Ad Club; Maurice B. Mitchell, NAB director of broadcast advertising and club program chairman.

Bottom, Howard Lane, WJJD Chicago; Paul W. Moroney, WTIC Hartford; T. A. M. Craven, WOL Washington; Clyde W. Rembert, KRLD Dallas; G. Richard Shafo, WIS Columbus, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Edward Breen, KYFD Fort Dodge, la.; Willard D. Egolf, WBCC-FM Bethesda, Md.

NAB Program Executive Committee (Broadcasting, Nov. 15). The committee had called for "guts" in a code enforcement while recognizing that the whole project is a long-range undertaking. It had felt that a board-named committee might not be as hard-hitting as one named by the president.

Much of the board's code enforcement plan had been developed by its own code committee at a meeting last Monday. Members of this committee were Hugh B. Terry, KLZ Denver, chairman; William B. Quarton, WMT Cedar Rapids; Calvin J. Smith, KFAC Los Angeles; Gilmore N. Nunn, WLAP Lexington, Ky., was unable to attend the Monday session.

Active voting members of the seven-member industry committee will represent small stations, medium stations, large stations, nonaffiliates, FM stations, TV stations and networks, with one for each group.

Advisory members to sit with the group, under the board's plan, but without voting rights will represent the American Assn. of Advertising Agencies, Assn. of National Advertisers and station representatives. NAB's public relations and program directors also will serve.

The board specified that the committee "should be coordinated by a properly qualified member of the NAB staff, designated as the 'executive secretary' of the Standards of Practice Committee. The executive secretary will be named by President Miller, who also will name advisory members after consultation with the groups involved.

The four networks will name their active member of the committee, the others to come from the roll of NAB member stations.

A carefully worded sentence aimed at avoiding difficulty with governmental agencies made it clear that the board did not envision any "fringeupon the discretionary powers of the licensee under the law."

Committee functions include education and information; interpretation; keeping the code abreast of changing conditions in the radio industry; expanding the code to meet the rapidly developing conditions of television.

Broadcasters and "other interested persons" will be provided interpretations of specific program problems coming within the code. A. D. Willard Jr., executive vice president, reviewed association administrative and policy activities on the opening morning of the three-day meeting. He covered the All-Industry Music Committee, which worked out many of the AFM problems; All-Radio Presentation, which is now in the script drafting stage; second annual study of listener reaction to broadcast programs; other meets at the printer; National Radio Week projects including the skycricketing "Voice of Democracy" contest; work of the Assn. of Women Broadcasters, NAB satellite.

The board filed two memberships in Broadcast Measurement Bureau board of directors, representing NAB. Hugh Beville, NBC director of research was reelected to the BMB board, which meets today (Nov. 22) in New York.

Mr. Shafo, WIS Columbus, S. C., NAB board member representing medium stations, was elected to succeed Robert Mason, WMRN Marion, Ohio, who is no longer an NAB director. Mr. Shafo will attend today's meeting as an observer, beginning his active service Jan. 1.

At the request of nine associate members of NAB, the board agreed to send a representative to discuss association service to transcription library firms. C. O. Langlois of Lang's-Worth Feature Programs, appeared for the libraries.

Attending the board meeting were the following directors:

Harold E. Fellows, WEEI Boston; George D. Coleman, WGBI Scranton, Pa.; George N. Schreiber, WTAR Norfolk; Henry F. Johnston, WSGN Birmingham; Paul W. Moroney, WTIC Hartford; T. A. M. Craven, WOL Washington; Clyde W. Rembert, KRLD Dallas; G. Richard Shafo, WIS Columbus, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; and Edward Breen, KYFD Fort Dodge, la.; Willard D. Egolf, WBCC-FM Bethesda, Md.

Absent were Michael R. Hanna, WHCD Ithaca, N. Y., attending the UNESCO session in Paris, and Gilmore N. Nunn, WLAP Lexington, Ky., in Mexico City for a meeting of the board of the Inter-American Broadcasters Assn.

November 22, 1948  

TV'S ROLE IS CITED BY WILLARD OF NAB

ARRIVAL of television on the broadcasting scene will bring keenner intra-industry competition with benefit to listeners and advertisers alike, A. D. Willard Jr., NAB executive vice president, told the Washington Ad Club at its weekly luncheon meeting last Tuesday.

Television's exciting appeal will carry it into the affections of the public and provide a superior advertising medium, he said, but radio broadcasting still is America's No. 1 medium of mass communication.

Mr. Willard added that his executive committee had pigeonholed BMB plea on ground dual calls, though confusing to listeners, are best promotion. Best practice received BMB contends it will have to edit 1949 ballots at considerable cost to show true FM picture because of audience confusion.

Dual Call Remain

THOUGH BMB wants use of dual AM-FM call letters at station breaks tied, NAB overruled because of the research expense involved, NAB board did not act at its three-day Washington meeting. NAB's FM Executive Committee had pigeonholed BMB plea on ground dual calls, though confusing to listeners, are best promotion. Best practice received. BMB contends it will have to edit 1949 ballots at considerable cost to show true FM picture because of audience confusion.

November 22, 1948  

Page 75
KY. MEETING

ONE OF KENTUCKY'S four Lackey brothers, who have been making broadcasting history in the Blue Grass State for more than a decade, was elected president of the Kentucky Broadcasters Assn., as its 1948 fall meeting drew to a close Tuesday at Owensboro.

Ernest (Dutch) Lackey, general manager of WHOP and WGRC-FM Hopkinsville, and Mayor of the city, is the youngest member of the family that has put five AM and three FM stations on the air.

J. Porter Smith of WGRG Louisville was named first vice president; Charles C. Warren of WCTM Ashland, second vice president; and Hugh O. Potter, WOMI Owensboro, was re-elected secretary-treasurer.

Retiring president Harry McTigue, Fred Bullard of WKIC Hazard, and Hecht S. Lackey, WSON Henderson, a brother of the new president, were installed as directors.

Coy Speaks

Highlight of the two-day convention was a speech by FCC Chairman Wayne Coy at a dinner Monday night. Mr. Coy predicted there would be 1,000 television stations in the United States within six years and that the new medium would be a strong competitor for sound radio audiences in metropolitan centers. "Radio and television can't be compatible under the same management in large cities," he said.

The FCC chairman reiterated earlier pronouncements, however, that oral radio has its place and that FM "should move in where AM is exhausted."

"FM will pay off if you program to meet the local need," he declared. "Thousands of listeners, particularly between the Mississippi River and the Rocky Mountains, have inadequate AM service."

Mr. Coy said that while it will be a "long, long time" before TV signals reach 100% of the American population, television will affect motion pictures, sports, newspapers and magazines.

He noted that use of film is an "important aspect" of television and that the new industry may be expected to buy film from movie picture firms "in competition with theatres."

Laughter followed his remark that movie theatres will have to re-program "in the public interest."

He noted that newspaper editors have felt it necessary to do different picture job since the morning after the first Philadelphia Convention telecast last summer.

"Newspapers had the old look after seeing the convention on television the night before," he said.

Mr. Coy said he had anticipated many complaints about radio coverage of the recent campaigns "in view of the progressive and state's rights slates," but that less than a half dozen were received. He hailed the stations for an "outstanding campaign job."

Queried as to whether or not he thought the FCC should write an opinion on what it thinks is a "lolly," he asserted "the Commission should."

The KBA delegates unanimously approved a motion designed to improve radio courses at the U. of Kentucky after several members complained that radio graduates of the school were, in general, poorly trained.

Presented by Stephen A. Cisler, vice president of WKYW Louisville, the motion called on the association president to appoint a committee of small market, independent, and network station operators to meet with those in charge of public education leading to active work in commercial broadcasting.

The committee would be directed to "survey present courses, recommend a practical approach in training methods where necessary, and work out a system of active cooperation between school officials and Kentucky broadcasters."

Members of the association evinced considerable interest in the first public explanation of how Radio America, Inc., so-called fifth network, will operate.

George Roesler of Chicago, sales manager of the company, said Radio America has been set up by a "motion picture firm, an Oklahoma oil group, an organization closely associated with broadcasting, and the Chemical Bank and Trust Co. of New York" to sell four hours daily of network programs a month to stations for a net income of $220 monthly to stations.

He said the new company only asks that participating stations give to the network the periods from 11 a.m. to noon, 5 to 6 p.m., and 8 to 9 p.m. Radio America would pay each station $200 monthly, less $100 monthly network charges, he said. On all network time sold outside the four above specified hours, stations will receive their published national rate less 15% agency and 15% sales commission.

The company has a $48,000 budget per day for programming alone and has several national accounts committed to buy variety, comedy, drama, mystery, juvenile shows, and serials, he said. Sixty-three stations already have signed contracts and a total of 300 are expected to be associated with the network by February, Mr. Roesler said. He anticipates the new operation will begin in September, 1949, after the switch from daylight saving to standard time.

KBA imported Robert T. Mason from WMRN Marion, Ohio, to speak on selling radio. Mr. Mason called for more business pride, more thorough training of salesmen and a greater effort to "sell your own with competitive media."

"Don't hand a man a rate card and a BMG map and expect him to sell," he cautioned. "Older salesmen are more than willing to take on trainees and give them a sales transfiguration."

He forecast "troublesome times for salesmen in view of the broadening of the FM effort and the fact that budgets are being cut in anticipation of television."

Malcolm Greep, general manager of WWJS Owensboro, won applause with the suggestions that broadcasters urge radio manufacturers to do more advertising on radio than in printed media.  

KY. MEETING

WDSU AGREEMENT

New Orleans Station, Paper—Join Working Forces

A COOPERATIVE working arrangement between WDSU WDSU-AM New Orleans and the New Orleans Item, in the interest of "better serving" their audiences, was jointly announced last Wednesday by Edgar B. Stern Jr., WDSU president, and Ralph Nicholson, newspaper head.

The two officials said the agreement would apply to both AM and FM facilities and to the station's television outlet, WDSU-TV, which is scheduled to take the air on channel 6 Dec. 18.

The WDSU properties are licensed by International City Broadcasting Service Inc., which acquired them last month from Stephens Broadcasting Co. No exchange of stock or investment by the owners of either corporation is involved, it was said.

Masco Nicholson and Stern discuss new affiliation pact.

NEW OFFICERS and directors of the Kentucky Broadcasters Assn. are seated, l to r) Charles C. Warren, WCMI Ashland, second vice president; Ernest Lackey, WHOP Hopkinsville, president; J. Porter Smith, WGRG Louisville, first vice president; (standing) Hecht S. Lackey, WSON Henderson, director; Hugh O. Potter, WOMI Owensboro, secretary-treasurer; Harry McTigue, WINN Louisville, and Fred Bullard, WKIC Hazard, directors.

Page 76 * November 22, 1948
Mr. Kreutzig, president of the new corporation. The films are slated to be shipped air mail to arrive at each station within eight hours after completion, Mr. Kreutzig said.

Television News Service is using a new method of reproducing news pictures, "providing 100% visibility," and each five-minute telecast will feature maps, graphs and drawings in continued motion. Art and editorial staffs will work on a morning newspaper routine, 4 p.m. to midnight, the president explained. Programs will be outright to stations, for both sustaining and commercial use. The firm expects to extend its operations into preparation of commercials for video.

CBS, WAPI Make Plans For TV Football Showing

WAPI and WAFM (FM) Birmingham, Ala., have completed plans with CBS television engineering personnel for a demonstration telecast of the Alabama-Auburn football game in Birmingham Dec. 4, Thad Holt, president of Voice of Alabama Inc., has announced.

The tele-version of the game will be picked up by CBS engineers and flashed by microwave relays to a 15 by 20 ft. RCA projection screen in the city's Municipal Auditorium, seating 5,000.

WAFM-TV, when it takes the air next year, will be operated by Voice of Alabama Inc., licensed of the AM and FM outlets, WAPI and WAFM.

IF YOU have never ridden a fire engine, driven a tug boat, or been the leader of a professional football team, but have always wanted to, WMAR in Baltimore offers you the chance on its McManus Takes a Walk program. Mr. McManus wanders through Baltimore fulfilling the ambitions of his listeners. Each time he takes his walk he tells about it in first-person narrative, doing everything you would like to do.

New York Stars

NEW YORK CITY itself is star of new weekly radio series on ABC Thursdays, 9:30-10 p.m. Our Job is Manhattan features the bustling metropolis and the people who keep it running. Different areas of the city will be "showcased" each week on tape recorded programs made by City of Production Unit. City noises instead of music will be used as sound bridges in the productions.

Award

WMMN Fairfield, W Va., Nov. 6, aired presentation of Red Barber (CBS program) award when Fairmont Junior Police received the $100 and Certificate of Achievement. Award was received for achievement in field of juvenile recreation.

Fashion Review

HALF-hour of fashion entertainment including everything from lingerie, water boy for a professional football team, and evening wear to men's suits and toppers, was produced by WTVI Minneapolis-st Paul and Young-Quilin department store. Fashion show was tied in with a dramatic sketch, showing how a nervous secretary who learned to dress properly married her handsomely, and stay just as pantoed by local models and store personnel and narrated by KSTP-TV fashion commentators.

Concert Series

WKJF (FM) Pittsburgh, will complete Pittsburgh Symphony Orchestra's 1948-49 season from Syria Mosque in that city. Sunday series will be aired on web of FM stations in Uniontown, Fort Duquesne, Greensburg and Meadville in Pennsylvania; Morgantown, Clarksburg, Parkersburg in West Virginia; Bellaire, Alliance and Steubenville in Ohio, and through WKJF-AM station will carry remainder of the year's concerts on a syndicated basis.

Current Affairs

SERIES of fifteen minute commentaries on current subjects of national and international interest is being carried by WWDC Washington. Dr. Rayford W. Logan, chairman of Parkersburg in West Virginia; Bellaire, Alliance and Steubenville in Ohio, through WKJF-AM station will carry remainder of this year's concerts on a syndicated basis.

City Saved

TWENTY-FOUR Marines who landed from U. S. Sloop of War Decatur to save the City of Seattle from Indian attack in 1856 were heroes of dramatic show produced by KOKO Portland. Show, The Marines Have Landed, was another in a series of Chamber of Commerce-sponsored Seattle Story heard weekly on KOMO. The Marines Have Landed served as a tie-in to mark the anniversary of the U. S. Marine Corps and the City of Seattle.

The Pick of The New Hits!

Special "DJ" couplings for your shows from RCA VICTOR!

DENNIS Day
"Jeordita" and LOUIS Armstrong
If I Steal a Kiss and What's Wrong With Me? DJ-597
"VAUGHN Monroe"
WINDY CITY POLKA and Lonzo and OSCAR She's The Best I Ever Saw DJ-598
LUKE RHYTHM BUSTERS Never Turn Your Back On A Woman and DJ-599
STU DAVIS Always Keep Your Promise
*The best of RCA Victor's latest, copyrighted as Vinylite for Disc Jockey use only.

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LUKE RHYTHM BUSTERS Never Turn Your Back On A Woman and DJ-599
STU DAVIS Always Keep Your Promise
*The best of RCA Victor's latest, copyrighted as Vinylite for Disc Jockey use only.
November 12 Decisions
BY COMMISSION EN BANC
License Extension
WBGA-FM Columbus, Ga.—Granted extension of license on temp. basis to March 1, 1946.

November 15 Decisions
BY THE SECRETARY
KATS Naya, Kan.—Granted license for new standard station 1400 kc 250 w.

OR-TV New York— Granted mod. CP decrease visual ERP from 9.5 to 9.8 kw and to make ant. changes.

Amphenex

When you think of REPLACEMENTS

RE-TUBE with...

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.

CELSIUS -20 DEGREES

Newspaper, Nov. 19, 1948

November 15 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 16 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 17 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 18 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 19 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 20 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 21 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 22 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 23 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 24 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 25 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 26 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 27 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 28 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 29 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

November 30 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

December 1 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

December 2 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

December 3 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

December 4 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

December 5 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

December 6 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.

December 7 Applications

ACCEPTED FOR FILING
AM-1059 ke

Terry County Best, Co., Brownfield, Tex.—New AM station 1510 kw 500 w AMEND to 1050 kw.

License for CP

KEYE, Perryton, Tex.—License to cover CP new AM station.

KNAE Salt Lake City—License to cover CP change frequency, increase power etc.
Assignment of Permit

WRTB Waltham, Mass. - Assignment of CP for new TV station from Raytheon Mfg. Co. CP to CBS.

Transfer of Control

AM STATION DELETED
AM - 1300 kc
WLKR Raleigh M. Shaw, Lawrenceville, Ill. - Deleted AM station and call letters cancelled. 1300 kc 1 kW D.

November 16 Decisions . . .
BY THE COMMISSION
License for CP
QWQQ Washington, D.C. - Granted license to cover changes in vertical art and install of FM antenna on AM tower.

Officer Designated
KICD Spencer, Iowa. - Adopted order designating Coon Hyde to press H. hearing scheduled Dec. 15 at Spencer, in matter of revocation of license.

November 16 Applications . . .
ACCEPTED FOR FILING
Transfer of Control

KLBW La Grande, Ore. - Same.

Assignment of License
WTYC Rock Hill, N.C. - Assignment of license from W. G. Reid and O. Frank Thornton d/b/a Tri-County Bestg. Co. to EF and F. Reid, Co.

Modification of CP
WPRP Ayag孕妇, P.R. - Mod. CP increase power etc. for extension of completion date.

WEAU Eau Claire, Wis. - Same.

WHAY New Britain, Conn. - Mod. CP new AM station for extension of completion date.

Modification of License
KYVC Ventura, Calif. - Mod. license to move studio location and change designation to Ventura-Oxnard, Calif.

Modification of CP
KFW-FM Fort Smith, Ark. - Mod. CP new FM station for extension of completion date.

KPOJ-FM Portland, Ore. - Mod. CP new FM station to change ERP from 200 kw to 412 kw.

WUTV Indianapolis, Ind. - Mod. CP new TV station for extension of completion date.

TENDERED FOR FILING
Assignment of Permit
WNAP-FM Vancouver, Wash. - Assignment of CP from Harold Thomas to WNAP Inc.

Assignment of License

WKNN Muskegon, Mich. - Assignment of CP from Nicholas William Kuris and Steven Cloud Gare d/b/a K-K Bestg. Co. to Nicholas William Kuris.

Stock Transfer

AM - 1230 kc
WHSY Hattiesburg, Miss. - CP change from 258 w D on 1226 kc to 250 w. unli. on 1230 kc.

(Continued on page 23)
JOE YOCAN, staff announcer at KFWB Los Angeles for five years, has been appointed announcer for ABC’s Breakfast in Hollywood program. He succeeds JOHN NELSON, who is leaving all of his time into announcing new ABC Elementary and Anne Franchell show, and appearing with Bride and Groom.

JAMES S. McMURRAY, production manager of WBAL-TV Baltimore, has been appointed program manager for WORC (TV) Washington, effective today (Nov. 23).

JESS OPPENHEIMER, radio writer and producer, joined CBS, Hollywood, as a producer-writer, Nov. 15. He will continue to produce, and to handle major portion of writing for My Favorite Husband, CBS Saturday evening serial (7-7:30 p.m.). In addition, he will create and produce other programs to be auditioned and aired from Hollywood.

PAUL FEIGAY and J. PAUL NICKELL have joined CBS-TV program staff as producer-director and director, respectively. Mr. Feigay produced The Town and other Broadway shows. Mr. Nickell was with WPEN Philadelphia.

BILLY WINNE has returned to WTAG and WTAG-FM Worcester, Mass., as announcer after year’s absence. LOUISE JOHNSON replaces ANN McCLENN in station’s publicity department. BETTY CAHILL, formerly with WNEC, has joined staff department.

HAROLD WOLFF, of NBC Hollywood continuity acceptance, is the father of a boy.

TED MCKAY has been named program director of WCSI (FM) Columbus, Ind., relieving Jack Sigley. WCSI is a sister station to WYIP, Frankfort, Ind., and WBSA, Bloomington, Ind. TED MCKAY replaces HOWARD NEHER, who is now managing WNNI-FM. In 1949 he directed a sister station to WCSI.

TOM O’CONNOR has been appointed program director of WBMD Baltimore.

JIM MILLS, disc jockey at WBKB Kinston, Tenn., was signed to a new contract with Mercury Record Corp.

HELEN MACK has been signed as director for new NBC Arts Film Unit, starting Jan. 11. Lewis-Howe Co., St. Louis, is her new home.

BILLY SPARGO, of KECA Hollywood, announced a staff, and Ken Lunza have announced their marriage.

JACK GWIN, KRDL Dallas, Tex., announcer who was chosen to m.c. CBS Harvest of Stars show when it originated in Ft. Worth, was invited by the new network to m.c. Originating from St. Louis on Nov. 16.

JERRY SNIDER, former special events director at WUBA Detroit, joins WBSR Cleveland Heights, Ohio, as production coordinator.

CHUCK LIND, m.c., of the morning Chick Lind Show, has been appointed music director.

JOHN JENKINS has been joined KAYL Storm Lake, Iowa, as announcer.

ARTHUR GODFREY will emcee the two-hour Thanksgiving Fesstival on CBS, Thanksgiving Day, Nov. 25, 4 p.m. William F. MacIver Jr. Co., Chicago, is the sponsor. Agency is Arthur Meyershoff & Co., Chicago.

GORDON MASON has been appointed program director of KNX Los Angeles, Radio City Protective League. He was formerly connected with sales promotional activities of program in New York and Chicago.

JEAN RAPAPORT, CBS-TV production assistant, has announced her engagement to AL HOLLANDER, program coordinator.

BILLY LEYDON has started five-week half-hour live show-Bud Quiz on KFWB Los Angeles.

Tom Harmom, KFI Los Angeles sports director, is the father of a girl, Kelly Joan.

LARRY ROMAN, staff writer for CBS Pacific Coast Network, is the father of a boy, Steve.

MEMO TO ELENORE SCANLAN, BB&D:

When Cincinnatians want news, they tune to WCKY.

Look at the ratings on WCKY’s news broadcasts:

- News 8:00 AM 3.9
- News 12:00 Noon 5.1
- News 6:00 PM 6.6

When you want a news audience in Cincinnati, WCKY is YOUR STATION! (* Pulse Sept.-Oct., 1948)

50,000 WATS OF SELLING POWER

WCKY CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY
Miller to Speak To NARFD Group

Large Attendance Expected At Chicago Meeting

JUDGE Justin Miller, NAB president, will discuss "Radio Farm Broadcasting—A Profession" at the fifth annual convention of the National Assn. of Radio Farm Directors in Chicago's Stevens Hotel next week-end. He will be introduced at the closing dinner session Sunday evening.

More than 100 members of the group, with their wives, will travel to the annual Chicago meeting, which takes place the same week as the International Livestock Exhibition. A luncheon and tea are scheduled for Saturday afternoon, the opening day.

Discussion groups will meet afterwards in the lower tower with the following farm directors as leaders: Phil Alampi, WJZ New York City, "Agricultural Service of the Press Assns.;" Homer Martz KDKA Pittsburgh, "RFD-Extension Relations Panel"; Bill Sho- mette, WOA San Antonio, "How RFDS Can Improve Farm Life."

Panel Planned

At the same time, Wallace Kadderly, KGW Portland, and Dick Kathe, WGAR Cleveland, will direct a panel on "RFDs Look at Some Basic Issues," among which will be objectives of farm radio, news sources, selection and rejection of material, program format, handling of interviews, program promotion and listener response. Transmission playback facilities will be available to conventioners after buffet supper in the upper tower.

Directly after Sunday breakfast, the annual business session has been scheduled, with Phil Evans, KMBC Kansas City, Mo., as chairman. Reports will be made by the following committees: chairman: Layne Beaty, WCAP Fort Worth, advisory; Mal Hansen, WOW Omaha, membership; Bill Diamond, formerly of WHO Des Moines, awards; Gordon Louden, WNW New Orleans, service; Ed Lemons, WKY Oklahoma City, programming; Paul Visser, assistant director of agriculture at NBC's Continental Division, convention; Hal Totten, WGN Chicago, publicity; Mr. Foltz, new RFDS; Mr. Evans, business; Maynard Speece, formerly of KUOM St. Paul, U. of Minnesota, U. S. Department of Agriculture, Washington, D. C., extension relations; Sam Schneider, KYVO Tulsa, guidance; Mr. Marts, publicity; Mr. Kadderly, yearbook, and Miriam Foltz, WOSU Columbus, Ohio State U., homework programs.

New officers will be elected to succeed Charles Worcester, president, of WMT Cedar Rapids; Mr. Kadderly, vice president, and Mr. Totten, secretary-treasurer. After the luncheon, Bob Miller, WRFD Worthington, Ohio, will lead a discussion on "What We Farmers Want to Hear," and Frank Cooley, WHAS Louisville, will describe "The Farm Market, Its Size, How We Judge It, What We Want." The final report before the dinner meeting will concern "RFD Television in Action."

Mr. Visser completed convention arrangements as chairman of the program committee.

Gapen Named

KEN GAPEN, assistant director of information for radio and video, U. S. Dept. of Agriculture, has been appointed to the new radio committee set up by the American Assn. of Agricultural College Editors. Five other members were named to the committee.

RCA Camden, N. J., announces production of three new table model television receivers.

STAR STORIES

You can't argue with Success and STAR STORIES have proved successful with users throughout the land! Two dramatic narrations per show, 15 minutes with three minutes for commercials, beginning, middle and close. Seventy-eight of these 15 minute shows are available at a rate ridiculously low. Plus, FREE COPY ANALYSIS SERVICE. To further insure success to users of STAR STORIES.

Write for all these money making, dramatic details and low rates for your station. Remember tested idea that has made money for others... Can't miss for you!

STATIONS

FOREMOST PRODUCERS OF WIDE RANGE MAGNETIC RECORDING EQUIPMENT

W. V. 8

NORTH HOLLYWOOD, CALIFORNIA

ROADCASTING * Telecasting

Only a Combination of Stations Can Cover Georgia's Three Million Acres...

The Georgia Trio

ATLANTA MACON SAVANNAH

WAGA WMAR WJAC

WMBZ WMLW WJQY

WJCL WAKA WFLD

WGST WJAX WOFM

The C.B.S. Affiliates in Georgia's First 3 Markets

Represented, individually and as a group, by THE KATZ AGENCY, INC.

November 22, 1948 • Page 81
**Promotion**

**THE 1948 Breakfast Club Yearbook** has been distributed to “Breakfast Clubber” Don McNeill, m.c. of his ABC’s morning show, and wife Kay, by members of his weekday-week 30 minutes’ invite their friends to “Come to our Parties.” Yearbook has bright pages of fun with the McNeills—is devoted to Breakfast Club Party, on the air and off. Listeners will remember the “Garden Party at the McNeills.” “1948 Anniversary Party,”—25 years on the air, “Favorite Studio Panels” have been recorded for President and “Off-Mike Parti- tion.” The entire Breakfast Club family is featured, and a special section is devoted to the Breakfast Club listener.

**New Contest**

JIMMY FIDLER launched a nation-wide slogan contest with top prizes of $25,000 in merchandise and eight weekly gift awards of $3,250 each, in his ABC show Sunday, Nov. 21. Purpose is to focus attention on national “Kid’s Day Foundation” for underprivileged children.

**Advertisement at 7**

LATEST promotion piece from WCOP Boston tells its 7 p.m. nightly adventure series rates programwise. The adventure set-up was started in December 1947, and figures are given to show how ratings have increased since that time, and growing interest is given at 100%. Pulse at 112%.

Corn Cob for Kobblers

CORN cob attached by string to card bearing legend, “Here’s the New Orleans WDSU 1280 kc.” The cob is topped with the KSTP sign and “JIMMY FIDLER” is an invitation to visit WDSU. Thanks for Listening. The corn cob promotion has been distributed by WCHR Charleston, W. Va. Piece went to radio and national mailing list of corn cob distributers in WCHR primary area. The gimmat is promotion stunt for transcribed show The Korn Kobblers, which has been on WCHR almost nine years under sponsorship of Cornmimmer Brewing Co. Huntington, W. Va.

**Ad-Lux**

MOUNTED on simulated TV receivers, highlighted by alternating light flashes, WMAL-TV Washington displays.§ A 10 picture top TV feature, called “Ad-Lux,” is set up in lobby windows of Trans-Lux Building, WMAL’s headquarters. Pictures are lit up, with a clock and time set for the day. Ad-Lux is designed by Howard Bell, promotion manager, provides points of frequent change in feature presentations.

Teen-agers Trip

WHEN Norfolk Junior Chamber of Commerce selects city’s “Outstanding Teenager” on Dec. 20, Norfolk will be ready to carry on. Station has made arrangements to fly winner and his mother or father to Washington, where he will be met by Congressman Porter Hardy Jr., from Norfolk. Following luncheon, Rep. Hardy will escort teen-ager and his parent through Washington, including a stopover at Congress, where he will be introduced to members and interviewed by press. Promotion will be recorded for playback on WJOW when encoache returns to Norfolk on Jan. 5th.

**Flashbeat**

WROW Albany, N.Y. and many Times-Union-WDSU circles have provided citizens of that city continuous coverage from 3 a.m. to 11 p.m., daily and 6-10 p.m. Sundays from broadcast’s start. “Here’s the News” broadcast will go into operation. Sign, 61 feet long and 14 feet wide, will be displayed from National Savings Bank Bldg. in downtown Albany world news, local news, weather bulletins, public service announcements and reports of sporting events will be featured.

**First One**

FIRST promotion piece on Johnny Clarke Show heard on WJAR Newark N. J., has been issued. Two-color §1 by 11 piece featured picture of Johnny on “top” side under caption “Spinning News Record of Achievement in Radio.” Alternate side lists 114 segments of three-hour program in detail explaining content of each. Circular is used for agency mailings.

**On Mail Response**

SERVICE area promotion piece based on mail response has been issued by WGAQ Cleveland. Folder features an airview of city on computer printout map with shaded areas and dotted lines indicating marketing and response areas.

**Good News**

RADIO claring, "This News Is Good News" is comment on cover of KSTP Minneapolis-St. Paul, promotion piece. Inside red, yellow and black lettering and pictures display Nash’s personality. The piece went to local and national audience, with distribution approximately 5,000 copies bearing Nash’s name. Illus- trations include more pictures and reasons why KSTP is the station to choose as a promotion. Piece is designated for dealer display.

**Good Rule**

BRIGHT, shiny, 12-inch rifier is feature of WGBI and WVUQ Scranton, Pa. latest promotion stunt. Station distributed approximately 25,000 rifiers and program schedules during Scran- ton’s nine-day Better Nutrition week. Moto on riffer states, "It’s a Good Rule to Listen to WGVU" and is an indication of distribution of rules. station provided a map of Warren and attractive girl, the WGBI and WGBI-FM twins wearing white hats featuring the station call letters.

**Visitors**

TWENTY-FIVE Wisconsin retail druggists traveled to New York after close of November meeting of Associated Large City last month, to be guests of WBNM Milwaukee and CBS at morning broadcast of Arthur Godfrey Time. Shoppers broadcast, WBNM Promotion Director H. E. Saxton entertained entire group at a luncheon.

**Tops in Tower Construction**

REGARDLESS of type—Radio Towers, FM or TV—no matter where—stop a sky scraper or mountain, our skilled construction crews have successfully solved some complicated problems in tower, antenna, and coaxial cable construction. Proven experience in over 500 satisfactory installations all over America.

A phone call, wire, or letter brings you our Consultation Service without any obligation.

**‘ZIP’ PROMOTION**

Do Your Time-Buying Now, WZIP Tells Retailers

WHEN WZIP Covington Ky., advised local retail merchants last October to “put ZIP in your Christmas promotion,” the station never anticipated such “amazing” re- sults—at least for an “extremely low-cost, one-week promotion.”

WZIP had launched an intended four-week promotion with little Unary Christmas show to sell on a par- ticipating schedule. During the first week of October, 85 merchants, including jewelers, flower shops, gardeners, and department stores, issued a decorated postal card with a verse message paraphrasing popular Xmas songs and poems, and a letter explaining why it would be wise to “put ZIP in your promotion.” Each piece was sent out a day apart. The wires began with seasonal greetings and ended with a reference to the Christmas time available and WZIP’s telephone number.

The letter advised “...if your promotion plans for the holiday season do not include radio, here’s an unadvertised, unannounced offer... that incidentally will save you about $88.00 in time costs compared with our normal rates.”

The WZIP sales force filled the first half-hour quickly. The station promoted another show, and that, too, was filled, according to Lloyd W. Baldwin, station manager and program director. An exclusive singing commercial spot schedule also found ready takers.

To Make WE Tubes

MACHLETT LABS, Springdale, Conn., is to take over the manufactur- ing of Western Electric Co.’s line of high power tubes for broadcast transmitters and allied applica- tions. Machlett will make the tubes to Bell Telephone Labs designs, with full use of the produc- tion techniques developed by West- ern Electric. Distribution will continue to be through the Graybar Electric Co.
DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.

- For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting... because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.

- For instance, start and finish spiralling is controlled by a separate motor... push-button operated. Spiralling pitch: approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33⅓ rpm.

- For instance, you can change cutting from inside out to outside in by the simple turn of a dial... without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the stylus cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw. An automatic equalizer... available on special order... compensates for recording-level variations due to changes in surface speeds.

For additional facts ask your RCA Broadcast Sales Engineer for Bulletin J13137... or write Dept. 19 KD.

CHECK THESE SPECIFICATIONS

- Frequency response... 30 to 10,000 cycles, ± 2 db
- Head sensitivity (groove velocity 6.3 cm/sec., 0.00079" peak to peak at 1000 cps)... ± 30 dbm (1.0) watt
- Turntable accuracy... ± 1.5% 33⅓ or 78 rpm
- Speed regulation (wows): 0.14% rms at 33⅓ rpm
  0.07% rms at 78 rpm
- Turntable drive... 2 hysteresis type synchronous motors, using rim drive through rubber idler rollers
- Type of stylus... Sapphire or Steel
- Microscope... 36 power Spencer
- Playback... removable plate provided for mounting RCA Universal Pick-up arm, MI-11827

RCA Type 73-B

DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.
WEAW (FM) TAKING CONTINENTAL FEED

CONTINENTAL (FM) Network enters the Midwest with its nationwide high-fidelity tape program ing service through addition of WEAW (FM) Evanston, Ill., as an affiliate. Florida and southeastern coverage will be announced soon.

Agreement for Continental coverage in the Chicago area was signed last week by Everett L. Dillard, Continental president, and Edward A. Wheeler, WEAW president.

Extension of service into the Midwest creates possibility of affiliation of a number of regional FM hookups by off-the-air pickups. Continental covers the East Coast by wire and off-the-air service, and feeds KSBF San Francisco radio station, WBKB Chicago, WEAW St. Louis, and WEAW by 15,000-cycle tape which is shipped air express. The WEAW signal is said to be within reach of several midwestern FM hookups.

At present Continental is providing two hours of service weekly to tape affiliates but has nearly completed plans for an extensive expansion of its high-fidelity programming.

Southeastern coverage will be arranged by Continental in the near future with expected affiliation of an FM station in the Miami area.

Long-term contract for a five-hour music festival was signed last week by WASH (FM) Washington, Continental key station, with Sun Radio Corp., Washington, and Farnsworth Television & Radio Corp. WASH will broadcast under their joint sponsorship from noon to 5 p.m. Program will include collector's items, symphonies and complete operas. Contract is for one year with renewal options. First program will be carried Nov. 29.

Haverlin Tells Toronto Radio Executives of BMI

CARL HAVERLIN, president of BMI and the Radio Executives Club of New York, told the Radio Executives Club of Toronto Nov. 10 that BMI's repertoire had grown to 136,000 titles, its use last year to 11 million performances of its titles and against 30 million of ASCAP titles.

Mr. Haverlin said that probably the brightest spot in BMI is the Canadian operation, which shows greatest growth in its operations than the American. He pointed out that a growing number of leading Canadian music publishers and Canadian composers are swinging from the Composers, Authors and Publishers Assn. of Canada (Canada's ASCAP), to Canada's BMI. He noted that much of the credit goes to Bob Burton, BMI general manager, who pushed the Canadian operation.

WHO'S ON THIRD?

New York CBS-TV Staff

Is Widespread

The General who jumped on his horse and rode off in all four directions at once had nothing on CBS-TV personnel in New York City. Because of construction and remodeling activities, they find themselves in six different locations at once.

The network's new television studios are in the Grand Central Building at 15 Vanderbilt Ave., being renovated, and staff members formerly quartered there have been assigned locations elsewhere.

Under the new set-up, to be completed after the first of the year, 15 Vanderbilt will house the new studios and some offices, while producers and casting directors will operate from 25 Vanderbilt, where new office space has been procured.

Executive officers are now located at 51 E. 42 St., with directors and associate directors quartered at 70 E. 45 St. Office space in the CBS Studio Building, 49 E. 52 St., formerly occupied by the shortwave department, will be occupied by CBS-TV news and sports staffs, with the sales department operating from CBS's 45 Madison Ave. headquarters.

NRI Signs Up Campbell And Benton & Bowles

BENTON & BOWLES, New York, and the Campbell Soup Co., Camden, N. J., have signed three-year contracts for the new national Nielsen Radio Index services.

Benton & Bowles, on their ad agency service, elected as special NRI features the extra-week ratings, rep-weeks, non-network service, and New York area television reports.

Campbell's optional choices include Nielsen's Consumer Index Service covering extra-week ratings, non-network service and New York station area reports and special research.

GET ON THE BEAM!

Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles Market.

KOVL 5000 WATTS CLEAR CHANNEL

BROADCASTING - Telecasting
MILESTONES

PHILLIPS CARLIN, Mutual vice president in charge of programs, will celebrate his 26th year in radio on Tuesday, Nov. 23. Pioneers in broadcasting and leaders in all divisions of the radio field have prepared a party at the Louis Sherry Restaurant, New York, to honor the MBS executive. Mr. Carlin was an early NBC (Red and Blue networks) broadcaster and was a talent and program executive with that organization and with ABC before joining Mutual. Mr. Carlin has been credited with many major programming trends, latest of which has been swing to audience participation shows.

First anniversary of WTMJ-TV Milwaukee, video outlet of the Milwaukee Journal, will be marked by special TV section in the Sunday editions of the newspapers on Nov. 28.

Dec. 5 will be loot of 20th anniversary week for WDRC Hartford, Conn., basic CBS affiliate. Special features are planned.

WJW Cleveland, ABC basic outlet, celebrated its fifth birthday Nov. 13 with cocktail party for its staff and newspaper friends.

Nov. 13 also marked an anniversary—the second—for WLBR Lebanon, Pa. Special program was aired which tied in with National Radio Week and featured Mayor William Pocht.

Colorful illustrated brochure has been prepared by WRFD Worthington, Ohio, to outline highlights of its first year of "service to rural Ohio." Programming re- 

views also include four main elements of interest to rural listeners: "news, markets, discussions and entertainment." Special emphasis is placed on coverage of fairs and farm meetings.

Radio Record of Decade Is Written by Ackerman


Mr. Ackerman pointed out that within the decade the number of stations on the air has tripled and broadcasters have given birth to television.

"U. S. radio has become even more securely established as a system of private ownership and operation under government license," he said, concluding that advocacy of government ownership and operation was not considered by any responsible person in the government.

Entertainment Industry

USO Committee Formed

FORMATION of an Entertainment Industry Committee was announced last week by the USO New York Campaign Committee, of which the new group is a sub-committee. James Sanders, president of Air Features, New York, is chairman of the new group.

The new committee will enlist the aid of Manhattan's entertainment industry on the job of raising New York's share of the $6,650,000 that the USO requires for 1949 plans. All groups of the industry will be represented. Mr. Sauter will announce his sub-committee chairman at a luncheon on Tuesday, Nov. 30.

WEBB & CO., New York

1000 WATTS-740 K.C.
FULL TIME - CLEAR CHANNEL

BROADCASTING • TELECASTING

A. ROSENBERG DIES

ARTHUR ROSENBERG, 64, president of the Arthur Rosenberg Advertising Agency, New York, died last week in his Bronx home after an illness of six months. A native New Yorker, Mr. Rosenberg started as an office boy on the New York American, rising to the post of real estate editor. In 1917 he left the paper to found his own advertising business. He was an Advertising Club member, treasurer of the Jewish Book Council, a member of the executive council of the Liberal Party, a director of the Rand School of Social Science, and a governor of the Jewish Club.

Surviving are his wife, Ann Alice Rosenberg; a daughter, Mrs. Harold Chartown, and a son, Benjamin Allen Rosenberg.

TV Award Banquet

ACADEMY of Television and Sciences will hold its annual award banquet and seminar Jan. 26 at the Hollywood (Calif.) Athletic Club. One award will be given to the individual and outstanding television personality and another to the station doing the best overall job in video.

Let Them Star For You!

You can put the Texas Rangers, stars of stage, screen and radio, to work for your products...your clients.

Over the past few years the Texas Rangers have done an outstanding selling job on both small and large stations - over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transmitted vertically for high fidelity...ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE TEXAS RANGERS

ARThUR & CHuRch PRODUCTION

KANSAS CITY & HO

November 22, 1948 • Page 85
GEORGIA NET MOVES ITS HEADQUARTERS

HEADQUARTERS of the Georgia Assn. of Local Stations has moved from the Robert Fulton Hotel to the new studio site of WGLS Decatur, Ga., according to Tom Carr, day director of the group.

WGLS, which will operate with 1 kw on 970 kc, is expected to go on the air in early December. This station will be the only outlet of GALS, which will begin limited operation when WGLS opens.

Another station, WBIE Macon, also has been added to the network. This outlet took the air on Nov. 14 and brings membership in the group to 28.

Mr. Carr, who has been acting as director of the Georgia Assn. of Local Stations since its formation a year ago, will be general manager and a stockholder in WGLS.

New 500 w Ohio Station Lists Staff Personnel

WHOK Lancaster, Ohio, which went on the air Oct. 9, has announced its staff personnel, headed by Joseph G. Redd, general manager. Hocking Valley Broadcasting Corp. is licensee of the station, which operates on 500 w, 1320 kc.

The staff includes: Bill Morgan, formerly with WHKC Columbus and WBEX Chillicothe, chief announcer; Bob Respess, with WCKY Cincinnati and WZIP Covington, announcer and continuity writer, and Bob Howard, previously with WOSU Columbus, announcer and sports director.

Commercial department is handled by Walter Waits and Don White, both from Lancaster. Charles Houston, formerly with WCOL Columbus, is chief engineer. Other engineers are Richard Roundhouse, who joined WHOK from WWNO Springfield, and Ralph Renner, from WARD Johnstown, Pa.

Coverage of 105 Miles Claimed for WTMJ-FM

LISTENERS within a radius of 105 miles of WTMJ-FM Milwaukee’s new RCA 50 kw transmitter are getting “excellent reception,” RCA Engineering Products Dept. announced last week.

The transmitter is located atop Richfield Hill, about 21 miles from downtown Milwaukee. Commercial operation with the new transmitter was launched on Channel 237 (93.3 mc) on Sept. 18. Philip E. Laaser, chief engineer of FM and TV facilities at WTMJ said field intensity measurements indicate the transmitter’s performance is more than meeting original estimates.

RACCOON RACKET

Animal With ‘Sweet Tooth’ Gets Fed at WUSN

WUSN Charleston, S. C., whose studio and transmitter are on the edge of a salt water marsh, had an unexpected visitor recently—a raccoon. In fact, after much persuasion and feeding of sweets, “Nosey” (that’s what the WUSN staff has nicknamed him) has become practically a staff member.

There’s an explanation for “Nosey’s” unusual interest in WUSN, says B. M. Middleton, vice president and general manager. It’s all very simple. “Nosey’s” taste runs to Pet Paul Mounds and Royal Crown Cola, both of which are advertised on WUSN.

2 Million TV Sets Predicted for ’49

PRODUCTION of television sets will pass 800,000 this year, and may exceed 2,000,000 units in 1949, Max F. Balcom, Sylvania Electric Products, president of Radio Mfrs. Assn., declared Monday night in an address opening the Town Meeting for Radio Technicians in Boston.

By the end of 1948 there will be “close to 1,000,000 television receivers in the United States,” Mr. Balcom said. He cited production figures to illustrate his point that “television is on the way to becoming a big and profitable business for all concerned, including the radio technician who is prepared to do his share of it.”

Dollar TV sales are high, he said, unit value ranging from $100 to over $4,000, with an average between $250 and $400. TV sets represented less than 4% of total set production in units, but over 23% in dollar volume during the first eight months of 1948, he explained.

Mr. Balcom said the servicing of home receivers, especially the new television sets, “is rapidly becoming a big business, and it will require well-trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop.”

Rural Air Training

A DISCUSSION on the importance of broadening college courses for agricultural workers by including more training in broadcasting techniques highlighted the 62d annual convention of the American Assn. of Land-Grant Colleges and Universities. About 650 persons attended the sessions held in Washington the past fortnight.
PROVED
In the Winter of '47-'48

RAYTHEON FM ANTENNA

Tops everything for

- HIGHEST GAIN. 2.15 for 10'6", single section* compared with nearest competitive gain of 1.5 for 13'6" section.
- LOWEST COST. Less than anything approaching its performance and features.
- EASY TO INSTALL. Shipped pre-tuned to your frequency — no field adjustments — only one, simple, co-ax feed connection.
- PERFECT RADIATION. New "waveguide" radiation principle for perfect circular radiation — horizontal polarization.
- NO ICING PROBLEM. Feed elements completely enclosed by weather-proof radome — no de-icing equipment needed.
- FULL POWER. A single section will handle 10KW — available in single, double and four-section assemblies.
- NO OBSOLESCENCE. Add new sections for increased gain.
- LOW WIND LOADING. Simple, open, self-supporting structure — no protruding elements — offers lowest wind resistance.
- PLUS MANY OTHER IMPORTANT FEATURES

The new Raytheon Type RFW Antenna is your idea... built to answer countless requests for a better, less expensive, trouble-free FM antenna. It's available now! Get the whole story from your Raytheon representative today.

*RFW-A (88-97 MC.) — single section 11'6".
*RFW-B (97-108 MC.) — single section 10'6".

RAYTHEON MANUFACTURING COMPANY
WALTHAM 54, MASSACHUSETTS
Complete AM, FM, TV Station Equipment... Microwave Relays

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NEW YORK 17, NEW YORK
Henry J. Geist
60 East 2nd Street
MU. 7-1500

SEATTLE, WASHINGTON
Allan VanSanten
135 Harvard North
Mine 3357

SAN FRANCISCO, CALIFORNIA
Raytheon Manufacturing Co.
40 California Street
Sister 1-3470

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
700 Moyer Building
Republic 3890

WILMINGTON, CALIFORNIA, Raytheon Manufacturing Co., 4th North Avalon Blvd., Terminal 4-1721
WLAG Protesting Delivery Failure
WLAG LeGrange, Ga., has filed a protest with the Georgia Public Service Commission charging the Southern Bell Telephone Co. with failure to deliver proper line facilities ordered by the station. He has requested a "complete investigation."

Ed Mullinax, WLAG manager, reports that Southern Bell accepted a firm order for line facilities to City Park in Gainesville, Ga., for coverage of the Gainesville-LeGrange football game Nov. 12. This order, he states, was placed with the LeGrange office of Southern Bell Nov. 10, as the telephone company usually requires 48 hours advance notice for such special facilities.

When the WLAG remote crew arrived at the Gainesville football field it was discovered that the telephone exchange had not made arrangements for line service, although loops for two broadcast amplifiers which had been used on previous occasions were available.

Personnel at the Gainesville exchange stated that they did not have an order for the loop to the park and consequently if WLAG carried the game "it would have to take it from the Gainesville station." Through the cooperation of WPGA Gainesville WLAG was able to carry the broadcast.

Contract to Bendix
BENDIX Radio Division of Bendix Aviation Corp. has been awarded a Navy contract for 12 ground control approach units, the Navy Dept. announced last Thursday. The units, to be built at the Bendix plant in Baltimore, Md., will cost $2.8 million. First is scheduled for delivery in August 1949. Approach units make up a radar system used to guide planes through fog or heavy weather to the airport runway and utilizes radar scopes and high frequency radio.

OPENING date postponed! KRTN, new station under construction at Raton, N. M., was only a week short of program tests when a guy wire of this 200-ft. tower parted. Station blames faulty erection for the loss which is estimated at approximately $5,000. KRTN is assigned 250 w fulltime on 1490 kc and is licensed to Southwest Broadcasters Inc., which also operates KFUN Las Vegas.

Charges From Poland Discounted by 'Voice'
A CHARGE that the "Voice of America" is utilizing "vile and mean methods" in broadcasts of its Polish-language programs has been discounted by the State Dept.'s International Broadcasting Division as "familiar but without foundation."

The accusation was voiced by a Polish Government spokesman, Brig. Gen. Witko Grosz. He told a news conference the "Voice" had "misrepresented" the facts by alleging pressure had been exerted on foreign correspondents who had signed a resolution protesting the death sentence of a journalist in Greece.

The "Voice" airs a daily half-hour program in Polish, comprising news, features and press and book reviews.

Power Cuts in Canada Resulting in Rebates
MAKE-GOODS or rebates are being offered advertisers on Canadian stations where electric power shortages have cost large slices of audience. The situation is especially bad in southern Ontario, and conferences were held at Toronto the entire week of Nov. 8-15 to set up policy on loss of audience rebates.

In a joint statement by E. A. Weir, for Canadian Broadcasting Corp., and T. J. Allard for Canadian Assn. of Broadcasters, policy on make-goods and rebates was announced, retroactive to Nov. 1, 1948. A working committee has been set up by CBC, CABC, Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers. A firm of chartered accountants has been hired to assist in drawing up a formula.

Bradley Urges Free Time Clearing Spot
COMMUNITY clearing houses to sift requests for public service time were recommended as the solution to the broadcasters' problem by Roland Bradley, KJR Seattle program director, during the U. of Washington's Conference on Publicity Methods in Seattle Nov. 3-5.

Mrs. Bradley pointed out that "a law of diminishing returns sets in when a station turns over its facilities to every organization wanting to make a public appeal. He emphasized that stations were happy to offer time for worthwhile civic drives and projects but reined-time-seekers that stations have the privilege of selecting the types of programs which will best serve the public interest.

$30,200 Jackpot
BIGGEST jackpot of the ABC "Stop the Music" series—prizes valued at $30,200—went to Mrs. Edward Easton, ofATTLEBORO, Mass., Nov. 14. Mrs. Easton correctly identified the program's "mystery melody" over the telephone as "The Minstrel's Return From the War," a ballad written in 1825 by John Hewett. The winner said she had read the winning answer in a Boston newspaper.

Technical

FRANK SOMMERS, for past ten years with NBC New York audio-video engineering group, has transferred to KGBH Hollywood, as television maintenance supervisor.

OLAF GABRIELSON, former chief engineer of Corncy stations in Wisconsin and Iowa, has been named chief engineer of KFGO Fargo, N. D.

JOHN B. HAULDER, WCN Chicago, engineering staff, and FRANCIS MORCHEFF, Standard Transmitters, Chicago, were married last month.

BOB KEELER, formerly on engineering staff of WACV Vincennes, Ind., has joined WZIP Covington, Ky., as technical advisor of special broadcasts.

LESTER L. WEST, formerly with WEXL Royal Oak, Mich., has been named engineer of WDEI Detroit.

WORLD'S MOST SPECTACULAR TRANSMITTED MUSICAL SHOW EVER PRODUCED
The Musical Comedy Theatre
52 Great Half-Hour Shows
Musical comedies and operettas by Gershwin, Berlin, Porter, Kern, Palestrina, and Bernstein...

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WARNER BLDG., WASHINGTON, D.C.
13th & E Sts., N. W.
National 6513

Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

Frank H. McIntosh
710 14th St., N. W.—Metropolitan 6477
WASHINGTON, D. C.

Russell P. May
122 F St., N. W. Kellogg Bldg.,
Washington, D. C. Republic 3984

John L. Moore
WASHINGTON, D. C.

H. W. L. Wilson
1925 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

Rothrock & Bailey
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Weldon & Carr
WASHINGTON, D. C.
1600 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611

Holey & Hillegas
1146 Briarcliff Pl., N. E.
Atlanta, Ga. Atwood 3328

Andrew Corporation
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363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

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WASHINGTON 5, D. C.

Kear & Kennedy
1703 K ST., N. W. STERLING 7922
WASHINGTON, D. C.

Herbert L. Wilson
A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

Chambers & Garrison
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MIChigan 2261

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
Oldway 8071
Washington, D. C.

William L. Foss, Inc.
Formerly Colson & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

John Creutz
319 BOND BLDG. REPUBLIC 3151
WASHINGTON, D. C.

Gilder Bros.
1108 Lillian Way Gladstone 6178
Hollywood, California

William L. Foss, Inc.
Formerly Colson & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

Guy C. Hutcheson
1100 W. ABRAM ST PHONE 1218
ARLINGTON, TEXAS

Nathan Williams
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oaksho, Wisc.

A. R. Bilter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Merl Saxon
203 W. Hutchison Street
Telephone 888 or 211
San Marco, Texas

Preisman & Bisner
AM. FM, Television
Allocation, Station Design
Management Training Associates
3308 16th St., N. W.
Washington 10, D. C. Adams 7599

H. V. Anderson
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Silliman & Barclay
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
**Classified Advertisements**

**PAYABLE IN ADVANCE—Checks and money orders only.** Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One month's service at a time, minimum one month. Apply with appropriate issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

**Help Wanted**

**Managerial**

- FUZZY Q. WIZARD: Manager—Commercial position, N. Philadelphia stations. Must have background in programming and sales. Reply Box 409, BROADCASTING.

**Civil War soldiers desired.** Any branch. $10,000.00 for enlistment. Box 410, BROADCASTING.

**Technical**

- **Engineer-Announcer, Program Director.** Must have proven track record in programming and sales. Box 411, BROADCASTING.

**Salesmen**

- **Excellent salesmen wanted.** Any branch. Closing date March 1. Box 412, BROADCASTING.

**Announcers**

- **Excellent performing announcer desired.** Send resume with references. Box 413, BROADCASTING.

- **Man with 10 years experience in radio.** Send resume to Box 414, BROADCASTING.

**WANTED**

- **Technical**

  **Engineer:** Previous experience in small-market stations. Most any technical work. Must be completely familiar with all aspects of station operation. Box 415, BROADCASTING.

- **Announcer:** Previous experience in network work. Box 416, BROADCASTING.

- **Manager:** At least 5 years experience. Must have experience in all phases of station operation. Box 417, BROADCASTING.

**Situations Wanted**

- **Manager:** Experienced in all phases of station operation. Must have proven ability to manage and train personnel. Box 418, BROADCASTING.

- **Program Director:** Must have experience in programming, sales, and station management. Box 419, BROADCASTING.
Situated Wanted (Cont'd)


Licensed engineer, transmitter and studio experience. Non-smoker. References. Wants work in southwest. Box 368, BROADCASTING.


**For Sale**

**Stations**

Television program director or director. Solid TV training. Six years radio, stage, film. Age 26. If you're on air now at $2500, why not send your resume. Box 285, BROADCASTING.

**Equipment**

**For sale—One kilowatt Western Electric transmitter 383 E1. Price $450.00. Immediate delivery.** Charles W. Winkler, Chief Engineer, WDGY, Hotel Nicollet, Minneapolis 1, Minnesota.

**Production-Programming, others**


Program director, production manager, radio or TV. Twelve year AM. FM background. Production experience in drama, music (classical), popular. Box 256, BROADCASTING.

**WANTED**

**Technical**

Engineer with pioneer TV station experience sought positions with increased responsibility and greater opportunity. Well qualified to plan installation, organize and train technical staff and maintain top operating standards. Box 288, BROADCASTING.

**Production-Programming, others**

**Situations Wanted (Cont'd)**

National Radio Employment Agency
1655 N. Cherokee St.
Hollywood 28, Calif.

Dear Station Manager:

"Necessity is the Mother of Invention." The radio and television industry has long needed a placement service which specialized in interviewing and securing radio personnel. That need the National Radio Employment Agency was created for that purpose. The founders of the agency were 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 qualified people from our files.

When we send a resume and audition disc to you, you have the assurance that all references are thoroughly checked. There is no charge to you for this service. Write today for full particulars.

Sincerely,
National Radio Employment Agency

P. S.: Write, wire or phone Hudson 2-2883
EVERETT HOLLES, news editor of WBEN Chicago, is writing a book on the subject, "What’s Your Vote Worth?" which will be published on the subject. "What’s Your Vote Worth?" which will be published on the subject.

BOB WILSON, formerly with KWGB Godland, Kan., joins KAYL Storm Lake, Iowa, as sports director.

ROBERT E. ROGERS, former news director at WMAN Mansfield, Ohio, joins WRSV Cleveland Heights, Ohio, as news director.

PAUL FREES replaces HAL MARCH as dramatic reporter on ABC News-

ADVERTISER—

AN OPEN LETTER TO NATIONAL ADVERTISERS AND ADVERTISING AGENCIES.

When Ken Godfrey spoke for the AAAA at the recent FMA Chicago Convention, he presented a very factual story of the agency reaction to FM Advertising. The most important feature of his talk was the fact that the Agency and Advertising wants and needs more factual information on Market Data and the selling impact of FM.

To learn how potent FM is as an advertising medium by itself, you must use exclusive FM stations that have become established in your communities. The use of AM-FM duplicating stations will never give you the answer.

Our FM only stations in two of America’s greatest markets, KOZY (FM) in Kansas City and WASH (FM) in Washington, D. C., are two stations on which you can test FM at fair rates and know that the results you get were derived exclusively on FM.

If you want the FM answer, write us for rates.

THEY JUST FIDDLE' Early Experience with Two of Radio’s Great — Recalled by Washington Businessman

A CHANCE meeting in the early 1920’s with a handful of radio’s illustrious figures of the future is not likely to be forgotten by Mark Lansburgh, a radio fan from ‘way back and today vice president of Lansburgh & Bro., Washington, D. C., department store.

Mr. Lansburgh professes he is as busy as to exact dates, but history places his little-known experience in 1922 when then Secretary of Commerce Herbert Hoover called one of the earlier of four radio conferences at the Wardman Park Hotel, Washington, to discuss the industry’s multifarious problems.

Mr. Lansburgh’s department store had established what he claims as the first radio merchandise-distributing department in Washington and business “was mostly one of parts and variable conditioners.”

In the background, discussion was to reach fever pitch on a proposed White Bill governing radio legislation (to supersede the old 1912 Wireless Act), and on the reluctance of Congress to act on the bill at Mr. Hoover’s suggestion. (The future President was to be acclaimed as radio’s champion in succeeding years.)

Mr. Lansburgh, who attended the conference, recalls finding himself among a group of men after the meeting. He told them that reception on his RCA Radiola Grand was faulty after 10 p.m. due to interference from the Navy’s station in Arlington, Va.

Using an arc transmitter the Navy would air time signals, then launch into dot-and-dash for ships at sea, Mr. Lansburgh informed the group. He could get only WCAE, the Telephone Co. station, he said.

Three men in the group glibly told Mr. Lansburgh he didn’t know how to tune the set. Two of them confidently set off for his home to prove it.

According to Mr. Lansburgh, with a glint of amusement in his eyes, “they fiddled and fiddled” but had the same trouble. Looking back, the department store official mused that he didn’t think the cause of interference was determined until later years when the Navy switched from an arc to a tube transmitter. The arc had been rebroadcasting down the Arlington towers on a harmonic.

Radio later was to obtain some adequate legislation governing frequencies after Mr. Hoover had reassigned wave lengths for broadcasting stations in 1923 before the avalanche of frequency-seekers.

President Harding, who instructed Mr. Hoover to supervise the conferences, was to die in 1923, while the latter was to attain the Presidency.

And what of the two men who “fiddled” with Mr. Lansburgh’s set? One was general manager of RCA (formerly with American Marconi Co.), and the other had a five-watt in Cincinnati. Mr. Lansburgh is wondering if RCA’s David Sarnoff and Powel Crosley Jr., founder of Crosley Radio Corp. and first licensee of WLW, remember the incident about 26 years ago.

WBCC Gets Award

WBCC Bethesda - Chevy Chase, Md., is to receive the Oliver Owen Kuhn Memorial Cup for the greatest contribution during 1947 to the orderly development of Bethesda as a high-class residential community. Bethesda Chamber of Commerce voted the award to WBCC Nov. 15, with presentation to be made at the December meeting.

AP Radio Groups In 3 More States

AP BROADCASTERS’ associations have been organized in three more states, Arkansas, Ohio and Oregon.

Leon Sipes, manager of KELD El Dorado, was elected president and Al Godwin, manager of KFPE Port Smith, vice president of the Arkansas AP radio members’ group at a meeting held Nov. 14 in Little Rock. Named directors were: Sam Anderson, KFFA Helena president; Jay P. Beard, KJTM Jonesboro president, and Bob Choate, KWFC Hot Springs manager.

The Arkansas association also selected a “continuing study” committee headed by Paul King, KARK Little Rock news editor. Committee members, besides Mr. King, are: Ted Rand, KDRS Paragould manager; Deno Nichols, KLRA Little Rock news editor; Pat Garner, KFPC news editor, and W. F. Deaton, KVRC Arkadelphia news editor.

Ohio AP radio members, meeting Nov. 13 at Columbus, elected Vernon A. Nolte, general manager of WHIZ Zanesville, chairman. Other officers are: Al Parlin, WTOP Toledo, and Fred Brophy, WHIO Dayton, vice chairman; Walter Furniss, over WL Columbus, treasurer, and Burdette T. Johns, chief of Ohio AP bureau, secretary.

Executive committee named by Mr. Nolte to work with the officers included: Richard Borel, WBNS Columbus; Ed Parsons, WRFD Worthington; Al Albinger, WCCL; Ed Wallace, WTM Cleveland; Tom McCarthy, WKRC Cincinnati, and Robert M. Beer, WATG Ashland.

Ted Cooke, program director of KOIN Portland, was elected chairman of the Oregon AP radio members’ group at a meeting held Nov. 8 at Portland. Floyd W. Lansdon, AP bureau chief for Oregon, was designated secretary.

Mr. Cooke announced that he would appoint committees to study AP operations in Oregon and to perfect liaison with the AP broadcasters’ group in Washington.

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FCC Actions
(Continued from page 79)

November 17 Applications...

ACCEP TED FOR FILING
Assignment of License
KUGN Eugene, Ore.—Assignment of license to T.V. Inc., of 210-216 N. Phillips d/b/a as Valley Best, Co. to KUGN Inc.
KORN Fremont, Neb.—Assignment of license to T.V. Inc., of 210-216 N. Phillips d/b/a as Valley Best, Co. to M. F. Brice, W. O. Davis, F. E. Lefeld d/b/a as Vidalia Best, Co. to M. F. Brice, W. O. Davis, and R. E. Lefeld d/b/a as Vidalia Best, Co.
Modification of CP
WLOI Louisville, Ky.—New CP with new AM station for extension of completion date.
WYJN Newark, N. J.—License for CP
KOKX-FM Fort Dodge, Iowa.—License to own license to CP new FM station.
WITH-FM Brooklyn, N. Y.—Modification of CP
KFYE Fresno, Calif.—Mod.-Conf. CP with new FM station for extension of completion date.
WLAF-FM Rome, Ga.—Same.
WJIZ Hammond, Ind.—Same.
WBBS New Bedford, Mass.—Same.
WKNE-FM Kenee, N. H.—Same.
WELR-FM Chambersburg, Pa.—Same.
WHIZ-FM Zanesville, Ohio.—Same.
WJAR-FM Providence, R. I.—Same.
WCAC Anderson, C. S.—Same.
WJNN Richmond, Va.—Same.
KTNE Taos, N. M.—Simplified.
WRVC Norfolk, Va.—Mod. CP with new FM station changes ERP from 7 to 8.1 kw.
Application Renewal
KCOE-FM Ontario, Calif.—License renewal FM station.
APPLICATION FOR FILING
Transfer of Control
KGL San Fernando, Calif.—Transfer of control to J. G. Paltman.
Assignment of License
WBTM Williamson, W. Va.—Assign. of controlling interest of FM station to D. R. Ensor.
License Renewal
KVMV Twin Falls, Idaho.—Grant renewal of license for period ending May 19, 1949.
Modification of STA
WAGA-TV Atlanta, Ga.—Granted mod. STA for operation with 18 kw. and 9.37 kw. aur.
Assign. of Control
Assignment of License
KFNU Shenandoah, Iowa.—Increase power on 550 kw from 500 kw-N, to 5 kw-D. New antenna is installed.
WSBY Fort Wayne, Ind.—Grant renewal of license for period ending Oct. 1, 1951.
Modification of License
WOI Fort Wayne, Ind.—Grant renewal of license for period ending Aug. 1, 1951.
Application or FILING
KJF-FM Grand Forks, N. D.—Application for renewal of license.
KFBI-LW Austin, Tex.—Application to change call letters from KBIH, Austin, Tex. to KFBI, Austin, Tex.
KFRA-FM Richmond, Va.—Grant renewal of license for period ending June 30, 1950.
Approval of Grant
LD-112 Washington, D. C.—Grant renewal of license to WTOP.
Assignment of License
KYYC Seattle, Wash.—Assignment of license to new owner.
WBBF-AM Hammond, Ind.—Assignment of license to Louis F. W. Romero.
Application Renewal
WFSN Pensacola, Fla.—Renewal of license for period ending Aug. 1, 1951.
Assignment of License
WATO Oak Ridge, Tenn.—Granted to recipient of assignment of license to T.V. Inc. the assignment which will become owned 80% by assignor stockholders.
Rein-positioning of Control
KBCB KCB-FM Des Moines, Iowa.—Repositioning of control of KBCB-FM to Jackson, Mo. from St. Louis, Mo.
SUMMARY TO NOVEMBER 18

November 18 Applications...

ACCEP TED FOR FILING
AM—284
KFNU Shenandoah, Iowa.—Increase power on 550 kw from 500 kw-N to 5 kw-D. New antenna is installed.
WSBY Fort Wayne, Ind.—Grant renewal of license for period ending June 30, 1950.
Application Renewal
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WATO Oak Ridge, Tenn.—Granted to recipient of assignment of license to T.V. Inc. the assignment which will become owned 80% by assignor stockholders.
Rein-positioning of Control
KBCB KCB-FM Des Moines, Iowa.—Repositioning of control of KBCB-FM to Jackson, Mo. from St. Louis, Mo.

FCC BOX SCORE
Summary of Authorization, Applications, New Station Requests, Ownership

<table>
<thead>
<tr>
<th>Class</th>
<th>Licensed CPs</th>
<th>Applications</th>
<th>AM STATIONS</th>
<th>FM STATIONS</th>
<th>TV</th>
<th>COND'1</th>
<th>GRANTS</th>
<th>PENDING</th>
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Mr. Gillett and Mr. Jansky

Mr. Davis

Mr. Ring
At Deadline...

ATTEMPT TO SELL STATION SOON AFTER GRANT ALLEGED

NORTHWESTERN Ohio Broadcasting Corp., was trying to sell its Lima (Ohio) FM and AM stations 21 days after getting AM grant, Sky Way Broadcasting Corp. of Columbus, Northwestern's rival in AM case, charged in petition filed with the FCC.

Sky Way, currently appealing AM case [BROADCASTING, Nov. 15], told FCC that Horace Crew of William F. Zinn & Co., property brokers and consultants, approached Sky Way President Gustav Hirsch on Nov. 11 and said his firm was authorized by Northwestern to sell its AM and FM properties. Asking price, Sky Way said, was $365,000. Northwestern FM station, WIMA-FM, has been operating since last summer; AM station, authorized Oct. 21, reportedly is on air.

Petition, filed by Marcus Cohn of Washington firm of Cohn & Marks, charged Northwestern was guilty of "frauds and deception" of licensees Clear Channel TV and Northwestern's Columbus (1150 kc, 1 kw) and reinstatement of Sky Way application (1150 kc, 5 kw day, 1 kw night). FCC Comr. Robert F. Jones had minority interest in Northwestern before joining Commission. He did not participate in consideration of case.

SALE OF KHBG OKMULGEE GETS COMMISSION SANCTION

ACQUISITION of KHBG Okmulgee, Okla. (1240 kc 250 w, MBS) by Donald W. Reynolds' Times Publishing Co. for $125,000 [BROADCASTING, July 28] and realignment of ownership of KCRA Sacramento (1320 kc 1 kw, NBC) and KCRA-FM approved Friday by FCC.

KHBG sellers are Lucille Rost Buford and Paschen Buford (40% each and Sam W. Ross (20%). Times Publishing, new owner, publishes Okmulgee daily. Ownership of KRBQ in Pico Rivera, Calif., was sold 10% by Southwestern Publishing Co., controlled by Ray Reynolds, owner of KFRA Fort Smith, Ark., has Okmulgee FM grant, and owns 50% of WIKK Fort Smith, Ark. Southwestern Publishing is permittee of KFRA-FM Fort Smith and applicant for Tulsa and Oklahoma City FM stations.

KCRA transaction involves sale of David R. McKinney's one-third interest for $40,000, Evening C-B Carrier Broadcast, Inc. stockholders who will receive shares in new corporation, will have 50% and 25% respectively in new company. McKinney, who owns KCRA, WSKY, and WTVN for sale.

WINCHELL TIPS HOOPER

WALTER WINCHELL with Hooperating of 27.0, up 8.9 from 18.1 rating of year ago, was most popular radio program first week in November, according to Nov. 16 Cooper report on evening network broadcasts. Radio Theatre second with 25.0, Fibir McGee & Molly third, 22.4, Jack Benny fourth, 21.9, and Bob Hope fifth, 20.0. M. Perkins on CBS was most popular daytime program with Hooperating of 8.0. Other daytime leaders were Stella Dallas, 7.8; Young Widder Brown, 7.4; Grand Slam, 7.3; Arthur Godfrey, 7.0.

GREELEY, MEYER LEAVE D-FS

JOSEPH M. GREELEY and Albert O. Meyer have left Dancer-Fitzgerald-Sample, Chicago, for Leo Burnett Agency, same city. Mr. Greeley, who worked on D-F's General Mills account five years, will join Burnett between five and six dollars an hour. Mr. Meyer, head of D-F's merchandising and promotion department seven years, is account executive on Burnett merchandising staff.

12 Daytime, 4 Fulltime Stations Approved

FCC FIELD DAY in standard station grants Friday with construction permits approved for 12 daytime and 4 fulltime stations. KYOU Uvalde, Tex., granted switch from 1490 to 1450 kc 250 w fulltime. Bankhead Broadcasting Co., limits AM broadcast in AL, FL, AL, and W. W. Bankhead, received daysitters in Fayette and Russellville, Ala. Construction investments total about $350,000. Grants include:

- East Point, GA—Southeastern Broadcasting System, 1250 kc 1 kw day.
- Englewood, Colo.—Colorado Broadcasting Co., 1380 kc, 1 kw day.
- Fayette, Ala.—Bankhead Broadcasting Co., Inc., 290 kc 1 kw day.
- Middleboro, Ky.—Tri-State Broadcasting Co., 550 kc 500 w day.
- New Ulm, Minn.—Brown County Journal Inc., 960 kc 1 kw day.
- Paris, Tenn.—Parts Broadcasting Co., 1270 kc 1 kw day.
- Russellville, Ala.—Bankhead Broadcasting Co., Inc., 520 kc 1 kw day.
- San Angelo, Tex.—Sandan Broadcasting Co., 1650 kc 500 w day.
- Springfield, Mass.—Springfield Broadcasting Co., Inc., 1550 kc 1 kw day.
- Sonora, Calif.—Kikapoo Prairie Broadcasting Broadcasting Inc., 1340 kc 500 w day.
- Tucumcari, N.M.—Kermit Broadcasting Co., 1270 kc 1 kw day.
- Tucson, Ariz.—Thomas J. Wallace, 1490 kc 25 w unlimited.

TV AND AM APPLICATIONS DISMISSED BY FCC

DISMISSAL of CBS TV application in Boston [BROADCASTING, Oct. 15] and AM application in Denver requested in petitions filed at FCC by Boston Metropolitan Television Co. and KC MO Kansas City, respective competing applicants. Both requests, handled by Haley, McFadden & Wilkins Co., Washington radio law firm, charge applicants are associated with conflicting or multiple requests for same class facilities in contravention Secs. 1.363 and 1.364 of FCC rules.

CBS has filed application for purchase of Raytheon Mfg. Corp.'s WRTB (TV) Waltham, Mass., in Boston area [BROADCASTING, Nov. 15]. Sale pact provides deal may be up to $3.75 million and if closed 90 days may be extended 30 days before date of further hearing on pending Boston TV requests. KC VO, seeking boost on 810 to 50 kw fulltime, states principals in Denver Broadcasting, Aladdin Radio and Television Co., purchaser of KLZ Denver, subject to FCC consent [BROADCASTING, Nov. 15]. Denver Broadcasting seeks 50 kw day, 25 kw night on 810 kc in Denver.

'BALTIMORE GAG' JUDGE

HEARING of "Baltimore Gag" violation charges against five Baltimore area stations and a newscaster will be presided over by Judge John B. Gray, Jr., of Seventh Maryland Judicial Circuit, for Court of Appeals. (See story page 41.) Appointment made by Maryland Court of Appeals. Stations are charged with contempt of court for broadcasting accounts of murder, allegedly violating unique "Baltimore Gag." Hearing date not set.

MEDIA GROUP ACTION

MEDIA representatives meeting in Washington Friday at NAB invitation (early story page 67) construe "Baltimore Gag" contempt charges against stations in Baltimore as time triangles.

MCCARTHYISM is on rise, and the pressure is for Congressional action..." (see story, page 22). WCBM Baltimore news editor, explained situation to spokesmen for movies, radio, newspapers and other media.

U. S. RUSHING PREPARATION OF SPECTRUM CALCULATIONS

TWO technicians rushed to Mexico City by United States to speed long job of preparing material to be used in channel allocations by High-Frequency Broadcasting Conference. Conference making progress in political field but technical situation not encouraging.

Sent to Mexico City were Hideyuki Noguchi, FCC, and Sidney Ostro, Bureau of Standards. Ambassador R. Henry Norwed, delegation chairman, next week in New York hospital for back operation. Acting chairman is George E. Steril, FCC member.

Russia submitted plan for 76% of all spectrum space to be used for internal broadcasting. 28% of the space is a basis. United Kingdom opposes Russian plan. India submitted similar idea but offered to retreat if more equitable plan presented.

THEATRE GUILD SHOW TV SPONSORS PLANS SET

CONTRACTS are in final stage for TV sponsorship of Theatre Guild of the Air by General Foods, according to Guild's [NEWSPAPER, Nov. 15]. Tentative starting date is first week of January.

Philo Corp.'s objection to back-to-back programming of its Philco Playhouse and General Foods' Topper Jane (same program at different times) was made by Niles Treml, NBC president, said to have assured Philco and GS that Guild (for GF) and Acme Equity (for Philco) would cooperate as both programs will not represent same type entertainment on one night.

Benton & Bowles and Young & Rubicam both New York, jointly will handle Theatre Guild show, Sundays, 8-9 p.m.

CBS RECORDED SHOWS POLICY

CBS confirmed reports it will accept recorded programs for daytime broadcast until 6 p.m. Action seen as another phase of network's energetic program revitalization campaign. Earlier CBS announced that during summer months advertisers could rebroadcast by reording and in their regular time periods prc grama broadcast in fall, winter and spring.

NAB NAMES NARBA AIDES

NAB Friday named four staff executives to assist in preparation for third NARBA (earlier page 20). They are Tomerrey A. Banks, executive assistant to president; Royal V. Howard, engineering director, and Neal McNaught, assistant director; Donetty, general counsel.

Closed Circuit

(Continued from page 4)

pinching for Ambassador R. Henry Norwed, delegation chairman, in New York hospital for back operation.

LOOK FOR another outburst from Inte-American Assn. of Broadcasters against Ge. Peron's bold effort to "Peronize" Latin American can radio against "Yankee imperialism" IABC board met secretly at Mexico City la week. Gilmore Nunn, NBC director who a lended explosive Buenos Aires sessions la summer, was present as U. S. delegate.

PRIOR to announcement that Charles Ryk had resigned as ABC vice president and a sistant secretary to become president and ge of Management of Audio and Video Prod. Corp. (see story, page 22), report was curles that he would join Mutual as assistant to Pre ident Edgar Kobak.

BROADCASTING • Tel ecastin
Where else in America?

Not the north — not the south! Not the busy industrial east nor the farm-rich middle west can really mirror our land in all its varied aspects. But there is one area, embracing parts of all these places, which does. It's WLW-Land—a true cross section of the country.

Where else in America could you hope to find so perfect a proving ground for new products and new ideas?

In WLW's Merchandise-Able Area are 330 counties comprising parts of seven states. Nearly 14 million people live here. Some are wealthy, some are poor. Some live in great cities, some in tiny villages. Some work in factories, some own farms. When you know how these people will react to your product, your package, your selling appeal — you'll have a good idea how consumers everywhere will respond.

And you CAN know through WLW, for this great radio station covers the area as a network covers the nation. It dominates most cities but not every city. It reaches most farms but not every farm. You'll face this same condition elsewhere throughout the country, no matter what medium or combination of media you choose. But by using WLW first, you can learn the answers in advance.

WLW is particularly well equipped to help you get the answers. Besides one of the nation's largest and most loyal listening audiences, WLW offers facilities not equalled by any other station. It can help you study the market—get distribution—win dealer cooperation. It can help you learn what consumers really think about your product — your price — your package. With manpower to do the job, and a "know-how" peculiar to its territory, The Nation's Station stands ready to serve you in the proving ground for America!

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION
Croley Broadcasting Corporation
WKY BONUS COVERAGE BRINGS EXTRA SALES FOR ADVERTISERS

In BMB coverage and in actual listeners advertisers get more for their radio dollars on WKY than on any other Oklahoma City station.

WKY is a PLUS-station all the way. It delivers more listeners, more sales, more profit per dollar than any other Oklahoma City station.

OKLAHOMA CITY
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