MAY 17, 1948 ISSUE PRICE 25 CENTS

USAFSSS LIBRARY PROPERTY

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

"Peace Pipe"



Pipe smokers say they get a lot of satisfaction —a world of peaceful relaxation and pleasure, out of a quiet smoke. To real pipe fans a pipe is, in fact, a mighty important part of their everyday living.

To people living in any one of the seven cities listed below, a local Fort Industry Station, too, is a part of everyday life. As a local institution, each Fort Industry Station seizes every opportunity to join in the furtherance of community enterprises—to render public service. For advertisers this means that the seven stations listed below speak with a voice that's listened to, believed in, acted upon.

A FORT INDUSTRY STATION

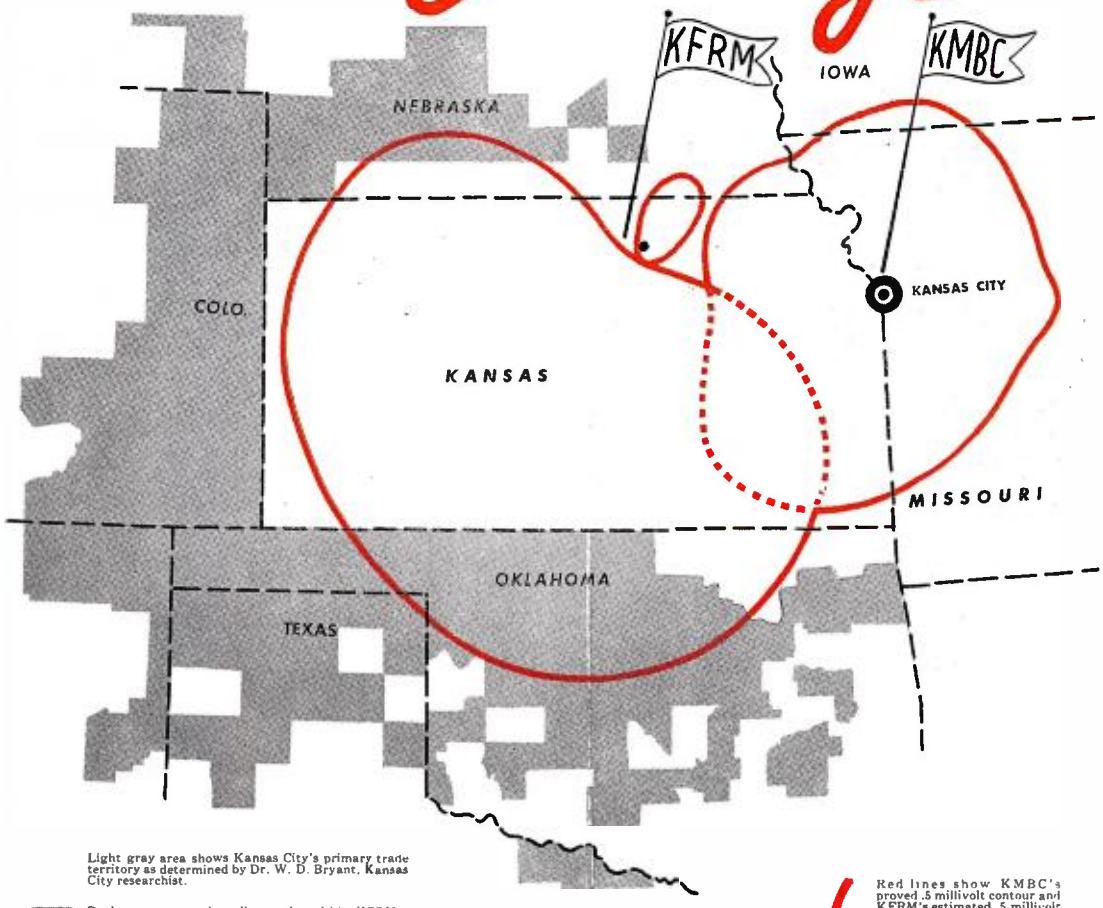
THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

1948 RADIO ADVERTISERS BY PRODUCT GROUPS — see page 54-G

EXCLUSIVE CUSTOM-BUILT *coverage!*



Light gray area shows Kansas City's primary trade territory as determined by Dr. W. D. Bryant, Kansas City researchist.

Dark gray area, plus all counties within KFRM's heart-shaped coverage contour, shows KFRM listeners in 231 counties in 9 states

Red lines show KMBC's proved .5 millivolt contour and KFRM's estimated .5 millivolt contour.

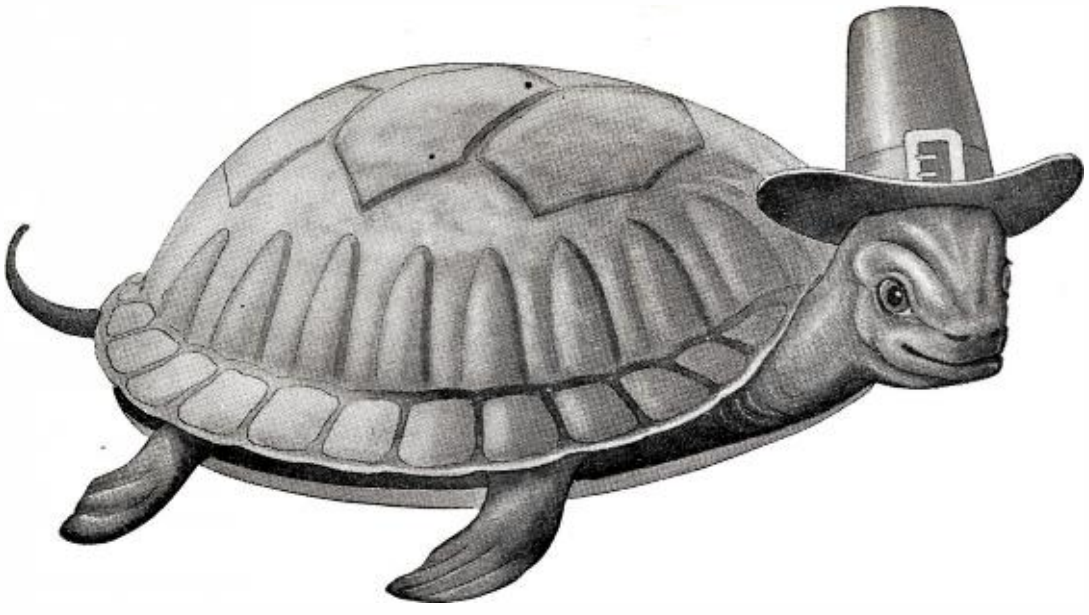
The KMBC-KFRM Team is Custom-Built to provide complete, economical, simultaneous coverage of the Kansas City trade territory. When you add KMBC's audiences in metropolitan Kansas City to KFRM's—it had listeners in at least 9 states and 231 counties the first two weeks it was on the air—you have the only real combination for covering the Kansas City market. A study of the map above will show we're really talking turkey when we talk of Custom-Built Coverage to fit the market.



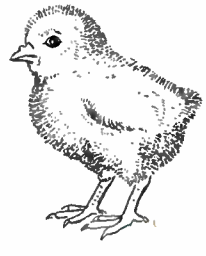
KMBC *of Kansas City*

KFRM *for Kansas Farm Coverage*

Represented Nationally by Free & Peters, Inc.



Hard-shelled New Englanders *are really softies!*



It's just that you must learn to get under their shells. New Englanders like to trade in their local communities with local merchants they know.

To really sell New Englanders you must cultivate their patronage by means of a friendly approach. You can do this best by using the Yankee Network with its 23 hometown stations. Each Yankee station, over a period of years, has become an integral part of local community life — a locally accepted source of the finest in entertainment — a locally accepted medium for sales promotion.

The Yankee Network takes you into New England's most important markets, penetrates city and suburban trading zones completely. It's your best means to get the effective local impact you need throughout New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

SEVERAL top executives have been interviewed personally during past week by Vincent Riggio, American Tobacco Co. president, for the position of advertising manager, recently resigned by George Washington Hill Jr. Definite announcement expected within ten days.

STANLEY HUBBARD, president and general manager of KSTP St. Paul, now is also sole owner. He has paid off obligation to Avco Mfg. Co., amounting to $869,500, having negotiated straight loan from Mellon National Bank & Trust Co., Pittsburgh. Understood loan entails no strings on control of corporation. FCC will get full accounting in usual course. Mr. Hubbard originally held 25%.

IT's not so much upstairs vs. downstairs in TV that's bothering telecasters but what to do about low band versus high band downstairs. Despite FCC's proposed TV reallocations, ultimately looking toward opening of 500 mc range, telecasters are wondering how long it will be before fast-moving mobile services will force preemption of lower end of low band for their use. Curbstone opinion is that "upper seven" (channels 7 through 13) should be good for maybe ten years but that "lower five" (2 through 6) may not be able to withstand pressures longer than two or three years.

SENATE radio inner councils now seriously considering fusion of White Bill (S-1333) and revision of Communications Act with Johnson Bill (S-2231) on clear channels in hope of action this session. Talk is White may give in objectionable Section 326 giving FCC right to review programs on renewals while Johnson might settle on partial breakdown and with no arbitrary power limit.

PROSPECTS of lush advertising market in transit vehicles for FM broadcasters looms bright. Transit Radio Inc., Cincinnati, now selling $1,200 time weekly on WCTS-FM for programs to Cincinnati area bus and trolley riders [BROADCASTING, April 5].

CUT in AT&T charges by Illinois Bell effective June 1 when rate for relay from Chicago White Sox park for WGN-TV will be $455 monthly with no installation charges. Games from Wrigley Field cut to $545. Previously installation charge alone was $550, with regular tariffs on airline miles.

WESTINGHOUSE officials are mum but it's understood they're getting good results in stratovision tests from B-29 based at Martin plant in Baltimore. Signals said to have been picked up on TV band No. 6 (82-88 mc) in Pittsburgh. Tests delayed by rudder trouble in Army-owned plane. FCC to be notified soon so staff can monitor tests.

Upcoming

May 17-18: NAB Management Conference, Biltmore Hotel, Los Angeles.
May 17-21: 63rd Convention of Society of Motion Pictures Engineers, Santa Monica, Calif.
May 18-19: CBC Board of Governors, Windsor Hotel, Montreal.
May 19: New NAB Board of Directors meeting, Biltmore Hotel, Los Angeles.
May 20-21: NAB Engineering Conference, Biltmore Hotel, Los Angeles.
May 22: IRE North Atlantic Region Meeting, Hotel Continental, Cambridge, Mass.
(Other Upcomings on page 54)

Bulletins

PATRICK JOSEPH STANTON, whose FCC grant for new Philadelphia 10-kw daytime station on WCKY's 1530 kc was set aside by court [BROADCASTING, April 19], Friday was given 6-month special authorization for 1540 kc, 1 kw, day only. FCC also granted application of O. E. and O. L. Bohlen, trading as Francisco Rental Co., for new 5-kw daytimer on 960 kc at Victorville, Calif.

SIMMS JOINS WASEY AGENCY

RAY SIMMS, assistant manager, Kenyon & Eckhardt timebuying department, New York, has resigned to join Erwin, Wasey & Co., New York, as manager of radio and television timebuying department. He succeeds Keith Shaffer, who has joined KMBC-KFRM Kansas City in charge of sales for KFRM [BROADCASTING, May 10].

KTBS Shreveport, La., applied for TV station, Channel 4 (66-72 mc), 14.25 kw visual and aural powers. It's second Shreveport bid; four channels available, one may be added. Estimates: $238,052 construction; $8,000 monthly operating costs first year; $3,000 monthly revenues.

Business Briefly

GOODRICH CO-OP ● Monogram Radio Programs Inc., Chicago, announces sale of new transcribed show, *Breakfast in the Blue Ridge*, to B. F. Goodrich Co., Akron, Ohio. Series is being made available on cooperative basis to more than 5,000 Goodrich outlets. Intensive retail merchandising campaign planned. Program features Lulu Belle and Scotty.

SPIC AND SPAN TO BIOW ● Biow Co., New York, to take over Procter & Gamble's Spic and Span (soap) account July 1, busy mapping out campaign plans. Dancer-Fitzgerald-Sample, Chicago, former agency. No budget figure revealed.

FORM PLAN ELIMINATES MUCH PROGRAM DATA

DEMAND for commercial-sustaining percentage breakdowns on program types—entertainment, religious, etc.—would be eliminated from FCC application forms, under extensive form reorganization plan proposed by FCC Friday. Also proposed for elimination: requirement that network affiliates list network sustainers they rejected during "composite week."

Annual measurements of equipment performance by AM and FM stations would be required under proposed rules change, which would set out exact information needed. So-called "Blue Book" program log analysis (commercial and sustaining) would be retained in forms, but definition of "non-commercial spot announcement" would be amended to keep promotional announcements for sustaining programs out of straight spot announcement category.

Proposed changes, described as largely editorial, affect applications for new or changed facilities; for licenses, renewal, assignment and transfer, extension of completion date. Comments will be accepted by FCC to May 31. The FCC said it would then call for oral arguments if comments justified.

NLRB Probing AFM Ban on Transcriptions

NATIONAL LABOR Relations Board began probe Friday of charges by Associated Program Service, Lang-Worth Feature Programs and Standard Radio Transcription Services that AFM transcription ban constitutes secondary boycott, illegal under Taft-Hartley Law. Complaint, detailed in joint statement by Richard Testut of APS, Gerald King of Standard, C. O. Langlois of Lang-Worth, said in part:

"We are . . . seeking relief under the provision of the National Labor Relations Act, which makes it illegal for a union to compel its members to refuse to work for a businessman against whom the union has no claims, in an indirect effort to get at his customers . . ."

Statement said transcriptions "afford the only means of supplying music to local broadcasters, referred to remarks by James C. Petrillo, AFM president, before House committee that he stopped work for transcriptions to deprive broadcasters of transcriptions use.

APS and Lang-Worth complaints filed with NLRB in New York Thursday. Standard filed same day in Los Angeles. Secondary boycott investigation by NLRB gets top priority under Taft-Hartley Act. Complainants repeated charge that Mr. Petrillo has refused to discuss matter, or answer letters asking for conference.

SOLD VIA WSIX



WSIX sells **electrical appliances**, too. At least some of the nation's most successful producers must be convinced by sales results. Electrical appliance companies use time ranging from daily quarter hours and spots to weekly half hours; and they've stuck to this schedule for two, three and more years without a break. See what WSIX can sell for you in Nashville's 51-county retail trade area. Your Katz representative has additional information to help you judge for yourself.

ABC AFFILIATE

5000 W • 980 KC

Represented Nationally by

THE KATZ AGENCY, INC.

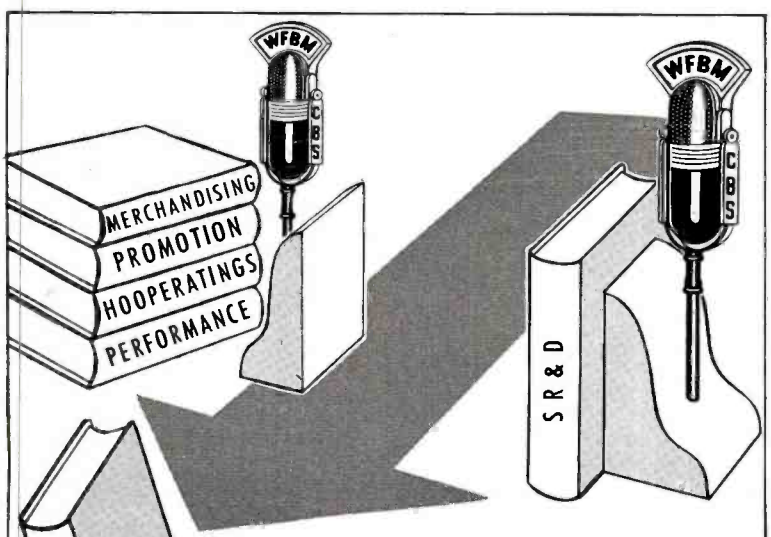
WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

And WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy



BOOK OF THE MONTH IN *Indianapolis*

"Broadcast Measurement Bureau"

• It is comforting (at the comparatively old age of twenty-four) to receive documentary proof of honesty! For years WFBM has claimed listeners within a 50-mile radius of Indianapolis . . . verifying our 400,000 radio-home potential with good old half-millivolt maps, heavy mail response areas, and personal contacts.

Now—in effect—BMB has put a notary seal on our published figures . . . for, the 10%-or-more counties in Indiana credited to WFBM fit our claims "hand in glove."

Skip the bonuses if you like . . . five-state mail on almost every contest offer; registered daily listeners in 82 of 92 Indiana counties (WFBM's membership "Quiz Club"); and actual, measured sales results *outside* our claimed listening area . . .

But credit WFBM with exclusive, basic CBS coverage in Indiana; top over-all Hoopers in Indianapolis 16 months in a row; and almost two million people in BMB counties. Let us show you that we *sell* by radio any product that can be sold!

WFBM is "First in Indiana" *any way you look at it!*

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Advance Registration for NAB ____ 12
Telestatus Report ____ 18
Code Comes to L. A. ____ 39
Tobey Probe ____ 39
Jansen, Reilley Mentioned for FCC ____ 42
Mullen Leaves NBC ____ 43
NAB Technical Papers ____ 47
Technical Exhibits ____ 48
Broadcasting Trends
Political Broadcasts Poll ____ 49
Coverage Plans Set for Philadelphia ____ 54-B
McGee Taps Hoopers ____ 54-C
Black Ink Operation at KCBD
By Louise C. Allen ____ 54-D
Star-Spangled Radio ____ 54-E
Billings Still Rise ____ 54-G
NAB Member Submits New PI Offer ____ 126
Success Story Resumé ____ 152
Neville's Bevel
By Larry Neville ____ 170
CIO Urges WHLS Decision ____ 221
FCC Decides in N. J.-Pa. Case ____ 244

DEPARTMENTS

Agencies ____ 216
Allied Arts ____ 230
Commercial ____ 215
Editorial ____ 136
FCC Actions ____ 232
Management ____ 215
Milestones ____ 204
Network Accounts 221
New Business ____ 221
News ____ 218
Our Respects to ____ 136
Production ____ 228
Programs ____ 235
Promotion ____ 226
Sid Hix ____ 40
Technical ____ 240
Turntable ____ 240
Upcoming ____ 54

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Tylor Nourse, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan, Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD LEVI, *Manager*

David Ackerman, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office
Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

NOW serving the Pacific Northwest with 50,000 watts



BMB coverage maps of KEX now are as out-of-date as a tight skirt. Watch for *new* "interim reports"—coverage maps based on mail response to KEX's new 50,000-watt voice. The only 50,000-watt station in Oregon, KEX now gives advertisers one-station coverage of the tremendous Portland market-area, which means most of Oregon and much of Washington.

KEX *THE 50,000-WATT ABC AFFILIATE IN PORTLAND, OREGON*

WESTINGHOUSE RADIO STATIONS Inc

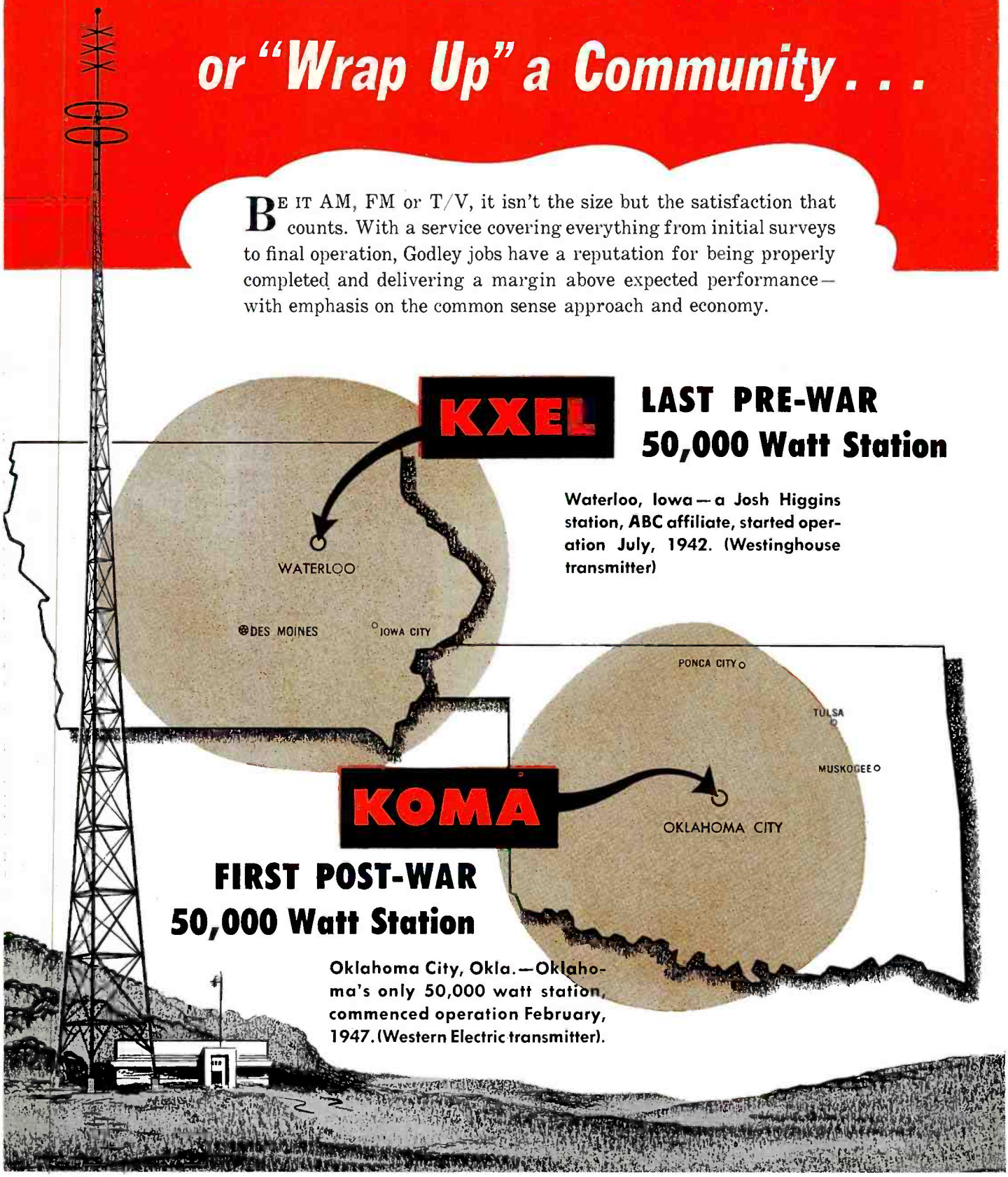
KYW • KDKA • WBZ • WBZA • WOWO • KEX

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

To BLANKET A STATE

or "Wrap Up" a Community . . .

BE IT AM, FM or T/V, it isn't the size but the satisfaction that counts. With a service covering everything from initial surveys to final operation, Godley jobs have a reputation for being properly completed and delivering a margin above expected performance—with emphasis on the common sense approach and economy.

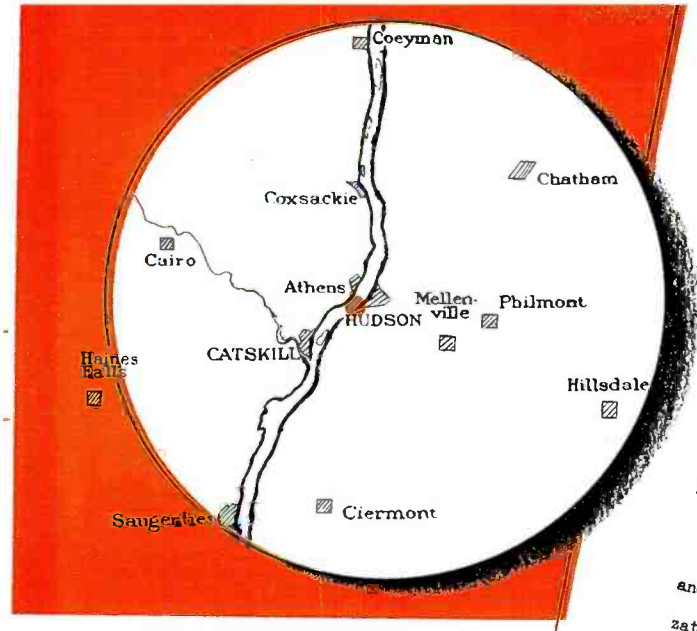


LAST PRE-WAR 50,000 Watt Station

Waterloo, Iowa—a Josh Higgins station, ABC affiliate, started operation July, 1942. (Westinghouse transmitter)

FIRST POST-WAR 50,000 Watt Station

Oklahoma City, Okla.—Oklahoma's only 50,000 watt station, commenced operation February, 1947. (Western Electric transmitter).



The Colgren Broadcasting Company
Serving Columbia and Greene Counties
UNION TURNPIKE
Hudson, New York

WHUC
1230 KILOCYCLES
250 WATTS

PHONE HUDSON 1167

Paul Godley Co.
Consulting Radio Engineers
Upper Montclair, New Jersey

Att: Mr. Paul F. Godley

Dear Mr. Godley:

We are putting out a darned good signal, and con-founding station engineers in surrounding areas. Our organization is running smoothly and we are getting a highly favorable listener reaction.

Both Bob and I appreciate the effort, the services and the cooperation we have had from you and your organi-zation on WHUC, and I do hope that you will stop in any time you are up this way.

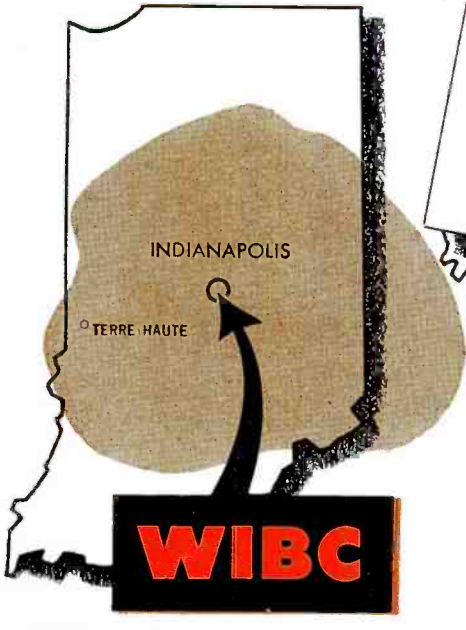
Cordially,

John F. Kearney

JFK:mr

John F. Kearney
General Manager

An unsolicited letter from a recent "local," WHUC



WIBC

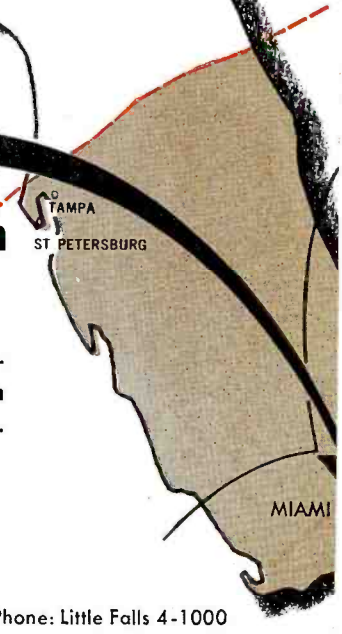
NOW in Construction
50,000 Watts

Indianapolis, Ind.—owned by Indianapolis News—the only 50,000 watt station in the State. To start operation Fall, 1948. (RCA transmitter).

WGBS

Nearing Completion
50,000 Watts

Miami, Florida—a Fort Industries station and the only 50,000 watt plant in Florida. To start operation Fall, 1948. (RCA transmitter).



PAUL GODLEY *Company*

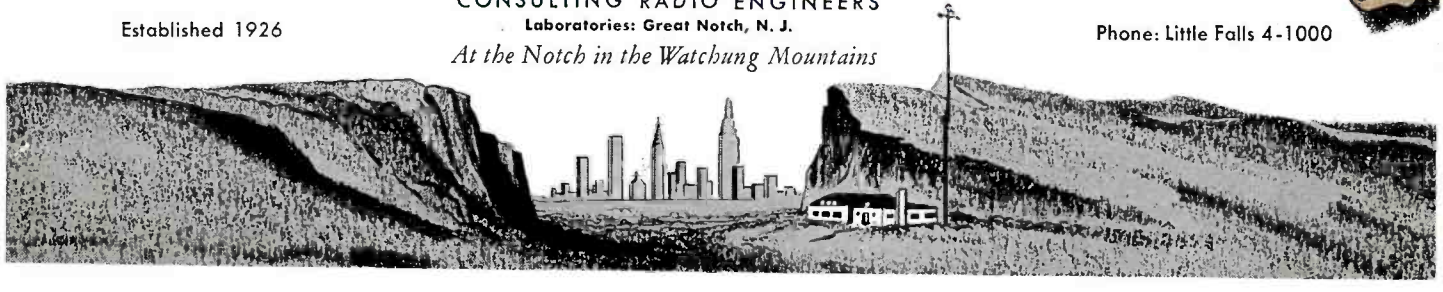
CONSULTING RADIO ENGINEERS

Laboratories: Great Notch, N. J.

At the Notch in the Watchung Mountains

Established 1926

Phone: Little Falls 4-1000



ADVANCE REGISTRATION FOR NAB CONVENTION

Pre-registration List as of May 4

—Management Conference—

A

Adams, Burton M., NBC New York, Biltmore
Adler, Arthur, KWSD Mt. Shasta, Calif., Biltmore
Akerberg, H. V., CBS New York
Albertson, Fred W., Dow, Lohnes & Albertson, Washington, Biltmore
Albertson, Roy L., WBNY Buffalo, Biltmore
Alexander, John, KODY North Platte, Neb., Biltmore
Allen, Walter, KRMD Alexandria, La., Biltmore
Anderson, H. Vernon, KLOU Lake Charles, La., Biltmore
Anderson, Mrs. H. Vernon, KLOU Lake Charles, La., Biltmore
Anthony, Earle C., KFI Los Angeles, Biltmore
Arnold, George, Jr., WTAD Quincy, Ill., Biltmore
Arnoux, Campbell, WTAR Norfolk, Va., Biltmore
Ashby, Kermit, KPET Lamesa, Tex., Biltmore
Avery. Lewis, H., Avery-Knodel, New York, Biltmore

B

Bailey, Howard, KGW Stockton, Calif., Biltmore
Bailey, Wm. C., Navy Dept., Washington
Baker, Lisle, Jr., WHAS Louisville, Biltmore
Baker, Philip M., Baker & Thompson, Washington, Alexandria
Baker, Ray, KOMO Seattle, Biltmore
Ballard, John, WIAP-Nunn Stations Lexington, Ky., Biltmore
Baltimore, Louis G., WBRE Wilkes-Barre, Pa., Alexandria
Banks, Miss Dolly, WHAT Philadelphia, Pa., Ambassador
Banks, William A., WHAT Philadelphia
Bannister, Harry, WWJ Detroit, Biltmore
Barnes, Clark N., Burn-Smith Co., Los Angeles
Baron, Amos T., KSDJ San Diego
Bartlett, Paul R., KERO Bakersfield, Calif., Biltmore
Barton, Jack, Capitol Records, Hollywood, Biltmore
Baskerville, Charles G., WFLA Tampa, Fla., Biltmore.
Bavehn, Edward F., WPAG Ann Arbor, Mich.
Baylor, David M., WJMO Cleveland, Biltmore
Baziuk, Walter, KERN Bakersfield, Calif., Biltmore
Beaton, William J., KWKW Pasadena, Calif.
Beatty, J. Frank, BROADCASTING Magazine, Washington. Biltmore
Beaver, C. K., KTBS Shreveport, La., Biltmore
Beggs, B. L., Weed & Co., New York, Biltmore
Bell, Edgar T., WKY Oklahoma City.
Bennett, Sam H., KMBC Kansas City, Biltmore
Bernard, J. J., KOMA Oklahoma City
Bernheim, Phil, KRCC Richmond, Calif. Biltmore
Bice, Max H., KTNT Tacoma, Wash., Biltmore
Bill, Edgar L., WMBD Peoria, Ambassador
Bills, R. D. Sr., WLBH Mattoon, Ill., Clark
Bingham, George W., WKIP Poughkeepsie
Bishop, Frank L., KFEL Denver, Biltmore
Bitner, Harry M., Jr., WFBM Indianapolis, Biltmore
Bixby, Tams, Jr., KBIX Muskogee, Okla., Biltmore
Bixby, Mrs. Tams, KBIX Muskogee, Okla., Biltmore
Blackley, Cahrles P., WTON Staunton, Va., Biltmore
Blackman, E. G., WLAC Nashville, Tenn., Biltmore
Blair, John, John Blair & Co., Chicago, Biltmore.
Boler, John W., KIOA Des Moines
Bonebrake, M. H., KOCY Oklahoma City, Okla.
Borland, R. D., United Broadcasting Co., Cleveland, Biltmore
Boyd, Gerald F., WPAY Portsmouth, O., Biltmore
Brandborg, Gustav, KVOO Tulsa
Bratton, Verl, WREN Topeka, Kan., Hollywood Plaza.
Brazeal, R. Wallace, KHQ Spokane, Wash.
Breed, Lewis B., WSPR Springfield, Mass.
Breen, Edward, KVFD Fort Dodge, Ia. Biltmore
Bremer, Frank V., WAAT Newark, N. J., Rosslyn
Brett, George W., The Katz Agency, New York, Biltmore
Broadhead, Daken K., Allied Record Mfg. Co., Burbank, Calif.
Brown, Charles B., KFI Los Angeles, Biltmore
Brown, F. Kenyon, KWFT Wichita Falls, Tex.
Brown, Hal, KMJ Fresno, Calif., Biltmore
Brown, Orrin H., KSBR San Bruno, Calif., Biltmore
Brown, R. M., KALE Portland, Ore., Biltmore
Brumbaugh, Eleanor J., BROADCASTING Magazine, Washington. Biltmore
Brunton, Ralph R., KQW San Francisco, Ambassador
Buckalew, Ed, KNX Los Angeles, Biltmore
Buchen, Maurice D.. KKLA Los Angeles
Buford, Pat, KHBG Okmulgee, Okla., Biltmore
Bullitt, Mrs. A. Scott, KING Seattle, Wash.
Bunker, Harry S., WKIP Poughkeepsie, N. Y.
Burda, Orville F., KDIX Dickinson, N. D.
Burke, Harry, KFAB Omaha, Biltmore
Burkland, Carl, CBS New York, Ambassador
Burrell, M. W., Collins Radio Co., Cedar Rapids. Ia.
Burton, Robert J., BMI, New York

C

Caldwell, Erskine, KCNA Tucson, Biltmore
Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, Washington, Biltmore
Caldwell, P. G., GE, Syracuse, N. Y.
Caley, Charles C., WMBD Peoria, Ill.
Campbell, Martin, WFAA Dallas, Ambassador
Campbell, Patrick, KHJ Hollywood, Calif.
Campbell, Wendell, KMOX St. Louis
Carlson, H. A., WCVS Springfield, Ill., Biltmore
Carpenter, H. K., United Broadcasting Co., Cleveland
Carr, John P., Dow, Lohnes & Albertson, Washington
Carson, Harold R., All-Canada Radio Facilities, Calgary, Alta. Ambassador.
Carter, Hervey C., WMUR Manchester, N. H., Ambassador
Caswell, Paul H., KDON Monterey, Calif.
Chandler, George C., CJOR Vancouver, B. C., Canada.
Chandler. H. J., KFLW Klamath Falls, Ore., Clark
Chapin, Wells R., KWGD St. Louis, Mo., Biltmore
Chappell, Edward A., WKIP Poughkeepsie
Chatterton, C. O., KWLK Longview, Wash., Biltmore
Chernoff, Howard L., WCHS Charleston, W. Va., Biltmore
Chetkin, Mildred, BMI New York City
Church, Arthur B., KMBC Kansas City, Biltmore
Churchill, Clinton H., WKBW Buffalo, Biltmore
Cisler, S. A., WWSO Springfield, O., Biltmore
Clark, Plez S., KFH Wichita, Biltmore
Clarkson, Robert J. Columbia Transcriptions, N. Y.
Clay, Henry B., KWKH Shreveport, La., Alexandria
Cleghorn, John, WRBC Jackson, Miss.
Clifford, Marie E., WHFC Chicago, Ill., Biltmore
Clochessy, Henry, Compton Adv. Inc., New York
Clough, Charles E., KFDX Wichita Falls, Tex., Clark
Cohn, Marcus, Cohn and Marks, Washington
Collins, Keith, KFBK Sacramento, Biltmore
Conwell, Frank, KCIL Houma, La.
Cook, Charles R., WJPF Herrin, Ill.
Coombs, Clyde F., KARM Fresno, Calif.
Cott, Ted, WNEW New York
Cox, H. Quenton, KGW Portland, Ore., Ambassador
Cox, James L., BMI. New York
Crandall, Mark C., KFEL Denver, Biltmore
Cranston, George, WBAP Fort Worth, Tex., Biltmore
Crater, Rufus, BROADCASTING Magazine, Washington, Biltmore
Craven, T. A. M., WOL Washington, Biltmore
Cribb, Wayne W., KHMO Hannibal, Mo., Biltmore
Crutchfield, Charles H., WBT Charlotte
Curtis, James R., KFRO Longview, Tex., Biltmore
Cushing. Harry, Automobile Mfg. Assn., Detroit, Biltmore

D

Dabadie, J. Roy, WJBO Baton Rouge, La.
Dadisman, Amos C., KFH Wichita, Biltmore
Danbom, M. E., KTBB Tyler, Tex., Biltmore
Daniel, Harben, WSAV Savannah, Ga., Biltmore
Davis, Donald D.. WHB Kansas City
Davis, Donn P.. KFWB Los Angeles
Davis, George C., Consulting Radio Engineer, Washington
Davison, Walter B., Capitol Records Inc., Hollywood
Dean, Robert J., KOTA Rapid City, S. D.
Dean, Graham M., KWRN Reno, Nev.
Dellar, Lincoln, KXOA Sacramento, Calif., Ambassador
Denny, Charles R., NBC, New York
deRussy, John S., NBC, Hasbrouck Heights, N. J.
De Ryder, Herbert, WAAT Newark, Rosslyn
Dewing, Harold L., WCVS Springfield, Ill., Biltmore
DeWitt, John H., WSM Nashville
DeYoung, Gene, KERO Bakersfield, Biltmore
Dibble, Muriel, Compton Adv., New York, Hollywood Plaza
Dirks, Dietrich, KTRI Sioux City, Iowa, Biltmore
Dolberg, Glenn, BMI, New York
Doolittle, Franklin M., WDRC Hartford, Biltmore

Engineering Conference Registration Starts on page 26

Dorrell, W. Ward, C. E. Hooper Inc., New York, Biltmore
Drake, Dale, WRR Dallas, Biltmore
Draughon, Jack M., WSIX Nashville, Biltmore
Draughon, Louis R., WSIX Nashville, Biltmore
Drewry, R. H., KSWO Lawton, Okla., Hollywood Plaza
DuMond, Joe, KXEL Waterloo, Iowa. Biltmore
Dunning, R. O., KHQ Spokane, Wash.
Dunville, Robert E., WLW Cincinnati, Ambassador
Duvall, T. W., KGBX Springfield, Mo., Alexandria

E

Eitel, W. W., KSBR San Bruno, Calif., Biltmore
Ekrem, T. C., KVOD Denver, Ambassador
Ellis, Ray C., Raytheon Mfg. Co., Waltham, Mass., Biltmore
Elphicke, Frank H., CKWX Vancouver, B. C., Ambassador
Enoch, Robert D., KTOK Oklahoma City, Biltmore
Eppel, Ray, KMHK Mitchell, S. D.
Esau, John, KTUL Tulsa, Biltmore
Essex, Harold, WSJS Winston-Salem, Ambassador
Evans, C. Richard, KSL Salt Lake City
Evans, Ralph, WOC Davenport and WHO Des Moines, Biltmore
Evans, T. L., KCMO Kansas City, Biltmore
Everson, C. M., WHKC Columbus, Biltmore

F

Fairbanks, R. M., WIBC Indianapolis
Fast, H. E., WKRC Cincinnati, Biltmore
Fedderson, Don, KYA San Francisco
Fehlman, Robert C., WHBC Canton, Biltmore
Fellows, Hal, WEEI Boston, Ambassador
Feltis, Hugh M., BMB, New York, Biltmore
Ferguson, Herb, KXOB Stockton, Calif.
Fetzer, John E., WKZO Kalamazoo, Mich., Ambassador
Findley, L. K., Collins Radio Co., Cedar Rapids, Ia.
Finley, Ruth, KSRO Santa Rosa, Calif.
Fischer, F. W., Westinghouse Elec. Corp., Baltimore, Biltmore
Fisher, C. H., KUGN Portland, Ore.
Fisher, C. O., KUGN Portland, Ore.
Fisher, O. W., KOMO Seattle
Fitzer, Dean, WDAF Kansas City, Biltmore
Fletcher, Earle. KGVL Greenville, Tex., Hollywood Plaza
Fletcher, Henry H., KSEI Pocatello, Ida., Alexandria
Fox, S. S., KDYL Salt Lake City, Biltmore
Franco, Carlos A., Young & Rubicam Inc., New York
Freebairn-Smith, Thomas, KFWB Los Angeles
Fulton, John, WGST Atlanta, Biltmore

G

Gaines, James M., NBC, New York
Gamble, Frederic, AAAA, New York, Biltmore
Garber, Milton, KCRC Enid, Okla.
Gardner, Florence M., KTFI Twin Falls, Ida., Alexandria
Gartland, William, NBC, New York
Geelan, Jerry, KMO Tacoma, Wash.
George, Leonard M., WGPC Albany, Ga.
Gillin, John J., Jr., WOW Omaha, Town House
Gimbel, Benedict, Jr., WIP Philadelphia
Gleeson, W. L., KREO Riverside, Calif.
Godley, Paul F., Paul Godley Co., Great Notch, N. J., Alexandria

(Continued on page 12)

NAB CONVENTION FACTS

MAIN activities center at the Biltmore Hotel, Los Angeles, including the Management Conference Monday-Tuesday and the Engineering Conference Thursday-Friday. Management meetings are in the Biltmore theatre.

Heavy equipment exhibition is in the Biltmore foyer-ballroom. Transcription and program services, and similar light displays, are on the second floor.

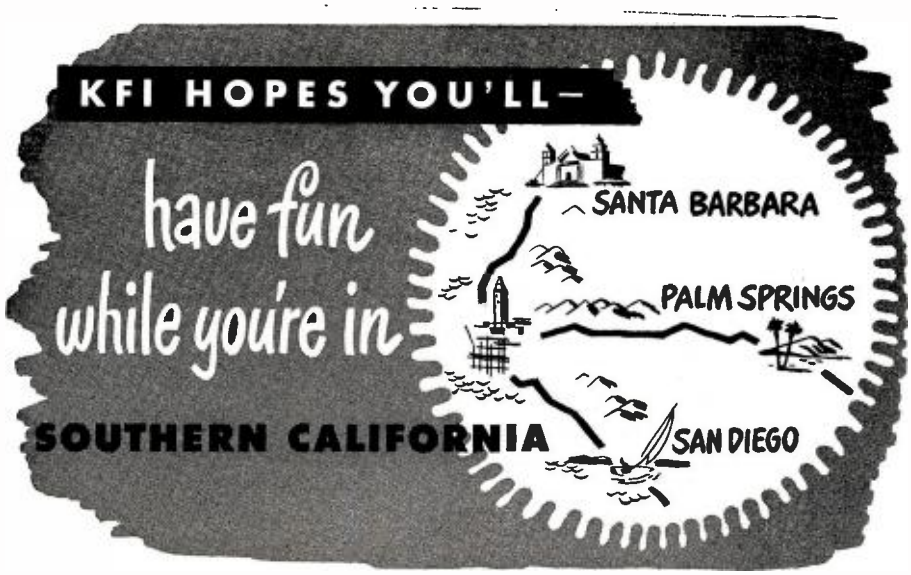
The Tuesday banquet and the luncheon sessions will be held in the Biltmore Bowl. The Monday fashion luncheon for ladies will be held in the Crystal Room of the Beverly Hills Hotel.

Delegates register on the Biltmore Galleria floor for both Management and Engineering Conferences. Engineering registration opens Wednesday.

BROADCASTING Magazine's headquarters are in rooms 2235-6-7 on the light exhibit floor.

List of convention hotels follows:

Alexandria—210 W. Fifth St., Madison 6-7484
Ambassador—3400 Wilshire Blvd., Drexel 7011
Beverly Hills—9641 Sunset Blvd., Crestview 1-8131
Biltmore—515 S. Olive, Michigan 1011
Clark—426 S. Hill St., Michigan 4121
Commodore—1203 W. Seventh St., Trinity 7431
Figueroa—939 S. Figueroa Blvd., Trinity 8971
Gaylord—3355 Wilshire Blvd., Exposition 4161
Hayward—206 W. Sixth St., Michigan 5151
Hollywood Plaza——1637 N. Vine St., Gladstone 1131
Mayan—3049 W. Eighth St., Fitzroy 2101
Mayfair—1256 W. Seventh St., Fitzroy 4161
Rosslyn—111 W. Fifth St., Michigan 3311
Town House—2961 Wilshire Blvd., Exposition 1234



Before or after the NAB convention, you'll enjoy seeing all of this spectacular Southern California country that makes us almost as boastful as Texans.

KFI wants you to see it for a very selfish reason—so you can *believe* all the supersize facts about the market.

This is a capsule guidebook to places and things that might interest you. For complete information, we suggest the All-Year Club Free Visitors Bureau, 517 W. Sixth Street—just around the corner from Convention headquarters at the Biltmore.



NORTH OF LOS ANGELES: Take Highway 101 at the foot of Wilshire Blvd. for a leisurely, two-hour ride along the ocean to Santa Barbara.

Santa Barbara is the city Chicagoans dream about on January evenings—a clean, urbane community of white stucco walls and red tile roofs, full of flowers, picturesque Spanish California architecture, and high retail sales.

You'll find three or four of the best hotels in America here. See the El Paseo's unusual shops. Drive along the ocean to the yacht harbor. Don't miss the Mission with its century-old gardens.

Buellton, an hour north of Santa Barbara, has the world's best split pea soup—if you're that hungry for split pea soup.

That's Ventura county you pass through on the way north—cattle ranches, oil wells in the ocean, and vast citrus groves.

Take the inland route back—through the San Fernando Valley. Ten years ago the Valley was mostly bean fields. Now, 350,000 people live here.

Footnote for those who can't forget the radio business: BMB says that KFI is the dominant Los Angeles station with Santa Barbara and Ventura counties' 46,000 radio families.



SOUTH OF LOS ANGELES: It's three hours by car to San Diego. Take longer—there's so much to see. (Santa Fe runs a comfortable streamliner if you're tired of driving.)

Along the ocean, you'll find:

Signal Hill bristling with oil derricks; Long Beach—where 200,000 refugees from the Midwest now live; the Pacific Coast's largest harbor—Los Angeles-Long Beach; Laguna's art colony; Newport's landlocked harbor with 4000 pleasure craft afloat; the racetrack a Mr. B. Crosby built at Del Mar.

Like zoos? San Diego has one of the best. It has huge parks, a harbor full of battlewagons, and an adobe Old Town not more than a few minutes from one of the world's great aircraft manufacturing centers.

Old Mexico is simple to get in and out of. You might enjoy watching jai alai—if you're of a blood-thirsty turn of mind.

Return through Santa Ana and the heart of Orange county—some of the richest farm land in America.

The KFI commercial: San Diego is a market of a half-million people. Its metropolitan area is comfortably ahead of Houston or Indianapolis in retail sales. But for KFI advertisers—it's simply a bonus.



EAST OF LOS ANGELES: This is the Palm Springs-Lake Arrowhead tour.

You can't do it in less than several days—San Bernardino county alone is larger than Massachusetts, Rhode Island, Delaware, and New Jersey combined.

Go out through Pasadena and Cucamonga (that's only the world's largest vineyard you're passing) to San Bernardino, up to the Rim of the World (but easy driving) highway to Lake Arrowhead or one of the other mile-high resorts.

Down the mountain, through San Bernardino and Riverside, sniff that orange-scented air. There's a cherry festival this month at Beaumont, on the road to Palm Springs. The Palm Springs season ends this month but it should still be cool enough to enjoy this famous playground. Coachella Valley's picturesque and profitable date farms are not far away.

Some trip, huh? Well—that's the reason we have 5,000,000 people out here and more coming every year.

A double-edged KFI sales talk: Listen to the reception from Los Angeles stations in this area. Note how much clearer—by far—KFI is. Second sales talk: This is agricultural country, some of the richest in the world. KFI is the West's foremost station in agricultural service—frost warnings nightly, a noon farm report that is 7-1 the choice of Western farmers.



LOS ANGELES ITSELF: Of course, see Catalina, Griffith Park Planetarium, the inside of the Strip night spots, and Hollywood Park where the bangtails start running soon.

But don't miss Mount Wilson—if you're in radio or advertising.

From Mount Wilson you can look *down* on thousands of square miles of lights (on homes where KFI has a large and growing lead on other Los Angeles stations).

And you can look *up* at the darndest collection of FM and television transmitters you have ever seen. (One is KFI-TV's, soon to be in operation.)

Have fun.

Earle C. Anthony, Inc.
KFI
NBC FOR LOS ANGELES
640 KC CLEAR CHANNEL
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.

ADVANCE REGISTRATION FOR NAB CONVENTION

MANAGEMENT CONFERENCE (Continued from page 10)

olub, Harry, KDYL Salt Lake City, Biltmore
raham, Sterling, WHK Cleveland
ramling, Oliver, Associated Press, New York, Biltmore
ranicher, Burton C., McCann-Erickson Inc., San Francisco, Biltmore
ray, Gordon R., WIP Philadelphia
reen, J. A., Collins Radio Co., Cedar Rapids, Iowa
enbaum, Milton L., WSAM Saginaw, Mich., Ambassador
riffin, John, KTUL Tulsa & KOMA Oklahoma City
rove, William C., KFBC Cheyenne, Wyo., Biltmore
rubb, Gayle V., KGO San Francisco, Biltmore
ulick, J. Robert, WGAL Lancaster, Pa., Biltmore
unther, Frank A., Radio Eng. Labs., Long Island City, N. Y., Biltmore
unzendorfer, Wilton, KROW Oakland, Calif., Biltmore
uyer, R. Sanford, WBTM Danville, Va., Alexandria

H

ackathorn, K. K., WHK Cleveland, Biltmore
agan, James A., WWNC Asheville, N. C.
agenah, Gus, Standard Radio Transcription, Chicago, Biltmore
ager, Colin, SESAC, New York, Biltmore
ahn, George R., KSOO Sioux Falls, S. D., Ambassador
aley, Andrew G., KAGH Washington, D. C.
alff, Hugh A. L., WOAI San Antonio, Ambassador
amlyn, John J., McClatchy Broadcasting Co., Sacramento, Calif., Biltmore
anna, Eloise H., WBRC Birmingham, Biltmore
anna, Michael R., WHCU Ithaca, N. Y., Biltmore
annon, William A., Employers Reinsurance Corp., Kansas City, Biltmore
arding, George T., Branham Co., Dallas, Biltmore
ardy, Ralph W., KSL Salt Lake City, Biltmore
arlow, Roy, BMI, New York
arpole, W. J., KVOP Plainview, Tex., Biltmore
arre, Arthur F., WJJD Chicago, Biltmore
arris, Jack, KPRC Houston, Biltmore
arris, Wiley P., WJDX Jackson, Miss., Biltmore
art, John P., WBIR Knoxville, Tenn., Alexandria
artenbower, E. K., KCMO Kansas City, Biltmore
atcher, Ralph, CBS, New York, Biltmore
auser, Carroll R., KHUM Eureka, Calif., Biltmore
averlin, Carl, BMI, New York
ayes, Arthur H., CBS, New York, Ambassador
aymond, Carl E., KMO Tacoma, Wash.
eadley, Frank M., WSAR Fall River, Mass., Biltmore
earne, John, KYA San Francisco
ecker, Con, KVOD Denver, Ambassador
edges, William S., NBC, New York, Ambassador
eintz, Jack, KUSN San Diego, Calif., Alexandria
enkin, Morton, KSOO Sioux Falls, S. D., Ambassador
enry, Fred, KYA San Francisco
erbert, Guy Fairfax, All-Canada Radio Facilities, Toronto, Ambassador
erman, A. M., WBAP Fort Worth, Biltmore
ickox, Sheldon B., Jr., NBC, New York, Biltmore
iggins, George J., WISH Indianapolis, Biltmore
irsch, Oscar C., KFVS Cape Girardeau, Mo., Biltmore
offman, Edward, WMIN St. Paul, Biltmore
offman, Phil, KRNT Des Moines, Ambassador
ogg, John L., KOY Phoenix, Biltmore
ollingbery, George P., Geo. P. Hollingbery Co., Chicago, Biltmore
ollister, R. H., Collins Radio Co., Cedar Rapids, Ia.
onea, B. N., WBAP Fort Worth, Hollywood Plaza
ooper, C. E., C. E. Hooper Inc., New York, Biltmore
organ, R. F., KYA San Francisco
ostins, Cecil B., WWNC Asheville, N. C.
ough, Harold, WBAP Fort Worth, Biltmore
owell, Rex, KFXJ Grand Junction, Colo., Clark
urd, Freeman L., IBEW, Washington
utchings, W. C., WBS, Chicago, Biltmore
ynes, Edward, C. E. Hooper Inc., New York, Biltmore

I

Inch, Merrill, KWRN Reno, Nev.
Irwin, Earl T., KVI Tacoma, Wash., Biltmore
Irwin, Mrs. Vernice, KVI Tacoma, Wash., Biltmore

J

Jackson, A. H., Blaw Knox Co., Pittsburgh, Biltmore
Jackson, Aubrey, KGNC Amarillo, Tex., Biltmore
Jacobs, Lee W., KBKR Baker, Ore., Ambassador
Jadassohn, Kurt A., SESAC, New York, Biltmore
Jameson, Guilford, FCC Bar Assn., Washington
Jarman, J. F., WDNC Durham, N. C.
Jayne, Dan E., WELL Battle Creek, Mich., Biltmore
Jensen, R. V., KSAL Salina, Kan., Biltmore
Johnson, Albert D., KOY Phoenix, Ariz., Biltmore
Johnson, George W., KTSA San Antonio, Biltmore
Johnson, Leslie C., WHBF Rock Island, Ill., Clark
Johnston, Col. George C., WBDO Orlando, Fla., Biltmore
Johnston, George, SESAC, New York, Alexandria
Johnston, Henry P., WSGN Birmingham, Biltmore
Johnstone, G. W., NAM, New York, Hollywood, Knickerbocker
Jones, E. Z., WBBB Burlington, N. C., Alexandria
Jones, Merle, WCCO Minneapolis
Jones, Paul, KUSN San Diego, Alexandria

K

Kahle, Douglas D., KCOL Fort Collins, Col.
Kaney, A. W., NBC, Chicago, Ambassador
Kapner, Leonard, WCAE Pittsburg, Biltmore
Kaye, Sydney, BMI, New York
Keasler, Jack, WOAI San Antonio, Ambassador
Kees, Hugh, KOH Reno, Nev., Biltmore
Keese, Alex, KFYO Lubbock, Tex., Biltmore
Kelley, Boyd, KPLT Paris, Tex., Hollywood Plaza
Kendall, John W., Black & Kendall, Portland, Ore.
Kenkel, F. H., C. E. Hooper Inc., New York, Biltmore
Kennedy, John A., WCHS Charleston, W. Va., Biltmore
Kern, George, Benton & Bowles, New York
Kiley, William F., WFBM Indianapolis, Biltmore
King, Art, BROADCASTING Magazine, Washington, Biltmore
King, Jan, KECK Odessa, Tex., Ambassador
Kirchner, Thelma, KGFJ Los Angeles
Kline, Willard L., KEPO El Paso
Knightlinger, Ted, KMO Tacoma, Wash.
Knode, Thomas E., NBC, New York
Knodel, J. W., Avery-Knodel Inc., Chicago, Biltmore
Knowland, J. R., KLX Oakland, Calif.
Koerper, Karl, KMBC Kansas City, Biltmore
Kreistein, Harold R., WMPS Memphis
Krueger, Herbert L., WTAG Worcester, Mass.

L

Lafount, Harold A., WNEW New York, Biltmore
La Marque, J. W., Graybar Elect. Co., New York, Biltmore
Landis, DeWitt, KFYO Lubbock, Tex., Biltmore
Lane, C. Howard, WJJD Chicago, Chapman Park
Lanford, T. B., KRMD Shreveport, La., Biltmore
Langley, Cort, BMB, New York, Biltmore
Langlois, C. O., Sr., Lang-Worth Feature Programs, New York, Biltmore
Langlois, John D., Lang-Worth Feature Programs, New York, Biltmore
Lasensky, M. M., Wincharger Corp., Sioux City, Ia., Biltmore
Lasky, Philip G., KSFO San Francisco, Biltmore
Laubengayer, R. J., KSAL Salina, Kan., Biltmore
Lawrence, Craig, WCOP Boston, Biltmore
Lawrence, Val, KROD El Paso, Biltmore Pa., Ambassador
Layne, C. N., KID Idaho Falls, Idaho
Leake, James C., KTUL Tulsa & KOMA Oklahoma City, Biltmore
Lee, Terry, KXYZ Houston
Lemper, Miss Genevieve, Foote, Cone & Belding, Chicago, Gaylord
Lewis, Richard O., KTAR Phoenix
Linder, Harry W., KWLM Willmar, Minn., Biltmore
Lindman, George E., KSOK Arkansas City, Kan., Biltmore
Littick, Clay, WHIZ Zanesville, O., Biltmore
Little, Lee, KTUC Tucson, Ariz., Biltmore
Livesay, Ray, WLBH Mattoon, Ill.
Lodge, William, CBS, New York, Chapman Park
Loggan, Frank H., KBND Bend, Ore., Biltmore
Lohnes, Horace L., Dow, Lohnes & Albertson, Washington, Biltmore
London, Howard J., National Foundation for Infantile Paralysis, New York
Long, Dewey, WMOB Mobile, Ala., Alexandria
Long, Maury, BROADCASTING Magazine, Washington, Biltmore
Lottridge, Buryl, WOC Davenport, Ia., Ambassador
Lovelace, Ed, KOJM Havre, Mont., Biltmore
Loyet, Paul A., WHO Des Moines, Biltmore
Lundy, David E., KYA San Francisco
Lyons, J. C., Weed & Co., New York, Biltmore

M

MacGregor, C. P., C. P. MacGregor Co., Hollywood, Biltmore
Mackall, Robert B., WFMJ Youngstown, O., Biltmore
Maizlish, Harry, KFWB Los Angeles, Biltmore
Manship, Douglas L., WJBO Baton Rouge
Marget, M. M., KVOX Moorhead, Minn., Mayan
Marks, Leonard H., Cohn & Marks, Washington
Martin, Al, BMI, New York
Marquardt, Maynard, World Broadcasting System, Los Angeles, Biltmore
Martin, Dwight M., WLW Cincinnati, Ambassador
Mason, Richard H., WPTF Raleigh, N. C.
Mason, Robert T., WMRN Marion, O., Biltmore
Mathews, Frank, KFH Wichita, Kan., Biltmore
Matushak, L. R., McClatchy Broadcasting Co., Sacramento, Biltmore
Mauldin, W. D., KPAC Port Arthur, Tex.
Meagher, John F., KYSM Mankato, Minn., Biltmore
Meighan, Howard, CBS, New York, Town House
Meyer, A. G., KMYR Denver
Meyers, M. M., WOW Omaha
Michel, John, KPDN Pampa, Tex.
Midgley, C. E., CBS, New York, Biltmore
Mikesell, Lee, KSAN San Francisco
Miller, C. W., Westinghouse Elec. Corp., Baltimore, Biltmore
Miller, Roy, Katz Agency, Chicago, Biltmore
Mills, Gordon H., Kudner Agency, New York, Biltmore
Minchin, Paul, Capitol Records, Hollywood
Mitchell L. S., WDAE Tampa, Fla., Biltmore
Mitchell, Maurice, WTOP Washington, Biltmore
Moore, William I., WBNX New York, Alexandria
Morency, Paul W., WTIC Hartford
Morgan, Clem, KVGB Great Bend, Kan., Biltmore
Moroney, J. M., WFAA Dallas
Morton, J. Archie, KJR Seattle, Ambassador
Mosby, A. J., KGVO Missoula, Mont., Biltmore
Moseley, T. B., Collins Radio Co., Dallas
Muniz, Tomas, WIAC San Juan, P. R.
Murphy, Adrian, CBS, New York, Town House
Murphy, Jim, KMO Tacoma, Wash.
Murphy, John T., NBC, New York, Biltmore
Murphy, Kingsley H., KSO Des Moines
Myers, Frank O., KCMC Texarkana, Tex., Clark
McAllister, Bert, KRPL Moscow, Idaho
McArdle, Rod, KXA Seattle, Figueroa
McBoyle, John A., KSWS Roswell, N. M., Biltmore
McCaw, J. Elroy, KELA Centralia, Wash., Biltmore
McClatchy, Eleanor, McClatchy Broadcasting Co., Sacramento, Calif., Biltmore
McClung, Hugh, Jr., KYOS Merced, Calif., Biltmore
McCollough, Clair R., WGAL Lancaster.
McConnell, James V., NBC, New York
McCormick, Glenn, KSLM Salem, Ore., Biltmore
McCormick, John, WTAM Cleveland, Ambassador
McCullough, J. A., KSBR San Bruno, Calif., Biltmore
McCready, S. W., KUGN Eugene, Ore.
McDermott, G. B., KBUR Burlington, Ia.
McDonald, Joseph A., ABC New York
McDonald, Patt, WHHM Memphis, Biltmore
McEvoy, Maurice F., KSWS Roswell, N. M., Biltmore
McEvoy, Paul B., KSWS Roswell, N. M.
McGlashan, Ben S., KGFJ Hollywood
McKenna, James A., Jr., KAGH, Washington
McMurry, Emmet H., Jr., WJPR Greenville, Miss., Clark
McTigue, Harry, WINN Louisville, Ky., Alexandria

N

Nasman, L. E., WFMJ Youngstown, O.
Nax, Charles W., KWGD St. Louis, Biltmore
Neary, John F., Lehigh Structural Steel, New York, Biltmore
Nelson, James, NBC New York
Nelson, Linnea (Miss), J. Walter Thompson Co., New York, Biltmore
Newens, William J., KOIL Omaha, Clark
Nolte, Vernon A., WHIZ Zanesville, O., Ambassador
Novik, M. S., UAW Brdcstg. Co., New York, Alexandria
Nunn, Gilmore N., Nunn Stations, Lexington, Ky.

O

O'Fallon, Gene, KFEL Denver, Hollywood Plaza
Ogle, Byron, KRGV Weslaco, Tex.
O'Hagan, James E., Allied Record Mfg. Co., San Marino, Calif.
O'Hara, J. M., WMAN Mansfield, O., Biltmore
Ohrt, Herbert R., KGLO, Mason City, Ia., Biltmore
Oliphant, Paul, WLAC Nashville, Biltmore
Olsen, Tom, KGY Olympia, Wash.
Olson, H. O., Collins Radio Co., Cedar Rapids, Ia.
Olson, R. W., KWOA Worthington, Minn., Biltmore
O'Neil, Thomas F., WNAC Boston
Osman, Doyle J., KXO El Centro, Calif.
Outler, John M., Jr., WSB Atlanta, Biltmore
Overton, Eugene, KFI Los Angeles
Owen, Henry B., KING Seattle, Wash.
Owings, Dorsey, BMI New York

P

Pack, Richard M., WNEW New York
Pattee, Lin, BMI, New York
Patterson, S. H., KSAN San Francisco
Paul, S. J., BROADCASTING Magazine, New York, Biltmore
Peck, Harry D., KFOR Lincoln, Neb., Clark
Peffer, E. F., KGDM Stockton, Calif., Biltmore
Pefferle, L. P., WCVS Springfield, Ill., Biltmore
Pepper, John R., WDIA Memphis, Biltmore
Peterson, Howard O., KMA Shenandoah, Iowa, Biltmore
Phelan, J. D., Collins Radio Co., Los Angeles
Phillips, B. N., KUGN, Port Angeles, Wash.
Pollock, Reed, KDON Monterey, Calif.
Preis, Rex, KTSA San Antonio, Biltmore
Prendergast, F. J., WTMV E. St. Louis, Ill., Biltmore
Pryor, Emerson J., WRRN Warren, O., Biltmore
Purcell, W. J., WGY Schenectady, N. Y.
Pyle, K. W., KFBI Wichita, Kan., Biltmore
Pyle, W. D., KVOD Denver, Ambassador

Q

Quarton, Wm. B., WMT Cedar Rapids, Iowa, Biltmore
Quinones, Jose Ramon, WAPA San Juan, P. R., Biltmore

R

Rabell, Fred, KSON San Diego, Calif., Biltmore
Rambeau, William G., Wm. G. Rambeau Co., Chicago
Rankin, J. D., KMA Shenandoah, Iowa, Biltmore
Ratner, Victor, CBS New York, Biltmore
Ray, Wm. V., KFWB Los Angeles
Reams, Crystal, WTOL Toledo, Ohio
Reams, Frazier, WTOL Toledo, Biltmore
Reinecker, Reese, KXYZ Houston, Tex.
Reineke, Earl, WDAY Fargo, N. D.

(Continued on page 16)

The best way to reach teen-agers is *Radio!*

● Teen-agers . . . whether you'll admit it or not . . . are an undeniable buying influence. They criticize your clothes, choose your cars, plan your trips and give you tips on almost everything!

Everyone who knows (well—just about everyone) says "the best way to reach kids is radio!" And . . . in the great Cleveland market . . . the best way to reach teen-agers is with WJW's *Teen-Timer Revue.*

Teen-Timer Revue, in its Sunday slot, is a hot spot for any all-family product that needs added promotion in the great Cleveland market.



● Chuck Plotz . . . whose WJW show by teen-agers for teen-agers is a skillful blend of styles, sports, safety hints and hot music . . . is a junior sensation in teen-age circles.

● Alert, aggressive, articulate, this group . . . the cast of WJW's *Teen-Timer Revue* . . . packs a powerful wallop with the younger set. And what they do to parents couldn't happen to nicer people!



Bill O'Neil, *President*

WJW

CLEVELAND

850 KC
5000 Watts

BASIC
ABC Network

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



IT PAYS TO PROGRAM WITH ZIV SHOWS!

Favorite Story



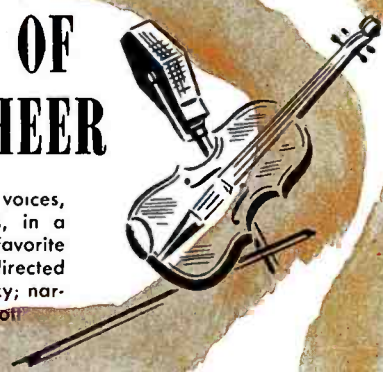
Radio's most brilliant dramatic half hour, with Mr. Ronald Colman as host and narrator. Outstanding cast includes Benita Hume, Edna Best, Lionel Stander, Vincent Price, Lurene Tuttle. Symphonic orchestra, Claude Sweeten, musical director

Wayne King Show



A glorious half hour featuring the incomparable music of the waltz king, his golden saxophone and his orchestra, with vocals by Nancy Evans and Larry Douglas; Franklyn MacCormack, narrator.

SONGS OF GOOD CHEER



A choir of gorgeous voices, and guest soloists, in a quarter hour of favorite songs. Orchestra directed by Vladimir Selinsky; narrator, Lawrence Elliott

Sincerely—Kenny Baker



A sparkling quarter-hour musical, starring America's favorite romantic tenor, with Jimmy Wallington, Donna Dae, and the music of Buddy Cole and his men.

OLD CORRAL



Starring Pappy Cheshire, famous western storyteller, and a big cast of vocalists and instrumentalists in songs of the open range

PLEASURE PARADE



Vincent Lopez, Milton Cross, Jimmy Wallington, the Modernaires, Paula Kelly, Dick Brown, Lillian Cornell, the Pleasure Parade orchestra and guests in a lavish quarter-hour musical.

BOSTON BLACKIE



One of radio's top mystery shows. Top ratings everywhere . . . Louisville, 21.7 . . . Youngstown, 21.3 . . . Cincinnati, 16.9 . . . Minneapolis, 16.5. Radio's best point-per-dollar buy.

EASY ACES



America's funniest husband and wife in a three or five a week strip. A leading network show for years, with great ratings everywhere.

The GUY LOMBARDO SHOW



"The Sweetest Music This Side of Heaven" in a star-studded half hour of musical showmanship at its sensational best. Starring the Royal Canadians with Guy, Carmen, Lebert Lombardo; David Ross; Don Rodney; Kenny Gardner.

BARRY WOOD SHOW



A smooth-as-silk quarter hour, with your singing host, Barry Wood, the lovely voice of Margaret Whiting, the Melody Maids, and the brilliant arrangements of Hank Sylvern and his orchestra.

PHILO VANCE



S. S. Van Dine's famous detective character in a high-rated half-hour mystery drama. Each program a complete story.

KORN KOBBLERS



The band of a thousand gadgets and a million laughs . . . presenting a wide variety of music ranging from the classics to comedy and novelty tunes.

MORE PROGRAMS FOR MORE SPONSORS, ON MORE STATIONS

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

VISIT OUR EXHIBIT AT THE NAB CONVENTION:
ROOMS No. 2200-2201, EXHIBIT FLOOR.

einholdt, Robert B., KWIN Ashland, Ore., Biltmore
einsch, J. Leanord, WSB Atlanta, Biltmore
eiter, H. Y., BMI New York
embert, Clyde W., KRLD Dallas, Biltmore
eynolds, Donald W., KFSA Fort Smith, Ark.
eynolds, George, WSM Nashville, Biltmore
ichmond, R. W., WHKK Akron, Biltmore
iple, William A., WTRY Troy, N. Y., Biltmore
oberson, Howard, KFDA Amarillo, Tex.
oberson, W. R., Jr., WRRF Washington, N. C., Biltmore
obinson, King H., KATL Houston, Biltmore
ogers, Naylor, KBS Chicago, Biltmore
ohn. Bill, KSOO Sioux Falls, S. D., Ambassador
ollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Washington, Biltmore
osenhause, Irving R., WAAT Newark, Rosslyn
oss, Byrne, KLPR Oklahoma City, Alexandria
oss, George, KDON Monterey, Calif.
oth, Eugene J., KONO San Antonio, Biltmore
owan, B. J., WGY Schenectady
udolph, Rudy, C. P. MacGregor Company, Hollywood
uegg, Fred, KQW San Francisco
uelman, Stanley, Katz Agency, Los Angeles
unyon, C. R., III, REL Inc., Long Island City, N. Y., Biltmore

Advance Registration

MANAGEMENT CONFERENCE *(Continued from page 12)*

Russell, Frank M., NBC Washington, Ambassador
Russell, Percy H., Jr., Kirklane, Fleming, Green, Martin & Ellis, Washington, Biltmore
Ryan, J. Harold, Fort Industry Co., Toledo, Biltmore
Ryan, William B., KFI Los Angeles, Biltmore

S

Saddler, Owen, KMA Shenadoah, Iowa, Biltmore
Sambrook, A. B., World Broadcasting System, New York, Biltmore
Sanders, Theo, KFWB, Los Angeles
Sanders, Wayne, KCNA Tucson, Biltmore
Sandford, F. Eugene, WKYW Louisville, Biltmore
Scanlan, Gertrude, BBDO, New York
Schacht, John H., KSMO San Mateo, Calif.
Schrade, Andrew J., Columbia Transcriptions, Hollywood
Schulz, Paul, KYA San Francisco
Scraper, E. Fred, KFH Wichita, Kan., Biltmore
Scripps, W. J., WWJ Detroit, Ambassador
Seebeck, Charles E., WTON Staunton, Va., Biltmore
Service, C. W., Collins Radio Co., Los Angeles
Shade, Hal, KOOS, Coos Bay, Ore.
Shafto, G. Richard, WIS Columbia, S. C.
Shapiro, M. H., BMI New York
Sharp, Ivor, KSL Salt Lake City, Biltmore
Sharp, Thomas E., KFSD San Diego, Calif., Biltmore
Shaw, Glenn, KLX Oakland, Calif.
Shearer, T. Rodney, A. C. Neilsen Co., Chicago, Gaylord
Shepard, John, Yankee Net., Boston
Sherwood, Alex, Stand. Radio Trans., New York, Biltmore
Shields, Arthur T., KRUL Corvallis, Ore.
Sholis, Victor A., WHAS Louisville, Ambassador
Shomo, E. H., WBBM Chicago, Biltmore
Shouse, James D., WLW Cincinnati, Ambassador
Shultz, John W., WMVA Martinsville, Va., Biltmore
Sillerman, Michael M., KBS New York, Biltmore
Silvernail, Frank G., BBDO, New York
Simon, Arthur, WKBW Buffalo
Simonds, L. P., Weed & Company, New York, Biltmore
Sinn, John L., Frederic W. Ziv Co., New York
Slavick, Henry W., WMC Memphis, Alexandria
Smiley, Joseph E., WDAE Tampa, Fla., Biltmore
Smith, Calvin J., KFAC Los Angeles, Ambassador
Smith, C. E., UBC Cleveland, Biltmore
Smith, J. K., CBS New York
Smith, Pat, WBS Los Angeles
Smucker, Ray C., KYUM Yuma, Ariz.
Smullin, Wm. B., KIEM Eureka, Calif., Biltmore
Soule, O. P., KTFI Twin Falls, Ida., Biltmore
Southwick, Royl, KID Idaho Falls.
Sowell, F. C., WLAC Nashville, Tenn., Biltmore
Sparnon, Ken, BMI New York
Speck, Jim H., KCNC Ft. Worth, Biltmore
Spence, Harry R., KXRO Aberdeen, Wash., Ambassador
Spight, Lindsey H., John Blair & Co., San Francisco
Spina, Robert, SESAC New York, Alexandria
Spratlin, Frank M., WGST Atlanta, Biltmore
Springgate, V. N., KXOK St. Louis., Biltmore
Squire, Burt, BMI New York
Staley, Don, Katz Agency, San Francisco
Stanton, Frank, CBS New York, Town House
Stapp, Jack, WSM Nashville, Biltmore
Staubitz, E. J., Blaw Knox Co., Pittsburgh, Biltmore
Stoddard, Robert L., KATO Reno, Nev.
Stone, Harry, WSM Nashville, Biltmore
Storer, George B., Fort Industry Co., Detroit, Biltmore
Stout, Clair L., Dow, Lohnes & Albertson, Washington, Clark
Streibert, Theodore C., WOR New York
Strouse, Ben, WWDC Washington, Biltmore
Sugg, Proctor A., WKY Oklahoma City, Ambassador

T

Taft, David G., WCTS Cincinnati, Biltmore
Taft, Hulbert, Jr., WCTS Cincinnati, Biltmore
Taishoff, Sol, BROADCASTING Magazine, Washington, Biltmore
Tapp, Jay E., KNOB Long Beach, Calif.
Taylor, Archie J., KANS Wichita, Kan., Ambassador
Taylor, Gerald L., KMBC Kansas City, Biltmore
Taylor, Lawson, KFMJ Tulsa, Biltmore
Taylor, O. L. (Ted), KGNC, Amarillo, Tex., Ambassador
Taylor, S. P., Western Electric Co., New York, Biltmore
Terry, Edward L., KSGN Sanger, Cal.
Terry, Hugh B., KLZ Denver
Testut, Richard S., Associated Program Service, New York, Biltmore
Thayer, Edwin F., Tide Magazine, New York, Biltmore
Thieriot, Charles, KRON San Francisco
Thomas, C. L., KXOK St. Louis, Biltmore
Thomas, Eugene S., WOR New York, Biltmore
Thomas, George H., KVOL Lafayette, La.
Thompson, Roscoe L., WKRO Cairo, Ill., Biltmore
Thornburgh, Don, KNX Los Angeles
Thwaites, Ernest N., KFUN Las Vegas, N. Mex., Biltmore
Timlin, Joseph F., Branham Co., New York, Biltmore
Tincher, Robert R., WNAX Yankton, S. D., Ambassador
Tolboe, Clifton A., KOVO Provo, Utah, Alexandria
Toothill, John A., Burn-Smith, Chicago
Trammell, Niles, NBC New York, Biltmore
Travers, Linus, Yankee Net, Boston
Tromlitz, L. W., KORE Eugene, Ore., Biltmore
Tuhy, Stephen, Jr., Washington, Clark
Tyler, Haan J., KFI Los Angeles, Biltmore

U

Ulmer, Jas. G., KGKB Tyler, Tex., Clark
Ulmer, James G., Jr., KGKB Tyler, Tex.
Unger, Alvin, Frederic W. Ziv Co., Cincinnati, Biltmore
Upson, Dean R., KWKH Shreveport, La., Alexandria

V

Van Konynenburg, F., WTCN Minneapolis, Biltmore
Van Volkenburg, J. L., CBS New York
Vickers, Marjorie R., KPAC Port Arthur, Tex.
Vocalis, James Charles, WLBB Carrollton, Ga., Biltmore
Volger, George J., KWPC Muscatine, Iowa, Alexandria

W

Wagner, Jack R., KSYC Yreka, Calif.
Wagner, Wm. D., WHO Davenport, Iowa, Biltmore

(Continued on page 26)

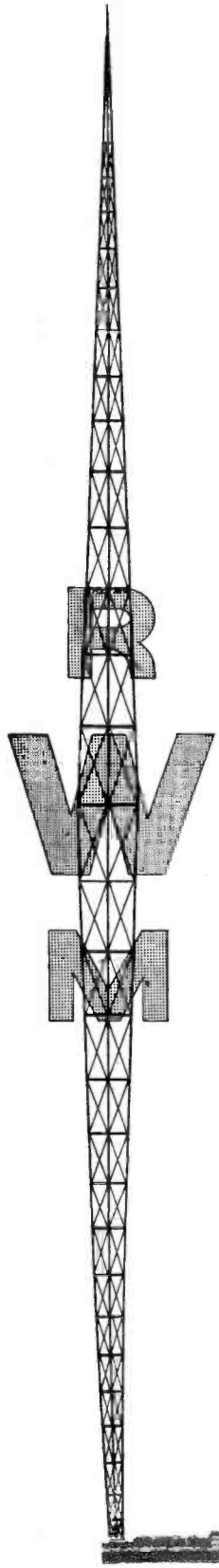
1948! and it's bigger audiences* than ever for Buffalo's first station

CBS WGR 550

*That's what Hooper says

Leo. J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR BROADCASTING CORPORATION
RAND BUILDING BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.



RAYMOND M. WILMOTTE INC.

Consulting Radio Engineers

a n d

Constructors of Complete Broadcast Stations

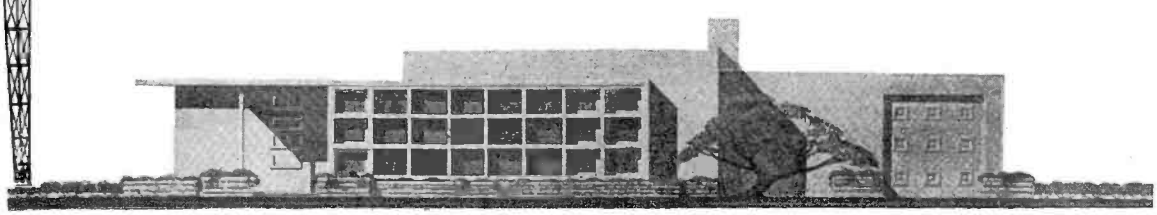
AM • TV • FM

FACSIMILE • RADIO RELAY

Raymond M. Wilmotte, *President* Paul A. de Mars, *Associate*

1469 CHURCH ST., N. W.

Washington 5, D. C. DEcatur 1231



Telestatus Report

(REPORT 7)

VIDEO SET PRODUCTION

WO out of three television eceivers bought by the Amer-an public are table models, ndicating that a majority of ideo viewers want the most icture they can get for the ioney, according to produc-on figures of the Radio Man-facturers Assn.

This follows a pattern mewhat similar to that of broad-ast receivers, where table sets ar exceed console units in popu-rity, according to RMA's records. MA figures represent about)% of the total production of eceivers.

As in the case of broadcast sets, uyers of video consoles want the works" when they invest the rger sums represented in the arket price of these models. RMA und that late in 1947 one out seven TV buyers wanted a nsole with a record player. About ie same number purchased lower-iced consoles without a record ayer.

One out of 15 TV sets made st year was a console with a rojected picture, several times ie size of the images in the di-ct view models. No table models ere manufactured with projec-on screens because the cabinets e not large enough. However, is possible to buy magnifying nses to increase the size of the cture seen in direct-viewing mod-s. No figures are available on ie number of lenses sold.

Only a small percentage of pro-ction model TV consoles con-tains record-playing equipment, according to the RMA production data.

Rate of production in 1947 sky-rocketed between January and December as manufacturers got their production lines in operation. Total TV output was 5,437 in January, not far from the 6,476 total in the entire year 1946.

By June the TV output had risen to 11,484 units. The summer pace was around the same level, annual factory vacations cutting down the total. Then in September the rate shot up to 32,719, record month for the year.

In January of this year the production rate again increased, though the 30,001 total represented only four weeks of production as against five weeks in December. A proportional increase in console models was noted in January, the figure being 13,261 consoles compared to 16,742 table models.

The total January TV output actually represented a rise of 101.6% over the monthly average in 1947.

Again in February production soared sharply, RMA members reporting the manufacture of 35,889 television receivers. At this point 250,937 TV receiving sets had been manufactured since the end of the war.

February's TV output was 5,888 greater than that in January, representing an annual production rate of over 430,000 and up 141% over the average 1947 monthly output.

Of the February production, two-thirds again were table models, with most of the remainder consoles and radio-phonograph combinations.

March's production of 52,137 TV sets set an alltime record.

(Continued on page 34)

TELEVISION SET PRODUCTION, 1946

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Television converters	—	—	—	—	—	—	—	—	—	—	—	—	—
Radio table models	32	27	—	—	29	22	41	3	7	187	1,551	3,171	5,070
Radio consoles:													
(a) Direct viewing	22	46	—	—	—	2	—	—	6	622	285	361	1,344
(b) Projection	—	—	—	—	—	—	—	—	5	—	5	—	10
Radio-Phonograph comb.:													
(a) Direct viewing	1	—	—	—	—	—	—	—	—	—	—	—	1
(b) Projection	—	—	—	—	—	—	—	—	1	18	3	29	51
TV sets (All classes)	55	73	—	—	29	24	41	3	19	827	1,844	3,561	6,476

TELEVISION SET PRODUCTION, 1947

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Television converters	—	10	4	860	—	—	8	—	—	9	—	—	891
Radio table models	4,790	5,362	5,346	3,971	5,646	7,654	5,546	7,984	23,185	13,503	14,674	17,763	115,424
Radio consoles:													
(a) Direct viewing	548	786	1,179	2,242	1,614	2,242	2,406	2,181	2,758	3,456	2,782	2,861	25,055
(b) Projection	67	94	87	87	92	191	185	92	4,831	3,258	1,396	1,604	11,984
Radio-Phonograph comb.:													
(a) Direct viewing	—	—	21	686	1,207	1,278	1,860	2,008	1,965	3,452	5,225	6,972	24,674
(b) Projection	32	1	2	40	131	119	2	18	*(-20)	15	58	145	543
Television Sets (All classes)	5,437	6,253	6,639	7,886	8,690	11,484	10,007	12,283	32,719	23,693	24,135	29,345	178,571

* Adjustment of Data

TELEVISION SET PRODUCTION, 1948

	January	February	March
Television converters	—	—	—
Radio table models	16,742	25,594	37,833
Radio consoles:			
(a) Direct Viewing	4,999	4,287	5,373
(b) Projection	2,116	1,272	1,693
Radio Phonograph comb:			
(a) Direct Viewing	5,967	4,671	7,187
(b) Projection	179	65	51
TV Sets (All classes)	30,001	35,889	52,137

TELEVISION SET MODELS BY PRICE CATEGORY

Manufacturer	Model	Type of Service	Size of Picture	Number of Tubes	Rectifier Tubes	Channels	Price	Installation
RECEIVERS FROM $150 TO $200								
ıllicrafters Co.	Table T-54	TV	7 in. Tube	19		13	$169.50	
ɔtorola Inc.	Table VT-71	TV	7 in. Tube	15	2	8	$179.95	$35.00
ilco Corp.	Table 700	TV	7 in. Tube	23	2	8	$199.50	$55.00
RECEIVERS FROM $200 TO $400								
miral Corp.	Console 30A-16	TV	10 in. Tube	25	3	13	$319.95	$55.00
lmont Radio rp.	Table 22A-21	TV	7 in. Tube	18	2	13	$250.00	
osley Div., co Mfg. Corp.	Table 307-TA (Spectator)	TV	10 in. Tube	26	3	13	$375.00	$55.00
Wald Radio Mfg. rp.	Table BT-100	TV	10 in. Tube	29		13	$364.95	$65.00
ıerson Radio and onograph Corp.	Table 545	TV	10 in. Tube	25		13	$375.00	
	Table 571	TV	10 in. Tube	21	7	13	$269.50	
rnsworth TV and dio Corp.	Table GV-260	TV	10 in. Tube			8	$375.00	
ilco Corp.	Table 1001	TV	10 in. Tube	23	3	8	$399.50	$55.00
A Victor Div.	Table 721-TS	TV	10 in. Tube	18	2	13	$325.00	$55.00
	Table 8-TS-30	TV	10 in. Tube	26	3	13	$375.00	$55.00
Sightmaster Corp.	Table 10-S-1	TV-FM	10 in. Tube	24		13	$375.00	$50.00
Sonora Radio and TV Corp.	Table (The Grandstand)	TV	10 in. Tube	23		13	$350.00	$45.00
U.S. TV Mfg. Corp.	Table T10823	TV	10 in. Tube	21	2	13	$375.00	$55.00
RECEIVERS FROM $400 TO $600								
Cleervue TV Corp.	Console (The Hollywood)	TV-FM	10 and 12 in. Tubes			13	$450.00 (10 in.) $499.50 (12 in.)	
	Console (The Suburban)	TV-FM	12 in. Tube			13	$475.00	
Allen B. DuMont Labs. Inc.	Table (The Chatham)	TV-FM	12 in. Tube			13	$455.00	
General Electric Co.	Table 803	TV-AM-FM	10 in. Tube	22	3	13	$499.50	$75.00
	Console 801	TV-AM	10 in. Tube	20	3	13	$495.00	$65.00
Motorola Inc.	Console VK-101	TV-AM-FM	10 in. Tube	25	3	13	$495.00	$65.00
Philco Corp.	Console 1050	TV	10 in. Tube	23	3	8	$449.50	$50.00
RCA Victor Div.	Console 630-TCS	TV	10 in. Tube	26	3	13	$450.00	$65.00
	Console 730-TV1	TV-AM-FM-Phono	10 in. Tube	27	3	13	$595.00	$69.00

* Listings based on CBS figures.

(Continued on page 34)

THE SUN

THE A. S. ABELL COMPANY ★ ★ ★ ★ BALTIMORE 3, MD.

WMAR TV & FM

The Best Buy in Television!

FULL LENGTH FEATURES —TOPS IN UNIVERSAL FAMILY APPEAL.

WMAR-TV has obtained the exclusive television rights in this area for 24 star-studded major films produced by Sir Alexander Korda.

Never before have feature films of this quality been available to television audiences. The release of these pictures is regarded as one of the biggest developments in television programming.

Among the motion pictures in this list are such screen classics as "The Ghost Goes West," "The Scarlet Pimpernel," "The Private Life of Henry VIII," "The Man Who Could Work Miracles," "Rembrandt," "The Thief of Bagdad," "Catherine The Great" and "Elephant Boy."

And these pictures include such stars as Lawrence Olivier, Merle Oberon, James Mason, Gertude Lawrence, Raymond Massey, Valeria Hobson, Leslie Howard, Elizabeth Bergner, Rex Harrison, Miriam Hopkins, Jean Parker, Robert Donat, Vivien Leigh, Roland Young, Sabu.

Represented by
THE KATZ AGENCY, Inc.
500 FIFTH AVE. • NEW YORK 18



The 5-KW AM TRANSMITTER*...

* The RCA 10-KW AM transmitter, Type BTA-10F, is identical in size and appearance to the BTA-5F you see here. Over 125 transmitters of this series now in operation.

(Photo courtesy of Radio Station KOOL, Phoenix, Arizona)

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

with 10-kilowatt insurance

BTA-5F. The one 5-KW AM Transmitter that insures easy increase to 10 KW at any time! Power changeover is simple . . . inexpensive . . . quick. *Because it was planned that way.*

When you install the BTA-5F Transmitter for 5-KW operation there is just one tube in the power amplifier stage (left-hand cubicle in view below). But note the additional tube socket already mounted in place. To increase power to 10 KW, you need only buy the simple modification kit (described in box at right). With the parts contained in this kit...and the few simple circuit changes required, changeover can be made "overnight." It's easy...it's inexpensive. You need lose no air time.

Naturally, you can also buy this transmitter originally for 10-KW operation (specified as Type BTA-10F). Both models—the BTA-5F for 5-KW operation, and the BTA-10F for 10-KW operation —have the same sleek, well-finished, business-like appearance shown by KOOL's installation on the opposite page. Both models have the true unified front . . . an *exclusive feature* of RCA high-power AM transmitters. This front is an integral piece *separate from the compartment enclosures.* It greatly facilitates flush-mounting...and improves appearance of the installation by several times.

And careful planning like this goes right on through. For instance, this transmitter is equipped with one of the most complete centralized control systems ever designed for *any* transmitter . . . with all the necessary controls, circuit breakers and relays needed for fully automatic operation or step-by-step manual operation. It has push-button motor-tuning for its high-power stages...and instantaneous power control reduction. It can be furnished with matching cabinet end-extensions for housing antenna phasing, monitoring, test and audio equipment. These extensions have front sections that become an integral part of the overall unified front—another exclusive RCA feature of great importance in station appearance. And note this too: the 5-KW BTA-5F uses only 24 tubes (6 different tube types); the 10-KW BTA-10F uses only 27 tubes (6 different types).

• • •

Here, we believe, is the finest streamlined station installation ever engineered for standard-band broadcasting . . . with all basic circuits proved in more than 125 transmitters of this series now operating throughout the world. Get the details from your RCA Broadcast Sales Engineer, or write Department 19-E.

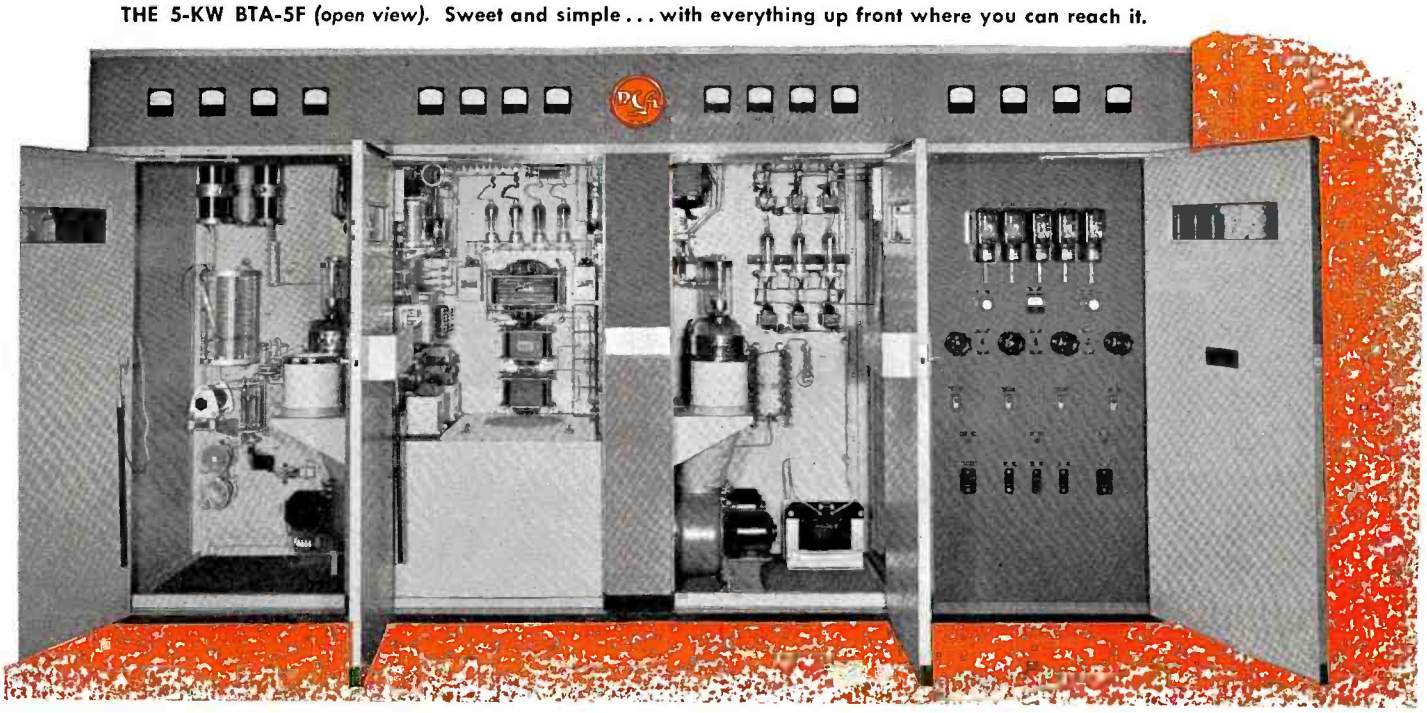
This simple kit (MI-7267-A) takes the BTA-5F to 10 KW . . . inexpensively and without one change in station layout.

- **One blower**
- **Two filament transformers**
- **One 10-KW modulation transformer**
- **One reactor**
- **All necessary hardware**



The Transmitter Control Console — standard equipment with every BTA-5F and BTA-10F.

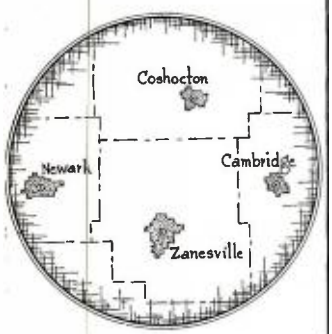
THE 5-KW BTA-5F *(open view).* **Sweet and simple . . . with everything up front where you can reach it.**



WHIZ

ZANESVILLE, OHIO

A NEW MAJOR MARKET WITH 112,000 URBAN POPULATION



FOUR CITIES in the WHIZ primary area (all within 25 air miles of Zanesville) have more than *112,000 Total Urban Population.*

City	*Population*
Zanesville	42,000
Newark	38,000
Cambridge	19,100
Coshocton	13,500
Total Urban Population	*112,600*

ZANESVILLE is the *Ninth Largest Trading Area* in the State of Ohio with a total population of 260,000 and retail sales in excess of $150,000,000.

AND WHIZ dominates in this rich industrial-agricultural trading area with a *60-percent* share of audience. (Conlan—November, 1947)

NBC AFFILIATE

WHIZ

John E. Pearson Co.

Feature of the Week

WHEN SOMETHING new and novel was needed to liven up the activities on *Studio Party*, broadcast Saturday afternoons on WSAM Saginaw, Mich., "Sam" was invited to the party. "Sam" is a baby pig and right now he is the center of a "fattening-up" contest.

Each week one of the studio contestants is chosen to take the pig home and give him loving care. Ample feed has been supplied by a local livestock concern and that goes along with "Sam." Object of the contest is to add as much weight as possible to the pig during the week.

Each Saturday Rob Downey, m.c. of *Studio Party*, and Jack Parker, program director of WSAM, have a weighing-in ceremony. An official weight record is kept, and at the end of the contest the participant who has added the most "ham" to the porker will receive a grand prize. Contest is to run ten weeks.



Everyone comes to WSAM's "Studio Party."

* * *

Additional gimmick is the fact that contestants are not told that the grand prize for which they are competing is "Sam."

The baby pig's name was taken from WSAM's trade name, "Salesman Sam."

On All Accounts

EIGHTEEN YEARS ago an advertising agency executive said to Mary Cardon: "If you want to go places and do things, try to join J. Walter Thompson Co." Mary followed that advice at once, tried to get on as copywriter, was hired as research assistant, soon became head of the research department. For the past six years she has been head of the research and media departments of JWT's Montreal office.

Mary knows radio, as Canadian Broadcasters who had never met her found out at recent convention of Canadian Assn. of Broadcasters, when she asked pertinent questions and sat on a rate structure panel. Broadcasters from all parts of Canada drop in to see her about local and regional programs which she places. French language stations, programs and announcement campaigns are something she is especially familiar with and can discuss authoritatively.



MARY

Mary is a native Montrealer, and in her brief business career before joining JWT was a school teacher, book-seller and librarian. She holds a master's degree in psychology from McGill U. She joined the agency shortly after it opened a Montreal office, spent several years ringing doorbells and getting to know eastern Canada in a search for answers to clients' questions.

Mary married a Montreal physician shortly after joining JWT, but her career was never interrupted by domestic duties. In 1942 she took on the job of media director, and came directly into contact with station people, though she knew radio from her research work.

In the six years she has held the media directorship, she has placed network accounts originating in the United States on Canadian networks, including Standard Brands' *Charlie McCarthy Show* and Kraft's *Music Hall*. She also has placed French network programs originating in Canada, such as Kraft's *Le Cafe Concert*, Standard Brands' *Juliette Beliveau* and J. B. Williams' *Les Chansons de Roland Bedard*.

Mary has done considerable traveling throughout Canada in her research work. She has talked on such varied topics as mental hygiene, vocational guidance and advertising to clubs and school groups. When she has time she finds relaxation in reading at least one "whodunit" a week, getting acquainted with a growing record library and romping with her black spaniel.

THIS IS AN ADVT.

Yes, we've got something to sell.

What? Radio time ostensibly; more customers, specifically.

We're talking about WMC, the Memphis NBC outlet, WMCF, the first FM station in Memphis and the Mid-South, and coming soon, WMCT (Television).

With 5000 watts day and night, at 790 kilocycles, WMC has been the leader in Memphis and the Mid-South since 1923, almost since the inception of radio.

Get the facts from the nearest Branham man.



On the Ball

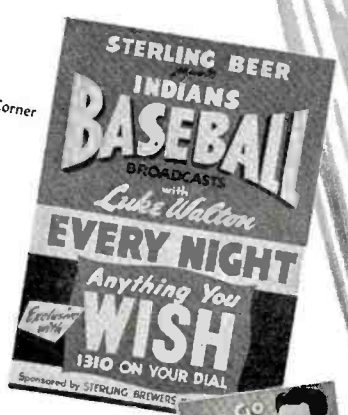
IN INDIANAPOLIS . . .

One thing makes one station STAND OUT!

Your sales story in Indianapolis soon mushrooms out into many other media . . . all part of the "regular follow-through" that goes with every WISH program. For example—see the flood of *extra* publicity given to Sterling Brewers, Evansville, Indiana, in sponsoring the Indianapolis Baseball broadcasts. It shows the WISH idea of . . .

Follow-through!

Street Corner Posters





Car Cards





Newspaper Advertising



Newspaper Advertising



Store Displays



Spot Announcements

Personal Calls

Baseball Program Ad





Newspaper Advertising

WISH *Indianapolis*

GEO. HIGGINS, GENERAL MANAGER

CAPITOL BROADCASTING COMPANY

FREE & PETERS, INC.
Exclusive National Representatives



"SOUP'S ON..."

600 Radio Stations say, "Soup's on!" 600 Lang-Worth affiliates make available a NEW and specialized commercial program service for advertisers and agencies — Come and get it!

The following Radio Stations are Lang-Worth affiliates

UNITED STATES

ALABAMA

Anniston	WHMA
Birmingham	WBRC
Brewton	WEBJ
Dothan	WDIG
Gadsden	WJBY
Huntsville	WFUN
Mobile	WKAB
Mobile	WKRG
Montgomery	WAPX
Sylacauga	WMLS

ARIZONA

Flagstaff	KWRZ
Mesa	KARV
Phoenix	KOOL
Phoenix	KPHO
Tucson	KCNA

ARKANSAS

Fort Smith	KFSA
Helena	KFFA
Hope	KXAR
Hot Springs	KTHS
Little Rock	KLRA
Magnolia	KVMA
West Memphis	KWEM

CALIFORNIA

Alameda	KONG
Bakersfield	KAFY
Burbank	KWIK
Dinuba	KRDU
Fresno	KYNO
Hollywood	KMPC
Long Beach	KFOX
Long Beach	KGER
Los Angeles	KECA
Los Angeles	KFVD
Los Angeles	KNX
Modesto	KTRB
Oakland	KWBR
Oroville	KDAN
Pasadena	KXLA
Red Bluff	KBLF
Richmond	KRCC
Sacramento	KXOA
San Diego	KSON
San Diego	KUSN
San Francisco	KJBS
San Francisco	KSAN
San Luis Obispo	KPIK
San Mateo	KSMO
San Rafael	KTIM
Santa Barbara	KTMS
Santa Maria	KCOY
Santa Rosa	KSRO
Vallejo	KGYW
Visalia	KTKC

COLORADO

Boulder	KBOL
Colorado Springs	KRDO
Denver	KMYR
Denver	KVOD
Grand Junction	KFXJ
Greeley	KFKA
Pueblo	KCSJ
Trinidad	KCRT

CONNECTICUT

Hartford	WTIC
New Haven	WELI

DELAWARE

Wilmington	WILM
Wilmington	WAMS

WASHINGTON, D.C.

Washington	WINX
Washington	WOL
Washington	WTOP

FLORIDA

Crestview	WCNU
Daytona Beach	WMFJ
Gainesville	WRUF
Hollywood	WINZ
Jacksonville	WJHP
Miami	WGBS
Miami Beach	WLRD
Ocala	WTMC
Orlando	WLOF
Palatka	WWPF
Pensacola	WBSR
Quincy	WCNH
Sanford	WTRR
Sarasota	WSPB
Tampa	WALT
Tampa	WFLA
West Palm Beach	WIRK

GEORGIA

Atlanta	WAGA
Atlanta	WBGE
Atlanta	WGST
Augusta	WRDW
Brunswick	WMOG
Cartersville	WBHF
Columbus	WSAC
Dawson	WDWD
Fitzgerald	WBHB
Gainesville	WGGA
Macon	WMAZ
Rome	WRGA
Savannah	WTOC
Thomasville	WKTG

IDAHO

Coeur d'Alene	KVNI
Lewistown	KRLC
Nampa	KFXD
Pocatello	KSEI
Twin Falls	KTFI
Weiser	KWEI

ILLINOIS

Alton	WOKZ
Aurora	WMRO
Bloomington	WJBC
Canton	WBYS
Centralia	WCNT
Chicago	WAIT
Chicago	WBBM
Chicago	WEHS
Chicago	WGNB
Cicero	WHFC
Decatur	WSOY
Effingham	WCRA
Joliet	WJOL
La Salle	WLPO
Pekin	WSIV
Peorin	WMBD
Quincy	WGEM
Springfield	WTAX

INDIANA

Bloomington	WTOM
Evansville	WEOA
Fort Wayne	WGL
Indianapolis	WJBC
Richmond	WKBV
South Bend	WJVA
Terre Haute	WTHI
Vincennes	WAOV

IOWA

Cedar Rapids	WMT
Council Bluffs	KSWI
Davenport	WOC
Des Moines	KCBC
Des Moines	WHO
Fort Dodge	KVFD
Iowa City	KXIC
Keokuk	KOKX
Mason City	KSMN
Sioux City	KSCJ
Waterloo	KAYX

KANSAS

Dodge City	KGNO
Goodland	KWGB
Great Bend	KVGB
Hutchinson	KWBW
Independence	KIND
Pittsburg	KSEK
Salina	KSAL
Topeka	WIBW
Wichita	KANS
Wichita	KFH

KENTUCKY

Lexington	WKLX
Louisville	WAVE
Louisville	WGRC
Owensboro	WOMI
Paducah	WPAD

LOUISIANA

Alexandria	KSYL
Bastrop	KTRY
Baton Rouge	WCLA
Lake Charles	KWSL
New Orleans	WJMR
New Orleans	WSMB
Ruston	KRUS
Shreveport	KTBS
Shreveport	KWKH

MAINE

Bangor	WGUY
Portland	WGAN

MARYLAND

Annapolis	WANN
Baltimore	WASA
Bethesda	WBCC
Bradbury Heights	WBUZ
Hagerstown	WJEJ
Silver Spring	WOOK

MASSACHUSETTS

Boston	WEEI
Boston	WHDH
Boston	WMEX
Brockton	WBET
Fall River	WSAR
Holyoke	WHYN
Pittsfield	WBEC
Salem	WESX
Springfield	WSPR
Waltham	WCRB
Worcester	WORC

MICHIGAN

Battle Creek	WELL
Bay City	WBCM
Benton Harbor	WHFB
Dearborn	WKMH
Detroit	WXYZ
Detroit	WWJ
Detroit	WDTR
Detroit	WJR
Detroit	WJBK
Flint	WFDF
Flint	WAJL
Flint	WTCB
Grand Rapids	WFUR
Grand Rapids	WOOD
Iron Mountain	WMIQ
Ishpeming	WJPD
Lansing	WILS
Marquette	WDMJ
Port Huron	WHLS
Saginaw	WKNX
Sault Ste. Marie	WSOO

MINNESOTA

Bemidji	KBUN
Crookston	KROX
Duluth	KDAL
Eveleth	WEVE
Grand Rapids	KBZY
Mankato	KYSM
Minneapolis	KSTP
Minneapolis	WCCO
St. Cloud	KFAM
Worthington	KWOA

MISSISSIPPI

Brookhaven	WJMB
Greenwood	WGRM
Hattiesburg	CP
Jackson	WJDX
Jackson	WJXN
Laurel	WLAU
McComb	WAPF
Meridian	WTOK
Natchez	WMIS
Vicksburg	WVIM

MISSOURI

Columbia	KFRU
Farmington	KREI
Jefferson City	KWOS
Joplin	WMBH
Kansas City	WHB
Kansas City	KCKN
Lebanon	KLWT
St. Genevieve	KSGM
St. Louis	KMOX
St. Louis	WEW
St. Louis	KWGD
St. Louis	WIL
Springfield	KWTO

MONTANA

Anaconda	KANA
Billings	KBMY
Bozeman	KXLQ
Butte	KXLF
Great Falls	KXLK
Helena	KXLJ
Livingston	KPRK
Missoula	KGVO

NEBRASKA

Lincoln	KFAB
Lincoln	KOLN
Norfolk	WJAG
North Platte	KODY
Omaha	KOAD

NEVADA

Reno	KOLO

NEW HAMPSHIRE

Claremont	WLOB
Concord	WKXL
Manchester	WFEA

NEW JERSEY

Asbury Park	WJLK
Atlantic City	WFPG
New Brunswick	WDHN
Paterson	WWDX
Vineland	WWBZ

NEW MEXICO

Alburquerque	KVER
Roswell	KGFL

NEW YORK

Buffalo	WEBR
Buffalo	WBEN
Elmira	WENY
Ithaca	WHCU
New York City	WCBS
New York City	WNEW
Niagara Falls	WHLD
Niagara Falls	WJJL
Rochester	WRNY
Rome	WKAL
Schenectady	WGY
Schenectady	WSNY
Syracuse	WNDR
Syracuse	WSYR
Troy	WTRY

NORTH CAROLINA

Asheville	WISE
Asheville	WSKY
Burlington	WBBB
Charlotte	WAYS
Dunn	WCKB
Durham	WDUK
Elizabeth City	WCNC
Fayetteville	WWNF
Forest City	WBBO
Gastonia	WGNC
Henderson	WHNC
High Point	WMFR
Jacksonville	WJNC
Kannapolis	WGTL
Kinston	WFTC
Lenoir	WJRI
Lexington	WBUY
Morganton	WMNC
New Bern	WHIT
Roanoke Rapids	WCBT
Rockingham	WAYN
Salisbury	WSTP
Tarboro	WCPS
Washington	WHED
Waynesville	WHCC
Winston Salem	WAIR

NORTH DAKOTA

Mandan	KGCU

OHIO

Akron	WADC
Alliance	WFAH
Ashland	WATG
Ashtabula	WICA
Canton	WCMW
Cincinnati	WKRC
Cincinnati	WCPO
Cleveland Hts.	WSRS
Columbus	WCOL
Columbus	WHKC
Coshocton	WTNS
Dayton	WING
East Liverpool	WLIO
Findlay	WFIN
Lima	WLOK
Marietta	WMOA
Middletown	WPFB
Sandusky	WLEC
Springfield	WIZE
Toledo	WSPD
Toledo	WTOD
Warren	WRRN
Worthington	WRFD
Youngstown	WKBN
Zanesville	WHIZ

OKLAHOMA

Muskogee	KMUS
Oklahoma City	KBYE
Oklahoma City	KTOK
Okmulgee	KHBG
Shawnee	KGFF
Tulsa	KAKC
Tulsa	KTUL
Woodward	KSIW

OREGON

Astoria	KAST
Bend	KBND
Corvallis	KRUL
Eugene	KUGN
La Grande	KLBM
Medford	KYJC
Oregon City	KGON
Portland	KGW
Portland	KWJJ
Portland	KXL

PENNSYLVANIA

Allentown	WKAP
Altoona	WFBG
Altoona	WVAM
Braddock	WLOA
Butler	WISR
Connellsville	WCVI
DuBois	WCED
Erie	WERC
Greensburg	WHJB
Homestead	WHOD
Johnstown	WJAC
Lancaster	WLAN
McKeesport	WEDO
Meadville	WMGW
Norristown	WNAR
Philadelphia	WDAS
Philadelphia	WIBG
Scranton	WSCR
Sharon	WPIC
State College	WMAJ
Sunbury	WKOK
Washington	WJPA
Wilkes Barre	WILK

RHODE ISLAND

Providence	WPRO
Providence	WPJB

SOUTH CAROLINA

Anderson	WAIM
Charleston	WHAN
Florence	WOLS
Gaffney	WFGN
Greenville	WESC
Orangeburg	WTND
Rock Hill	WTYC
Spartanburg	WORD
Sumter	WFIG

SOUTH DAKOTA

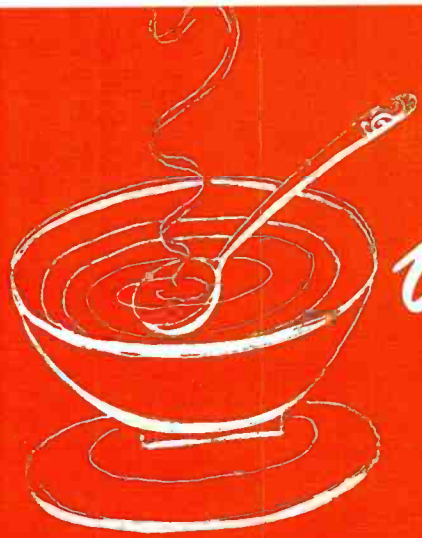
Sioux Falls	KISD

TENNESSEE

Bristol	WOPI
Chattanooga	WAGC
Cleveland	WBAC
Cookeville	WHUB
Johnson City	WJHL
Kingsport	WKPT
Knoxville	WKGN
Knoxville	WKPB
Maryville	WGAP
Memphis	WHHM
Memphis	WMC
Memphis	WREC
Nashville	WKDA
Paris	WTPR
Tullahoma	WJIG

TEXAS

Abilene	KRBC
Alice	KBKI
Amarillo	KGNC
Athens	KBUD
Austin	KVET
Beaumont	KFDM
Borger	KHUZ
Breckenridge	KSTB
Brenham	KWHI
Brownwood	KBWD
Corpus Christi	KSIX
Corsicana	KAND
Dalhart	KXIT
Dallas	WFAA
El Campo	KULP
El Paso	KTSM
El Paso	KSET
Fort Worth	KCNC
Fort Worth	KXOL
Goose Creek	KREL
Houston	KATL
Houston	KXYZ
Houston	KNUZ
Jacksonville	KEBE
Littlefield	KVOW
Longview	KFRO
Lubbock	KSEL
Lufkin	KRBA



...but going fast!

CAVALCADE OF MUSIC IS 50% SOLD OUT!

The story behind Lang-Worth's Specialized Program Service for Advertisers is well worth the telling. Suffice it to say, however, that 3 years of planning and several hundred thousand dollars have gone into its fulfillment!

Its greatest endorsement is its success — first offering, THE CAVALCADE OF MUSIC, announced March 1, 1948, is now 50% sold out!

As of this date, you can still sponsor "CAVALCADE" (via transcriptions) in a few open territories . . . but hurry! Each "CAVALCADE" show is $5,000 worth of big-time production . . . a half-hour musical featuring D'Artega's Pop-Concert Orchestra and 16-voice chorus and starring headline guests . . . Tommy Dorsey, The Modernaires, Anita Ellis, Vaughn Monroe, The Riders of the Purple Sage, Tito Guizar, Frankie Carle, Tony Russo, Rose Murphy, The 4 Knights and others — scheduled for 52 weeks.

Available June 1: THROUGH THE LISTENING GLASS . . . a half-hour production revealing a "Wonderland of Music." Romantic songs by Johnny Thompson, Joan Brooks and Dick Brown. Memory melodies with The Lang-Worth Choristers and starring the radiant voices of The Silver Strings — scheduled for 52 weeks.

Additional Feature Programs, conceived, designed and produced especially for commercial sponsorship, will be made available by all Lang-Worth affiliates at intervals of 30 days, beginning July, 1948. Coming up:

THE COTE GLEE CLUB — 15 minutes, 5 times weekly. Stars the most popular male singing aggregation in radio. Spotlights a "memory corner" in each show (52 weeks).

GIT ALONG COWBOY — Songs of the Golden West, starring Foy Willing and The Riders of the Purple Sage, Elton Britt, Slim Rhodes, Rosalie Allen and Jack Pennington. Special interest spot is a 2-minute romantic yarn of the pioneer west designed as a feature for the station announcer. 15 minutes, 3 per week, 52 weeks.

For costs and time availability covering these or any other Lang-Worth Transcribed Features, from 5 minutes to 60, contact any Lang-Worth Affiliate or its station representative. For complete information on talent, program format, promotional material and future releases, contact Lang-Worth direct.

SOUP'S ON — COME AND GET IT!

McKinney	KMAE
Nacogdoches	KOSF
Odessa	KECK
Port Arthur	KOLE
San Antonio	KTSA
San Antonio	KMAC
Stephenville	KSTV
Sulphur Springs	KSST
Temple	KTEM
Tyler	KGKB
Weslaco	KRGV
Wichita Falls	KFDX
UTAH	
Ogden	KOPP
Salt Lake City	KNAK
VERMONT	
Montpelier	WSKI
VIRGINIA	
Alexandria	WPIK
Arlington	WEAM
Blackstone	WKLV
Danville	WBTM
Fredericksburg	WFVA
Lynchburg	WLVA
Newport News	WHYU
Richmond	WMBG
Richmond	WRVA
Richmond	WXGI
Richmond	WLEE
Roanoke	WDBJ
Roanoke	WROV
Suffolk	WLPM
Waynesboro	WAYB
Winchester	WINC
WASHINGTON	
Ellensburg	KXLE
Omak	KOMW
Seattle	KING
Seattle	KOMO
Seattle	KRSC
Spokane	KXLY
Spokane	KREM
Tacoma	KVI
Walla Walla	KUJ
Yakima	KIMA
WEST VIRGINIA	
Beckley	WWNR
Bluefield	WHIS
Charleston	WCAW
Clarksburg	WBLK
Fairmont	WMMN
Huntington	WSAZ
Wheeling	WWVA
WISCONSIN	
Appleton	WHBY
Eau Claire	WEAU
Green Bay	WDUZ
Janesville	WCLO
Kenosha	WLIP
La Crosse	WKBH
Merrill	WLIN
Milwaukee	WMLO
Milwaukee	WMAW
Rhinelander	WOBT
WYOMING	
Sheridan	KWYO
ALASKA	
Anchorage	KFQD
Fairbanks	KFRB
Juneau	KINY
Ketchikan	KTKN
HAWAII	
Hilo	KIPA
Honolulu	KHON
Honolulu	KPOA
Maui	KMVI
PHILIPPINES	
Manila	KZRH
CANADA	
ALBERTA	
Calgary	CFCN
Edmonton	CFRN
Lethbridge	CJOC
BRITISH COLUMBIA	
Kelowna	CKOV
Fort Alberni	CJAV
Vancouver	CKWX
MANITOBA	
Flin Flon	CFAR
Winnipeg	CKRC
NEW BRUNSWICK	
St. John	CHSJ
NOVA SCOTIA	
Antigonish	CJFX
Halifax	CHNS
ONTARIO	
Kingston	CKWX
Kirkland Lake	CJKL
London	CFPL
North Bay	CFCH
Ottawa	CKCO
Peterborough	CHEX
Port Arthur	CFPA
St. Thomas	CHLO
Sarnia	CHOK
Timmins	CKGB
Toronto	CHUM
Toronto	CJBC
Toronto	CKEY
Toronto	CFRB
Wingham	CKNX
PRINCE EDWARD ISLAND	
Charlottetown	CFCY
QUEBEC	
Montreal	CJAD
Montreal	CKAC
Quebec	CHRC
Ste. Anne de la Pocatiere	CHGB
Verdun	CKVL
SASKATCHEWAN	
Moose Jaw	CHAB
Regina	CKRM
Saskatoon	CFQC

FOREIGN MARKETS

This specialized commercial program service is also available from Lang-Worth affiliated radio stations located in many foreign markets: South America, Mexico, China, Madagascar, Tangiers, Ethiopia — station listing furnished upon request.

LANG-WORTH FEATURE PROGRAMS, INC.

113 West 57 Street — New York 19, N. Y.

NAB CONVENTION HEADQUARTERS — SUITE 2100 BILTMORE

Wagstaff, Walter E., KIDO Boise, Ida., Biltmore
Wailes, Lee B., Fort Industry Co., Detroit, Biltmore
Wallace, James W., KPQ Wenatchee, Wash.
Wallack, Chester, KVGB Great Bend, Kan., Biltmore
Wardell, Gordon, KGBK Springfield, Mo., Alexandria
Warner, Jack L., KFWB Los Angeles
Warren, Charles C., WCMI Ashland, Ky., Biltmore
Watts, Duane L., KHAS Hastings, Neb.
Watts, Pete, KYOR San Diego, Alexandria
Waugh, Irving, WSM Nashville, Biltmore
Wayland, Charles, Washington, Alexandria
Weed, C. C., Weed & Co., New York, Biltmore
Weed, Joseph J., Weed & Co., New York, Biltmore
Wehrmann, Henry F., WTPS New Orleans, Alexandria
Weiss, Lewis Allen, KHS Hollywood
Weldon, William H., John Blair & Co., Chicago, Biltmore
Wentworth, Ralph, BMI New York
Westlund, Arthur, KRE Berkeley, Calif., Biltmore
Wetzel, Grant, Collins Radio Co., Cedar Rapids, Iowa
Wheelahan, H., WSMB New Orleans, Biltmore
Wheeler, Chet, KWIL Albany, Ore., Biltmore
Wheeler, Edward A., WEAW Evanston, Ill., Biltmore
Wheeler, Edwin K., WWJ Detroit, Clark
Wheeler, William A., Columbia Trans., Hollywood
Wilkins, Berne W., KFWB Los Angeles
Wilkins, J. P., KFBB Great Falls, Mont., Biltmore
Wilkinson, Vernon L., KAGH Washington
Willis, J. E., WLAP Lexington, Ky., Biltmore
Wilson, David, KPLC Lake Charles, La., Biltmore
Wilson, William M., Wm. G. Rambeau Co., New York, Biltmore
Winger, Earl W., WDOD Chattanooga, Tenn., Biltmore
Witt, Harry, KNX Los Angeles
Wolever, Jack, KTHS Hot Springs, Ark.
Wollenhaupt, Arthur F., WKIP Poughkeepsie
Wood, Phil, WFMJ Youngstown, O., Biltmore
Woodruff, Jim W., Jr., WRBL Columbus, Ga., Hollywood Plaza
Woolley, Easton C., NBC New York. Ambassador
Wooten, Hoyt B., WREC Memphis, Hollywood Plaza
Wyckoff, Marion S., Alvin Epstein Agency, Washington
Wylie, Margaret. J. Walter Thompson Co., Chicago, Biltmore
Wynn, J. M., WHAS Louisville, Ambassador
Wynne, Lee, KGER Los Angeles
Wynne, W. A., WEED Rocky Mount, N. C., Biltmore
Yarbrough, James E., WDBO Orlando, Fla., Biltmore
Yoder, Lloyd E., KOA Denver, Biltmore
Young, Frances E., J. Walter Thompson Co., San Francisco
Young, William E., Capitol Records, Hollywood, Biltmore

Advance Registration

MANAGEMENT CONFERENCE (Continued from page 16)

—Engineering Conference—

Albertson, Fred W., Dow, Lohnes & Albertson, Washington, Biltmore
Anderson, Arthur C., KTAR Phoenix
Anderson, Vernon H., KLOU Lake Charles, La., Biltmore
Antony, W. E., KWKH Shreveport, La., Alexandria
Arnold, George, Jr., WTAD Quincy, Ill., Biltmore
Arnow, B. B. UAW, Detroit
Barnes, Bertram B., WAPO Chattanooga, Tenn.
Bauridel, John, KIEM Eureka, Calif., Biltmore
Beatty, J. Frank, BROADCASTING, Washington, Biltmore
Belle Isle, A. G., WSYR Syracuse, Biltmore
Benedict, E. J., Fed. Tel. & Radio, Clifton, N. J.
Bernard, J. J., KOMA Oklahoma City
Bice, Max H., KTNT Tacoma, Wash., Biltmore
Bicket, Harold, KTAR Phoenix
Binns, F. D., WLAC Nashville, Biltmore
Birkenhead, Warren, Capitol Records, Inc., Hollywood
Bishop, J. Dige, WCTA Andalusia, Ala.
Black, H. Neil, KSMO San Mateo, Cal.
Blatterman, H. L., KFI Los Angeles
Blaylock, L. B., Fed. Tel. & Radio, Clifton, N. J.
Bloom, J. D., WWL New Orleans
Bookwalter, Louis S., KOIN Portland, Ore.
Boundy, Glenn G., Fort Industry Company, Detroit, Biltmore
Bowman, Les, KNX Los Angeles
Boyd, Gerald F., WPAY Portsmouth, O., Biltmore
Breed, Lewis B., WSPR Springfield, Mass.
Breeding, Charles S., KRUX Phoenix
Bremer, Frank V., WAAT Newark, Rosslyn
Briggs, M. R., Westinghouse, Baltimore, Biltmore
Broadhead, D. K., Allied Record Co., Hollywood
Brown, J. S., Andrew Corporation, Chicago
Brown, Orrin H., KSBR San Bruno, Calif., Biltmore
Brown, R. M., KALE Portland, Ore., Biltmore
Carson, Harold R., All Canada Radio, Calgary, Alta., Ambassador
Chandler, George C., All Canada Radio, Vancouver, B. C.
Chandler, H. J., KFLW Klamath Falls, Ore., Clark
Chapin, Wells R., KWGD St. Louis, Biltmore
Church, Arthur B., KMBC Kansas City, Biltmore
Cisler, S. A., WWSO Springfield, O., Biltmore
Clark, Plez S., KFH Wichita, Biltmore
Clark, Robert W., WNBT New York
Clay, Henry B., KWKH Shreveport, La., Alexandria
Clayton, Vincent, KSL Salt Lake City, Biltmore
Cogshall, P. C., Fed. Tel. & Radio, Clifton, N. J.
Cole, H. J., Fed. Tel. & Radio, Clifton, N. J.
Cook, George R., WLS Chicago
Cormack, Alan N., KQW San Francisco, Biltmore
Cosman, J. W., Fed. Tel. & Radio, Clifton, N. J.
Cox, G. Russell, Andrew Corp., Chicago, Biltmore
Craven, T. A. M., WOL Washington, Biltmore
Crumbaugh, Luther, KGER Long Beach, Calif.
Curran, George, KFI Los Angeles
Curtis, James R., KFRO Longview, Tex., Biltmore
Dabadie, J. Roy, WJBO Baton Rouge, La.
Dadisman, Amos C., KFH Wichita, Biltmore
Davidson, Herb, KWIL Albany, Ore.
Davis, George C., Washington
De Ryder, Herbert, WAAT Newark, Rosslyn
Dickinson, Irvin, McClatchy Stations, Sacramento, Biltmore
Dieringer, Frank A., WFMJ Youngstown, O., Biltmore
Doolittle, F. M., WDRC Hartford
Ebel, James A., WMBD Peoria, Ill., Ambassador
Eitel, W. W., KSBR San Bruno, Calif., Biltmore
Elphicke, F. H., CKWX Vancouver, B. C., Ambassador
Enoch, Robert D., KTOK Oklahoma City, Biltmore
Evans, A. E., KGO San Francisco, Biltmore
Fehlman, Robert C., WHBC Canton, O., Biltmore
Felthousen, Arthur Q., C. P. MacGregor Co., Hollywood
Fetzer, John E., WKZO Kalamazoo, Mich., Ambassador

(Continued on page 30)

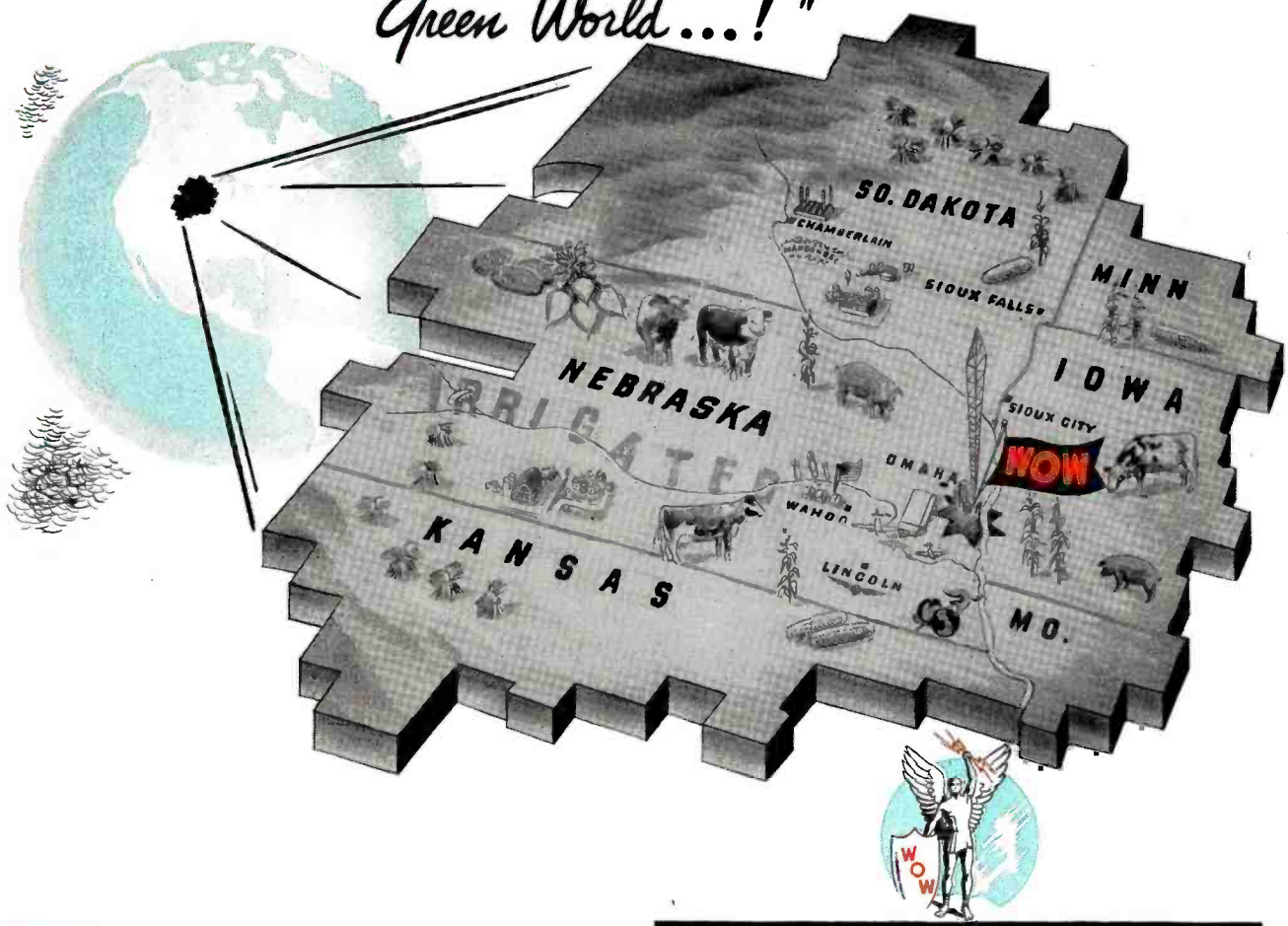
KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

4 National Awards IN ONE YEAR —
1 - CITY COLLEGE OF NEW YORK OVER-ALL PROMOTION
2 - BILLBOARD MAGAZINE OVER-ALL PROMOTION
3 - H. P. DAVIS MEMORIAL ANNOUNCER AWARD
4 - PABST SALES AWARD EDDIE CANTOR CAMPAIGN

Consider— Then Contact JOHN E. PEARSON CO.

WOW BLANKETS! *

"...The Richest Part of God's Great Big Green World...!"



WOW-LAND'S banks are bulging with money—its farmers are the richest in the world. *What* a market for whatever you have to sell!

And in this market—WOW can do your advertising job ALONE!

Call your nearest John Blair office or Webster 3400 in Omaha.

*96% (77 out of 80) NBC shows have *better* Hooperatings on WOW than they do nationally!

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY AT NORTH PLATTE

JOHN BLAIR & CO. REPRESENTATIVES

TWENTY-FIFTH ANNIVERSARY YEAR



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KSDJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Fort Worth-Dallas	WBAP-TV
New York	WPIX
St. Louis	KSD-TV

"Bull's-Eye Radio"

EFFECTIVE RADIO

IF you believe that "a big nighttime show" is the answer to every radio advertiser's prayer, take a look at the Hooperatings for your favorite programs *in a dozen different cities.* They'll vary all over, because of wide differences in sectional tastes, in the power and acceptance of each individual station, etc., etc.

The only way you can use the best station in each market (and the kind of programs that each audience likes best) is with spot broadcasting—*Bull's-Eye Radio.* You can buy more audience-per-dollar with spot broadcasting than with any other medium. And that's what WE call *"more effective radio".*

Free & Peters are pioneer station representatives. We know spot radio as you know the intricacies of your own industry—the *opportunities* as well as the places "fools rush in where angels fear to tread". We like nothing better than to share our experience with agencies and advertisers who want more effective radio. May we—with you?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Fletcher, Henry H., KSEI Pocatello, Ida., Alexandria
Flynn, R. M., KRLD Dallas, Clark
Foss, William L., Washington

Godley, Paul, Upper Montclair, N. J.
Gray, William A., Raytheon, Waltham, Mass., Biltmore
Gresham, Stokes, Jr., WISH Indianapolis
Griffiths, A. E., KOTA Rapid City, S. D.
Grove, Wm. C., KFBC Cheyenne, Wyo., Biltmore
Gunther, Frank A., Radio Eng. Lab., Long Island City, N. Y., Biltmore

Haas, C. Harvey, KFSG Los Angeles
Hamann, Gerard Peter, WBRC Birmingham, Biltmore
Hanna, Eloise H., WBRC Birmingham, Biltmore
Hampton, C. A., Fed. Tel. & Radio, Clifton, N. J.
Harmon, R. N., Westinghouse Corp., Baltimore, Biltmore
Harrison, C. J., Fed. Tel. & Radio, Clifton, N. J.
Haselman, Communications Products Co., Keyport, N. J., Alexandria
Hassett, Verne, KSRO Santa Rosa, Calif.
Hathaway, Jarrett L., NBC New York, Alexandria
Herbert, Guy F., All Canada Radio, Toronto, Ont., Ambassador
Herold, Joseph, WOW Omaha, Alexandria
Hirsch, Oscar C., KFVS Cape Girardeau, Mo., Biltmore

Advance Registration

ENGINEERING CONFERENCE *(Continued from page 26)*

Hoffman, Edward, Fed. Tel. & Radio, Clifton, N. J.
Hoskins, WWNC Asheville, N. C.
Howell, Rex, KFXJ Grand Junction, Col., Clark
Hurd, Freeman, IBEW Washington
Hurt, Edward P., KFXD Nampa, Idaho

Ing, George W. KONO San Antonio, Alexandria
Isberg, R. A., KRON San Francisco, Alexandria

Jackson, A. H., Blaw-Knox Div., Pittsburgh, Biltmore
Jeffers, Charles L., WOAI San Antonio
Johnson, Albert D., KOY Phoenix, Biltmore
Johnson, Leslie C., WHBF Rock Island, Ill., Clark
Johnson, Seymour, KFI Los Angeles
Johnson, Col. Geo. C., WDBO Orlando, Fla., Biltmore
Jones, Donald L., KCIL Houma, La.

Karpisek, Wm. J., KCNA Tucson, Ariz., Hayward
Konynenburg, F. Van, WTCN Minneapolis
Kreistein, Harold R., WMPS Memphis

La Marque, J. W., Graybar, New York City, Biltmore
Lamons, Robert, Fed. Tel. & Radio, Clifton, N. J.
Layne, C. N., KID Idaho Falls, Idaho
Levinson, Col. Nathan, KFWB Los Angeles
Livesay, Ray, WLBH Mattoon, Ill.
Livingston, Clifford, KTUC Tucson, Ariz., Biltmore
Lodge, Wm. B., CBS New York, Chapman Park
Lohnes, Horace L., Dow, Lohnes and Albertson, Washington, Biltmore
Loyet, Paul A., WHO Des Moines, Biltmore

McGlashen, Ben S., KGFJ Hollywood
McIntosh, Frank H., Washington, Biltmore
McLean, James D., WPTZ Philadelphia, Biltmore
Maddox, R. G., Fed. Tel. & Radio, Clifton, N. J.
Malone, E. A., KUIN Grants Pass, Ore., Alexandria
Martin, L. I., KFXD Nampa, Idaho
Mason, Curtis W., KFI Los Angeles

You are cordially invited to meet

Art Baker

of

"Art Baker's Notebook"

and

Jimmy Scribner

creator of

"Sleepy Joe"

at the

CARDINAL COMPANY

6000 SUNSET BLVD.

ON RADIO ROW

HEmpstead 1177

Merino, John, KFSD San Diego, Biltmore
Miller, Dr. Burt, KFWB Los Angeles
Miller, Clifford R., KOY Phoenix, Ariz., Biltmore
Mills, Gordon H., Kudner Agency, New York, Biltmore
Milton, Vern, KUSN San Diego, Calif., Alexandria
Morgan, Clem, KVGB Great Bend, Kan., Biltmore
Morrissey, T. G., KFEL Denver, Col., Biltmore
Myers, Harry, KFWB, Los Angeles

Nickell, G. E., KUIN Grants Pass, Ore., Alexandria

Oakley, Ron, KFAC Los Angeles, Ambassador
O'Hagan, J. E., Allied Record Co., Hollywood
Olson, Alvor E., KIEM Eureka, Calif., Biltmore

Pangborn, H. W., KNX Los Angeles
Pepper, John R., WDIA Memphis, Biltmore
Pyle, K. W., KFBI Wichita, Biltmore

Ranger, R. H., Rangertone Inc., Newark, Biltmore
Rees, David H., KWSD Mt. Shasta, Calif., Biltmore
Reineke, Earl, WDAY Fargo, N. D.
Reinholdt, Robert B., KWIN Ashland, Ore., Biltmore
Reinsch, J. Leonard, WSB Atlanta, Ga.
Rhinow, A. W., Fed. Tel. & Radio, Clifton, N. J.
Rosenhaus, Irving R., WAAT Newark, N. J., Rosslyn
Runyon, C. R., III, Radio Eng. Lab., Long Island City, N. Y., Biltmore

Schroeder, R. J., KMA Shenandoah, Iowa, Biltmore
Scott, George, Fed. Tel. & Radio, Clifton, N. J.
Shipeley, Larry, WJMO Cleveland, Biltmore
Simon, C. J., General Electric Co., Syracuse, Rosslyn
Slavick, H. W., WMC Memphis, Alexandria
Smith, Carl E., WHK Cleveland, Biltmore
Snider, Robert E., KTUL Tulsa, Biltmore
Snyder, Glenn, WLS Chicago
Staubitz, E. J., Blaw-Knox Co., Pittsburgh, Biltmore
Stone, Earl J., WEIL Battle Creek, Mich., Biltmore
Strampfer, John, Presto Recording, New York, Biltmore
Studebaker, Gordon, KSON San Diego, Biltmore

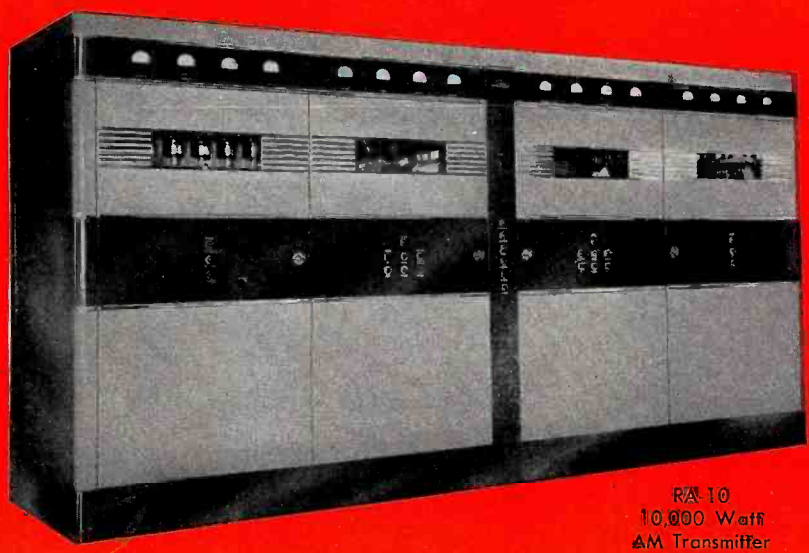
Talbott, Edward P., KROD El Paso, Alexandria
Taishoff, Sol, BROADCASTING Magazine, Biltmore
Tapp, Jay E., KNOB Long Beach, Calif.
Taylor, Gerald L., KMBC Kansas City, Biltmore
Taylor, Ted O. L., KGNC Amarillo, Tex., Ambassador
Torian, Raymond B., KNOB Long Beach, Calif.
Torrey, W. H., KGNC Amarillo, Tex., Alexandria
Towne, Alfred E., KSFO San Francisco, Biltmore.
Towner, Orrin W., WHAS Louisville, Biltmore
Treaster, L. A., KSGN Sanger, Calif.

Wallace, James W., KPQ Wenatchee, Wash.
Wallack, Chester, KVGB Great Bend, Kan., Biltmore
Webster, Norman B., McClatchy Stations, Sacramento. Biltmore
Wehrmann, Henry F., WTPS New Orleans, Alexandria
Weldon, James O., Washington, Biltmore
Wheeler, Chet, KWIL Albany, Ore., Biltmore
Wheeler, Leavenworth, KYUM Yuma, Ariz.
Wilcox, Nathan, KFMJ Tulsa
Williams, Nathan, Consult. Eng., Oshkosh, Wis., Clark
Wilson, George A., WKRC Cincinnati, Biltmore
Woodruff, Jim W., Jr., WRBL Columbus, Ga., Hollywood Plaza
Wooten, S. D., Jr., WREC Memphis, Hollywood Plaza
Wright, Omer, N., KDON Monterey, Calif.
Wyckoff, Marion S., Alvin Epstein Agency, Washington

Yarbrough, James E., WDBO Orlando, Fla., Biltmore.


RAYTHEON
AM · FM · TV
BROADCAST EQUIPMENT
LOOK TO RAYTHEON
FOR ALL YOUR NEEDS

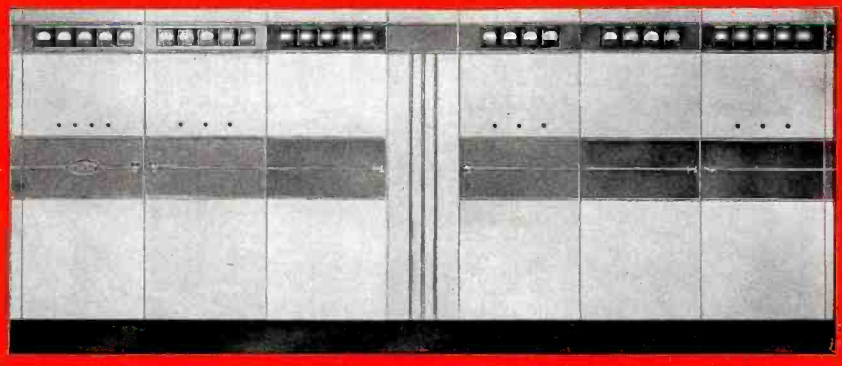
RAYTHEON Presents A complete line of



RA-10
10,000 Watt
AM Transmitter



RF-3
3,000 Watt
FM Transmitter



RTV-5—5,000 Watt TV Transmitter



ANTENNAS
FOR AM • FM • TV
(Shown above)
Raytheon REW FM Antenna

See the RAYTHEON EXHIBIT
N. A. B. CONVENTION
Main Lobby
Biltmore Hotel
Los Angeles

RAYTHEON MANUFACTURING COMPANY

COMMERCIAL PRODUCTS DIVISION

WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment,
FM, AM and TV Broadcast Equipment, Tubes and Accessories

AM · FM · TV
BROADCAST EQUIPMENT



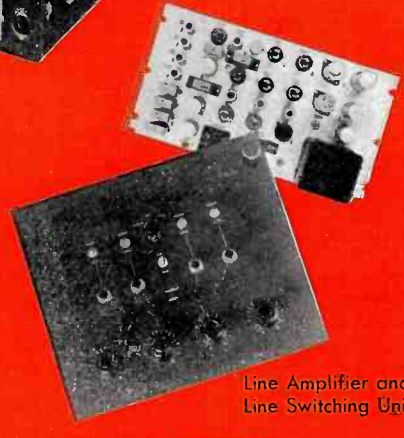
TV Control Units
(Left)
Portable Sync Generator
(Center)
Mixer-Amplifier and Monitor
(Right)
Distribution Amplifier and
Low Voltage Supply



Image Orthicon Camera
Chain Available as single
or dual chain of cameras
and associated equipment



RPC-40
Portable Consolette



Line Amplifier and
Line Switching Unit



RC-10
Volume
Limiter



RM-10
Monitoring Amplifier

RAYTHEON

Excellence in Electronics



RC-11 Studio Console
Added Raytheon feature; cue
attenuators for two turntables

COMPLETE INSTALLATIONS — AM, FM or TV

Raytheon's *complete* equipment service now includes *Television* as well as AM and FM station equipment. The forward-looking *Raytheon Basic System Plan* permits new television stations to begin operations without delay, with a minimum investment and with provision for increasing power and facilities as developments permit. *Look to Raytheon for all your needs.*

BOSTON, MASSACHUSETTS
Chris F. Brauneck
1124 Boylston Street
KE. 6-1364

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

CHICAGO 6, ILLINOIS
Warren Cozzens, Ben Farmer
COZZENS & FARMER
222 West Adams Street
Ran. 7457

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

LOS ANGELES 15, California
Emile J. Rame
1255 South Flower Street
Rich. 7-2358

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU. 2-7440

SEATTLE, WASHINGTON
Adrian VanSanten
135 Harvard North
Minor 3537

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES — Raytheon Manufacturing Co., International Division, 50 Broadway, New York 4, N.Y., WH 3-4980

Television Set Model

(*Continued from page 18*)

Manufacturer	Model	Type of Service	Size of Picture	Number of Tubes	Rectifier Tubes	Channels	Price	Installation
Sightmaster Corp.	Table 12-S-1	TV-FM	12 in. Tube	24		13	$475.00	$50.00
	Club 15-C-11	TV-FM	15 in. Tube	24		13	$595.00	$50.00
	Home 15-C-12	TV-FM	15 in. Tube	24		13	$595.00	$50.00
Stromberg-Carlson Co.	Console TV-10-L	TV	10 in. Tube	25	3	7	$560.00	$65.00
Westinghouse Electric Corp.	Console H-181	TV	10 in. Tube	26		8	$485.00	$55.00
RECEIVERS FROM $600 TO $900								
Andrea Radio Corp.	Table T-VJ12	TV-AM-FM	12 in. Tube	28	3	13	$695.00	$83.50
	Console C-VJ12	TV-AM-FM	12 in. Tube	28	3	13	$795.00	$83.50
Cleervue TV Corp.	Console (The Twinset)	TV	12 in. Tube			13	$605.00	
	Console (The Regency)	TV-FM	15 in. Tube			13	$750.00	
Consolidated TV Corp.	Bar Model BM-100 (Tele-King)	TV	15 in. Tube			13	$795.00	$100.00
Crosley Div., Avco Mfg. Corp.	Console 348-CP (Deluxe Spectator)	TV-AM-FM-SW-Phono	10 in. Tube	25	4	8	$795.00	$70.00
Garod Electronics Corp.	Console 42FMPT2 (Royal)	TV-AM-FM-SW-Phono	10 and 12 in Tubes	36		13	$695.00 (10 in.) $795.00 (12 in.)	
General Electric Co.	Console 602	TV-AM-FM-Phono	10 in. Tube	22	3	13	$725.00	$85.00
Philco Corp.	Console 2500	TV	15x20 in. Proj.	24	5	8	$795.00	$85.00
RCA Victor Div.	Console 730-TV2	TV-AM-FM-Phono	10 in. Tube	27	3	13	$675.00 $710.00 (blonde)	$69.00
	Console 641-TV	TV-AM-FM-Phono	10 in. Tube	36	4	13	$795.00	$79.00
Remington Radio Corp.	Console 80 (Rembrandt)	TV-FM	12 in. Tube	26		13	$695.00	$75.00
	Console 130 (Rembrandt)	TV-FM	15 in. Tube	26		13	$895.00	$100.00
Stewart-Warner Corp.	Console T711	TV-AM	10 in. Tube	23	2	13	$674.00	$64.00
	Console T711M	TV-AM	10 in. Tube	23	3	13	$675.00	$64.00
	Console T712	TV-AM	10 in Tube	23	2	13	$675.00	$64.00
	Console TCR721	TV-AM-Phono	10 in. Tube	23	2		$785.00	$75.00
U.S. TV Mfg. Corp.	Console T502	TV-AM-FM-Phono	10 in. Tube	29	4	13	$745.00	$79.00
RECEIVERS FROM $900 TO $1500								
Andrea Radio Corp.	Console CO-VJ12	TV-AM-FM-Phono	12 in. Tube	28	3	13	$995.00	$95.00
Bace TV Corp.	Table 150	TV	15 in. Tube	37	5	13	$1,145.00	$50-100
Colonial TV Corp.	Table 1500 1501 1502 (Club) 1540 (Rainbow)	TV	15 in. Tube	23		13	$950.00	$100.00
	Table 2000 2001 (Club DeLuxe)	TV	20 in. Tube	32		13	$1,350.00	$100.00
	Console 1545 (Jefferson)	TV-AM-FM-Phono	15 in. Tube	23		13	$1,095.00	$100.00
Allen B. DuMont Labs. Inc.	Table (The Club)	TV-FM	15 in. Tube			13	$1,095.00	
General Electric Co.	Custom 910	TV-AM-FM-2SW	18x24 in. Proj.	35	7	13	$1,470.00	$165.00
Industrial TV Inc.	Commercial 3R (Essex)	TV-FM	15 in. Tube	37		13	$1,145.00 installed N.Y. area	
RCA Victor Div.	Console 648-PTK	TV-AM-FM	15x20 in. Proj.	40	7	13	$1,195.00	$95.00
	Custom (The Clubman)	TV	15x20 in. Proj.	40	7	13	$1,495.00	
Sports-View TV Co.	Table (Club Assembly)	TV	15 in. Tube			13	$1,050.00	$50.00
Stromberg-Carlson Co.	Console TV-10-P1	TV-AM-FM-Phono	10 in. Tube	25	3	7	$985.00	$85.00
Stromberg-Carlson Co.	Console TV-12-PGM (The Westchester)	TV-AM-FM-SW-Phono	12 in. Tube			13	$1,195.00 Installed	
Telicor Corp.	Commercial (The Teluxe)	TV	15x20 in. Proj.	42		13	$1,495.00	$100.00
RECEIVERS FROM $1500 TO $3000								
Bace TV Corp.	Table 200	TV	20 in. Tube	37	5	13	$1,650.00	$50-100
Brunswick Div., Radio & TV Inc.	Console (The Metropolitan)	TV-AM-FM-Phono	36x48 in. Proj.	46		13	$3,000.00	$225.00
Colonial TV Corp.	Mobile Console 2300 6300 (Vision Master)	TV	Wall Proj.	38		13	$2,195.00	$100.00
Allen B. DuMont Labs. Inc.	Console (The Devonshire) (Plymouth) (Sherwood)	TV-AM-FM-Phono	15 in. Tube			13	$1,795.00	
	Console (The Hampshire) (Westminister)	TV-AM-FM-Phono	20 in. Tube			13	$2,495.00	
	Custom (The Custom)	TV-AM-FM	20 in. Tube			13	$1,795.00	
General Electric Co.	Console 901	TV-AM-2FM-2SW-Phono	18x24 in. Proj.	35	7	13	$2,100.00	$165.00
Industrial TV Inc.	Commercial 1R	TV-FM	20 in. Tube	38		13	$1,995.00 installed N.Y. area	
Stromberg-Carlson Co.	Console TV 12-Plm.	TV-AM-FM-Phono	12 in. Tube	22	3	7	$1,195.00 installed	
U.S. TV Mfg. Corp.	Console T525 PIC 525L	TV-AM-FM	19x25 in. Proj.	29	6	10	$1,595.00	$150.00
	Console T507	TV-AM-FM-Phono	16x21 in. Proj.	29	6	10	$1,795.00	$125.00
	Console T-530L	TV-AM-FM	22½x30 in. Proj.	29	6	10	$1,795.00	$150.00
	Console T621	TV-AM-FM-Phono	16x21 in. Proj.	29	6	10	$1,795.00	$125.00

VIDEO SET DISTRIBUTION IN THE NEW YORK VIEWING AREA

(Based on a survey of 33,074 TV set owners made by WPIX New York)

	Home Sets	Bar Sets	Total
CITY AND SUBURBS	96.0	4.0	100 %
NEW YORK CITY	51.3	1.9	53.2
Brooklyn	21.4	0.5	21.9
Queens	11.3	0.4	11.7
Bronx	8.9	0.3	9.2
Manhattan	8.5	0.6	9.1
Richmond	1.2	*	1.3
SUBURBS	44.7	2.1	46.8
Westchester	7.8	0.2	8.0
Essex	7.4	0.3	7.7
Nassau	6.9	0.2	7.1
Bergen	4.7	0.1	4.8
Hudson	4.6	0.3	4.9
Union	4.3	0.2	4.4
Passaic	2.6	0.1	2.7
Middlesex	1.8	0.2	2.0
Monmouth	1.7	*	1.7
Morris	0.9	*	1.0
Suffolk	0.6	*	0.6
Somerset	0.6	0.1	0.7
Fairfield	0.4	*	0.4
Ocean	0.2	*	0.2
Rockland	0.2	*	0.2
Mercer	*	*	0.1
Sussex	*	*	*
Putnam	*	*	*
Hunterdon	*	*	*
Orange	*	*	*
Warren	*	*	*

* Less Than .1 of 1 %

BREAKDOWN OF NYC HOME SETS ACCORDING TO INCOME LEVELS:

Economic Rating	No. of Sets	% of All Income Levels	
"A" (High)	2,123	12.5	26.5 %
"B" (Upper Middle)	2,378	14.0	
"C" (Middle)	10,196	60.1	
"D" (Lower Middle)	1,257	7.4	73.5 %
"E" (Poor)	1,007	6.0	

Telestatus

(*Continued from page 18*)

Noticeable drop in projection models occurred during the month.

Sharp increases in TV output are expected every month this year, with the skyward trend scheduled to hold for several years, at least. With some 250 stations likely to be on the air by 1950, the number of receiving sets in the hands of the public is expected to be from 2,500,000 to 3,000,000 at the very least.

Manufacturers are quite aware of these predictions, and are planning accordingly. Just a few weeks ago RCA announced that it was putting up a new cathode tube plant at Lancaster, Pa., which will double production of the big viewing tubes.

These tubes still provide a television bottleneck, since they must be carefully made and are a costly, custom-built item in an era of mass production. As in all new arts, manufacturers are learning how to turn out cathode tubes in quantity. RCA's new tube building is to be completed by midsummer, indicating that a constantly increasing public demand for TV receivers is anticipated by the company responsible for much of television's progress.

Moreover, manufacturers are starting to produce lower-priced models. Already several types are available under $200 retail, though they employ the small 7-inch tubes. RCA is understood to be getting a big 16-inch tube ready for large-scale production, which eventually is expected to bring into a lower price range the sets equipped with the popular 10-inch tubes.

YOU MIGHT RACE AN AUTO AT 403 M.P.H.*—



BUT . . . YOU COULDN'T SMASH THROUGH THE RADIO WALL AROUND WESTERN MICHIGAN!

No matter how much power you use from outside Western Michigan, you won't really reach this rich area. Why? Because the district is surrounded by a wall of fading that outside stations *just can't penetrate with any degree of dependability.*

By using WKZO in Kalamazoo and WJEF in Grand Rapids, you'll get your message across to more people in Western Michigan than *any* other station or combination of stations in the area can reach. The figures from the latest Hooper Report prove it.

Mondays through Fridays, from 12:00 Noon to 6:00 p.m., for instance, WKZO shows a 55.2 Share of Audience—36.5 above its best competition. WJEF shows 26.7—4.5 above its best competition. The combination is *invincible*, and at bargain rates. (Hooper Report of Jan.-Feb., 1948.)

For further facts and figures, write us, or ask Avery-Knodel, Inc.

* *John R. Cobb was timed at 403.135 m.p.h. in a run at Bonneville, Utah, September 16, 1947.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



MOST EFFECTIVE PROGRAMS

another reason why CPN

is the West's **COMPLETE**

Regional Network

COMPLETE IN COVERAGE, PROGRAM PRODUCTION, PROGRAM PROMOTION,

Just ask any Columbia Pacific Network advertiser

Here's selling power...

A Columbia Pacific audience participation show brought 111,352 product labels (and 111,352 twenty-five cent pieces) for a miniature ball point pen advertised by one of the sponsors only 18 times.

Here's low cost...

A Columbia Pacific Network sponsor of a news program gets listeners for 57c per thousand for time . . . 53.7% less than the average cost per thousand for time on all regional network news programs.

Such success does not merely happen. It is *made* to happen by the sixty-one people in CPN's program department... people with more creating, writing and directing skills than any other regional network on the Coast.

Our job is to create the most effective programs and the most effective advertising in the West. So when you think of the Coast... and want the Coast to think of you... think first of Columbia Pacific.

Represented by
RADIO SALES,
Radio Stations
Representative, CBS;
New York, Chicago,
Los Angeles, Detroit,
San Francisco,
and Memphis

Columbia Pacific Network

The West's Complete Regional Network

NEWS REPORTING, ENGINEERING, MUSIC AND SOUND, STUDIO FACILITIES

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S

No. 1 Salesman is

50,000 WATTS 680 Kc.

WPTF NBC AFFILIATE

RALEIGH, North Carolina

National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 34, No. 20 WASHINGTON, D. C., MAY 17, 1948 $7.00 A YEAR—25c A COPY

CODE COMES TO L. A.

Tops NAB Management Agenda

By J. FRANK BEATTY

TOP-LEVEL industry executives—nearly a thousand of them—met in Los Angeles over the weekend to face an array of top-level problems, headed by the Standards of Practice.

Meeting for the first time at an NAB Management Conference, they will chart the immediate future of scheduled broadcasting. Sessions, Monday and Tuesday at the Biltmore Hotel, feature the annual NAB convention week proceedings.

An agenda loaded with dollar-mark topics includes the code, along with labor relations, critical soaring of station operating costs, and the pressure of intra-industry and inter-media competition.

These down-to-earth operating questions will vie for delegate attention with pressing legislative-regulatory problems. In the background of the agenda, but well in the foreground of delegate discussion, is the impact of the delicate international situation on broadcast management.

Technical questions will come before the Engineering Conference to be held Thursday and Friday.

Hotel facilities for the 1948 convention appeared well in hand at the weekend, contrasted to the chaos at Atlantic City last September. Main problem is the normal Los Angeles matter of getting from one place to another in the vast city area.

Reservations started picking up early last week, reaching 800 by Wednesday, according to C. E. Arney Jr., NAB's convention manager. Removal of danger of a pre-convention rail strike had little effect other than juggling of space among rail and plane facilities by delegates, he said.

Mr. Arney predicted that possibly 1,200 would be registered by Monday morning when the convention gets underway. Registration at the Engineering Conference had long since passed the 200 mark,



Judge MILLER

with indications it might reach 300 by Thursday when the two-day technical session gets underway.

Top topic among broadcasters on convention eve is the Standards of Practice, as was the case last September at Atlantic City. Since that convention the code has gone through four revision processes.

It comes to the Los Angeles convention in abbreviated and dehydrated form, though still a tough document calling for serious revamping of practices at many stations (text of code published in BROADCASTING, May 10).

Best pre-convention guess was that the code may be submitted to the NAB membership for a mail referendum vote after the convention, though there is a chance the new Creed may receive immediate industry and board approval.

Facing the board is a petition already signed by some 300 members calling for a referendum vote on removal of the board's code-writing powers from the By-Laws. Though the board is not obligated to act on the petition during this convention, according to an informal interpretation of the By-Laws, it is thought the expression of industry sentiment will get serious study Wednesday when the new board meets. The old board's last meeting was scheduled Saturday, with new members-elect as guests.

Actually the board can ignore the code petition, instigated by Edward Breen, KVFD-KFMY Fort Dodge, Ia., director-elect for small stations, until its late summer meeting, it is believed.

BROADCASTING Headquarters

HEADQUARTERS for BROADCASTING'S staff during the NAB Convention will be connecting rooms 2235, 2236 and 2237, Biltmore Hotel.

Board action will depend to a considerable extent on debate during the Monday afternoon code discussion. Since a number of indignant and vocal members are planning to enter the code arena with heavy ammunition, repetition of the Atlantic City battle royal would not be surprising.

On the other hand, many of the

(*Continued on page 41*)

PROBE FIREWORKS

Tobey, Capehart Clash

By JOE SITRICK & RUFUS CRATER

BITTER CLASH between Sen. Charles W. Tobey (R-N.H.), acting chairman of the Senate Interstate Commerce Committee, and Committee Member Homer E. Capehart (R-Ind.) broke into the open last Thursday in what was to have been the final session of the committee's FM and television probe.

The hearing, devoted largely to re-airing FM Inventor Edwin H. Armstrong's charges that RCA and FCC impeded FM, was carried over to an as yet unnamed date after Sen. Capehart precipitated an acrimonious dispute with his charge that Sen. Tobey "has already made up his mind that RCA is wrong and the other side is 100% lily-white."

The session is slated to resume "one afternoon" this week to permit Paul A. deMars, Washington consulting radio engineer, to complete the statement he was making when the Tobey-Capehart battle developed. Sen. Tobey, who instituted the investigation single-handedly at the end of the Johnson clear-channel bill hearings [BROADCASTING, April 26], said that would be "all for the present" but promised more for the future.

The disagreements between the New Hampshire and Indiana Senators had smouldered throughout the day-and-a-half hearing, but flared Thursday afternoon, with Sen. Albert W. Hawkes (R-N.J.) also taking some part on Sen. Capehart's side.

Sen. Tobey told his Indiana colleague that he had not known Prof. Armstrong eight or ten years ago but that he had since found that he is "clear white and has a pure soul." He contended "the record of the other side is not that way," and declared that "when you see Sarnoff [Brig. Gen. David Sarnoff, RCA president and board chairman], coaching witnesses, it's a sordid picture and a rotten mess."

The hearing produced an early test of strength in which Acting Chairman Tobey failed to muster a majority of his colleagues in support of his argument that the hear-

(*Continued on page 46*)



Sen. Tobey at the hearings →

1948 Advertisers By Product Groups
. . . Page 54-G

Convention, Code, Conscience & Conflict . . . . AN EDITORIAL

EIGHT MONTHS ago the nation's broadcasters met in Atlantic City in annual convention. The all-consuming issue was Standards of Practice, or the code, if you use its nick-name.

Today, as the NAB meets in Los Angeles, the burning topic is still the code.

It shouldn't be.

It shouldn't be because:

Standards are the necessary first step toward voluntary self-regulation.

Self-regulation is the necessary first step toward retrieving for radio its full freedom, i. e., removing the Government from the forbidden field of program control.

To remove the FCC from program control now entails remedial legislation. You can't get legislation until radio affirmatively roots out program ad commercial abuses.

We doubt whether there is a single broadcaster in the land who doesn't recognize the validity of these arguments. The proposed code has undergone four revisions. More changes will come at the convention. And there will be changes that will become manifest as the radio art progresses. That's because radio cannot and does not remain static. Television alone introduces a host of problems.

So the code comes up Monday afternoon. There will be volcanic discussion. There should be. But there should be no procrastination. This time the barn should be locked while the horse is inside.

NAB President Justin Miller will have a story to tell. Since the Atlantic City convention he has been on the firing line before Congress and the FCC, on the White Bill and the editorializing (Mayflower) proceeding. Both presentations boil down to the same issue, because there is but one issue: Radio's right to be free. At the Senate hearing, Judge Miller was subjected to a brand of inquisition that made broadcasters' blood boil. He stood his ground against legislation which he insisted would have the effect of legalizing the Blue Book, with its implications of program censorship.

Judge Miller was a warrior without a lance. His learned dissertation on the Constitution and the Bill of Rights and his inspired quest for full freedom for radio fell upon too many deaf ears. He was not armed with an affirmative showing that broadcasters were helping themselves. Senators wondered why radio had not put its own best foot forward. They knew only of the harangues against too much commercialism, higher rates for political time, whodunits and soap operas. The do-gooders had gotten in their licks.

There had been criticism in certain quarters about NAB affairs. There's talk of too much paper work, too much service for the newcomers with the older established stations paying the freight, over-organization and whatnot. Some of this criticism may be justified. NAB functions for its membership and the top-level members at this first Management Conference can call the shots.

Judge Miller was given one big job. That was and is the Herculean task of preventing Government from impinging upon radio's freedom. It's up to the broadcasters to give to Judge Miller—or to whomever this assignment is delegated—the primary ingredient which can make that possible. It would be a miracle if the job could be achieved without this ingredient.

So let's have uninhibited discussion of the code. But let's get out a code.

And then let's get on with the broadcasters' business.

The world situation is frightening. A single overt act, or a wild shot, might touch off hostilities. Defense plants are working again. Soon it will be overtime. Government agencies are taking on people and more people. The Washington atmosphere is reminiscent of 1939 and 1940.

The electronics and communications arts and industries are in their greatest periods of expansion. It doesn't take a long memory to recall the solid freeze on broadcasting equipment of World War II. There are quiet assurances that nothing approaching a freeze is in sight. Whose assurances?

The truth is the whole picture can change next week or next month. The political complexion, irrespective of who wins in November, will undergo sweeping revision next January. Now isn't the time to invoke restrictions. It's a campaign year.

Before the last war there were secret plans for the military to take over all radio, on security grounds. They were nipped—to the everlasting credit of certain Washington-fronters. And a plan for a high-powered Government network, which was half-sold to President Roosevelt, went by the boards too, thanks to saner heads.

These are matters to be explored at Los Angeles. Plans should be made to alert radio and to condition it for any national emergency. There's actually an emergency now, but we don't call it by that name.

These matters cannot be dealt with if the convention is to be thrown into another tailspin over a code.

Radio, as the newest (and most potent) of the mass media, looks to precedent in older media for guidance. It behooves us to reflect upon what has happened in the motion picture industry. About 30 years ago it was bedevilled with an internal fight over a code. It became stymied. It did nothing.

As you delegates to this NAB convention make the Hollywood rounds, observe what goes on in the front office of the film studios, where the policies are made. You'll find, we suspect, that the greatest concern is over what we in radio would call continuity acceptance. There are state boards of review to be considered. A national board, too. There are legions of decency and other unofficial groups in the do-gooder category. And those boards have what we might call "program standards" which the movies must observe.

We call it censorship.

Eric Johnston, president of the Motion Picture Assn., will tell you, we believe, that these boards exist because the movies didn't get around to promulgation of their own standards of practice until it was too late.

MANAGEMENT CONFERENCE AGENDA

Engineering Conference Agenda, page 47

MONDAY

10 a.m.—Call to Order, Howard Lane, WJJD Chicago, Chairman, NAB Board Convention Committee. Greetings from host, Southern California Broadcasters Assn., President William J. Beaton, KWKW Pasadena.

10:02 a.m.—Greetings, William B. Ryan, General Manager, KFI Los Angeles, NAB 16th District Director.

10:05 a.m.—Greetings from Los Angeles, Mayor Fletcher Bowron.

10:15 a.m.—"Radio Broadcasting—A Profession," Justin Miller, NAB President.

10:45 a.m.—"NAB—Your Association," A. D. Willard Jr., NAB Executive Vice President.

11 a.m. — "Controlling Labor Costs," Richard P. Doherty, NAB Director, Employe-Employer Relations. Panel, "Unscrambling the Labor Jig Saw Puzzle." Mr. Doherty, moderator; Joseph A. McDonald, ABC Vice President and General Attorney; William D. Pabst, General Manager, KFRC San Francisco; Arthur F. Harre, General Manager, WJJD Chicago. Discussion.

LUNCHEON

12:30 p.m.—"Democracy's Newest Weapon," Charles G. Mortimer Jr., Vice President, General Foods Corp. and Chairman of the Board, Advertising Council.

AFTERNOON SESSION

2 p.m.—NAB's All-Radio Presentation: Eugene S. Thomas, General Manager of WOR New York and Chairman, NAB Sales Managers Executive Committee; Gordon Gray, General Manager of WIP Philadelphia and General Chairman of All-Radio Presentation Committee; Victor M. Ratner, CBS Vice President in Charge of Advertising.

2:30 p.m.—Proposed Standards of Practice, Judge Miller presiding, with members of Board Committee; Harold E. Fellows, General Manager, WEEI Boston; John F. Meagher, General Manager, KYSM Mankato, Minn.; and Harold Fair, Director, NAB Program Dept.

5:00 p.m.—Recess.

TUESDAY

10 a.m.—Call to Order, President Miller. Carl Burkland, CBS Manager of Radio Sales and Chairman, NAB Research Committee, presiding. "Facts for the Future—The Broadcaster's Stake," Dr. Kenneth H. Baker, NAB Director of Research.

10:30 a.m.—"The How Many and Where of Audience Research," Hugh M. Feltis, President, BMB.

10:40 a.m.—"Your Stake in BMI's Future," Carl Haverlin, President, BMI. "Harmony or Discord," ASCAP discussion, Theodore C. Streibert, President, WOR New York and Chairman, NAB Music Advisory Committee.

LUNCHEON

12:30 p.m.—Wayne Coy, Chairman, FCC.

AFTERNOON SESSION

2 p.m.—"Broadcasting-Horizons Unlimited," President Miller presiding.
Panel on Outlook for AM, FM, TV, Facsimile: Mark Woods, President, ABC; Frank Stanton, President, CBS; Lewis Allen Weiss, Chairman of Board, MBS, and Vice President and General Manager, Don Lee Broadcasting System; Roger W. Clipp, General Manager, WFIL Philadelphia; Noran E. Kersta, NBC Director of Television Operations; Clair R. McCollough, President, WGAL Lancaster, Pa.; Everett L. Dillard, President, WASH (FM) Washington; H. L. Hoffman, President, Hoffman Radio Corp., and Member of Board, Radio Manufacturers Assn.; Frederic R. Gamble, President, AAAA.

4 p.m.—NAB Business Meeting.
Report of Resolutions Committee.

8:30 p.m.—Annual Banquet.



Drawn for BROADCASTING by Sid Hix

"Gentlemen, now that we're all together at last. . . ."



Mr. WEISS Mr. STANTON Mr. KERSTA Mr. McCOLLOUGH Mr. DILLARD

. . . Participants in "Horizon Unlimited" Panel Tuesday

Code to L. A.

(Continued from page 39)

code clauses that drew heaviest fire last September have been cut out of the current version. For example, changes in the commercial time limits and dropping of the ban on religious program offers are certain to temper criticism.

Heavy opposition is expected once more from independents despite the changes since last September. Many of the Southern California operators are known to be violent opponents of some code provisions.

The overall picture of industry progress and problems will be offered by President Justin Miller in his Monday morning keynote address following the call to order by Howard Lane, WJJD Chicago, chairman of the NAB board's special convention planning committee and greetings by William J. Beaton, KWKW Pasadena, president of Southern California Broadcasters Assn. Presiding will be William B. Ryan, KFI Los Angeles, retiring director for District 16.

Speaking under the title "Radio Broadcasting — A Profession," Judge Miller is expected to review developments in radio regulation along with legislative activities.

Progress in association efforts to insure freedom of speech for broadcasters, including events in the Mayflower proceedings, are slated for detailed discussion by Judge Miller. The effect of international relations and possibility of a world crisis are likely to come in for attention.

An ardent advocate of self-regulation, the association president is expected to analyze the whole Standards of Practice question. At Atlantic City last fall he gave an exhaustive account of the code history and problems, and then presided at the heated floor discussions.

Just a fortnight ago—April 30 to be specific—Judge Miller personally went over the proposed standards word for word. As chairman of a board-authorized restyling committee he rewrote the Foreword and Creed into a single Creed and made a number of important changes in code provisions.

Judge Miller has insisted all along that the industry must be given every chance to reach a satisfactory and workable solution to the code problem. He has insisted that all code opponents get a hearing.

Should delegates get all their code sentiments off their chests by 5 p.m. Monday when a recess is scheduled, the decision will be up to the board at its Wednesday meeting. But should one afternoon be inadequate, as was the case at Atlantic City, the possibility of a Monday evening session arises or even an unscheduled session Wednesday morning.

The board is scheduled to meet Wednesday morning, but concurrent discussion of the code could be handled if necessary. This procedure would be strictly of an emergency nature, of course.

Following Judge Miller Monday morning will be A. D. Willard Jr., NAB executive vice president, who will discuss "Dollars and Sense." Taking the practical, station manager's perspective, Mr. Willard will base his talk on two immediate problems—control of station costs and means of increasing revenues.

He will review NAB's efforts along these lines and explain activities planned during the coming months, using the premise that if radio is to be free and useful as an instrument of democracy

(Continued on page 50)



Mayor Bowron

OFFICE OF THE MAYOR
CITY HALL
LOS ANGELES 12, CALIFORNIA

April 30, 1948

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Magazine
870 National Press Building
Washington, D. C.

Dear Mr. Taishoff:

Los Angeles is looking forward with pleasure to playing host to the 1948 convention of the National Association of Broadcasters the week of May 16.

Having first-hand knowledge and appreciation of the workings, the value and influence of radio broadcasting, we are always glad to meet and greet those who make the great American radio industry tick.

It is significant that the Association has chosen Los Angeles, a key city in radio for its convention. Our standard stations have helped to blaze the trail in radio with pioneering effort that has enabled the industry to make the noteworthy strides which, in turn, have brought about its fabulous growth. This cycle now seems to be repeating itself in behalf of television and frequency modulation. Not only that, but that part of Los Angeles known to the world as Hollywood is now the focal point of long-range broadcasting, the center of network program activities for the entire country and as much of the world as will listen to free speech in the democratic tradition and those of any nationality or race whose prejudices and habits do not deny them the freedom of flicking the dial as they choose in response to the universal appeal of music.

I should like to take this opportunity, as chief executive of Los Angeles, to congratulate Broadcasting on its special edition dedicated to the twenty-sixth annual convention of the National Association of Broadcasters. Your magazine has kept pace with the expansion of radio, gaining an outstanding position among radio trade journals.

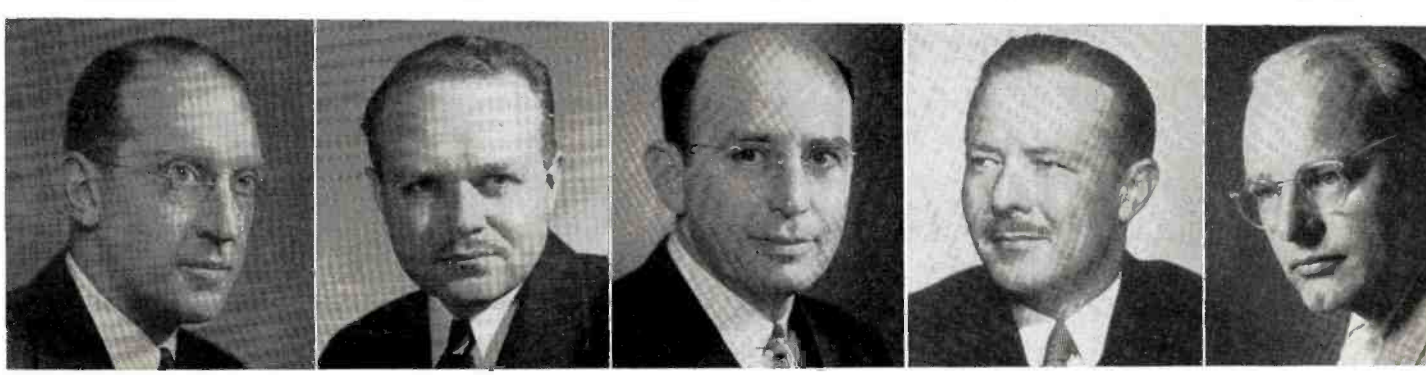
Very truly yours,

FB:P

MAYOR

. . . Participants in "Horizon Unlimited" Panel Tuesday

Mr. GAMBLE Mr. CLIPP Mr. MORTIMER Mr. WOODS Mr. HOFFMAN



FCC VACANCY

West Wants Jansen or Reilly



Mr. Reilly



Mr. Jansen

THE WEST is pressing hard for the upcoming vacancy on the FCC to be created by the retirement of Comr. Clifford J. Durr, Alabama Democratic left winger, but the South could be in the driver's seat as far as the administration is concerned.

Two well-known western figures —both of whom qualify from the "practical broadcaster" standpoint —have been strongly endorsed at the White House. They are Edward J. Jansen, general manager and part owner of KRAM Las Vegas, Nev., and John A. Reilly, former manager of KOY Phoenix, and ex-Army major.

No inkling has come from the White House as to President Truman's predilections other than that if a qualified Southerner can be found, he might be given preference on the geographical count, if none other. It is believed the administration would not be adverse to placating the South, because of the civil rights issue and because an FCC post is regarded as a patronage plum. The West already is represented by Comr. Rosel H. Hyde (R-Idaho), it is pointed out. Vice-chairman Paul A. Walker is an Oklahoma Democrat.

Mr. Jansen's candidacy first was espoused by Sen. Pat McCarran, Nevada Democrat, who wrote the President May 4 urging his appointment as "an actual broadcaster" who has been in radio since 1929. Sen. Sheridan Downey (D-Calif.) promptly seconded the endorsement, as did Sen. George W. Malone (R-Nev.). Sen. Harry P. Cain (R-Wash.) also is understood to have urged his appointment.

Maj. Reilly, now in public relations in Phoenix, was urged for the vacancy by Sen. Ernest W. McFarland (D-Ariz.) when he called on President Truman 10 days ago. Maj. Reilly, it is understood was asked whether he would be available for the post, if proffered, but was given to understand that the inquiry was not tantamount to an offer of nomination.

Meanwhile, FCC Chairman Wayne Coy flatly denied a published report that he had been offered a high Democratic party post—inferentially that of executive director of the Democratic committee in succession to Gael Sullivan who recently resigned—when he called on the President a fortnight ago. He declined to discuss the subject of the White House conversations, but speculation centered upon the impending Durr vacancy.

Maj. Reilly, in his fifties, is a veteran of both World Wars. He was director of special events of both the New York and Chicago Fairs before joining KOY. He has been a close friend of Senator McFarland for many years, it is understood.

The name of Brig. Gen. Telford Taylor, chief prosecutor at the Nazi war trials, now in the United States, automatically figures in

(*Continued on page 138*)

AD COUNCIL MESSAGE TO NAB

By CHARLES G. MORTIMER Jr.

Chairman, The Advertising Council Inc.

TONIGHT, and tomorrow night, tomorrow morning and the next afternoon American radio's most valuable and effective programs and time periods will contain material enlisting public action to help solve some critical problem.

When someone inquires what broadcasting is doing about a public service project, we at The Advertising Council can name names and give dates and programs . . . we know, because The Council arranges for these messages every day and every week and every month of the year.

That's one big reason why we are so proud of The Council, and of The Council's radio operation, which so many people in radio help to make possible.

Since its inception, The Advertising Council has been dedicated to the proposition that "What Helps the Nation, Helps Business." And we never let up in our job of trying to sharpen the understanding of The Council and telling why we believe that in the last five years American Democracy has gained a revolutionary new instrument of great power—public service advertising.



Mr. MORTIMER

During the past five years, the broad information facilities available to The Council have been devoted to the task of helping solve some of our most serious national problems—problems which simply would not yield unless the cooperation of the American people was secured.

Now virtually every private, non-profit organization in the country, along with every department of government, has discovered that in the mechanism called advertising, as developed and used by a free American business, there exists today the greatest single force for informing and activating public opinion the world has ever seen. In consequence, the responsibility of selecting the most urgent, deserving and non-partisan projects from among the mass of appeals for help has become both difficult and demanding. It is at this point that The Advertising Council takes on a role which is not quite as well understood as some of its other performances.

For obvious reasons, radio and radio advertisers are considered fair game for doers of good whose name is legion. Hardly a day goes by that every network advertiser doesn't get from two to a dozen letters demanding free time on their programs to plug

(*Continued on page 146*)

Sharing of Antenna Authorized by FCC

One Licensee Held Responsible For Maintaining Structure

FCC last week ordered into effect its proposal to permit the sharing of an antenna or antenna structure by different licensees, provided that one licensee assumes "complete responsibility" for maintaining, painting and illuminating the structure [BROADCASTING, March 15]. The new rule is effective June 21.

In what the stations believed was the first arrangement to take advantage of the change, WQQW Washington and WFAX Falls Church, Va., announced plans for common use of WQQW's AM tower at Falls Church.

Prerequisites to an authorization for common use of antenna structures, FCC stipulated, are (1) "submission of complete verified engineering data showing that satisfactory operation of each station will be obtained without adversely affecting the operation of the other station," and (2) "compliance with [FCC Rules] with respect to the minimum antenna height or field intensity for each standard broadcast station concerned."

Seeks Senate Seat

REP. LYNDON B. JOHNSON, of Johnson City, Tex., last Wednesday announced he was a candidate for the U. S. Senate Democratic nomination, running against Senator W. Lee O'Daniel, incumbent. Mrs. Johnson is president and principal owner of KTBC Austin, Tex.

WGST ATLANTA GOES TO MBS IN AUTUMN

WGST Atlanta is scheduled to switch affiliation from CBS to MBS Sept. 25, Mutual announced last week. At the same time CBS will replace WGST with WAGA, former ABC affiliate [CLOSED CIRCUIT, May 10]. WAGA relinquished its ABC affiliation last December.

The WGST change culminated drawn-out negotiations and legal proceedings in which violation of FCC network regulations had been charged. WAGA is owned by the George B. Storer interests.

NBC outlet in Atlanta is WSB, *Atlanta Journal* station and one of the J. M. Cox Jr. group. ABC outlet in Atlanta is WCON, owned by the *Atlanta Constitution*. WATL has been the MBS outlet in Atlanta. It becomes an independent.

Lamb Files $500,000 Suit Against Rival Newspaper

EDWARD LAMB, attorney and station owner whose FCC grants have been under Congressional fire [BROADCASTING, May 10], has filed a $500,000 libel suit against the *Erie* (Pa.) *Times* on grounds that the paper called him a Communist in its stories and headlines.

The suit claims that "the malicious libel uttered by the defendants was instigated for the purpose of harming Attorney Lamb in his professional, business and social activities . . . and was published with the hope of harming the competitive position of the *Erie Dispatch*," of which Mr. Lamb is president.

Earlier, Rep. F. Edward Hebert (D-La.), a member of the House Un-American Activities Committee, promised an "expose" of FCC's action in granting five permits to Mr. Lamb.

MULLEN LEAVES NBC

Network Top Echelon Revamped

WITH THE resignation of Frank E. Mullen as executive vice president of NBC, to assume the presidency of the G. A. (Dick) Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles), formally announced last Thursday, NBC President Niles Trammell has effected a reorganization of the top echleon of the network. A battery of administrative vice presidents will conduct day-to-day operations [Closed Circuit, May 10]. Mr. Trammell himself, in effect resumes general management.

Sidney N. Strotz, West Coast vice president, effective with Mr. Mullen's departure July 1, becomes administrative vice president with primary duties in television. In that respect he will take over the major functions of Mr. Mullen's office. Mr. Strotz will divide his time between Hollywood and New York, according to Mr. Trammell. NBC expects Hollywood to develop as an important video center, Mr. Trammell said.

John H. MacDonald, one of the first three administrative vice presidents to be appointed by NBC some time ago was put in charge of operations and finance. Many of the operational responsibilities to be assumed by Mr. MacDonald were those vested in Mr. Mullen.

Charles P. Hammond, vice president who has been executive assistant to Mr. Mullen, was made assistant to Mr. Trammell. NBC's advertising and promotion, research, information and guest relations departments will report to Mr. Hammond.

Noran E. Kersta, who has been director of the television department, was appointed executive assistant to Mr. Strotz, and Carleton Smith, until now manager of the television department, will become director of television operations. Norman Blackburn, national television program manager, reports to Mr. Smith.

Mr. Mullen, second in command



Mr. MULLEN



Mr. RICHARDS

at NBC since 1940 and a veteran of 25 years in the RCA-NBC organization, will take over active direction of the three Richards stations. He will headquarter in Los Angeles. While terms of the agreement were not disclosed, it is understood the contract is for five years at a six-figure stipend and with participating interest in the three operating companies.

Conversations with Mr. Mullen had been in progress in New York for a fortnight prior to the disclosure in BROADCASTING that the presidency had been offered him. The actual agreement, however, had not been reached until Saturday, May 8, after the May 10 issue had gone to press. Mr. Richards has been in frail health for several years. His family and his physicians have urged him to retire from active direction of the properties.

Mr. Mullen has been one of radio's top policy figures since he became chief aide to President Trammell in 1940. He has spearheaded NBC's highly successful postwar television program. Mr. Richards, under the revised alignment, becomes chairman of the board of his properties and will continue to reside in Los Angeles.

Friends and associates represented Mr. Richards as feeling that the rigors of expansion of operations, including television, would be too severe for him and that he was desirous of finding "the best man in radio" to head his operations.

Under the new NBC alignment Mr. Strotz will flank three administrative vice presidents who have held office since August, 1947. These are Harry C. Kopf, in charge of sales; Ken R. Dyke, in charge of programs, and Mr. MacDonald. Charles R. Denny, vice president and general counsel, and former FCC chairman, also sits on the policy level.

Mr. Trammell announced that the executive changes in no way

(*Continued on page 124*)

Capital News Service Offered to CBS Stations

A SPECIAL CBS Washington news service for affiliates was announced May 13 by Herbert V. Akerberg, network vice president in charge of station relations. These services will be offered CBS affiliates on a regular or one-shot basis: Recorded weekly 15-minute interviews with members of Congress or government officials from area of individual station; query service on selected news events; recorded dubbings of special shows not broadcast on the network.

The new project is supervised by Theodore F. Koop, Washington director of CBS news.

STATION SALES

Over 2½ Millions Are Involved

STATION SALES aggregating more than two and a half million dollars were approved by FCC last week.

Actions included $1,200,000 puchase of WSYR and WSYR-FM Syracuse by Publisher S. I. Newhouse from the Harry C. Wilder interests and $875,000 sale of KXYZ Houston, Tex., by M. Tilford Jones and associates to Glenn H. McCarthy, oil financier.

Other major transfers approved were: Sale of WALB Albany, Ga., for $150,069 to James H. Gray, editor of the *Albany Herald;* purchase of KWHK Hutchinson, Kan., from James E. Murray for $120,000 by Manager Vern Minor and Engineer Kenneth W. McCrum and associates; and consolidation of KGAK Gallup, KTRC Santa Fe and KOAT Albuquerque, all New Mexico, with considerations totaling $144,800.

Comr. Clifford J. Durr voted for hearing in the WSYR and KXYZ transfers.

The individual transactions receiving FCC approval were:

WSYR and WSYR-FM Syracuse, N. Y. Transfer of control over Central New York Broadcasting Corp., licensee. All 18,000 shares outstanding common and all 300 shares preferred stock are acquired for $1,200,000 by Radio Projects Inc., headed by S. I. Newhouse, New Jersey and New York publisher and chief owner of the Syracuse Herald-Journal and Post-Standard. Mr. Newhouse and his immediate family own Radio Projects. Of the Central New York common stock, 15,000 shares have been owned by Harry C. Wilder, president and general manager of WSYR since 1932; his wife, Isabelle H. Wilder, and his father, Mark S. Wilder. Remaining 3,000 shares have been held by 12 WSYR staff members. WSYR is 5 kw fulltime, 570 kc, and is an NBC basic affiliate.

★

KXYZ Houston, Tex. Transfer of control of Harris County Broadcast Co., licensee. For $875,000 consideration, Glenn H. McCarthy, multimillionaire oil man and real estate owner, acquires full interest from: H. Tilford Jones, 88% owner; Audrey Jones Beck, 5%; Reese H. Reinecker, 1.5%; William A. Bennett, 1.5%; Earl R. Scholton, 1.3%; Gerald R. Chinski, 1.3% and W. W. Moore, 1%. Mr. McCarthy, who plans to move KXYZ into his new $12,000,000 Shamrock Hotel now under construction, buys station in name of Shamrock Broadcasting Co., owned by himself and family. New operation to include television. KXYZ, ABC outlet, is 5 kw fulltime on 1320 kc. Deal was handled by Blackburn-Hamilton Co.

WALB Albany, Ga. Transfer of control of Herald Pub. Co., licensee. James H. Gray, editor of the Herald Pub. Co.'s Albany Herald, acquires 79.353% for $233,995.50 with $150,069 of that representing the WALB price. Mr. Gray had been acquiring interest over a period of time from December 1946 with a 51.44% share being bought for $135,000 from Henry T. McIntosh and his wife. Mr. Gray succeeded Mr. McIntosh as president, the latter becoming editor emeritus. WALB is 1 kw fulltime, 1590 kc, and is an MBS affiliate.

KWHK Hutchinson, Kan. Assignment of license from James E. Murray to KWHK Broadcasting Co. Mr. Murray, sole owner, for $120,000 sells to new firm composed of the following: C. L. Burt, local contractor, director and 25% owner; R. L. Evans, farmer, president 25%; Vern Minor, station manager, secretary-treasurer 12.5%; Kenneth W. McCrum, station engineer, director 12.5%; Frank Fee, vice president 12.5%, and John K. Richard, director 12.5%. A Keystone affiliate, KWHK is assigned 1 kw daytime on 1190 kc.

WFRS (FM) Grand Rapids, Mich. Reorganization of Grand Rapids Broadcasting Corp., permittee, whereby control passes from present nine owners to new enlarged group of stockholders Reshuffle necessitated by failure o certain subscribers to take their stock and partial dispositions of holding by others. Nine original owners are Gordon A. Thorpe, president; Robert Y. Pelgrift, vice president; Morton G. Mack, secretary-treasurer, and Di rectors James W. Riddlesperger, Harr D. Donahey, Robert L. Epstein, Richar K. MacCatherine, A. James Ebel an F. Leo Dias. All hold 12% each excep Mr. Dias, who holds 4%. All drop ou except the following who realign thei holdings: Mr. Riddlesperger, 6%; M Epstein, 11%; Mr. Ebel, 10%, and M Dias and his wife, 6%. Some 16 ne stockholders enter firm, paying tota of $30,300 for new holdings.

KGAK Gallup, KTRC Santa Fe an KOAT Albuquerque, N. M. Consolida tion of ownership. Albert E. Buck an Merle H. Tucker, co-partners doin business as Gallup Broadcasting Co assign KGAK license for $50,000 t Rio Grande Broadcasting Co., license of KOAT in which they are part owner New Mexico Pub. Co., owned by Fran C. Rand Jr., assigns license of KTR Santa Fe to Rio Grande, in which h also is part owner, for $75,000. M Buck, president and 66-1/3% owne (398 shares) of Rio Grande, sells 19 shares in that firm for $19,800 to M Tucker, vice president, so that the thre individuals will hold equal interest Mr. Rand is secretary treasurer Rio Grande. At the same time R Grande issued to each of the thre stockholders 167 new shares at $1 per share. KGAK is assigned 250 fulltime on 1230 kc; KTRC 250 w un limited on 1400 kc, and KOAT 2 w fulltime on 1450 kc. All three a ABC affiliates.

WSKI Montpelier, Vt. Assignmen of license from partnership to ne corporation of same name, Montpelie Barre Broadcasting Co. Co-partne Bernard M. Jackobsen and Carl Taylor become president and vice pres dent respectively, and 36.8% own each, of new corporation. Remainin interest is held by Christian Lead Pub. Co., Jersey City, N. J., non-pro religious publisher. Secretary of ne firm is Fletcher Plumley, attorne Partnership turns over assets of $26,1 with corporation assuming liabiliti of $16,169 and issuing 1,400 shar (73.6%) of 2,000 shares, $10 par, former partners. WSKI has 250 w ful time on 1450 kc.

PARAMOUNT—DuMONT

Movie Firm Denies Control of TV

By LARRY CHRISTOPHER

PARAMOUNT PICTURES Inc. neither controls nor has any part in the day-to-day operations of Allen B. Du Mont Labs. Inc., FCC was told last week at a further inquiry by the Commission into the movie firm's multiple television interests.

In fact, Paul Raibourn, Paramount vice president in charge of television, testified his firm has been unable to dispose of its 29% holding in Du Mont because prospective purchasers have characterized the interest as of a non-control investment nature only. He said the asking price is in the neighborhood of $10,000,000 and talks have been going on for some nine months.

Last week's hearing, held Monday and Tuesday before FCC Hearing Examiner Jack P. Blume, involved a re-examination and further study of Paramount's interest in Du Mont and whether that interest constitutes control within meaning of the Commission's rules. FCC earlier had ruled the holding was control in its memorandum opinion and order granting a television permit to Television Productions Inc., a Paramount subsidiary, for KTLA Los Angeles [BROADCASTING, Dec. 3, 1946].

The session is part of an overall comparative hearing upon applications by Paramount subsidiary firms, Du Mont and a number of other interests to determine assignment of television permits in several cities across the country. Should FCC determine that Paramount does effect control over Du Mont the pending applications of these two firms would be dismissed from their respective hearings. Between them they now have five video authorizations, the limit allowed under Sec. 3.640 of FCC's rules.

Both Have Applications

Du Mont is licensee of WABD New York and permittee of WTTG Washington and WDTV Pittsburgh. Paramount, in addition to controlling KTLA, is 99% owner of Balaban & Katz Corp., licensee of WBKB Chicago.

Du Mont has applications pending for Cincinnati and Cleveland while Paramount has requests pending, through subsidiary interests, in Boston, Detroit and San Francisco. Paramount's Boston applicant is New England Theatres Inc., a 100%-owned subsidiary. In Detroit it is United Detroit Theatres Corp., 74% directly owned by Paramount with remainder owned by Balaban & Katz. Television Productions is the San Francisco applicant.

The other applicants competing include: Boston—Boston Metropolitan Television Co., New England Television Co., Massachusetts Broadcasting Corp. (WCOP), Cherry & Webb Broadcasting Co. (WPRO Providence, R. I.), CBS (WEEI), Matheson Radio Co. Inc. (WHDH), E. Anthony & Sons and Twentieth Century-Fox New England Corp.; Cleveland—The WGAR Broadcasting Co. (WGAR), United Broadcasting Co. (WHK), WJW Inc. (WJW), and Cleveland Broadcasting Co.; Detroit—WJR The Goodwill Station Inc. (WJR); San Francisco—S. H. Patterson (KSAN), KROW Inc. (KROW Oakland), Leland Holzer, CBS, Television California Inc. and Twentieth Century-Fox California Inc.

The Detroit hearing was held in mid-March. The San Francisco session is set to begin May 24 with Cleveland scheduled June 14 and Boston June 28. Any further hearing is expected to be postponed, however, in view of the Commission's proposed new allocation policy announced a fortnight ago [BROADCASTING, May 10] and which is to be considered in public hearing beginning June 14. Under changes proposed the two channels open in Boston would be cut to one while the two open facilities in Cleveland would be reduced to one.

No change is seen regarding Detroit's one open channel or Cincinnati's one open facility. On Thursday Don Lee Broadcasting Co. (KFRC) was taken out of the San Francisco consolidated hearing along with the facility it requested, leaving two channels open there. Don Lee's TV request was switched to the renewal proceeding on its AM and FM stations.

All of Monday's session and part of Tuesday was devoted to testimony by Mr. Raibourn with Tuesday afternoon featuring Dr. Allen B. Du Mont, founder and president of the television manufacturing and broadcasting firm. Mr. Raibourn is treasurer of Du Mont as well as Paramount vice president in charge of budget and planning, advertising and publicity. He is president of Television Productions and a director of Television Broadcasters Assn.

Asked by FCC Counsel John E. McCoy about Paramount's interest in Tri-States Meredith Broadcasting Co., purchaser of KSO Des Moines subject to FCC consent, Mr. Raibourn stated the firm is owned equally by Tri-States Theatre Corp. and Meredith Pub. Co. He indicated Paramount owns 50% beneficial interest in Tri-States Theatre with local management owning 50% management interest. Both Tri-States Meredith Broadcasting and KSO have video applications pending.

The Paramount television executive related that in 1937 and 1938 his firm became interested in video and undertook to study and experiment in the medium. He said he approached several large manufacturers, including RCA, General Electric, Farnsworth and "the telephone company" and learned that GE and Farnsworth had no equipment to sell. Mr. Raibourn continued that RCA and "the telephone company" had the equipment but "wouldn't let us have any."

Paramount, according to Mr. Raibourn, then sought an equipment source of its own and found Du Mont, chiefly making cathode oscillographs, willing to undertake mutually advantageous development of video. Under a basic agreement of July 1938 Du Mont sold Paramount part interest and secured financial support of its efforts.

Stock Issue Increased

Mr. Raibourn said Du Mont's 56,000 shares of common stock were increased to 56,000 shares of A and 56,000 shares B common issues at $1 par. Paramount acquired 3,000 shares of A stock and 14,000 shares B (100% B outstanding). During the next couple of years loans to Du Mont totaling some $73,000 were made and 42,000 shares more of B stock were acquired. In 1939 Paramount took $108,000 worth of 10-year 5% convertible notes of some $700,000-plus issued.

By May 1943 Paramount had sold all of the A stock it held but in June of that year it turned $25,000 of its convertible notes into 10,000 shares of new Class A stock and in July the remaining $83,000 in notes was converted into 33,200 more shares of new A stock. At the same time the 56,000 shares B stock (100%) held by Paramount was converted into 560,000 shares of B at 10c par. Thus the film firm is owner of 2.9% of the A issue and 100% of the B.

The Paramount representative testified that the total investment as of May 5 amounted to $164,000 but the stock's book value of that date was about $3-$4 per share with the market value at about $8,000,000, or $12-$13 per share.

Questioned if Paramount's $10,000,000 value was fair, Mr. Raibourn said Du Mont "has patents and developments which have not yet resulted in earning power and which are carried on the books at comparatively small values. This is a rapidly developing business.

In answer to a direct question Mr. Raibourn said that in his opinion Paramount would be willing to accept grants to its subsidiaries upon condition of disposal of the DuMont holding. He pointed out that the DuMont disposal matter has not been presented to the Paramount board as yet since it is still in the informal talk stage.

Mr. Raibourn said that Paramount has never applied in the same city with DuMont, as the policy of the film company has been to seek video where it has a large personnel group already in the amusement business. He indicated he didn't think he or Paramount had ever suggested a market or influenced a selection by DuMont

Paramount and DuMont have no joint training or research projects, Mr. Raibourn testified, and there is no inter-loan of personnel. The movie firm has nothing to do with DuMont's day-to-day operations and has never audited the DuMont books, he emphasized.

Du Mont Testifies

On Tuesday Dr. DuMont related the background of his firm's stations and applications. He said the market choices represented the pattern considered basic for establishing a national network. He offered a number of exhibits to support earlier Paramount presentations on stock and ownership matters. Dr. DuMont stated his firm gave no priority priviliges to Paramount on equipment purchases.

Dr. DuMont testified that the assets of DuMont Labs. on March 28 totaled $9,097,777, including a surplus of $6,107,449. He said current assets on that date were $6,732,688 and current liabilities were $2,468,770. He confirmed Mr. Raibourn's estimate that DuMont stock now has a market value of $13-$14 per share.

The DuMont president told the Commission there had been some minor talks with Paramount to buy out its holding at something less than $6,000,000, but the movie firm was not interested at that price. Asked if Paramount's $10,000,000 for the 29% holding was a fair value, Dr. DuMont said it was hard to say.

Asked if there had been disagreement on the DuMont board between the A directors (DuMont) and the B directors (Paramount), Dr. DuMont replied that records show that when agreements were reached they were unanimous.

Television stories, on other pages, in this issue:

Grant for New Omaha TV Outlet Goes to KMA Licensee 51
Des Moines Class B FM Construction Permit Set Aside 52
WREC Seeks New Video Authorization 52
$10 Million Television Ad Program Seen 52
12 More TV Applications 52
Radio-TV Plans Discussed for Philadelphia 54B
TV Plans Stressed in Change by General Mills 54C
Hallicrafters Video Unit Features Chicago Show 54F
D. C. Television Set Market in Boom 112
WCAU-TV Starts Full Operations May 23 190

For television personnel changes, programs, etc., see various notes departments in this issue.

TOWER SOLUTION

Standards Would Obviate CAA Stamp

By ED KEYS

A DOCUMENT is under preparation which holds promise of remedying some life-long ills of the radio industry through the unprecedented establishment of obstruction standards permitting automatic FCC approval of transmitter sites, it was learned last week.

The exact character of the minimum standards has not been finally decided.

One reliable government source was confident that portions of the standards advocated by the Civil Aeronautics Administration, were, at best, an empty gesture, setting up such stringent qualifications that few applications would meet them.

FCC and CAA officials have been privately laboring the past three months to develop a working document to streamline application processing procedures and curtail the heavy criticism of broadcasters stemming from regulation of tower locations, heights, and lighting. Such matters represent one of the radio industry's perennial thorns-in-the-side [BROADCASTING, April 26]. Dissatisfaction of broadcasters, stymied in their construction operations, have produced a continual wail in FCC chambers, which, it is believed, has inspired an FCC challenge of the sky sovereignty allegedly usurped by the CAA.

Meeting This Week

CAA and officials of the FCC aviation and broadcast divisions will hold their fifth meeting this week—probably Thursday—to resolve and draft the final points of the CAA-FCC Obstacle Rules and Standards document, it was authoritatively reported.

The draft will then be transmitted to a full Interdepartmental Committee, for injection of views of Army and Navy officials and also members of the committee who did not sit through the original meetings, it was understood. The committee of which Comr. George Sterling is chairman, will in turn establish recommended standards and transmit them to the Commission for en banc consideration.

Advices conflict on whether the Commission would, at that time, open the matter to public hearing. Contents of the document, as approved by the Commission, would be published in the *Federal Register* for a period of 30 days. If strenuous objections are voiced the Commission is required to submit the document to public hearing.

A CAA official intimated that broadcasters would be jubilant over new policy changes and that improved radio-aviation relations would result.

Most promising controversy-buster, the CAA spokesman said, would be the obstruction standards, dealing in specific terms with land surfaces and tower heights, which would allow FCC to make blanket approval of transmitter sites without referring specifications to CAA for investigation. Special consideration by CAA of transmitter sites would be given only in the case of specifications not conforming with proposed requirements.

Reviewing complaints of broadcasters, with which he had been acquainted, the CAA spokesman indicated that:

● Radio towers shielded by other buildings or structures would not be required to carry any more lighting equipment than surrounding objects. He acknowledged that there was justification for charges by radio interests that, in some cases, they were required to provide superfluous and expensive lighting equipment.

● The allegedly slow CAA processing procedure would be almost eliminated by the obstacle standards, which he declared would permit the majority of broadcasters' applications to receive blanket approval.

● Alleged delays resulting from CAA surveys of transmitter sites of all competing bidders before the final FCC grant was made would be drastically cut by the approvals.

● Charges by the radio industry that CAA officials are impractical in their consideration of transmitter sites near aircraft areas would be considered by the committee.

● The committee would consider factors involving potential air routes, which had been the basis in some cases of CAA findings transmitted to the FCC, which caused denial of transmitter sites.

● It was other groups, not the CAA, who had protested television and FM towers off the beaten aerial path. The CAA, he explained, is concerned with only such factors as tower's location with respect to airports and airways.

It was generally felt in FCC and CAA circles that the original draft would be subjected to more restrictive amendments by Army and Navy officials, who are inclined to demand more severe rulings regarding towers near military airfields.

In the Midwest meanwhile, a tower controversy was boiling to a head.

While the two agencies were weighing the highly controversial tower problems, the State of Wisconsin initiated action which may establish a legal precedent on air sovereignty.

Threatening mandamus action against the FCC in the U. S. District Court of the District of Columbia, Wisconsin Attorney General John E. Martin, in a telegram to the Commissioners April 26, challenged FCC's jurisdiction in denying a construction permit on the basis of CAA findings on tower sites, it was learned last week.

Attorney General Martin, acting as attorney for the State Radio Council, U. of Wisconsin, demanded that a construction permit be issued the Council for a new noncommercial educational FM station on Rib Mountain near Wausau, Wis.

FCC, he recalled, had conditionally authorized a construction permit to the Council with the site subject to CAA approval.

"The site in question," Mr. Martin explained, "is a public park owned by the State of Wisconsin in its sovereign capacity. The park is under administrative jurisdiction of Wisconsin Conservation Commission, which has authorized construction."

He then referred to a U. S. Supreme Court ruling which expressed the rule, which he said had no contrary, that "a landowner owns so much of the space above ground as he can make use of, in connection with the enjoyment of his land, and that such right varies with his needs and is coextensive with them." The same case, the attorney general pointed out, further held that no one can acquire right to space above land that will limit the landowner.

Washington CAA officials told

(*Continued on page 50*)

ANA's Message to NAB Delegates

By PAUL B. WEST

President, Assn. of National Advertisers Inc.

IN THE immediate future the radio industry—and the advertisers who sponsor the medium's programs—have an opportunity at least as great as during radio's infancy.

Technical advances in the science of radio have, in effect, created a new medium in television, opened up new vistas for sound broadcasting through FM, and are constantly improving traditional radio techniques. The future can be unlimited for the public, for the industry and for advertisers.



Mr. WEST

At the same time the needs of radio advertisers—their basic requirement that facts and figures be made available to substantiate their tremendous radio investment—are closer to being fulfilled than ever before.

For one thing, the ANA Radio Council, under the presidency of Thomas H. Brown, is now in operation providing advertisers with the detailed, constant representation and service the medium called for. The Broadcast Measurement Bureau—representing the combined thinking of the industry, agencies and advertisers—has been put on a continuing basis and provides the basic measurement of radio's audience potential. Private research organizations, too, are stepping up the volume and value of the data they provide. And last, but by no means least, the industry through its care and thoroughness in preparing a code of operations will protect the advertiser's investment against adverse public reaction to the medium.

These are all signs of progress, indications that radio has matured as an advertising medium and as a public service. Much more can and will, I feel sure, be done. But radio's technical advances preclude the possibility of the industry sitting back with its laurels.

What has been achieved for standard broadcasting techniques must be matched and surpassed for television and FM. The potentialities are staggering, but before they become actualities broadcasting's newest media must be prepared to prove themselves good places to invest advertising dollars.



Prof. Armstrong testifies.

Probe Fireworks

(*Continued from page 39*)

ing should open with RCA testimony.

Sen. Homer Capehart (R-Ind.), pointedly questioning the "tactics" by which the investigation was launched, insisted at the outset that Prof. Armstrong should be called back first for questioning on the charges he had made. After an informal executive session Sen. Tobey announced the issue had been compromised and that Prof. Armstrong would be put on the stand at the start for 30 minutes. Under cross-examination by Sen. Capehart and other committeemen, he was on the stand for more than an hour.

Charges by Prof. Armstrong and Sen. Tobey that RCA had withheld a report vital to FM in a 1936 FCC hearing provoked lengthy questioning by other committeemen who wanted to know why Prof. Armstrong himself had failed to put the report into the record when RCA failed to do so.

Prof. Armstrong reiterated that it had not seemed conceivable that FCC would react as it did to that hearing. Sen. Tobey interjected at one point that RCA, not Prof. Armstrong, was "on trial."

Recalled to the stand near the end of Wednesday's session, Prof. Armstrong said the FM situation could be "largely repaired" if 3 mc of the low band—presumably around 50 mc—were reserved for FM for three to five years. To a large extent this was the substance of the arguments of Prof. Armstrong and other FM interests in testimony on the Lemke Bill, which FCC meanwhile has rejected by assigning the 44-50 mc area to fixed and mobile services [BROADCASTING, May 10]. Prof. Armstrong indicated this FCC decision may be fought out in the courts.

Dr. C. B. Jolliffe, executive vice president in charge of the RCA Labs, was the manufacturing company's principal witness in refutation of charges by Prof. Armstrong and Sen. Tobey that RCA had "stifled" FM and influenced FCC. He contended RCA had pioneered developments which advanced FM, and denied RCA had been "silent" about the merits of the new phase of the broadcasting art.

Without referring to FCC's recent order calling hearings for Sept. 20 on the merits of opening the "upstairs band" for commercial television [BROADCASTING, May 10], he declared that video could "expand into" the higher frequencies but that "no television at all" would result if all television were moved up.

"New vacuum tubes capable of generating high power at these frequencies must be developed and manufactured," he declared. "Much needs to be learned about the facts regarding wave propagation at these frequencies. In short, we need to learn how to use these frequencies to render a reliable television broadcast service to the public."

Virtually all of the Senate committee took part in the hearings. These included Sens. Tobey, Clyde M. Reed (Kan.), Owen Brewster (Me.), Hawkes, E. H. Moore (Okla.), and Capehart, all Republicans, and Edwin C. Johnson (Colo.), Warren G. Magnuson (Wash.), Francis J. Myers (Pa.), and Brien McMahon (Conn.), Democrats.

Wednesday

Session-by-session account:

Over Sen. Tobey's protests, Sen. Capehart insisted as the hearing opened Wednesday that "continuity" be preserved by giving him an opportunity at the outset to cross-examine Prof. Armstrong on his testimony at the opening of the investigation April 23 [BROADCASTING, April 26]. If the purpose of the probe "is purely to excite the people and get our names in the newspapers," he added, then "that's another thing" and "I question whether hearings should be held."

After a brief executive session Sen. Tobey announced that a "compromise" had been reached, with Prof. Armstrong to take the stand for 30 minutes of cross-examination.

Under questioning by the Indiana Senator, Prof. Armstring said he had a "substantial" stock interest in RCA, that he didn't think an FM set could be built without infringing on his patents but that he had tried to get the issue out in the open and had "not yet" filed patent suits. He said there are 25 or 30, "perhaps more" licensees under his patents.

He repeatedly attacked FCC's treatment of FM but lauded former Chairman James Lawrence Fly's attitude and said FM now appears to be headed for "clear sailing in the main."

Asked where he got the report which he and Sen. Tobey contend would have substantiated his views on FM in 1936 but was "withheld" from FCC by RCA, he said Dr. W. R. G. Baker, then RCA chief engineer, now with General Electric, turned it over to him in November 1935 on instructions from RCA President David Sarnoff.

Sen. Tobey interjected that Gen. Sarnoff had full knowledge of the report when he "made a grandiloquent offer" to make full disclosure of RCA's information on FM during the 1936 hearings, yet kept back this report.

He couldn't give it to FCC, Sen. Tobey shouted, yet eight copies were made available to Russia.

Sen. McMahon thought it "peculiar" that Prof. Armstrong himself failed to turn the report over to FCC when Gen. Sarnoff failed to do so. The inventor agreed that he had already received a copy but said he didn't have it with him at that time and "in fact, I had forgotten about it."

It had seemed "inconceivable," he reiterated, that FCC would limit FM allocations after that hearing.

Sen. Hawkes said he felt Dr. Baker should be summoned. One of the most important factors of the entire question, he said, was the fact that Prof. Armstrong had had the report for five years before he made it public.

Dr. Jolliffe's direct statement, largely a summation of the testimony he presented in April during the House Interstate Commerce Committee's hearings on the Lemke FM Bill (HJ-Res. 78), stressed RCA's contributions to FM, which he said dated to 1924 and have made possible many advances in the art.

"It is particularly significant that when Armstrong appeared before you three weeks [after the Lemke hearings] he did not even attempt to refute any of the facts which I presented on that occasion," Dr. Jolliffe declared.

'Published to the World'

Answering the charges that RCA had withheld information vital to FM, he said the company's regard for FM had been "published to the world" by RCA engineers in January and May 1936. The report referred to by Prof. Armstrong and Sen. Tobey, he declared, was a "tentative" report which "states on its face that its conclusions appear to be too optimistic."

After explaining that RCA licensees were free from all restrictions and were charged "reasonable" royalty rates, Dr. Jolliffe took up one by one the questions which Sen. Tobey had asked of Raymond Guy, NBC manager of radio and allocations engineering, in the previous hearing [BROADCASTING, April 26].

He told the committee that (1) RCA has many [basic] patents for black-and-white television, some of which are now in litigation; (2) he could not say whether CBS holds the basic patents for color television since he could not forecast what will happen in television; (3) RCA does not license on an overall basis, but has a group of different licenses for different apparatus. Licensee pays for inventions used and can use any others in that field under the standard form,



Sen. Capehart listens.

which has proved acceptable to most licensees; (4) royalty amounts to about 2% of selling price.

To Sen. Tobey's inquiry on the amount the public has spent for RCA sets, Dr. Jolliffe revealed that as of March 31, 301,698 TV receivers had been sold at a total value of $79,375,000.

Sen. Tobey then called Conway P. Coe, RCA vice president in charge of patent matters, and asked if it were not true that RCA has 10,000 patents for which it grants licenses. The witness did not know the exact total but said that in the fields in question, RCA had about 100 TV patents, 25 of which are in litigation, and about 80 FM patents.

Chairman Tobey then came to one of his main bones of contention with RCA, charging that while other companies such as AT&T, General Electric and Westinghouse gave the government the use of their patents free of charge during the war, RCA negotiated a deal with the late President Roosevelt whereby it received $4,000,000 a year for its patents.

Before Mr. Coe gave an answer, John T. Cahill, RCA general counsel, jumped to his feet and offered a reply. Sen. Tobey ordered him to "sit down until called." When Sen. McMahon identified Mr. Cahill and stated that it was only fair to let him answer, Chairman Tobey called him to the stand.

Mr. Cahill explained that corporate officers were under obligation to earn money for stockholders and had no lawful right to make a gift to anybody. He pointed out that although other companies may have furnished the patents free, they made money in one of two other ways—either by adding on to the price of the product or making an assessment for engineering assistance.

The RCA counsel said RCA made a great deal less than it would if there had been no war. Asked the exact amount, he said he would furnish the figure for the record.

Taking issue with Chairman Tobey, Sen. Hawkes stated that "Mr. Cahill is absolutely right in his position."

Returning to his questioning of Dr. Jolliffe, Sen. Tobey asked about

(*Continued on page 48*)

TECHNICAL PAPERS

Comparative Field Measurements, Comparison of Propagation Characteristics between Channel 4 and Channel 7 in the Washington Metropolitan Area—E. C. Page, Consultant, Washington, D. C.

A comparative study and analysis of the coverage of two television stations, one operating on Channel 4 (66-72 mc) and the other on Channel 7 (174-180 mc) is presented.

The technique employed consists of simultaneous mobile field intensity recordings of both stations, employing the method specified in the FCC Standards of Good Engineering Practice Concerning Television Broadcast Stations. The recordings are analyzed to present the field intensities exceeded for 10, 50, and 90% of the sector distances. The measured results are compared to the calculated coverage. Associated problems arising in connection with such field intensity surveys are also treated.



Mr. Page



Mr. Seibert

Television and FM Transmitting Plants—Raymond F. Guy and John L. Seibert, NBC

This paper will deal with unique problems which arise in connection

(*Continued on page 194*)

ENTERTAINMENT SLATE FOR CONVENTION WEEK

(*Also see What's to Do in Los Angeles, page 239*)

SERIES of entertainment events and side meetings, formal and informal, will feature NAB convention week proceedings. The list was not complete as this special convention issue of BROADCASTING went to press.

SUNDAY—Atwater Kent fiesta, Bel Air, 2-6 p.m.; Icecapades, evening performance, Pan Pacific Auditorium.

MONDAY—Movie studio tours.

TUESDAY—Joint meeting, Assn. of Women Broadcasters and Advertising Assn. of the West, Crystal Room, Beverly Hills Hotel, 9:30 a.m.; fashion show and luncheon, 12:30 p.m., same room; MBS-Don Lee luncheon at new building, 1313 N. Vine St., for press and agency personnel.

WEDNESDAY—NAB convention golf tournament for BROADCASTING Magazine trophy, California Country Club (busses leave Biltmore at 8:30 a.m.; for details contact BROADCASTING headquarters, rooms 2235-6-7); tour of Catalina, open to men and women; MBS-Don Lee luncheon for affiliates at new building; MBS board meeting, Wednesday and Thursday at MBS-Don Lee building.

FRIDAY—Evening inspection tour, MBS-Don Lee building for Engineering Conference registrants (busses leave Biltmore 5:30, 6, 6:30 p.m.

SATURDAY—Inspection tour of Mt. Wilson (busses leave Biltmore 9:30 to 10 a.m.).

ENGINEERING and management officials alike will take part in the two-day NAB Engineering Confreence Thursday and Friday at the Los Angeles Biltmore, first such conference ever held in connection with convention week proceedings.

The Management Conference Monday and Tuesday has no formal engineering items on its agenda, technical aspects of industry problems being assigned to the Thursday-Friday meetings.

The two-day technical schedule has been prepared with a practical appeal, with scientific formulas pushed aside in favor of more earthy discussions. Thus the technical programs will appeal to management as well as engineers, according to Royal V. Howard, NAB engineering director, and Neal McNaughten, assistant director.

Papers during the technical discussion will cover a wide range of operating problems, with emphasis on new developments and dollar-mark aspects. Television will be dealt with at length in the papers.

A feature will be the final Friday afternoon event, the annual FCC-Industry roundtable. Last year the roundtable at Atlantic City went far beyond its scheduled close. With rapid developments in all facets of industry operation, the roundtable will draw even more interest this year. Effects of government defensive measures will be discussed.

The FCC participants in the roundtable will include Commissioner George E. Sterling, a pioneer radio engineer. On the Commission panel also will be John A. Willoughby, Acting Chief Engineer; Cyril M. Braum, Chief, FM Broadcast Division; James A. Barr, Chief, Standard Broadcast Division; Hart S. Cowperthwait, Acting Chief, TV Broadcast Division.

Representing the industry will be Mr. McNaughten; Orrin W. Towner, WHAS Louisville; Jack R. Poppele, WOR New York; Frank Marx, ABC; Paul A. deMars, Raymond M. Wilmotte Inc.

On the Thursday program are a number of television papers, with 10 TV engineers describing video progress and problems. They will start with the radio wave as it leaves the transmitter and go into propagation habits of TV frequencies, transmitter problems, studio equipment, field pickups, coaxial lines and on through to servicing of receiving sets in the home.

Discussions and demonstrations of magnetic tape recording will close the Thursday program. FM will be discussed Friday morning. A highlight of this session will be paper describing a new system of measuring co-channel interference, deemed an important step forward in that it permits measurements of interference from other stations without shutting down any of the stations involved.

Stereophonic sound will be described and demonstrated Friday, along with relay broadcast equipment.

Friday evening the engineers will inspect the Mutual-Don Lee studios in Hollywood. Concluding event is a Saturday tour to Mt. Wilson to inspect station projects and the 100-inch telescope.

The NAB Engineering Executive Committee is scheduled to meet early Tuesday.

Display of heavy equipment in the Hotel Biltmore Lobby will be open from Monday morning to 5 p.m. Friday. Light equipment and broadcasting service exhibits are on the second floor in sample rooms.

At left are summaries of papers to be heard at the Engineering Conference. Agenda is at right.

ENGINEERING CONFERENCE AGENDA

THURSDAY (9:30 a.m.)

Jack R. Poppele, WOR-MBS vice president, presiding.

"Comparative Field Measurements—Comparison of Propagation Characteristics Between Channels 4 and 7 in Washington Area," E. C. Page, RCA Victor consultant.

"Television and FM Transmitting Plants," Raymond F. Guy, manager Radio and Allocations Engineering NBC, and John L. Seibert, project engineer, NBC.

"The Community Television Stations," James B. McLean, commercial manager, Philco Television Broadcasting Corp.

"TV Studio Systems," M. A. Trainer manager, television equipment, RCA Victor.

"Light Sources for Television Studio Lighting," F. E. Carlson, Lamp Dept. General Electric Co., from a paper by Richard Blount, GE Lamp Dept.

"Remote Control Television Lighting," Capt. W. C. Eddy, director of television, WBKB Chicago-Balaban & Katz Corp.

LUNCHEON (12:30-2:15 p.m.)

Royal V. Howard, NAB Engineering director, presiding.

"The Engineer's Role in Broadcasting," NAB President Justin Miller.

Richard Hodson, director of television operations, Paramount Pictures Inc. Demonstration of Paramount's system of off-the-air pickup of television programs.

AFTERNOON SESSION (2:30 p.m.)

Frank Marx, ABC engineering vice president, presiding.

"The CBS Grand Central Television Studios," William B. Lodge, CBS general engineering director, from paper by A. B. Chamberlain, CBS chief engineer.

"Television Field Broadcasts, Including Radio Relay," Robert W. Clark, NBC

"Network Facilities for Audio and Video Broadcasting," Ernst F. Schreiber, Pacific Telephone & Telegraph Co.

"Installation and Maintenance of Television Receivers." Edward Edison RCA Service Co., Los Angeles.

"Absolute Speed for Magnetic Tape Demonstration of Tape Reproduction at 30-inches per Second," R. F. Ranger, president, Rangertone, Inc.

"Magnetic Tape Editing Device," H. W. Pangborn, assistant chief engineer KNX-CBS Hollywood, from a paper by R. S. O'Brien, CBS New York.

FRIDAY (9 a.m.)

Paul A. deMars, consultant, Raymond M. Wilmotte Inc., presiding.

"The Economics of Coverage in FM Broadcasting," Everett L. Dillard WASH Washington - KOZY Kansas City, president of FM Assn. and member-elect, NAB Board of Directors

A Studio to Transmitter Radio Relay System," W. G. Broughton, assistant sales manager, Broadcast Equip.

(*Continued on page 210*)

PARTS BOOM

Radio Now Billion Dollar Industry, Says Geddes

VOLUME of orders taken by component parts manufacturers at the 1948 Radio Parts & Electronic Equipment Show in Chicago last week ranged from 10 to 20% more than last year's business, it was estimated Thursday by Charles Golenpaul, show president. All previous registration figures were broken as more than 13,000 persons—about 4,000 of them students—viewed 163 displays in the Stevens Hotel's Exhibition Hall.

The show, sponsored by Radio Manufacturers' Assn., Electronic Parts & Equipment Manufacturers, Sales Managers Eastern Group and National Electronic Distributors Assn., wound up a week's activity Friday. Mr. Golenpaul announced that next year's show, in mid-May, will be held at the Stevens. It will be followed by the annual meeting of RMA, and the two groups will hold their annual dinner jointly, he said. Next year the West Coast Electronics Manufacturers Assn. also will be a co-sponsor.

Exhibits featuring television components stole the show.

"Television is not a boom, but merely a natural and orderly development reaching a point of usefulness and acceptability," Bond Geddes, executive vice president of RMA, observed. "It is another radio service, the same as FM—a new and supplementary service that definitely will not displac radio."

Mr. Geddes said that the "tre mendous impetus" of FM and T during the past year has "spurre receiver and parts production to new high."

"Although the total productio of sets is less than the 20,000,00 reported last year, dollar volum for 1948 will equal and possibl surpass last year's," he adde "Higher television parts cost an increased use are both contributin factors in boosting retail sale price and subsequent dollar incom Radio has become a billion dolla industry as a direct result of F and TV production during 1948.

.atest Developments

TECHNICAL EXHIBITS

At Convention

NEWEST developments in broadcast equipment, ranging all the way rom powerful transmitters to lighter transcription and studio equip-ient, feature the annual NAB convention week exhibit opening Monday ıorning at the Biltmore Hotel, Los Angeles.

Over 10,000 feet of space is re-ıired for the heavy display on ıe lobby-foyer floor of the Bilt-ore, according to Arthur C. tringer, NAB department head in ıarge of the exhibit. In addition ome 80 rooms on the second floor rovide displays of transcription, rogram and related companies.

Though the convention is being ld far from the manufacturing nters in the east, the displays re up to normal standards. Miss-g from this exhibit, however, are ıe high towers set up in the At-ntic City Convention Hall last eptember. Manufacturers com-plained in some cases that they were forced to prepare double displays because of the adjacency of last week's Radio Parts Show in Chicago.

Despite the problems involved, and the uncertainty created by railroad labor negotiations, exhibitors are presenting displays that will hold interest all through the five-day schedule. Exhibits close Friday afternoon just as the Engineering Conference concludes its sessions.

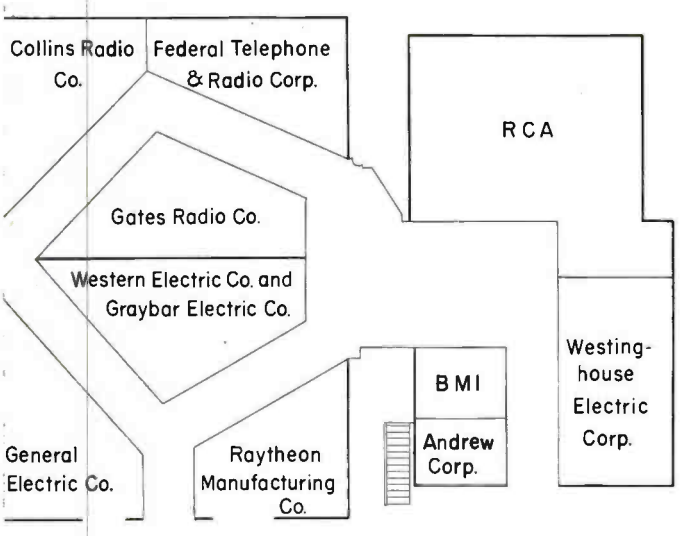
New associate members who will be represented at the Biltmore are Ensco Derrick Equipment Co., Los Angeles and Houston, and Allied Record Mfg. Corp. DuMont plans to show teletranscription recording direct from cathode tube. Raytheon has a coaxial cable from the ballroom to its suite for demonstration.

Indicative of the interest shown by exhibitors is the two-carload display of RCA, with a complete studio setup for projected television. Exhibitors on the second floor will be able to give actual demonstrations of their programs as against the "silent" displays at Atlantic City last autumn. That inability to demonstrate programs and library services caused considerable grumbling at the coast resort.

In the displays of heavy equipment everything is being shown from television transmitters and antennas right through FM and AM equipment and on down to tubes. Company representatives will be on hand to answer questions about all the items shown.

Following are brief descriptions of most of the exhibits, as made available to BROADCASTING by the exhibitors in advance of the convention:

* * *



First Floor of Exhibits.

Amperex Electronic Corp.

AMPEREX is exhibiting a complete line of transmitting, rectifying and special purpose tubes for radio communications and industrial applications. Included are tubes for AM, FM and television transmitter applications.

Besides many tubes previously exhibited, Amperex is featuring a new line of recently developed forced-air radiation external anode tubes of greatly reduced dimensions which are lighter in weight than earlier designs of similar function. Savings in physical dimension have been accomplished without sacrificing electrical efficiency.

S. E. Norris, executive vice president in charge of sales, is supervising Amperex exhibit in Rooms 2212 and 2214 at the Biltmore.

* * *

Andrew Corp.

FEATURING the Andrew exhibit

(*Continued on page 224*)

Displays Described on the Following Pages:

Equipment

Amperex	48	Rangertone	227
Andrew	48	Raytheon	227
Collins	224	RCA	227
DuMont	224	U. S. Recording	229
Fairchild	224	Western Elec.	229
Federal T&R	224	Herman Hosmer Scott	229
Gates	225	Westinghouse	231
GE	225	Wincharger	234
Magnecord	225		
Presto	225		
Radio Eng. Lab.	227		

Production, Allied Arts, Etc.

Associated	234	MacGregor	237
BMB	234	Mayfair	237
BMI	234	Pike & Fischer	237
Capitol	234	SESAC	238
Goodman	237	Standard	238
Keystone	237	World	238
Lang-Worth	237	Ziv	238

Probe Fireworks

(*Continued from page 46*)

ıe hiring of former FCC Chair-ıan Charles C. Denny and wanted know who first approached him ıd when. Dr. Jolliffe said he first)proached Mr. Denny during the eptember 1947 Telecommunica-ons Conference in Atlantic City, ıt that NBC President Niles Trammell made final arrangements.



Sens. Tobey and Myers agreed that cases like Mr. Denny's were examples of insufficient salaries paid by the government.

Prof. Armstrong returned to the witness chair and was asked by Sen. Capehart why he and RCA didn't sit down and settle their personal matters instead of bringing them before a Senate committee. Sen. Tobey answered that he called the hearings because the matter affected the public interest. Sen. Capehart then added that FM had made "great strides," but FCC was better qualified to make decisions on the question.

Thursday

Mr. deMars, consulting engineer, began the session by tracing his experience with and support of FM through the years.

In reply to Sen. Tobey, Mr. de-Mars stated that in his judgment RCA had exercised "undue influence" on FCC down through the years. This prompted Sen. Hawkes to assert that other engineers probably could be found to say the opposite. "If you have them, bring them on," retorted Sen. Tobey.

Dr. Jolliffe on stand.

The Indiana Senator charged that the Chairman had been making a "stump speech" and was deliberately saying one side was right and the other wrong. He said he "objected strenuously," and that "it's unfair, unwarranted and uncalled for in the U. S. Senate."

Sen. Capehart charged further that the Chairman had allowed Prof. Armstrong to proceed as he wished, but had instructed RCA witnesses to answer yes or no.

Chairman Tobey vigorously denied the charge and turned to Dr. Jolliffe to ask whether he had been allowed to read his statement and had been given "fair treatment." The RCA executive replied that he had.

Sen. Magnuson succeeded in breaking up the battle by reminding the committee that all Senators were wanted on the floor for a vote in five minutes.

Before the session was adjourned Mr. Cahill was called on to furnish the figures for the record which he had promised the previous day. He pointed out that RCA's profit during the war years was less than during the eight years preceding the war. He also produced figures to show that RCA's $4,000,000 contract with the government during the war saved the armed services $100,000,000 during that time.

Capitol Cars

CAPITOL RECORDS Inc. is supplying convention limousine service from the Biltmore to Hollywood every hour on the hour and from Hollywood on the half-hour. At its Biltmore convention suite Capitol is holding a daily drawing for Califone transcription playbacks.

POLITICAL BROADCASTS

Schedules Unaltered, Trends Finds

POLITICAL broadcasts are an important facet of a Presidential election year, and, while broadcasters are almost unanimous (99%) in saying they plan to sell time for such broadcasts [BROADCASTING, April 12], a majority (79%) have indicated they will refuse to alter important segments of their schedules to make way for the politicos.

This latter fact is among those brought out in the second portion —presented herewith—of a study of broadcasters' plans and policies for handling political broadcasts. The study, conducted exclusively for BROADCASTING Magazine by Audience Surveys Inc., represents the ninth survey of station manager opinion, thirteenth in the BROADCASTING TRENDS series.

Most television stations, like AM stations, Audience Surveys concluded in the second portion of the study, "plan to sell time for political telecasts; to let the business come to them rather than solicit it; to charge regular card rather than special rates; allow agency commission on such business; insist on scripts in advance; and collect in advance of broadcast."

In making its political broadcasts survey Audience Surveys followed its usual custom of canvassing a representative cross-section* of the managers of commercial AM stations, and, because of the interest in how operators of television stations plan to handle political telecasts, submitted the same questions answered by the AM panel to video stations already on the air or expected to start before the campaign period.

Detailed results of the second portion of the political broadcasts study follow:

If you plan to sell or give time to political parties, are there any programs on your schedule which you will not cancel or shift for political broadcasts? (See Chart I).

The majority of broadcasters will refuse to upset important segments of their schedules to accommodate special political broadcasts. Approximately four out of five stations have programs which they will not shift or cancel for political broadcasts.

Fourteen per cent of the stations reported that they would not consider any programs on their schedule immovable or non-cancellable, and that they would accommodate political broadcasts in any program periods.

If you have programs on your schedule which you will not cancel or shift for political broadcasts, what types of programs? (See Chart II).

Among the stations which have programs which would not be cancelled or shifted to make time available for political broadcasts, a majority or better would not budge news and commentators (69%), religion (65%) and farm service programs (54%). Thirty-nine per cent would not let their children's programs be affected, 38% their sports programs.

About a quarter of the stations would keep their discussions and talks programs on (28%), and their houshold programs (23%).

Approximately one of seven stations regard their mystery, drama, comedy and quiz programs as important enough to refuse to move or cancel them in favor of political broadcasts, while 9% feel music programs should not be affected. Six per cent would not cancel any programs on the schedule for a political broadcast.

If your network sells time nationally for a political broadcast, will you carry the program straight, carry it with a preceding disclaimer, or refuse to carry it? (See Chart III).

Originally asked only of those stations which did not plan to sell time, replies on this question were received from virtually all respondents, whether or not they planned to sell time.

Fifty-nine per cent of the stations plan to carry network broadcasts straight, 19% expect to precede such programs with a disclaimer. An insignificant number, less than 1%, would refuse to carry the program — consistent with the very few number of stations which will not sell time for political broadcasts.

Time for Opponents

If you carry the network program and are asked to provide opponents with local time to answer it, will you do so? (See Chart IV).

Sixty-three per cent of the stations which expect to carry network political broadcasts will provide opponents with local time to answer the network speaker if asked to do so—almost six times as many as will not do so (11%). Many of those who will not pointed out that, in their opinions, providing equal time would be a network rather than a local problem. A significantly large group (26%) are uncertain of what policy they will adopt in such a situation.

This year for the first time in a Presidential campaign, television will be available for use by politi-

(Continued on page 150)

*A sample of U. S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

CHART I

If you plan to sell or give time to political parties, are there any programs on your schedule which you will not cancel or shift for political broadcasts?

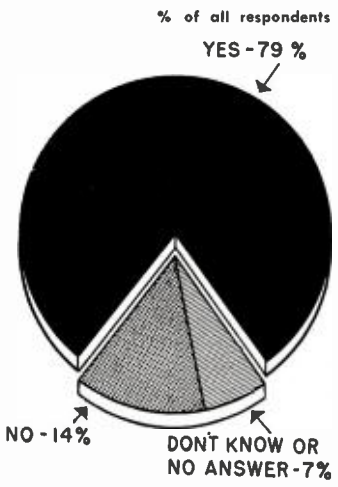


CHART II

If you have programs on your schedule which you will not cancel or shift for political broadcasts, what types of programs?

	% of those who have programs which would not be cancelled or shifted
News and commentators	69 %*
Religion	65
Farm service	54
Children's programs	39
Sports	38
Discussions and talks	28
Household	23
Mystery	15
Drama	14
Comedy	13
Quiz	12
Music	9
Would not cancel any programs	6

*Percentages add to more than 100 because many respondents indicated more than one type of program.

LOBBY ACT EXEMPTION FOR RADIO IN S-2575

RADIO news services would be exempted from the Regulation of Lobbying Act, under a bill (S-2575) favorably reported to the Senate by the Committee on Expenditures in the Executive Departments.

The bill would amend the Legislative Reorganization Act of 1946. The Committee report declares:

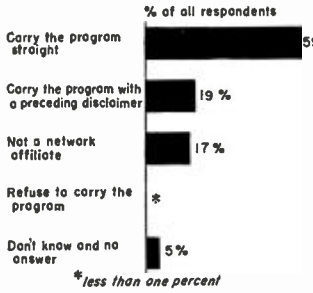
> Newspapers and periodicals are presently excluded from the necessity of registration under the Regulation of Lobbying Act in appearing before a committee of Congress in support of or opposition to legislation. The amendment merely adds the radio to the list of exempted activities.

Registered under terms of the Act are these radio officials: A. D. Willard Jr., executive vice president, and Don Petty, general counsel, for NAB; Earl H. Gammons, Washington vice president, for CBS; Frank M. Russell, Washington vice president, for NBC; Glen A. Wilkinson, Washington counsel, for KSL Salt Lake City; Victor Sholis, director, and Louis G. Caldwell, counsel, for Clear Channel Broadcasting Service; Harry J. Daly, counsel for a group of stations.

Two advertising agencies are on the list: Leo Burnett Co., Chicago, for margarine manufacturers, and N. W. Ayer & Son, for National Assn. of Electric Companies.

CHART III

If your network sells time nationally for a political broadcast, will you:

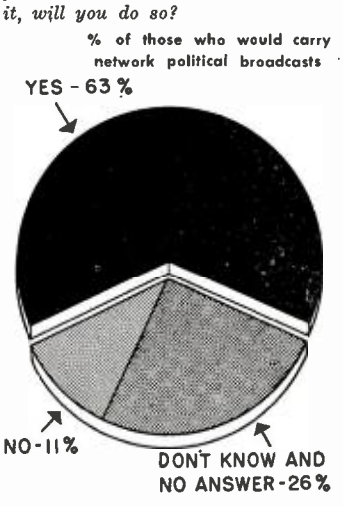


TBA Fund Drive

TELEVISION Broadcasters Assn. is raising from member stations a fund of about $25,000 to finance its campaign for revision of the intercity video rates filed in April by AT&T and Western Union [BROADCASTING, April 5], a TBA official disclosed last Thursday. FCC hearing on the rates, which TBA claims are "unreasonably burdensome," is slated for June 15 [BROADCASTING, May 3].

CHART IV

If you carry the network program and are asked to provide opponents with local time to answer it, will you do so?



Code at L. A.

(*Continued from page 41*)

it must be in sound financial condition.

Theme of the final portion of the Monday morning program will be employe problems. A panel of broadcasters will take part in a discussion titled "Unscrambling the Labor Jigsaw Puzzle." Moderator will be Richard P. Doherty, NAB Employe-Employer Relations Director.

Harold Essex, WSJS Winston-Salem, N. C., scheduled to be one of the panel participants, was forced to cancel his plans.

Mr. Doherty will speak after the panel discussion on the subject "Controlling Labor Costs."

Noon speaker Monday will be Charles G. Mortimer, vice president of General Foods Corp. and board chairman of the Advertising Council. Mr. Mortimer is slated to take part in the Tuesday morning program.

Opening the Monday afternoon program will be an explanation of the All-Radio Presentation.

Judge Miller will preside at the code debate. On the platform to answer questions will be Harold Fellows, WEEI Boston, and John Meagher, KYSM Mankato, Minn., of the board's code review committee. Willard D. Egolf, WBCC Bethesda, Md., of the committee, notified NAB headquarters last week he would be unable to attend the convention because of business conflicts. Harold Fair, NAB Program Dept. director, custodian of the code since its early days, will appear with the board committee.

A 5 p.m. recess is scheduled Monday but code discussion may continue until 6 or later. No formal convention event is scheduled Monday night. Tuesday morning opens with a frank look into the business of broadcasting by Dr. Kenneth H. Baker, NAB director of research. Presiding will be Carl J. Burkland, general sales manager of CBS Radio Sales, serving as chairman of the NAB Research Committee.

Hugh M. Feltis, BMB president, will discuss audience research, followed by BMI-copyright explanations by Carl Haverlin, BMI president, and Theodore C. Streibert, WOR New York, chairman of the NAB Music Advisory Committee.

Luncheon speaker Tuesday is Wayne Coy, FCC chairman.

Second anything-can-happen event of the Management Conference, besides the code debate, is the "Broadcasting-Horizons Unlimited" panel Tuesday afternoon. Three network heads will take part, along with other key industry authorities on AM, FM, TV and facsimile, and discuss the place of these broadcast forms in the future radio picture.

Winding up the Management Conference will be the annual business meeting, with report of the resolutions committee. The annual banquet will be held Tuesday night.

The four networks have provided NAB with press department representatives to aid Robert K. Richards, NAB public relations director. They are: ABC, William Tusher; CBS, Don Sweeney; MBS-Don Lee, Jim Parsons; NBC, Blake Chatfield.

At the NAB banquet, starting Tuesday at 8:30 p.m., Jack Carson will be m. c. Entertainers will include Danny Thomas, Eddie Cantor, Abe Burrows, Dinah Shore, Margaret Whiting, Dennis Day, Andrews Sisters, Johnny Mercer and the Pied Pipers.

AAAA's Message to NAB Delegates

By FREDERIC R. GAMBLE

President, American Assn. of Advertising Agencies

HOW DOES radio look today from the advertising agency viewpoint?

The answer is indicated, it seems to me, by a recent development in the American Assn. of Advertising Agencies. We have just overhauled and streamlined all the national standing committees that determine AAAA policy; after the shuffle, two out of our eleven standing committees are concerned entirely with radio, a third deals partly with radio, and we also maintain a special committee on radio and television policies. Certainly this is evidence that agencies are vitally concerned with radio as a medium.



Mr. GAMBLE

It is meaningful, too, that we have now incorporated "television" into the titles of all our radio committees. It reflects a conviction among agency people that television is coming into its own at top speed. If anybody doubts this feeling, I refer him to the program of our recent AAAA annual meeting—there were three separate talks on television as well as a special film presentation on television commercials and programs.

Much of this concern with radio and television is due, of course, to mutual *problems*. In our view, here are some that need solution:

On the business side, we again urge that networks and stations which have abandoned the customary twelve-month rate protection should restore it as soon as possible. As expressed in a resolution of our board, we believe that absence of this protection tends to discourage the planning of campaigns on an annual basis and results in losses to broadcasters.

We also believe that many more stations need to adopt the customary 2% cash discount on national advertising—and soon. Despite progress in the past year, radio still lags far behind all other media in providing for this financial safeguard.

We hope that broader industry support will be given to Broadcast Measurement Bureau. Certainly support should be greatly broadened by 1949, so that BMB study No. 2 will provide again a uniform measurement for a maximum number of stations.

We shall watch with interest the developments at the NAB convention on the proposed code of Standards of Practice. We stand ready, as the advertisers have also stated they do, to lend our support—if the code adopted can be approved by us and recommended to agencies—in order to facilitate application of the code.

A major and persistent problem, still, is the lack of any recognition body in the broadcasting industry. We believe most broadcasters already recognize that the calibre and effectiveness of advertising broadcast by the station is very much the station's concern, that high-calibre advertising is the product of skilled and experienced agencies and that some recognition machinery is therefore needed to evaluate advertising agencies.

In listing some problems that continue to exist, there has been no space to summarize here the very notable *advancement* that has been made during the past year toward the solution of many other problems. This steady advance is due to close understanding and effective teamwork between the NAB and the AAAA. It is a bright token of our good relations and of the promising future.

WOMEN BROADCASTERS HOLDING DISCUSSION

PROBLEMS of women broadcasters come before a joint meeting scheduled Tuesday morning at the Beverly Hills Hotel.

Assn. of Women Broadcasters, NAB affiliate, and women of the Advertising Assn. of the West will meet at 9:30 a.m. to discuss "The Mike Side of Radio." Moderator will be Claire Drew Forbes, owner of Forbes Adv. Agency, Santa Barbara. Speakers include Norma Young, director of *Happy Homes* on KHJ Hollywood; Jeanne Gray, "Women's Voice" of KMPC Hollywood; Frances Scully, of *Stargazing With Scully* on KECA Hollywood; Kay Kennedy, "Nancy Dixon" at KHJ; Helen Murray Hall, promotion manager of NBC Western Network.

Second session starts at 10:30 with Nancy Holme, director of education, CBS Western Network, as moderator. Panel participants include:

Pat Griffith, NAB director of women's activities; Ethel Bell Mack, executive secretary, Southern California Broadcasters Assn.; Dorothy Lewis, coordinator of women's broadcasts, United Nations; Mrs. Ralph Lewis, president, Federation of Community Coordinating Councils of Los Angeles County and director, Public Welfare Dept.; Mrs. Helen Rachford, audio-visual director, Los Angeles County Schools.

A combined fashion show and luncheon will be held in the Crystal Room after the meeting under auspices of Southern California Broadcasters Assn.

ENTIRE KOLYNOS RADIO AD ACCOUNT TO D-F-S

WHITEHALL Pharmacal Co., New York (Kolynos Division), has appointed Dancer-Fitzgerald-Sample, New York, to handle all radio for it, effective immediately.

The radio budget for Kolynos is close to a million dollars a year. D-F-S has been handling part of the radio budget for Kolynos with the *Helen Trent* and *Mr. Keen* shows, but effective at once the agency also takes over *Front Page Farrell* on NBC as well as any future radio plans. Latter show formerly was handled by Duane Jones Co.

The advertiser also has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle the space budget for Kolynos.

Tower Solution

(*Continued from page 45*)

BROADCASTING that CAA does not have any statutory right to regulate tower heights or locations, but insures the absence of air navigation hazards indirectly through FCC, which has the statutory right to refuse construction permits.

FCC will conduct hearings at 10 a.m. May 28 at Madison, Wis., to determine the matter. Concern of FCC is reportedly manifested by its decision to have Chairman Wayne Coy serve as presiding officer at the hearings.

MANAGEMENT CONFERENCE
Late Registration
(Earlier Registration page 10)

Rolland L. Adams, WGPA Bethlehem, Pa.; Mahlon R. Albridge, KFRU Columbia, Mo.; Arne Anzjon, KXLF Butte, Mont.; Bob Athearn, KBOW Butte, Mont.; Allen S. Austin, E. Cleveland; Ed. L. Barker, KLOK San Jose, Calif.; Lyman Bloomingdale, WABF New York; Otto P. Brandt, ABC New York; A. M. Cadwell, WLCS Baton Rouge, La.; Robert Carpenter, MBS New York; James H. Connolly, ABC New York; E. B. Craney, KXLF Butte, Mont.; A. W. Crapsey, KNBC San Francisco; Mary Dunlavey, New York; Ken R. Dyke, NBC New York; John W. Elwood, KNBC San Francisco; Harry M. Engel, KWKW Pasadena, Calif.

G. David Gentlino, KROC Rochester, N. Y.; Glenn D. Gillett, Washington; C. L. Harris, WGRC Louisville; Ernest Lee Jahncke Jr., ABC New York; E. P. H. James, MBS New York; E. M. Johnson, MBS New York; Norman Jorgensen, WARK Hagerstown, Md.; Edgar Kobak, MBS New York; Dalton Lemasurie, KDAL Duluth, Minn.; James Mahoney, MBS Chicago; Donald Manson, Canadian Bcstg., Toronto; F. R. Meyer, Chicago; Jue Micciche, L. A. County, Los Angeles; Fred C. Mueller, WEEK Peoria, Ill.; M. A. Mulroney, KGU Honolulu; Lawrence W. McDowell, KFOX Long Beach, Calif.; David McKay, KOLO Reno, Nev.

Fred Nahas, KXYZ Houston; John H. Norton Jr., ABC New York; L. E. Parsons, KAST Astoria, Ore.; Odin Ramsland, KDAL Duluth, Minn.; Richard E. Ryan, KLOK San Jose, Calif.; Rosa Lee Samuels, KFXJ Grand Junction, Col.; Robert A. Schmid, MBS New York; Clyde H. Smith, KSEI Lubbock, Tex.; Harmon L. Stevens, WHLS Port Huron, Mich.; Robert D. Swezey, MBS New York; Muriel Wageman, Chicago; Wythe Walker, KXLF Butte, Mont.; E. A. Weir, CBC Toronto; H. G. Wells, KOLO Reno; Gunnar O. Wiig, WHEC Rochester, N. Y.; Mark Woods, ABC New York.

ENGINEERING CONFERENCE
Late Registration
(Earlier Registration page 26)

George P. Adair, Washington; Arne Anzjon, KXLF Butte, Mont.; Frank Dunn, KPAS Banning, Calif.; J. W. Eriksen, Austin Co., New York; Jos. A. Flaherty, WDAF Kansas City, Mo.; Glen J. Gillett, Washington; George F. Leydorf, WJR Detroit; Donald Manson, CBC Toronto; Frank Marx, ABC New York; M. A. Mulroney, KGU Honolulu; Fred Nahas, KXYZ Houston; Kenneth Owen, KOLO Reno, Nev.; L. E. Parsons, KAST Astoria, Ore.; Charles J. Sherburne, KSDJ San Diego; C. E. Snow, Western Electric, New York; Paul W. Spargo, KWKW Pasadena, Calif.; Wm. Steothman, KGVO Missoula, Mont.; E. A. Weir, CBC Toronto; Gunnar O. Wiig, WHEC Rochester, N. Y.; Herbert L. Wilson, Washington.

AFM HAS LIFTED BAN ON DISCS 137 TIMES

GRANTING of 137 transcription sessions by the American Federation of Musicians, in spite of its "halt" order last Dec. 31, was announced last week by AFM.

Exceptions to the ruling of "no musical transcriptions" have been granted in the case of "legitimate and worthy public causes," the union declared. Decisions also have been based on whether the request was "truly non-profit and noncommercial."

A breakdown of the grants indicates that religious groups received exemptions on 25 occasions, government agencies 28, welfare and education groups 71 and miscellaneous (patriotic, cultural, etc.) 13. A blanket permission also was granted the Armed Forces Radio Service to produce unlimited recordings for use of troops overseas and in U. S. Army hospitals.

11 FM GRANTS

6 Awarded to Baptist Groups in Texas

SIX Texas Baptist organizations which plan to operate as an FM network were among 11 applicants given conditional FM grants by FCC last Wednesday.

The Commission also issued FM construction permits to 11 other applicants, including six for Rural Radio Network in New York State, and granted requests to vacate authorizations previously issued to three others.

The Texas church groups, all authorized to build Class B stations, will form a network with which Mary Hardin Baylor College's KMHB (FM) Belton, Tex., also plans to affiliate [BROADCASTING, Jan. 26]. Church spokesmen, who said $175,000 was appropriated a year ago toward the project, reported the network's objective is to provide "wholesome" programs with emphasis on the moral and religious aspects.

Two of the other conditional grantees are also AM licensees (KBTM Jonesboro, Ark., and WDEF Chattanooga, Tenn.).

KTOW-FM Oklahoma City gave up its Class B authorization (Channel 270) with the explanation that not enough sets are available in the area to make the operation practical and that the firm also is considering entrance into television. WINW-FM Winchester, Ky., had its Class A grant vacated (Channel 261) on grounds that there are only about 100 sets in the community, that the public has displayed a "lack of immediate interest" in FM, and that other FM service is available. Telair Co., giving up its Class B grant for WTTL Detroit (Channel 258), offered no explanation.

"In lieu of previous conditions," WHB-FM Kansas City was issued a new Class B construction permit for Channel 271 (102.1 mc) with 42 kw effective radiated power and antenna height of 500 feet.

List of Grants

Conditional grants and proposed channel assignments:

Howard Payne College, Brownwood, Tex.—Class B; Channel 290 (105.9 mc).

First Baptist Church of Beaumont, Tex.—Class B; No. 300 (107.9 mc).

Buckner Orphans Home, Dallas, Tex.—Class B; No. 300 (107.9 mc).

Wayland Baptist College, Plainview, Tex.—Class B; No. 297 (107.3 mc).

Southwestern Baptist Theological Seminary, Fort Worth—Class B; No. 227 (93.3 mc).

San Antonio Baptist Assn., San Antonio—Class B; No. 289 (105.7 mc).

Voice of the Rockies Inc., Preston, Ida.—Class B; No. 223 (92.5 mc). Dr. Leo Hawks and Dr. R. L. Smith, Preston physicians, own 49%-plus each. J. L. Peterson, in the radio service business there, is president, and Al Biorge, former sales manager of KVNU Logan, Utah, is secretary.

Science Education Foundation Inc., Shaker Heights, Ohio—Class A; No. 228 (93.5 mc). A nonprofit scientific organization, the Foundation will operate a commercial station. Its trustees are A. L. Boegehold, Detroit; F. B. Foley, Philadelphia; H. K. Work, Pittsburgh; E. L. Spanagel, Rochester, and W. H. Eisenman, Cleveland.

Earl W. Fessler, Madison, Wis.—Class A; No. 285 (104.9 mc) Mr. Fessler is in the radio service and distributing business in Madison.

Regional Broadcasting Co. (KBTM), Jonesboro, Ark.—Class B; No. 270 (101.9 mc).

WDEF Broadcasting Co. (WDEF), Chattanooga, Tenn.—Class B; No. 271 (102.1 mc).

Construction permits were issued to the following (power is effective radiated power; antenna height is height above average terrain):

WLFM Lewiston, Me.—Class B; Channel 275 (102.9 mc); 15 kw; 270 ft.

WBBC-FM Flint, Mich.—Class B; No. 260 (99.9 mc), 6 kw; 330 ft.

WMBO-FM Auburn, N. Y.—Class B; No. 241 (96.1 mc), 18 kw; 520 ft.

WVCV (Rural Radio Network Inc.) Cherry Valley, N. Y.—Class B; No. 270 (101.9 mc), 1.4 kw; 1,080 ft.

WVCN (Rural Radio Network) De Ruyter Village, N. Y.—Class B; No. 286 (105.1 mc); 1.3 kw; 560 ft.

WVBT (Rural Radio Network) South Bristol, N. Y.—Class B; No. 270 (101.9 mc); 1.3 kw; 990 ft.

WVFC (Rural Radio Network) Ithaca, N. Y.—Class B; No. 236 (95.1 mc); 1.3 kw; 890 ft.

WVBN (Rural Radio Network) Turin, N. Y.—Class B; No. 299 (107.7 mc); 1.3 kw; 680 ft.

WFNF (Rural Radio Network) Wethersfield, N. Y.—Class B; No. 299 (107.9 mc); 1.3 kw; 460 ft.

WFRC-FM Reidsville, N. C.—Class B; No. 291 (106.1 mc); 7.2 kw; 320 ft.

WFFV Suffolk News Co., Suffolk, Va.—Class B; No. 291 (106.1 mc); 3.1 kw; 250 ft.



FINAL arrangements for site of 1949-1950-1951 NAB conventions, to be held at Stevens Hotel, Chicago, were completed recently. Going over plans are (l to r): C. E. Arney Jr.; NAB secretary-treasurer; Howard Lane, radio director of Field Enterprises and chairman of NAB convention committee; R. L. Collison, sales director, Hilton Hotels, and Robert F. Quain, manager of the Stevens. Next year's convention will be held April 8-13.

Now Over 2,000

NAB membership passed the 2,000 mark just prior to the 1948 convention, an increase of 48% since the Atlantic City convention last September. Present membership, as of last week, totaled 2,035 consisting of 1,271 AM stations, 650 FM and 3 TV; associates, 3 networks, 107 others.

Omaha TV Granted To KMA Licensee

GRANT for a new television station at Omaha was issued by FCC last Thursday to May Broadcasting Co., licensee of KMA Shenandoah, Iowa.

The grant was for use of Channel 3 (60-66 mc) with 8.9 kw aural and 17.8 kw visual powers. It is the second video authorization for Omaha, where WOW-TV is now under construction. Installation of the new station is expected to cost $189,000, while first year's operating costs are estimated at $100,000 and revenues at $40,000 [BROADCASTING, March 1].

Meanwhile the Commission withdrew Don Lee Broadcasting System's long-pending San Francisco television application from the group awaiting hearings there May 24, and consolidated it instead with the record on Don Lee's AM and FM renewal proceeding, which apparently has held up action on the San Francisco bid. With Don Lee's application withdrawn, the May 24 hearing will cover several San Francisco applications.

The Commission also took out of hearing the request of Associated Broadcasters (KSFO San Francisco) for additional time to complete its KWIS (TV). FCC extended the completion date by six months but specified that a progress report be filed in 90 days. Fort Industry Co. was granted a six-month extension for completion of its WTVO (TV) Detroit.

HOLINER, L&M RADIO HEAD AND VP, QUITS

RESIGNATION of Mann Holiner, head of Lennen & Mitchell's radio operations and vice president and director of the agency, to devote his interests to other projects, was announced last week by Philip W. Lennen, agency's board chairman.



Mr. Holiner

Mr. Holiner will remain with L&M until July 1, to help complete the radio plans of the agency for the fall. No successor has been named.

WREC Seeks New TV Authorization

WREC Memphis, one of the pioneer stations in television experimentation, applied to FCC last week for a new commercial video authorization—20 years almost to the month from the time it received its first TV experimental grant.



Mr. Wooten

Hoyt B. Wooten, WREC owner, whose first television grant was issued June 26, 1928, for experimentation with "mechanical" video in the 4700-4900 kc band, asked that WREC's proposed commercial station be assigned Channel 7 (174-180 mc) with 24 kw visual and aural power.

Mr. Wooten's current application estimates installation of his proposed station will cost $180,500.

$10 Million Video Ad Program Seen

ADVERTISING expenditures of more than $10,000,000 for television programming in 1948 was foreseen by NBC, as reported in an advertising panel last week during the U. S. Brewers Foundation convention in Atlantic City.

Cyril B. Hartman, J. Walter Thompson Co., spoke on television as a medium in the absence of Noran E. Kersta, NBC television director. Mr. Hartman presented material prepared by NBC.

Schwerin Research Corp. Signs Mutual Contract

MUTUAL last week contracted with the Horace Schwerin Research Corp., which for nearly two years has been testing NBC programs and commercials, to apply its investigation to MBS shows.

Under a 52-week contract, effective June 1, the Schwerin organization will test three selected Mutual programs weekly.

PREPAREDNESS

Need Is Stressed by Sarnoff

AGAINST a backdrop of accelerated defense preparations, nearly 300 leaders of industry and the Armed Forces pooled experiences at the second annual convention of the Armed Forces Communications Assn. in Dayton, Ohio, May 10-11 to discuss ways to implement communications-electronics preparedness.

In keeping with the association's aim to keep the interests and problems of all three branches of U. S. Armed Forces in the foreground, the convention program emphasized Air Force progress and requirements.

At a national defense symposium Tuesday morning, the AFCA members heard Maj. Gen. Harry C. Ingles, former Chief Signal Officer and now president of RCA Communications; Rear Admiral Earl E. Stone, chief of Naval Communications; Maj. Gen. Francis L. Ankenbrandt, Air Force communications director, and Maj. Gen. F. O. Carroll, of the Air Material Command, outline the nature of their respective functions.

Brig. Gen. David Sarnoff, RCA president and board chairman, who is also AFCA president, in a banquet address Monday evening saw television as "a substantial aid to victory in any future war." General Sarnoff warned that a nation which is complacent faces possible oblivion.

The RCA official read a message from President Truman, who, in wishing the association success, stated: "This association's program for maintaining close relations between the Armed Forces and the communications, electronics and photographic industries is an important contribution to the industrial preparedness which must buttress the future security of our country."

General Sarnoff recalled that "World War II stimulated advances in many branches of electronics and communications. They forced into discard many previous concepts of warfare. They taught us the importance of an ever-closer relationship between the communication services, the armed forces, and industrial research. Upon this relationship depends our ability to adapt new developments to military uses before—instead of after—war comes.

"Television is a case in point. We all know that this new science, which combines radio, electronics and photography—fields in which our Association is primarily interested—has almost unlimited possibilities in its application to military as well as to industrial and entertainment activities. No doubt television can be a substantial aid to victory in any future war. The day may come when, through television, the Commander-in-Chief in Washington will be able to watch distant military activities and maneuvers, even overseas."

Possibilities of military television which are apparent, General Sarnoff said, included: Remote control and direction of pilotless bombers and crash boats laden with explosives and directed against enemy targets; use in observation planes for artillery spotting, gun control, mapmaking and other reconnaissance work; observation of dangerous operations from remote or protected positions; guidance of radio-controlled aerial bombs, flying torpedoes and other guided missiles.

In conclusion General Sarnoff warned that: "Preparedness must be our watchword. Any war of the future will be fought with new weapons. There will be no waiting period for mobilization . . . It is our task, yours and mine, to evaluate new developments in relation to national security."

Des Moines Video Action Set Aside

RADIO STATION Des Moines Inc.'s Class B FM construction permit, issued April 28, was set aside last week by FCC, which noted that apparently there have been transfers of company stock that the Commission has had no opportunity to consider.

Announcing its action vacating the grant—for Channel 222 [BROADCASTING, May 3]—the Commission said:

It appears that since this application was conditionally granted certain transfers of the capital stock of applicant corporation have been effected which may have resulted in a transfer of control . . . and that the Commission has not had an opportunity to consider these transfers.

The company also is permittee of KUMB Des Moines, authorized to use 740 kc daytime with 250 w. When that grant was issued last fall, the firm was headed by Myron J. Bennett, vice president and general manager of KTJW-FM Sioux Falls. He then had 18% interest. It was reported that he since has withdrawn.

TV BIDS

12 More Applications At FCC

A DOZEN applications for new commercial television stations, including eight from current broadcast licensees and two from newspaper interests, were filed with FCC last week.

New applicants and facilities:

Fresno, Calif.—Television Fresno Co., Channel 7 (174-180 mc), 22.65 kw visual, 11.92 kw aural, antenna 505.6 ft. above average terrain. Initial cost $197,475, first year operating cost $96,000, revenue first year $108,000. Corporation, formed in Feb. 1948, is composed of following businessmen: Harry Markowitz, 250 sh.; Frank E. Beckett, 75% owner Fresno Dodge-Plymouth agency, 250 sh.; J. E. O'Neill, farmer, 250 sh.; J. J. Phelan, president Fresno Motor Sales Co., 250 sh.; G. R. Edwards, two-thirds owner Hotel Fresno Inc., 250 sh.; R. Bernard Dickey, vineyard manager, 250 sh.; Paul L. Fairchild, Fresno district manager California Chamber of Commerce, 125 sh.; John Prunty, insurance broker, 125 sh.; Joseph C. Jones, sole owner transfer firm, 250 sh.; Estey H. Walton, partner in Sanger (Calif.) packing firm, 125 sh.; J. A. Brattin, investor and real estate, 125 sh.; A. M. Steintorf, 250 sh. For services rendered Roy D. Howard, radio consultant and employe of Graybar Electric Co., San Francisco, and Strother P. Walton, Fresno attorney, are to receive up to total of 500 shares. Mr. Walton and his cousin, Estey H. Walton each own 20% interest in KSGN Sanger, Calif.

Grand Rapids, Mich.—Furniture City Broadcasting Corp., Channel 9 (186-192 mc), 21.6 kw visual, 15.4 kw aural, antenna 420 ft. Initial cost $136,975, first year $60,000, revenue $50,000. Applicant is sole owner of WFUR Grand Rapids.

Holyoke, Mass.—The Hampden-Hampshire Corp., Channel 3 (60-66 mc), 8.5 kw visual, 4.25 kw aural, antenna 1004.5 ft. Initial cost $173,735, first year $50,000 to $100,000, revenue unknown. Applicant is owner of WHYN and WHYN-FM Holyoke.

Lowell, Mass.—Lowell Sun Pub. Co., Channel 6 (82-88 mc), 16.18 kw visual, 8.36 kw aural, antenna 630 ft. Initial cost $252,300, first year $150,000, revenue unknown. Firm publishes daily Sun and Citizen-Leader.

Memphis, Tenn.—Hoyt B. Wooten d/b as WREC Broadcasting Service, Channel 7 (174-180 mc). See story this page.

Norfolk, Va.—Commonwealth Broadcasting Corp., Channel 13 (210-216 mc), Initial cost $150,975, first year $36,000, revenue $25,000. Applicant is licensee of WLOW Norfolk.

Oklahoma City, Okla.—W. Harry Johnson d/b as Midsouth Television Broadcasting Co., Channel 5 (76-82 mc), 16.6 kw visual, 8.3 kw aural, antenna 482 ft. Initial cost $159,500, first year $100,000, revenue $75,000. Applicant is raiser of livestock, owner of real estate companies, brick and tile plants, and substantial owner in several bus lines and Chicago and Southern Airlines.

Rockford, Ill.—Rockford Broadcasters Inc., Channel 12 (204-210 mc), 30.1 kw visual, 15.9 kw aural, antenna 155 ft. Initial cost $208,900, first year $60,000, revenue unknown. Applicant is licensee of WROK and permittee of WROK-FM Rockford.

Sacramento, Calif.—Ewing C. Kelly, David R. McKinely and Vernon Hansen d/b as Central Valleys Broadcasting Co., Channel 6 (82-88 mc), 25.9 mc visual, 12.9 kw aural, antenna 365 ft. Initial cost $189,026, first year $60,000-$120,000, revenue not estimated. Applicant is copartnership and is owner of KCRA and KCRA-FM Sacramento.

Seattle, Wash.—Queen City Broadcasting Co., Channel 11 (198-204 mc), 30.04 kw visual, 15.3 kw aural, antenna 2,067 ft. above mean sea level atop Squak Mt., near Issaquah, Wash. Initial cost $175,705, first year operating cost unknown, revenue unknown. Applicant is owner of KIRO and KIRO-FM Seattle. Firm owns controlling interest in Boise Valley Broadcasters, licensee of KDSH Boise, Ida., and owns one-third of stock in Symons Broadcasting Co., licensee of KXLY Spokane.

Tampa, Fla.—Tampa Times Co., Channel 5 (76-82 mc), 26.8 kw visual, 13.4 kw aural, antenna 497.5 ft. Initial cost $276,372.05, first year $100,000, revenue unknown. Applicant is licensee of WDAE and permittee of WDAE-FM Tampa. Firm also publishes daily Times.

Waterbury, Conn.—Connecticut Radio Foundation Inc., Channel 12 (204-210 mc), 29.6 kw visual, 14.8 kw aural, antenna 500 ft. Initial cost $261,200, first year $130,000, revenue unknown. Principals: Harry C. Wilder, 37.4% owner WSYR Syracuse and 51% owner WTRY Troy, N. Y., president and 26.56%; his father, Mark S. Wilder, 32.5% owner WSYR and 17.7% owner WTRY, 19.76%; Richard W. Davis, general manager 10%; Thomas W. Rourke, 7.3% owner WTRY and 6.6% owner WINR Binghamton, N. Y., vice president, 5.52%; Samuel E. Aronwitz, secretary WTRY, 5.37%; Robert H. McCarthy, 3.8% owner WTRY and part owner WINR, 3.64%; William A. Riple, general manager WTRY, vice president-treasurer, 3.64%; Mrs. Nancy W. Sleighel, daughter of Harry C. Wilder, 3.12%; Troy Broadcasting Co., WTRY licensee, 5.25%; John B. Grant, attorney, secretary, 0.27%; A. J. Hornsby, part owner WSYR, 1.81%; Lewis G. Ryan, Syracuse attorney, part owner WSYR and WTRY, 0.83%.

TV BLUEPRINT

Prospective Telecasters Given Economic Views

By
ROBERT C. DEIGERT
and
DAVID NORTON YERKES
Deigert & Yerkes, Communications Architects, Washington

THE PROBLEMS that confront broadcasters who propose to enter the television field revolve primarily around questions of cost, both of facilities and of operation. This discussion is directed toward the prospective telecaster who must put his operation on a sound economic basis by keeping his investment and operating expenses at a minimum.

Television programming and studio operation are in the initial formative period, and experimentation and operating experience continually demand changes in the facilities needed for programming. It is almost impossible therefore for the broadcaster to anticipate the facilities his station will require to do an adequate job in his community five years from now. He is faced with the danger of investing heavily in a plant which may well become obsolete within a relatively short time.

Sound economic planning for the development of small television stations indicates the wisdom of installing minimum facilities at the beginning of operation. To this basic plant additional facilities can be added as the state of the art advances and as revenue from the station increases. It should be remembered that there will be much wider variation in the facilities needed for rendering complete video service to individual communities than in aural broadcasting. The characteristics of the local audiences, the station budget, availability of facilities, and special programming requirements; will make every station an individual problem requiring careful analysis and expert planning.

The four stages outlined below permit the logical development of television facilities on a reasonable economic basis.

FIRST STEP—Install transmitters and minimum film equipment.
SECOND STEP—Purchase mobile equipment.
THIRD STEP—Build minimum studio facilities.
FOURTH STEP—Expand studio facilities to provide for complete program service for the particular community served by the station.

The first step puts the station on the air with minimum initial expenditure and minimum operating costs. Programming will be limited to film and slides. It will probably be found that 16mm is the most satisfactory for a number of reasons. Free and commercial films are available in considerable quantities and 16mm film is printed on a safety base which, under most city building codes, requires no special fire protection for the projection room or for storage areas.

Probably the most economical operation for this first stage will be to combine the film projection and transmitter facilities in one building if that is possible. If an existing AM or FM site is suitable for television transmission and an existing tower can be used for supporting the television antenna, a considerable saving will be effected.

The building problem will be further simplified when space is available in the existing transmission building for the installation of the television transmitter and the film equipment. Additional space required for television is as follows: (1) An area of 400-600 sq. ft. for the 5 kw video and aural transmitters, including space for a control console and for tuning and servicing transmitters; (2) a minimum of approximately 120 sq. ft. for film projection equipment.

If sufficient space is not available in the transmitter building the alternative is to build an addition to the existing structure. The necessary floor area in the addition will normally result in cubic contents ranging from 7,000-10,000 cubic feet.

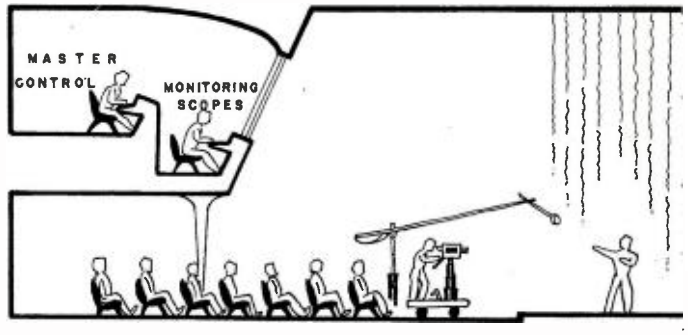


Fig. 2: SECTION through studio and control room layout.

If a new transmission building must be built, the following elements should be considered:

(a) Control and transmitter room. This area may or may not be separated into two rooms. The combined size of a 5 kw video transmitter and 5 kw aural transmitter is approximately 12½ feet long and two feet deep, and the area required for servicing, control console, etc., will again range from 400-600 sq. ft.

(b) A video receiving and equipment room may be needed eventually if not immediately. This will house racks containing receivers (if a radio link to the studios is used), audio and video amplifiers, and perhaps in the future, a film projector to be used in case of line failure. An area of 120-150 sq. ft. should be provided.

(c) Laboratory, shop, and storage space should be between 100-150 sq. ft.

(d) Living quarters for the chief engineer: 200-300 sq. ft.

(e) Combined office and lounge 150-200 sq. ft.

(f) Miscellaneous accessory areas such as an entry, bath room, space for a heating unit, closets, etc. 150-200 sq. ft.

(g) A visitors' lobby, if required will demand the enlargement of the entry to an area of approximately 200 sq. ft.

(h) A garage for passenger cars may be desirable, especially in severe climates or in isolated areas. It should include an area of at least 200 sq. ft. If a remote pick-up truck is to be housed, a larger garage will be needed.

(i) A motion picture projector room containing a slide projector and one or two film projectors (either 16mm or 35mm), and a work bench. If 16mm film is used, the film pick-up camera can also be installed in this room; for 35mm film the camera and projector must be separated by a masonry wall. The size of the room should be between 70-120 sq. ft., and the area where the film camera and monitoring equipment are located must be electrically shielded. At the time when the film equipment is moved to a permanent studio location the

(*Continued on page 54*)

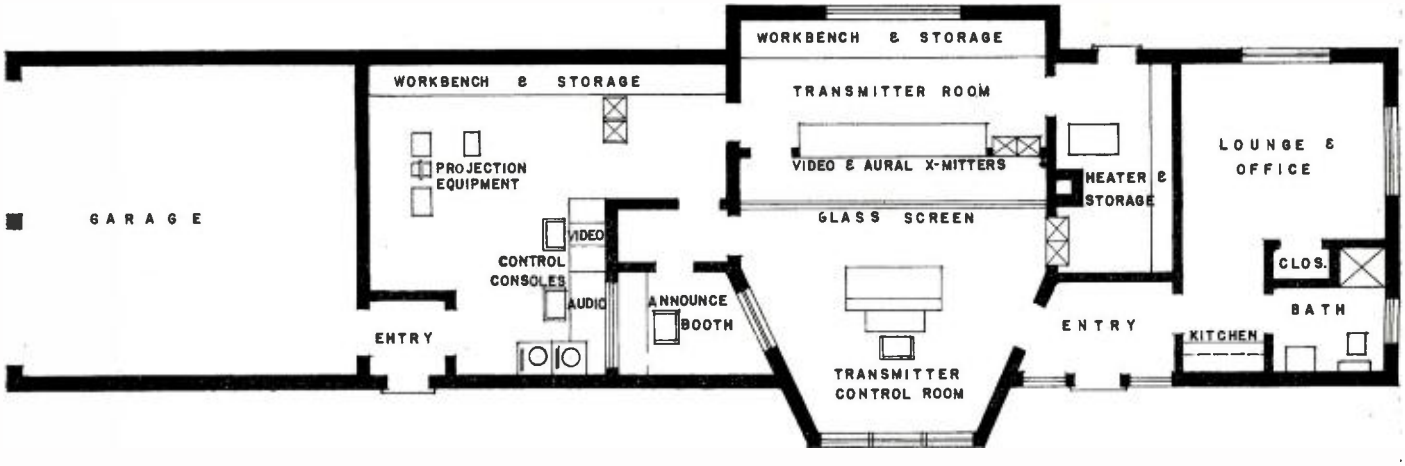


Fig. 1: SUGGESTED plan for housing television transmitter and film projection facilities.

TV Blueprint

(*Continued from page 53*)

area it occupies can be allocated to other facilities.

Some of these elements may not be needed in a particular locality and they may be related to each other in a number of different ways. The figures given represent average space requirements. Specific total requirements may vary from 1,000-2,500 sq. ft. for a simple, if not minimal operation. The cubic contents will range from 12,000-32,000. A typical transmitter building incorporating film service is shown in Fig. 1.

Step two entails the purchase of mobile equipment. This will allow programming of local sports and civic events and will make possible some studio presentation through the use of rented space in local auditoriums and theaters, utilizing the field cameras and field monitoring equipment. This step involves no additional building construction.

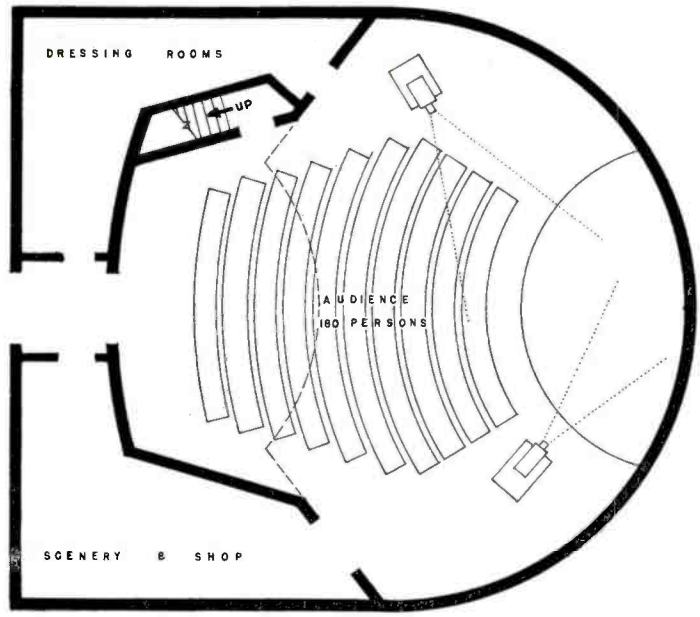
Step three requires the building of a single studio and control room with minimum adjunctive facilities.

At the present time there are as many opinions regarding studio and control room design as there are television operators. At the risk of incurring some criticism, and with the hope of encouraging discussion, a new type of studio-control room layout is shown in Fig. 2. This plan offers simplified camera placement in shifting scenes, provides for audience viewing, audience participation, or straight studio work. Flexible arrangements for from one to five sets of varying sizes are provided in a minimum area. The control room is placed on the second floor level with a convenient stair for access to the studio. The ceiling height is 22 ft., allowing room for sizable sets yet giving sufficient height for lighting, high angle camera placement, etc. The studio (including control room) has about 1,800 sq. ft. of floor area, and contains approximately 40,000 cubic feet.

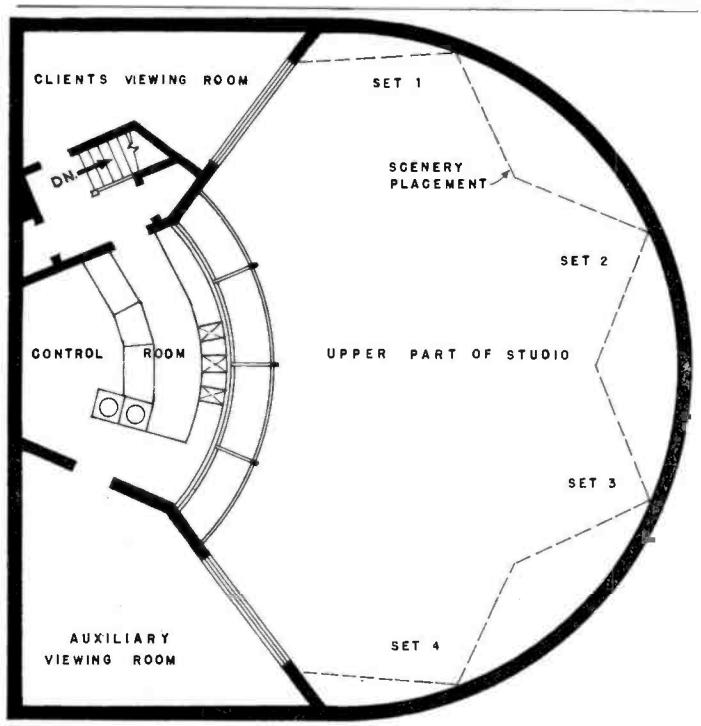
In step four the facilities are added which are necessary to bring the station to full programming capacity for the community it serves. The operating know-how and experience gained by the broadcaster prior to this stage will enable him to determine the facilities required for a complete programming service. Limited space prevents a discussion of all the elements to be considered for complete facilities, but a brief outline check list is given below.

CHECK LIST OF ELEMENTS DESIRED

1. Studios
   - (a) Approximate sizes
     - A_____
     - B_____
     - C_____
   - (b) Audience participation desired_____
     - (1) In which studio_____
     - (2) size of audience_____
   - (c) Audience viewing desired_____
     - (1) in which studio_____
     - (2) size of audience_____
   - (d) Clients viewing desired_____
     - Where_____
2. Master control_____
3. Sub control_____
   - A_____
   - B_____
   - C_____
   - D_____
4. Film projection facilities
   - (a) Projection booth_____
   - (b) Film storage_____
   - (c) Film camera room_____
5. Shop_____
6. Video effects shop_____
7. Equipment storage_____
8. Scenery and property shop_____
9. Scenery and property storage_____
10. Powder room_____
11. Emergency powder room_____
12. Air conditioning and heating room_____
13. Dressing rooms_____
    - (a) Stars_____
    - (b) Male talent_____
    - (c) Female talent_____
14. Costume storage_____
15. Toilet facilities
    - (a) Operators_____
    - (b) Staff_____
    - (c) Talent_____
    - (d) Public_____
    - (e) Office_____
16. Musicians' room_____
17. Instrument storage_____
18. Lobby (public)_____
    - (public telephone)
19. Reception—telephone switchboard_____
20. Staff lounge_____
21. Talent lounge_____
22. Offices
    - (a) Station director_____
    - (b) Program director_____
    - (c) Chief engineer_____
    - (d) Sales manager_____
    - (e) Sales office_____
    - (f) Bookkeeping_____
    - (g) Traffic_____
    - (h) Public relations_____
    - (i) Program producers—4 producers_____
    - (j) Script writer_____
    - (k) Special events director_____
    - (l) Art director_____
    - (m) Library_____
    - (n) General office_____
    - (o) Office supply storage_____



FIRST FLOOR plan arranged for audience participation.



SECOND FLOOR plan showing studio and control room arranged for programs with no audience or with non-participating audience. Four sets in place.

Our postwar experience shows that costs today are two to three times as high as those of 1939, and in general this applies to all sections of the country. The usual rule of thumb for estimating building costs is the cubic foot basis. To obtain the cubage in your proposed structure, measure from the top of footings to the upper surface of the roof for the height, and multiply this by the area of your building in square feet. For unfinished spaces such as basements and garages the cost can be estimated as two-thirds of that of the finished portion of the building. Our experience with transmitter buildings built during the last year in all parts of the country reveal a cubic foot cost from $1.25 to $1.50 in locations easily accessible for building operations.

Inaccessible locations such as mountain tops, etc., where materials and workmen must be transported a considerable distance, will increase the cost. In general, studio construction will be more expensive than transmitter building construction due to the incorporation of air conditioning and acoustical work. Cubic foot costs will depend largely on the degree of elaboration of your studio layout and will vary from $1.35 a cubic foot to $2.50 a cubic foot or higher. Prices are for finished studios.

Your architect should be a communications specialist. He should have a thorough understanding of television operation and equipment, since he is the final coordinator of the requirements for your engineering, programming, air conditioning, electrical service and plumbing. The structure and workability of your plant will be largely dependent on him. Allow as much time as possible for planning your facilities, for your success will be directly related to the painstaking development and coordination of each of the elements of your station.

(The authors wish to express their appreciation of the guidance given in preparing this article by the following television experts: J. Henry Hoskinson, WMAL - TV Washington; Millard M. Garrison, Chambers & Garrison, consulting radio engineers; and Philip Merryman, Anderson & Merryman, consulting radio engineers. The authors take full responsibility for the ideas expressed.)

Upcoming

June 13-16: AFA Annual Convention, Netherland Plaza, Cincinnati.

June 13-17: Advertising Assn. of the West. Annual Convention, Sacramento, Calif.

June 21-25: AIEE Summer general meeting, Mexico City, Mex.

FIRST 15 PACIFIC HOOPERS—APRIL 1948

Program	No. of Checking Points	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or−	Pos.
Jack Benny*	6	American Tobacco (FC&B)	31.0	38.3	−7.3	1
Bob Hope	6	Pepsodent Div-Lever (FC&B)	27.2	28.3	−1.1	2
Walter Winchell (2 mos.)*	6	Andrew Jergens (Orr)	27.1	24.6	+2.5	4
Fibber McGee & Molly	6	S. C. Johnson & Son (NL&B)	25.0	21.3	+3.7	6
Red Skelton	6	B. & W. Tobacco (Seeds)	23.2	27.4	−4.2	3
Bandwagon	6	F. W. Fitch (Ramsey)	22.2	18.5	+3.7	10
Amos 'n' Andy	6	Lever Bros. (R&R)	21.0	13.3	+7.7	26
Charlie McCarthy	6	Standard Brands (JWT)	20.8	21.6	−0.8	5
Truth or Consequences	6	Procter & Gamble (Compton)	20.2	18.2	+2.0	11
Fred Allen	6	Ford Dealers (JWT)	19.5	19.5	0.0	8
Take It or Leave It	6	Eversharp (Biow)	19.1	12.0	+7.1	36
Radio Theatre	6	Lever Bros. (JWT)	17.7	16.8	+0.9	15
My Friend Irma	6	Lever Bros. (Y&R)	17.4	---	----	--
Bing Crosby	6	Philco (Hutchins)	16.8	15.1	+1.7	18
Life of Riley	6	Procter & Gamble (B&B)	16.4	13.7	+2.7	25

* Includes second broadcast

WLS ELECTION

Edwards Named to Head Firms Butler Owned

JAMES E. EDWARDS, for 35 years an associate of the late Burridge D. Butler in the management of WLS-*Prairie Farmer*, Chicago. was elected Tuesday to the presidency of the Agricultural Broadcasting Co., WLS licensee, and the Prairie Farmer Publishing Co.

Glenn Snyder continues as vice president and general manager of WLS, and also as a director, along with Mr. Edwards, in the management of the two companies.

Mr. Edwards, who leaves his post as advertising manager of *Prairie Farmer*, announced it will be his purpose to continue the policies of service to agriculture which have characterized the organizations through the years.

Post of secretary of the two companies, also held by Mr. Edwards, was filled by the election of Arthur C. Page, WLS farm program director and associate editor of *Prairie Farmer* for 21 years.

In addition to Mr. Snyder, George R. Cook, treasurer of WLS, and Thomas E. Murphy, vice president and general counsel of both companies, continue in their present capacities.

Since the death of Mr. Butler, his majority share of ownership has been in the hands of a board of six trustees, all directors.

TV Profits Battle Ends; N. Y. Boxing Is Resumed

THE BATTLE over television profits which caused a six-week hiatus in big-time New York boxing was settled amicably last Monday when the Boxing Managers Guild agreed to accept half of the video profits collected by the Twentieth Century Sporting Club, which controls boxing in Madison Square Garden.

In actuality, the managers will collect one-quarter of Garden television profits, since the Garden management. which reserves a full half for itself, has steadfastly refused any further split. The Guild's share of the video take will amount to about $25,000 a year, according to Sol Strauss of the Twentieth Century Sporting Club.

Mr. Strauss offered to make the same deal with the Guild several weeks ago, but later withdrew the offer at the urging of the Garden management.

CBS Adds Two Outlets; One Is in Philippines

CBS last week announced the addition of KZBU Cebu, Philippine Islands, and W/HOL Allentown, Pa., to the network, making a total of 178 affiliates.

Norman Paige manages KZBU, owned and operated by the Philippine Broadcasting Corp., Manila. It operates with 1 kw fulltime on 1250 kc.

WHOL joins CBS as a basic supplementary station about Aug. 1, to operate with 250 w unlimited time on 1230 kc. The station is owned and operated by the Allentown Broadcasting Corp.

IOWA, ALA. GRANTS

Decision Reversed In 1450-kc Case

REVERSING one proposed decision and upholding another, FCC last week granted the applications of Cedar Rapids Broadcasting Corp. for a new 250-w fulltime station on 1450 kc at Cedar Rapids, Iowa, and Alabama-Georgia Broadcasters for a fulltime 250-watter on 1240 kc at Eufala, Ala.

Radio Corp. of Cedar Rapids, which was nominated for a grant in the proposed decision last October, and Moline (Ill.) Dispatch Publishing Co. were given denials in the 1450-kc case, while Andrew College Broadcasting Co., Cuthbert, Ga., was denied in the 1240-kc proceeding.

While FCC's proposed decision on 1450 kc had preferred Radio Corp. of Cedar Rapids largely on the basis of its program plans and extent of executives' participation in station affairs [BROADCASTING, Nov. 3, 1947], the final decision found "no significant difference" between the two Cedar Rapids applicants on this score. Instead, it preferred Cedar Rapids Broadcasting because negative control (50%) of the other applicant is held by Interstate Finance Co. and James D. Carpenter, who together control (57%) WKBB Dubuque.

"Greater diversification of control of the broadcast medium as well as a greater local control would be obtained by a grant to Cedar Rapids Broadcasting," the Commission concluded. Moline Dispatch Publishing Co.'s competing application was eliminated from consideration on engineering grounds.

Coy and Hyde Dissent

The reversal brought a dissent from Chairman Wayne Coy and Comr. Rosel H. Hyde, who thought Radio Corp.'s application should be granted. Comr. Hyde held that Radio Corp.'s "service plans . . . are better designed to meet the interests of the community" and charged that the majority's decision was contrary to FCC policy on similar cases in which "program plans . . . were made the controlling factor."

Comr. E. M. Webster did not participate in the Cedar Rapids case and neither he nor Comr. Robert F. Jones took part in the 1240-kc proceeding. In the latter case, Andrew College Broadcasting's application was turned down independently for want of a satisfactory transmitter site.

Principals Involved

Ownership of the new grantee companies:

Alabama-Georgia Broadcasters—M. M. Moulthrop, in the poultry and pecan business at Eufala, is president and owns 23%. S. H. Coleman, in the moving picture business, and E. B. Fussell, Post Office employe and radio repairman, also own 23% each. J. T. Ownby, manager of WCTA Andalusia, Ala., and formerly with other stations in Alabama and Georgia, owns 15% and will be manager. J. Dige Bishop, chief engineer of WCTA, owns 16% and will install the new station's facilities.

Cedar Rapids Broadcasting Corp.—There are 16 stockholders, the largest interest (26.6%) being held by W. S. Jacobsen, controlling owner (69%) of KROS Clinton, Iowa. Second largest stockholder (14%) is KROS General Manager Morgan Sexton, who will be general manager of the new station. Paul Huston, Cedar Rapids banker, is president and owns 7%. Remainder of the stock is held by Cedar Rapids and Clinton business and professional people including Darline Gordon, Lucille de Leers and Doris Gray, employes of KROS; William J. Barron, John W. Beck, Scott McIntyre, A. L. Smulekoff, Frank C. Byers, Frank C. Welch, and Theodore J. Welch, all of Cedar Rapids, and Walker D. Norris Jr., Fred C. Hendricks, and William T. Oaks of Clinton.

WARNS EDUCATORS

Coy Says FM Must be Used

FM CHANNELS reserved for educators might have to be assigned to commercial broadcasters if left unused, Wayne Coy, FCC chairman declares in a bulletin, "FM for Education," just released by the Federal Security Agency.

Warning educators they must make full use of their 20 channels (88-92 mc), Chairman Coy pointed to progress in commercial FM broadcasting. His article is titled "FCC Views FM Educational Broadcasting."

The chairman repeated a view expressed by former FCC Chairmen Charles R. Denny, Paul A. Porter and James Lawrence Fly that the Commission expects FM to replace AM in all but remote rural areas.

"To judge the value of this section of the ethereal public domain which the Commission has just allocated for education," Chairman Coy wrote, "I suggest a look at the spirited competition which has arisen for assignments in the 80 channels allocated for commercial broadcasting.

"Although only relatively few FM receivers are in the hands of the public, 400 commercial FM stations are now in operation, 600 are under construction, and 120 applications are pending. This activity is building potential audiences for the FM educational broadcaster. I look for from 2,000 to 3,000 FM stations on the air within the next few years. Eventually the Commission expects FM to supplant AM in all but the sparsely settled rural areas."

John W. Studebaker, Commissioner of Education, said the new edition of "FM for Education" presents "encouraging evidence of the rapid growth in the utilization of this valuable educational tool since the end of the war." He said 100 school systems and institutions are on their way to FM station ownership.

NBC LEASES 3 STUDIOS FOR VIDEO PROGRAMS

NBC has leased three New York sound studios from RKO-Pathe for video production, including one described as "the world's largest television studio," the network announced last Tuesday.

The studios, located at 106th St and Park Ave., are to be used for live as well as film production NBC said, and bring to five the number of NBC video studios in New York. The largest of the three new studios measures 97 by 74 feet. The others are 62 by 3 feet. The lease also covers an entire floor of office space at the same location.

Occupancy of the Pathe studios on a five-year lease, is set for July 1. Acquisition of the new studios is part of the network's television expansion program which calls for 16 inter-connected outlets from Massachusetts to Missouri in operation by the end of this year according to NBC.

POLITICS

Radio Coverage Plans for Philadelphia

By HERMAN BRANDSCHAIN

WORLD's greatest assemblage of working radio and television personnel will be on hand for the coming political conventions in Philadelphia, according to Edward T. Ingle, radio and television division director of the Republican National Committee.

Mr. Ingle made that report to the "50 Club," an organization of publicity, public relations and promotion officials in the Philadelphia area at a May 3 luncheon session devoted to plans for coverage of the conventions.

Equal time in discussing the plans also was given to John L. Redding, publicity director of the Democratic National Committee, and to Will Baltin, secretary of the Television Broadcasters Assn. Many of the Quaker City's top radio executives were present as guests of the club.

"There will be the greatest assemblage of radio and television personnel anyone has ever seen," said Mr. Ingle. "In fact, there will be more vice presidents of networks sharing twin beds than in the history of networks. Working television and radio people, however, will be adequately taken care of." He added that the Philadelphia Mayor's Auxiliary Housing Committee has done a good job at finding such accommodations.

His organization has received requests to date from 450 independent stations which wish to do special broadcasts, he said, in addition to carrying network convention programs.

"I'm frank in stating I hope they don't all come," he added.

In reporting that he considered the conventions a great opportunity to boost television, he asserted that it already is certain that many of the top AM news commentators with national followings will be televised for the first time, thus helping to give TV a boost.

Television's Role

Mr. Redding was more cautious in his estimate of television. He asserted that he was "not completely sold" on the idea that television will be the major media this campaign year. He added, however, that the Democrats' first TV remote instantaneous pickup a few weeks ago was a huge success and he predicted a growing importance for the medium.

"Television is in a position where in the next few years it may take over from radio or newsreel coverage—and do so before those latter media have even reached their peak in performance and effectiveness."

For this year, however, he believed that newspapers and newsreels, and especially the latter, will provide the most important impact for political campaigners.

As the campaign shapes up at present, the Democrats are not getting the great play over the radio or in the newspapers that is being given the Republicans, Mr. Redding complained. As an example he asserted that Republican Candidate Taft could make the same speech five days consecutively and get a good play on the radio and in the press, whereas "a Democrat can make the same speech twice but hit publicity with it only once."

Mr. Baltin related that the television industry decided to pool its efforts because lack of space in the Convention Hall made such cooperation imperative. "This cooperation was not a simple matter to work out because of the highly competitive nature of the groups," he said.

The four television cameras inside the Hall will each have four lenses so that 16 different angles can be seen, he said, and a fifth camera will be at the Hall's entrance to interview dignitaries as they enter.

"These cameras will give the television director an array of five screens from which to choose which picture goes on the air," he said. "It will be the first time in history a television director will have had such a choice."

The TV announcer, he said, will be headquartered in a booth where he will be able to see both the TV screen and the Hall. Three or four other announcers will be able to wander through the Hall and by signal get picked up to air interviews.

He reported, too, that AT&T will have two new coaxial cables in use for the conventions, with the present cable to be used during the conventions exclusively for non-convention coverage. One of the new cables will be kept open all day to carry proceedings of the conventions, "from starting gavel to closing gavel," he said. The other new cable will be available to any television station which wishes to lease it for an individual program.

Telecast Expenses

Mr. Baltin estimated that costs of the pooled telecasts will be in excess of $75,000, while the costs of all telecasts of the conventions, including individual station expenditures, "will run well into six figures."

"But this will mean to television what the 1924 convention meant to AM radio," he said.

He estimated the wire charges at $25,000 alone and asserted that the pooled television newsreel coverage will cost an additional $50,000. He reported that plans on the latter coverage are to shoot a 40-minute newsreel, which will be developed, printed and released to each member station off the coaxial cable at the same time. It will then be the responsibility of the individual station to fly its newsreel to its area.

LIMITED LICENSE

FCC Operator Permit Plan Argued

WIDELY DIFFERING views on FCC's plan to create a "limited broadcast operator license"—lowest of three grades of operator permits which the Commission proposes to establish—were expressed by NAB executives and representatives of unions in oral argument before FCC last Monday.

Royal V. Howard, NAB director of engineering, said a survey of stations and engineers found the proposed changes "preeminently satisfactory."

He argued that "if the small station has as a regular fulltime employe, a qualified technical person in charge of the station, and upon whom responsibility can be placed, the mere operation of the station is not one requiring vast technical knowledge."

He contended this position "is adequately supported by the wartime operating record of radio stations under the limited permit then granted by the Commission."

Union spokesmen on the other hand opposed the creation of the lower-class license as "degrading," insisted that stations should be required to keep highly qualified operators on duty as a safety measure and took issue with Mr. Howard's assertion that in many areas first-class operators are not available.

FCC witnesses submitted exhibits showing a year-to-year tabulation of first-class radiotelephone authorizations, with a total of 29,162 valid permits reported outstanding at the end of fiscal 1947, an estimate that 7,400 would be issued this year and that the number outstanding by July 1 would be 31,500. Another exhibit showed AM stations with more than 1 kw power averaged 9.7 first-class operators each (fulltime and parttime) as of Oct. 11, 1947, while those under 1 kw averaged 4 each. The overall average was 5.3.

In a third exhibit Commission witnesses estimated 49.9% of the 2,996 AM and FM stations would be permitted to employ limited

(*Continued on page 120*)

EXTRA PHILLY SEATS

150 Video Sets, 6,000 Seats —Adjoining Convention Hall—

LATEST WORD on the number of television sets to be used for visitors to the political conventions in Philadelphia this summer is that 150 receivers, instead of 100, will be installed in Commercial Museum adjacent to Convention Hall.

Installation of the receivers is a cooperative venture of several manufacturers, with the way still open for others to join. Those already in are: Crosley, Farnsworth, General Electric, Motorola, Philco, Pilot, RCA Victor and Westinghouse.

The sets will permit visitors to see conventions' doings even though they may not be able to gain admittance to Convention Hall itself. Seats in the Museum's 113,000 square foot floor area will be arranged for 6,000 viewers.

Sections of the Museum are being allocated to the manufacturers by lot. Members of the committee making arrangements are: J. J. Shallow, Philco, chairman; G. B. Fadden, Philco; C. L. Smith and H. A. Crossland, GE; Hector Costellucci, Farnsworth; H. N. Moyer, Motorola; and Harold D. Desfor, RCA Victor.

KFI Won't Air Speeches By Political Aspirants

TAKING its stand against broadcasts by Presidential, state, city and county political aspirants, KFI Los Angeles will not release NBC *Living—1948* broadcasts of speeches by Sen. Robert Taft, Gov. Earl Warren, Henry Wallace, Norman Thomas and Gov. Thomas Dewey, according to William B. Ryan, KFI general manager.

Broadcasts of political conventions will be carried, Mr. Ryan states, but "talks or programs, featuring individuals . . . who have not yet been nominated by their parties, will not be accepted by this station unless such talk or participation in a program is a contribution to a non-political cause in the public interest."

FMA Joins in Campaign For Set Count in 1950

FM ASSN. last week followed up action by its board and Region 4 by starting a "concerted effort" to rally broadcasting groups behind its move to obtain a radio set question in the 1950 U. S. decennial census. Bill Bailey, FMA executive director, wrote a score of trade associations and over 1,000 FM broadcasters to join the campaign.

FMA acted following publication by BROADCASTING in its May 3 issue of the fact that the Census Bureau might drop the radio set question. FMA desires the bureau to obtain figures showing the number of FM, TV, facsimile, FM-AM and AM receivers in use.

U. S. HOOPERS

'Fibber McGee' Tops With 24.85

WITH an average audience of 8,449,000 radio homes and a Hooperating of 24.85-US, *Fibber McGee & Molly*, broadcast on 141 NBC stations, was the nation's most-listened-to program in January and February of this year, according to preliminary returns of the first U. S. (projectable) rating survey of C. E. Hooper Inc. Unlike the network program Hooperatings, restricted to telephone homes in the 36 cities of four-network program availability, the U. S. Hooperatings cover a cross-section of all U. S. radio homes, without phones as well as with them.

Figures for non-telephone homes are collected by the use of diaries on which set-owning families record their listening. These data are brought into line with the results of the Hooper coincidental telephone survey results so that the projectable ratings can be expressed in the same terms as the familiar network Hooperatings [BROADCASTING, Feb. 9].

Top five January-February programs, according to the projectable ratings for the entire country were, in addition to the top-ranking Wistful Vista family: *Truth or Consequences*, on 137 NBC stations, rating 24.26-US or 8,248,000 homes; *Charlie McCarthy*, on 143 NBC stations, rating 23.78-US or 8,085,000 homes; Jack Benny, on 161 NBC stations, rating 23.62-US or 8,030,000 homes; Bob Hope, on 128 NBC stations, rating 23.40-US or 7,956,000 homes. (See table for city, town and rural ratings.)

Comparison of the standard 36-city Program Hooperatings with the Urban Full-Measure Ratings covering 84 cities shows but minor changes in either rating size or rank order, despite the shift in size of the city base and the expanding factor resulting from the inclusion of all sets in the home in the 84-city figures. Comparison of the 36-city ratings with the projectable U. S. Hooperatings, while relatively minor for the top five programs of broad appeal, may be expected to increase substantially on lower rating programs which either have less appeal to all or some listeners or can be heard less well by them, the Hooper release noted. On the first five programs, the January-February comparisons were:

A. Program Hooperatings (36-City)

I. Fibber McGee	27.6
II. Radio Theatre	27.2
III. Jack Benny	26.7
IV. Bob Hope	26.3
V. Fred Allen	26.2

B. Urban Full-Measure* (84-City)

I. Fibber McGee	29.7
II. Jack Benny	29.0
III. Radio Theatre	28.6
IV. Bob Hope	27.9
V. Fred Allen	26.8

C. U. S. Hooperatings* (Projectable)

I. Fibber McGee	24.85-US
II. Truth or Conseq.	24.26-US
III. Charlie McCarthy	23.78-US
IV. Jack Benny	23.62-US
V. Bob Hope	23.40-US

* Other things being equal, measurements expected to be uniformly higher than Program Hooperatings, due to inclusion of listening to all sets in each home in sample.

"Network radio audience measurement consists of two components, depth and breadth," C. E. Hooper, president of the research firm, told the Radio Research Council, comprising top network, station and agency research executives, last Monday. "The appeal of the program, to persons who can hear it, may be said to be the program's depth. The quantity and quality of the facilities purchased to take it from studio to listeners constitute the coverage, or program's breadth. Program appeal (depth) multiplied by program coverage (breadth) may be said, at the risk of oversimplification, to equal program audience. In the U. S. Hooperatings report the coincidental establishes the depth, the diary makes the necessary national adjustments for differences in breadth."

Each U. S. Hooperating, Mr. Hooper said, "will reflect each of the 48 states' proportional contribution of coverage variations wherever they are. In some states one network affiliate will be the source of practically all of that network's listener coverage. Such is the case of Station WAA (which he subsequently identified as WHO Des Moines) in Iowa. In other states a comparable total of the same network's coverage will stem from many affiliates. Such is the case in Kansas, where it takes eight affiliated stations to pile up 29% for the same network which WAA supplies with 34% of the total listener service in Iowa."

In the question period following Mr. Hooper's talk, Hans Zeisel, associate director of research, McCann-Erickson Inc., asked Mr. Hooper to publish the ratios between coincidental and diary ratings in matched telephone homes, between telephone and non-telephone homes in the 84 cities in which both are made, and between these cities and the rest of the country for each individual program. Mr. Hooper answered that the decision on publication of such data would be made only after detailed study of the program information developed by the survey.

* * *

Program	Network & Stations	Sponsor	Agency	U.S. Hooperating	Total Homes Reached	City	Town	Rural
Fibber McGee & Molly	NBC-141	S. C. Johnson	Needham, Louis & Brorby	24.85-US	8,449,000	27.53-C	23.97-T	22.35-F
Truth or Consequences	NBC-137	Procter & Gamble	Compton	24.26-US	8,248,000	24.22-C	24.70-T	23.98-F
Charlie McCarthy	NBC-143	Standard Brands	J. Walter Thompson	23.78-US	8,085,000	25.27-C	24.87-T	21.14-F
Jack Benny	NBC-161	American Tobacco	Foote Cone & Belding	23.62-US	8,030,000	27.50-C	24.08-T	18.61-F
Bob Hope	NBC-128	Pepsodent Div., Lever Bros.	Foote Cone & Belding	23.40-US	7,956,000	28.10-C	21.68-T	19.19-F
Fred Allen	NBC-160	Ford Dealers	J. Walter Thompson	23.29-US	7,918 000	25.86-C	23.67-T	19.92-F
Radio Theatre	CBS-152	Lever Bros.	J. Walter Thompson	22.89-US	7,782,000	29.25-C	19.34-T	18.10-F
Amos 'n' Andy	NBC-149	Lever Bros.	Ruthrauff & Ryan	21.05-US	7,157,000	22.63-C	20.38-T	19.71-F
Your Hit Parade	NBC-160	American Tobacco	Foote Cone & Belding	20.22-US	6,874,000	19.86-C	22.41-T	18.87-F
Bandwagon	NBC-159	F. W. Fitch	L. W. Ramsey	20.12-US	6,840,000	21.60-C	21.62-T	17.16-F

TV Plans Stressed In Changes by GM

FORMAL ADOPTION of television as an advertising medium by General Mills Inc., Minneapolis, was assured last Tuesday when the radio-minded company announced the appointment of Edward G. Smith as director of radio and television production.

Samuel C. Gale, vice president in charge of advertising and public service, said that Mr. Smith, for the past 11 years radio program manager of the firm, will immediately assume his new duties of exploring video for program possibilities.

Mr. Gale also disclosed that the company's film department, under the direction of Thomas W. Hope, will be transferred to the supervision of Mr. Smith.

Mr. Hope has headed the film department since its inception two and a half years ago and will continue in that capacity. The new arrangement will facilitate utilization of the film organization in television projects under Mr. Smith's direction.

Department was formerly under the wing of Lowry Crites, administrative assistant to Mr. Gale.

Langhoff Addresses 4A New York Agency Meet

A REPEAT program of two talks given in Virginia Beach at the American Advertising Assn. of Advertising Agencies meeting was held in New York May 10 by the New York Council. About 450 representatives of advertising agencies attended.

Dr. Peter Langhoff, director of research, Young & Rubicam, New York, described "Dimensions of the Young Television Industry." An hour-film presentation was narrated by Walter Craig of Benton & Bowles, New York, chairman of the AAAA committee on radio and television production. George Hyde of the Federal Advertising Agency and chairman of the New York council presided.

KFI Suit Charges California Judge

CHARGING "conspiracy" and denial of "its right to freedom of the press" KFI Los Angeles filed a $150,000 civil suit in U. S. District Court May 11 against Judge Kenneth E. Morrison and KVOE Santa Ana (Voice of the Orange Empire Inc.).

KFI claims that Judge Morrison, of Orange County, joined in a "conspiracy" with KVOE to deny them in addition to freedom of the press, "the equal protection of the law, its property without due process of law and its right to engage in interstate commerce."

Action refers to denial of admission to KFI microphones during trial of Beulah Overell and George Gollum for alleged murder of the former's parents.

Judge Morrison "arbitrarily and capriciously refused to grant KFI the same rights to broadcast" the trial verdict as had been granted KVOE, according to the KFI brief.

Further, KFI contends that a courtroom official, under Judge Morrison's orders, seized a microphone set up outside the courtroom and aided by two deputy sheriffs placed a station engineer "in restraint."

In a statement coincident with the legal step taken, Eugene Overton, vice president and general counsel of Earle C. Anthony Inc. said "while the action of the judge resulted in serious damage to KFI, this case goes beyond that and is an effort to settle once and for all, for the benefit of all gathering agencies, fundamental rights guaranteed by the constitution."

On the contention that a property right is involved, Mr. Overton said that news dissemination via radio, picture, or press is a "right" and "persons engaged in such business have rights that the law will protect."

He recognized that a judge of a court "does possess broad powers in the control of his court room" and may refuse "any radio broadcasts to be made from his court room." But Mr. Overton pointed out that "once a judge decided that a trial may be broadcast, then we believe all radio stations and the press should have the same rights."

BLACK INK OPERATION

KCBD Function Cited

By LOUISE C. ALLEN
Instructor in Journalism
Texas Technological College

ISSUANCE OF PERMITS to approximately 700 new stations within the last two years has thrown a bombshell into the financial calm of local station operation. Recent surveys show that well over 50% of these "post V-J day" installations are operating in the red.

An outstanding exception is KCBD, 1-kw Mutual station in Lubbock, Tex. Although the third station to bid for advertising in this market, KCBD has been in the black since the first day of operation. From May 14, 1947, when the station went on the air, to Jan. 1, 1948, the station grossed well over six figures.

Lubbock is more adaptable to radio than many small cities because of its distance from other markets. The retail trade territory has a radius of 100 miles, whereas some Eastern markets are spaced about 15 miles apart.

Stockholders in the company are men who have helped build the city, in their respective fields of agriculture, medicine, merchandising, banking and civic enterprises, from a town of 5,000 in 1921 to 60,000 in 1948. From the very inception of the idea to put in another station in Lubbock, the corporation has gone all out in every department to transform the plan from the idea stage into practical application. A total of $30,000 was expended to construct one of the most modern studio facilities in the Southwest. Another $75,000 went into installation of the finest technical equipment.

What are the other differentiating factors? Staff, organization, programming, and community acceptance, says Manager Joe H. Bryant, although the actual keynote to KCBD's success is the manager's interpretation of these factors.

"One thing we've got is a very definite, continual record of where we are, which I think essential in any business," he explains. Although Mr. Bryant has had several years of radio experience, he has for the past seven years been the successful owner of a theatre. Many principles of theatre organization apply to radio.

"The same things are true of any service business," he says. "Most people in radio come from merchandising fields and do not keep an up-to-the-minute record of every procedure. As a result, there is often not much organization, little departmental structure, no definite assignment of responsibilities to a definite person. In other words, no good sound organization practice."

Manpower No. 1 Problem

In selection of KCBD's staff, Mr. Bryant tried to avoid the journeyman tendency in radio personnel and build a permanent staff. He felt that the mushroom growth of radio, with no adequate training facilities for personnel, had made manpower the No. 1 problem of the business.

"A good salesman can sell fish or fur coats, battleships or pins—we likewise believe a good thinker is a good thinker wherever he serves," he explains. "Our staff was selected from competent local people who had proven themselves in related activities."

"Except for the announcers and engineers, the staff has not had radio experience as such. We wanted to have a fresh local viewpoint. We tried to choose people who were tied to the community, who were stable morally and intellectually. Our chief engineer, Frank Lee, is a former electronics instructor. Our 22 employes have a total of 73 years of college training to their credit.

"We have tried to make it attractive enough that they do not want to change. Every member of the staff is covered by both health and life insurance, and 30% of the net profits go back into the hands of employes in the form of bonuses, thus making each employe feel an individual responsibility for the station's success."

Robert Snyder, assistant manager, was chosen to bring into the organization a practical, workable system of setting the business up and supervising its various functions. His experience qualified him to operate a business where records of all procedures are so important. He also brings in the listener's viewpoint regarding programming, which is the criterion for KCBD's program policy. The assistant manager functions as program director and has responsibility for internal operation of the station, including business management, accounting, billing, personnel employment, traffic, announcer and continuity supervision.

Mr. Snyder concurs with the manager in the belief that high quality personnel is important: "Production is made up of personnel," he says. "We have no manufactured product, but service, for sale. And so the way our salesmen offer it, the way the copy is written, the way the announcer presents it, make up the quality of what we have to sell."

George Dale, commercial manager, who was experienced in public utility advertising before going to KCBD, has worked with all advertising media and so can advise station clients effectively regarding use of these media. He is responsible for the functioning of the sales department. He and each of his salesmen maintain a close personal contact with their accounts, making one or two personal calls a week to get copy ideas, check on special features, etc.

Salesmen Fully Informed

The station maintains only one contact with each advertiser: that is the salesman assigned to service the account. Continuity works through him to the account and vice versa, so that the salesman is completely informed at all times on the status of the account. The salesmen are not messengers or copy boys, but each has a definite part in planning radio campaigns and takes responsibility for their execution. "A strong service policy is our sales policy," Mr. Dale says.

Mr. Bryant, the general manager, also does some selling, both locally and on national accounts, has overall responsibility for operation of the station, and helps with station promotion, which he thinks essential to success.

"Through the 15 years that stations had a virtual monopoly," he says, "when business came over the transom, there was no incentive for an aggressive service or promotion policy. We believe in what we sell. We feel that a radio station's organization, its programs, its public service functions, must be sold to the community as is the product and service of other businesses. A great deal of emphasis has been given to station promotion."

A full-time man, Leroy Land, who had ten years' experience in motion picture theatre business, has been employed to do this job for KCBD. His experience has taught him how to use every possible means of reaching the public in the sale of entertainment. Newspaper tie-ins on special features and national accounts, product display, display banners at the business houses of advertisers, over 100 lighted blinker displays in stores—these and other devices keep the public aware of KCBD.

The station has made a positive approach to programming:

"Since programming is the vehicle or motivating force on which all service of a radio facility is based, we felt before going on the air that a very rigid standard should be established regarding our program policy," Mr. Bryant explains. "Instead of selling what you can sell, it is our idea to produce programs and sell them, thus maintaining a strict control on what listeners are offered.

Limitation on Commercials

"For example, we have a limit of 375 words of commercial copy to each quarter hour. This automatically eliminates a great number of distasteful programs as far as listeners are concerned. In some stations the advertiser appears as a 15-minute commentator regarding the merits of trading with him or purchasing his product. We feel that programming of this kind has no listener appeal at all. Not only does it accomplish nothing for the advertiser; it destroys the effectiveness of the programs following.

"We do not believe all consideration should be given to the advertiser. We feel that in a competitive situation, if any station is to succeed, the emphasis must be given to the listener. This in turn *should* be the advertiser's first interest if he is to get maximum return from his investment in promotion."

When the difficult problem of a religious policy arose this well-de-

(*Continued on page 144*)



KEY PERSONNEL of KCBD Lubbock talk things over. L to r: Frank Lee, chief engineer; George T. Dale, commercial manager; Joe H. Bryant, president and general manager; Robert L. Snyder, vice president and assistant general manager; and Leroy Land, promotion manager.

Radio's War Role

STAR-SPANGLED RADIO

Ad-Lib Success

STAR-SPANGLED RADIO by Edward M. Kirby and Jack Harris; Ziff Davis Publishing Co., New York. $3.50

"AS LONG as no M-Day plan for radio for the future exists, so long will the public welfare be imperilled," co-authors of the book *Star-Spangled Radio*, released May 10, admonished after reviewing the "lucky" manner in which American radio ad-libbed its way through World War II without government control.

This warning was sounded by Edward M. Kirby, former NAB public relations chief and World War II radio adviser to the Secretary of War and his wartime executive officer, Jack W. Harris, in the 18th and final chapter of their stirring new book.

Before raising the storm flag the authors in preceding chapters paint a panoramic picture of radio's activities, triumphs and troubles during the war years. Famous



Mr. Harris



Col. Kirby

soul-stirring commentaries, such as the *Army Hour* broadcast from shattered Corregidor are blended with accounts of humor, pathos and heroism, many unpublished heretofore. BBC is taken to task for its alleged selfish interests during the war in a chapter entitled "How to Develop Anglo-American Friendship Despite the BBC."

"There is scant comfort in the fact," the authors point out, "that when the Japs bombed Pearl Harbor no plan existed for the use of radio as an instrument of either defense or offense, or for anything else, for that matter." They charged that for this oversight both government and the radio industry might be criticized.

The authors feel that "it is not too early" to determine the role radio will play in the event an atomic, scientific war is thrust upon us. "It is not warmongering to talk about war, any more than it is inviting fire to insist on fire-escapes," they reason.

"American radio," the book cautions, "cannot permit its future during another war crisis to be left to improvised planning after the war is upon us . . . let us not overlook radio's responsibilities today, should men fail each other again tomorrow."

Among the recommendations offered was regular liaison between the Armed Forces, the State Department, FCC and the radio industry, and unity of control and purpose in a strong international radio plan.

Readers are reminded that "with the first radio-controlled missile, with the first germs to infest our reservoirs, with the first terrifying blast of atomic energy over some American target would come, simultaneously, the effort to seize or destroy our radio communications facilities. Destroy an army's lines of communications and you destroy the Army." The authors visualized every transmitter in the nation as a potential target for enemy seizure or destruction.

Brig. Gen. David Sarnoff, president and board director of RCA, in a foreword to the book, declared that "considering that there existed no precedent for the radio job that was to be done, the accomplishments recorded in *Star-Spangled Radio* seem truly astonishing. The authors credit success to the fact that, due to their insistence, experienced radio personnel ultimately was installed in all theaters."

"They concentrated," General Sarnoff continued, "on this need and devised programs of training and indoctrination to provide aids in helping field commanders in all parts of the world to solve the difficult problem of reporting the war to the people back home. Here is a book which proves that the American way of radio, as in democracy generally, serves better than any other system in achieving happy results for the millions of protagonists in life's great drama."

General Sarnoff said "it was fortuitous that the man who was selected in 1941, as adviser for radio to the Secretary of War—at one dollar a year—was Edward M. Kirby. . . . As his executive officer, Kirby chose Jack W. Harris. They helped develop procedures and policies behind radio at home and overseas which gave the nation the greatest war coverage in history."

The final chapter, bearing the title "Beamed Toward the Future," assumes added significance in view of increasingly delicate world affairs. Text of the chapter reads as follows:

Beamed Toward the Future

"There is only one conclusion to be drawn from this summing-up: *American radio was lucky.* It ad-libbed its way through the first war—and without government control. Private management continued to operate on public franchise, and at a profit. The industry sent forth its young men and women and *they* made the American concept of radio under free enterprise work even during wartime.

"There is scant comfort in the fact that when the Japs bombed Pearl Harbor no plan existed for the use of radio as an instrument of either defense or offense, or for anything else, for that matter. For that oversight both government and the radio industry may be criticized. Furthermore, as long as no M-day plan for radio for the future exists, so long will the public welfare be imperilled.

"Our age has been transformed from the electronic age to the atomic age. It is not warmongering to talk about war, any more than it is inviting fire to insist on fire-escapes. No one is eager for more bloodshed, but if the nation learned anything from the recent conflict, it was the need for preparation. Yesterday's weapons are today's museum pieces. Our entire war machine has been outmoded by the development of atomic energy. Split seconds, as well as split atoms, are now in the calendar of Mars. Now, every human being on the face of the earth is exposed to the possibility of germ warfare, guided missiles and atomic bombs. Without warning ruthless machines of destruction may descend through the night, and large segments of the population may be cut off and isolated. Then will rumor spread and multiply—and rumor, too, demoralizing as it is, must be reckoned with as a weapon of war.

"What can be the role of radio in such a war? It is not too early to ask the question. American radio cannot permit its future during another war crisis to be left to improvised planning *after* the war is upon us. Neither war nor peace can be won merely with good intentions. By all means, let us endeavor to have radio speak the language of brotherhood and un-

(Continued on page 54-F)



NEWLY-FORMED television committee of Broadcast Measurement Bureau began its exploration of primary needs of television research, including determination of video set ownership, at its first meeting April 21 in New York.

Seated, l to r: Don Jones, George P. Hollingbery Co.; Edward Codel, The Katz Agency; Daniel Denenholz, The Katz Agency; William Fay, WHAM Rochester, N. Y.; Carl Plehaty Jr., Standard Brands; Hugh Feltis, BMB; Edward Evans, ABC; E. P. H. James, MBS; George Moskovics, CBS; Albert Leonard, Gillette Safety Razor Co., and Jack Greene, NBC.

Standing, l to r: Jack Kurie, Assn. of National Advertisers; Hugh M. Beville Jr., NBC; Lewis Avery, Avery-Knodel; John Churchill, BMB; Peter B. James, Weed Co.; Robert Reuschle Headley-Reed Co.; Cort Langley, BMB; Will Baltin, TBA and Philip Frank, BMB.

Other committee members and guests not present when picture was taken include Herald Beckjordan, AAAA; Robert Coe, WPIX (TV) New York; Charles Durban, U. S. Rubber Co.; William Forbes, Young & Rubicam; John McNeil WABD New York; Paul Mowrey, ABC; H. P. Peters, Free Peters; Howard Reilly, J. Walter Thompson Co. and Crai Smith, Gillette.

Star Spangled Radio

(*Continued from page 54-E*)

derstanding between all peoples at home and abroad. But let us not overlook radio's responsibilities *today*, should men fail each other again *tomorrow*.

"As a first step, regular liaison should be established between the Armed Forces, the State Department, the Federal Communications Commission, and the radio industry. The mechanism is at hand in Washington. The National Association of Broadcasters is well-geared to handle such an important assignment.

"A strong plan for radio should therefore contain certain provisions for the use of radio on an international basis, if the contingency arose. When we went to England's assistance *we* were in a position to stipulate certain conditions; but we were improvising, and hardly knew what our next step would or should be. While the overall radio results were generally satisfactory, they were achieved only after endless bickering and negotiation. With full cooperation on every hand a truly superlative job might have been done.

"Radio and the public welfare will benefit from a unity of control and purpose. In too many cases inexperienced regular Army officers, rather than take a chance, played the old Army game of do-nothing. The movement of information to the public and to the troops cannot be accomplished by 'buck passing.' In other situations, officers trained in the ways of daily newspaper were in control of media which they did not understand, or which they resented. Many times an alert enemy caught the ear of the American audience by resorting to shortwave radio, thus scooping both our press and our radio. It is poor psychology to be forced to confirm *later* what one's enemy has stated *first*, for that builds confidence in enemy sources and undermines confidence in one's own.

"The psychological block which seems to separate our Armed Forces from our citizens in time of peace, should be broken down once and for all. As General Richardson said repeatedly: *The American Army and the American people are one and the same.* In radio, the Armed Forces have a medium through which this understanding may be brought about. The radio industry, in turn, has an opportunity to add to its service chevrons—if it undertakes in its own manner this peacetime mission to bring about better understanding of our military services. No nation ever owed more to those men at arms who carried on to keep this nation strong. For they certainly got little reward save the satisfaction of serving honor, duty and country.

"In this atomic age the interests of the civilian are identical with those of the soldier. Now in our quest for peace and security the good soldier and the good citizen are one, as exemplified in the role of George C. Marshall as soldier and statesman.

"Certainly, as they work for peace, the good citizen and the good soldier must keep war in mind. For in another war, our enemy will have a plan before he strikes. We would have no time for conferences or compromises. *The time for preparation is now.* With the first radio-controlled missile, with the first germs to infest our reservoirs, with the first terrifying blast of atomic energy over some American target would come, simultaneously, the effort to seize or destroy our radio communications facilities. Destroy an army's lines of communications, and you destroy the army.

"Without a plan for radio's protection and utilization in time of emergency we might find our great resources transformed into a national liability, a perilously vulnerable point in the armor of national defense. Every radio transmitter in the country will become a potential target for the enemy . . . to seize or to destroy.

"While we hope fervently that radio, henceforth, will bring only tidings of peace throughout the world, let American radio draw upon its great potential to fortify the peacemakers, that mankind may be spared another—possibly a last—fearful holocaust.

"But let the broadcaster be realistic in appraising the possibilities of war. For American radio cannot hope to ad-lib its way through World War III."

The appendix of the book was occupied by an American radio honor roll, a roster of war correspondents, the list of members comprising the Broadcaster's Committee on Development of a Code of Wartime Voluntary Censorship, and a roll call of radio, movie and stage personalities who entertained overseas.

FIFTH NETWORK

Bids by Titus to WLS, WINS Reported

PAUL M. TITUS was still in New York last week seeking support for his proposed fifth network, Radio America Inc.

His activities in connection with the project have been playing hide and seek in the news since early in the year with stories in connection with his indictment in California for alleged illegal stock sales.

In New York, where he reportedly had been talking with WINS officials, Mr. Titus refused to divulge the state of negotiations. He also refused to comment on reports that he had solicited WLS Chicago as an affiliate and offered its manager, Glenn Snyder, an executive post.

Contacted in Chicago by BROADCASTING, Mr. Snyder said he had been approached by executives of the network project on one occasion. Functioning on his customary "open door" policy, Mr. Snyder said he advised them he would be interested in hearing their story. The conversation, he said, was hardly of a nature where any decision could be reached and could be regarded as only exploratory.

From time to time other prominent Midwest broadcasters have been mentioned as identified with the network plan. In each instance, however, the situation appeared generally similar to that involving Mr. Snyder.

Announcement Soon

Mr. Titus said he would probably have an announcement to make soon. He had nothing to say on the status of a San Francisco Superior Court action charging him and two other principals in North American Broadcasting Service, the forerunner of Radio America Inc., with the illegal stock sales. His trial on that charge was postponed for the second time a fortnight ago [BROADCASTING, May 3] until May 26.

Although neither Mr. Titus nor officials of WINS would comment on the proposals Mr. Titus was offering, it was understood that he had advised that his network would begin operations June 15.

Mr. Titus told WINS executives that Radio America Inc. was constructing a new building in Denver and intending to buy a large building in New York. He would not reveal the identities of financial backers.

In response to questions reportedly directed at him regarding arrangements with the telephone company for trans-continental lines to feed his proposed network, Mr. Titus was said to have insisted that he had been promised such service by June 15.

The AT&T long lines department, following its policy, would not comment on Mr. Titus' alleged arrangements for network lines.

The selection of his staff, he reportedly told WINS, was in progress but as yet unsettled.

Several months ago Mr. Titus told a BROADCASTING representative that his organization would begin operation May 15 with between 200 and 250 affiliates [BROADCASTING, Jan. 26]. At that time Howard L. Pearl, said to be a Denver mining engineer and secretary-treasurer of Radio America Inc., said that the network by May 15 would possess "a backlog of $4,300,000 plus large commercial commitments."

Mr. Titus is under indictment with Rudolph J. Fjellstrom and Charles J. Husband, all involved in North American Broadcasting Service, for violation of the California Corporate Securities Act.

The Titus firm allegedly sold stock in California without authorization from the state corporations commissioner. Mr. Titus has denied the charges.



REVISED DRAWING of proposed Chicago Television City, being promoted by the Walter Butler Co., St. Paul contractor [BROADCASTING, May 10], shows 1,050-ft. frontage along Chicago's Outer Drive. Equal-sized studios for ABC, CBS, WGN-Mutual, and NBC are planned. New plan calls for building studios facing west along the Outer Drive first. Office building and tower, in background, would be erected later.

Hallicrafter Video Unit Features Chicago Show

HALLICRAFTERS Co. scooped competing television manufacturers last week by exhibiting a new set at the annual Radio Parts & Electronic Show in Chicago under the guise of four separate elements. No other manufacturer of a complete TV unit had space at the show.

The Hallicrafters exhibit consisted of a magnetic projection triode (cathode ray tube); an optical unit that reflects and projects the magnified image; a high-voltage unit chassis and Hallicrafters new TV receiver. When assembled, the component parts become an unfinished set, featuring a 16 x 12-inch image.

Entire set is to sell at below $500, William J. Halligan, president, said.

BILLINGS STILL RISE

$200 Million Possible for '48

By BRUCE ROBERTSON

BUSINESS was good for broadcasters in the opening months of 1948. It should continue good during the remainder of this year, provided the country's general economic atmosphere is not seriously disturbed by war, strikes, rearmament, foreign aid programs, the Presidential campaigns or other extra-business factors which may develop during the summer and fall.

Time sales of the national networks, only segment of the broadcasting business for which complete records are available, were on the upgrade in the first quarter of the year after a slight decline in 1947. Publishers' Information Bureau, whose running record of gross network time sales showed 1947 down 1.1% from the 1946 total—$190,930,336 in 1947 against $193,009,599 in 1946—reported that in January-March of 1948 the gross time sales of the four nationwide networks totaled $52,061,123, a gain of 7.7% over the combined gross of $48,361,127 for the corresponding part of 1947.

$200 Million Mark

If continued at this rate throughout the year, the network's gross billings for time would pass the $200 million mark, topping last year's gross by 9.1% and surpassing the all-time high of 1946 by 7.9%. Making due allowance for summer layoffs of a number of network sponsors, 1948 seems headed for a new record as far as network time sales are concerned.

Such exact sales data are not avaliable for spot or local radio, but indications are that they, too, are operating on a high level and, unless general business conditions are radically changed, will continue to do so throughout the year. With the immediate postwar demands for goods of all kinds satisfied to a large degree, a buyers' market is beginning to appear in the apparel, household equipment and furnishings and other fields of business activity, bringing with it increased competition and increased selling efforts by manufacturers and retailers. Advertising of these lines will also increase, with radio's share depending on the aggressiveness of time salesmen in competitive selling against the sellers of space.

Television has entered the national advertising picture this year for the first time and while its total circulation—about 300,000 sets in use as of May 1—is not very impressive in comparison to the country's 37,000,000 radio homes even without considering portables, auto radios and second, third and fourth home sets, it is attracting not only national advertisers but retailers of all types of merchandise to its sponsor lists. Early surveys indicate that even mediocre video fare is more attractive to most TV families than the best programming the sound broadcasters have to offer, pointing to more serious competition of TV, as its circulation and programming improve, to sound broadcasting as well as to newspapers, books and magazines, the movies and other competing bidders for the non-working hours of the American public.

But for the remaining months of 1948, sound broadcasting's outlook is good, if the general economic picture remains favorable. The chances for that, while viewed differently by various economic prophets, seem on the whole to be favorable, although not preponderantly so. Civilian employment in April was up a million from March to a total of 58,330,000, according to the Census Bureau, and Ewan Clague, director of the Bureau of Labor Statistics, predicted that if our economy follows its normal pattern this spring, early summer will find employment at "a new peak, exceeding last year's record of 60,000,000." Personal income in January was running at the rate of $210.8 billion, better than December's $210.4 billion and 11% ahead of January 1947, with the income tax reduction beginning May 1 to give an increase in take-home pay to millions of wage earners.

Some economists see the tax reductions as a definite inflationary threat, but J. B. Wallach, business news editor of the *New York Sun*, after pointing out that a family of four with an income of $2,500 a year will have $78 a year more to spend, with the extra money amounting to $90 if the family income is $3,000, $157 if it is $5,000, $501 if it is $10,000, $1,126 if $15,000 and $2,002 if $20,000, commented: "Everything points to the attaching of greater importance than ever before to the class market. The wage earner will become more solvent rather than more affluent . . . While luxury goods may take a new lease on business life, it is equally probable that necessaries made luxuries by heavy taxes will meet the strongest demand."

Probably the most powerful inflationary factor in the present picture is the demand of a large segment of organized labor for another round of wage increases. As this was written (May 10), the railroad unions were pondering a strike for increases larger than the 15½ cents an hour proposed by a government fact-finding board and agreed to by the railroad companies. More than 70,000 United Automoblie Workers (CIO) were due to walk out of the Chrylser plants on May 12, after bargaining had failed to win company acceptance of their demands for a 30-cent-an-hour boost in pay. The strike against the Big Four of the meat packing industry—Swift, Armour, Cudahy and Wilson—in its 56th day was threatening to expand rather than end.

Price Reductions

Early in the year, General Electric, Westinghouse and U. S. Steel, followed by other companies, had announced price reductions which these companies stated were designed to combat the inflationary trend and had further denied the demands of their unions for wage increases. Steelworkers grumbled but said they would stand by their two-year no-strike contract. The United Electrical, Radio & Machine Workers of America (CIO), under no such wraps, pressed their demands unsuccessfully and, as this was written, seemed on the verge of issuing strike ultimatums against GE, Westinghouse and the electrical division of General Motors. United Rubber Workers of America (CIO) on May 10 were to start negotiations over their demands for 30 cents an hour more in wages with Goodyear Tire & Rubber Co., with talks with B. F. Goodrich Co. scheduled to start May 24.

If these unions should prove successful in their fight for higher wages, like increases for other workers would be inevitable, with higher prices equally certain. Lengthy strikes, cutting down production and retaining or restoring the sellers' market for many goods,

(*Continued on page 54-H*)

BREAKDOWN and analysis of the product groups will be found on the following pages:

Agriculture & Farming	56	Industrial Materials	84
Automotive	62	Insurance	84
Amusements	76	Jewelry, etc.	84
Aviation	64	Local Retailers	188
Beer, Wines, Liquor	64	Miscellaneous	212
Building Materials, etc.	66	Office Equip. & Stationery	86
Clothing, Footwear, etc.	56	Publishing & Media	86
Confectionery, Soft Drinks	68	Radios, Phonographs & Musical Instruments	185
Consumer Services	68	Smoking Materials	188
Drugs & Remedies	72	Soap & Cleansers	24
Food & Food Products	76	Sporting Goods	196
Gas, Lubricants, etc.	78	Toiletries	196
Horticulture	80	Transportation	212
Household Equip. & Supplies	82		
Household Furnishings	82		

Network Gross by Product Groups

JANUARY-MARCH, 1947 & 1948

Class	1947	%	1948	%
1. Agricultural & Farming	$ 378,990	0.8	$ 338,158	0.7
2. Apparel, Footwear & Accessories	322,624	0.6	372,467	0.7
3. Automotive, Automotive Accessories & Equipment	1,679,989	3.5	2,109,205	4.1
4. Aviation, Aviation Accessories & Equipment	—	—	—	—
5. Beer, Wine & Liquor	646,103	1.3	315,610	0.6
6. Building Materials, Equip. & Fixtures	401,520	0.8	282,434	0.5
7. Confectionery & Soft Drinks	1,357,109	2.8	1,995,582	3.8
8. Consumer Services	616,799	1.3	718,331	1.4
9. Drugs & Remedies	7,430,566	15.4	6,009,553	11.5
10. Entertainment & Amusements	3,265	0.0	—	—
11. Food & Food Products	11,240,391	23.2	12,892,404	24.8
12. Gasoline, Lubricants & Other Fuels	1,593,539	3.3	1,684,790	3.3
13. Horticulture	129,923	0.3	71,331	0.1
14. Household Equip. & Supplies	1,311,641	2.7	2,099,357	4.0
15. Household Furnishings	268,032	0.5	325,250	0.6
16. Industrial Materials	513,107	1.1	554,428	1.1
17. Insurance	1,201,756	2.5	1,100,721	2.1
18. Jewelry, Optical Goods & Cameras	137,342	0.3	160,577	0.3
19. Office Equipment, Stationery & Writing Supplies	1,396,772	2.9	730,677	1.4
20. Publishing & Media	752,951	1.6	453,177	0.9
21. Radios, Phonographs, Musical Instruments & Accessories	465,109	1.0	584,632	1.1
22. Retail Stores & Shops	—	—	—	—
23. Smoking Materials	4,017,382	8.3	5,163,517	9.9
24. Soaps, Cleansers & Polishers	4,568,876	9.4	4,729,937	9.1
25. Sporting Goods & Toys	—	—	—	—
26. Toiletries	7,292,261	15.1	8,707,095	16.7
27. Transportation, Travel & Resorts	59,163	0.1	—	—
28. Miscellaneous	595,919	1.2	661,690	1.3
TOTAL	$48,361,127	100	$52,061,123	100

Billings

(*Continued from page 54-G*)

would also boost or hold prices at a high level. In addition, the effect of a strike can not be confined to the struck industry itself. This is brutally obvious when one considers the probable effects a prolonged railroad strike could have on all American economy and on all American life as well.

Iron Age estimated that the early spring coal strike cost the steel industry alone a loss of 1,500,000 tons of steel, enough to make 300,000 autos, 20,000 tractors, 200,000 refrigerators, 200,000 stoves and 200,000 washing machines. And John L. Lewis this month will present his new demands to the mine owners, with legal preliminaries all set for another coal strike on June 30 should no agreement be reached by that date.

Commenting on the action of GE, Westinghouse and U. S. Steel in reducing prices to a total of some $25 million and denying further wage increases, Harvey Runner, business editor of the *New York Herald Tribune*, wrote on April 24: "This pattern—price reductions and a denial of wage increases—will, if followed widely, have a real effect in stemming the tides of inflation . . . Retailers, on their part, believe that if war scares can be avoided for another few months, prices will move downward to a point where the public will be able to buy in greater volume."

The European aid program, another possible inflationary factor, is not generally seen as increasing exports to a dangerous level, however. Pointing out that exports this spring are running behind last spring's record high, Lewis L. Schellbach, vice-president, Standard & Poor's, wrote in the *New York World-Telegram* of May 1, "As ERP gains momentum, some gain is likely, but the year's total probably will not equal that of 1947." He predicted that the boom, "revitalized by the rearmament program, ERP and lower personal income taxes, promises to continue over the next few months," and warned that in July two factors "must be reckoned with: the possibility of another coal strike and mass vacations," either of which might curtail production.

Boom End?

Others, however, see signs that the boom is coming to an end, that by fall or early next year business will experience a slight recession. Backed by the growing consumer resistance to high prices of apparel and household goods, with retailers' buying noticeably slow at the furniture and shoe markets early this year, a "How's Business" survey made in March among 400 credit and financial executives by the New York Credit Men's Assn. found less than two percent looking for a real depression but 77% anticipating a slowdown in business in the last quarter of this year or the first quarter of 1949. A similar outlook was reported by 185 leading packing and packaging companies (whose activities are said to provide an index of general business) when surveyed by American Management Assn. Two thirds of this group foresaw a mild recession this fall or early next year, lasting from six months to a year.

A third survey, of business executives, made by the National Industrial Conference Board, found a general feeling that the break in commodity prices early in the year had not materially changed the business outlook, but that large scale remobilization might change it considerably. A little more than half of the respondents expected production levels for the first half of the year to continue through the last six months, with one in four anticipating a decrease in demand, one in five an increase. Finding the sellers' market a thing of the past, these executives say that more aggressive selling is needed if the full output is to be sold. Their consensus, backed up by the first quarter figures of a number of major companies, was that profits this year will represent a smaller percentage of sales than formerly, but that increased production and sales will leave the net earnings about the same as for 1947.

The effects of the national remobilization program cannot well be predicted at this time, although it is obvious that the requirements of a large peacetime army would affect the supply of goods for consumer use, notably in the men's clothing field.

The advertising outlook is good, leading agency executives told the *New York Times* following the April convention of the American Assn. of Advertising Agencies. They agreed that the continuing high national income and the cut in income taxes would more than outbalance any curtailments of consumer goods, as far as advertising is concerned.

Getting back to radio, the first-quarter network times sales table shows increases for 15 of the 28 categories in comparison to the like period a year ago, with decreases in 10 categories and no expenditures for either year in three. Of the major users of radio, only drug advertisers were off this year as against last, network advertising of foods, tobaccos, automotive products, candies and soft drinks, and toiletries all showing first-quarter increases for 1948 over 1947.

Political Aspect

A new element will enter the broadcasting picture early this summer, when the major political parties begin buying time for their candidates, particularly the Presidential nominees. In 1944 the Democratic and Republican national committees spent close to a million dollars apiece for network time and talent, with sizable expenditures for local and regional political broadcasting not accounted for. This is not all profit, however, for the major political broadcasts are usually from evening meetings whose time coincides with that of the top evening commercial programs. Therefore, in making a place for these political programs, the broadcaster is frequently obliged to ask a sponsor to release his time to the political party with no increase in revenue except the difference between the long-term rate the regular sponsor would have paid and the one-time rate charged the political party. For many broadcasters the entire extra revenue of the campaign months is more than matched by the cancellation of commercial programs.

Break Down by Business Categories Starts Page 56

Spot Accounts Active During 1947

(Accounts, by product names, with average number of stations used in each quarter of the year, based on the monthly tabulation of the Rorabaugh Report on Spot Radio Advertising for 1947.)

	AVERAGE NUMBER OF STATIONS			
	1st QUARTER	2nd QUARTER	3d QUARTER	4th QUARTER
AGRICULTURAL				
Coconut Meal	3	3	3	3
Dunlop Challenger Feeds	1	1	1	1
Fruitone	2	2	—	—
Garst & Thomas Hybred Corn	8	4	6	6
Henderson Seeds	2	—	—	—
Kellogg's Feed	6	7	2	—
Kerr Baby Chicks	1	—	—	—
Kingscrost Hybrid Seed Corn	12	13	5	19
Moorman Products	2	2	3	4
Murphy Feeds	7	8	8	8
Northrup, King Seeds	12	13	5	19
Northrup, King Seeds	1	1	—	—
Pay-U Products	3	2	—	—
Pillsbury Feeds	—	—	—	2
Pilot Brand Oyster Shells	—	12	35	35
Pioneer Hi-Bred Corn	2	2	2	2
Ralston Feeds	9	20	6	—
Rootone	2	2	—	—
Sterling Feeds	12	13	5	19
Swift & Co. (Agricultural Research)	—	—	1	1
Swift's Plant Food	16	—	—	—
Transplantone	2	2	—	—
Weedone	2	2	—	—
AUTOMOTIVE				
Atlantic Gas & Oil	3	44	43	70
Chrysler Corp. (Inst.)	3	—	—	2
Cisco Solvent	2	1	—	—
Clark's Super Gas	—	—	—	2
Conoco Gas & O I	2	2	2	2
Crosley Cars	—	—	—	1
Esso Gas & Oil	53	52	51	51
Ford Dealers	218	222	113	106
General Motors (Allison Div.)	—	4	—	—
General Motors (Inst)	12	12	12	12
General Tires and Tubes	—	—	—	1
Heet	7	—	—	25
Johnson's Carnu	—	3	12	15
Keystone Auto Club	7	7	7	7
Lee Tires	26	29	29	29
Mobilgas & Mobiloil	12	39	39	30
Packard Cars	—	—	—	265
Pennzip & Pennzoil	—	22	—	—
Phillip 66 Gas & Oil	26	28	29	29
Prest-O-Lite Batteries	—	—	31	34
Pure Gas & Oil	3	2	2	1
Shell Gas & Oil	35	35	37	34
Standard Gas & Oil (Ind.)	21	21	21	24
Tavern Products	12	39	39	30
Texaco Gas & Oil	8	8	8	8
Tydol & Veedol	1	8	10	3
BEVERAGES—ALCOHOLIC				
Berghoff Beer	1	1	1	—
Brucks Jubilee Beer	3	2	—	—
Burkhardt Beer	5	5	5	5
Cadillac Wines & Liquors	—	—	—	—
Carlings Red Cap Ale	—	—	1	1
Champagne Velevet Beer	12	20	27	15
Colcombet Wines	1	1	1	1
Colombo Wine	1	1	1	2
Dawson's Beer & Ale	19	26	22	35
Dorquest Beer	1	—	—	—
Edelbrew Beer	5	4	1	—
G B Beer	1	—	—	—
Garrett American Wine	65	35	—	—
Gluek's Beer	**	**	**	10
Henaler's Beer & Ale	—	—	2	3
Hyde Park Beer	4	13	12	9
Italian Swiss Colony Wine	—	4	8	7
Jax Beer	17	23	23	23
Keurger Beer	—	14	6	5
Old Crown Beer & Ale	4	4	4	4
Old English Brand Ale	9	11	12	15
Old Reading Beer	—	—	—	1
Peerless Beer	—	—	—	—
Prior Beer	8	11	11	11
R & H Beer	1	2	2	2
Rainier Beer & Ale	15	17	22	17
Rams Head Ale	8	11	11	11
Ruppert Beer & Ale	11	15	27	20
Sunshine Beer	3	5	2	5
Trommer's Beer	3	3	9	9
Utica Club Beer	9	11	12	15
Valley Forge Beer	8	11	11	11
Virginia Dare Wine	65	35	—	137
BEVERAGES—NON-ALCOHOLIC				
Alta Tea & Coffee	—	—	—	3
Astor Coffee	2	8	—	—
Birds-Eye Orange Juice	—	—	—	2

(*Continued on page 140*)



IT TAKES MORE THAN POWER

(which we have!)

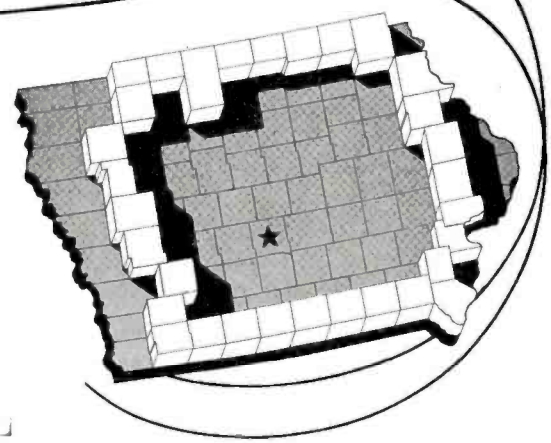
to attract and hold an audience!

TAKE THESE 31 IOWA COUNTIES, FOR INSTANCE

THE best "step" a radio station can take is to put more, more and *still more* emphasis on skillful programming in the public interest.

WHO was founded with that concept, and has stuck to it. The result shows up again in the ring of 31 counties at the right—which average approximately 100 miles from our transmitter, and which are closer to *many* stations than to WHO. *In those 31 counties, according to the 1947 Iowa Radio Audience Survey, WHO's percentage of total listening, from 5:00 a.m. through 6:00 p.m., is actually 47.1%!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for Survey and see for yourself.



WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

I—FARM OUTLOOK

Three Advertisers Carry Load

THE EXTENSIVE and energetic employment of radio by American business to sell its wares to the rich farm market is poorly depicted in the table of network agricultural advertising, which lists only three advertisers whose combined expenditures for network time during the first quarter of 1948 accounted for less than one per cent of the total network time sales for that period.

Most network advertisers are interested in the farm market as a prosperous segment of the general population, a group whose income has more than doubled since 1940 with an anticipated family income of $6,000 for 1948, making its members good prospects for clothes, cars, candy bars and all the other goods designed for general consumption. But the statistics of that advertising appear in the apparel, automotive, confectionery and other product class tables and are not segregated under the agricultural heading.

The farmer's professional needs generally vary in accordance with the location of his land, so naturally most advertising of seeds, stock and poultry feeds and the like is placed on a regional or sectional basis. Nine feed accounts are currently active in spot radio, according to the Rorabaugh Report and our own files: Allied Mills for the sixth consecutive year is using an early morning transcribed program, *Let's Go Visiting*, on 26 stations in the east and central states for Wayne Feeds. Dunlop Milling Co. promotes its Challenger feeds with a weekly quarter-hour on WSM Nashville. El Dorado Oil Works uses announcements on three California stations for Coconut Meal. Moorman Mfg. Co. also uses announcements, on four midwestern stations, for its feeds.

Murphy Products Co. advertises feeds with programs ranging from five to 30 minutes, broadcast once to six times a week on 10 midwestern stations. Also in the Midwest, Northrup, King & Co. sponsors thrice-weekly announcements on 17 stations, programs on three, for Sterling Feeds and the company's seeds and seed corn. Oyster Shell Products has weekly announcements on 35 stations, from Boston to Denver, for Pilot Brand shells. Pillsbury Mills advertises its feeds with daily spots on four midwestern stations. Quaker Oats Co. is also using midwestern stations for its feeds advertising, a program called *Man on the Farm*.

DeKalb Agricultural Assn. is advertising its hybrid seed corn with five-minute programs in 32 markets. Garst & Thomas Hybred Corn Co. has 10-minute and quarter-hour programs on four midwestern stations, while Pioneer Hybred Corn Co. of Illinois uses two spots a week on WLS Chicago. Funk Bros. Seed Co. also has a program on WLS and a spot campaign was being planned last month.

Other spot advertisers in this class include Blackman Stock Medicine Co., sponsoring five announcements a week on 14 southern stations for Lick-a-Brick; Kerr Chickeries, advertising its baby chicks with three announcements a week on WOR New York; Sherwin-Williams Paint Co., which was preparing a campaign for Weed-No-More spray. In March, two plant food campaigns were started. Swift & Co., which has been broadcasting five quarter-hours a week on KLZ Denver in the interest of agricultural research, has begun an announcement campaign for its plant food on 54 stations from coast to coast. Armour Fertilizer Works, for Velvetgreen plant food, used 21 spots a week on WTAR Norfolk during March. Detailed information on local advertising is not available, but the local sponsor lists for network co-op programs show about 20 in this category.

Class 1. AGRICULTURE & FARMING

Network Time Costs First Quarter	1947	1948
	$378,990	$338,158

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
ALLIS-CHALMERS MANUFACTURING CO., $105,702* $106,379**						
National Farm & Home Hour	Farm Equipment	NBC-161	Sat., 1-1:30 p.m.	9/5/45—		Bert S. Gittens
INTERNATIONAL HARVESTER CO., $155,025* $156,026**						
Harvest of Stars	Truck & Farm Machinery	NBC-162	Sun., 2:30-3 p.m.	10/7/45–3/28/48		McCann-Erickson, Inc.
Harvest of Stars	Truck & Farm Machinery	CBS-165	Wed., 9:30-10 p.m.	4/7/48—		McCann-Erickson, Inc.
RALSTON-PURINA CO., $118,263* $75,753**						
Checkerboard Jamboree	Chow Products	MBS-167	M-F., 1:45-2 p.m.	1/5/46—		Gardner Adv. Agency

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau.

II—CLOTHING INCREASE

Brown Shoe Company Leads List

NETWORK advertising of clothing, shoes and accessories in the first quarter of this year consumed air time with a gross value of $372,467, roughly 15% above the total for the same period last year, putting this class into a tie with agriculture and farming advertising for 17th place in the network roster.

In the national spot field the situation is about the same as for the networks. Celanese Corp. uses announcements, five-minute and 15-minute programs on 22 stations for its fabrics; Rosedale Knitting Co. participates in women's program's in 16 markets in a spring campaign. Bond Stores (men's clothing chain) advertises on 42 stations in cities in which these stores are located, using mainly quarter-hours, three to 12 times a week. Hat Research Foundation sponsored a seven-week spring campaign on 83 stations in 22 major markets.

Brown Shoe Co., in addition to its network children's program, is sponsoring the transcribed *Barry Wood Show* on 53 stations. Melville Shoe Corp. advertises Thom McAnn shoes using three to six quarter-hours a week on nine stations. Goodyear rubber soles and heels are plugged with spot announcements on 85 stations.

Most apparel advertising by radio, however, is placed at the local level by the retail dealer. Extent of this advertising is indicated by fact that network co-op shows have more than 175 clothing and department stores as sponsors, 14 shoe stores and three furriers. Kate Smith is the most popular program with this group of local advertisers, having 30 department and clothing stores on her sponsor list. Martin Agronsky is second with 17 such stores, Harry Wismer third with 15 and Baukhage and Fulton Lewis jr. are tied for fourth with 13 each.

In his "publicity predictions for 1948," Howard Abrahams, director of the sales promotion division of the National Retail Dry Goods Assn., reported that an NRDGA survey of its department and specialty store members indicated increased promotional activity by retailers during 1948. "Fashion advertising will hold its own or increase in practically all stores. Brand names advertising will come

(*Continued on page 62*)

Class 2. APPAREL, FOOTWEAR & ACCESSORIES

Network Time Costs First Quarter	1947	1948
	$322,624	$372,467

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
BROWN SHOE CO., $105,612* $106,301**						
Smilin' Ed McConnell	Buster Brown Shoes	NBC-160	Sat. 11:30 a.m.-noon	2/26/44—		Leo Burnett Co.
FRANK H. LEE CO., $87,505* $97,397**						
Drew Pearson	Lee Hats	ABC-240	Sun., 6-6:15 p.m.	12/2/45—		Wm. H. Weintraub & Co.
PIEDMONT SHIRT CO., $64,848**						
William L. Shirer	Wings Shirts	MBS-261	Sun., 1-1:15 p.m.	1/4/48—		Wm. H. Weintraub & Co.
TRIMOUNT CLOTHING CO., $53,200* $99,710**						
Sherlock Holmes	Clipper Craft Clothes	MBS-229	Sun., 7-7:30 p.m.	9/28/47—		Wm. H. Weintraub & Co.
TEENTIMERS, INC., $62,793* $4,211**						
Teentimers Club	Dresses & Cosmetics	MBS-98	Sat., 11:30 a.m.-noon	3/13/48—		Buchanan & Co.

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau.



WLEE pays off for Richmond Motor

Advertising exclusively on WLEE for a test week, the Richmond Motor Company reports:

"Despite adverse weather conditions, activity that week was 50% greater than in any week in the past six months."

For more than 32 years, the Richmond Motor Company has served Richmond Ford owners. Today it is one of the top-ranking Ford dealers in the entire country.

It is the only Ford authorized engine and small parts rebuilder in the Norfolk branch. Its operations include one of the largest and most modern lubritoriums in the South, containing eight safety pits, each equipped with Auto-Rock and Alemite lubrication systems.

Its large fleet of 10-wheel Ford trucks cover a trading area of more than 300 miles through Virginia and North Carolina.

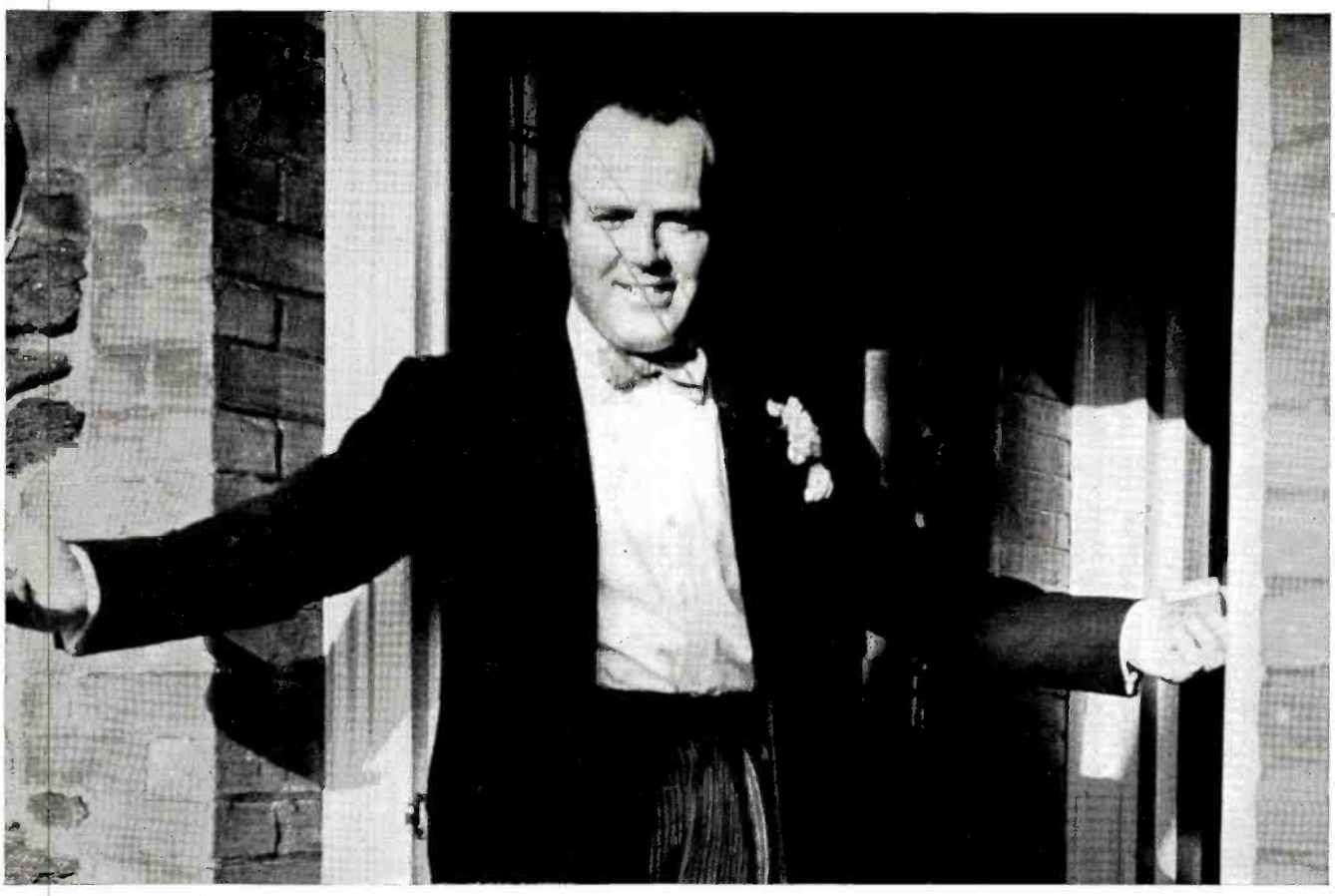
The Richmond Motor Company is a heavy user of newspaper space and radio time. Its current radio campaign on used cars and used trucks has been outstandingly successful. And the great bulk of Richmond Motor's radio appropriation is on WLEE!

Take a tip from Richmond Motor—if you want to sell something in Richmond, call in the Headley-Reed man and ask about WLEE.

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Ree***



Friends and neighbors love to visit the McCanns. It's such a friendly house, they say.



In one career (and not out the other)! Dora McCann joins her husband's famous program but continues her role of housewife and mother.

The McCann house in Yonkers, N.Y. "Alfred can fix anything outside the house", says Dora, "but inside! He's all thumbs!"

love me, love my diet

how Dora married WOR's Alfred McCann, and a radio career, as well



WHEN DORA MARRIED into the right-eating McCann family, a friend joshed: "Poor you, marrying a man who knows all about food! You'll be up to your pretty eareals in cereals." But Dora was not perturbed; if Alfred said that whole wheat grain and raw carrots were good for you, she'd jolly well serve them. She jolly well does. Today, Dora McCann is as much a crusader for correct eating as any McCann before her!

in one career (and not out the other)

Late in July, 1947, a pretty, sweatered girl sat with her husband at a table in the children's playroom. Her heart banged. The WOR engineer (set up next to a little boy's tricycle) raised a hand—and one of radio's oldest and most honored radio programs, WOR's "The McCann Pure Food Hour", became a husband and wife program. Title: "The McCanns at Home." Said Dora McCann, embarking on a 5-day-a-week radio career: "But I have nothing to offer." What she had to offer was immense. A simple, disarming, ungarnished charm that falls like manna on the ears of thousands of housewives.

Dora McCann doesn't *pretend* to be a homemaker who rolls a food cart up Main Street on marketing day; she IS one. Like her listeners, Dora has a house to manage (in Yonkers, N. Y.), a cleaning woman just twice a week, and children to care for (Patsy, aged 9½, Kevin, aged 4½). Housewives say she's their spokesman; that she is one of the few women in radio whose problems are identical to theirs.

"it's alfred's program"

Dora's ego is as microscopic as a pinch of salt. "I don't count", she says, "it's Alfred's program." She knows that one reason why many a family on the Eastern Seaboard is well-fed, is because a McCann has been on WOR for 21 years, teaching people how to eat properly.

In 1931, when young Al was a junior in college, his famous father died. Along with a handsome profile, a vigorous voice and a passion for truth, Alfred inherited a radio

continued

continued

program from his father: WOR's "The McCann Pure Food Hour." It was the first food program on the air. McCann, senior, had fought food frauds, had started a revolution in eating. Young Alfred carried on. He has seen everything that grows in America, grow. He has inspected over 1,000 food plants in the U.S. and Europe.

Today, Alfred McCann knows as much about nutrition as almost anyone in the country. His word is gospel to women in the 18 states where WOR can be heard; a fact that gives WOR a glow of pride. For Alfred McCann, like so many WOR personalities, is part of the very foundation of this great and friendly station.

these happy two

Today, WOR's "The McCanns at Home", heard weekday mornings at 9:30, is still the housewife's bible. Newcomer Dora gives it the feminine touch; a golden touch that has already added considerably to its listening audience. If Dora chances to mention that she uses, never wastes, beet greens—grocers for miles around are plagued by customers asking for beets with nice, leafy greens. Such is her influence! And when the McCanns recommend a product, housewives act on that recommendation—and buy!

Alfred handles most of the food facts on the show; Dora chats about cooking, keeping house and children . . . subjects she knows from the ground up. Together, this admirable husband and wife discuss the problems of day-to-day living. Son Kevin, aged 4½ is adopted and knows it. "We told him while he was young so he wouldn't be bothered by the knowledge later", says Alfred. And Dora beams: "Kevin knows he's special. He knows we chose him out of dozens of babies for our own." Such is their warm and commonsense approach to all problems, and WOR listeners love it!



"Al likes to play tennis. I prefer having him out on the courts rather than in the kitchen," Dora laughs, "But I'll have to admit it; he makes wonderful coffee."



Christmas at the McCanns, as in any American home, is a family day complete with toys underfoot. "Don't want my pitcher taken," Kevin frets.

the shades are up

To many of the 34,057,161 people who can hear WOR, "The McCanns at Home" is a slice of American life; a daily peek in the playroom window when the shades are up. Since the program comes straight from the McCann's Yonkers house, it has a rare and real-life intimacy, one that is worth considerable cash to a sponsor.

Yes, a sponsor buys a priceless ingredient in the McCanns. Women trust them; trust the products they recommend. Little wonder that sponsors stay so long with WOR and the McCanns. Dugan Brothers has been on the WOR McCann show for 21 years, the Hawaiian Pineapple Company for 19 years, The Richmond-Chase Company for 19 years. The list is long and ever-growing. Why do sponsors stay so long? Because WOR and Alfred McCann sell their products!

WOR *mutual*

heard by the most people

where the most people are



Clothing Increase

(*Continued from page 56*)

in for greater publicity than even last year. There will be a striking increase in general merchandise advertising versus institutional themes, possibly reflecting the retailers' need for stronger promotions to achieve sales volume."

Reporting that "an overwhelming percentage of the stores surveyed plan to increase their expenditures over last year," with 10% the amount generally indicated and many stores planning on 15% and 20% advertising increases, Mr. Abrahams said that "radio presents a varied picture. General increases are shown by stores which have been strong users of this medium while many of the recent users of radio are decreasing this activity. Perhaps this is because many stores which recently turned to radio used it as a temporary fill-in for other unavailable promotion tools. Increases in radio range to as much as 50%, although the greatest emphasis is on 5%." (See also Class 22, Retail Stores and Shops).

Apparel advertisers, always inclined to use pictures as well as words in their printed advertising, have taken avidly to television which permits them to show as well as talk about their products on the air. Video advertisers of this class in recent months include Simon Ackerman Clothes sponsoring a weekly newsfilm on WNBT New York; Barney's Clothes using spots on WABD, WCBS-TV New York; Botany Mills advertising its neckties with weather forecasts on seven TV stations; Brownstein Louis participating in *Shopping at Home* on KTLA Los Angeles for Hendan Shirts; B.V.D Corp. using weather spots on six stations; Brentwood Sportswear with weather spots on three stations; Jay Bucknell participating in WABD's *Doorway to Fame* for its shirts; Calvert Hats using video spots on WMAR-TV Baltimore; Jay Day participating in WABD's *Birthday Party* for its dresses; Caspar Davis using spots on KTLA for millinery; Fashion Shop using spots on WMAR-TV; Fair Store sponsoring a weekly news show on WBKB Chicago; Howard Clothes sponsoring boxing on WABD; Hecht Department Store sponsoring *Fashion Story* on WNBW Washington; J. L. Hudson Store sponsoring *Sketchbook* on WWJ-TV Detroit; Jay Jay Junior advertising dresses via *Mary Kay and Johnny* on WABD; Hat Corp. of America sponsoring sports events for Knox Hats on WCBS-TV; Lucele Ltd. (furrier) using *Doorway to Fame* on WABD; Pelta Furs using announcements on KTLA; Powell & Campbell advertising shoes with A. Sagner's Son sponsoring telecasts of the Pimlico races on WMAR-TV for Northcool (summer suits), announcements on WABD; Stewart's (men's clothes) using spots on WNBW, WTTG Washington; Zlotnick the Furrier using announcements on WTTG.

Television Fashions on Parade, weekly series on WABD, has been presented under the auspices of various smart New York women's stores, with a number of apparel and accessory manufacturers displaying their wares on the broadcasts. Frank H. Lee Co., sponsor of Drew Pearson on ABC, has announced that this fall it will also sponsor a video *News Review of the Week* in every city in the country in which TV facilities are available. Brown Shoe Co. late in April started *Roblee Fan Fare* for Roblee Shoes, 15 minutes preceding the Yankee baseball telecasts on WABD, featuring interviews with prominent players and fans.

Government plans for mobilization are being closely watched by the men's clothing industry and, if put into effect, they would not only take a lot of potential clothes buyers out of circulation but would also divert much of the production from civilian wear into uniforms. A questionnaire as to the ability of the men's clothing industry to handle Army orders was circulated in April at the request of the Quartermaster Corps.

Overall, the apparel industry's retail sales in the early months of the year were running slightly (less than 5%) ahead of the same months of 1947, according to Dept. of Commerce estimates.

II—AUTO BOOMS

Further Advances Are Indicated

DESPITE A BACKLOG of orders for automobiles which seems to put a buyer's market for new cars at least a year away, automotive advertising on the air boomed during the first quarter of 1948, with the outlook indicating further advances during the rest of the year. Network billings for cars and trucks, tires and accessories, totaled $2,109,205, up 25.5% from the same period of 1947.

The increase in automotive advertising more than parallels the postwar production record rung up by the automotive industry during the quarter, according to William J. Cronin, managing director of the Automobile Manufacturers Assn., who told BROADCASTING that "despite the fact that some materials were in short supply, output of cars, trucks and buses jumped 11% in the first three months of 1948 as compared with the same period last year."

Citing an AMA estimate that 1,273,000 units were produced between Jan. 1 and March 31, "equivalent to an annual rate of slightly over 5,000,000 units," Mr. Cronin declared that "the April coal strike is expected to upset forward operating schedules for all concerns. . . . The delayed action effect of crippled transportation and slashed steel production undoubtedly will be felt in the weeks and months ahead.

"Though nearly 6,500,000 passenger cars have been produced since the war's end," Mr. Cronin stated, "the buyer's market for motor cars still appears at least a year or more away. Huge backlogs of orders still remain on most dealers' books."

First of the automotive advertisers, at least from the network billings viewpoint, was Ford Motor Co., whose gross network time purchases for the first quarter of 1948 exceeded half a million dollars, up 143% from the like period of 1947. Then Ford's network activities were the Dinah Shore Show, a half-hour on CBS. Today the company sponsors *Ford Theatre* for a full hour on NBC late Sunday afternoon and, in the name of its dealers who pay a share of the cost, the half-hour Fred Allen program on NBC Sunday evening. Spotwise, the Ford dealer announcement campaign has declined from a peak of 267 stations in March 1947 to 92 stations in the same month of this year, possibly due to the acquisition of the Allen program from Standard Brands the first of the year.

Ford's out in front also in television. Its winter schedule of sports telecasts—boxing on KTLA Los Angeles, wrestling on WWJ-TV Detroit, varied events from Madison Square Garden on WCBS-TV New York—has been expanded by a video baseball schedule that includes coverage of the Brooklyn Dodgers (with Old Golds) on WCBS-TV, the Chicago Cubs and the Washington Senators (both shared with Chesterfields) on WBKB and WTTG, respectively, the St. Louis Cardinals (unshared) on KSD-TV and the Milwaukee Brewers (shared with Ford dealers of that area) on WTMJ-TV.

Kaiser-Frazer Corp., which last summer entered radio with a spot schedule that, currently covering some 300 stations in 125 markets, probably makes K-F the number one spot automotive advertiser, ranks second in the network list. Its quarter-hour Newscope on Mutual, using 428 stations on Tuesday and Thursday, 75 on Saturday and Sunday, accumulated a gross time bill of nearly $400,000 for the first three months of 1948. K-F also made its video debut during the quarter, sponsoring the *Original Amateur Hour*, a video version of the erstwhile Major

(*Continued on page 64*)

Network Time Costs

First Quarter	1947	1948
Class 3. AUTOMOTIVE, AUTOMOTIVE ACCESSORIES & EQUIPMENT	**$1,679,989**	**$2,109,205**

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
CHRYSLER CORP., $215,403**						
Christopher Wells	Plymouth & De Soto Cars	CBS-162	Sun., 10-10:30 p.m.	9/28/47—		BBDO
ELECTRIC AUTO-LITE CO., $221,010* $229,028**						
Dick Haymes Show	Spark Plugs, Batteries, Ignition Systems, etc.	CBS-164	Thurs., 9-9:30 p.m.	10/10/46—		Ruthrauff & Ryan
FIRESTONE TIRE & RUBBER CO., $197,730* $196,209**						
Voice of Firestone	Tires & Tubes	NBC-138	Mon., 8:30-9 p.m.	12/3/28—		Sweeney & James Co.
FORD MOTOR CO., $208,476* $506,068**						
Ford Theater	Automobiles	NBC-167	Sun., 5-6 p.m.	10/5/47—		Kenyon & Eckhardt
Fred Allen Show	Automobiles	NBC-168	Sun., 8:30-9 p.m.	1/4/48—		J. Walter Thompson Co.
GENERAL MOTORS CORP., $244,106* $265,974**						
Henry J. Taylor	Institutional	MBS-433	M., F., 7:30-7:45 p.m.	12/21/45—		Kudner Agency
KAISER-FRAZER CORP., $391,082**						
Newscope	Automobiles	MBS-75	Sat., 7:30-7:45 p.m. Sun., 8:45-9 p.m.	11/4/47—		Sweney, Drake & Bement
Newscope	Automobiles	MBS-428	T., T., 7:30-7:45 p.m.	11/4/47—		Sweney, Drake & Bement

* First quarter 1947. ** First quarter 1948.

Source: Publishers' Information Bureau

WMPS

With

10,000 WATTS*

On

680 K.C.

Has Produced

101,309 REPLIES

from 453 counties in 30 States for our advertisers during the period beginning September 21, 1947 and ending April 24, 1948.**

*5000 WATTS AT NIGHT

** DATE OF OUR CHANGEOVER

WMPS-Memphis

Affiliated with American Broadcasting Company

Represented by Taylor-Howe-Snowden

Auto Booms

(*Continued from page 62*)

Bowes show, on the DuMont network. Although the program achieved the top Hooper telerating in February, with 46.8% of the video sets tuned in, the company dropped its sponsorship at the end of 13 weeks.

General Motors Corp. during the first three months of the year continued its institutional campaign with Henry J. Taylor on MBS, with gross time charges of more than a quarter of a million dollars for the twice-weekly broadcasts for the quarter. A spot campaign for Oldsmobile in March comprised one to six announcements a week on 164 stations, according to the Rorabaugh Report. In television, GM sponsors a 10-minute Sunday evening news review on WNBT New York for Oldsmobile and a 20-minute news show Tuesday evenings on WABD New York and WTTG Washington for Chevrolet. This GM car was also advertised with a special video series of films of the Winter Olympics on eight stations and plans for a more extended country-wide video campaign for Chevrolet are reportedly now in the works.

Chrysler Corp., not on the network air a year ago, returned to CBS last fall with a Sunday evening dramatic series, *Christopher Wells*, advertising Plymouth and DeSoto cars, for which it bought more than $200,000 worth of network time in the first three months of 1948. In mid-April Chrysler-Plymouth dealers in 16 cities began broadcasting Animal World Court, a five-minute series of stories of animal heroism. Studebaker Corp., during the quarter, continued its newscasts by Bob Garred three mornings a week on a West Coast CBS hook-up.

Newest automotive network advertiser is Tucker Corp., which last month started *Speak up America*, quarter-hour Sunday afternoon discussion series, on ABC. Novel touch is having the commercials delivered by Preston Tucker, president of the company and now a paid up member of AFRA.

Tire advertisers on the networks during the January-March period were Firestone Tire & Rubber Co., whose *Voice of Firestone* is now in its 20th year as a Monday evening NBC program, and Goodyear Tire & Rubber Co., whose Sunday evening *Greatest Story Ever Told* series on ABC has won for its sponsor a galaxy of honors as 1947's outstanding commercial radio innovation. U. S. Rubber Co. sponsored a one-time broadcast of the Winter Olympics on Mutual in February and a film series on the Olympics telecast on WCBS-TV, also sponsoring two pickups from the New York Sportsman's Show on that station in addition to its regular Friday night *Sports Time* series on NBC's television network. Firestone, which sponsored a film series on WNBT New York during 1945 and 1946, returned to television last month and is currently sponsoring *Americana Quiz* on the NBC video network in the same time period that the *Voice of Firestone* is broadcast on NBC's AM network.

Production of automotive tires hit an all-time high in 1947, with 95,548,391 casings produced during the year, according to the Rubber Manufacturers Assn. The pace slackened in the opening months of this year, RMA reported, with production for the first two months of 1948 down 13.3% from the like period of 1947 and with February production of automotive casing 18.7% below the January figure.

In the automotive accessories field, Electric Auto-Lite Co. continued its *Dick Haymes Show* on CBS and Champion Spark Plug Co. its *Champion Roll Call* series on Mutual. In July, Haymes will be replaced by a dramatic series, *Suspense*. Spotwise, the Rorabaugh Report shows Keystone Auto Club using seven stations and Johnson's Carnu advertised on 14 Latin American stations.

Local dealers for automobiles and automotive products are active radio advertisers, with more than 300 currently listed as sponsors of the various network co-op shows alone. Fulton Lewis jr. is the most popular co-op with the automotive dealers, with 74 sponsors from this class, Martin Agronsky placing second with 26 and Harry Wismer third with 22. This group is also becoming active in television, BROADCASTING'S *Telestatus* report for February showing 22 automotive sponsors of video broadcasts, mostly at the local level.

IV—AVIATION
No Network Time

THE manufacturers of airplanes and their accessories and equipment made no expenditures for network radio time during the first quarter of 1948 or the full year of 1947, according to the records of Publishers Information Bureau. Nor were any local or spot advertising campaigns reported for this class. Airline advertising is included in Class 27, covering transportation, travel and resorts.

V-FETTERS ON ALCOHOL
But Increase in Advertising Expected

DESPITE an anticipated decline in sales resulting from voluntary reduction in the use of grain, which is making itself felt in the lower production of beer and ale, the brewing industry is expected this year to match its 1947 expenditures of about $5,000,000 for radio advertising, according to the United States Brewers Foundation.

This estimate, the Foundation said, "is predicated on the maintenance of current economic conditions, continuation of grain supplies at the present levels and absence of any new laws that would tend to wreck the advertising program of the entire alcohol beverage industry."

The "new laws" reference is to the perennial Capper Bill which would prohibit any alcoholic beverage advertising in interstate commerce, tantamount to banning it from the air entirely, and to two substitute measures more recently introduced by Senators Reed of Kansas and Johnson of Colorado. The Reed Bill would forbid advertising beverages as beneficial to health or to social or business standing or as traditional in American family life. This is aimed specifically at the USBF "Home Life in America" series of magazine advertisements. The Johnson Bill would limit advertising of alcoholic beverages to a "facsimile of the bottle, container and label of such beverage."

Passage of any of the three bills would radically reduce, if not eliminate completely, radio's revenue from brewers and vintners, the latter group currently spending perhaps a million a year for radio time. Advertising of hard liquor has been kept off the air as a matter of policy concurred in by both broadcasters and distillers.

Brewers and vintners, never sizeable network users as a class, in the first quarter of this year spent only $315,610 for network time, less than half their billings for the same part of 1947. Wine Growers Guild's *Murder and Mr. Malone*, Saturday night mystery on ABC, is the sole wine program on any network, compared to four last year when Petri, Roma and Cresta Blanca wines were all advertised with network shows. The beer column shows an increase, however. Falstaff Brewing Co. late in February started *Music from the Heart of America* on NBC which, added to Pabst's *Eddie Cantor Show*, gives that network, and network radio, two beer programs.

But most breweries have only local or regional distribution and their advertising follows the same pattern. During the early months of 1948 some 80 beer companies sponsored programs or announcements on one or more stations, with expectations of appreciable increase both in the number of beer advertisers and stations used as warm weather brings on the traditional beer drinking season.

Larger users of spot radio in the first quarter included: G. Kreuger Brewing Co., using three newscasts a week on the full Yankee Network and WOR New York, plus announcements on 14 South Atlantic stations; Iroquois Brewing Co., sponsoring the transcribed Guy Lombardo program on 14 stations in New York and Pennsylvania; John F. Trommer Inc., with announcements on 10 East Coast stations; Terre Haute Brewing Co., using programs from 15 minutes to two hours long on some 40 stations in the East and East Central states and announcements on a dozen more stations

(*Continued on page 66*)

Class 5. BEER, WINE & LIQUOR

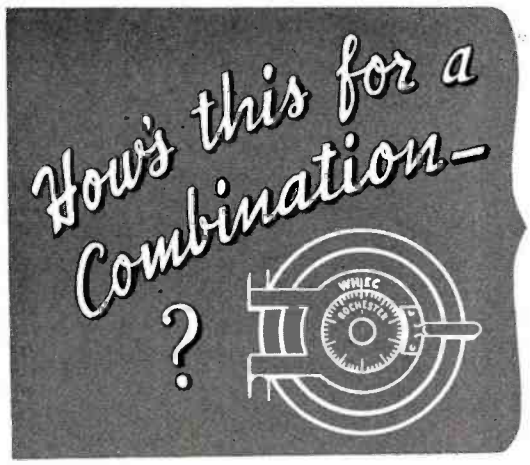
Network Time Costs First Quarter	1947	1948
	$646,101	$315,610

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
FALSTAFF BREWING CO., $21,648**						
Music from the Heart of America	Beer	NBC-31	Thurs., 9:30-10 p.m.	2/25/48—		Dancer-Fitzgerald-Sample
PABST SALES CO., $186,786* $187,210**						
Eddie Cantor Show	Blue Ribbon Beer	NBC-146	Thurs., 10:30-11 p.m.	9/26/46—		Warwick & Legler
WINE GROWERS GUILD, $96,600* $106,752**						
Murder & Mr. Malone	Wines	ABC-65	Sat., 9:30-10 p.m.	1/11/47—		Honig-Cooper Co.

* First quarter 1947. ** First quarter 1948.

Source: Publishers' Information Bureau.



❶ ROCHESTER, N. Y.

"Best Test City in New York and the Middle Atlantic States," says the Sales Management Fall 1947 Test City Survey.

❷ STATION WHEC

"Best Listened To Station in Rochester" says Hooperatings — (and has been for past 4 years!)

Plus

❸ Strong Program Promotion

WHEC not only "airs" your program, but *promotes* it with the combined force of spot announcements, newspaper advertisements, "Jumbo-size" buscards, outdoor posters, lobby displays and mail.

WHEC uses daily advertisements in both the Rochester Democrat & Chronicle and the Rochester Times-Union,—often buys *extra* space for special merchandising promotion.

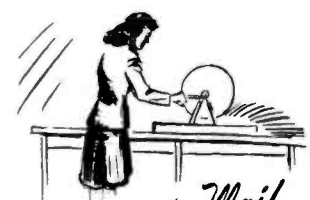
WHEC's consistent and continuous direct mail campaign is directed not only toward key radio audiences but also toward special lists of the *trade*—dealers, distributors, trade association members, etc.

Write, phone or wire for availabilities



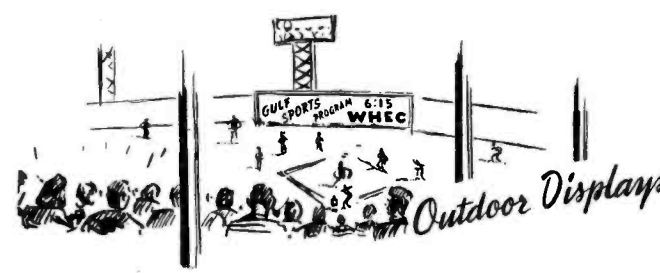
Bus Cards


Newspaper Advertisements


Direct Mail



Lobby Displays



Outdoor Displays



WHEC *of Rochester*

N. Y.
5,000 WATTS

National Representatives: J. P. McKINNEY & SON, *New York, Chicago, San Francisco*

Fetters on Alcohol

(*Continued from page 64*)

n the same area; Rainier Brewing Co., with station breaks on 16 West Coast stations; Jackson Brewing Co., using 23 stations in the South, mostly with daily quarter-hour programs; West End Brewing Co., sponsoring announcements on 16 stations in New York and New England; Dawson's Brewery, with announcements on 36 New England stations; Gluek Brewing Co., with spots on 10 stations in Minnesota and North Dakota. In April Haffenreffer & Co. started an announcement campaign on 18 New England stations to introduce Pickwick Beer into that market. Goetz Brewing Co. has bought the CBS co-op show, *'t Pays to Be Ignorant* on 12 stations in the St. Louis area.

Garrett & Co., with announcements for Virginia Dare Wine on more than 100 station and five to 15-minute programs on another 10 outlets, was the largest spot user reported among wine advertisers. Fruit Industries also uses announcements for its Fi and Dolly Madison wines on the Montana Z network as well as in scattered markets from coast to coast.

Schenley Distillers, however, has started a video campaign of one-minute animated film spots on eight TV stations for Cresta Blanca Wines. Robinson - Lloyds, after more than a year of sponsoring sight - and - sound announcements on WABD New York for Dry Imperator Champagne, plans to expand its video advertising to some 10 stations across the country this spring.

Always active in sponsoring sports broadcasts, brewers have enthusiastically moved into the video sports field. During the late winter and early spring, wrestling, boxing, basketball and other sport telecasts were sponsored regularly by Atlas Prager Brewing Co. (WBKB Chicago); Barbey's Inc. (WPTZ Philadelphia); Esslinger's Inc. (WPTZ); Globe Brewing Co. (WMAR-TV Baltimore; WNBW and WMAL-TV Washington); Gettelmann Brewing Co. (WTMJ-TV Milwaukee); Gretz Brewing Co. (WPTZ); Gunther Brewing Co. (WNBW); Hyde Park Breweries Assn. (KSD-TV St. Louis); National Brewing Co. (WTTG, WMAR-TV); Scott & Grauer (WFIL-TV); Wiedemann Brewing Co. (WLWT Cincinnati); Atlantic Brewing Co. (WGN-TV Chicago).

Baseball Sponsors

The advent of the 1948 baseball season finds the brewing industry well represented among sponsors of ball game broadcasts, video as well as sound broadcasting. In New York, P. Ballentine & Sons are sponsoring telecasts of the Yankees' home games on WABD and sharing sound broadcasts of the same games with General Cigar Co. on WINS. Narragansett Brewing Co. is co-sponsoring with Atlantic Refining Co. the home games of both Boston teams, the Red Sox and the Braves, on a New England network of 17 stations. Gunther Brewing Co., also with Atlantic Refining, sponsors the full night game schedule of the Baltimore Orioles on WITH, the games away from home being reconstructed.

In Cincinnati, Burger Brewing Co. is sponsoring telecasts of the Reds home games on WLWT and sound broadcasts on 13 stations in four states, originating at WCPO. Goebel Brewing Co. is another video baseball advertiser, sponsoring the Detroit Tigers on WWJ-TV. Standard Brewing Co. foots the bill for broadcasts of the Cleveland Indians games on WJW and WJW-FM. The St. Louis Cardinals broadcasts are sponsored by Griesedieck Brothers Brewery Co. on 41 stations (26 AM, 15 FM) in five states, originating at WTMV.

In the far west, Rainier Brewing Co. is sponsoring broadcasts of the San Francisco Seals for the seventh consecutive year on KYA. Tieing in with baseball, F. & M. Schaefer Brewing Co. is sponsoring *Sports Album*, five-minute filmed video program, on WCBS-TV New York immediately preceding that station's broadcasts of the Brooklyn Dodger games.

VI—BUILDING FORECAST

Largely on Local Level

RADIO advertising of the building and building equipment industries is chiefly placed at a local level. Well over 100 builders, lumber yards, heating equipment firms, paint dealers and the like sponsored network co-op shows alone during the first quarter of 1948, compared with only four network accounts—of which one is seasonal and two more are confined to the Pacific Coast—and four spot campaigns on 10 or more stations. Networkwise, this group ranks 21st among the 28 categories, accounting for one-half of one per cent of the total network billings for the quarter, about a third less than in the same period of 1947.

This field would seem to be one worthy of more intensive cultivation by the sellers of time on the air. Dun & Bradstreet last month reported that "the cumulative total of building permit values in 215 cities in the first three months of 1948 was $859,390,900, or 53.8% above that of the corresponding 1947 period. This was the highest first quarter total on record; it was slightly above the previous peak touched in 1928."

The Federal Works Agency Office of Economic Research reported a total construction activity of $1,088,000,000 in March, 31.7% above the March 1947 total. Of this sum, $852,000,000 was spent for private construction, which was 31.5% above that for March of last year. The National Paint, Varnish & Lacquer Assn. reported January sales by 680 companies, comprising about 90% of the industry total, as $88,473,000, 6.2% ahead of January 1947 and 56.1% better than January 1946. This group last year passed the billion-dollar sales point and NPVLA President Joseph F. Battley in his March bulletin to members cited government estimates to show that "the annual physical volume of our finished products could be doubled or more than doubled by 1955."

A possible increase in competition between brick companies which might stimulate advertising of this industry may result from a cease-and-desist order issued April 28 by the Federal Trade Commission against 37 companies, producing more than three-fourths of the country's bricks and other refractory products, designed to end an alleged price-fixing conspiracy.

Johns-Manville

The current network advertisers in the building material class include Johns-Manville Corp., with its five-minute mid-evening news period on CBS; Benjamin Moore & Co., sponsoring its annual spring campaign of Saturday morning home-brightening talks on ABC, and two West Coast firms, the Fuller paint company which started a news show on CBS Pacific last summer, and Day & Night Mfg. Co., which in January of this year began a Saturday newscast on the same network.

Marshall-Wells Co. in March expanded the list of stations used to advertise its paints and appliances from 2 to 46, using three quarter-hours a week on WCCO Minneapolis and KBMY Billings and from three to ten announcements a week on the others, to become the largest spot advertiser in this class, according to the Rorabaugh Report for March. Other leading spot users in the class include Martin Rosenberger Wallpaper Co., with three to nine spots a week on 25 stations; Southern States Iron Roofing Co., with six to 16 spots a week on 12 stations, and S. C. Johnson & Son, using five announcements a week on 10 West Coast stations for its water-repelling Drax.

This class is represented in television by: American Blower Corp., using video spots on WWJ-TV Detroit; Dushoff Distributing Co. (tile products), with announcements on WFIL-TV Philadelphia; National Weather Window Co., also with announcements on WFIL-TV; All-Weather Products, building materials distributor, with a five-minute weather report five nights a week on WPTZ Philadelphia. Not yet a video advertiser but wanting to be one, M. A. Baskind, head of a wallpaper firm, has written KQV Pittsburgh, applicant for a TV station, ordering time to start whenever KQV-TV is ready for business.

Network Time Costs
First Quarter 1947 1948

Class 6. BUILDING MATERIALS, EQUIPMENT & FIXTURES..... $401,520 $282,434

Leading Network Advertisers

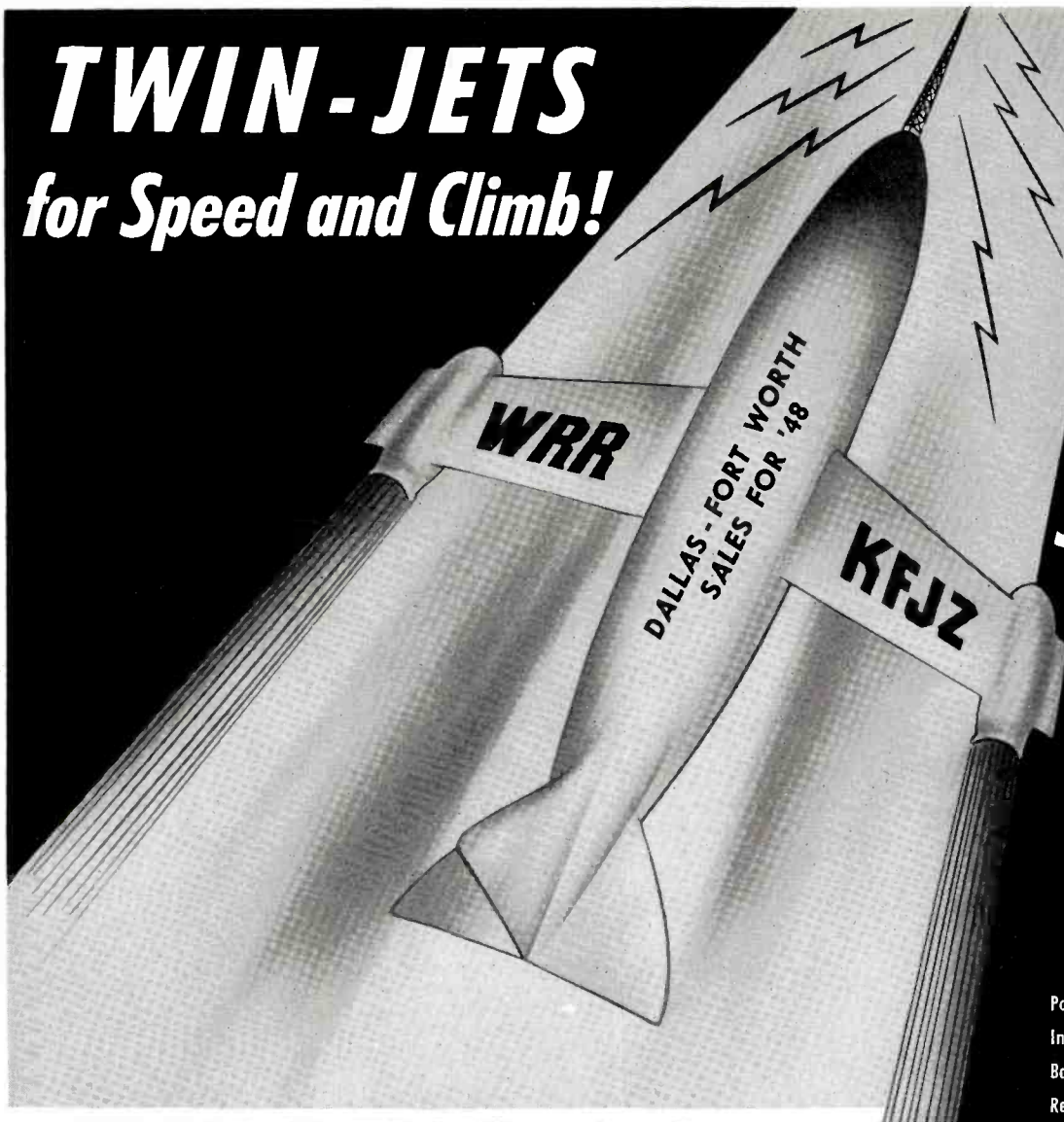
Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
DAY & NIGHT MFG. CO., $2,340**						
Dr. Wallace Sterling	Heaters	CBS-16	Sat., 5:55-6 p.m., PST	1/24/48—		Hixon-O'Donnell
W. P. FULLER & CO., $36,192**						
News	Paints	CBS-15	Mon., Sat., 8:55-9 p.m., PST	7/28/47—		McCann Erickson
JOHNS-MANVILLE CORP., $215,296*		$222,630**				
Bill Henry—News	Insulation	CBS-68	M-F., 8:55-9 p.m.	12/23/46—		J. Walter Thompson Co.
BENJAMIN MOORE & CO., $23,291*		$21,272**				
Your Home Beautiful	Paint	ABC-223	Sat., 10-10:15 a.m.	3/6/48-5/29/48		St. Georges & Keyes

*First Quarter 1947. ** First Quarter 1948.

Source: Publishers' Information Bureau

[*Business Index Continues on page 68*]

TWIN-JETS for Speed and Climb!



TWIN-STATIONS for SELLING POWER

WRR-KFJZ Area
(100 Mile Radii)

Population . . .	1,857,000*
Income	$2,257,516,000*
Bank Deposits .	$1,904,769,000
Retail Sales . . .	$1,784,833,000*
Wholesale Sales	$1,861,658,000*
Radio Families .	410,033†

*Copyright, Sales Management, 1948
†BMB Area Survey, 1947

DOUBLE-COVERAGE is the Answer in the Dallas-Ft. Worth Area

DOUBLE your sales-power in a region where folks have over $2,000,000,000.00 annually to spend! Only 35 miles apart, WRR-Dallas and KFJZ-Fort Worth give you a double-shot at a powerful audience as Texas radio's top COMBINATION. Either simultaneous or separate schedules on a single, economical, billing. In Dallas-Ft. Worth, it's WRR-KFJZ!



NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

VII—CANDY UP 50%

Billings Near $2 Million

BUYING resistance to higher candy prices, greatly increased competition in the soft drink field —both conditions calling for energetic advertising—are reflected in the network time purchases of confectioners and bottlers in the first three months of this year. The gross for the class was $1,995,582, nearly 50% ahead of the gross of $1,357,109 in the same period a year ago. Even if there is no further acceleration during the rest of 1948, which seems unlikely, the year's total will be in the neighborhood of $8 million as compared to the $5,629,166 spent for network time in 1947.

Foremost problem of the candy makers is the inflated cost of ingredient materials, the National Confectioners' Assn. told BROADCASTING. "Cocoa beans, peanuts, eggs, sugar, glucose (corn syrup) and milk comprise 91% of all candy ingredients," NCA explained, reporting that prices for April 1, 1948, as compared to 1941 prices, show the cost of cocoa beans up 606%; peanuts up 221%, with a 249% increase estimated for the 1948 crop; eggs up 160%; sugar up 80%; glucose up 68% and milk up 47%. (Raw sugar prices declined the end of April to 5.2 cents a pound delivered in New York, lowest since sugar was decontrolled last fall and more than a cent a pound under the government ceiling of 6.32 cents.)

"Inflated ingredient costs," NCA stated, "are of course reflected in the higher costs of the finished confectionery products. In some cases the consuming public has evidenced buying resistance, but on the whole sales are holding firm. The increased demands for confectionery products that occurred following the wartime shortage have been met by greatly increased candy production and the 1948 manufacturers feel that a leveling out period is at hand for the industry, rather than a recession as forecast in other leading industries."

Production of candy bars—major radio-advertised confections—for January and February was up 9% in tonnage, 32% in manufacturers' values over the first two months of 1947, compared to a 3% poundage increase and a 17% dollar value rise for the whole candy industry, with bulk goods off 22% in weight, up 2% in dollar value.

Network candy advertisers, in addition to the leaders shown in the table, include Bunte Brothers, sponsoring *World Front*, half-hour Sunday noontime program on NBC; Curtiss Candy Co., with Warren Sweeney's five-minute 11 a.m. newscasts on CBS Saturday and Sunday; Peter Paul Inc., with a three-times-a-week 15-minute early morning news program on MBS, plus Bob Garred's newscasts on CBS Pacific three mornings and three evenings weekly; Shotwell Mfg. Co., which in February started *True or False* as a late Saturday afternoon series on Mutual.

Widest spread spot campaign for candy is that of Brock Candy Co., using one to seven announcements a week on 96 stations. Rockwood & Co. advertises Chocolate Bits with announcements in participation shows on 41 stations, including the Yankee Network. New England Confectionery Co. in February launched an announcement campaign on 37 stations. Wilbur-Suchard Chocolate Co. uses half-hour weekly programs on four stations, announcements on 14.

Paul F. Beich Co., using well over 100 stations for its candy bars, and Brock Candy Co., with 96 stations, lead off the spot advertisers of candies, followed by Rockwood & Co., using 41 stations; New England Confectionery Co. on 37; Wilbur-Suchard Chocolate Co. on 18; with Life Saver Corp., Charms Co., Fanny Farmer Candy Shops, M & M Ltd., Peter Paul Inc., Mason Au Magenheimer Confectionery Mfg. Co. also on the spot radio list.

American Chicle Co. and Leaf Gum Co. are the major users of spot radio for chewing gum, American Circle reportedly spending more than $1,000,000 and Leaf about $750,000 for this medium. Paris Bubble Gum Corp. of America sponsors *Superman*, MBS co-op, on eight Texas stations.

Reporting that 1947 production of soft drinks very nearly reached the industry's all-time high of 623.5 million cases produced in 1944—140 bottles per capita for the country—but that as on Jan. 1, 1948, there were 6803 bottling plants in operation, more than 12% over the 1940-1946 average, John J. Riley, secretary, American Bottlers of Carbonated Beverages, told the annual meeting of Arkansas bottlers the end of March that: "If the industry is to maintain its position and if that sales curve is to go up . . . it will be because bottlers whose trucks are on the street have succeeded in getting soft drinks into every retail outlet through intelligent and aggressive use of their advertising. their merchandising, their public relations and their sales training programs."

Coca-Cola Co. is the dominant radio advertiser of the soft-drink group, with a five-a-week daytime quarter-hour spotted on 290 stations in addition to its three network shows. Chas. E. Hires Co., sponsoring *Here's To You*, Sunday afternoon quarter-hour on CBS for its root beer, is the only other network advertiser in this field.

Spot advertisers among bottlers include White Rock Corp., which in February started using announcements on 8 Florida stations and in March extended the list to 58 stations across the country; Pepsi-Cola Co., which is now using video spots for Evervess on WCBS-TV New York in addition to its sound broadcasting spots; Nutri-Cola International Corp., expanding on a market-by-market basis; Cliquot Club Co., which plans to add 7 Los Angeles stations in May and June to the 10 used elsewhere for its ginger ale; Canada Dry Ginger Ale, which is using spots on 10 TV stations to run through the baseball season, in addition to its announcements on 7 AM stations; Orange Crush Co., which is planning to extend to U. S. stations the Canadian announcement campaigns begun in March for Orange Crush and Kik Cola; Vess Beverage Co., using announcements on 42 stations in 34 cities in 10 states. Other bottling companies are active in local radio, with about 25 sponsoring network co-op shows in their localities.

Network Time Costs

First Quarter	1947	1948
Class 7. CONFECTIONERY & SOFT DRINKS	**$1,357,109**	**$1,995,582**

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
COCA-COLA CO., $57,623* $604,933**						
Spotlight Revue	Coca-Cola	CBS-159	Fri., 10-30-11 p.m.	10/3/47—		D'Arcy Adv. Co.
Pause That Refreshes on the Air	Coca-Cola	CBS-168	Sun., 6:30-7 p.m.	8/17/47—		D'Arcy Adv. Co.
Morton Downey	Coca-Cola	MBS-352	T., T., Sat., 11:15-11:30 p.m.	2/5/45—		D'Arcy Adv. Co.
LUDENS, INC., $209,574**						
Strike It Rich	Fifth Ave. Candy Bar	CBS-157	Sun., 10:30-11 p.m.	11/2/47—		J. M. Mathes, Inc.
MARS, INC., $294,872* $370,030**						
Curtain Time	Candy Bars	NBC-130	Sat., 7:30-8 p.m.	7/6/46—		Grant Adv., Inc.
Dr. I. Q.	Candy Bars	NBC-131	Mon., 9:30-10 p.m.	5/10/39—		Grant Adv., Inc.
Dr. I. Q., Jr.	Candy Bars	NBC-41	Sat., 5-5:30 p.m.	3/6/48—		Grant Adv., Inc.
UNIVERSAL MATCH CO., $133,813* $154,060**						
Counterspy	Schutter Candy	ABC-227	Sun., 5:30-6 p.m.	2/3/46—		Schwimmer & Scott Adv.
Padded Cell	Schutter Candy	CBS-13	Sat., 6:30-7 p.m., PST	2/21/48—5/15/48		Russel M. Seeds Co.
WILLIAMSON CANDY CO., $118,430* $125,342**						
True Detective Mysteries	Oh Henry Candy Bars	MBS-457	Sun., 4:30-5 p.m.	3/3/46—		Aubrey, Moore & Wallace
WILLIAM WRIGLEY, JR., CO., 196,573* $200,805**						
Gene Autry Show	Chewing Gum	CBS-153	Sun., 7-7:30 p.m.	9/22/46—		Ruthrauff & Ryan

* First quarter 1947. ** First quarter 1948.

Source: Publishers' Information Bureau

VIII—SERVICE GROUPS

Using Some Time

UNDER the general heading of "Consumer Service," Publishers Information Bureau's new classification includes advertising for educational institutions, professional services, communications and public utility companies, financial firms and the Federal Government. Insurance advertising has its own category, Class 17.

Traditionally the group has used radio for institutional promotion, with such programs as the *Telephone Hour* and the *Electric Hour* designed to keep the public informed about and impressed with the quality of service they receive from the Bell System and the country's local electric power companies. Household Finance and American Express, however, are using network radio to sell personal loan service and travelers checks, respectively, while on the Pacific Coast, Bekins sponsors both music and news.

Outside the network field, banks comprise the largest number of advertisers in this class, with well over 100 banking and building and loan companies sponsoring network co-op programs in their home communities. Fulton Lewis jr., whose first sponsor, incidentally, was the American National Bank of Denver, on KFEL, leads in this field with 26 sponsors. Cedric Foster, with 17 is second, followed by

(*Continued on page 72*)

"GIMME ONE LIKE THIS-UN, ONLY BIGGER!"



YESSUH, us hicks, hayseeds and plow jockies in the Red River Valley have more dough to spend on necessities and luxuries than similar apple-knockers in almost any other section you can think of!

The average family in WDAY's area, for instance, has an Effective Buying Income of $4493 as against an average of $3466 for Iowa, Kansas, Minnesota, Missouri, Nebraska and the Dakotas, combined! (Sales Management, 1947.)

For 26 years, WDAY has been the big radio habit in the Red River Valley. Most people hardly ever even *think* of any other station. May we *prove it to you?*

WDAY

FARGO, N. D.



FREE & PETERS, INC. Exclusive National Representatives ● NBC ● 970 KILOCYCLES ● 5000 WATTS

WPIX

NEW YORK CITY • CHANNEL 11

STARTS **JUNE 15**



to the transition

of the broadcast wave as a vehicle
for the visual as well as vocal . . .
WPIX brings three decades' experience
in the development of the visual as a vehicle
of information, significance, entertainment . . .
by The News, New York's Picture Newspaper,
entrepreneur in the transition of print
from the wholly verbal to partly visual.

three decades

of learning how to make pictures interesting
and keep people interested . . .
of acquiring the techniques of visual approach,
expression and transmission . . .
of men and methods matured by experience . . .
of rich records of pictures and sources . . .
of camera contacts and craftsmanship . . .
of securing facilities for fine, fast production . . .
will constitute some of WPIX's working capital.
The TV equipment and operating personnel
are the known best available . . .
And always in support is the newspaper
with the largest circulation in this country.

to anticipate

that WPIX will approach perfection
in production at the outset . . .
or escape the inevitable average of error . . .
is neither warranted, nor claimed.
After all, Television must be its best teacher! . . .
But WPIX will try to par its field . . .
become worthy of its mission and market.



WPIX

THE NEWS TELEVISION STATION
220 East 42nd Street, New York City

WPIX • **Channel 11** • **New York City**

is owned and operated by News Syndicate Co., Inc.
Station Manager Robert L. Coe, *Commercial Manager* B. O. Sullivan
and is represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22, N. Y.

Service Groups

(*Continued from page 68*)

America's Town Meeting of the Air, with 14, and *Information Please* with 13, although news or news commentary programs are generally preferred by these advertisers.

Describing the use of co-ops by banks in an article in the December 1947 issue of *Banking*, John B. Mack Jr., manager of the advertising department of American Bankers Assn., writes: "It may well be that cooperative broadcasting . . . offers to banks one solution to that knotty, often-asked question: 'How can a bank make effective use of radio at a reasonable cost?'"

One banker's answer is quoted in the article, a letter written by O. M. Jorgenson, president of the Security Trust & Savings Bank, Billings, Mont., which reads: "I like to think of radio advertising as not only the possibility of bringing in new customers but conserving the business we already have. When we buy a new automobile, new stove or refrigerator, when that particular article is advertised in a national magazine, for instance, we, as an owner, have a certain sense of pride and we are glad to see these ads; in fact, we look for them in subsequent issues of the magazine. I think that is quite true of bank advertising—our customers like to see our ads and certainly many of our customers who listen to the newscast each day like to think that it is *their* bank that is responsible for the news broadcasts."

The U. S. Government is not shown in the network table despite a number of network recruiting campaigns for the Army, Air Force, Coast Guard and National Guard, as the time was donated by the networks for these campaigns. Similarly, some 500 individual stations donated time for a series of four quarter-hour transcribed programs urging Marine Corps enlistments, and stations and networks alike have given full cooperation to the Treasury Dept. for all of its savings bonds drives.

Bell Telephone Co. of Pennsylvania used two to six announcements a week on 60 stations in that state and Michigan Bell Telephone Co. sponsored three quarter-hours a week on 16 Michigan stations during the first quarter of the year, only spot users in this class, according to Rorabaugh Reports.

In Philadelphia, Western Savings Fund Society is using video announcements preceding the Tuesday night wrestling matches on WPTZ, while Reynolds & Co., investment house in that city, sponsors *Leaders of Industry*, weekly interviews with business big-wigs, on the same station.

Class 8. CONSUMER SERVICES

Network Time Costs — First Quarter: 1947 $616,799; 1948 $718,331

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
AMERICAN EXPRESS CO., $189,471**						
Vox Pop	Travelers Cheques	ABC-178	Wed., 8:30-9 p.m.	10/1/47—		J. M. Mathes, Inc.
BEKINS VAN & STORAGE CO. $22,289* $26,850**						
Charles Collingwood—News	Moving & Storage	CBS-7	T.,T.,Sat., 5:30-5:45 p.m., PST	9/23/46—		Brooks Adv. Agency
Music Hour from Hollywood	Moving & Storage	NBC-9	Sat., 9:30-10 p.m., PST	10/—/47—		Brooks Adv. Agency
BELL TELEPHONE SYSTEM, $221,220* $208,323**						
Telephone Hour	Institutional	NBC-150	Mon., 9-9:30 p.m.	4/29/40—		N. W. Ayer & Son
ELECTRIC COMPANIES ADVERTISING PROGRAM, $136,253* $140,758**						
Electric Hour	Institutional	CBS-157	Sun., 5:30-6 p.m.	9/29/46—		N. W. Ayer & Son
HOUSEHOLD FINANCE CORP., $130,785* $152,929**						
Charles Collingwood	Personal Loans	CBS-9	M., W., F., 5:30-5:45 p.m. PST	11/4/47—		LeValley, Inc.
The Whistler	Personal Loans	CBS-65	Wed., 10-10:30 p.m.	3/26/47—		LeValley, Inc.

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau

DRUG PRODUCTS THIRD

3-Month Billings Top $6 Million

Class 9. DRUGS & REMEDIES

Network Time Costs — First Quarter: 1947 $7,430,566; 1948 $6,009,553

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
AMERICAN HOME PRODUCTS CORP., $1,074,065* $688,499**						
Hollywood Star Preview	Anacin	NBC-126	Sun., 6:30-7 p.m.	7/28/47—		Sullivan, Stauffer, Colwell & Bayles
Just Plain Bill	Anacin	NBC-59	M.-F., 5:30-5:45 p.m.	9/14/36—		Dancer-Fitzgerald-Sample
Zeke Manners	Drugs	ABC-11	M.-F., 7:45-8 a.m., PST	2/18/46—		Dancer-Fitzgerald-Sample
Front Page Farrell	Hills Cold Tablets, Kolynos	NBC-58	M.-F., 5:45-6 p.m.	9/12/42—		Dancer-Fitzgerald-Sample
Our Gal Sunday	Anacin	CBS-80	M.-F., 12:45-1 p.m.	9/16/46—		" " "
CARTER PRODUCTS, INC., $506,426* $388,045**						
Jimmie Fidler Show	Carter's Little Liver Pills—Arrid	ABC-78	Sun., 10:30-10:45 p.m.	7/7/46—		Sullivan, Stauffer, Colwell & Bayles
Jimmie Fidler Show	Carter's Little Liver Pills—Arrid	MBS-200	Sun., 8:30-8:45 p.m.	9/7/47—		Sullivan, Stauffer, Colwell & Bayles
Gabriel Heatter	Carter's Little Liver Pills—Arrid	MBS-310	M., W., 9-9:15 p.m.	12/30/46—		Sullivan, Stauffer, Colwell & Bayles
MILES LABS., INC., $1,491,815* $1,412,914**						
Queen for a Day	Alka-Seltzer	MBS-60	M.-F., 2-2:15 p.m., or 2:15-2:30 p.m.	10/29/45—		Wade Adv. Agency
News of the World	Alka-Seltzer	NBC-142	M, W, F, 7:15-7:30 p.m.			
	Vitamins	NBC-131	T, T, 7:15-7:30 p.m.	3/24/41—		Wade Adv. Agency
Quiz Kids	Alka-Seltzer	NBC-146	Sun. 4-4:30 p.m.	9/29/46—		Wade Adv. Agency
	Vitamins					
Fred Peck-News	Alka-Seltzer	CBS-12	M-F, 7:45-8 a.m. PST	6/29/47—		Wade Adv. Agency
	Vitamins					
Lum 'n' Abner	One-A-Day Vitamins	CBS-128	M.-F., 5:45-6 p.m.	9/29/47—		Wade Adv. Agency
PHARMACO, INC., $164,766* $434,334**						
Charlie Chan	Chooz	MBS-238	Mon., 8:30-8:55 p.m.	9/29/47—		Ruthrauff & Ryan
Official Detective	Chooz	MBS-92	Tues., 8:30-8:55 p.m.	1/20/48—		Ruthrauff & Ryan
Jim Backus	Feen-a-Mint	MBS-90	Sun., 9:30-10 p.m.	7/7/47—		Ruthrauff & Ryan
Song of the Stranger	Feen-a-Mint	MBS-133	M., W., F., 3:30-3:45 p.m.	9/29/47-3/26/48		Ruthrauff & Ryan
SERUTAN CO., $292,173* $996,929**						
Gabriel Heatter	Serutan & Nutrex	MBS-203	T., T., 9-9:15 p.m.	7/12/46—		Roy S. Durstine, Inc.
Victor H. Lindlahr	Serutan & Nutrex	MBS-98	M.-F., 12:15-12:30 p.m.	10/1/45—		Roy S. Durstine, Inc.
STERLING DRUG, INC., $1,730,215* $1,854,077**						
American Melody Hour	Bayer Aspirin	CBS-139	Wed., 8-8:30 p.m.	4/21/48—		Dancer-Fitzgerald-Sample
American Album of Familiar Music	Bayer Aspirin	NBC-150	Sun., 9:30-10 p.m.	10/11/31—		Dancer-Fitzgerald-Sample
Lorenzo Jones	Aspirin, Milk of Magnesia, Phillips Creams	NBC-145	M.-F., 4:30-4:45 p.m.	4/25/37—		Dancer-Fitzgerald-Sample
Bride & Groom	Various Products	ABC-212	M.-F., 2:30-3 p.m.	1/7/46—		Dancer-Fitzgerald-Sample
Young Widder Brown	Haley's M-O Toothpaste	NBC-145	M.-F., 4:45-5 p.m.	9/26/38—		Dancer-Fitzgerald-Sample
Big Town	Ironized Yeast, Milk of Magnesia	CBS-152	Tues., 8-8:30 p.m.	10/22/46—		Pedlar & Ryan
Waltz Time	Milk of Magnesia	NBC-149	Fri., 9:30-10 p.m.	9/27/33—		Dancer-Fitzgerald-Sample
Stella Dallas	Milk of Magnesia, Double Danderine	NBC-145	M.-F., 4:15-4:30 p.m.	6/6/38—		Dancer-Fitzgerald-Sample

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau

DRUG product advertising, not including toiletries which have their own category (Class 26) comprised the third largest spending group for network time during the first quarter of 1948, just topping $6 million for the three-month period. Class total, however, is some 20% below the almost $7.5 million rung up in the same part of 1947, resulting from the loss of such network programs as American Home Products' Bob Burns, *Ellery Queen* and *Real Stories From Real Life;* Carter Products' *Policewoman;* Lewis-Howe's *Pot O' Gold;* Grove Labs' *Reveille Roundup*, and American Cyanamid's *Doctors Talk It Over*, all of which were on the air during the first quarter of 1947.

Major plus factor in the network picture for this group is the expanded activity of Pharamaco Inc., which had four programs on Mutual the first three months of this year, contrasted with a single entry, *Double or Nothing*, in the same part of 1947. Billy Rose's twice-weekly five-minute newscast on Mutual for Musterole Co., which started last October, is another addition since the first quarter of 1947.

Other network drug programs not included in the table are: Emerson Drug Co.'s *Inner Sanctum*, CBS Monday evening half-hour chiller for Bromo-Seltzer; *A Date With Judy*, sponsored by

(*Continued on page 76*)

TIME BUYERS ARE PEOPLE, TOO!

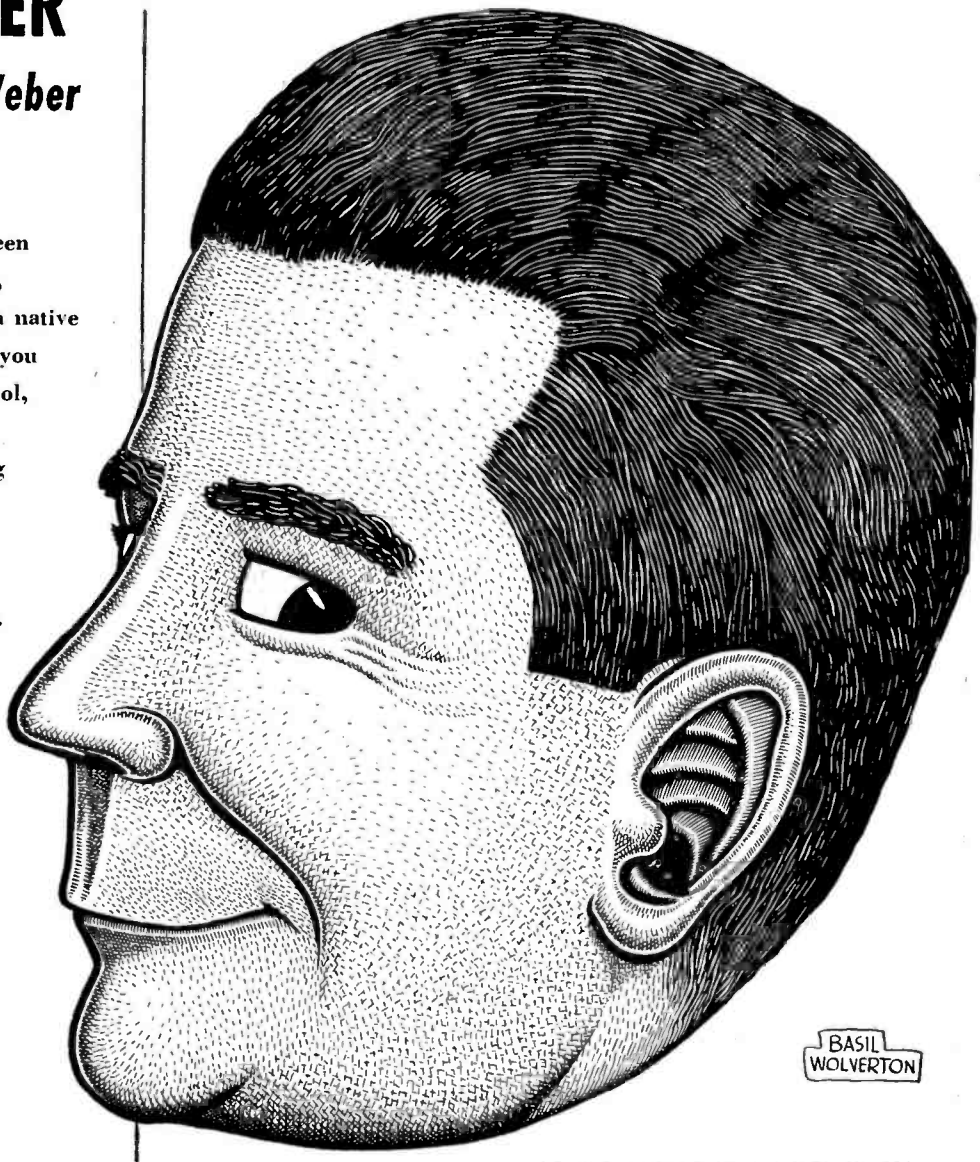
DRAWN BY BASIL WOLVERTON

GEORGE WEBER

Mac Wilkins, Cole & Weber

Seattle, Washington

Although Seattle is now, and has been since 1937, your stamping-ground, Portland always will consider you a native son, George Weber. That's where you were born, went through high school, and on to the University of Oregon. It's a good thing for your advertising agency that your early leanings toward a musical career were sidetracked back in 1929 when you deserted your piano for a typewriter. Your rise in the agency which now bears your name has been meteoric, and the long list of civic and service organizations which claim your time and talents bespeak your interest in current affairs. We know you know full well the great future that faces the Pacific Northwest, And we can assure you that Station KGW will in the future as it has in the past, continue to serve this great and growing area.



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW

PORTLAND, OREGON

AFFILIATED WITH NBC

CATAS

IN CLAY COUNTY!

Clay County, Tennessee lay in the path of devastating flood waters.

There was no newspaper link with the outside world to warn the people. Telephone lines were down.

No means of communication — save one. WSM.

Yes, WSM was there. Keeping Clay County listeners abreast of the flood news. Warning them in time to save lives and reduce destruction. Directing sufferers to relief stations and safety.

This flood was not an everyday occurrence. But it was typical of WSM's constant service to our listeners. Service that has earned the confidence of folks who look upon WSM, not as just another radio station, but as a trusted friend.

WSM

NASHVILLE

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Reprs.

TROPHIE



The American National Red Cross
STATE RELATIONS OFFICE
333 THIRD NATIONAL BANK BUILDING
NASHVILLE 3, TENNESSEE

February 24, 1948

...WSM was the only means of contacting the rural population of Clay County ...Thanks to your splendid cooperation in time of emergency approximately 30 families reached chapter headquarters for assistance...

JOHN J. BECK
State Relations Officer

50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Drug Products

(*Continued rom page 72*)

Lewis-Howe Co. Tuesdays on NBC for Tums; Ned Calmer's Sunday newscasts for Luden's cough drops on CBS; *The Fat Man*, detective story series on ABC Fridays for Norwich Pharmacal Co. (Unguentine, Pepto-Bismol), whose annual report credits this program with a major part in making last fall's sales the best for that period in the company's history; Jimmy Durante's Wednesday night NBC Rexall Co. broadcasts, to be replaced for the summer on June 30 by *Rexall Theatre*.

Leading spot advertisers in the drug field include: Chattanooga Medicine Co., using three quarter-hours a week on some 60 stations, announcements on about 35 more, mostly in the South for Black-Draught, Cardui and Zyrone; Whitehall Pharmacal Co., using announcements on some 50 stations for Freezone, which recently replaced Guards Cold Tablets as the advertised product; Grove Labs, which in April started an 18-week campaign for Tasteless Chill Tonic, using 10 announcements a week on about 70 stations in the South; Carleton & Hovey Co., with three to six announcements a week on 24 stations for Father John's Medicine; Miles Labs, using five announcements a week on 78 stations for Nervine; Dolcin Corp., with spots and 15-minute shows on 38 stations; Lydia E. Pinkham Medicine Co., using quarter-hours three to six times a week on 23 stations; Seeck & Kade, advertising Pertussin with spots and quarter-hours on 51 stations; Stanback Co., with 90 stations carrying 15-minute programs and spots for the company's headache powders; Emerson Drug Co., which late in April was seeking evening chain-breaks in major markets to expand its spot campaign.

First drug advertisers reported in television are Vick Chemical Co., sponsoring weekly weather reports on WNBT New York, Rexall Drug Co., program on KTLA Los Angeles; Cunningham Drug Stores, sponsoring ten-minute sports news telecasts on WWJ-TV Detroit preceding station's broadcast of the Tigers games.

In the medical appliance field, allied to drugs and remedies, the outstanding radio advertiser is Beltone Hearing Aid Co., using 2,500 spots a week on major markets.

X—AMUSEMENTS

Using Spots

AMUSEMENT industry, never a large purchaser of radio time, ran true to form in the first months of 1948. Network expenditures of this group were zero, $3,265 below the gross for the first quarter of 1947, when Ice Capades bought a New Year's Day quarter-hour on ABC and RKO Radio Pictures sponsored six 15-minute programs on the same network to promote a picture called "San Quentin."

More or less extensive spot campaigns (mostly less) for various pictures were sponsored by Sam Bischoff, Allied Artists, RKO Radio Pictures, Screen Plays, Film Classics, Golden Pictures, Paramount Pictures, Enterprise Productions and Selznick Releasing Organization. Outlook for more movie business is brighter for the rest of the year, since movie ad budgets, pared along with other Hollywood budget items when the English banned American films last year, may be expanded following concessions won for U. S. pictures from British Government by Eric Johnston this spring.

Test video campaigns for new pictures were conducted by Argosy Pictures, who used two-minute video spots on WBKB Chicago for three consecutive days in the interest of "The Fugitive," and RKO Theatres in New York, which used a video trailer for "Tycoon," aired on WNBT New York daily for a week preceding the picture's debut. Academy Theatres, Detroit movie chain, in February started a Tuesday night quarter-hour video series, *Inside Hollywood*, on WWJ-TV Detroit.

The Long Theatres sponsor three MBS co-op shows on KIOX Bay City, Tex., *Tell Your Neighbor*, Cedric Foster and Fulton Lewis jr., all Monday-through-Friday quarter-hours. Fourth and final co-op sponsor in the entertainment category is Top Hat Billiards, sponsoring *Inside of Sports* on WMON Montgomery, W. Va.

Ringling Bros. and Barnum & Bailey Circus used daily one-minute spots on all New York stations during its stay in that city, planned to use radio announcements in other cities along the show's route, as well. Clyde Beatty Circus bought $5,000 worth of radio time in Los Angeles during its two-week stand.

Trotting race operators in New York, Chicago and Los Angeles planned radio advertising for their racing meets.

XI—GROCERIES BIGGEST BUYER

In Network Time Field

"THE first quarter of 1948 brought to the grocery industry convincing proof that spirited competition for the consumer dollar is returning in full force and that the need for top-flight salesmanship and full-scale advertising is vital to the maintenance of sales volume," Paul S. Willis, president, Grocery Manufacturers of America, declared in a special statement to BROADCASTING.

The first quarter of 1948 also provided convincing evidence that radio ranks high with food advertisers in their full-scale advertising efforts. Gross network billings of this class, which is the largest buyer of network time, totaled $12,892,404 for the first three months of the year, 14.7% ahead of the same period of 1947. If food advertising continues at its present pace for the remainder of the year its network gross time bill for 1948 will exceed $50,000,000.

"Unless war, threats of war, or preparedness for war, act to counter the evident movement back to adequate supplies of consumer goods and a buyer's market, 1948 should find all of the techniques of successful merchandising in full use—and that includes radio advertising," Mr. Willis continued.

"Food store sales in the United States climbed from $10 billion in

(*Continued on page 78*)

Network Time Costs

	First Quarter 1947	First Quarter 1948
Class 11. FOOD & FOOD PRODUCTS....	**$11,240,391**	**$12,892,404**

Leading Network Advertisers

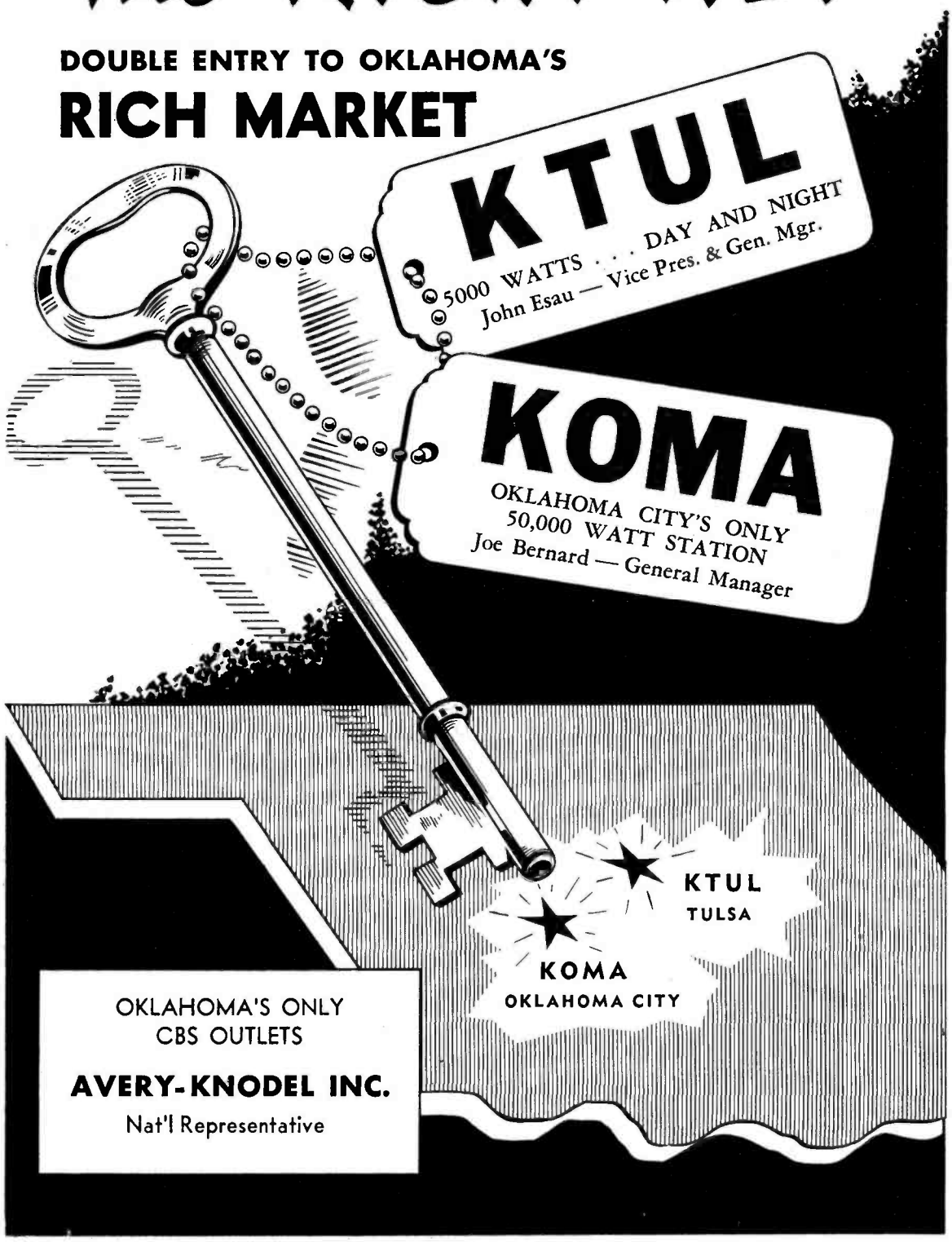
Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
CAMPBELL SOUP CO., $931,274* $1,746,499**						
Club 15	Soups	CBS-155	M.-F., 7:30-7:45 p.m.	6/30/47—		Ward Wheelock Co.
Double or Nothing	Soups	CBS-108	M.-F., 3-3:30 p.m.	6/30/47—		Ward Wheelock Co.
Meet Corliss Archer	Soups	CBS-152	Sun., 9-9:30 p.m.	4/6/47-3/8/48		Ward Wheelock Co.
Edward R. Murrow—News	Spaghetti, Pork & Beans	CBS-150	M.-F., 7:45-8 p.m.	9/29/47—		Ward Wheelock Co.
GENERAL FOODS CORP., $1,907,383* $1,484,635**						
When a Girl Marries	Calumet, Swansdown	NBC-77	M.-F., 5-5:15 p.m.	9/29/41—		Benton & Bowles
Baby Snooks Show	Jell-O	CBS-152	Fri., 8-8:30 p.m.	9/6/46—		Young & Rubicam
Aldrich Family	Jell-O	NBC-143	Thurs., 8-8:30 p.m.	9/5/46—		Young & Rubicam
House of Mystery	Corn Toasties	MBS-443	Sun., 4-4:30 p.m.	9/15/45—		Benton & Bowles
Portia Faces Life	Bran Cereals, Postum	NBC-89	M.-F., 5:15-5:30 p.m.	10/2/44—		Benton & Bowles
Burns & Allen	Maxwell House Coffee	NBC-145	Thurs., 8:30-9 p.m.	9/20/45—		Benton & Bowles
Danny Thomas Show	Sanka	CBS-150	Fri., 8:30-8:55 p.m.	1/2/48—		Young & Rubicam
Wendy Warren	Maxwell House Coffee	CBS-146	M.-F., 12-12:15 p.m.	6/23/47—		Benton & Bowles
GENERAL MILLS, INC., $1,555,194* $2,013,597**						
Woman in White	Bisquick	NBC-138	M.-F., 2:15-2:27 p.m.	6/5/44—		Knox Reeves Adv., Inc.
Holly Sloan	Pyequick	NBC-138	M.-F., 2:27-2:40 p.m.	9/1/47—		Knox Reeves Adv., Inc.
Betty Crocker	Softasilk Cake Flour	NBC-138	M.-F., 2:40-2:45 p.m.	5/30/38—		Knox Reeves Adv., Inc.
Light of the World	Softasilk Cake Flour	NBC-61	M.-F., 2:45-3 p.m.	12/2/46—		Knox Reeves Adv., Inc.
Green Hornet	Betty Crocker Cereal Tray	ABC-144	Tues., 7:30-8 p.m.	6/3/47—		Dancer-Fitzgerald-Sample
Famous Jury Trials	Cheerios, Kix	ABC-141	Sat., 8:30-9 p.m.	6/7/47—		Dancer-Fitzgerald-Sample
Lone Ranger	Cheerios, Kix	ABC-176	M., W., F., 7:30-8 p.m.	8/30/46—		Dancer-Fitzgerald-Sample
This Woman's Secret	Sperry Flour, Cereals	NBC-11	M.-F., 4-4:15 p.m., PST	3/19/45—		Knox Reeves Adv., Inc.
Sam Hayes	Sperry Flour, Waffle Flour, Wheaties	NBC-8	M-Sat., 7:45-8 a.m., PST	8/14/39—		Knox Reeves Adv., Inc.
Betty Crocker Magazine of the Air	Various Products	ABC-184	M.-F., 10:25-10:45 a.m.	9/1/47—		Dancer-Fitzgerald-Sample
Today's Children	Wheaties	NBC-137	M.-F., 2-2:15 p.m.	12/13/43—		Knox Reeves Adv., Inc.
Jack Armstrong	Wheaties, Cheerios, Kix, Soups	ABC-194	M., W., F., 5:30-6 p.m. (Alternate weeks, T., T., 5:30-6 p.m.)	6/3/46—		Knox Reeves Adv., Inc.
NATIONAL DAIRY PRODUCTS, $497,855* $524,313**						
Kraft Music Hall	Cheese	NBC-144	Thurs., 9-9:30 p.m.	6/26/33—		J. Walter Thompson Co.
Sealtest Village Store	Milk, Ice Cream	NBC-93	Thurs., 9:30-10 p.m.	3/7/40—		McKee & Allright, Inc.
Great Gildersleeve	Parkay, Kraft Dinner	NBC-146	Wed., 8:30-9 p.m.	8/31/41—		Needham, Louis & Brorby
QUAKER OATS CO., $627,113* $672,259**						
Ladies Be Seated	Aunt Jemima Pancake Flour, Muffets	ABC-233	M.-F., 3-3:15 p.m.	7/1/46—		La Roche & Ellis
Those Websters	Oatmeal	MBS-460	Sun., 6-6:30 p.m.	3/3/46—		Ruthrauff & Ryan
Terry & The Pirates	Puffed Wheat, Puffed Rice Sparkies	ABC-219	M.-F., 5:15-5:30 p.m.	7/1/46—		Sherman & Marquette
SWIFT & CO., $674,057* $874,712**						
Breakfast Club	Any Products	ABC-265	M.-F., 9:15-9:45 a.m.	10/28/46—		J. Walter Thompson Co.
Archie Andrews	Meat Products	NBC-161	Sat., 10:30-11 a.m.	8/9/47—		J. Walter Thompson Co.
Meet the Meeks	Allsweet Margarine	NBC-161	Sat., 11-11:30 a.m.	11/8/47—		J. Walter Thompson Co.
Sky King	Peter Pan Peanut Butter Derby Canned Meats	ABC-194	T., T., 5:30-6 p.m. (Alternate Weeks, M., W., F., 5:30-6 p.m.)	10/28/46—		J. Walter Thompson Co.

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau.

The RIGHT KEY

DOUBLE ENTRY TO OKLAHOMA'S

RICH MARKET



Groceries

(*Continued from page 76*)

1939 to $31 billion in 1947, largely because of a high national level income and the scarcity of consumer goods for which that income could be spent. The people had more money to spend for food and thus learned to eat more food and better quality food.

"Our job in the grocery industry today—and tomorrow—is to insure that our people continue to spend for food a percentage of their disposable income which will result, first, in a well-fed and healthy America, and, second, in the maintenance of the dollar volume sales at the grocery store.

"I do not see how we can attain these objectives without taking full advantage of every effective advertising medium at our disposal."

General Mills, with 12 network programs during the first quarter of this year, was top network spender in the food category, buying more than $2 million worth of time (at gross rates), 30% ahead of its expenditures for network time in the first quarter of 1947. Pace will not be maintained throughout the year, however, with *Today's Children* and *Women in White* (first half of the GM 2-3 p.m. period on NBC five days a week) cancelled as of May 28.

Move follows a severe slump in the demand for flour, company's major product, which caused GM to shut down its Buffalo flour milling plant, largest in the world, early in April. Company planned to reopen later that month on a basis of half-capacity operation. Contributing factor has been cut-down in flour exports, which even when European aid program gets under way are expected to run only half to three-quarters as much as last year. This condition may well cause further advertising curtailments by other millers.

Second ranking network food advertiser, Campbell Soup, in the first quarter of this year spent nearly twice as much for network time as in the like period of 1947. Like General Mills, Campbell will spend at a slower rate for the rest of 1948, having dropped *Meet Corliss Archer* the end of March. Company is also splitting its network business, which has been concentrated on CBS, on May 31 moving *Double or Nothing* into the 2-2:30 p.m. Monday-Friday period vacated by General Mills.

General Foods, ranking third in this group, spent just under $1.5 million for network time during the quarter, 27.4% below its network time purchases in the same period of last year. This may reflect drop in GF net for 1947 of $5 million from 1946, despite all-time high sales in 1947. If so, GF may buy more network time later this year, as first-quarter 1948 net earnings were 26.5% above those for that quarter of 1947. Only change announced by May 1, however, is replacement of Fanny Brice by *Mr. Ace & Jane* on CBS Fridays. Miss Brice ends two-year run in that spot May 28.

Swift & Co.'s network time purchases for the first three months of 1948 were up 29.7% above the same period of 1947 and, despite the packing house strike which reached its 47th day May 1 with no end in sight, neither this company nor other meat advertisers had shown any signs of slackening their network purchases.

Not in Table

Network advertisers in the food class not shown in the table include: American Meat Institute (Fred Waring, two morning half-hours a week on NBC); Armour & Co. *Queen for a Day*, two 15-minute periods a week on MBS; *Hint Hunt*, M-F quarter-hour on CBS; Ballard & Ballard Co. *Renfro Valley Folks*, two half-hours, two quarter-hours a week on CBS); Borden Co. (*Borden Show*, replaced in April by *Your Song & Mine* and *County Fair*, each a weekly half-hour on CBS); Bosco Co. (*Land of the Lost*, Sat. a.m. half-hour on ABC); Bowey's Inc. (*Stars Over Hollywood*, Sat. noon half-hour on CBS); California Prune & Apricot Growers Assn. (Knox Manning, 5 min., Sun. p.m. on CBS Pacific); Carnation Co. (*Contented Hour*, Mon. p.m. half-hour on NBC); H. C. Cole Milling Co. (*Ernie Lee Show*, Sun. afternoon half-hour on MBS); Continental Baking Co. (*Grand Slam*, M-F 15-min. on CBS); Cream of Wheat Corp. (*Let's Pretend*, 25 min., Sat. a.m. on CBS); First National Stores (*Guy Lombardo Show*, weekly evening half-hour on ABC); International Milling Co. (*Queen for a Day*, three quarter-hours a week on MBS); Kellogg Co. (*Breakfast in Hollywood, Galen Drake*, each M-F 15 min. on ABC); Lever Bros. Co. (*Aunt Jenny*, 15 min., M-F, on CBS; *Arthur Godfrey's Talent Scouts*, 25 min., Mon. p.m. on CBS); Libby, McNeill & Libby (*My True Story*, 25 min., M-F, on ABC); W. F. McLaughlin & Co. (*Manor House Party*, four evening quarter-hours a week on NBC); Minnesota Valley Canning Co. (Fred Waring, Fri. a.m. half-hour on NBC);

And: National Biscuit Co. (*Paul Whiteman Record Club*, quarter-hour, M-F, on ABC); Nestle's Milk Products (*Paul Whiteman Record Club*, quarter-hour, M-F, on ABC); Pet Milk Sales Corp. (Mary Lee Taylor, Sat. a.m. half-hour, *Saturday Night Serenade*, half-hour, both on CBS); Pillsbury Mills (*Grand Central Station*, Sat. afternoon half-hour, *Meet the Missus*, three daytime quarter-hours a week, both on CBS); Planter's Nut & Chocolate Co. (Elmer Peterson, four quarter-hours, CBS Pacific); Procter & Gamble Co. (*Welcome Travelers*, M-F quarter-hour on ABC; *Young Dr. Malone*, M-F quarter-hour on CBS); Ralston Purina Co. (*Tom Mix*, M-F 15 min. on MBS); Safeway Stores (*Aunt Mary*, M-F 10-min., *Dr. Paul*, M-F 5-min., both NBC Pacific); Southern Cotton Oil Co. (*Paul Whiteman Record Club*, M-F quarter-hour on ABC; *Noah Webster Says*, weekly half-hour on NBC Pacific); Standard Brands Inc. (*One Man's Family, Charlie McCarthy Show*, each a Sun. half-hour on NBC); Sunnyvale Packing Co. (*Meet the Missus*, three quarter-hours a week on CBS Pacific); Tillamook County Creamery Assn. (*Bennie Walker's Tillamook Kitchen*, Sat. quarter-hour on NBC Pacific); Wander Co. (*Capt. Midnight*, M-F quarter-hour on MBS); Washington Co-operative Farmers Assn. (*Jack Gregson Show*, Sat. a.m. half-hour on NBC Pacific); Washington State Apple Commission (Knox Manning, three a.m. quarter-hours a week on CBS Pacific); Welch Grape Juice Co. (*Meet the Missus*, two quarter-hours a week on CBS Pacific).

Nor does radio food advertising stop with the national networks. The Rorabaugh Report lists 118 food products advertised with spot campaigns in March. Leading spot advertisers of food products include: National Biscuit Co., using three quarter-hours a week on 196 stations, including Don Lee and Yankee Networks, for Nabisco Shredded Wheat, five, ten, 15-minute programs and announcements on 24 stations for NBC Bread, announcements on 25 stations for Nabisco 100% Bran; American Home Foods, with announcements on 167 stations for Chef Boy-ar-dee Spaghetti; Ward Baking Co., plugging Tip-Top Bread with programs and announcements on 100 stations; Continental Baking Co., with spots on 117 stations for Wonder Bread and on 65 stations for Hostess Cake; Miami Margarine Co., with spots on 90 stations for Nu-Maid Margarine; Swift & Co., advertising ice cream with station breaks on 86 stations; General Foods Corp., with spots on 78 stations for Birds-Eye Frosted Foods, on 64 stations for Minute Rice, on 17 stations for Minute Tapioca, on nine stations for Swansdown Gingerbread Mix and scattered spots and programs for other GF products; Florida Citrus Commission, using announcements on 74 stations; Kroger Co., with five-a-week 15-minute programs on 28 stations for Hot-Dated Coffee, on 23 stations for Kroger Bread and on 20 stations for Tenderay Beef.

The popularity of radio with local food organizations is shown by the sponsor lists of the network co-op shows, which include 72 bakeries, 45 dairies, 39 grocery product companies, 24 groceries, 14 restaurants and 12 packing houses.

Food advertisers active in television in recent months include: General Foods Corp., sponsoring *Author Meets the Critics*, Sunday evening half-hour on the NBC Television Network, for various products, also advertised on special event telecasts from Madison Square Garden on WCBS-TV New York, and weather spots for Sanka Coffee on WABD New York; Swift & Co., with the *Swift Show*, half-hour Thursday evening variety program on the NBC video net; National Dairy Products Corp., sponsoring the 60-minute *Kraft Television Theatre*, Wednesdays on the NBC network; C. F. Mueller Co., advertising macaroni with *Missus Goes A-Shopping* on WCBS-TV; New Era Potato Chips Sales Corp., sponsoring the *Barn Dance* on WBKB Chicago; Fischer Baking Co. sponsoring *Small Fry* on WABD; Food Fair, using *Meet Your Neighbor* on WFIL-TV Philadelphia. Video spots are sponsored by American Packing Co. on KSD-TV St. Louis; Knox Dairy and Better Ice Cream Co. on WMAR-TV Baltimore; L. S. Briggs (meats) on WNBW Washington.

XII—PETROLEUM UP

Billings Rise 6%

GAS, OIL and other fuels ranked ninth as a class of network advertisers in the first quarter of 1948, its three-month gross billing for time running slightly (6%) ahead of the like period of 1947. In spot radio the situation seemed also about on a par with last year, with the major oil companies again looming large in the list of sponsors of play-by-play baseball broadcasts which this year include video as well as sound.

As to the outlook, William R. Boyd Jr., president of the American Petroleum Institute, in an exclusive statement to BROADCASTING, said:

"The current supply and demand situation in the petroleum industry is still in delicate balance. Last year, and during the first quarter of 1948, petroleum production was at an all-time high, surpassing even the peak wartime year of 1945. Present indications are that, with average daily crude output over 245,000,000 gallons, production in 1948 will exceed 1947.

"Since the war, however, the demand for oil products has increased at a tremendous rate, with petroleum consumption approximately 59% above 1948. During the past unusually severe winter, demand for fuel oil exceeded supply in some areas, resulting in spot shortages. Cooperation on the part of the public in using fuel oil wisely was a major factor in preventing serious hardship.

"In addition to the current national magazine advertising and special radio and newspaper tie-in advertising, the oil industry placed special radio announcements and newspaper advertisements during the first quarter of the year, explaining the nature of the fuel oil situation, with advice to the public as to how they could cooperate in saving fuel oil.

"The petroleum industry is spending over $4,000,000,000 on new equipment

(*Continued on page 80*)



There's a lot more to it than this...

The real question is — where and to whom is that commercial message going? . . . and what is it going to do when it gets there?

Radio waves travel indiscriminately in all directions. So do a lot of sponsors' sales stories. In advertising this means waste circulation, a very expensive luxury.

If *your* aim is to reach exactly the *people* you want in exactly the *markets* you want . . . if you appreciate being able to concentrate your sales effort in one area and go easy in another . . . if the flexibility of short-term contracts appeals to you . . . if you like to select your own program times regardless of zone differentials . . . if you want to make every advertising penny count (and who doesn't!) . . . then — the place for a large share of your advertising budget is National Spot Radio . . . and the place to get all the information, guidance, facts and figures about Spot Radio is...

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

(*Continued from page 78*)

and facilities, which will result in even greater production. At the same time, current reserves are at an all-time peak, exceeding a trillion gallons. Future demand is the unknown factor as to whether or not the public will get all the petroleum products desired."

Richfield Oil Corp., not listed among the top network advertisers in this class, has sponsored *Richfield Reporter* for 17 years on an NBC western network and is continuing this quarter-hour late evening news program, reversing an earlier decision to cancel it when California's daylight time move pushed the program's time from 10 to 11 p.m. Also on the West Coast, Signal Oil Co. sponsors *The Whistler*, Wednesday evening half-hour on a CBS hookup, and Standard Oil Co. of California sponsors the Thursday morning half-hour *Standard School* broadcast and the Sunday evening *Standard Hour* on NBC Pacific networks.

Skelly Oil Co. uses a midwestern NBC hookup for an 8-8:15 a.m. series presenting Alex Drier with early morning news Monday through Friday and *This Farming Business* on Saturday. Union Oil Co. joined the regional network sponsor list April 26 when it began sponsoring Fleetwood Lawton's news commentaries on the full Don Lee Network.

In the solid fuel group, network advertisers include Appalachian Coals Inc., sponsoring Alvin Helfer's newscasts, 7:15-7:20 p.m., Monday through Friday, on Mutual; Delaware, Lackawanna & Western Coal Co., perennial sponsor of *The Shadow*, also on Mutual, Sunday, 5-5:30 p.m., and Hudson Coal Co., broadcasting the *D & H Miners*, 9:45-10, Sunday morning on NBC. In March Philadelphia & Reading Coal & Iron Co. began sponsoring *Gangbusters*, ABC Saturday, 9-9:30 p.m., co-op show in 22 eastern markets. The *Gangbusters* contract is for a year and calls for an exclusive expenditure of $250,000 which ABC Vice-President Murray Grabhorn termed "the largest single time sale in the history of cooperative programming."

General outlook in the coal field seems to be as delicately balanced as that for oil. After a walkout of soft coal miners in April had retarded production of automobiles and other products, United Mine Workers President John L. Lewis on April 30 asked the mine operators to meet with the union May 18 to begin negotiations for a new contract to succeed the one expiring June 30. By this formal notice, he legally paved the way for calling another coal strike June 30, should he so desire at that time.

Spotwise and sportwise, Atlantic Refining Co., which annually spends some $750,000 for sports broadcasting in the eastern states in which its gas and oil are sold, entered the baseball season as sponsor of play-by-play broadcasts of the Philadelphia Athletics and Phillies home games on an 11-station hookup fed by WIBG Philadelphia, the Pittsburgh Pirates home games over a 16-station network with WWSW Pittsburgh as originating station, home games of the Boston Braves and Red Sox on 17 New England stations with WHDH Boston as the key, and all night games of the Baltimore Orioles (games away from home reconstructed) on WITH Baltimore. Co-sponsoring these baseball broadcast series with Atlantic were two dairies—Supplee-Wills-Jones Milk Co. in Philadelphia, Rieck-McJunkin Dairy Co. in Pittsburgh—and two breweries—Narragansett Brewing Co. in New England, Gunther Brewing Co. in Baltimore.

In the West, Signal Oil Co. is sponsoring broadcasts of games of four Pacific Coast League teams—Oakland Oaks on KLX Oakland with Remar Baking Co. as co-sponsor; Hollywood Stars on KLAC Hollywood with Pabst Sales Co. (Blue Ribbon Beer); Los Angeles Angels on KMPC Hollywood with Brown & Williamson Tobacco Co. (Wings), and Seattle Raniers on KING Seattle with Hanson Baking Co. Utah Oil Co. (with Utah Power & Light Co.) is broadcasting baseball on the Intermountain Network.

Looking ahead to fall, Tidewater-Associated Oil Co. has been given exclusive broadcasting rights to all Pacific Coast Conference games for 1948. Union Oil has bought video rights to the 15 games of the pro football team, Los Angeles Rams, for $32,000, and will broadcast them on KFI-TV Los Angeles. Atlantic Refining has not yet announced fall plans but can be expected to have a heavy football schedule throughout the East, both college and high school, and with video as well as sound broadcasts. Atlantic is sponsoring telecasts of the Philadelphia baseball games on WPTZ Philadelphia, with Davis Buick Co. and Philco Distributors as co-sponsors. Standard Oil Co. of California is also a video sports sponsor, having paid some $50,000 to telecast the home games of the Los Angeles Angels on KTLA Hollywood.

Continuing its non-sports video advertising, Gulf Oil Co. sponsors *You Are An Artist*, weekly drawing lesson, on the NBC video network, and a weekly news program on WCBS-TV New York. Texas Co. has bought the 8-9 p.m. Tuesday period on NBC television, but has not settled on a program as yet.

In the spot broadcasting field outside of sports, Esso Marketers continue the *Esso Reporter* five-minute newscasts on 42 stations in the East and South; Shell Oil Co. uses five-, ten- and 15-minute programs on 32 stations; Phillips Petroleum Co. has five to 30-minute programs on 30 stations and Standard Oil Co. of Indiana has a similar variety on 21 midwestern stations; Socony-Vacuum Oil Co. uses five, ten 15-minute shows on 10 scattered stations. Locally, some 25 oil and fuel companies sponsor network co-op programs in their communities.

An unusual one-time telecast was sponsored by Union Oil Co., which used nine TV stations to broadcast a 22-minute film which in essence was a pictorial report on the company's operations, income and expenses for the past year.

Network Time Costs
First Quarter 1947 1948

Class 12. GASOLINE, LUBRICANTS & OTHER FUELS $1,593,539 $1,684,790

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
AMERICAN OIL CO., $84,655* $89,994**						
Professor Quiz	Gas & Oil	ABC-110	Sat., 10-10:30 p.m.	1/24/46—		Joseph Katz & Co.
CITIES SERVICE CO., $152,280* $154,680**						
Highways in Melody	Gas & Oil	NBC-82	Fri., 8-8:30 p.m.	2/18/27—		Ellington & Co.
GULF OIL CORP., $149,448* $155,673**						
We The People	Oil Products	CBS-118	Tues., 9-9:30 p.m.	2/12/46—		Young & Rubicam
PURE OIL CO., $154,909* $162,808**						
Kaltenborn Edits The News	Petroleum Products	NBC-35	M.-F., 7:45-8 p.m.	5/14/40—		Leo Burnett Co.
SUN OIL CO., $248,392* $255,936**						
Three-Star Extra	Gas, Oil, Fuel Oil	NBC-33	M.-F., 6:45-7 p.m.	9/29/47—		Roche, Williams & Cleary
TEXAS CO., $343,849* $572,209**						
Texaco Star Theater	Gas & Oil	CBS-166	Sun., 9:30-10 p.m.	9/29/46-3/24/48		Kudner Agency
Texaco Star Theater	Gas & Oil	ABC-243	Wed., 10:30-11 p.m.	12/31/47—		Kudner Agency
Metropolitan Opera	Gas & Oil	ABC-255	Sat., 2 p.m. to conclusion	11/15/47—		Buchanan & Co.

* First Quarter 1947. ** First Quarter 1948. Source: Publishers' Information Bureau

XIII—FEW SEEDS

Burden Rests With Ferry-Morse

ONE advertiser sponsoring one 15-minute program a week is about as small as a class can get and still be represented, so it is not surprising that horticultural advertising ranks last of all classes of business which made any expenditures for network time during the first three months of 1948. This class was down 45% in time purchases from a year ago, when the single advertiser had two programs.

In the spot field, two advertisers were active in April. Doughton Seed Co. was sponsoring *Gardening with Gambling*, a half-hour show Saturday mornings on WOR New York, participating in *Kiernan's Corner* on WJZ New York and using announcements following news on WHDH Boston. Stumpp & Walter Co. was advertising its seeds with announcements on the early morning Clyde Kitell program on WNBC New York. A third sponsor was a possibility, Centennial Flouring Mills, which in April was planning the use of radio in Spokane and Yakima, Wash., and Moscow, Idaho, for a new product, called "Stopweed."

Perhaps this field of business might be worth cultivating, or maybe people with lawns and gardens to worry about have no time to listen to the radio.

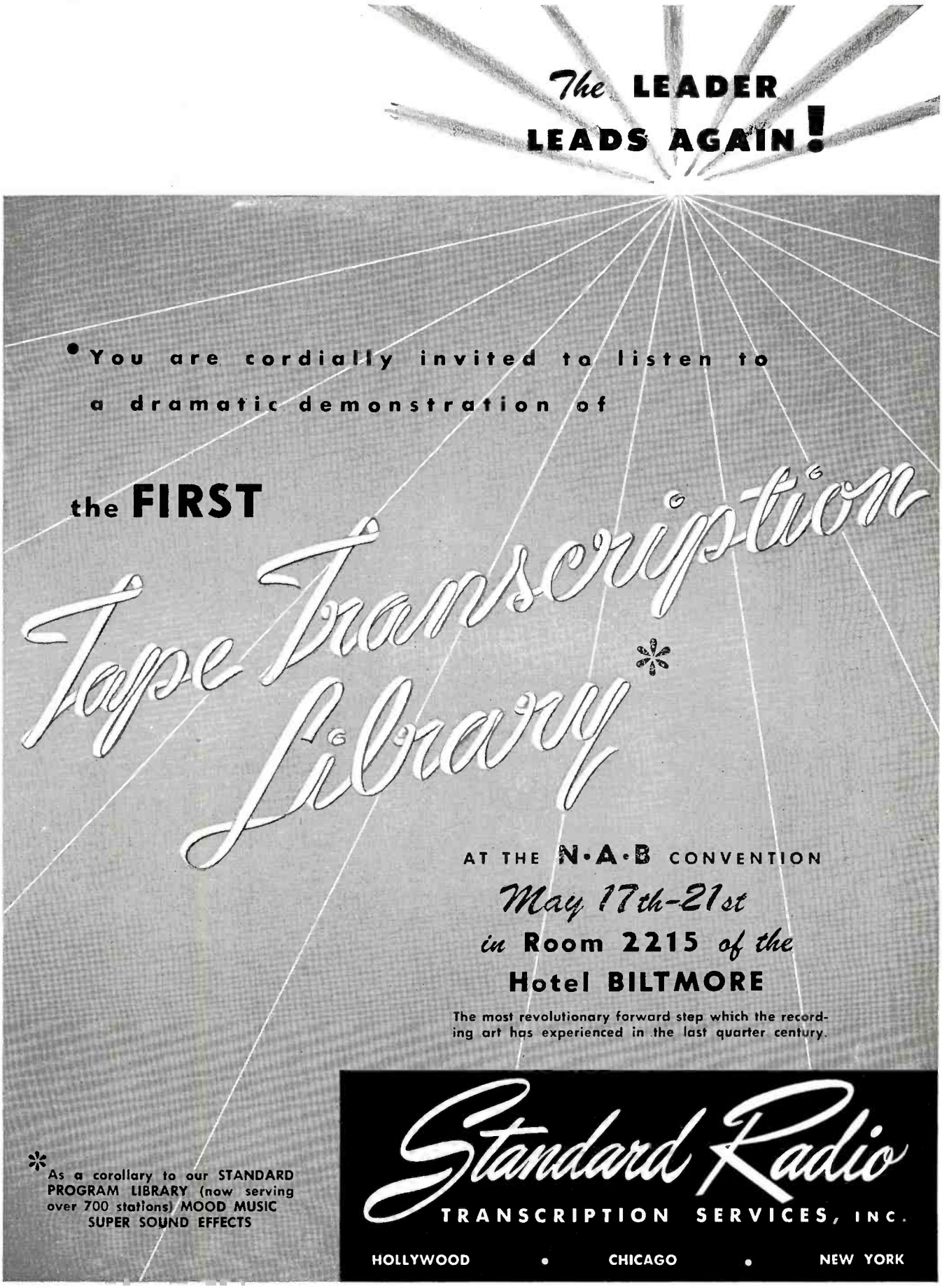
Network Time Costs
First Quarter 1947 1948

Class 13. HORTICULTURE $129,923 $71,331

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
FERRY-MORSE SEED CO., $129,923* $71,331**						
Garden Gate	Seeds	CBS-161	Sat., 10-10:15 a.m.	1/17/48-5/15/48		MacManus, John & Adams

*First quarter 1947. **First quarter 1948. Source: Publishers' Information Bureau


The LEADER LEADS AGAIN!
• You are cordially invited to listen to a dramatic demonstration of
the FIRST
Tape Transcription Library*
AT THE N•A•B CONVENTION
May 17th-21st
in Room 2215 of the
Hotel BILTMORE
The most revolutionary forward step which the recording art has experienced in the last quarter century.
* As a corollary to our STANDARD PROGRAM LIBRARY (now serving over 700 stations) MOOD MUSIC SUPER SOUND EFFECTS
Standard Radio
TRANSCRIPTION SERVICES, INC.
HOLLYWOOD • CHICAGO • NEW YORK

XIV—HOUSEHOLD EQUIPMENT

Quarter Sees 60.3% Rise

INDICATIONS that the household equipment field is becoming a buyer's market were evident in the opening months of the year, as a number of leading manufacturers of electric refrigerators, stoves and similar appliances cut prices from 2 to 20%. General Electric Co. started with a Jan. 1 cut of 3-10% in the prices of refrigerators, stoves and radio and video sets, which the company's president, Charles E. Wilson, said would save the buying public some $50 million a year.

This anti-inflationary move subsequently was followed by Westinghouse Electric Corp., which cut electric stove prices 2½-5% and refrigerator prices 4-7%; Crosley Division of Avco Corp., which reduced prices of refrigerators 7-16%, and Bendix Home Appliances Inc., which decreased automatic washer prices 20%.

Network Time Costs First Quarter	1947	1948
Class 14. HOUSEHOLD EQUIPMENT & SUPPLIES	**$1,311,641**	**$2,099,357**

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
ANCHOR-HOCKING GLASS CORP., $200,499* $206,367**						
Crime Photographer	Anchor-Hocking Glass, Fire King Oven Glass	CBS-146	Thurs., 9:30-10 p.m.	8/8/46-3/25/48		Wm. H. Weintraub & Co.
GENERAL ELECTRIC CO., $203,784* $840,995**						
G. E. Houseparty	All Products	CBS-161	M.-F., 3:30-3:55 p.m.	12/1/47—		Young & Rubicam
Fred Waring	Institutional	NBC-160	Mon., 10:30-11 p.m.	10/—/47—		BBDO
Willie Piper	Lamps & Bulbs	ABC-165	Thurs., 9-9:30 p.m.	9/4/47—		BBDO
GENERAL MOTORS CORP., $206,874* $178,766**						
Man Called X	Frigidaires	CBS-161	Sun., 8:30-8:55 p.m.	4/3/47—		Foote, Cone & Belding
PHILCO CORP., $330,128* $371,673**						
Breakfast Club	Refrigerators, Radios, Freezers	ABC-258	M.-F., 9:45-10 a. m.	9/2/46—		Hutchins Adv. Co.
SEEMAN BROTHERS, $113,017* $147,347**						
Hollywood Headlines	Air Wick	ABC-126	Sat., 10:30-10:45 a. m.			
Monday Morning Headlines	Air Wick	ABC-233	Sun., 6:15-6:30 p. m.	9/26/46—		Wm. H. Weintraub & Co.
WESTINGHOUSE ELECTRIC CORP., $183,322* $323,568**						
Ted Malone	Laundromats, Irons, Refrigerators, etc.	ABC-206	M.-F., 11:45 a.m.-noon	6/14/44		McCann-Erickson

* First Quarter 1947. ** First Quarter 1948.

Source: Publishers' Information Bureau

The increased competition among members of this class is reflected in their network time purchases, which rose 60.3% for the first quarter of this year over the same period of last year, with indications of further increases to come. Only first quarter network user not shown in the table is Club Alumium Products Co., which sponsors *Club Time* on ABC, a weekly morning quarter-hour, for its utensils.

Two advertisers have joined the network class since the first of April. Nash-Kelvinator Corp. is now sponsoring Edwin C. Hill's five-minute commentaries five evenings a week on ABC for Kelvinator refrigerators, ranges, etc. Regionally, Leo J. Meyberg Co., San Francisco distributor of Bendix washers, is sponsoring George Fisher's commentaries, also five-minute periods a week, on 13 western CBS stations.

Luthe Hardware Co. is sponsoring *Speak Up or Pay Up* on nine Iowa stations, program originating each week in a different city. General Electric Appliance Division in March began testing weather reports in New York and Philadelphia. But most of this class of advertising is placed locally by local dealer or distributor, ranging from one announcement a week to such schedules as that of the Norge Appliance Dealers of Charleston, W. Va., using 780 newscasts a year on WKNA Charleston, and Westinghouse Supply Co. in Chicago, sponsoring *Symphonic Hour* for a full hour nightly on WGNB(FM) Chicago. Sponsors of network co-op shows in this class total about 90, chiefly hardware stores and appliance dealers.

Nash - Kelvinator, sponsoring *Alma Kitchell's Kelvinator Kitchen* on NBC video network as a weekly demonstration of the simplicity of storing and preparing foods with Kelvinator equipment, is the only network television advertiser in this group, but Gimbel Bros. department store in Philadelphia has been enthusiastic about television as a means for demonstrating—and selling—appliances in that city via its programs on WPTZ, where it currently sponsors *The Handy Man*. Wilf Brothers Appliances Inc. also uses programs on WPTZ. Havens Electric Co., Albany, sponsors news on WRGB Schenectady, and Apex Electrical Mfg. Co. is using spots on WABD New York for Fold-a-matic ironers.

XV—FURNISHINGS RISE

International Silver Ups Total

NETWORK advertising of household furnishings was up 21.3% in January-March 1948 compared with the same period a year ago, largely because of a 50% increase in network time purchases for the quarter on the part of International Silver Co., one of the group's two network advertisers.

Sealy Mattress Co., which in the first quarter of 1947 bought $9,360 worth of time on an ABC western hookup to broadcast Alvin Wilder, this year has turned to co-op shows, sponsoring Baukhage on one station, *America's Town Meeting of the Air* on one, and Cecil Brown on 11, all in California. Furniture and furnishings radio advertising seems to be placed largely at the local level, with the network co-op sponsor lists including more than 125 furniture stores.

Currently active in spot radio are Alexander Smith & Sons Carpet Co., using announcements five times a week on 50 stations in major markets, and William Brenner Furniture Mfg. Co., which is itself sponsoring the transcribed *Box 13* dramatic series on WKRC in the company's home town, Cincinnati, and is offering to share the cost of similar advertising by its dealers on a 50/50 basis.

The Smith firm is also a video pioneer with its *Magic Carpet* travel programs, now several years old, on WABD New York. Purofied Down Products Corp. uses spots on the same station for its pillows. The P. J. Nee Furniture Co. (sports on WNBW Washington), Pennsylvania Linoleum Co. (announcements on WTTG Washington), Stoumen Rug Co. (announcements on WFIL-TV Philadelphia); I. B. Van Belle (carpets) (announcements on WFIL-TV) and Wilf Bros. (rugs) (boxing on WFIL-TV), were among the video advertisers reported in BROADCASTING'S Telestatus survey for February.

Outlook for the furnishing industry seems to be one of increased consumer resistance, particularly on higher-priced items, with buyers becoming choosy for the first time since the war. A lull in furniture orders at factories was found in a March survey made by the National Assn. of Furniture Manufacturers, with 10% reporting a sharp decline in orders, another 30% reporting more than seasonal let-downs and only 8% reporting increased business. April, however, showed considerable improvement, the NAFM reported.

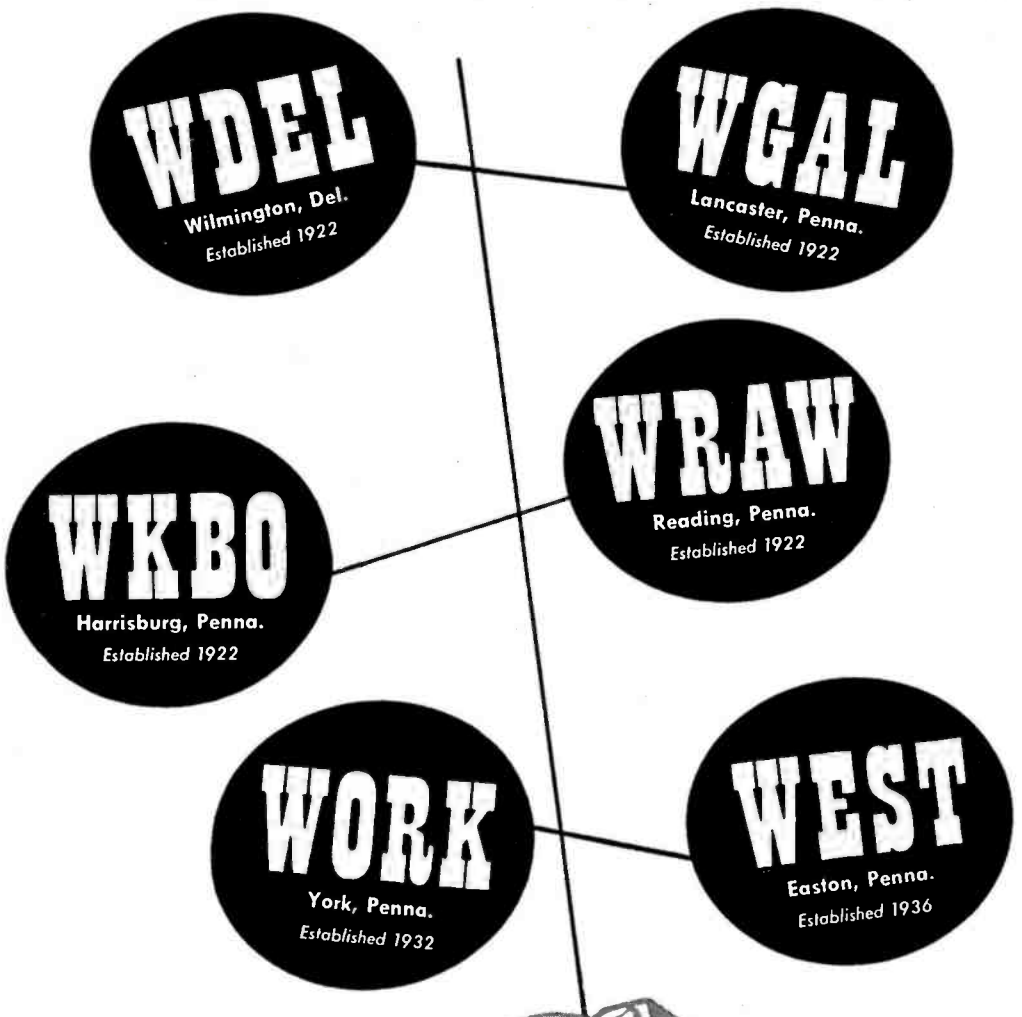
Network Time Costs First Quarter	1947	1948
Class 15. HOUSEHOLD FURNISHINGS	**$268,032**	**$325,250**

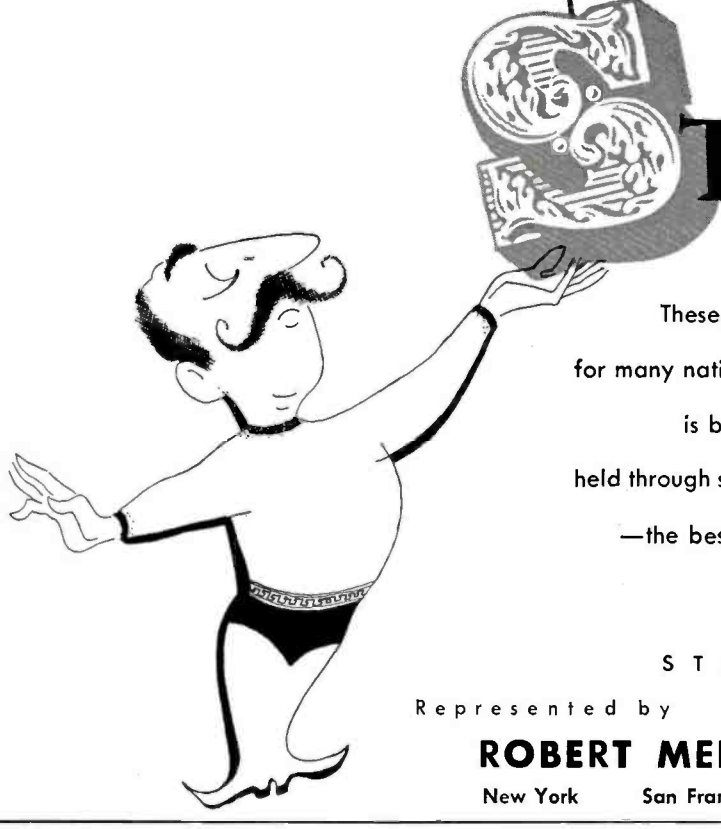
Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
ARMSTRONG CORK CO., $103,308* $105,741**						
Theater of Today	All Products	CBS-160	Sat., 12-12:30 p.m.	10/4/41		BBDO
INTERNATIONAL SILVER CO., $146,250* $219,509**						
Ozzie & Harriet	Silver, Silverplate	CBS-155	Fri., 9:30-10 p.m.	10/8/44—		Young & Rubicam

* First Quarter 1947. ** First Quarter 1948.

Source: Publishers' Information Bureau





STRONG

in building profitable sales

These six progressive stations are effectively creating sales for many national advertisers. Their unusual sales-producing ability is based on outstanding listener loyalty—developed and held through skillful local programming and NBC Network Programs —the best shows in radio. Write for full information and rates.

STEINMAN STATIONS

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

NBC AFFILIATES

XVI—STEELS, duPONT OFF

But They Will Use Radio

DESPITE lower net profits for the first quarter of 1948, there seemed no question about U. S. Steel and duPont continuing their institutional network radio campaigns. duPont's net was down to $2.46 a share for January-March operations this year against $2.60 a share for the same period of last year in spite of a sales increase of nearly 20% for the quarter. Reason for the decreased net was higher costs of labor, materials and transportation, according to duPont officials. Curtailed production resulting from the March coal strike brought U. S. Steel's net to $3.18 a share, compared with $3.78 for the opening quarter of 1947.

Portsmouth Steel Corp. broadcasts a nightly community public service and good will program on WPAY Portsmouth, Ohio. A few other companies in this class sponsor network co-op shows, but by and large this category cannot be counted as one of radio's major sources of income.

Network Time Costs First Quarter	1947	1948
Class 16. INDUSTRIAL MATERIALS	**$513,107**	**$554,428**

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
E. I. DU PONT DE NEMOURS CO., $204,282* $207,603**						
Cavalcade of America	Institutional	NBC-150	Mon., 8-8:30 p.m.	1/2/40—		BBDO
U. S. STEEL CORP., $308,825* $346,825**						
Theatre Guild on the Air	Institutional	ABC-241	Sun., 9:30-10:30 p.m.	9/8/46—		BBDO

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau

XVII—INSURANCE DECLINES

Timebuying Drops 8.4%

NETWORK time purchases by insurance companies in the first three months of this year were down 8.4% from the corresponding period of 1947. All network advertisers in this category are listed in the accompanying table. Only one insurance organization, Metropolitan, was active in the national spot field. Metropolitan used spots, five, ten and 15-minute programs from three to 12 times a week on 27 stations.

This is in line with the general state of the insurance business, according to a statement made to BROADCASTING by Holgar J. Johnson, president of the Institute of Life Insurance, who said in part:

"New life insurance written during the first quarter of 1948 continued in satisfactory volume, sales being within 2% of the record volume written in corresponding months of last year. Actually, the sales position of the business is not quite so strong as these figures would indicate, since they reflect some carry-over of insurance bought in anticipation of the revision of premium rates on Jan. 1. Beyond this, the overall showing has relied heavily on the continued expansion in group insurance sales.

"All signs indicate that people are beginning to feel the squeeze of rising living costs. . . . The outlook for the balance of the year, as I see it, is reasonably good. But, barring reduction in living costs, I would be very much surprised if the life insurance business should prove able to equal the record sales performance of 1947."

Network Time Costs First Quarter	1947	1948
Class 17. INSURANCE	**$1,201,756**	**$1,100,721**

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
CALIFORNIA MEDICAL ASSN., $*? $7,956**						
California Caravan	Insurance-Hospitalization & Doctor's Services	ABC-14	Sun., 3-3:30 p.m., PST	7/20/47—		Lockwood-Shackleford Adv. Agency
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S., $185,598* $205,965**						
This Is Your FBI	Insurance	ABC-240	Fri., 8:30-9 p.m.	4/6/45—		Wardwick & Legler
JOHN HANCOCK MUTUAL LIFE INSURANCE CO., $150,130* $96,105**						
Point Sublime	Life Insurance	ABC-86	Mon., 8-8:30 p.m.	10/6/47—		McCann-Erickson
METROPOLITAN LIFE INSURANCE CO., $99,252* $119,667**						
Eric Sevareid—News	Institutional	CBS-22	M.-F., 6-6:15 p.m.	2/17/47—		Young & Rubicam
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA, $179,578* $180,145**						
Gabriel Heatter	Insurance	MBS-441	Sun., 7:30-8 p.m.	7/20/47—		Arthur Meyerhoff & Co.
PRUDENTIAL INSURANCE CO. OF AMERICA, $482,697* $490,883**						
Jack Berch Show	Insurance	NBC-140	M.-F., 11:30-11:45 a.m.	9/30/46—		Benton & Bowles
Family Hour	Insurance	CBS-155	Sun., 6-6:30 p.m.	5/26/46—		Benton & Bowles

* First quarter 1947. **First quarter 1948. Source: Publishers' Information Bureau

Extent of local radio advertising from the insurance business is indicated by the network co-op program sponsorship breakdown, which shows 25 insurance firms in all, or slightly more than 1% of all co-op sponsors. Most unusual local insurance radio campaign reported so far is that involving the sign-offs of WBCC Bethesda, Md., which state: "This station's return to the air tomorrow is insured by the Howland A. Sarra Co. insurance affiliate of the Marvin Simmons Co., realtors' and developers of Glen Hills."

Only video use by insurance turned up by BROADCASTING'S Telestatus survey was that of American Automobile Assn., Detroit, using announcements on WWJ-TV in that city.

XVIII—JEWELERS LIMIT

Use Only Time Signals

WITH only two network advertisers in this class, the jewelry business would seem to be boycotting radio, until one remembers that time signals are radio's punctuation marks and that most of them are sponsored by watch companies. Companies like Bulova and Benrus have radio appropriations well over a million dollars a year, while some of the smaller companies' use of radio is limited to a few stations.

Notable also among watch company radio advertisers is Longines-Wittnauer Watch Co., whose 30-minute transcribed *Symphonette* is broadcast by more than 100 stations, accounting for some 60% of the company's million-dollar-a-year advertising budget. Tieing up with sports, Longines also has started a series of spots preceding the New York Yankee baseball broadcasts on WMCA New York and station breaks on WAAT Newark, to run through the baseball season.

To augment its extensive time

(*Continued on page 86*)

Network Time Costs First Quarter	1947	1948
Class 18. JEWELRY, OPTICAL GOODS & CAMERAS	**$137,342**	**$160,577**

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
HELBROS WATCH CO., $104,876* $116,748**						
Quick As A Flash	Watches	MBS-367	Sun., 5:30-6 p.m.	7/16/44—		Wm. H. Weintraub & Co.
REVERE CAMERA CO., $9,233* $43,829**						
Jan August	Cameras, Projectors	MBS-34	Thurs., 8-8:15 p.m.	2/15/47—		Roche, Williams & Cleary

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau

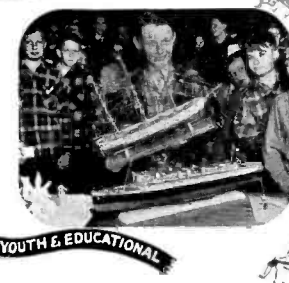
BUFFALO *has* TELEVISION













MAY 14 was T-Day in Buffalo. • After three years of planning and three months of experimental telecasting, WBEN-TV is on the air with a commercial program schedule. It's Buffalo's *first* television station. • WBEN-TV, like WBBN-FM, operates as a department of Station WBEN. Over-all executive and engineering supervision has been broadened to include the video station. Thus, Buffalo television benefits by the experience of the executive and planning personnel that has kept WBBN "the station most Buffalo people listen to most of the time." • WBEN, The Buffalo Evening News station, has been first choice of advertisers for years past. Now WBEN-TV offers advertisers the eyes, as well as the ears, of Western New York. Time is available; programs are in production. For details write or call your nearest Petry office.

CHANNEL 4 **WBEN-TV** 66-72 mc.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Jewelers

(*Continued from page 84*)

signal schedule, Bulova Watch Co. this year has released four open-end recordings for use by its dealers. *Folk Dances* and *Sweetheart Songs* have one-minute spots on one side, station breaks on the other; *In Any Language* is for one-minute spots; *In Just One Minute* is for station breaks. Pioneer with video time signals, which have been aired since WNBT New York's inaugural broadcast as the nation's first commercial video station, Bulova now is using video spots across the country.

Elgin National Watch Co. also is using video spots on a number of TV stations, and Breitling Watch Co. last month began a 52-week series of three pre-signoff announcements a week on WABD New York. In Philadelphia, Barr's sponsors a video series on the history of the diamond, *The Eternal Gem*, on WPTZ.

Spot radio jewelry advertisers outside the watch field include Abelson's Inc., New York and New Jersey jewelry and optical chain, using spots on stations in both states; Schubach Jewelry Co., operating in Salt Lake, Ogden and Boise and sponsoring shows on four stations in that area; Service Optical Co., Des Moines, planning expansion of its extensive use of radio in that city to stations in other Iowa cities. Stern & Stern Inc., New York manufacturing jeweler, is planning a country-wide spot campaign through local dealers.

Locally, radio is used by many jewelers. The extent of program sponsorship outside of announcements is indicated by the inclusion of 41 jewelry stores, four optical companies and two camera shops on the lists of sponsors of network co-op shows.

Of the two network advertisers, Revere Camera Co. has replaced its Jan August series on Mutual with a variety program, *All-Star Review*, same day, time and network. Helbros Watch Co., on June 6 will replace its current MBS program for the summer with a psychological quiz show, *What Makes You Tick?*

Together, these two sponsors spent 17.2% more for network time in the first three months of 1948 than in the like period a year ago, when the Revere program did not start until mid-February. Outlook for this type of advertising may be gauged from the Dept. of Commerce report that retail jewelry store sales in February totaled $71 million, off 7% from February 1947 and off 9% from January 1948.

XIX—STATIONERY DROPS

Eversharp, Parker Cancellations

STATIONERY advertising on the networks took a decided dip in the first quarter of this year. It was down 47.7% from the like period of 1947, when Eversharp sponsored *Maizie* for a weekly half-hour on CBS as well as *Take It or Leave It*, which was also on CBS, and Parker Pen Co. sponsored *Information Please* and a pair of five-minute newscasts a week, also on CBS. A slight upturn for the rest of the year occurred May 7, when Evans Pen Corp. began participating in *Meet the Missus* on a western CBS hookup of 28 stations, Fri., 3:15-3:30 p.m. (PST).

Two spot advertisers in this group are Joseph Dixon Crucible Co., using announcements on seven stations, five five-minute programs a week on WGN Chicago, for Ticonderoga pencils, and Mittag & Volger Inc., which in March began an announcement campaign on four stations in Oregon and Washington for M & V carbon papers. Local stationers accounted for 13 of the more than 2,000 sponsors of network co-op programs.

Network Time Costs

	First Quarter 1947	First Quarter 1948
Class 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES....	**$1,396,772**	**$730,677**

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
EVERSHARP, INC., $430,496* $209,233**						
Take It or Leave It	Pens & Pencils	NBC-161	Sun., 10-10:30 p.m.	8/3/47—		Biow Co.
HALL BROTHERS, $206,706* $208,281**						
Reader's Digest—Radio Edition	Greeting Cards	CBS-157	Thurs., 10-10:30 p.m.	9/12/46—		Foote, Cone & Belding
W. A. SHEAFFER PEN CO., $252,276* $166,507**						
Sheaffer Parade	Pens, Pencils, Skrip	NBC-162	Sun., 3-3:30 p.m.	9/20/42—		Russel M. Seeds Co.
Adventurers' Club	Pens, Pencils, Skrip, Leads	CBS-156	Sat., 11:30 a.m.-noon	1/11/47–1/3/48		Russel M. Seeds Co.
L. E. WATERMAN CO., $184,821* $146,656**						
Gangbusters	Pens, Pencils, Ink	ABC-201	Sat., 9-9:30 p.m.	9/14/46–3/6/48		Charles Dallas Reach

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau

XX—PUBLISHING PICTURE

Not Bright

NETWORK advertising of publishing companies declined 40% in the first quarter of 1948 as compared with the like period of last year. In the 1947 first quarter William Wise & Co. maintained a regular schedule on ABC, Triangle Publishing Co. spent more than $100,000 to advertise *Seventeen Magazine* on Mutual and Reichhold Chemicals' sponsorship of the *Sunday Evening Hour* on ABC ran for more weeks (over $100,000 worth more) than this year.

In the spot field, William H. Wise & Co. is the leading advertiser of this class, according to the Rorabaugh Report, which shows Wise using from two to 27 daytime quarter-hour programs on 26 stations during March and 27 daytime half-hour shows on WHDH Boston in that month for the *Handy-Man's Guide*, which was also advertised on the company's special Washington Birthday broadcast on Mutual. Wise also advertised a knitting book with quarter-hours and spots on a few stations (six in February, three in March, the *Modern Encyclopedia* with quarter-hours on seven stations, announcements on one; *Modern Home Physician* with daytime quarter-hours on 20 stations, announcements on one; a sewing book with daytime quarter-hours on 14 stations, and for *Popular Decorator* in March began a weekly quarter-hour on KDKA Pittsburgh.

Doubleday & Co., whose agency is Huber Hoge & Sons, which also handles the Wise advertising, in March used 15-minute daytime shows on 20 stations (down from 69 in February) for the Dollar Book Club, and announcements on WNEW New York for *High School Self-Taught*.

Time Magazine in February began a test campaign to promote its sales in small markets, using four spots on Thursdays and Fridays on six small-city stations. The *New York Times* used announcements on five stations in that city for two weeks in April to announce that Churchill's war memoirs were running serially in the *Times*. The *Chicago Tribune* ran a heavy announcement schedule on nine Chicago stations to advertise the pa-

(*Continued on page 185*)

Network Time Costs

	First Quarter 1947	First Quarter 1948
Class 20. PUBLISHING & MEDIA.....	**$752,951**	**$453,177**

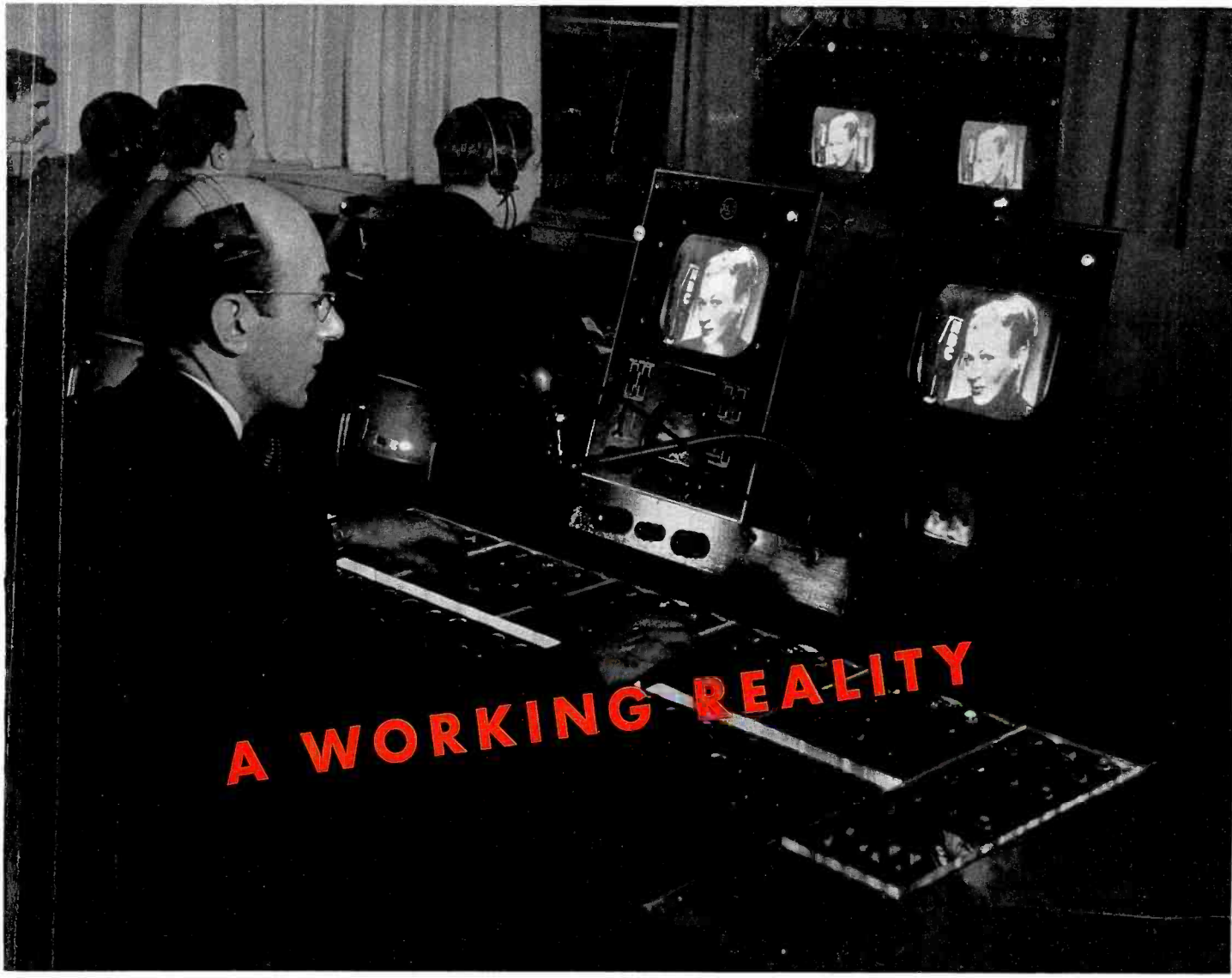
Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
AMERICA'S FUTURE, INC., $67,236* $94,805**						
Sam Pettingill	Books	ABC-245	Sun., 1-1:15 p.m.	5/19/46—		Gahagan & Turnbull
CHRISTIAN SCIENCE PUBLISHING SOCIETY, $77,830* $78,266**						
Monitor Views the News	Christian Science Monitor	ABC-75	Tues., 8:15-8:30 p.m.	9/5/46—		H. B. Humphrey Co.
CURTIS CIRCULATION CO., $244,540* $203,244**						
Listening Post	Magazines	ABC-220	M., W., F., 10:45-11 a.m.	8/6/46—		BBDO
REICHHOLD CHEMICALS, INC., $194,697* $73,050**						
Sunday Evening Hour	Musical Digest Magazine Vox Records	ABC-116	Sun., 8-9 p.m.	1/19/47–1/25/48		Kenyon & Eckhardt
WILLIAM H. WISE & CO., $61,077* $3,812**						
Sydney Walton	Books	ABC-37	Sun., 10:45-11 p.m.	2/22/48–2/22/48		Huber Hoge & Son

* First quarter 1947. **First quarter 1948. Source: Publishers' Information Bureau

NBC

Television Network



NBC Network Television is a working reality in 1948—rather than a vague potential.

Today there are fourteen NBC stations on the air. By year's end, there will be thirty-three.

In the east, the NBC Television Network consists of seven stations—two of which are owned and operated by NBC: WNBT, New York and WNBW, Washington.

In the midwest, there are now five NBC affiliates independently operating television stations. These, together with NBC's own stations in Chicago and Cleveland (now under construction), will be joined with two other affiliates in Buffalo and Toledo into a regional network this fall.

The midwestern and eastern networks will be joined before the end of 1948. And NBC's Los Angeles station will be linked with San Francisco by the end of the year to serve as a focal point for an expanding western network.

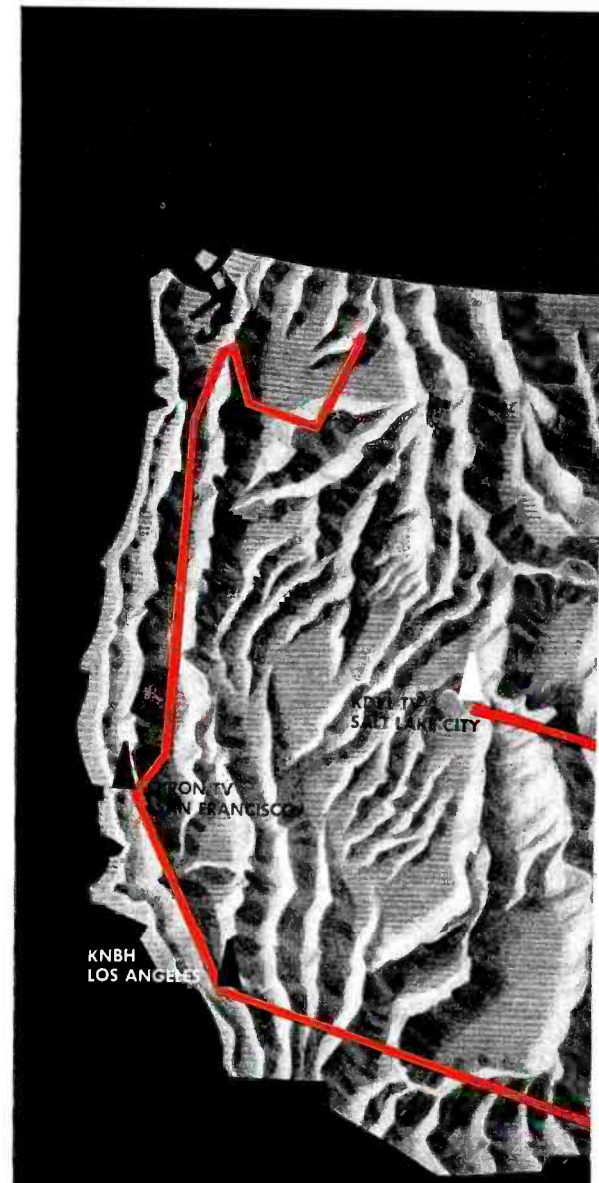
Here in these pages are profiles of the 33 stations.

In television's experimental stage—when RCA initiated, championed and perfected today's black-and-white system—NBC's contributions were first in the field . . . a field of great promise.

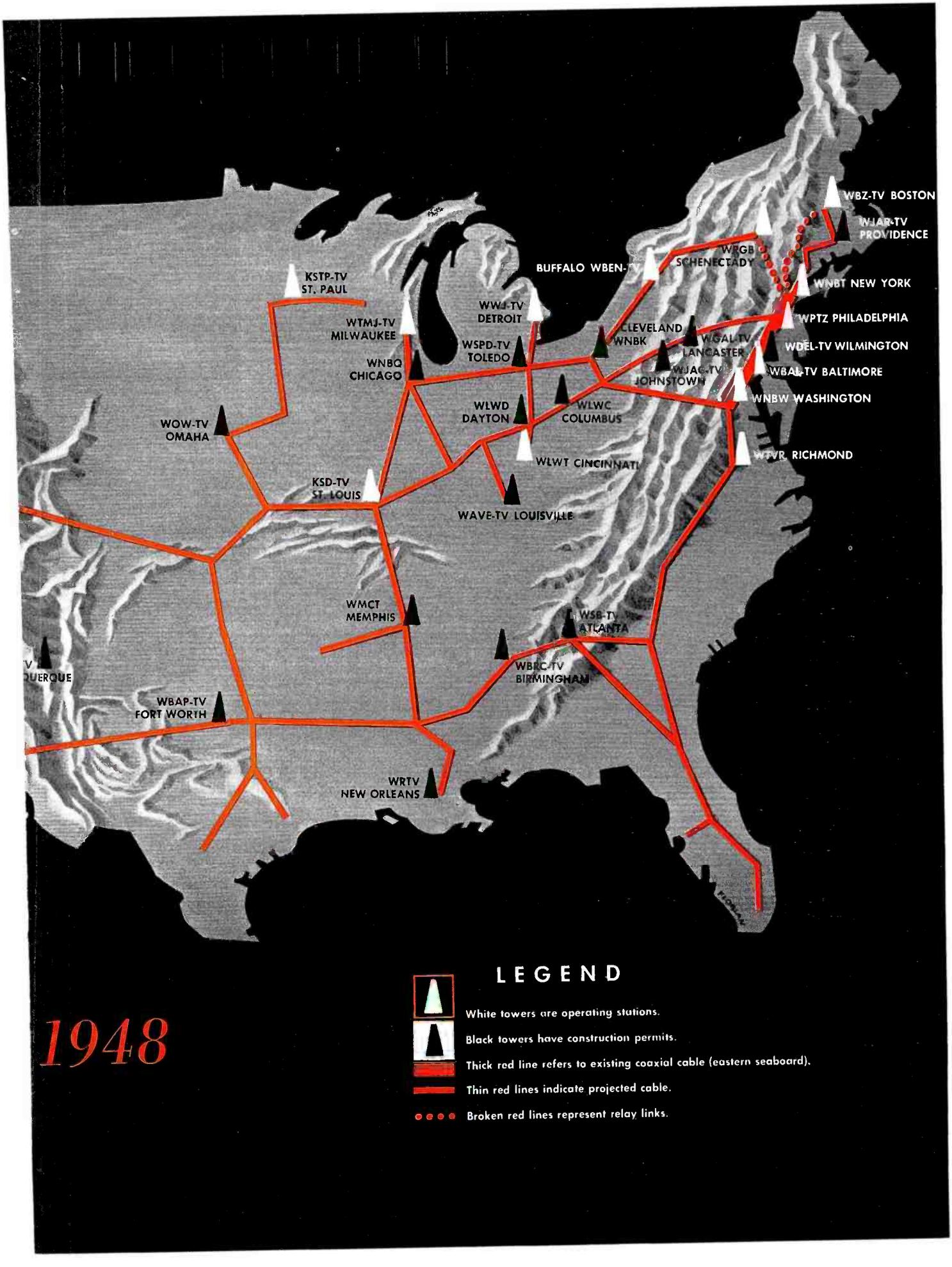
Through all of television's development, NBC's recognized leadership, and its heavy investment, helped to keep that promise alive.

But a network can't operate on promise alone.

Today—delivering performance rather than press releases—this is the NBC Television Network.



. . . Profile of the Network


WBZ-TV BOSTON
WJAR-TV PROVIDENCE
WRGB SCHENECTADY
BUFFALO WBEN-T
WNBT NEW YORK
KSTP-TV ST. PAUL
WWJ-TV DETROIT
WPTZ PHILADELPHIA
WTMJ-TV MILWAUKEE
CLEVELAND WNBK
WGAL-TV LANCASTER
WDEL-TV WILMINGTON
WSPD-TV TOLEDO
WJAC-TV JOHNSTOWN
WBAL-TV BALTIMORE
WNBQ CHICAGO
WNBW WASHINGTON
WLWD DAYTON
WLWC COLUMBUS
WOW-TV OMAHA
WTVR RICHMOND
WLWT CINCINNATI
KSD-TV ST. LOUIS
WAVE-TV LOUISVILLE
WMCT MEMPHIS
WSB-TV ATLANTA
WBRC-TV BIRMINGHAM
WBAP-TV FORT WORTH
WRTV NEW ORLEANS
1948
LEGEND
White towers are operating stations.
Black towers have construction permits.
Thick red line refers to existing coaxial cable (eastern seaboard).
Thin red lines indicate projected cable.
Broken red lines represent relay links.

Facilities

Much is promised about television facilities. But again, as in radio, NBC has the most and the best—now. Studios for every production . . . mobile units for all outside pick-ups . . . these, plus trained crews, advanced technical equipment and experienced direction, handle anything in television. Joined by coaxial cable and micro-wave relay (New York and Washington operate on both) are the seven stations of the NBC Eastern Television Network. Other affiliates receive programs on film until they are linked directly. NBC has always had the top facilities in broadcasting. It has them *now* in television and it will have them from now on.

NBC...AMERICA'S No. 1 TELEVISION NETWORK



NBC Television Stations

For 1948, thirty-three stations operated by NBC radio affiliates—plus new television affiliates—will beam America's No. 1 Television programs to their audiences.

Those audiences, of course, are television's largest. And more television advertisers, network and local, are already identified with NBC than with all other broadcasters.

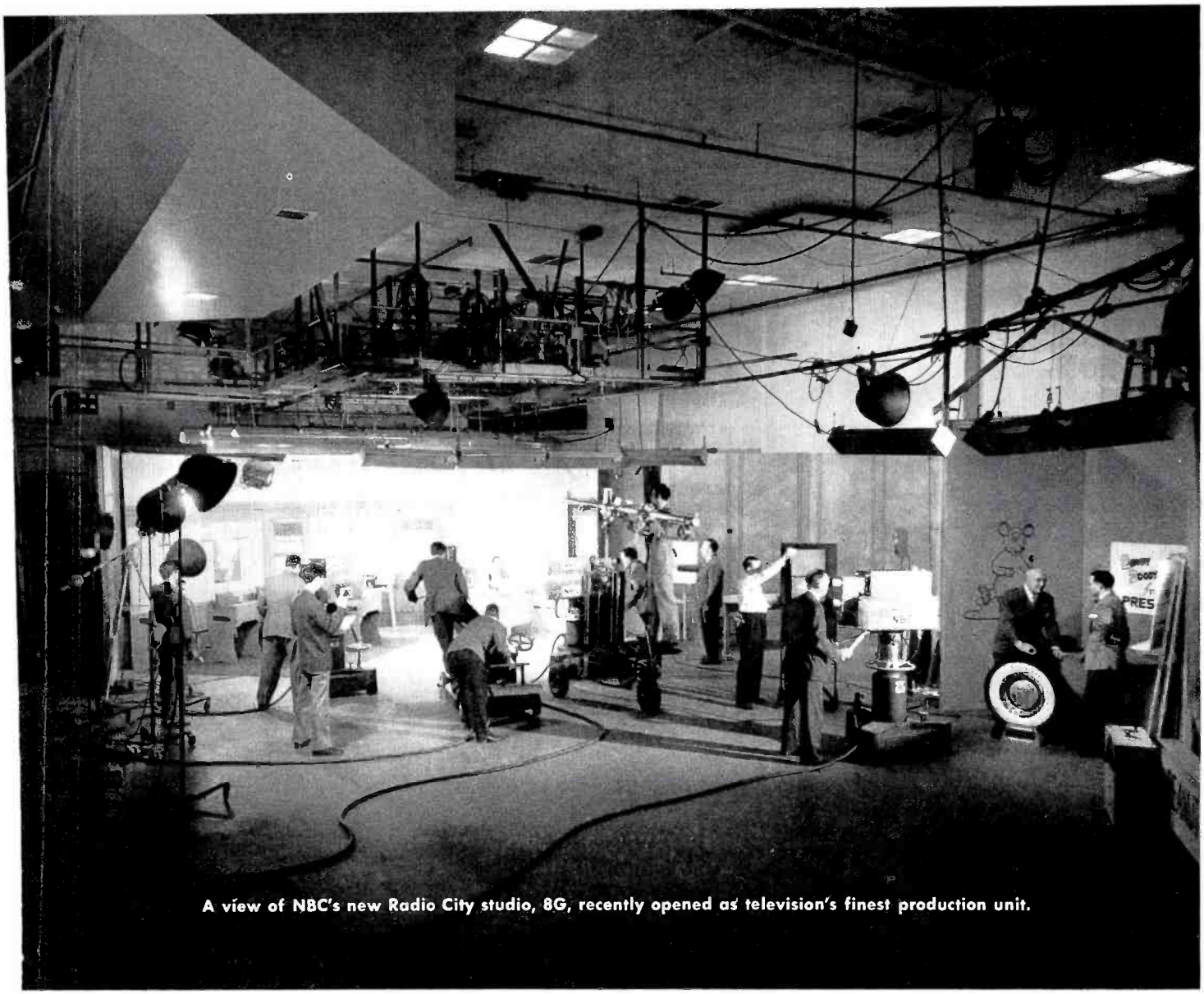
Here are highlight outlines of these stations . . . leaders in sight, as they are in sound.

WNBT—New York

Focal point of America's first television network, WNBT's history is practically the history of American television since its inception. Starting in 1928 under the experimental call letters W2XBS, this pioneer New York station was the first practical outgrowth of RCA's famous laboratory discoveries in the field of video. By 1933 the kinescope and iconoscope had both been introduced by RCA, and with them came the first all-electronic system of television—the system now in use in all practical television broadcasting. By January, 1937, W2XBS was telecasting programs with a scanning linage of 411 per frame, and that same month saw the station's first mobile unit on the streets of New York. By 1941 commercial telecasting had begun under the new call letters, WNBT—with four advertisers standing the cost of programs with 525-line pictures. It was the first commercial television license granted by the FCC—and the first time a television rate card had ever been published. Today, WNBT broadcasts television's finest programming to NBC's seven-station East Coast Network, sports 25 national and local advertisers, puts 28 telecast hours per week on the air, and has recently opened for regular operation the largest and most modern television studio in the world.

WPTZ—Philadelphia

Back in 1932, WPTZ began television broadcasting in Philadelphia as an experimental station—W3XE. Nine years later, under the call letters, WPTZ, it received its license for commercial television, built a radio relay system to New York, and started chain television broadcasting of programs received from that origination point. Last year a reverse relay system was installed, permitting Philadelphia-originated shows to be relayed to New York and farther north. With six-



A view of NBC's new Radio City studio, 8G, recently opened as television's finest production unit.

teen years of television experience, and the first television station in Philadelphia. WPTZ covers an area with a potential audience of 3,306,000 viewers. Over thirty-five thousand sets are already installed in greater Philadelphia—an audience of more than 179,000. Typical commercial "success story": $24,505 worth of sales for one retailer as the direct result of six quarter-hour "budget" television programs.

WWJ-TV—Detroit

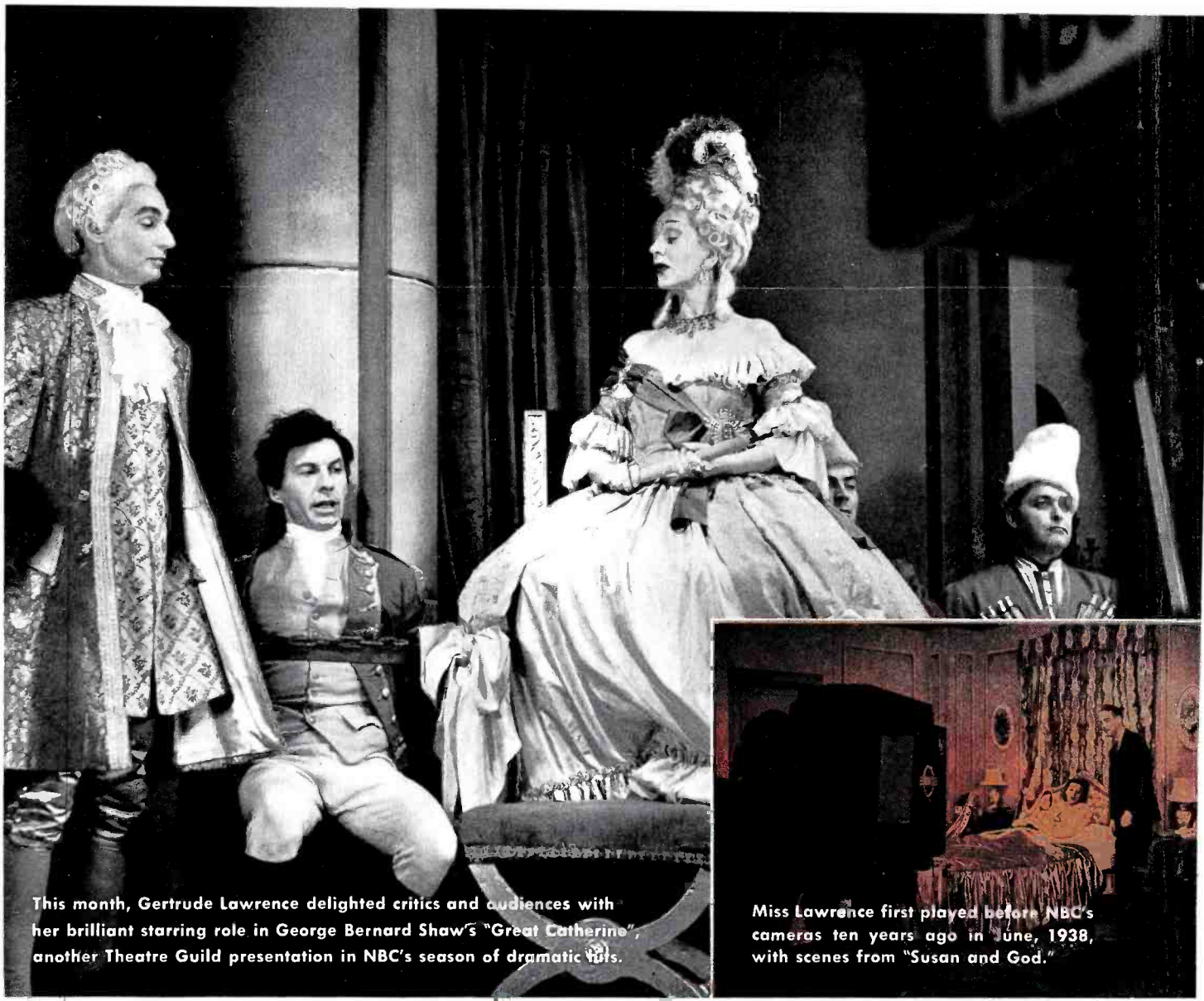
WWJ, one of America's pioneer AM stations, and a member of the original NBC Network, has again blazed trails in the Motor City with its television affiliate, WWJ-TV. On the air experimentally in March of 1947, commercial operation began as long ago as June, 1947. WWJ-TV now averages more than thirty-two program hours per week with additional twenty hours of test patterns. The number of sponsors has climbed to twenty-one and the population served by the fifty mile picture radius is approximately 4,200,000. In programming, too, WWJ-TV has pioneered with its organization of local amateur groups into the Television Amateur Boxing Association. These groups present weekly ring programs with WWJ-TV underwriting all costs. Currently the station is televising two Tiger baseball games a week and plans to carry two football games per week as it did last fall. Total set population estimated for the end of this year in the Detroit region—50,000.

KSD-TV—St. Louis

The first completely post-war-equipped television station in America, KSD-TV began experimental broadcasting February 3, 1947. Now it averages 66 programs in its 20-hour week and sports 22 current sponsors. Of St. Louis's 1,500,000 potential viewers, over 50,000 are now enjoying television; KSD-TV, itself, contributed $30,000 in its first year to promote sales of television receivers in its coverage area. KSD-TV is firmly entrenched in the St. Louis picture; several programs each week are devoted to discovering and developing local talent, arrangements have been made with the local school board and colleges for educational features and permission has been obtained to telecast all sports, including major league baseball, with the single exception of professional boxing.

WNBW—Washington

The Capital District's first television sta-



This month, Gertrude Lawrence delighted critics and audiences with her brilliant starring role in George Bernard Shaw's "Great Catherine", another Theatre Guild presentation in NBC's season of dramatic hits.

Miss Lawrence first played before NBC's cameras ten years ago in June, 1938, with scenes from "Susan and God."

tion—WNBW—began experimental telecasting in June, 1947, and was licensed for commercial operations the following December—the first post-war commercial television license granted by the FCC. Network video origination point for all-important political events, WNBW has fed ten such to NBC's television network since the first of the year and broadcast many more in the Capitol area. With an average viewing radius of 35 miles in all directions from Washington, this NBC-owned station has a staff of 40 people, 5 image orthicon cameras, a fully equipped mobile unit, and facilities for both 16 mm. and 35 mm. film service (the only video station in Washington with both). Twenty-nine national and local advertisers already sponsor a substantial portion of WNBW's 84 time segments and 47 regular programs per week.

WTMJ-TV—Milwaukee

Eighteen years ago—in 1930—WTMJ-TV, Milwaukee, began broadcasting experimentally. In December, 1947, commercial telecasting began. And now WTMJ-TV is transmitting an average of 50 programs a week to Milwaukee's 42,300 viewers. The television fare offered has amazing variety—from yacht regattas to spelling bees, from teen-age programs to lobby interviews, all with an eye to luring Milwaukee's 940,728 potential viewers. From WTMJ-TV's 23 current sponsors come many success stories. A local department store dragged 300 viewers to its cosmetic counter after only one announcement offering a sample lipstick.

WLWT—Cincinnati, WLWD—Dayton, WLWC—Columbus

When WLWT recently held open house at its "Mount Olympus" studios, more than 32,000 visitors swarmed up the hill to see what was going on. What they saw was one of the country's most advanced television stations. Located in Cincinnati's rich (over $971,000,000) market with 1,330,400 potential viewers, WLWT is now delivering between 25 and 30 hours of programs; and that after only three months of operation. In addition to programs of national significance, through NBC films, WLWT plans strong emphasis on local programs. To this end, they have facilities for taking and speed-developing film, a microwave transmitter for on-the-spot coverage, and a 300,000

Programs

Top facilities would mean nothing without programs—and in television, too, NBC means America's No. 1 shows . . . whatever most people watch and listen to most. Regularly scheduled dramatic programs range from musical comedy to melodrama, from classic tragedy to mystery . . . featured news programs are supplemented by spot news and special events pickups . . . variety shows are building new names and new acts—and are furnishing today's top showcase for vaudeville's great . . . sports are beamed to NBC viewers by television's most experienced teams of able sportscasters, engineers and technicians . . . music turns from the full magnificence of the NBC Symphony to the bright rhythms of swing trios . . . children are endlessly delighted by programs featured regularly for them alone. These, and the whole expanding scope of television entertainment, are on NBC, *now*, in 1948.

NBC...AMERICA'S No. 1 TELEVISION NETWORK

---

cu. ft. studio sound stage, which *Variety* has compared to a Hollwood studio lot. WLWD in Dayton, with a potential viewing audience of 539,000 and WLWC, Columbus, with a potential of 803,000, are projected for commercial operation October 1. These two new stations, tied in with WLWT, will form a strong local network with close to 3,000,000 potential viewers in a combined two billion dollar market.

WRGB—Schenectady

One of the nation's pioneer stations in television. WRGB continuously developed new techniques of production and staging in video even during the war years. And ample time was given for these many sided developments—for though WRGB began experimental telecasting in November. 1939, that station started commercial operations only in December, 1947. Present viewing audience: 28,000: potential viewing audience: a half million. Averaging 68 programs and 39 hours of telecasting a week (plus test pattern time) this deservedly famed station of the tri-city area operated the first television relay in the United States, originated outstanding new techniques in video. conducts ambitious auditions for new talent. and tops off its commercial endeavors by pulling customers from a 50-mile radius.

KDYL-TV—Salt Lake City

By April's end. NBC-affiliated television reached its westernmost operating point when KDYL. Salt Lake City. started experimental telecasting (April 19) under the call letters. W6XIS. With mid-May set for the beginning of commercial operations under the call letters, KDYL-TV, the Utah station currently telecasts nine hours per week and will soon increase its weekly schedule to fourteen or more hours. Located in a valley, surrounded by the Wasatch Mountains, this station's television coverage includes a twenty mile radius of rich territory with a concentrated and prosperous population.

WBAL-TV—Baltimore

WBAL-TV broadcast its first experimental signal in Baltimore, February 20. In March it went on the air commercially. With less than two months of operation under its belt. but with 37 sponsors already, WBAL-TV is luring Baltimore's 32,200 viewers with an average of 77 television programs during a week's 66 hours on the air. The nation's sixth largest market. Baltimore itself has a potential

Originations

Network broadcasting not only offers viewers a full variety of program types, but adds a wide choice of program sources. Just as NBC broadcasters have for twenty-two years proven to be first in radio, so NBC stations are America's first in television operating experience and programming showmanship. Whether from today's great talent centers of New York, Hollywood and Chicago, from the news center of Washington or from any point on the network, top programs and important events wherever they occur in network cities are available to audiences of NBC Television—*now*, in 1948.

NBC...AMERICA'S No. 1 TELEVISION NETWORK

viewing audience of 1,200,000. WBAL-TV regularly programs NBC network shows; it is now carrying on a mass talent search for local programs, having auditioned 750 Baltimorians so far.

KSTP-TV—St. Paul

KSTP-TV began experimental broadcasts in June of 1939 and commercial telecasting a month ago. Now broadcasting an average of 56 programs per week on a 23-hour schedule to Minneapolis and St. Paul's 30,000 viewers, KSTP-TV estimates the television audience will grow to 135,000 by the end of 1948, a large slice of the 2,000,000 potential. Currently, there are 14 sponsors picking up the chit on KSTP-TV. Regularly scheduled telecasts of Minneapolis baseball games are now being enjoyed by KSTP-TV viewers.

WTVR—Richmond

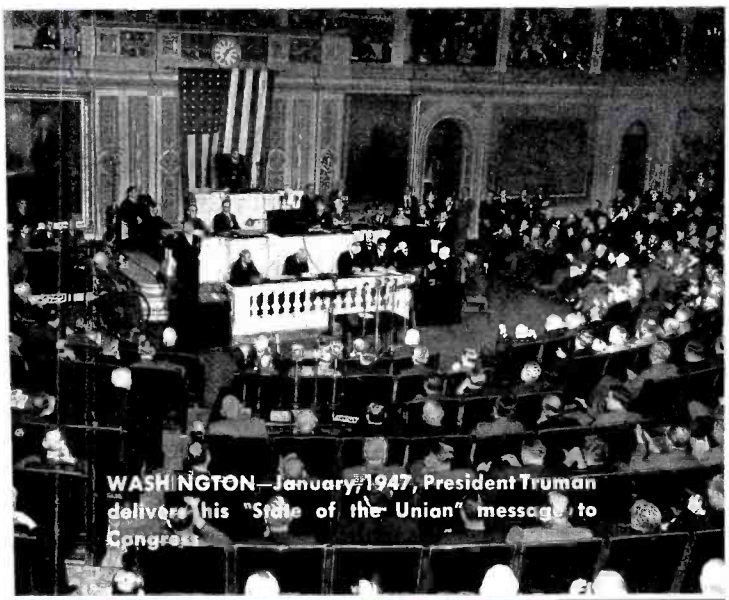
WTVR recently—April 22 of this year—began commercial operation with five hours of continuous broadcasts. Opening night parties were arranged in dealers' establishments, department stores and private homes throughout Richmond and, as a result, an estimated 30,000 viewers watched the first programs. Over 1,000 sets have already been sold in the area and orders are pouring in. Now WTVR is servicing Richmond set owners with 12-13 hours of programming each week, with additional programs planned for the near future.

WBZ-TV—Boston

The Hub will have its first television station this month, when WBZ-TV goes on the air with a regular series of programs. It will beam its sight-and-sound entertainment in the field of drama, news, sports and special events to a potential audience of three million viewers in its ½ millivolt contour area. WBZ-TV boasts a 656 foot tower; a seven-relay AT&T microwave system for network programming to and from other stations of NBC's East Coast Television Network; a well trained staff of technicians and producers, and actual experience in experimental telecasting to the network. Greater Boston reverberated this month with the station's ambitious talent hunt, and video set dealers are primed for action. Rate cards were released two weeks ago.

KOB-TV—Albuquerque

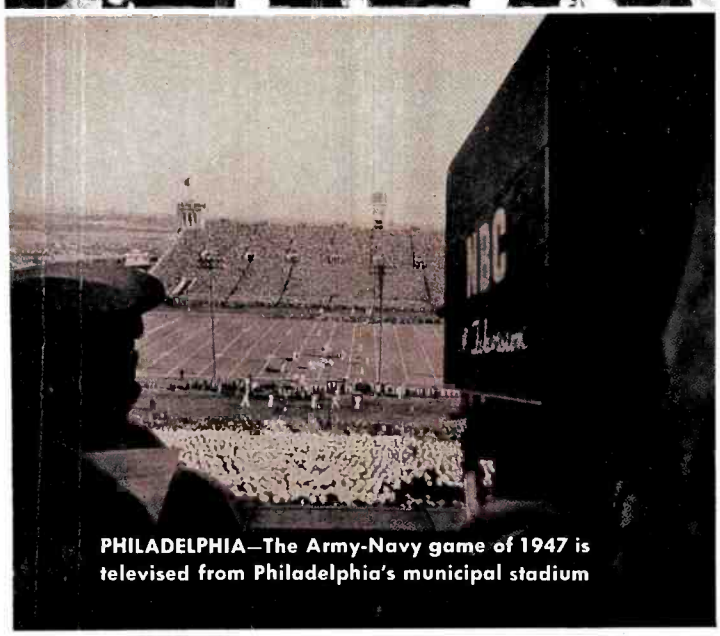
Deep in the great Southwest, KOB-TV is already buzzing with television prepara-



WASHINGTON—January, 1947, President Truman delivers his "State of the Union" message to Congress



BALTIMORE—An original ballet number for WBAL-TV viewers. Performers are members of Anna Pavlova Company



PHILADELPHIA—The Army-Navy game of 1947 is televised from Philadelphia's municipal stadium



BOSTON—First regularly scheduled program from Boston beamed to NBC. Origination is Boston Fish Pier.

tions. All equipment is now on hand for studio and remote programming, and experimental studio production starts this month. Actual transmitting operations will be a fact by the end of the summer. Already in possession of a commercial license, this New Mexico NBC affiliate will telecast to a potential viewing audience of more than 150,000 even in that area of comparatively sparse population. Explanation: transmitting station will be moved before long to an 11,000 ft. Sandia Mountain peak, affording a 100-mile line of sight in all directions.

WRTV—New Orleans

What promises to be one of the most colorfully-programmed television stations in the country, WRTV, New Orleans, plans to go on the air experimentally in the fall of 1948. Commercial operation will begin in January, 1949—in time for the Mardi Gras. New Orleans offers a wealth of talent sources which will be thoroughly pictured by WRTV.

WBEN-TV—Buffalo

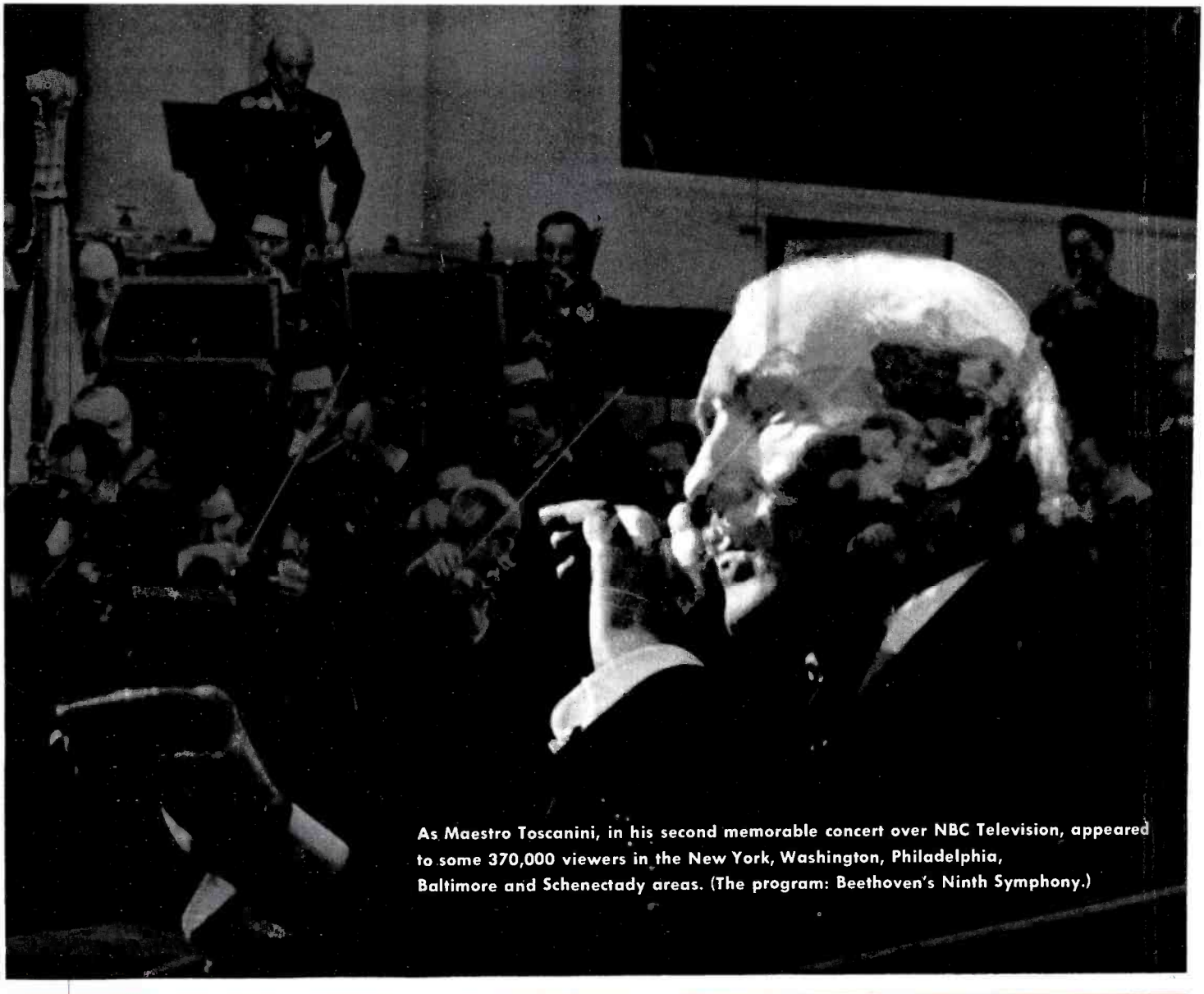
From the highest point in Buffalo, WBEN-TV has been transmitting experimentally since February 2, commercially since May 14. Already it is broadcasting 14 to 16 hours of television programs every week to Buffalo viewers. Two thirds of the programs are studio or film-originated with the accent on drama, using local talent. The rest is on-the-spot television relayed with the use of completely equipped RCA field trucks. Soon, WBEN-TV plans added hours of telecasting as the number of viewers in Buffalo's 1,000,000+ potential grows.

WSPD-TV—Toledo

In June WSPD-TV begins commercial telecasting to the Toledo region's 400,000 potential viewers. The signal delivered from its 550 foot tower will service northwestern Ohio and southern Michigan's rich industrial and rural area. Intensive local sports coverage is planned; the American Association home games have already been sold commercially. For its local programs WSPD-TV has gathered together a complete staff of trained, experienced personnel and the latest in video equipment.

WBAP-TV—Fort Worth

Deep in the Heart of Texas, WBAP-TV expects to bring television to the Fort Worth and Dallas areas by August 15th—first experimentally and one month later



As Maestro Toscanini, in his second memorable concert over NBC Television, appeared to some 370,000 viewers in the New York, Washington, Philadelphia, Baltimore and Schenectady areas. (The program: Beethoven's Ninth Symphony.)

on a commercial basis. The potential population to be served is 860,000. A special ground floor television building is now under construction. The main ground floor studio, measuring 45 by 85 feet, will be of a unique drive-through design so that it will be possible to televise under lights the passing of a parade right through the studio. Horses, cattle and automobiles will be driven through WBAP-TV's specially designed western style studio. Two additional studios are planned for more formal programs. The accent in the WBAP-TV picture will be on action the Texas way and plans for local talent are well matured. Rising 502 feet in the air, the antenna will be midway between Dallas and Fort Worth and will also be the tallest point between the two cities. Since it is of the sectionalized type, should the antenna not be tall enough, it will be hoisted to 800 feet.

WNBQ—Chicago

Key station of NBC's mid-western television network, WNBQ will be one of the most important video outlets in the nation when it comes on the air early in September. Shortly after its debut the Chicago station will be linked with WTMJ-TV, Milwaukee; KSD-TV, St. Louis and WWJ-TV, Detroit. These stations will form the nucleus of the network serving the vast middle western region. Eventually they will be linked with NBC's East Coast network in another step toward transcontinental television service. WNBQ's transmitter and antenna will be located on the Civic Opera Building, a Chicago skyline landmark. The entire Chicago engineering personnel has been through a basic television course and a plan is under way whereby WNBQ will exchange production and engineering members with WNBT, New York, to gain still more experience. Commercial operation of WNBQ is set for October, 1948.

WDEL-TV—Wilmington

Experimental operation by November 15 and commercial broadcasting by Christmas are in store for WDEL-TV in Wilmington. A heavy promotion campaign, using newspapers, billboards and dealer cooperation, is projected for early Fall. That television interest is already high is indicated by rapidly increasing receiver sales among the area's 1,730,000 potential viewers.

WJAR-TV—Providence

With its transmitter located at Rehoboth, Massachusetts, WJAR-TV, Providence, will be on the air by the Fall of this year, covering a highly industrialized area with a busy potential viewing population of 1,700,000 ranging through Rhode Island and Massachusetts. This station will make communications history in Rhode Island for the second time when it starts television broadcasting—in 1924 its parent station, WJAR, together with two other out-of-state stations, took the first commercially sponsored program to be broadcast on a network basis.

WMCT—Memphis

With the prospect of experimental broadcasting in August and commercial operation in November, WMCT has already begun an intensive campaign to promote television in Memphis. For the Cotton Carnival, the week of May 10, a large scale demonstration of direct wire television was staged in Memphis' historic Court Square. An estimated 750,000 watched this preview of television. By January, 1949, it is expected that three to four thousand video sets will be in use in WMCT's coverage area.

KNBH—Los Angeles

KNBH, NBC's Owned and Operated station in Los Angeles and Hollywood, glamour center of the nation, is speeding toward operation. Experimental telecasting will begin this summer, with an outstanding schedule of commercial and feature programs planned to start in the fall. Located 5,600 feet above the Pacific on famed Mt. Wilson, the KNBH transmitter will flash images to one of America's greatest population centers—some 3,900,000 in the Los Angeles area with another 1,000,000 potential viewers between San Diego to the south and Santa Barbara to the north. By its very location KNBH will be one of the leading television stations of the nation. In the heart of a great industrial center leading in agriculture, petroleum, aircraft production, motion pictures, fashions, fishing and tourist traffic, KNBH will not lack for local and national sponsors. At the same time KNBH will be able to draw from the greatest talent reservoir in the world—the thousands of Hollywood stars of today and tomorrow and all the experts in writing, production, lighting and photography. From all these sources NBC will originate programs for, in the beginning, a Southern California audience; shortly after that, a Pacific Coast audience; and eventually a coast-to-coast audience.

WNBK—Cleveland

WNBK, NBC's Owned and Operated television station in Cleveland, Ohio, will serve as the network's video anchor between the East Coast and the Middle West. One of the most important Great Lake Metropolitan regions, Cleveland will have much to offer the eventual Eastern-Middle Western network and WNBK will prove an important origination point for many programs of national interest. Plans call for WNBK to be on the air during December, 1948, serving the largest urban population in the state of Ohio. To greet WNBK, it is expected there will be 25,000 television receivers in operation in the Cleveland area by the end of 1948.

WJAC-TV—Johnstown

WJAC-TV promises to flood Johnstown once again—this time with great entertainment. A 165 ft. antenna will be erected at a 2,700 ft. site on Laurel Ridge near Johnstown, and broadcasts will be made on channel 13, with a radiated power of 29,400 watts on pictures, 2,800 on sound. The transmitter and other necessary equipment have been purchased from RCA, and the station is now in the stage of technical planning. Potential viewing audience: 198,000.

WOW-TV—Omaha

Plans have been drawn for the most modern video studios in a new building and WOW engineers have been training for television for months with the finest of technical equipment. The production staff of the new station has also been undergoing extensive training. Experimental telecasts from cameras to receivers via cable have included all types of sports, variety, comedy, news and the gamut of programming. WOW-TV expects to serve a sixty-five mile radius about Omaha in which there are 200,000 city and farm families.

WBRC-TV—Birmingham

WBRC-TV expects to begin experimental operation in October, with commercial telecasting slated for the end of the year. The studio-transmitter location is considered to be one of the best in the country—atop Red Mountain. For its coverage potential of close to a million persons. WBRC-TV plans a heavy schedule of remote telecasts and sports. In anticipation of its debut, distributors in the area are already collecting large stocks of video receivers.

WGAL-TV—Lancaster

November 15, 1948, is the date set for the first test operations of WGAL-TV, Lancaster, Pennsylvania. In time to make pictorial Christmas presents to viewers of the Lancaster region, this station will be operating on a commercial basis as an NBC affiliate. The estimated viewing audience will be nearly 600,000. During the summer general talent auditions will be held and plans will go speedily forward for a variety of broadcasts, including tele-pick-ups of collegiate, cultural and sporting events, city symphony orchestra, baseball and nationally famed cattle auctions.

WAVE-TV—Louisville

WAVE-TV will be on the air commercially within one month after it starts experimentally September 1, with full response from all quarters in the Louisville area—whose potential television audience nudges 600,000. By the end of April all necessary equipment was on hand with the exception of the tower, antenna and micro-wave relay facilities.

KRON-TV—San Francisco

Before the end of 1948, NBC's San Francisco television affiliate, KRON-TV, will be completed and on the air. Assigned to channel 4, its programs will be available to a potential viewing audience of two and a half million people in the San Francisco metropolitan area. Coaxial cable facilities are already under construction along the West Coast to link up this San Francisco station with NBC-owned KNBH in Los Angeles and with other television station points along the coast. And by 1950 KRON-TV will see coast-to-coast television over NBC's national video network. Transmitter location: San Bruno Mountain. Owner of station: San Francisco *Chronicle*.

WSB-TV—Atlanta

Plans of the Atlanta *Journal*, owners of WSB, include a new transmitter building for WSB-TV now being erected at the studio site. An especially designed thirty-by-fifty foot studio is also under construction. RCA equipment is being used throughout the transmitter building and studio. Both the engineering and production personnel of WSB-TV have been training in television for the past two years. When WSB-TV goes on the air in the fall of 1948 they will be ready to bring to the viewers of the great Atlanta area a complete television schedule of drama, sports, special events and remote pickups.

NBC Television Network

To viewers, the excitement of great programs . . .

To advertisers, television's greatest audiences . . .

To affiliates, America's No. 1 Television Network . . .

To the industry, *the* standard of sight-and-sound broadcasting today . . .

A WORKING REALITY IN 1948



THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America



Omaha, crossroads of the nation, claims the headquarters of the UNION PACIFIC, the BIG railroad in the West. And serving the Middle West with the Union Pacific is the BIG radio station, KFAB. To cover a BIG market, in a BIG area, in a BIG way, use the BIG Mid-west radio station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

THE Nunn STATIONS

SERVE 5 MARKETS

. . *EFFICIENTLY-ECONOMICALLY!*

WBIR Knoxville, Tenn. (ABC)

WLAP Lexington, Ky. (ABC)

WMOB Mobile, Ala. (ABC)

WCMI Ashland, Ky. (CBS) Huntington, W.Va.

KFDA Amarillo, Tex. (ABC)

These Stations Serve The Advertiser *Best* by Serving The Listener *First*

We realize that programs are our end product and that each show should be designed to recruit the maximum number of listeners. The audience is the object of our operation because the audience is what the advertiser buys. That's why we say "The NUNN Stations serve the advertiser best by serving the listener first."

Each of the Nunn Stations gives the needed coverage in the basic, populous areas of their respective markets. Let them "penetrate the potential" on a low cost per listener basis.

THE NUNN STATIONS

OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN

STUDENTS LEARN BY RADIO

Formation and Operation of FM School of the Air In Upper New York Described

By LANSING B. LINDQUIST

Coordinator of Television and FM, WSYR Syracuse, New York, Empire State FM School of the Air

EMPIRE State FM School of the Air, the first FM network set up to serve public and parochial schools, is operating successfully in five Upstate New York cities, with at least two more to be added shortly.

The network operates entirely on an air-line, re-broadcast basis, with WWHG Hornell; WKNP Corning; WHFM Rochester; WSYR-FM Syracuse and WIBX-FM Utica now participating. Soon to join are WKRT-FM Cortland and WHLD-FM Niagara Falls.

The Empire State Group first became interested in school programming when the Rochester School of the Air moved from WHAM to WHFM in September 1947. Paul C. Reed, head of Radio-Visual Education for the Rochester Public Schools, has seen the program through a long and distinguished record of service.

WSYR-FM had already made plans to supply schools with FM-AM radios, and when the Empire State Group heard of the Rochester School, we began to see possibilities in a network schools program. In Rochester, the Kiwanis Club gave about 135 radios to schools. In Syracuse, Harry C. Wilder, president of WSYR, gave about 70 sets, and this, added to gifts by the Junior League and others, brought the total of FM-AM receivers in the schools to about 120. Similar plans went forward in Utica and Hornell, and are moving forward in other cities within reach of the relayed programs. According to Fred C. Jibson, head of the public relations department of the Syracuse Public Schools, approximately 7,000 children listen in classrooms to each broadcast in Syracuse.

First Meeting

We called a meeting early in December, after the first Empire State FM School broadcast was actually made Dec. 1 to outline possibilities and discuss problems. Educators and broadcasters from the entire Upstate area were in attendance. We urged broadcasters to hold the school time of 1:30-2:00 p.m. safe from sale indefinitely, so that long-range plans could be made. Mr. Reed and Max U. Bildersee of the New York State Education Department urged educators to accept their responsibilities for programming, and Kenneth Bartlett, director of Syracuse U. Radio Workshop, outlined tentative plans for a summer school for teachers at the university. This course, now well organized, will instruct teachers both in utilization and production.

A Steering Committee was named to be responsible for scheduling, liaison between stations and school systems, and conformance with curriculm.

The committee quickly saw that educational radio programs for classroom use imposed a double burden on broadcasters. Programs are now planned by educators in the public school systems. As far as possible, they are broadcast by teachers. As broadcasters, we have the responsibility for facilities, and to see that air shows meet broadcast standards of quality.

We are now working out a system whereby to determine the number of students are listening to each broadcast. Of the nine shows now on the schedule, four come from Rochester, three from Syracuse, and one from Utica. The ninth program is produced locally except when the Rochester Civic Orchestra presents a special children's concert, which is on the network. The service runs five days a week for a half-hour a day. As our chain expands each new area will contribute programs, lessening the producing activity in any one community.

Claiming a "first" in these fast-moving radio days is risky business. But we feel that here in Upstate New York we have the first large-scale development of in-classroom radio on a network basis. It is successful, and will continue to be so, as long as it continues on the firm base of cooperation between broadcasters and school authorities. No one is willing to take credit for creating the idea. It seemed to occur to at least four people simultaneously. No member of the cooperative effort has time to worry about the identity of the originator. We are all too busy keeping ahead of the time demands!



BETWEEN two lovelies is Bob Mason, general manager of WMRN Marion, Ohio, smiling happily over the station's "Weekend at the Waldorf" contest. Arline Marie Davis (r), contest winner, was chosen the area's most outstanding senior girl. She and her mother received an all-expense trip to New York, a suite at the Waldorf-Astoria, and Easter outfits. On the left is Carol Reed, one of Mademoiselle Magazine's fashion editors who was chairman of judges for the WMRN contest.

IN THE GREATER LOS ANGELES AREA . . .

NOT 1 FOR YOUR MONEY BUT . . .

2 AM FM FOR YOUR SHOW

KAGH & KAGH-FM

IN COMBINATION DELIVER

1,156,920 RADIO HOMES

. . . AT ONE PRICE

The largest billboard campaign in the Pasadena area will promote one of the best buys in the quality Los Angeles market . . . the combination buy of KAGH and KAGH-FM. Both stations promote FM. The one objective in FM programming is to produce programs so fine that the listener will feel he's missing something unless he's listening on FM. Here's how this combination works . . .

MARKET KAGH and KAGH-FM cover the quality Los Angeles market. L.A. is the nation's third largest market for retail sales totalling $2,660,866,000 (Sales Management, 1947). Effective buying income per family is $4,131 . . . well over the national average.

PROGRAMMING In the great migration West much of today's population in the Los Angeles area retain loyalties to home towns and home countries. KAGH-FM regularly salutes other U.S. cities and foreign countries in hour-long shows. Transcribed salutes are received in return. So fine are these programs that even Prime Minister de Valera spoke during the Irish salute, followed by songs by John McCormack and music by the Irish Symphony.

PROMOTION Integrated promotion of KAGH and KAGH-FM will include the most forceful billboard and newspaper campaign in the area. Arrangements are under way with outstanding stars of West Coast radio and movies to appear before the KAGH and KAGH-FM microphones.

RESULTS KAGH and KAGH-FM in combination today have surprisingly low rates. Together, they offer a valuable sales opportunity in the nation's third market. Ask about our national spot and local successes. Write, wire or call.



— **RADIO CITY ON A RANCH** — Even station facilities are part of our FM promotion. Studios are on a western show place—the sweepingly beautiful Hastings Ranch.

KAGH • KAGH-FM

LUCKY **1300 KC** 1000 WATTS — 98.3 MC CENTER OF THE DIAL CHANNEL 252

Pasadena 1, California

JOHN R. RIDER, Mgr.

AUSTRALIA

Parliament Broadcasts a Success

BROADCASTS of proceedings of Australian Parliament, inaugurated less than two years ago, not only have proved successful from a technical standpoint but have been of far-reaching importance in bringing the commonwealth's law-making activities into the homes of Australian citizens. This is the conclusion presented in the accompanying article by W. P. Goodwin, of the Australian News and Information Bureau.

By W. P. GOODWIN

BROADCASTING of debates of the Parliament of Australia have been of far-reaching importance.

Previous to inauguration of the broadcasts July 10, 1946, the Parliament transacted its business in seclusion at Canberra, the national capital. Canberra is far removed from the state capital cities, and only a small proportion of Australians have opportunities to visit it, and then usually when Parliament is in recess. Public knowledge of its doings, therefore, was for the average citizen of necessity largely confined to newspaper reports, condensed by space considerations and selected according to news values and newspaper policy.

Now, the sittings of Australia's legislators are projected right into the homes of the great majority of Australians, for there is one radio listening set for about every four persons.

Of the success of the venture there can be little doubt. The people's appreciation both of the entertainment value of the broadcasts and of the opportunity they afford for wider knowledge of what so closely concerns them was shown by a Gallup poll taken last October. This disclosed that six out of every ten persons had listened in at least once to the current parliamentary session. Answers to the question, "Do you think broadcasting from Parliament should be continued, reduced or stopped?" revealed that 64% favored continuance, 5% reduction, 15% cessation, and 16% had no opinion.

What amounts to a practically unlimited enlargement of the public gallery of the Australian Parliament followed careful inquiry by a special Parliamentary broadcasting committee, which was able to avail itself of the experience of Australia's sister dominion, New Zealand, where the national Parliament has been on the air with public approval since 1936. The New Zealand debates quickly became popular.

Channels Limited

In presenting the Parliament broadcasts the Australian Broadcasting Commission experienced difficulties, not the least of which was the limitation of available broadcasting channels. This left no alternative to some curtailment of existing programs.

The Australian broadcasting system comprises two networks of the Australian Broadcasting Commission—and 100 other stations belonging to commercial interests. A.B.C., or national, programs contain no advertising and provide alternative programs for different groups of listeners. They are financed from the proceeds of license fees. A pound ($3.20) a year is charged for a single set, ten shillings ($1.60) a year for each additional set.

Commercial stations, on the other hand, derive their revenue from advertisements broadcast during programs. One of Australia's national networks was complete before the war intervened. The other reaches only the capital cities and Newcastle, the iron and coal center in New South Wales. It was decided to limit Parliamentary broadcasts to the uncompleted network in order to avoid interrupting, when Parliament is sitting, the broadcasting of many services to people in country districts. Nevertheless, this network reaches fully two-thirds of electors.

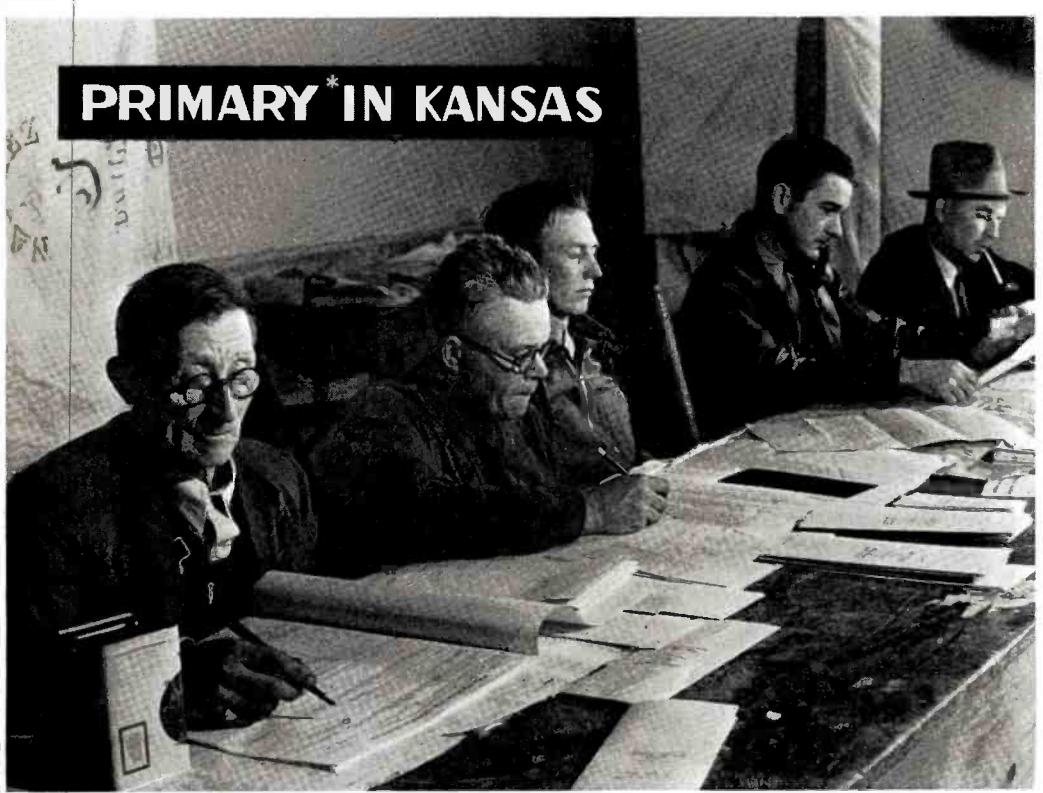
Control of the broadcasting of Parliament is vested in a committee of six members, including the president of the Senate and the speaker of the House of Representatives. The Senate having only 36 members, compared with 75 in the House, its sittings occupy considerably less time. When only the House or the Senate is sitting, the whole of its debates goes over the air. When both Houses are sitting simultaneously, the committee allocates broadcasting time between them.

Technical Setup

Special equipment had to be installed before the Parliament broadcasts could be launched. Tiers of microphones were set up, looking not unlike miniature captive balloon barrages. From a soundproof control room built in a corner, the whole of the Chamber is visible and here the amplifying equipment is accommodated. A total of 26 microphones—11 in the Senate, 13 in the House of Representatives and one in each of the two control rooms for the announcers—completed the job.

The microphone switching keys and faders are mounted on control panels, inscribed with a dia-

(Continued on page 92)



By every vote of farm folks, WIBW ranks as the primary* favorite. Personal interviews from one end of the state to the other reaffirm this by an overwhelming majority, year after year.

Men, women and children voice such outspoken opinions as, "They're our kind of folks"; "WIBW has never given us a bum steer"; and "They're always one jump ahead with the newest, most helpful farm service and information".

Because of this widespread acceptance, it's easy to see why WIBW gets such consistent results—why it's the primary* favorite of advertisers, too.

*first, that is, son!

Serving the First Families of Agriculture

WIBW Topeka KANSAS CBS

WIBW-FM

Rep.: CAPPER PUBLICATIONS, Inc.

BEN LUDY Gen. Mgr. WIBW-KCKN

26TH ANNUAL CONVENTION N. A. B.

warner bros.



May 16-27, 1948

LOS ANGELES, CALIFORNIA



We've got more peaches than the whole state of Georgia!

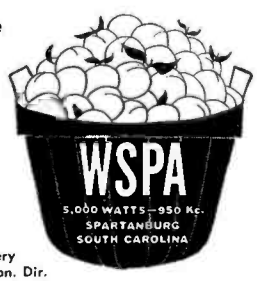
We don't want to talk anybody down. But there's a legend about peaches that needs righting.

Spartanburg County shipped 6,342 carloads of peaches last year—a $5,000,000 crop. More than were shipped by the whole state of Georgia!

But the wealth of the Piedmont isn't in the land alone. Textiles, farm machinery, wood processing and other industries balance the WSPA-Piedmont's *billion*-dollar economy.

It's not surprising, then, that when the Piedmont people go to market they've got $1,054,811,000 to spend.

And for the last 19 years they've gone to market over WSPA, South Carolina's oldest station, dominant in 17 counties of the Carolina Piedmont.



Represented by Hollingbery
Roger W. Shaffer, Mon. Dir.
Guy Vaughan, Jr., Sls. Mgr.
CBS Station for the Spartanburg-Greenville Market

Australia Radio

(Continued from page 90)

grammatic plan of the members' seating accommodations in each chamber. The operator switches on the appropriate microphone when a member rises to speak.

The distance of any member from the nearest microphone varies from about three to twelve feet, and the system must be capable of operating satisfactorily from widely varying microphone levels. Disc-recording equipment is provided, and "Question Time" session, with which both Houses usually begin their day's sittings, are recorded and rebroadcast at 7:30 that evening, when audiences are normally greatest.

"Question Time" consists of a maximum of one hour daily, during which members may address questions without notice to any member of the Government.

Each broadcast is prefaced and concluded by a short summary of proceedings by an announcer of wide Parliamentary experience, and the names of speakers are interposed at appropriate moments, as well as occasional short explanations of procedure.

Because of the fuller and more balanced information received through the Parliament broadcasts many more people are now gaining a far wider knowledge of affairs of public importance. This must gradually reflect itself in sounder judgment, since there is clear evidence of awakening public interest in Australia in much that was formerly remote or taken for granted.

Speeches Better Now

On the side of Parliament, too, the broadcasting of debates has had an appreciable effect. Not only has it meant greater care in the preparation of speeches, but it has tended to stimulate particular keenness on the part of members, when the red lights show that the House is on the air. Members are undoubtedly conscious that they now address an infinitely greater audience.

Tangible proof that the broadcasts are effective is afforded by streams of telegrams to members while debates are in progress.

The tendency has been for members to shorten their speeches, to make them clearer and more to the point, and generally to improve their content.

For the first time in Australian history, broadcasting has made the personality, voice and manner of speech of each representative familiar to all who desire to listen. It is certain that whatever its ultimate outcome, the broadcasting of Parliamentary debates in Australia has come to stay.

CALL CUES

More Backgrounds On Call Letters

IN BROOKLYN it's "botl"; in Houston it's KATL. Call letters phonetically pronouncing "cattle" were considered appropriate for the station because of its location—Houston County, "the largest cattle-shipping county in the U. S." The quotes are those of Fred Weber, who with W. H. Talbot, King Robinson and E. A. Stephens, comprise Texas Broadcasters, owners of KATL.

In BROADCASTING'S quest for the story behind the call, several more interesting call letter histories in addition to KATL have arrived in the mails. For instance, there is KOPR Butte, in the copper country, still in the phonetic vein.

Tom Watson Jr., general manager of WSWN Belle Glade, Fla., comes through with a delightfully original angle to the call letter story. "When the FCC set aside WSWN for the Seminole Broadcasting Co.'s 1000-watter here in rural South Florida, company heads were frankly stumped for a slogan utilizing the assigned call letters. It remained for Chief Engineer 'Curly' Clemans to solve the problem. He took his first look at this wealth-producing but admittedly monotonous muckland, ground his teeth on his corncob pipe and grunted, "Humpf! WSWN for my money means 'Why Sherman Went North.' Even Georgia looks better!"

KLIX Twin Falls, Idaho, thinks its call is the "most merchandisable in the business," according to Frank C. McIntyre, general manager. At station breaks, the station is referred to as "This is CLICKS K-L-I-X Twin Falls." The entire promotion program is built around the "clicks" angle—programming that clicks, coverage that clicks, etc.

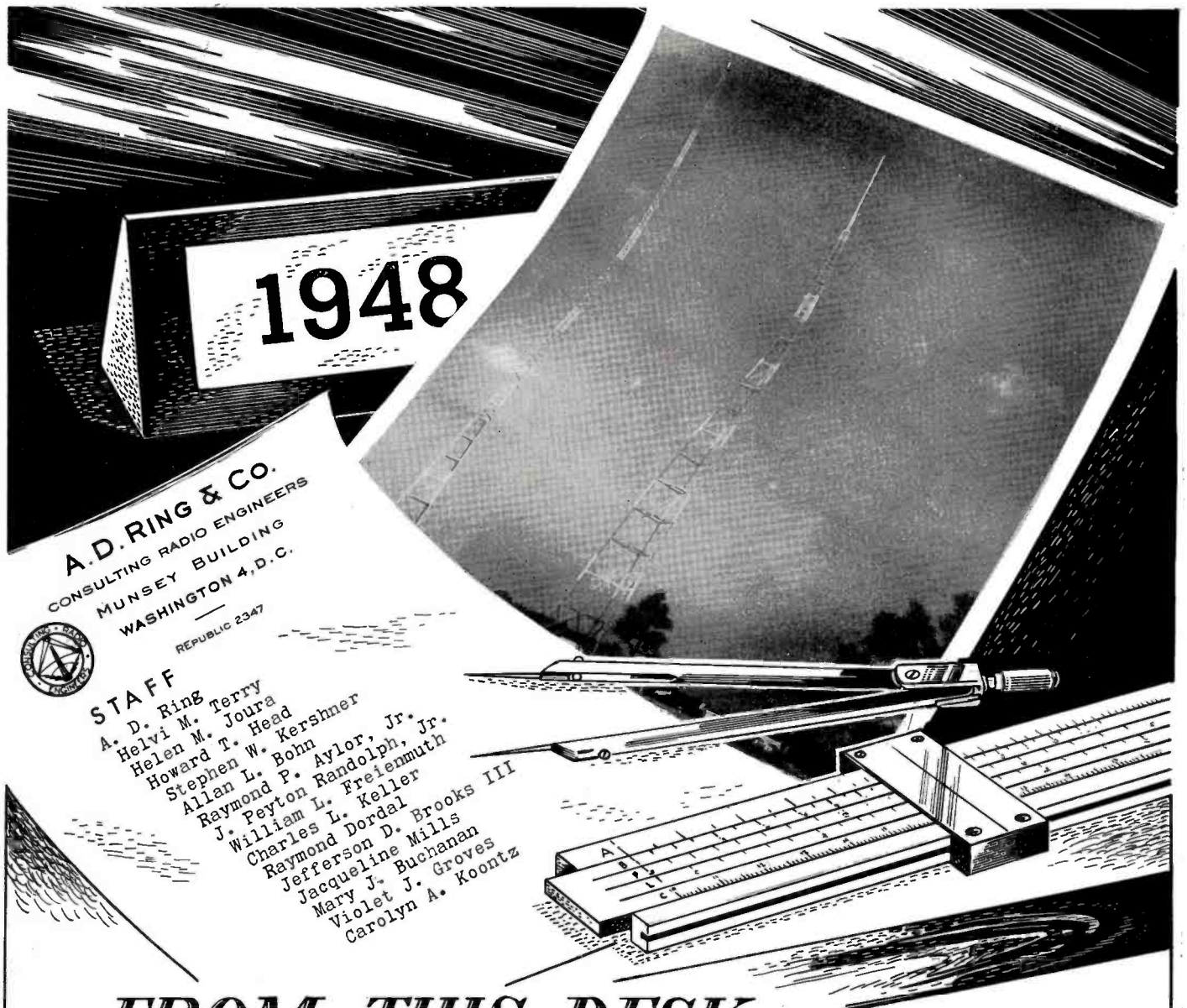
And there are several programs on KLIX with "clicks" in the titles —*The Clicks Club, Music That Clicks, Clicks Clock.*

Boise has capitalized on the "Gem State" designation with KGEM, a fact also gleaned from Mr. McIntyre. From the same source, BROADCASTING is reminded that B. J. Parrish in Pine Bluff, Ark., in the cotton area, has the call KOTN.

"Jack Richards, down at Price, Utah," writes Mr. McIntyre, "is in the heart of a coal producing area. Some years ago I suggested he change his call from KEUB to KOAL." FCC granted the request.

The call, KOPP, at Ogden, Utah, is building "into a real factor," Mr. McIntyre continues. There are large traffic cop signs on the highways promoting the letters.

There must be more stories behind the calls. BROADCASTING is interested, so send them along.



FROM THIS DESK...

THE RESULTS OF SOUND CONSULTING ENGINEERING

A COMPLETE engineering service from site selection to signal. Our organization, founded in 1941 as Ring & Clark, has made reliability the watch word. Experience in planning, allocation, construction and design assures minimum outlay for maximum performance. We invite your inquiry.

A.D. RING & CO.
CONSULTING RADIO ENGINEERS

MUNSEY BUILDING . . . . . WASHINGTON, D. C.

. . . and now the new Westinghouse FM 10



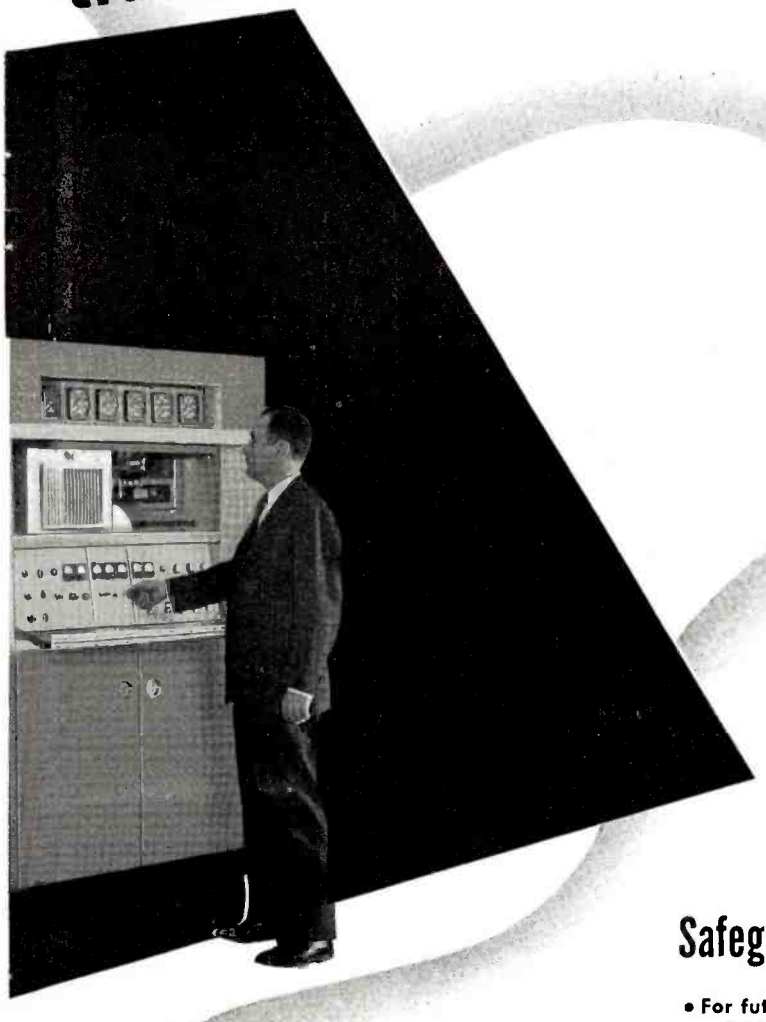
1 DRIVER

. . . standard Westinghouse FM 3 Transmitter with all features including "draw-out" MO and MP units.

2 RECTIFIER

. . . six 872A tubes, capable of supplying 5,000 volts to the plates, are normally operated below 4,000 volts for 10-kw output.

transmitter





William U. Dent can help you in the Pacific Coast area

Your Westinghouse Salesman has at his finger tips complete facilities to help you with your broadcast problems . . . from planning to operation. Mr. W. U. Dent, one of several Westinghouse Sales Engineers, ably assists him throughout the Pacific Coast area, plus Alaska and Hawaii. His 19 years of radio engineering and supervisory experience with Westinghouse make him very well qualified for this work.

See our display in booth No. 1 at the NAB, Hotel Biltmore, Los Angeles, May 17-21.

3 AMPLIFIER

. . . uses grounded grid tubes. All operating tuning controls are motor-driven, operated from control panel. Rectifier controls are on amplifier control panel . . . allow for installation flexibility. Rectifier can be located remote to amplifier.

Complete supervisory control system for the rectifier and amplifier cubicles is located on amplifier control panel.

Safeguards your investment 4 ways . . .

- **For future expansion . . . driving unit for the new Westinghouse 50-kw FM.**
- **Insures basic investment . . . incorporates the Westinghouse 3-kw FM as its driver cubicle.**
- **Forestalls obsolescence . . . all key circuits are in two drawers for immediate replacement to allow for new FM developments.**
- **Keeps you on the air . . . "On call" Westinghouse service, nation-wide.**

Here are more Westinghouse FM features!

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

Your Westinghouse Salesman is anxious to give you the full details on the new Westinghouse FM 10. Or, write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-02151

FIRST OF ALL . . .

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

MAKING DEMOCRACY WORK

New Role for Special Events

By STUART NOVINS
Director of Special Events
CBS Pacific Network

FOR MOST stations, independent or network, the day has departed when the special-events man is concerned only with fires, floods or disasters. True, the special events reporter must be prepared to cover this type of news story but the last few years have indicated that he now must put most of his effort into a new kind of radio journalism. And this new type of news coverage is something that can be handled not only by networks with the necessary budgets, but also by the small independent station working on a narrow expense account.

What is this new kind of reporting that has brought special events reporting into its own?

In our CBS Pacific Network operation, we have experimented with several different types of spot news shows and we find the same underlying premise applicable to all.

You can't wait for spot news to break; you've got to get out and create your story.

The station can identify itself with its own community by putting its special-events man to work during those long intervals between fires and floods.

Here's how it has worked out for us.

Although Columbia has its national documentary unit, we found on the West Coast that we had community problems important to us but not "national" enough in scope to warrant a report by the documentary unit. Consequently, we set out to supplement the work done by the New York documentary unit. We were faced with the problem of doing a show of equal calibre with the network originations, but on a much smaller budget.

Instead of waiting for some big story to come to us, we went to the story. We selected issues that were important to the people of our community. We chose from a long list, those things which we felt should be clarified in order that the people of our community might become aware of them.

We consider the work of preparing documentary programs a new kind of radio news coverage. It is done without editorializing and without hysteria. We do the research, sift the facts, and put those facts before the people.

* * *

PERHAPS some good examples are documentaries produced by our special events department within the past year. The first was called, *Menace in White*, an expose of illegal practice of medicine. It was a one-man assignment. Our reporter decided that the best way to get information was to masquerade as a patient. For weeks, he went to different quack doctors as a patient. Under an assumed name, he gathered the data that was the basis for an hour-long dramatic program.

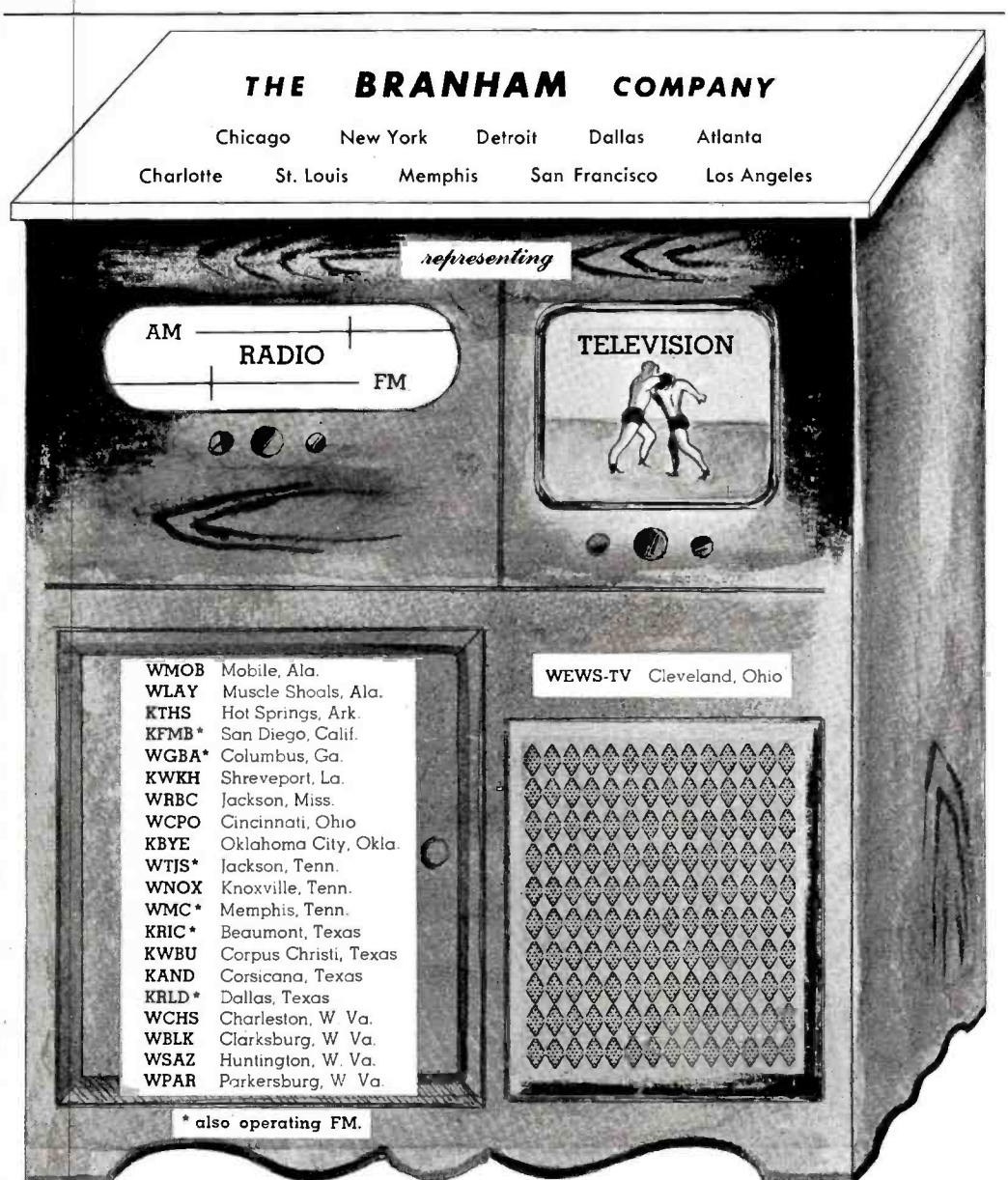
In this show, because it was broadcast to the entire western region of the CBS net, we went all out with a studio orchestra, a dramatic cast and all the fixin's. Obviously, it would be unusual for an independent station, serving a smaller area, to equal the budget for that show. But the same show could have been done on a smaller scale in your own community, by the use of spoken report, tape recording, or by using an organ instead of the full orchestra.

Another example was our 30-minute report on the movement of the 200-inch mirror from Cal Tech to Mt. Palomar. This particular show was broadcast over the entire CBS network, but at no greater expense or effort than we would have used if it were a local KNX broadcast because it, too, was handled by a single reporter.

Actually, there was very little of spot news importance in the movement of the mirror. It was no more than a truck carrying a load of hardware up the side of a mountain.

But our special events reporter,

(Continued on page 98)





Mr. Novins

A NATIVE of Boston, the author broke into radio in '39 with WESX Salem, Mass., joining WEEI Boston a year later as head of news. He entered the Army in 1942, rising to captain after service in Africa, Italy, France and Germany. In 1945 he joined CBS Hollywood as writer and was named special events director in 1946. Theatre has been his hobby since college days at Boston U., where he graduated in '35. He has spent 11 summers with stock companies as actor and director.



HOOPER shows WHBF Leading Daytimes in the QUAD-CITIES

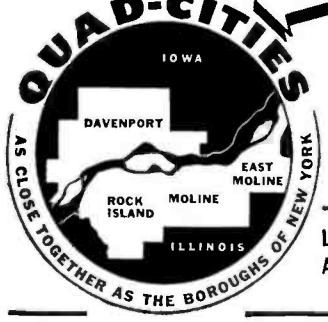
OCTOBER-FEBRUARY HOOPER
FALL-WINTER REPORT

	MORNINGS	AFTERNOONS
WHBF	**53.5%**	**36.0%**
Station "B"	**20.2%**	**21.1%**

(% of sets in use)

Yes, WHBF **delivers** the daytime audience in the Quad-Cities—the largest market in Illinois and Iowa outside of Chicago—over 200,000 urban population—four cities nestled together forming one market.

Located 180 miles from Chicago —250 miles from St. Louis — 325 miles from Omaha — 345 miles from Minneapolis. No outside station adequately covers the Quad-Cities.



AM WHBF FM

Basic ABC
5 KW-1270 KC



Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

Making Democracy

(Continued from page 96)

together with a tape-recorder engineer, spent almost three full days on this show. He recorded about eight hours of material, including interviews with astronomers of Cal Tech who were able to bring to popular imagination the implication of this Big Eye that could peer millions of light-years into space. He recorded the voices of the workmen who for eight years or more had painstakingly ground away tons of quartz in order to bring the accuracy of the mirror to within 2-millionths of an inch.

He recorded a "play-by-play" description of the loading of this delicate instrument on the bed of the truck. He talked with almost every one who had had any connection with the mirror during its ten year history. And then, with the tape-recorder still grinding, he covered the actual movement of the mirror until it arrived safely at the top of the mountain.

The recorded material provided a good, tight, half-hour show.

* * *

OUR most recent venture into the field of research reporting was a program that went to a special loop of CBS stations in Arizona and California. It was *The Last Waterhole*, a 75-minute documentary program that used still a different technique. One of the biggest issues of controversial nature in the Southern California-Arizona area is the question of water-rights in the Colorado River.

Although the issue was "dynamite," we felt the people of both states had been exposed to too much misinformation. We felt that a democratic settlement could be achieved only if the people of both sides were given the true picture.

Our special events man went after the story. Again, intensive research was employed. He went to Arizona and got their side. He went to California and got that side. The program itself was broken into three portions. The first 50 minutes was a dramatic documentary presentation of the history of the dispute and a clear objective report on the contentions of both disputing parties. This portion was followed immediately by an unrehearsed ad lib debate between representatives of Arizona and California. And the program was ended with transcribed statements from both Governor Warren of California and Governor Osborn of Arizona.

The reactions indicate there is a definite place in radio for this type of reporting. From both California and Arizona, organizations, private individuals, official representatives and schools and universities have swamped us with letters of congratulation on the fairness, the objectivity and above all, the "public service to the communities of both states."

The climax came when the Governor of Arizona proclaimed, officially, that a day would be set aside for all the citizens of Arizona to listen to a rebroadcast of the program. The rebroadcast was done by transcription from KOY Phoenix over a special chain of every station in the state including all the networks and independents.

These are some of the ways that our special events department has found to go after a story, instead of waiting for one to break. They demonstrate that the special-events man is a mature reporter helping to make democracy work.

LARRY IS THE NAME

Sportscaster in Kansas City Finds Parents Like It

KCKN Kansas City's director of sports, Larry Ray, is proud that two babies have been named after him, but has confessed that he hopes the idea doesn't spread.

First to take on the name was the infant son of Mr. and Mrs. James Nauss, Kansas City, Kan., who are baseball enthusiasts. The child was born last August and his crib was promptly placed close to the radio so he could hear his godfather broadcast the Kansas City Blues games.

Mr. and Mrs. Hershel Dillon, Kansas City, Mo., also liked baseball and listened to Larry Ray's play-by-play descriptions all summer. But it was a football broadcast last November, when their first child was born, that led them to select the first name, Larry, to go with Ray, a family name of Mrs. Dillon's.



Larry Ray No. 1—Larry Nauss—receives an autographed baseball from big Larry Ray.

* * * *

To each child named after him big Larry Ray has presented an autographed baseball.

WILLIAM L. FOSS, INC.

Formerly Colton & Foss, Inc.

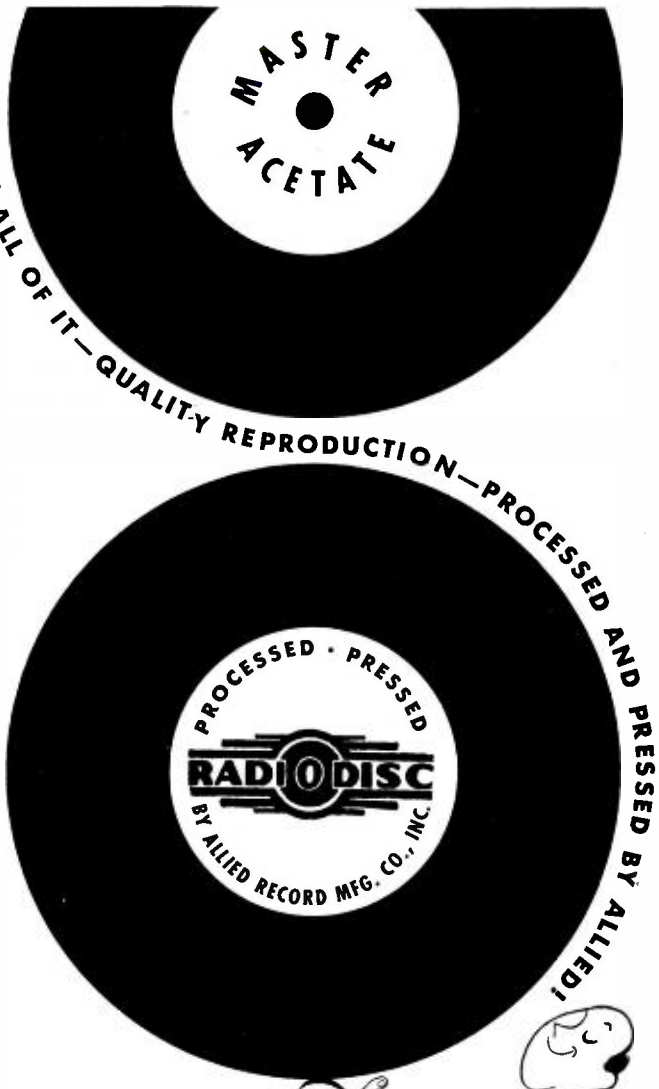
ELECTRONIC CONSULTANTS

Broadcasting
Public Service Communications
Industrial Heating Tests
Radio and Radar Development

William L. Foss
John A. Moffet
Edmund E. Pendleton
Sampson P. Holland, Jr.

OFFICE and LABORATORY: 927 15th Street N. W., Washington, D. C. REpublic 3883

IF THE QUALITY IS HERE



HIGH
THEN THE SAME ^ QUALITY IS HERE, TOO!

SILVER NITRATE PROCESSING OF SUPERIOR QUALITY

GENUINE "VINYLITE" BRAND PLASTIC PRESSINGS

NON-FLEXIBLE
PHONOGRAPH RECORDS
HANDLED SPECIALLY
FOR
SPEEDY DELIVERY

ALLIED RECORD MANUFACTURING CO., INC.

1041 N. LAS PALMAS AVENUE • HOLLYWOOD 38, CALIF. • HOllywood 5107

AUDITING PROBLEMS Handling Radio Station Accounts

By F. C. SOULE, C.P.A, and HOWARD V. SWARTZ, C.P.A.

THE principal form of income of a broadcasting station is from the advertisers who sponsor the programs. Since this business is very largely one of selling the advertising, it may be observed that there are a good many plans in most stations under which contracts for time are sold. In fact, it is in this section of the accounts and due to the general intangible character of the service rendered, that we believe most of the problems of auditing peculiar to the regular broadcasting business, will be found.

We have not been able to observe in any instances coming before us procedures in use which give the total amount of income resulting from any one day's broadcast. The method used in accounting for revenue by a broadcasting company is described below.

Revenue is created by selling broadcast services to a sponsor. These services include time on the air and the services of an announcer and may include talent, the use of special telephone lines for remote program origination, or the use of news services or reporters. The basic record used in accounting for revenue is the contract with the sponsor.

The contract covers among other things the following items, all of which are essential in determining the amount to be billed to the sponsor:

Length of broadcast in minutes; the hour of the day when the broadcast is to be performed; the day or days of the week in which service is to be rendered and the total number of times per week; the total number of broadcasts to be made during the life of the contract is given as a guide to when the time will again be available for sale. The starting date is given and the expiration date.

Finally, the contract covers billing information in money:

(a) The charge per broadcast or per week or per month for time on the air with applicable discounts for number of times broadcast or agency discount.

(b) Talent and special announcer charges per broadcast, if any.

(c) Telephone line service.

(d) Other charges, as news service.

(e) Total per broadcast or per other suitable period.

SPECIAL accounting and auditing problems face broadcasting companies. These problems are reviewed by Messrs. Soule and Swartz, based on their joint experience. Mr. Soule is treasurer of WFBL Syracuse and formerly was with Price, Waterhouse & Co. Mr. Swartz is a partner in the firm of Hurdman & Cranstoun and has been a director of the New York State Society of Certified Public Accountants, of which Mr. Soule is a member. The adjoining comments are excerpts from an article appearing in the March issue of 'The New York Certified Public Accountant.'

The information contained in the contract is transcribed to a contract Kardex card record. In addition to the written information this card contains spaces for 31 days a month, January through December. The proposed broadcast schedule is entered in the proper spaces. One broadcast in one day is entered as an "X." More than one in a day is noted by using the appropriate numeral.

Program information and any changes from the original contract, such as time of day, missed broadcasts and make-ups is entered on the back of this card.

Once the card is filled out the only notations in the program spaces would be a line through an entry indicating the last broadcast billed each billing period, an entry over an "X", "NO" indicating not on, or a note to look on the back of the card for program interruption information. Where a "not on" is made up the same day, no notation is made on the face of the card, but the facts are recorded on the reverse.

Companion Card

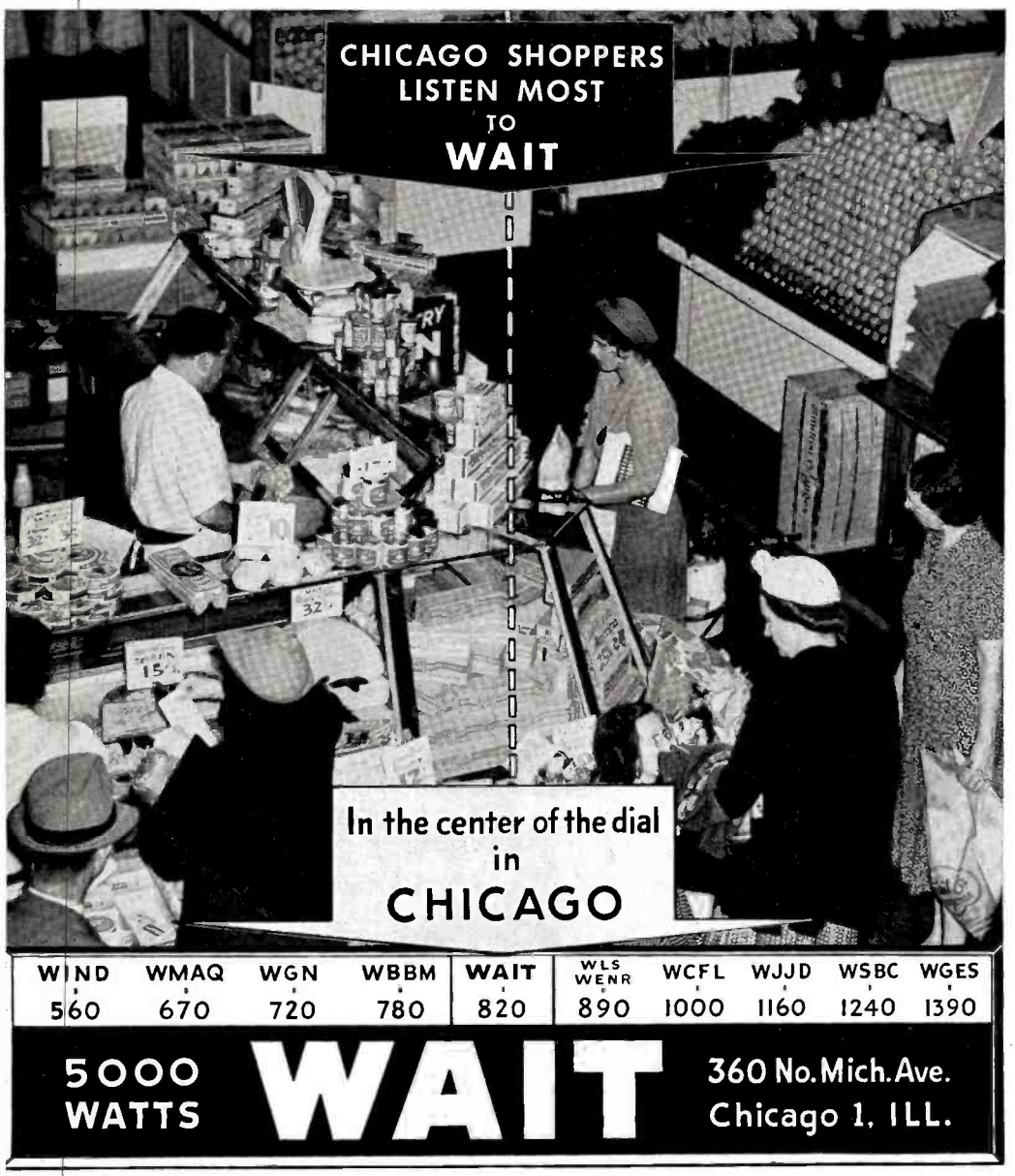
A companion card carries a history of billings under the particular contract.

A work book is prepared each month from the contract card record showing the name of the sponsors alphabetically and sufficient related information to identify the program as to time of day, length of broadcast, day of week, and type of program. Space is provided to write in any new sponsors acquired during the month and any changes in existing contracts. This record is only an intermediate record between the contract card record and the station log.

The station log is the basic record of the broadcasting station, and is prescribed by FCC. It is kept by the engineer on duty in the control room whose license is subject to forfeit if he makes a false entry in this record. The log shows by the minute and second every program, electrical transcription and announcement which goes out on the air. It also shows where the program originated, the name of the announcer, the serial number of transcriptions, the sponsor, if any, and is signed by each engineer at the end of his shift.

Entries in the log constitute proof of performance. There is also noted on the log any program interruption with its time and cause, if known. Program interruptions

(Continued on page 102)



WELDON & CARR

CONSULTING RADIO ENGINEERS



WASHINGTON, D. C. DALLAS, TEXAS

Auditing Problems

(*Continued from page 100*)

occuring at the transmitter are noted on the transmitter log and are checked back to the control room log and billing records as a separate operation.

The station (control room) logs are checked each day and all sponsored broadcasts are *entered* in the work book mentioned above. The work book is checked back to the contract card record to determine that broadcast service was rendered as required and that every sponsored broadcast was covered by a contract.

At the end of each month, in the case of ordinary continuing contracts, or oftener as may be required in special cases, or by termination of contract, billings are prepared from the contract card record information. The amount of each billing is entered in the contract companion card and with its analysis in the sales journal.

Billings are posted to individual accounts receivable from the sales journal and the total is posted to the general ledger control account.

The degree of internal control of the broadcast income will be more effective in some stations than in others. The auditor should examine into this feature in each particular case and extend his detailed examination of each step in the preparation of the entry of the income where internal control seems less adequate.

A measure of control of income which does exist and should not be overlooked by the auditor lies in the following conditions:

1—Charges and credits made to the chain broadcasting affiliation may be checked against statements prepared by the office of the chain broadcasting system. These furnish a basis of establishing income from national advertisers through the network.

2—Salesmen for the station entering into contracts with local advertisers, may be compensated by commissions on their customers' contracts. If the commission is paid to the salesman by the station only after the collection of the account from the sponsor, the salesman's commission statement would probably show the broadcast revenue of the month by sponsors whose accounts he services and it would also show payments collected from these sponsors. The commission expense of the station is calculated from the first list and the commissions now payable to the salesman are calculated from the second list. Comparison and reconciliation of these statements will give a measure of confirmation of the local broadcast revenue.

3—Similar conditions prevail with respect to nationally advertised products; the salesman in this case is the station's national representative.

Nothing of unusual nature seems to us to occur in the accounting procedures for expenses of the broadcasting companies. They generally do not incorporate into their accounting records a formal procedure for determining departmental costs or costs by programs, since there are no product inventories during or at the end of an accounting period. Expenses are recorded in a manner calculated to produce understandable analyses for management and for the annual report to the FCC. Informal costs can be prepared from these classifications from time to time as needed.

Replacement policy for tubes and certain other supplies or equipment may be such that inventory records on the reserve supplies may be kept. Often this seems to be unnecessary since quantities held in reserve are relatively small and would not fluctuate extensively from time to time. Therefore, we see no problem, other than the one outlined on accounting for the income, in auditing a radio broadcasting company which might not be found in a great many companies or in any number of diverse industries.

In the classification of general ledger accounts the fixed asset accounts and the reserves for depreciation accounts should permit the information required on the FCC report to be drawn off direct. This requires the following breakdown:

TRANSMITTER PROPERTY
- **Technical Equipment**
  - **Transmitter Equipment (Main and Auxiliary)**
  - **Radiating Systems**
  - **Other Technical Transmitter Property (Including Mobile Units and Their Vehicles)**
    - **Total Technical Transmitter Property**
- **Nontechnical Property**
  - **Land and Land Improvements**
  - **Buildings**
  - **Vehicles, Exclusive of Mobile Technical Units**
  - **Furniture and Fixtures**

(*Continued on page 118*)

Pure, Cool Water

DROUGHT-STRICKEN California has at last gotten help—from "dust bowl" Oklahoma, of all places. P. A. Sugg, manager of WKY (NBC) Oklahoma City, sent 50 bottles of pure Oklahoma water to several NBC executives and radio stars. The label showed an Indian blowing a rain cloud toward torrid California "... to helpum Gobi Desert No. 2, also known as Sunny California, C. W. R. P. (California Water Relief Project No. 3441)."



FOR A NEW HIGH IN RESULTS

A NEW LOW IN COST-PER-SALE

It's Katherine Kerry on KQW

Have you something to sell to women in the San Francisco Bay Area? Try Katherine Kerry's potent participating program.

Journalist, commentator, fashion expert Kerry's unique, columnist-like coverage of the woman's world provides a perfect setting for your sales message. Guest-speaking at fashion-shows, women's clubs and other gatherings keeps her in the public eye —adds authority to what she says about your product.

Yes, in this multi-billion dollar market it's Katherine Kerry on KQW for sales in maximum quantity at minimum unit cost.



EXCLUSIVELY
Delivers the Columbia 14 County San Francisco-Oakland Bay Market!

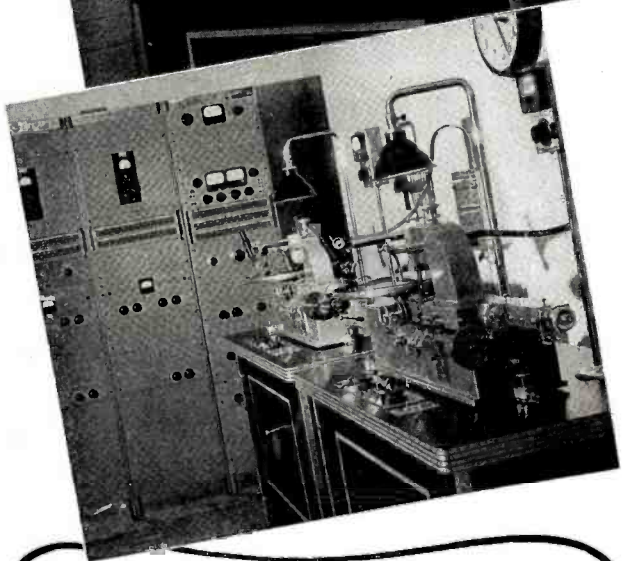
Represented Nationally by Edward Petry & Co. Inc.



YOU CAN FIND NO BETTER EQUIPMENT OR MORE COMPLETE RECORDING LABORATORY AND STUDIOS ANYWHERE BETWEEN

New York AND Hollywood than at WFAA





QUALITY recording has long been standard practice at WFAA, and now WFAA *offers* to agencies, advertisers and other radio stations *the very best in equipment, technical know-how, studios, talent and production for recording.*

New Scully recorders plus WFAA's adherence to NAB's recording standards, enables WFAA to offer the finest and most complete high fidelity transcription service.

Agencies and their clients, sales organizations, industrial and business concerns of all types, and other radio stations are finding it both efficient and profitable to let WFAA take care of their recording needs. Suggestions and advice in planning, as well as our complete facilities, studios, and the service of outstanding recording engineers are available. Published Rate Card and full details will be supplied upon request.

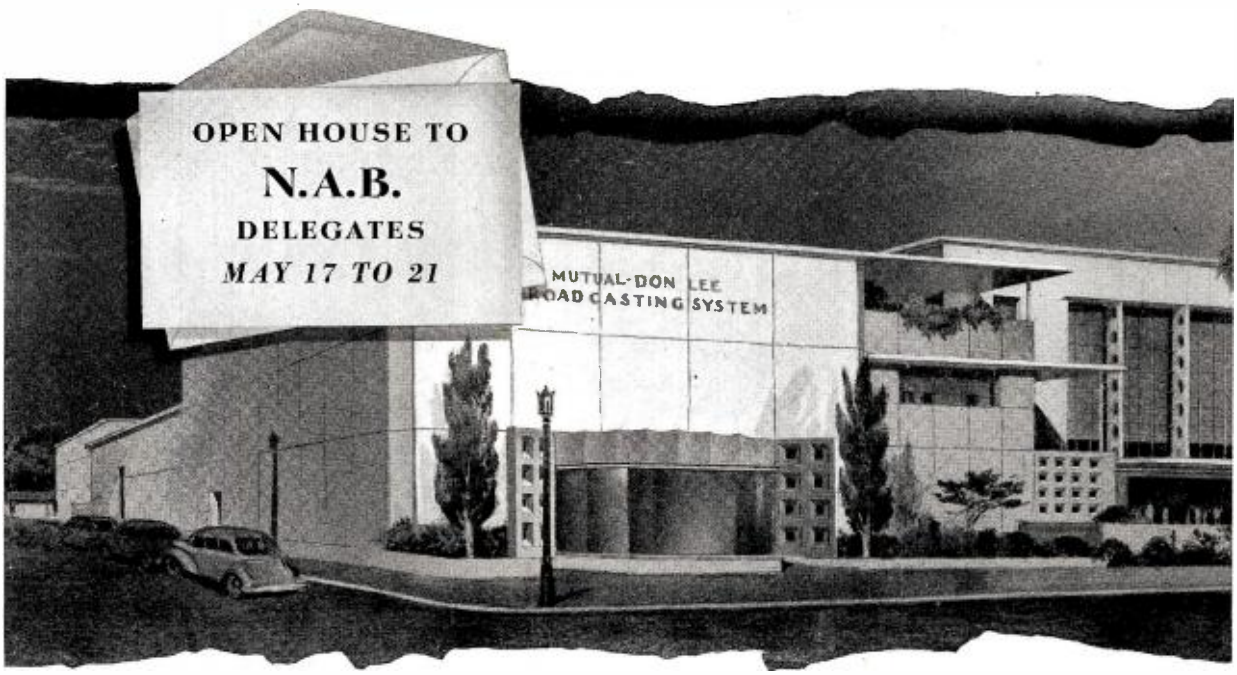
ADVERTISERS AND LISTENERS CONTINUE TO RELY ON WFAA TO LEAD THE WAY IN THE SOUTHWEST

- Largest Most Experienced Staff
- Complete Modern Facilities
- Proven, Popular Programming
- Complete, Effective Coverage

Represented Nationally by
EDWARD PETRY AND COMPANY

Station **WFAA**
DALLAS, TEXAS

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



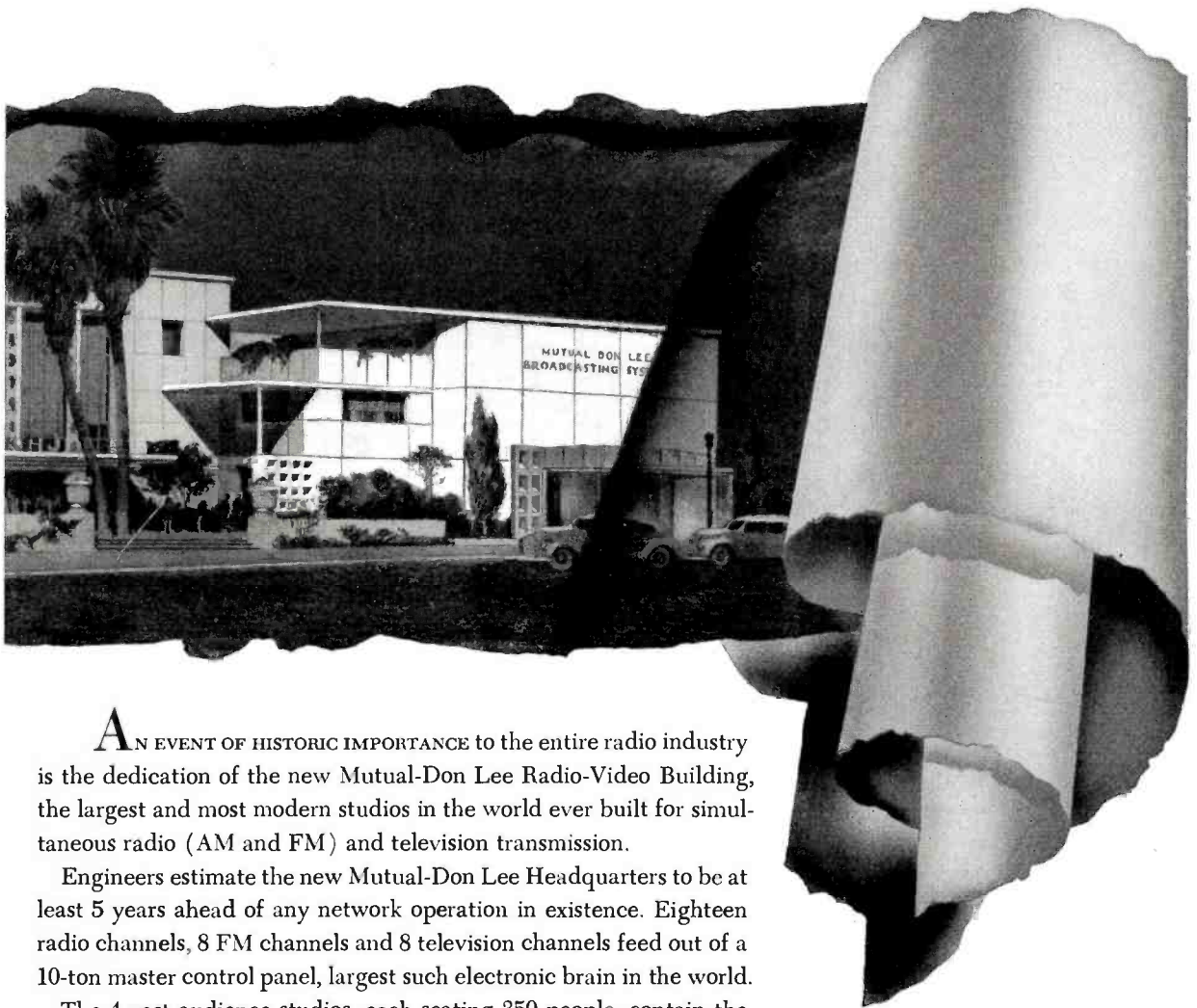
The Nation's Greatest Regional Network

Dedicates

The World's Largest Radio-Television Center

ADDRESS . . . 1313 NORTH VINE STREET, HOLLYWOOD 28, CALIF.





AN EVENT OF HISTORIC IMPORTANCE to the entire radio industry is the dedication of the new Mutual-Don Lee Radio-Video Building, the largest and most modern studios in the world ever built for simultaneous radio (AM and FM) and television transmission.

Engineers estimate the new Mutual-Don Lee Headquarters to be at least 5 years ahead of any network operation in existence. Eighteen radio channels, 8 FM channels and 8 television channels feed out of a 10-ton master control panel, largest such electronic brain in the world.

The 4 vast audience studios, each seating 350 people, contain the world's largest radio stages. In addition, there are 12 smaller studios and over 70 offices and recreation rooms.

Credit for the vision, planning and completion of this functionally beautiful radio center belongs to Thomas S. Lee, President; Lewis Allen Weiss, Vice-President & General Manager; and Willet H. Brown, Vice-President, who cordially invite the radio and advertising professions to preview the new Mutual-Don Lee Headquarters.



CITY'S SUCCESS

Business Groups Buy Time

By SIMON GOLDMAN

RADIO is the ideal medium by which progressive firms and organizations can do an effective public relations job at the local level. Every manufacturer and association needs a good public relations program. But, as in so many other instances, they usually don't realize the extent of this need until someone shows them the light.

WJTN and WJTN-FM have made a concerted effort to educate manufacturers and associations on the need, and secondly, to provide the right radio vehicle to supply that need. The Manufacturers' Assn. of Jamestown had started a complete campaign in 1944. It is still in operation.

The manufacturers decided to forsake a "do nothing" attitude in favor of one that would present a real candid picture of industry's role in the community—the stake everyone has in its success.

The original radio campaign, backed up by a newspaper cartoon series, consisted of a 15-minute commentary on Tuesday from 7:45-8 p.m., by Julius King, public relations counsel, author, and lecturer. This series was so successful that another quarter-hour, 7:45-8 p.m. on Thursday, was added, featuring William Joyce, secretary of the association. This program is designed to have more direct approach in the discussion of labor and management problems.

* * *

RECENTLY the ABC co-op program, *America's Town Meeting*, which for a year was sponsored by the local newspaper, was made available and the Manufacturers' Assn. decided it offered an ideal vehicle within which its story could be told on a positive basis during a program which has a reputation for giving both sides of the question complete airing.

To swing it budget-wise, it dropped the Julius King commentary and newspaper space.

The manufacturer or association using public relations programs has three objectives:

1. Selling their organization to the community (public relations).
2. Selling their organization to its employes (employe relations).
3. Recruiting labor for their plant.

The job of showing manufacturers and associations the necessity of public relations on the local level is a difficult one. The public relations idea and its benefits must first be sold and then a radio series built to deliver these benefits. The approach must be carefully worked out. Our plan with firms interested primarily in "pure public relations"—selling their organization to the community and to their own employes—is based along the following lines:

1. Business, particularly industry, is in the position of a man fighting bees. No sting is conclusive in itself, but the effect is cumulative and becomes harder and harder to defend.
2. Business has plenty of sympathetic friends but they appear to be unorganized, inarticulate and impotent. Each unit in business must do what it can to save its own position, and if enough units are successful, the tide of attack can be arrested, if not reversed.
3. You are located here, wedded to this community for better or for worse.
4. The stake of this community in your business is just as great, perhaps greater, than your stake in the community. Each member of the community should be aggressive, articulate, militant partisans of your company. They can be made continually aware of their stake in your well-being . . . their attitudes can be converted from negative or passive to positive or active.
5. But you'll have to do it. If you deserve the goodwill and championship of your community—it will be yours by getting the community to really know you, what you stand for, and your importance to them.
6. Your interest in the goodwill toward the community can be established by example and suggestion; it cannot be established by assertion. Once established it must be maintained.

In other words, we give the reasons why a positive program of hometown cultivation should be a continuing policy of every important producing unit in the area.

NATIONWIDE drive to convince business and industry of radio's value in promotion of public, customer and employe relations has been started by NAB [BROADCASTING, March 29]. An example of what can be done in a small city by an aggressive station is that provided by WJTN and WJTN-FM in Jamestown, N. Y., live manufacturing community. Manager of the stations is Simon Goldman, who attained chairmanship of NAB's Small Market Stations Executive Committee after conducting a series of regional research projects for the committee.



Mr. Goldman

Then we show how this can be done by the use of radio. The program series must demonstrate the company's interest in and goodwill toward the community and also must educate the community on the importance of the company to local business, city and county and individuals.

Here's where the station must be resourceful. Not every program will accomplish these objectives. The education of its youth is of

(Continued on page 108)

GEORGE P. ADAIR

Radio Engineering Consultants

EXECUTIVE 1230
EXECUTIVE 5851

1833 M STREET, N.W.
SECOND FLOOR

WASHINGTON 6, D. C.

For Certified Performance...

PERFORMANCE CERTIFIED BY MORE THAN 400 MAJOR INSTALLATIONS

SEAL-O-FLANGE* AIRCORE* TRANSMISSION LINES

*TRADE MARKS REGISTERED

*GraybaR Distributed by *GraybaR ELECTRIC COMPANY

SINCE 1869 *REG U.S. PAT OFF

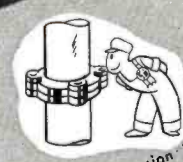
...for AM-FM and TV

Seal-O-Flange Transmission Lines incorporate exclusive features that have practically revolutionized previous concepts of coaxial line installation and operating efficiency. They eliminate special sections—anti-creep devices, anchor sections, differential expansion fittings — completely. Gas-tight seals are attained without the use of torches or painstaking cleaning operations. The only tool required to assemble these lines is a pair of small hand wrenches—an important factor when working on a tower. Seal-O-Flange performance is time-proven in over 400 major installations all over the world.

Seal-O-Flange Transmission Lines are sold by RADIO CORPORATION of AMERICA and GENERAL ELECTRIC COMPANY. They are distributed nationally by GRAYBAR ELECTRIC CO., and internationally by WESTREX CORPORATION.



Small hand wrenches are the only tools required to assemble a SEAL-O-FLANGE Line.



Differential expansion is automatically compensated at 20 foot intervals in SEAL-O-FLANGE Lines.



Gas seals are permanent weather-proof, immune to temperatures from −40°F to 150°F.



Inner conductor is securely anchored inside each section for fixed electrical characteristics.

Communication Products Co., Inc.

KEYPORT · NEW JERSEY

C-P

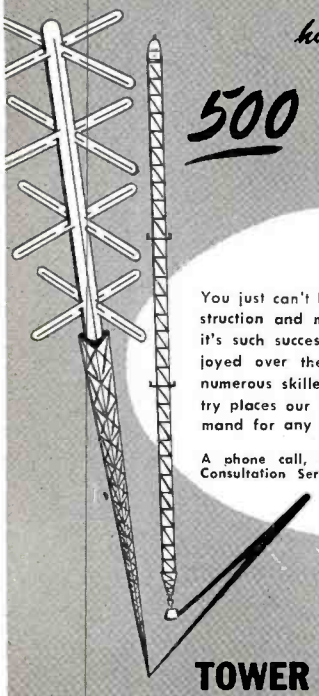
C-P PRODUCTS ON DISPLAY—

See them at Room 2217, Biltmore Hotel in Los Angeles. NAB Convention May 17 to 21st

TOWER CONSTRUCTION

has satisfied over

500 CUSTOMERS FROM COAST-TO-COAST



You just can't beat experience in tower construction and maintenance—especially when it's such successful experience as we've enjoyed over the past ten years. Operating numerous skilled crews throughout the country places our superior services at your command for any scheduled or emergency jobs.

A phone call, wire, or letter brings you our Consultation Service without any obligation.

TOWER CONSTRUCTION CO.

402 Commerce Bldg. Sioux City 9, Iowa Phone 5-6761

• *Radio Tower Erection* • *Maintenance* • *Ground Systems*

• *FM Antennas and Coaxial Transmission Lines*

You are invited to

Land

of

Redwoods

KIEM 1,000 watts HEART OF REDWOODS, Eureka, California

KUIN 250 watts NORTH REDWOOD HIWAY, Grants Pass, Ore.

City's Success

(Continued from page 106)

primary importance and a radio series which contributes something to the community's well-being that every man, woman and child will applaud is one answer. Therefore, in two instances we designed shows which were built around youth and in each case they are accomplishing the objective desired.

We have, in addition to the manufacturers' program, the *Art Metal Scholarship Award* program Thursday, 8:30-9 p.m., under sponsorship of Art Metal Construction Co.; the *High School Radio Workshop* from 8:15-8:30 p.m., Tuesday under the sponsorship of the Automatic Voting Machine Co.; and the Julius King commentary, 7:45-8 p.m. Tuesday for the Empire State Mutual Insurance Co. whose home offices are in Jamestown.

Art Metal Show

The Art Metal program, which was the first large scale public relations plan of the company locally, has been most successful. All the objectives have been met and the scholarship award program is a permanent part of the company's planning.

The Julius King program does for Empire Mutual what it did previously for the manufacturers' group, except that in this case it's the Empire Mutual that's generating the goodwill and getting its story across in a positive manner.

The *High School Radio Workshop* was worked out in the same manner as the Art Metal program. If equally successful it will also become permanent in the company's planning.

* * *

THE group desiring not only to accomplish the pure public relations objectives, but also to bring prospective employes into the plant, is easier to sell because the types of programs offered will draw maximum audiences and at the same time have enough prestige to create the proper attitude for the commercials which are delivered within the program structure. The recruiting of workers requires the same type of selling as a retailer or any other firm who wants "to sell."

National Worsted

National Worsted Mills of Falconer (suburb of Jamestown) has done one of the finest jobs of using radio to make the community aware of its stake in National Worsted as well as actually recruiting workers. The program started in 1942 when Martin Agronsky was sponsored Monday through Saturday. The program is still on and has been so successful that the Mills added the *Barry Wood Show*, Monday, Wednesday and Friday, 6:15-6:30 p.m. The primary objective of the evening show is to recruit workers, whereas the Agronsky show is a combination of both public relations and recruiting.

The National Worsted Mills also used heavy space in the newspaper to recruit workers, but the radio campaigns have been so effective that the entire budget has been concentrated in radio with only classified ads used in the newspaper. The mill is at its highest peak of employment since it began operations. And because of its consistent public relations campaign, is today the best-known manufacturer in this area.

Labor Series

Another series is sponsored by the Central Labor Council, which presents ten minutes of local labors' point of view each Sunday, 6:20-6:30 p.m. Content and objectives are entirely pure public relations.

The *Radio Scrapbook* at 7:45-8 a.m., Monday through Friday, is sponsored by Jamestown Retail Merchants Assn. The objective is to sell outlying communities on Jamestown as headquarters for shopping, working and playing, as well as to create greater appreciation by Jamestowners. The program has been on since 1942.

With industrial firms giving increasing attention to public and employe relations, radio stations owe it to these firms and associations in their area to give professional guidance and show them the way to conduct an effective public and employe relations campaign.

CLOUD MILKING

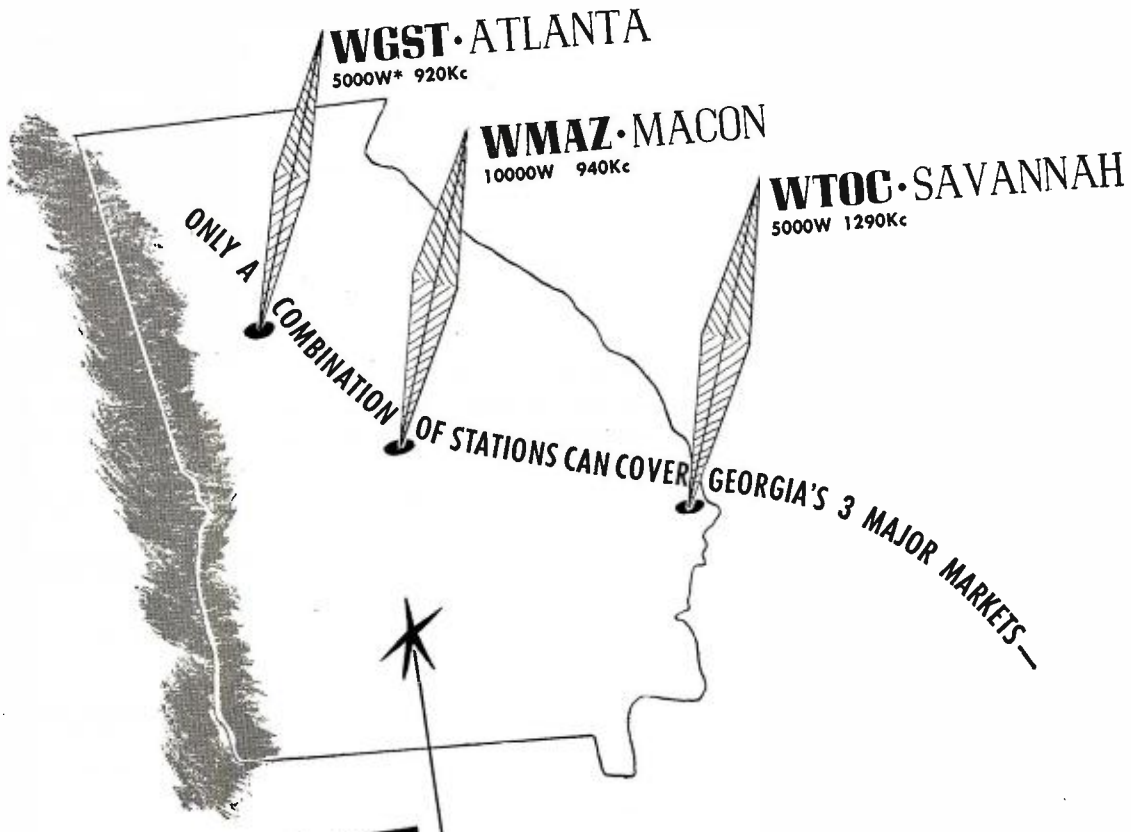
Rain-Making Experiment —Undertaken By KOCS—

NOT CONTENT with sending entertainment through the ether, KOCS Ontario, Calif., recently tried to milk the atmosphere of rain, through dry ice experiments, in response to pleas of drought-plagued ranchers and growers in the Pomona valley area.

The switchboard of KOCS KOCS-FM was swamped with calls of relief-seeking listeners after the stations broadcast a description of a rain-making experiment near Salinas, Calif.

Securing 200 pounds of dry ice from a local creamery and the use of a plane from an airline, Bob Hergonson, KOCS program director, a newspaperman and airline officials flew to 10,500 feet over the parched valley and sowed the dry ice in what appeared to be rain-laden clouds. Cloud domes mushroomed to a height of 1,000 feet above the plane, KOCS reported. Dropping under an ice-salted cloud, the experimenters found no sign of rain immediately, but after circling and passing beneath the cloud again, they encountered a few drops of rain on the plane's windshield. Returning a few minutes later, the plane was pelted hard by rain, the station said.

All operations during the flight were recorded on a tape recorder and rebroadcast over KOCS and KOCS-FM at conclusion of the experiment.



THE GEORGIA MAJOR MARKET TRIO

OFFERS ADVERTISERS AT ONE LOW COST:

1 - Concentrated coverage in Georgia's 3 major markets

2 - Listener loyalties built by local programming in Georgia's 3 major markets

3 - Dealer loyalties in Georgia's 3 major markets

4 - Merchandising assistance in Georgia's 3 major markets

ALL CBS

AVAILABLE AT COMBINATION RATES

*1000W Night

Represented by THE KATZ AGENCY, INC.

LOW-PRICE PROMOTION

Effect at Little Cost

By JACK O'MARA
ABC WESTERN DIVISION

THOSE MUCH-HERALDED citadels of exploitation, New York and Los Angeles, may harbor some great minds and ideas, but today as never before the real heroes in promotion's battle to add listeners and make sales are the men and women in the field who execute promotion ideas for the local radio stations.

They have to be more heroic than ever. Their battle has been complicated by many factors: More stations competing for audience and business; resurgence of competition from printed media as paper shortages recede; a general desire on the part of advertisers to hold down advertising expenditures; and a desire on the stations' own part, in view of increased costs of every operation, to hold out-of-pocket promotion expenses to a minimum. The old refrain so familiar to promotion men, "What we want is not so much to spend money as to use ingenuity and ideas to capture attention," is more than ever the number one tune on management's "Hit Parade."

Looking over ABC stations along the Western seaboard indicates many spots where ingenuity is the brilliant ingredient, cash strictly the minor factor.

KUGN in Eugene, Ore., is an example. Manager L. W. McCready and Promotion Manager Austin Chaney (who since moved to KFBK Sacramento and was replaced by Jim Prior) introduced a couple of simple gimmicks that earned great recognition for the station.

One is a "SOLD" tag, of the type often seen on furniture and appliances on showroom floors. McCready and Chaney simply added three magic words to make the tag read "SOLD—via KUGN Advertising" and distributed these inexpensive tags to local advertisers.

Another is the parking-meter courtesy card, a device probably used before and certainly used elsewhere since KUGN tried it in Eugene. When the city installed parking meters, station salesmen were equipped with coins and instructed to watch for expired meters as they made their calls. In each case they insert a coin in the meter and a card in the automobile, letting the errant driver know that the station saved him a fine.



ABC's jeep promotion is viewed by Norman Nelson (l) and Ernest Felix, both of ABC.

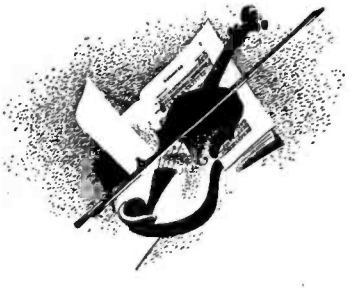
* * *

KUGN doesn't really lose many pennies that way, and the cards cost very little to print.

KUTA in Salt Lake City is a storehouse of effective promotion ideas, not the least of which is the KUTA *570 Klub*, product of the fertile brain of Promotion Director Al Thomas. An easily-produced and economical mimeo bulletin goes to 4578 youngsters every six weeks, plugging KUTA kid shows. And every summer Mr. Thomas stages a series of Saturday morning theatre parties for *Klub* members who can show their badge and membership card, with the theatre providing entertainment and with

(Continued on page 114)

We believe in Music . . .



Fine music is not a visual experience; that's why we believe that we'll still have our large and discriminating audience when the market is saturated with television sets.

KFAC, Southern California's Music Station, invites you to listen to some of our great musical programs while you're in Los Angeles.

Good Music . . .

Broadcast to a population of four million, with 5000 watt coverage, is selling the Southern California market. That's proven conclusively by long-term contracts for quality advertisers.

Bullocks, retail *(16 years)*
So. California and So. Counties Gas Co. *(7 years)*
W. & J. Sloane *(3 years)*
Slavick Jewelry Co. *(3 years)*
General Brewing Co. *(6 years)*
Gateway to Music *(2 years)*

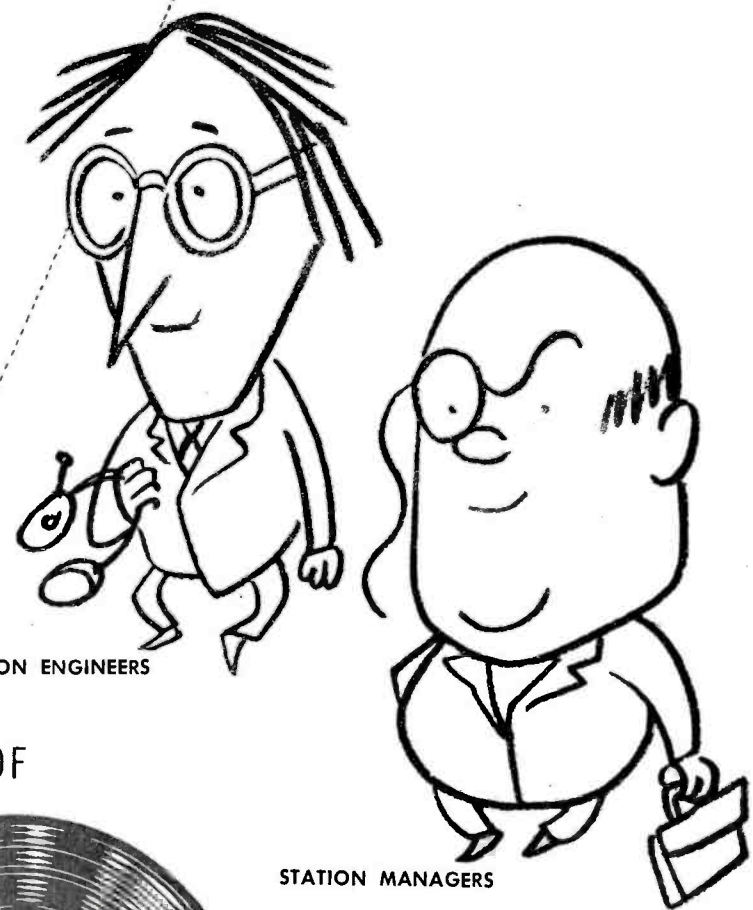
And many others.

DIAL 1330

KFAC
"The Music Station"
FOR SOUTHERN CALIFORNIA

645 SOUTH MARIPOSA STREET, LOS ANGELES 5, CALIFORNIA

HOLLYWOOD WELCOMES YOU



STATION ENGINEERS

STATION MANAGERS

HOME OF

Capitol
REG. U.S. PAT. OFF.
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS

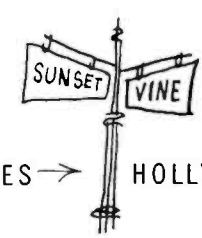
NATIONAL ASSOCIATION OF BROADCASTERS

26th ANNUAL CONVENTION

BILTMORE HOTEL, LOS ANGELES
MAY 17-21

WE'LL WELCOME YOU IN SUITE 2128-2129...

OR AT OUR OFFICES → HOLLYWOOD



EXCLUSIVE!

★ Day and Night Primary Coverage . . .

★ Prestige Programming . . .

The Voice of America's Foremost Desert Resort

KCMJ RADIO OASIS

CBS 1340

PALM SPRINGS CALIFORNIA

REPRESENTED BY: W. S. GRANT CO., INC.

RCA TUBES ...



RCA 833-A

the standard of comparison in AM

• Take the 833-A, for instance. Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a filament that has tremendous emission reserve for peak loads. Result—dependable operation . . . long life . . . operating economy.

RCA has a complete line of power tubes for standard-band and short-wave services. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section EP 36-2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

WASHINGTON TV

D. C. Set Market In Boom

WASHINGTON, D. C. today is one of the nation's best video markets from the standpoint of television circulation, according to Irving V. Dalo, sales manager of Southern Wholesalers Inc., regional RCA dealer.

The number of TV sets in operation in the nation's capital is eight times greater than it was a year ago. More than 9,000 receivers are now in private homes.

Close cooperation between the video stations, wholesalers and distributors is considered by Mr. Dalo to be the paramount reason for this rapid and steady growth in Washington. Each is cognizant that circulation gains represent mutual benefits and consequently they have joined hands in promotional efforts, Mr. Dalo says. Unlike the early days of AM, the many television companies and their dealers are actively supporting their new medium by paid time, which is producing excellent cash register results.

When Mr. Dalo joined the electrical appliance wholesale firm in April of 1947, only 643 video sets were in operation.

T-Day was just a short time away when Mr. Dalo came to Washington to gain recognition and acclaim in industry circles for his outstanding work as liaison representative between stations and dealers.

He immediately devised a sales formula to tie in with the opening of WNBW in June 1947.

How He Promotes

Devoting almost as much time to promotion of WNBW and other TV stations as to his own business, he:

1. Organized sales meetings with dealers to discuss the fundamental points of television. Practical demonstrations were given and salesmen were warned to avoid technical aspects of television in their discussions with customers. He suggested that customers be encouraged to tune the sets being demonstrated, in order to simplify video in the public mind.

2. Arranged proper displays in store windows, shops, hotels and other congregating spots. The imprudence of displaying sets in cramped quarters or in disorderly, haphazard fashion was stressed.

3. Started and sponsored full page newspaper advertisements, with his firm paying one half the cost and the remainder prorated, at about $12 a week, between the 50 dealers in the Washington area. Spot announcements, alternating names and addresses of dealers, were carried on local stations.

4. Encouraged local TV stations to present afternoon programs so that actual demonstrations might be given by salesmen during business hours.

5. Sponsored a video show *Local Crowd* over WNBW to stimulate parental interest in television. The show features high school students displaying singing, dancing, announcing and other talents.

6. Supported the establishment of a clearing house where would be furnished set sales figures by all dealers, so that advertisers might have a ready reference on the number of sets in operation and the estimates of the viewing audience.

7. Sponsored two-hour evening sports telecasts, Tuesday through Friday, to reach the public during its leisure hours.

8. Contracted for services of advertising agency to insure volume and quality in promotional efforts.

A heavy backlog now on most models has only inspired Mr. Dalo to intensify his efforts.

He is presently contemplating an elaborate billboard campaign in behalf of his dealers and additional video shows.

Mr. Dalo believes the key to television sales is the simplifying of television in the minds of laymen and elimination of anything which serves to confuse the public on matters concerning video.

The owners' policy, which guarantees one year's maintenance of sets and the reorienting of aerials to catch new signals, is considered by Mr. Dalo as "one of our most potent sales weapons." Home demonstrations, which are becoming more popular, are considered essential by Mr. Dalo. "We went through the same thing with radio," Mr. Dalo said, "They want to see how it works in their home—not on the floor." The distributor also believes that more video shows should be designed for afternoon viewing by the housewife.

A Record for KTBS

When it comes to a high Hooper at low cost KTBS Shreveport, La., has found the formula. It's *Cowboy Jamboree* aired Monday through Friday for an hour and three-quarters starting at 11 p.m. With hillbilly and cowboy music featured the show beat all competitors in the Fall-Winter Hooper according to KTBS. Best part of the whole thing is that since the show started last July only one record has been purchased as far as anyone can remember. All the rest have been donated by listeners or recording firms or have been in the KTBS files so long that no one can trace their origin.

DIXIE B. McKEY AND ASSOCIATES

—Standard Broadcasting

—High Frequency Communications

—Television

—Antenna Design

—Field Surveys

CONSULTING ENGINEERS

1820 Jefferson Place, N. W.

Washington 6, D. C.

REpublic 7236

REpublic 8296

LYNNE C. SMEBY
CONSULTING RADIO ENGINEERS



Former Director of Engineering for
National Association of Broadcasters
25 Years Professional Radio Experience
Co-Author of Text Book "Fundamentals of Radio"
Past Chairman of the Detroit and Washington Sections of the Institute of Radio Engineers

820 13th Street, N. W.
Washington 5, D. C.
EXecutive 8073

Phones ... FOR Remotes--Intercoms



Stock No. B-588 B

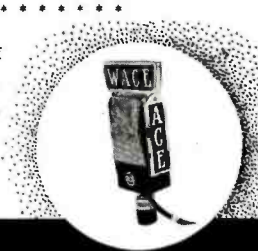
$12.95 each.
Complete with handset and mike battery.

- These Army surplus field telephones are ideal for Broadcast use on remotes, from shack to transmitter, etc.
- Installation quick and easy. No outside power required. Simple, rugged, built to operate sure-fire under difficult conditions. You should have a half dozen in your supply room.
- Slightly used, checked and inspected, and guaranteed in excellent condition. Dimensions: 5¼ x 6¼ x 9½. Shipping weight 16 pounds.

* * * * * * * * * * * * * * * * * * * *

We are World's largest distributors of broadcast name plates for microphones, automobiles, television cameras, etc.

Send for complete catalogue



SREPCO
STANDARD RADIO & ELECTRONIC PRODUCTS CO.
135 E. SECOND ST DAYTON 2, OHIO.



HOUSE OF DAVID aggregation (above) represents a total of 112 years in radio. Occasion was celebration of John T. Schilling's 26th anniversary as general manager of WHB Kansas City. Mr. Schilling (the old gentleman on the chair) claims he has managed one station longer than any other man in the world. Other WHBearded beauties are (l to r): Don Davis, president; Dick Smith, news and special events director; John Wahlstedt, program director; John F. Cash, vice president and treasurer.

Low Price

(Continued from page 110)

the various kid show sponsors providing merchandise and prizes for the parties. KUTA spends a minimum on this promotion, yet realizes great impact from it.

KECA Los Angeles makes an inexpensive traveling billboard out of a jeep which delivers inter-office ABC mail in Hollywood; in San Francisco Promotion Manager Bob Laws has frequently been able to get station call letters on theatre marquees—a spot no amount of money could buy—when ABC personalities are starred in movies playing the theater.

Station Manager Ralph Miller of KVOS in Bellingham spends very little money but gains much from a mimeo news bulletin prepared in late-morning, distributed at luncheon clubs and containing, besides news, a plug or two for KVOS shows of that night.

Promotion Manager Chuck Burrow of KEX Portland gets beautiful displays in a jewel-box showcase in station's lobby—but most of the money and time consumed in building the display are spent by advertiser representatives.

But among the most economical and yet most effective of all promotions is that used by General Manager Jim Wallace at KPQ in Wenatchee, Wash. His station has so integrated itself into its community that Mr. Wallace sensibly concludes his program log is news to the community just like an election or sports event. So KPQ newscasts carry the KPQ program log or highlights daily.

Certainly it is in the local stations, always long on ideas but sometimes short on funds, that one finds the greatest promotional ingenuity today. There ought to be more decorations for these unsung heroes, but perhaps the fact that they are winning their promotion battles by adroit and efficient action is enough satisfaction in itself.

Recording Cue

THREE BEEP NOTES give the cue to announcers and control room operators on the new Audiocue Introducer, developed by Dominion Broadcasting Co., Toronto, for use on all types of recorders, including discs, paper, tape and wire. Dominion Broadcasting has taken out Canadian patents for the audiocue and has applied for patents in the United States. Harry S. Goodman Radio Productions, New York, has been appointed United States licensee for the development. Three high notes produced by a timed oscillator are produced on the recording just prior to the announcement, eliminating counting grooves in discs or holding back discs for proper timing. After the third beep the announcer knows he is to go on the air. Recordings produced in Canada for various campaigns in recent months with the new development have met with approval of station men.

WQAM Aids

USING spot announcements and five-minute programs prepared by members of its staff over a 30-day period, WQAM Miami, Fla., received contributions of more than $1,300 from its listeners in a "Care for European Babies" campaign. Supplementing the national CARE drive, which is concerned with obtaining necessities of life for all needy Europeans, WQAM pitched its campaign toward raising funds to buy food and clothing for babies.

CBL-FM Toronto has new RCA self-supporting 4 bay turnstile FM antenna on roof of Canadian Bank of Commerce Bldg. Station now operates with 3-kw RCA transmitter on 99.1 mc.

AVAILABLE NOW

CHALLENGE OF THE YUKON



RE-CREATES the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days. Sgt. Preston of the Northwest Mounted Police and his dog, King, fight for law and order in the gold-mad Klondike.

Each half-hour program combines the excitement and drama of "The Lone Ranger" with the suspense, mystery and intrigue of the Frozen North. "Challenge of the Yukon" appeals to every age group. It's a "natural" for alert advertisers. Hear it *now* on ABC (sustaining) each Saturday, 7:30-8:00 P.M.

THE CHALLENGE OF THE YUKON . . . WRITTEN AND PRODUCED BY THE CREATORS OF . . .



THE GREEN HORNET

. . . a favorite for nearly 8 years. As a movie thriller "The Green Hornet" has been second in popularity only to "The Lone Ranger." While broadcast locally, "The Green Hornet" successfully sold all types of merchandise, from dairy products to men's shirts. Now it's sponsored coast-to-coast ABC by General Mills.



THE LONE RANGER

. . . the half-hour program that has built a Hooper ranging from 9 to 12 for over fifteen years. More than ten million people eagerly await the cry of "Hi Yo Silver" three times each week. No half-hour dramatic program has ever topped this record! That's why General Mills has it coast-to-coast on ABC.

WRITE OR WIRE

TRENDLE-CAMPBELL BROADCASTING CORP.

1700 Stroh Building • Detroit 26, Michigan



The Question

Russel M. Seeds Co.
Advertising
Chicago

"...your results are so phenominal... how are you doing it?"

The Answer

WFBC
Greenville, S. C.

. . . nothing extra. Six announcements—pulled 288 requests for your catalog from 88 towns, and . . .

WFBC covers South Carolina's TOP MARKET

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS
WFBC
GREENVILLE
SOUTH CAROLINA
5000 Watts 19 Hours Daily
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

RETAILER'S RADIO RX

Small Memphis Shop Scores

By LEON FERGUSON
FERGUSON'S RECORD SHOP
MEMPHIS, TENN.

PUTTING his advertising chips on radio, Leon Ferguson, owner of Ferguson's Record Shop, Memphis, proved that a retailer doesn't have to be a large concern to effectively utilize the radio medium. Deft use of programs on the local WHHM paid real dividends, and here he tells how.

STARTING OFF unknown in a suburban location in June 1946, my record shop developed into one of Memphis' largest within less than a year's time due to the right advertising, mostly on WHHM Memphis, Tenn., 24-hour broadcasting station, and to new merchandising ideas that backed up this advertising.

I had little choice of location but did get on a good suburban street, even though there was little foot traffic in my block, so had to depend heavily on advertising to bring in customers. I started out using a small newspaper ad each week listing the top tunes.

Then I heard that another record shop had used a quarter hour weekly on another Memphis station and had built its sales up to around $200 or $250 a week, so I tried a 15-minute weekly program on the same station.

Soon after this program started, Don Lynch of WHHM (which station had only been in operation a short time then) talked with me about using WHHM. WHHM was featuring music practically all day and I thought this might attract more actual record buyers than stations did with their mixed schedules. I started out with two 15-minute programs a week; one featuring Hit Parade records at 5:30 p.m. each Thursday, the other featuring hillbilly and western records at 5:15 p.m. each Friday. Actually I was spending about 25% of my gross sales for advertising, but I hoped to make this up as my volume developed.

Self-Service

To digress for a moment and explain how I could put so much into advertising: My record shop was designed mostly for self-service, a new idea for this part of the country. Many stores had albums on display but few or no single records. I designed self-service racks for single records and had them built specially.

At the time I started my two WHHM programs, October 1946, four months after opening up, sales were running about $700 or $800 a month. This was all on popular and hillbilly records, as I had no classical stock then. It wasn't until the middle of December that I began putting in classical records and they weren't too plentiful then. However, due to the heavy, convincing pull of my WHHM advertising I was able to do a $3,100 record business in December 1946.

After Christmas, there was little letdown in sales; they continued running well over $2,500 a month and the WHHM programs continued to draw.

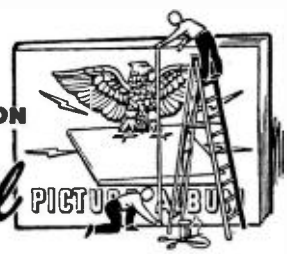
As I was then beginning to develop classical record business also, I decided to try a third radio program. Unfortunately, the only time open on Sunday was 6 p.m. (opposite two strong network shows) and a few weeks' trial indicated results didn't justify this program, so I dropped it. Then in July 1946, when the 11:30 a.m. to noon spot on Sunday was available, I started back with a light classical program on WHHM. My other two programs on that station had paid off so well that I thought it best to continue all my radio advertising with the one station. We started off this Sunday program featuring a different operetta each Sunday (some of the same operettas then being given at the Memphis Open Air Theatre), then in the fall gradually changed to a little heavier music of the light classical and concert type; what Sigmund Romberg calls "middlebrow" music. This program has helped me to build up a considerable classical record clientele during the past year, and while it doesn't bring in as many customers as the popular programs, they are usually heavier buyers and more apt to stick. At this time I was spending about $250 a month on radio advertising, plus another $150 or so on newspaper, theatre, telephone and miscellaneous advertising or promotion aids.

In late 1947, the hillbilly program was changed from an afternoon to an evening spot, which drew better, but at the end of the year hillbilly record sales didn't justify this advertising. Whether the cost of living had hit this type record buyer harder than others, I don't know, but hillbilly records weren't doing nealy so well in comparison with popular and classical record sales.

Record sales for 1947 were a little over $35,000, a surprising volume for a suburban record shop that had only opened up in June 1946, and I believe only a few of Memphis' 17 or so record departments and shops did a greater volume. Of the $4,636.47 I spent for advertising in 1947, around $3,000 went for WHHM programs. The balance went into newspaper advertising, a trailer in a nearby

(Continued on page 118)

NOW! DIRECT PUBLISHER-TO-STATION SERVICE ON



Tailored PICTURE ALBUMS

RADIO PICTURE ALBUMS

Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture albums utilized profitably by nearly 200 stations . . . coast to coast! New plan distributes albums throughout your broadcast area . . . at no cost to you . . . at no cost to your listeners. Will produce new accounts . . . increase station revenue.

for exclusive representation in your city . . . write or phone 4-9180

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois



Great artists are great because they feel the message in the music they play. Their interpretations express the right note of pathos and strength, run the full range of joy and tragedy in human experience. ¶ Superior radio engineering demands this same expertness and attention to detail . . . a thorough understanding of the problems peculiar to each client, a knowledge of the full range of today's radio. ¶ Since 1935 we have offered full scale engineering service including: allocation engineering, systems engineering, antenna design and adjustment, field intensity measurement, audio and acoustical design, special equipment design. Your inquiries are invited

McNARY & WRATHALL

CONSULTING ENGINEERS

NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

James C. McNary
National Press Bldg.
Washington, D. C.

Grant R. Wrathall
Resetar Hotel
Watsonville, Calif.

IN GEORGIA IT'S . . .

WRBL

5000 WATTS • DAY and NIGHT

THE ONLY STATION IN COLUMBUS, GA. GUARANTEEING THE 4 P's

★ PROMOTION ★ POWER
★ PRESTIGE ★ PROGRAMS

A METROPOLITAN MARKET WITH . . .

151,500 POPULATION
$115,873,000 BUYING INCOME
39,900 FAMILIES
$3,854,000 FARM DOLLARS

WRBL-FM

With increased coverage in September, 1948 to more than 1,600,000 population, WRBL-FM becomes a dominant factor in Georgia.

WGPC

ALBANY, GEORGIA market of 13,450 families in Georgia. The City of Albany is listed as one of the 10 top cities in America showing the greatest per cent of increased population growth, with present population of over 40,000.

WGPC serves a thriving

COMBINATION RATES WITH COVERAGE MAP MAILED AT YOUR REQUEST

WOODRUFF STATIONS - COLUMBUS GEORGIA

Nationally Represented by GEO. P. HOLLINGBERY & CO.

SITTER PROBLEM SOLVED

Maj. J. L. Wood, Formerly of KVI, Rigs up Radio System to Keep Watch Over Infants

By IRVING MARDER

IF THE INFANTS of tomorrow say "Roger and over" before they've learned to say "mama" and "da-da," credit Maj. J. L. Wood, formerly of KVI Tacoma and future commanding officer of the Armed Forces Radio Service in Japan. Maj. Wood is the man who crossed radio with baby-sitting.

The major is a resident of Shanks Village, New York (formerly Camp Shanks). Like many other couples in this community of student veterans, the major and his wife were occasionally confronted with the problem of finding a sitter for their two small children when there were not enough sitters to go around.

Maj. Wood fixed things with typical army resourcefulness. He invented the Wood Master Control Baby-Sitting System. Overnight he electrified the baby-sitting industry, with the aid of a few surplus microphones and amplifiers, and the radio experience acquired at KVI and in the Army.

Each subscriber to the service is supplied with a microphone placed near his child's crib, and linked with an amplifier in Maj. Wood's home. Each amplifier is labeled with the name of the child under surveillance. If the infant cries excessively or otherwise registers a need for personal attention over the amplifier, an operative is dispatched to the scene from Master Baby Control. As a double-check, a sitter makes the rounds each 20 minutes, always leaving a stand-by at headquarters.

Thus assured of constant attention for their infants, Shanks Village mothers and fathers are free to take an occasional evening off, with the knowledge that Maj. Wood's radio trouble-shooters can meet any emergency.

The major, who headed AFRS in Panama in 1945 after serving with a tank-destroyer outfit, is studying at Columbia U. Teachers College before leaving in August for the AFRS post in Tokyo. A regular Army man, Maj. Wood views his contribution to sociology without dramatics. "It's just a matter of logistics and tactical control," he says.

Retailer Radio RX

(Continued from page 116)

neighborhood theatre, a classified ad in the phone book, and miscellaneous literature and displays. Thus over 12% of my gross went into advertising but it did the business. Due to especially designed self-service fixtures, I require only part-time help; two of us can handle the volume that it would take several clerks to handle in the old-style record shop where practically all single records are stocked on shelves. As for profits, there was no loss in the first seven months in 1946; and while 1947 net profit wasn't sensational, yet it was pretty good, and I am happy to have done this well at the start.

With little money to waste on doubtful advertising; the results indicate that the decision to concentrate on radio advertising over WHHM was a wise one and I expect to continue both my popular and classical programs for 1948.

Auditing Problems

(Continued from page 102)

- Other Nontechnical Transmitter Property
  - Total Nontechnical Transmitter Property
  - Total Transmitter Property

STUDIO AND OFFICE PROPERTY

(Main and Other Studios)

- Technical Equipment
  - Speech Input Equipment
  - Control Desks, Consoles and Panels
  - Other Technical Studio Equipment
    - Total Technical Studio Equipment
- Nontechnical Property
  - Land and Land Improvements
  - Buildings
  - Vehicles, Exclusive of Mobile Technical Units
  - Musical Instruments, Including Pianos and Organs
  - Furniture and Fixtures
    - Total Nontechnical and Studio and Office Property
    - Total Studio and Office Property

OTHER PROPERTY

- Construction Work in Progress
- Improvement and Replacements to Property Leased from Others and Not Included Above
- All Other Property Not Classified Above
  - Total Property Other than Transmitter, Studio and Office Property
  - Total All Property

Recently, many stations have been licensed to broadcast on FM, as well as on the regular AM system. Since FM requires special equipment for both broadcast and receiving, the general ledger classification would provide for separate FM fixed property and depreciation reserve accounts, and for seperation of certain income and expense accounts between the AM and FM systems of transmission.

Oldsters' Day

DAILY morning audience participation show on WCMB Lemoyne (Harrisburg), Pa., features prizes for youngest and oldest members of the studio audience, but the oldsters got most of the attention one day recently when six members of the Dauphin (Pa.) Cane Club—they all carry canes—attended the program. The six oldsters, all women and ranging in age from 81 to 90, were duly honored by WCMB.

...more than meets the eye



A REPORT ON THE

CBS-TV NETWORK

CBS AND ITS AFFILIATES IN CREATING A REAL

To those who are deepest in Television, the crucial role of NETWORK Television in the pattern of the future is becoming clear.

NETWORK coverage and NETWORK service are essential in Television—far more even than in Radio—to amortize program costs to the point of making them most quickly profitable to *advertisers* and *stations* alike.

AS OF APRIL 15TH *(when we went to press with the "score" far from complete)*

—THE CBS-TV NETWORK IS NOW SERVING, WITH 3 OPERATING AFFILIATES, 11 CITIES OVER 100,000 POPULATION*

*—(and 7 more cities over 60,000 population)**

—THE CBS-TV NETWORK NOW HAS 9 ADDITIONAL AFFILIATES WHOSE TV FACILITIES (ALREADY APPROVED BY THE FCC) WILL SERVE 7 MORE CITIES OVER 100,000

—(and 4 more cities over 60,000)

—CBS AFFILIATES NOW HAVE 30 ADDITIONAL TV APPLICATIONS BEFORE THE FCC, TO SERVE 37 MORE CITIES OVER 100,000

—(and 26 more cities over 60,000)

TAKE THE LEADERSHIP NETWORK IN TELEVISION

Station operators already know this. That is why the CBS-TV record below—and on the next page—has more meaning than may meet the casual eye.

It not only reports that CBS and its affiliates have taken *current* NETWORK leadership in Television. It is both a record and a promise that CBS and its affiliates will stay at the top... in Television too.

—29 OTHER CBS AFFILIATES ARE READY TO APPLY FOR TV FACILITIES, TO SERVE 19 MORE CITIES OVER 100,000

—(and 9 more cities over 60,000)

THE TOTAL SCORE of U.S. cities (over 60,000 population) to be served by CBS affiliates who already have or are building TV facilities, and who have applied or will soon apply for them:

74 CITIES OVER 100,000 POPULATION

—67% of all U.S. cities over 100,000

120 CITIES OVER 60,000 POPULATION

—60% of all U.S. cities over 60,000

**The cities indicated throughout this report include only those for which SALES MANAGEMENT estimated 1947 populations: U.S. cities of 60,000 population and over—with the single exception of Stockton, Calif. (58,900 pop.). See back cover for names of cities. All allocations of individual cities into TV service areas are based on FCC standards, as applied by the CBS Engineering Dept.*

THE CITIES*—NOW SERVED BY THE CBS-TV NETWORK

NEW YORK	7,454,600	Bayonne	90,000	Camden	132,500
Newark	443,000	No. Hempstead Township	83,400	Trenton	125,500
Jersey City	315,000	Mt. Vernon	75,000	Wilmington	121,500
Hempstead Township	285,000	East Orange	72,500	Chester	72,500
Yonkers	147,500	Passaic	62,000	Upper Darby	70,000
Elizabeth	116,000	**PHILADELPHIA**	2,051,500	**BALTIMORE**	932,900

—IN SERVICE AREA OF NINE ADDITIONAL CBS-TV AFFILIATES

CINCINNATI	488,000	Covington	68,000	**CHARLOTTE**	115,000
DALLAS	466,300	**COLUMBUS**	334,800	**BINGHAMTON**	97,500
INDIANAPOLIS	420,000	**DAYTON**	252,500	**STOCKTON, CALIF.**	58,900
LOUISVILLE	375,000	Springfield, O.	91,000		

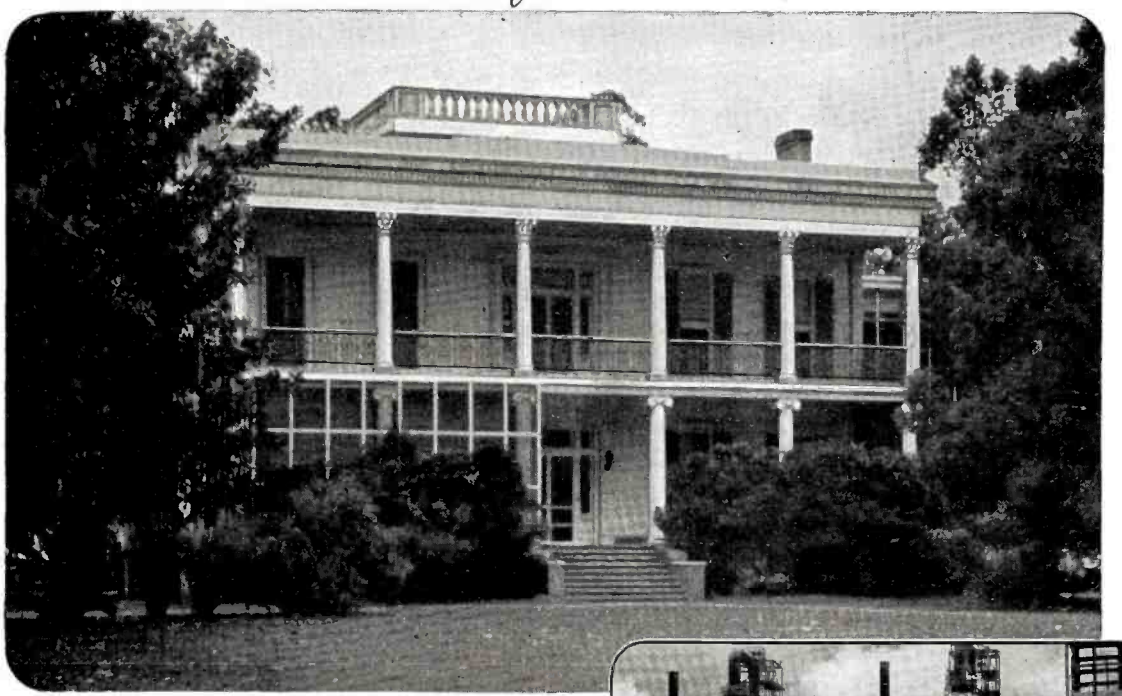
—IN TV SERVICE AREA OF 30 CBS AFFILIATES WITH TV APPLICATIONS PENDING

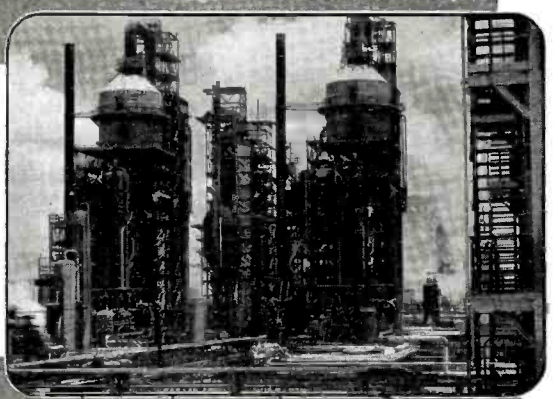
CHICAGO	3,600,000	Lynn	105,100	**PROVIDENCE**	260,500
Gary	127,500	Somerville	104,500	Fall River	115,100
Hammond	77,800	Lowell	102,000	Pawtucket	77,500
Evanston	70,000	Lawrence	86,000	**OMAHA**	252,000
Oak Park	69,000	Quincy	81,600	**JACKSONVILLE**	230,300
Cicero	68,000	Newton	77,300	**RICHMOND**	228,600
East Chicago	66,000	Medford	68,600	**MIAMI**	214,300
DETROIT	1,815,000	Brockton	65,300	**WORCESTER**	201,500
Dearborn	89,100	Malden	60,100	**HARTFORD**	183,500
Pontiac	75,000	**PITTSBURGH**	730,000	New Haven	175,000
CLEVELAND	900,000	**MILWAUKEE**	629,600	New Britain	75,000
Lakewood	70,000	**BUFFALO**	605,000	**DES MOINES**	178,000
Cleveland Heights	64,000	Niagara Falls	85,500	**YOUNGSTOWN**	175,000
SAN FRANCISCO	827,400	**NEW ORLEANS**	562,200	Warren	60,000
Oakland	400,900	**HOUSTON**	478,500	**KANSAS CITY, MO.**	419,200
Berkeley	100,000	**DENVER**	375,000	Kansas City, Kansas	140,000
Richmond	93,700	**ATLANTA**	365,700	St. Joseph	87,000
Alameda	89,900	**SAN DIEGO**	362,700	**SOUTH BEND**	119,600
San Jose	84,000	**ROCHESTER**	331,500	**HARRISBURG**	86,000
BOSTON	766,400	**BIRMINGHAM**	315,000	**TOPEKA**	81,000
Cambridge	113,200	**AKRON**	284,000	**WHEELING**	65,500

*CBS Station Cities in capital letters. Other major cities within TV Service Area in light face immediately following. See footnote on previous page.

...pace-setter in NETWORK Television

Three Beauties of the Deep South





1. ST. LOUIS PLANTATION, Plaquemine, Louisiana. With its spacious lawns and live oaks, this is a favorite mecca of tourists.

2. ESSO OIL REFINERY, Baton Rouge. Louisiana's annual crude oil production is valued at more than 204 million dollars (1946 report). With vast natural resources and growing plant facilities, WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City



WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS · CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.



Television NOW!

. . . another step in KDYL's March of

LEADERSHIP IN UTAH!

SALT LAKERS hailed the advent of television the evening of April 19 — the first regularly scheduled telecast between St. Louis and Los Angeles. Dealers' showrooms and the sidewalks in front of windows were crowded with enthusiastic "televiewers" — and still are, at the thrice-weekly experimental telecasts. Regular commercial telecasting will begin in the near future.

Thus KDYL begins its 27th year of service to the people of Utah with another important "first."

Utahns *expect* leadership of KDYL in every department of radio. KDYL has the showmanship know-how that builds and holds audiences.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative: John Blair & Co.

Limited License

(*Continued from page 54-B*)

broadcast operators under the proposal, and that these stations now employ 37.7% of the 15,900 first-class operators employed by all stations.

A lively controversy was touched off by FCC's introduction, late in the hearing, of an exhibit showing the number of waivers granted to licensees to permit temporary use of non-first class operators—110 from July 31, 1946, through the end of that year; 19 in 1947, and none this year. So far as Washington FCC officials know, the witnesses testified, there have been no requests for waivers this yar.

Coy's Observation

The exhibit prompted FCC Chairman Wayne Coy to observe that it "means one of two things: either that they have plenty of operators out there, or that they have decided not to ask the Commission for a waiver because the chances are they wouldn't get it."

Bryce Rea Jr., NAB attorney, insisted that the exhibit did not show how great the demand for waivers might have been except in 1948.

Ray A. Wood, representing New York Local 1212, Radio and Television Broadcast Engineers Union, insisted that the rules should require two men on a watch at a transmitter, that the requirements should include a knowledge of first aid, and that there should be no differentiation between stations on the basis of power "for anything other than market reasons."

Lawson Wimberly, assistant to the international president, International Brotherhood of Electrical Workers, told the Commission that "I don't believe the licensees . . . will avoid putting responsibilities upon [the] lower-class license holder that he should not assume."

In addition to the "limited broadcast-operator license," FCC's proposal would create a "broadcast engineer-operator license," which would be top-ranking, and "broadcast technician-operator license," second ranking [BROADCASTING, Aug. 4, 1947; March 29].

Clifford Gorsuch, national representative of the National Assn. of Broadcast Engineers & Technicians, told Comr. Sterling, in answer to a question, that he thought the entire problem could be solved simply by bringing the requirements for the present radiotelephone first-class license into line with developments that have been made in the radio art, including FM and television.

At one point Thomas X. Dunn, attorney for NABET, challenged FCC's right to hold the oral argument, claiming the law's requirements had not been fully met with respect to notice and reasons for the proposed changes. Commission counsel denied the charge, contending the session was a proper proceeding.

Chairman Coy gave all the parties until May 24 to submit additional comments on the proposals, and extended the same privilege to the American Communications Assn., which was unable to be represented at the oral argument.

Coloring of U. S. Foreign News Charged by Taylor

FOREIGN NEWS coverage by U. S. correspondents for radio networks as well as newspapers and wire service is colored to a disturbing degree by sensationalism not supported by facts, Davidson Taylor, CBS vice president and director of public affairs, said last week. Mr. Taylor returned to New York early this month from a five-week tour of inspection of CBS outposts in Britain, continental Europe, and the Middle East.

Mr. Taylor indicated he was not referring to one or two isolated cases of irresponsible reporting. He was amazed, he said, at the extent of distortion in the news from abroad.

CBS is sending Red Barber, Bill Henry, and John Derr to London this summer to cover the Olympics, Mr. Taylor disclosed. They will be assisted by the CBS news staff in London, headed by Stephen Laird, who takes over in June as a temporary replacement for Howard K. Smith when the latter vacations.

DON'T FAIL . . .

TO GET AN AUDITION PLATTER OF

ADMIRAL ZACHARIAS'

TOP SHOW

"WORLD INTELLIGENCE REPORT"

WORLD INTELLIGENCE REPORT is a specialized evaluation of facts of vital importance to our people and our future national security.

ORDER YOUR PLATTER TODAY

Write, Wire or Phone

ED HART & ASSOCIATES

1737 H Street, N. W., WASH., D. C. RE. 4312

Look Who's Now

Available for Sponsorship!

KENNY SARGENT

For twelve years *featured vocalist* and saxophonist
with
GLEN GRAY'S CASA LOMA ORCHESTRA

★ ★ ★

Running His Own Disc Jockey Show
on **WHHM**

RECORDINGS
Decca
Brunswick
Victor
World Transcriptions

RADIO APPEARANCES
Camel Cigarettes—3 years
Burns & Allen—13 weeks
Fitch Bandwagon
Coca-Cola Spotlite Bands

Check with Forjoe & Co. representatives for spot participations and program availabilities

Patt McDonald, manager

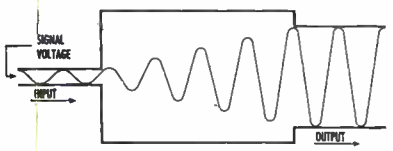
Forjoe & Co., representatives

WHHM

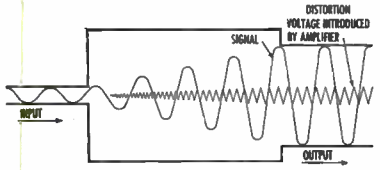
The Mid-South's only 24 hour Station

Memphis, Tennessee

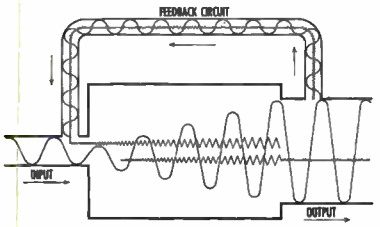
How stabilized feedback reduces amplifier distortion... keeps gain constant



(A) **IDEAL AMPLIFIER** existing only in theory. Output exactly duplicates input, except for amplification.



(B) **AMPLIFIER WITHOUT FEEDBACK.** Signal suffers distortion, shown as separate a-c voltage accompanying output signal.



(C) **AMPLIFIER WITH STABILIZED FEEDBACK.** Sample voltage, containing signal and distortion in same ratio as in output, is fed back in opposing phase to input. Distortion portion is amplified in opposition to distortion arising in amplifier.

LIKE many other major advances in electronics, the development of stabilized (negative) feedback was a direct outgrowth of telephone progress. To produce telephone repeaters with the necessary gain stability and low distortion, H. S. Black, of Bell Telephone Laboratories, took a sample voltage of the amplifier output and fed it back into the amplifier in *opposing* phase. Before-and-after effects are shown in simplified form in the accompanying figures.

How Feedback Reduces Distortion

Signal portion of feedback subtracts from input signal. (In practice, input receives additional amplification to maintain original output voltage.)

Distortion portion, encountering no opposing voltage in input, is amplified in opposition to distortion voltage arising in amplifier. Hence distortion voltage largely cancels itself out — output corresponds closely to input. Noise originating in the amplifier is reduced in a similar way.

How Feedback Stabilizes Gain

The relations of input, output and gain can be shown as follows:

Voltage Gain without Feedback	Total Input	Feedback Voltage (negative)	Net Input (less feedback)	Output	Overall Gain
1000	10.1	10	.1	100	9.9
500	10.2	10	.2	100	9.8

As shown, the gain of the amplifier stages incorporating feedback can drop *50 percent*, with a drop in *overall* gain of only *1 percent*.

Hence *gain remains virtually constant*, regardless of changes in power supply or performance of components.

Users of all line and power amplifiers and all AM transmitters designed by Bell Laboratories and made by Western Electric benefit by these outstanding advantages of stabilized feedback: greatly reduced distortion and noise, virtually constant gain.

BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

You get feedback at its finest . . . in Western Electric equipment

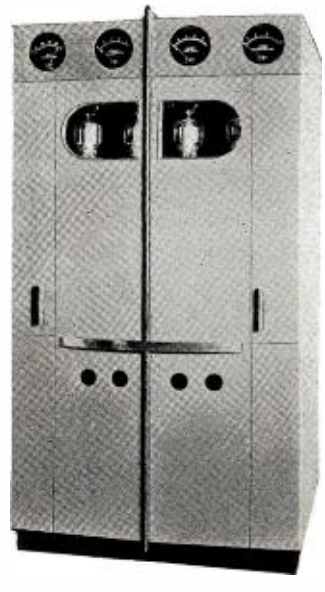
Correctly applied feedback gives you these advantages

IN AMPLIFIERS



Feedback *as you want it* keeps gain virtually constant in Western Electric Audio Amplifiers — cuts noise and distortion down to a minimum.

IN AM TRANSMITTERS



Feedback designed by Bell Laboratories does away with need for hum suppression circuits — maintains flat frequency response.

— QUALITY COUNTS —

WHILE stabilized feedback is now accepted as an indispensable technique in the communications art, *actual design* of a stabilized-feedback amplifier calls for painstaking mathematical analysis and control of phase and gain characteristics over a wide frequency spectrum. *Without such control, feedback may introduce new faults more objectionable than those eliminated.* The extensive experience of Bell Laboratories engineers gives to the users of Western Electric equipment assurance that the outstanding advantages of feedback will actually be realized.

Assurance of Quality Performance

As used in all Western Electric Audio Amplifiers (except one-tube pre-amplifiers) properly applied stabilized feedback insures flatter gain-frequency characteristic and automatic suppression of noise and distortion arising from sources within the amplifier. In new loudspeaker amplifiers (which include the output coil within the feedback loop), output impedance is so low that matching to multiple loudspeakers is as simple as adding lamps to a lighting circuit.

Flat Frequency Response

Flat frequency response is maintained in Western Electric AM Transmitters by stabilized feedback actuated by the final radio frequency output. Hence attenuation of high modulating frequencies is virtually eliminated. No hum suppression circuits are needed, because of reduction of noise and distortion from all sources, including final amplifiers.

Stabilized feedback, correctly applied, is just one of the factors in the outstanding performance of Western Electric Amplifiers and AM Transmitters. For *full* information on all operating features, call your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

Distributed by GraybaR — OFFICES IN 95 PRINCIPAL CITIES

DISTRIBUTORS: IN U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

HERE'S THE SCORE
in SYRACUSE
Hooperatings

FALL-WINTER REPORT—SYRACUSE—OCT. 1947—FEB. 1948

WFBL Leads

WFBL LEADS with on average Rating of 6.47 for all 40 Quarter-Hour Daytime Periods . . . IN SYRACUSE.

STATION B.....5.11
STATION C.....3.85
STATION D.....2.54
STATION E.....1.78

WFBL Leads

WFBL LEADS with an average Rating of 6.77 for all 20 Morning Quarter-Hour Periods.

STATION B.....6.36
STATION C.....3.82
STATION D.....2.07
STATION E.....1.16

WFBL Leads

WFBL LEADS with an average Rating of 6.27 for all 20 Afternoon Quarter-Hour Periods.

STATION B.....3.86
STATION C.....3.88
STATION D.....3.01
STATION E.....2.40

WFBL Leads

WFBL LEADS with 7 Quarter-Hour Daytime Periods with Ratings of 10 or better.

STATION B . . . 1; STATIONS C, D, & E . . . NONE

WFBL Leads

WFBL LEADS with 13 Quarter-Hour Daytime Periods with Ratings of 7.5 or better.

STATION B . . . 5; STATIONS C, D, & E . . . NONE

WFBL Leads

WFBL LEADS with 26 Quarter-Hour Daytime Periods with Ratings of 5 or better.

STATION B.....16
STATION C.....11
STATION D.....1
STATION E.....NONE

ASK FREE & PETERS to show you complete Hooper measurements of radio listening Fall-Winter. It shows WFBL first in share of audience in total rated time periods.



WFBL

IN SYRACUSE IT'S WFBL • BASIC CBS • 5000 WATTS

Mullen Leaves NBC

(Continued from page 43)

affected Messrs. Dyke and Kopf, whose jobs remain the same.

That Mr. Trammell was resuming executive responsibilities heretofore carried out by Mr. Mullen was evident in the president's announcement that all officers and department heads who were not otherwise directed in the new order and who formerly reported to Mr. Mullen would now report to him.

One of Mr. Mullen's first actions, it is expected, will be selection of a general manager for WJR Detroit. The station has functioned under Harry Wismer, nationally known sportscaster, who has doubled in brass as assistant to Mr. Richards since January, 1947. Whether Mr. Wismer would continue as assistant to the president when Mr. Mullen assumes his new duties six weeks hence or as assistant to Mr. Richards as the new chairman, remained to be determined.

Changes in the operating alignment of the other Richards stations are not foreseen. John F. Patt, vice president and general manager of WGAR, is highly regarded as one of radio's most capable executives. His roots are deeply planted in Cleveland where he has been for two decades. Robert O. Reynolds is vice president and general manager of KMPC.

The Richards' stations have been under FCC investigation for several weeks because of complaints filed against Mr. Richards himself alleging slanting of news on KMPC. FCC investigators have interviewed executives at each of the three stations, and have examined station news and correspondence files. Meanwhile, the FCC has given WGAR a temporary renewal instead of the customary three-year license extension from May 1, pending the outcome of the inquiry.

While no inkling of possible action has been forthcoming from the FCC, in the ordinary course of events, it was presumed that the proceedings would reach the stage of a formal hearing on license renewal of KMPC. Clete Roberts, former news commentator on KMPC, had charged that Mr. Richards instructed him to slant news in favor of Gen. Douglas MacArthur, and others had alleged that he had ordered attacks on those with Communistic leanings.

Mr. Mullen's experience and background in radio, from beginnings as an announcer and agri-

(Continued on page 130)

Statements by Messrs. Trammell & Mullen

TEXT of a statement issued by Niles Trammell, NBC president, announcing the resignation of Frank E. Mullen, NBC executive vice president:

"It is with genuine regret that I announce the resignation of Frank E. Mullen, executive vice-president, effective July 1, 1948. Mr. Mullen became associated with NBC at the time of its organization in 1926. He joined the Radio Corporation in 1934, where he was elected vice-president in 1939. In 1940 Mr. Mullen re-joined the National Broadcasting Co. as vice-president and general manager and in 1946 was named executive vice-president. Mr. Mullen has contributed materially to the success of the company during his association with NBC and his resignation will be received with the feeling of definite loss to his many associates and friends within and outside the company."

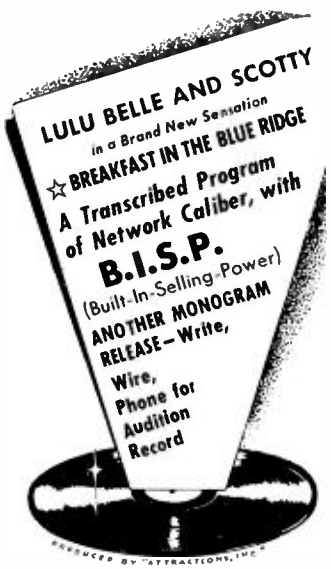
* * *

TEXT of a statement issued by Frank E. Mullen, executive vice president of NBC, upon his resignation from the company:

"My decision to leave the National Broadcasting Co., to which I have devoted almost 22 years of my life, was, of course, a difficult one to make. Those years have been fruitful and rewarding to me and I take great pride in the National Broadcasting Co.'s success as the nation's outstanding medium of service to the public.

"I have enjoyed particularly my close association with General David Sarnoff and Niles Trammell and wish to express my appreciation of their constant cooperation and assistance in making my work effective.

"Since I am continuing in the field of broadcasting I am confident that our common aim to be of still greater service to the American public will bring us together on many future occasions. I am deeply conscious of the constant cooperation and loyalty of all my associates and fellow workers in the company and to them I say a special word of thanks and appreciation."



WITH BUILT-IN SELLING POWER

monogram
radio programs inc.
LOWELL E. JACKSON, President
75 EAST WACKER DRIVE, CHICAGO, ILLINOIS
Southern Sales
MONOGRAM BUILDING, NASHVILLE 3, TENN.



A BIG SLICE

and it's spread thick!

MARKET DATA - TOTAL AREA

	Daytime	Nighttime
Retail Sales	$1,571,310,000	$1,199,756,000
Food Sales	381,428,000	294,214,000
Drug Sales	74,505,000	57,054,000
Net Efficiency Buying Income	1,928,073,000	1,498,039,000
Gross Farm Dollars	734,422,000	510,694,000

Source: Sales Mgt. Survey of Buying Power, 1947

1½ BILLION DOLLAR MARKET SPREAD OVER TWO STATES

You've got to think in big terms when you think about KWFT! Here's what we mean. If you take our BMB Audience Coverage Map and match it with the latest Sales Management "buying power" figures, you'll see that KWFT reaches a **billion and a half dollar market** that spreads over **two great states.** A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS - OKLAHOMA STATION

WICHITA FALLS-5,000 WATTS-620 KC-CBS

NEW PI DEALS

NAB Member Makes Offer

PER INQUIRY offer has been submitted by executives of an NAB member station to "only one station in a town" on behalf of Calsadol Tablets. It is one of a series of PI deals submitted recently to stations.

Making the offer is the firm of Connor & Campbell, radio advertising agency with offices in the WBRC Bldg., Birmingham. Officers of the agency are Leslie W. Connor and Don D. Campbell, co-commercial managers of WBRC.

NAB told BROADCASTING, in response to an inquiry, that the association is historically opposed to PI and free time deals. Resolutions to this effect have been adopted by NAB conventions, the board and Sales Managers Executive Committee.

The Connor & Campbell letter, signed by Mr. Campbell, says:

"When I tell you we have the hottest 'PI' that ever hit the air, don't take my word for it . . . Calsadol tablets will be ready to start rolling good hard cash into your bank account in about 30 days. A tried and tested campaign is now ready to turn your open time into a proposition that will net you 'better than your general rate'.

"The deal is clean-cut. Calsadol tablets come in two sizes—100 tablets for $2. Economy size bottle of 500 tablets for $9. You make 50c on the $2 size and $2.25 on the $9 size. . . . The Calsadol Co. is a trade name of the Veltex Co. of Birmingham."

Another proposal from a broadcasting executive, Edwin A. Kraft, has been submitted by Northwest Radio Adv. Co., Seattle, of which Mr. Kraft is president. He has been interested in station ownerships in Alaska, according to FCC records.

The Northwest proposal says,

"We are looking for hot mail producing spots and will appreciate any suggestions you have to offer. At present we are using around 200 stations for several accounts calling for direct mail orders. This is very lucrative business, and on many stations of the country provides the backbone of monthly revenue. Whether or not you can and do produce large mail response, is in a large measure determined by your own station policies, and we have no desire to persuade you to change those policies. . . . We handle no other type of business. We believe we know something about this particular type of broadcasting, and we would thoroughly enjoy working with you to add substantial billing during the spring and summer months."

"Summer hiatus" opportunity submitted to stations by R. J. Potts-Calkins & Holden Adv., Kansas City, covers an offer for a book of floor plans of ranch-house style homes. According to Gene W. Dennis, radio director:

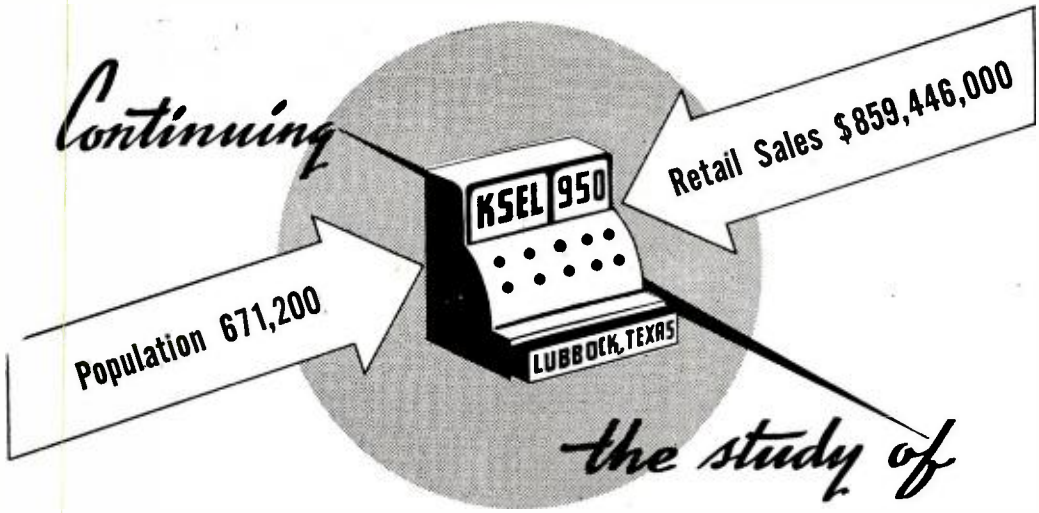
"This is a high-type offer that will in no way impair the prestige of your station. We will pay 25c on each $1 order. . . . This PI opportunity is offered on an exclusive basis in each market. Stations that prove themselves with sufficient mail returns will be given the opportunity to take the orders on straight time contracts."

Timely News Photos Inc., 165 Broadway, New York 6, N. Y., announces it is "engaged in the business of publicizing radio stations without charge to them for reciprocal advertising of a limited nature by the radio station for local merchants in your broadcast area." According to A. H. White, of the company, the plan includes a news picture display service which is sold to merchants. These displays usually carry the call letters of the radio station, including radio station copy, according to the letter.

Agency Claims

Shaffer Brennan Margulis Adv. Co., St. Louis, claims to handle "what we believe may be the largest volume of mail order radio advertising in the country," listing seven major stations. The agency says, "If you are interested in mail order advertising, and can produce a satisfactory volume of returns, we can give you a nice volume of business."

The Ball Clinic, operated in Excelsior Springs, Mo., by Dr. Ball's Health School Inc., wants "to give away our free book on rheumatism to listeners of your station, and we will pay you 50c net per inquiry." V. M. Hodgins, advertising manager, adds, "We have nothing to sell as we do not prescribe or treat by mail—we do want all sufferers from rheumatic conditions to read our books."



KSEL'S CASH-REGISTER-ABILITY

One Account states . . .

" . . . . . concerning results we have obtained thru advertising over KSEL. Perhaps the answer is best evidenced by the fact that we continue to use your station, just as we have for the past several months."

The aggressive merchants of the South Plains, who are very sharp business men, buy the medium which produces buyers. You're invited to survey our accounts concerning KSEL'S cash register ability.

Test campaigns invited—prefer difficult type

KSEL 950 KC LUBBOCK, Texas

HAL HOLMAN, National Representative

SINN HEADS ZIV'S TV FIRM; TWO JOIN STAFF

APPOINTMENT of John Sinn as president and the addition of two staff members were announced last week by Ziv Television Programs Inc., wholly-owned television subsidiary of the Frederic W. Ziv Co. (Cincinnati, New York, Chicago, Hollywood).



Mr. Sinn

Mr. Sinn has been associated with the Ziv company for ten years. He has been executive vice president in charge of radio production, sales and merchandising for the firm for the last six years.

The two additions to Ziv Television Programs, which produces films for use on television exclusively, are Donald Jacques as film editor and Saul Shames as librarian cutter. Mr. Jacques will work under his twin brother, Robert, head of Ziv's television film department.

Mr. Sinn commented that the rush of new television business had necessitated the personnel additions.



Listerine . . . to make 'em mouth happy
Abe Burrows . . . to make 'em laugh happy

WMT To Make 'em RESULT Happy

Abe Burrows regales the Saturday evening audience with his special brand of laugh-type music and satire. WMT provides the exclusive Eastern Iowa outlet for this fine CBS show.

It's another on the long list of programs that command loyal listeners in the double-barreled market that is WMTland.

Advertisers get results on WMT because their programs *get heard* by prosperous farmers and workers in Iowa's booming industries . . . a potential audience of 1,131,782 (within the 2.5 MV line) raring to become product-purchasers. Get the complete data from the Katz Agency man . . . *and get results on WMT.*



600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

TV This is ABC TELEVISION

What the American Broadcasting Company did in experimental television work . . . When ABC will have a coast-to-coast television network . . . Who is in charge of television operations at ABC.

A timely progress report on TELEVISION from the American Broadcasting Company



According to the Radio Manufacturers Association, the production of television sets is now approximately 35,000 sets a month. And the rate of production is increasing. This means that television is already well out of the baby stage. By the end of 1948, the number of homes in several American cities that are reached by television will be as numerous as those reached by important metropolitan newspapers.

In New York City, for example, it is estimated that there will be 400,000 sets in use this year. With a conservative estimate of 5 viewers per set, this means a total New York audience of 2,000,000. And in other cities, it is an audience of proportionate size. Television, then, has arrived.



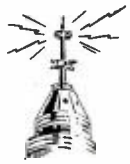
Where does ABC stand?

ABC's television operations began in 1945. During its experimental stages, ABC was producing more commercial programs —in more cities—for more sponsors—than any other network. These operations have now expanded into the firm nucleus of a coast-to-coast television network. ABC has at the present time, either owned or affiliated, TEN television stations: owned and operated stations in **NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES** and affiliated stations in **PHILADELPHIA • WASHINGTON, D. C. • MINNEAPOLIS • SAN DIEGO • NEW ORLEANS.**

ABC is currently negotiating with ten other licensees who have stations that are already on the air or are under construction. ABC expects to have a total of at least 30 television affiliates by the end of 1948.

Already a network

On Sunday, the 18th of April, ABC inaugurated its regularly scheduled television programming on an Eastern regional network. The cities: New York, Philadelphia, Baltimore and Washington. The program: "On the Corner" with Henry Morgan. The sponsor: Admiral Radio Corporation. This was the first in a series of many features programmed by Charles Barry, v.p. in charge of radio and television programming. As many as 15 hours a week of regularly televised programs will be broadcast each week during the summer . . . in addition to the special programs from Philadelphia during the Republican and Democratic conventions. "*Our intention,*" says Robert Kintner (exec. v.p.), "*is to increase programming steadily, first on an Eastern regional network, then on Midwestern and Pacific Coast networks, and, finally, to connect these networks into one national network with origination points in the key cities.*"



ABC's key television cities

New York. At present ABC has a working agreement with television station WATV in Newark to use that station for telecasting ABC programs in the New York area . . . and WABD is also available at certain times for ABC programs. Construction of ABC's own station, WJZ-TV, is underway. The station will be on the air in August . . . originating from the most unique new television studios in the nation! Until August most ABC television programs will originate from WFIL-TV, Philadelphia.

Chicago. On the air, September, 1948. The transmitter site is atop the Civic Opera Building.

Detroit. On the air, October, 1948. From the Maccabees Building.

San Francisco. December, 1948. From Mount Sutro.

Los Angeles. December, 1948. From atop Mount Wilson.

All of these key ABC stations will occupy Channel 7, which is in the middle of the television dial and is the first channel in the higher frequencies.

All-important cities

ABC's grants in these five key cities are of tremendous importance. Here are the major markets in the land. And here, too, (in New York, Hollywood and Chicago) are the great origination points for talent. ABC's firm foothold in these all-important centers is the foundation on which the network is expanding.



Top television men

ABC's fast-growing television department is one of the best-trained groups of video experts in the country. They are men and women who have had long years of practical experience in television (and radio). They are geared for full-schedule, nationwide television. To mention a few:

Paul Mowrey, National Director of Television. His position as perhaps the best-known figure in television has enabled him to assemble an outstanding staff.

Richard Rawls, Manager of Television Operations. Formerly manager of television studio operations with CBS. Following a management career in the theatrical and motion picture fields Rawls has had 9 years in television.

Lawrence R. Algeo, Jr., Eastern Television Program Manager. Five years in writing, directorial, acting, production capacities at General Electric's WRGB. Working with him are such veterans as Richard Goggin, recently television program director with WFIL-TV, Ralph Warren, formerly television director with CBS, Bobbie Henry with 9 years in television.

Burke Crotty, Director of Television News and Special Events. Eleven years with NBC television. Later television director of WMAL-TV, Washington, D.C. Generally regarded as one of the most experienced men in television today . . . an achnowledged expert on remote pickups.

Charles Holden, Television Production Manager. Formerly production manager for CBS television, supervising scenery, lighting, props, costumes, make-up for nearly 3000 shows.

James McNaughton, Television Art Director. Four years NBC television, 2 years CBS television, 2 years head of production for WATV.

Marshal Diskin, Director. Six years with CBS television, during which he handled camera work on 2800 shows.



Tops in Programming

And, almost as important, we also have long years of *radio* experience behind us, too. Television will differ from radio in that *power* will not be a competitive factor: all stations will have more-or-less equal strength and will compete almost entirely on the basis of *programs*.

In radio, ABC has been outstandingly successful in programming. For example, the network's *new* type of daytime programming has won millions of listeners for the network, has revolutionized daytime radio fare. The same programming skills that helped make ABC the ONLY network last year whose ratings substantially increased will play a vital part in developing top-notch entertainment on ABC-TV.

It adds up to this

There have been three stages in the growth of television: 1) experimental, 2) engineering, 3) operating. We are now entering (at full speed) the third stage. If it is true that facilities, experience and programming are the factors that will spell success in television, then it is obvious that ABC will play a dominant role in the development of this great new medium.

ABC American Broadcasting Company

Mullen Leaves NBC

(*Continued from page 124*)

cultural director, to second in command of the nation's first network, eminently qualify him for the presidency of the three major market stations controlled by the Richards family.

Frank Ernest Mullen was born on a farm near Clifton, Kan., on Aug. 10, 1896, the son of a county judge. He went to school in South Dakota, and selected a career in "agricultural journalism" by enrolling at Iowa State College at Ames. He graduated in 1922. Two other figures prominent in radio matriculated at the same school—Frank M. Russell, NBC vice president, and Harry C. Butcher, owner of KIST Santa Barbara, Calif., former CBS Washington vice president, and Gen. Eisenhower's naval aide (as a Captain in USNR) during the war.



Mr. STROTZ



Mr. HAMMOND

In 1923—one year out of college—Frank Mullen joined the *Stockman and Farmer*, an agricultural weekly in Pittsburgh, and promptly was assigned to producing a radio program for KDKA, which three years earlier had gone on the air as the first regularly licensed station. He was identified with the handling of the first "network" programs carried over KDKA, WEAF and WJZ, and in 1926, when NBC was formed, he arranged for its first agricultural broadcasts. The following year he was with NBC as Chicago manager, and in the same year he originated and produced the *National Farm and Home Hour* for the network.

In 1934, Mr. Mullen was appointed director of information of RCA by David Sarnoff, and in 1939 he was elected a vice president of RCA in charge of public relations, publicity and advertising. The following year he was elected vice president and general manager of NBC, serving under Niles Trammell, who had been his chief and co-worker as vice president in charge of NBC's Central Division, headquartered in Chicago.

Mr. Mullen relinquishes, in addition to his executive vice presidency at NBC, a directorship in the company, and in Radiomarine Corporation of America and RCA Institutes Inc. He is married, and has three sons, Russell, of college age, and Frank Jr., and Peter.

Illness Causes Move

Mr. Richards, a self-made man, and a strongly opinionated one, became ill a decade ago, and his doctors recommended the mild California climate. He has made periodic trips to the Middlewest, but generally has left operations of the stations, other than KMPC, to the managing heads.

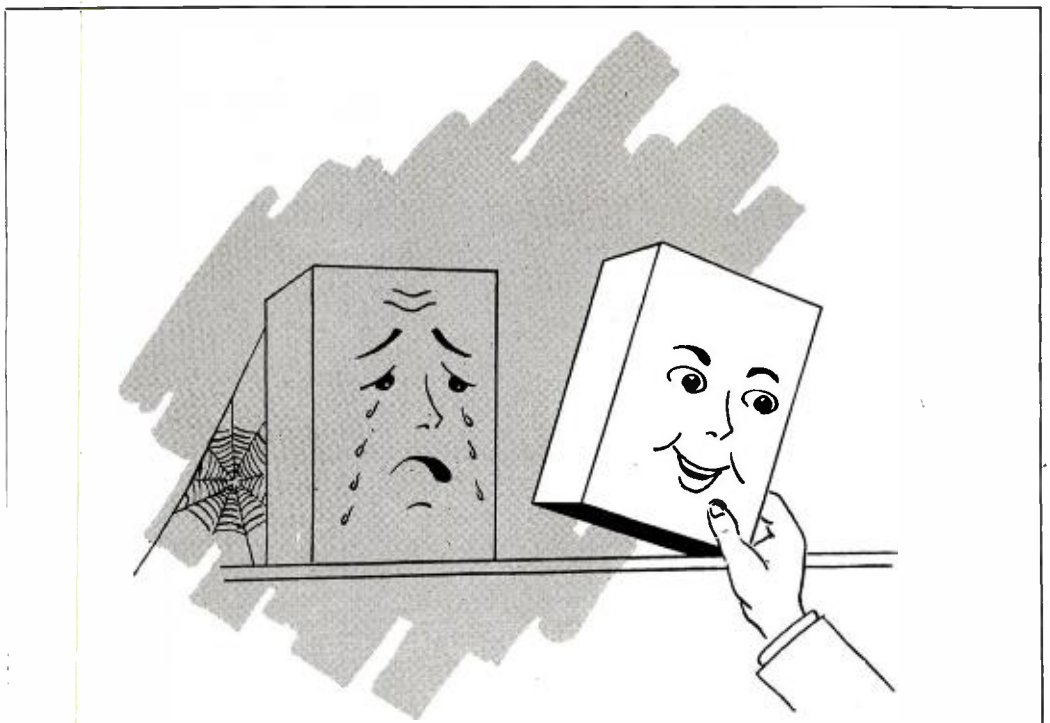
George Arthur (Dick) Richards was born in Crete, Ill., in 1889, and began supporting himself as a youth. In 1911, he became a salesman for Firestone, and a year later was branch manager in Columbus. In Detroit, from 1917 to 1921, he was top tire salesman in the nation for Firestone.

From tires he went to automo-

(*Continued on page 132*)



Mr. MacDONALD



CKLW *makes 'em* REACH* *for your product in the Detroit Area*

*You'll reach more buyers for less because CKLW has the lowest rate of any major station in this market!

Adam J. Young, Jr., Nat'l Rep. *H. N. Stovin & Co., Candian Rep.*

J. E. Campeau, President

5,000 Watts Day and Night ● 800 kc. ● Mutual Broadcasting System



KAY S. SELL'S
TIMELY NOTE
TO TIMEBUYERS

K. S. SELLOGRAM

YOU CAN REACH CONSUMERS, DISTRIBUTORS, AND RETAILERS ALIKE WITH ONE MEDIUM - KSL - IN AN AREA OF 1,049,800 PEOPLE, THE HEART OF THE GREAT KSL MARKET. THIS AREA, WITH RETAIL SALES OF 695 MILLIONS†, IN WHICH 50 TO 100% OF THE PEOPLE* LISTEN TO KSL REGULARLY IN THE DAYTIME, COINCIDES ALMOST COUNTY FOR COUNTY WITH THE SALT LAKE WHOLESALE DISTRIBUTION AREA.

KAY S. SELL

*Broadcast Measurement Bureau, 1946
†Sales Management Survey of Buying Power, 1947



KSL

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY
Represented by RADIO SALES, Radio Stations Representative, CBS

Mullen Leaves NBC

(*Continued from page 130*)

biles and in 1925 his Richards-Oakland Co. became a radio advertiser with two weekly 15-minute programs over WJR Detroit, then a 5,000 w part-time station owned by Jewett Radio and Phonograph Co. The Jewett company went broke and Mr. Richards bought WJR in bankruptcy for "under $100,000." The station soon became one of the most successful independently-owned operations in the country, and has been a fulltime clear channel 50,000 w outlet since 1935.

Afterward, he purchased two part-time Ohio stations and merged them into WGAR Cleveland. The station, managed by John F. Patt from the start, began operating with 50,000 w in July 1947. He originally purchased KMPC in 1937 —then a 500 w daytimer. Now the station operates 50,000 w day and 10,000 w night, and holds a construction permit for 50,000 w fulltime.

Mr. Richards feels so strongly about freedom of speech as vital to America that he designed a figure he calls "Free Speech Mike," which he uses as the trade mark of his stations.

The Richards maintain their home in Beverly Hills. Their daughter, Rozene, a graduate of Stanford, is now on the staff of KMPC.

Mr. Strotz joined NBC in 1933 as manager of the program and artist service of the central division. In January 1939 he became manager of the division succeeding Niles Trammell and in December of the same year was appointed a vice president. In October 1940 he went to New York in charge of the program department and in less than two years was put in charge of the Western Division.

Mr. MacDonald joined NBC in 1935 to install a cost accounting system and became budget officer. Three years later he was assigned to the radio recording division as business manager. When the Red and Blue networks were separated Mr. MacDonald moved up to the executive floor of NBC and became a right hand man to Mr. Mullen. He was made a vice president in December 1942. He was later appointed an administrative vice president in charge of the controller's, treasurer's, budget, general service, personnel and guest relations departments. His recent assignment has included the post of assistant secretary.



Mr. Smith



Mr. Kersta

Mr. Hammond was appointed in 1943 to the post of assistant to the director of advertising and promotion of NBC. Less than a year later he became director of advertising and promotion. His success was so outstanding in that position that last October he was elected a vice president and made assistant to Mr. Mullen.

Mr. Kersta was employed by NBC in 1932 as a clerk in the audience mail division. Concentrating on television he continued evening classes in engineering at New York U. and later left the network to study at the Massachusetts Institute of Technology. In 1935 he came back to NBC to develop television, FM and facsimile plans. Through gradual promotions he became a member of the president's executive staff and in 1939 when the network set up a television department he became assistant to the vice president in charge, Alfred H. Morton. After serving in the Marines during the war he returned to NBC in 1945 as manager of the television department and when top level duties were realigned in September 1947 was placed in charge of the network's broadcast operations of the expanding television division.

Smith's Background

Mr. Smith started with NBC Washington as an announcer in 1931. During Roosevelt's administration he was NBC's Presidential announcer. He became assistant manager of WRC and WMAL Washington when WMAL was a member of the Blue network. In 1942 he was made manager of WRC and in February of this year was made manager of the NBC television department with headquarters in New York.

Jones Quits Buchanan

MARTIN JONES has announced his resignation as radio director and vice president of Buchanan Agency, New York, a $30,000-a-year position, to form his own television packaging firm. His first production will be *False Witness*, a half-hour show valued at $3,500 weekly on a 13-week contract. Mr. Jones first produced and directed the program in 1945. No replacement has been named at the agency as yet.



HAVE YOU A CONSTRUCTION PERMIT FOR TELEVISION?

To Furnish a More Complete Television Service
We are pleased to announce



Daniel O. Hunter

. . . that Mr. Daniel O. Hunter has joined our staff. Dan Hunter, formerly Chief Engineer of WMAL, WMAL-TV and WMAL-FM, key stations in the Nation's Capitol, is a graduate radio engineer with extensive television broadcast engineering experience having had direct charge of the installation and operation of WMAL-TV. This television station on Channel No. 7 is the first one to begin regular operation in the upper part of the television band.

Mr. Hunter's unique experience in the television field particularly qualifies him to assist Jansky & Bailey clients with the many technical and operational problems with which they will be confronted in activating their television construction permits. The addition of Mr. Hunter to our staff augments the service we have already been rendering our clients in connection with the preparation and filing of television applications.

We can prove to you that proper engineering guidance in the selection of equipment, studio and station installation planning, and training of technical personnel, will result in greater efficiency and substantial savings.

JANSKY & BAILEY

Consulting Radio Engineers

National Press Building,
Washington 4, D. C.

1339 Wisconsin Avenue, N. W.
Washington 7, D. C.

KX



To commemorate the Louisiana Purchase the Jefferson National Expansion Memorial proposes this development of the St. Louis river front. Central feature of the plan as conceived by Eero Saarinen and Associates is the illustrated stainless steel arch rising majestically to a height of 590 feet — symbolic of St. Louis "gateway to the west."

The arch is to be equipped with an elevator to take visitors to an observation corridor at the top. The plan also includes the preservation of old landmarks, landscaping and construction of memorial buildings.

OK

ST. LOUIS

Serving the Gateway to the West



KXOK

630 K.C. • 5000 WATTS • FULLTIME • ST. LOUIS 1, MO. • CHESTNUT 3700

Owned and operated by the St. Louis Star-Times • Affiliated with the American Broadcasting Co.
Represented by John Blair & Co., New York, Chicago, St. Louis, Detroit, Los Angeles and San Francisco.

Editorial

Democracy at Work

THE NAB is a democratic organization. It exists, the lads at headquarters in Washington will tell you, to carry out the wishes of its members. Yes sir, it's a service organization.

We think that's swell. But there's one thing that strikes us as just a mite odd. Why is it that a democratic organization like the NAB, which stands firmly for free radio, free speech and the right of every man to have his own opinion, has arbitrarily decided through its board to hold all future conventions in the spring in one city, Chicago?

Chicago's a fine place. It's in the middle of the country, with important radio contacts, adequate hotel and entertainment facilities. Personally, we're for it, but we believe in majority rule too.

It's just that less than a year ago a BROADCASTING TRENDS poll of station managers showed 75% wanted the annual meeting in a different place every year. Only 14% voted for the same city. And 37% favored fall, with only 28% espousing a spring meeting. Of course, the Atlantic City fiasco may have had a depressing effect upon resort sites.

Where did the democratic wheels slip a cog? Did the board forget the station managers' mandate when it voted for the Chicago meeting? Did high echelon executives on the NAB staff influence the decision? Or is it another case of a few deciding what they think is "best" for the majority?

We're just curious.

FCC's Little Lamb

IT WAS inevitable that Congress some dav would catch up with the rather bizarre dealings at the FCC in favor of left-wingers. This is manifest in the blast by Representative Hébert (D-La.) against grants to Edward Lamb, Toledo attorney and owner of WTOD, as well as holder of six authorizations for TV and FM.

For many months we have called attention in these columns to these untoward and oftimes unexplained actions. The FCC legal staff has been uncommonly persuasive in getting the Commission to smile benignly on the radical elements, while raising unshirted ned with corporate applicants or licensees, notably those identified with newspapers.

This is not to condemn all seven members of the present FCC—five of whom have served two years or less. Nor is it an indictment of all of the Commission's lawyers. It is a reflection upon—or a compliment to—that small clique of lawyers and so-called experts and economists who have trumped up these situations and sold them to the Commission, largely through the offices of Comr. Clifford J. Durr, the Alabama Democrat whose term ends June 30.

The FCC complains it is overburdened with work and is understaffed. Most of that burden has developed in the artificial stimulation of crusades in the broadcast field.

Many of the FCC troubles, we venture, will evaporate with the departure of Stormy-Petrel Durr. For then the long-haired boys in the back room won't have their Charlie McCarthy on the Commission talking out of the left side of his mouth.

Hearts & Flowers

JIMMY PETRILLO'S public relations—nil a few months ago—now are the best.

He called on President Truman 10 days ago. He talked music and his "free concerts" paid for through the now Taft-Hartley outlawed royalties derived from recordings and transcriptions. He had a hand-out all prepared, which made it easy for the newsmen covering the White House to write their sprightly little pieces with nary a mention of "Caesar" or labor bossism.

The transformation is lovely. It is wonderful tribute to Hal Leyshon, ace publicist who used to run WIOD in Miami, while editing the *Miami Daily News*, and who probably had his headaches with Jimmy while paying his station's overhead.

Maybe the change is permanent. Jimmy says he had $3,000,000 in that royalty fund which permits him to provide those "free" concerts. We imagine he can call 'em "free" even though the money came from the recorders, who in turn must have added the cost on the selling price.

Jimmy, of course, wants the copyright laws amended so he can get his royalties without defying the Taft-Hartley or the Lea (anti-Petrillo) laws. He wants to use hearts and flowers now, very soft. He wants to forget the thunder and brimstone business.

It's all very nice. The Leyshon system is working wonders. But let's play elephant, and not forget. Let's make sure there isn't an amendment to the Copyright Act of 1909 that will saddle every broadcaster with a performing rights fee on every record. Because if there is, many stations won't be able to stay in business, and Mr. Petrillo will have more power over radio than the FCC.

Ungolden Silence

WITH media costs rising, advertisers are taking time to analyze their budgets. Alert to this development, competing media are restating their cases and doing it well. The "war-fund" of newspapers alone is over $1,000,000 for competitive research, not including promotion and other phases of the campaign.

The answer to the lavish and vigorous anti-radio campaigns of newspapers and magazines is supplied by the All-Industry Presentation Plan. With a modest $200,000 or so, the committee in charge has developed an idea that will promote radio among advertisers everywhere. The plan comes before this NAB convention. Assessments are relatively small, as a study of the committee's booklet, *Radio Has Been Strangely Silent*, will quickly show.

Much thought has gone into the idea. The resulting presentation should be one every broadcaster will be proud and eager to show. More important, it will supply answers to competing media claims while affirmatively reciting the radio case at a time such a recitation is badly needed.

Shop Now for '49 DST

AFTER a late and all-too-lethargic start, the proponents of uniform time got in their licks before appropriate committees of Congress at this session.

It all came after the clocks had shifted last month, and with snafued time now in vogue, as far as radio is concerned, in those states which do not have DST.

But a start has been made. Congress quits in June. The new one convenes in January. If all interested elements get to work early, there can be uniform DST in 1949. If they do not, the time folly will continue.

Our Respects To—



CALVIN JAMES SMITH

WHEN CALVIN J. SMITH confronts NAB Treasurer "Bee" Arney in Los Angeles this week with his travel voucher for his first NAB Board meeting, his chit will be for bus fare.

That's because the new director can claim conveyance only from KFAC, on Mariposa Avenue, to NAB Headquarters at the Biltmore at Fifth & Olive Sts.

Cal Smith was the last director to be elected. His was an old-fashioned runoff campaign against Harry Witt, CBS assistant general manager, also of Los Angeles. It was a battle of network against independent and in southern California, they take their independence seriously.

Cal Smith has epitomized rugged individualism in radio. He has been in the forefront of just about every fight involving basic radio issues that has developed in California or, for that matter, in the nation, during the past decade. But labor relations and negotiations have been his forte. With an engineering background that started in the "brass-pounding" days, he has the tenacity of a toy bulldog when he gets into an affray. Because he has been a disciple of the "fine music" school in radio, he has zealously guarded broadcasters' rights in the music copyright and performance field.

Cal Smith was wearing his Buster Browns when he first collided with radio. That was in 1914 in Cincinnati, when several youngsters in his neighborhood demonstrated the wonders of a crystal receiver. It wasn't long before Cal wound some wire around a Quaker Oats box and became the proud owner of a crystal set.

And from the starting curiosity arising from the making of a crystal set grew the stimulus for further technical knowledge. But as Cal Smith had never been formally advised that licensed recognition was even necessary, it was 1922 before he took the steps necessary in the procurement of an official license.

Although he has lived in California for 33 years, he started life in Cincinnati, Dec. 17, 1904. Eleven years later the family moved West, settling first in Los Angeles for a year before moving to the Imperial Valley.

Since his dad was trying to run a small ranch, with no hired help, Cal Smith soon became an active hand "milking cows for three years" until they moved again to San Diego. After a year in the latter city, the Smiths

(*Continued on page 138*)

WSAI SELLS $ with





Meet "Sells-man"

BURT FARBER

For 14 years, a leading musical personality of the Queen City, Burt has been WSAI-promoted until his name is a household word, his ability to sell for a sponsor proved in every field.

On Burt's distinctive afternoon show, brilliantly highlighted by the Farber piano and his pleasing and informed commentary on contemporary recorded music, sponsors have found a medium of marked sales receptivity in the Cincinnati metropolitan market.

A far cry from the ordinary platter spinner, Burt's "audience wise" stage manner makes his show one of Cincinnati's most popular studio audience programs . . .

PROMOTED PERSONALITIES!



Colorful billboards on Cincinnati's main thoroughfares help build the "Farber legend" . . .





Cincinnati's street cars and buses do their part with dash cards from city limit to city limit.



Taxicabs add their note to the town's promotional Farber chant . .

CINCINNATI

WSAI

A·B·C

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

Respects

(*Continued from page 136*)

decided that Los Angeles was to be home.

Following graduation from Los Angeles High School in January 1924, he turned to sea as ship radio operator aboard a lumber schooner plying between Los Angeles and Portland. And in the fall of '24 he enrolled at Whittier College, outside Los Angeles.

With summer vacation he took his radio to sea again, this time as operator on a Standard Oil tanker bound for London from Los Angeles. After one round-trip he was back at college in '25. Early in '26, he was offered a spot as engineer at KFSG Los Angeles and took it.

When the job conflicted sharply with attendance at Whittier, he split his scholastic schedule, taking half his studies at U. S. C. and the rest at Whittier, in addition to his knob duties at KFSG. When school ended he took off with a mobile station operated by Warner Bros. and known as 6XBR which toured the country in the interest of Vitaphone.

After several months of touring he returned to Los Angeles, and with his friend, Ben McGlashan, set out to get a radio station. KGFJ was licensed to Mr. McGlashan late in 1926, although the two were operating as partners.

Since no partnership can long survive without operating capital, Mr. Smith put to sea intermittently in an effort to transfuse the station exchequer.

By the fall of '27, young Mr. Smith decided it was about time he completed his college studies; after some time divided between Whittier and Stanford, he was graduated from the latter with his B.A. in 1930.

While at college, he had aimed for a banking career; the depression cut such plans short. Instead he turned back to radio and went to the Orient with the *President Taft*, which was the first short-wave-equipped ship. Thus he participated in a bit of radio history by handling communications for the first ship which was in touch with San Francisco, Honolulu and Manila 24 hours of each day at sea.

Joins KFI

Contracting typhoid, in the process of three round trips, Seaman Smith came back to land again for a rest. After recuperation, he joined KFVD Los Angeles as an engineer. A couple of months later when E. L. Cord, station owner, acquired Century Pacific Airlines, Cal Smith shifted over to that operation as chief of radio. The pioneer automotive manufacturer married Mr. Smith's sister-in-law.

Then in 1932 he became chief engineer of both KFVD and KFAC. Early in 1934 he took over as general manager of KFAC, a post he has held ever sinec.

Industry-wise, Calvin Smith has been a member of the original code committee, the labor relations committee and the music group. He also served an earlier term as NAB 16th District Director. He has also been active as a member of the Southern California Broadcasters Assn. as well as being a vice president of newly organized state-wide California Broadcasters Assn.

Donna Jean Madsen became Mrs. C. J. Smith on May 5, 1945. Since that time she has learned to fly in order to keep up with her husband, who has logged more than 600 hours in the air. Long-range they aim to own a plane which would provide the vehicle for a tour of Central and South America.

They do own a boat which sails as *La Jota*. Asked what it means, Mr. Smith advises that it's the name of a Spanish dance, which he's seen performed but can't do himself. Weekends the Smiths are usually at home at sea, cruising the channel islands between Ensenada and Santa Barbara.

Still a "ham" operator, Mr. Smith operates the 800-w W6BRD.



monogram

radio programs inc.

LOWELL E. JACKSON, President

75 EAST WACKER DRIVE, CHICAGO, ILLINOIS

Southern Sales

MONOGRAM BUILDING, NASHVILLE 3, TENN.

FCC Vacancy

(*Continued from page 42*)

this speculation. He was considered for the Denny successorship when Mr. Coy was appointed last November, but he was in the throes of the Nuremberg trials at the time.

Among others mentioned for the Durr vacancy are:

Edward Cooper, of Montana, for ten years communications expert of the Senate Committee on Interstate and Foreign Commerce and a former newspaperman.

Benedict P. Cottone, FCC general counsel.

John A. Willoughby, FCC acting chief engineer.

William J. Norfleet, FCC chief accountant, who becomes eligible for retirement within the next few months.

Mr. Jansen has made known he would dispose of his 20% interest in KRAM if he should win appointment. Politically he regards himself as an independent, explaining that as a broadcaster, he has never indulged in partisan politics.

Sen. McCarran pointed out that Mr. Jansen has had wide experience in management of every type of station, from local to clear channel. In addition, as manager of Associated Broadcasters in San Francisco, owner of KSFO, a standard station, and of KWID and KWIX, international shortwave stations, he said Mr. Jansen would be familiar with the problems of propaganda as it pertains to shortwave and the dissemination of information to the Armed Services outside the continental United States. "This would enable him to understand any of the problems confronting Armed Services broadcasts as well as those of the State Dept.," Sen. McCarran said.

'Few as Well Fitted'

Sen. Malone, in writing President Truman May 10, said he felt there "are few men in public position today as well fitted for their job as Mr. Jansen is for the position to which he aspires." He pointed out that broadcasting generally is a "little understood field, highly technical and, of course, affects our entire population in the matter of information and entertainment."

Gen. Taylor told BROADCASTING upon his arrival in Washington to report to Pentagon headquarters, that he would return to Nuremberg in mid-May to complete his prosecutions. He is leaving his wife and children in the States and desires to complete his Army tour of more than five years by mid-August, at which time it is assumed he plans to return to civilian life or to government service. So far as is known, he has not been a caller at the White House since his return to Washington a week ago.

Gen. Taylor, 40, technically is on leave as general counsel of the FCC, having served in that capacity from 1940 to 1942. Regarded as a liberal, he was a chief lieutenant of FCC Chairman James Lawrence Fly. He took leave of the Commission in 1942 to enter the Army as a major and won rapid promotion.

Mrs. Taylor was painfully injured in an Army plane crash in Germany several months ago. Gen. Taylor also was in the accident but was less severely injured.

Gen. Taylor and Mr. Cooper are well acquainted, having worked together on the Senate Interstate and Foreign Commerce Committee under former Chairman Burton K. Wheeler, of Montana, during the railroad investigations of a decade ago. Mr. Cooper, 44, is not an avowed candidate for the Commission but is being supported by a number of Senators, it is understood. His appointment, however, would entail amendment of the Congressional Reorganization Act, which provides that professional staff members of Congress may not be employed by governmental agencies until a year following separation from Congressional service. This is not regarded as an insurmountable obstacle, however.

Messrs. Cottone, Willoughby and Norfleet are all FCC "career men," the latter having been the only occupant of the chief accountant's post since creation of the Commission in 1934. Both Messrs. Cottone and Willoughby have risen through the ranks, having served initially as staff attorney and engineer respectively.

Political Implications

The Durr term is for a period of seven years from next June 30.

In some quarters it is thought that nomination of any Democrat might become enmeshed in the announced Republican policy of withholding confirmation where party balance might be affected. With Congress planning to recess in mid-June, however, it is entirely conceivable that the President would seek to fill the vacancy on an interim basis, subject to reinstatement when the new Congress convenes next January.

Whether appointments of such figures as Gen. Taylor or Mr. Cooper would win confirmation likewise was the subject of speculation. Gen. Taylor's distinguished war service would augur in his favor, it was pointed out. The fact that Mr. Cooper is well known to members of the Senate, by dint of ten years of service, might readily win for him a waiver of the expected partisan political procedures.

OOPS, SORRY!

Now KELO, Sioux Falls, has won 5 awards.

● Please add **"Honorable Mention Citation"** for outstanding public service 1947 Fire Prevention from the National Board of Fire Underwriters.

(See page 26 for other awards)

FOR RADIO IN THE LOUISVILLE-KENTUCKIANA AREA

Think first of WHAS

CBS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

1ST

..... in SERVICE

..... in LISTENERSHIP

..... in COVERAGE

THE ONLY RADIO STATION
REACHING AND SELLING ALL
OF THE RICH KENTUCKIANA MARKET

WHAS 50,000 WATTS • IA CLEAR CHANNEL • 840 KILOCYCLES

Represented Nationally by Edward Petry and Company



★★★..ALL-STAR WESTERN THEATRE



TOP WESTERN DRAMA — TOP WESTERN MUSIC

STORIES OF THE MODERN WEST,
AUTHENTIC COWBOY BALLADS
FEATURING THE REPUBLIC PICTURE STARS

FOY WILLING
and his
RIDERS OF THE PURPLE SAGE

Ten-Piece All Star Western Orchestra

52 — 30 MINUTE TRANSCRIBED PROGRAMS



SPECIAL GUEST STARS

JERRY COLONNA
MONTIE MONTANA
JACK HOLT
NICK LUCAS
MONTE HALE
and many, many others

AND LOOK AT THESE HOOPERS!

Kansas City, Mo.	13.5
Omaha, Nebr.	13.2
South Bend, Ind.	13.4
Muskegon, Mich.	14.5

Broadcast live over KNX in Hollywood, Calif.
Now available for syndication.

Write, wire or phone
HARRY S. GOODMAN RADIO PRODUCTIONS
19 E. 53rd Street, New York 22, N. Y.



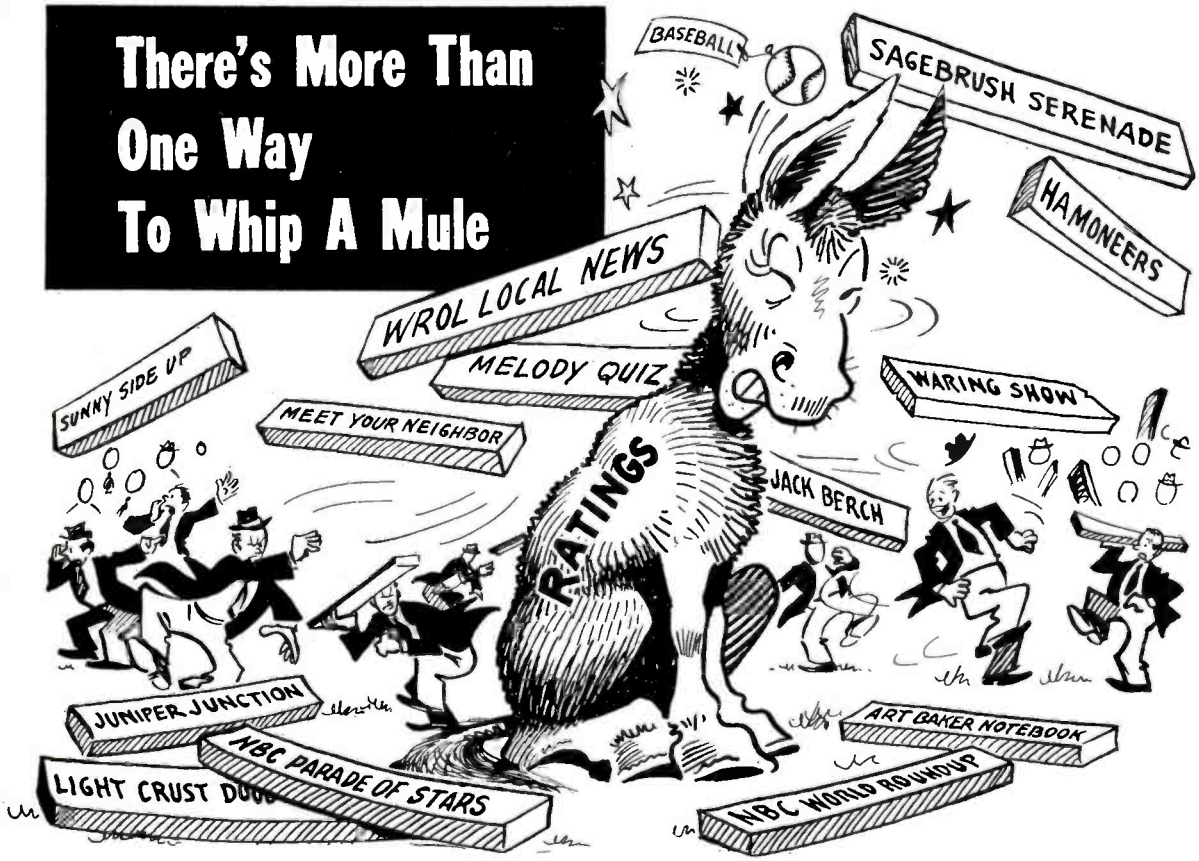
Spot Accounts

(Continued from page 54-H)

	AVERAGE NUMBER OF STATIONS 1st QUARTER	2nd QUARTER	3d QUARTER	4th QUARTER
Bireley's Chukker	1	1	1	1
Bliss Coffee	—	1	3	4
Borden's Instant Coffee	5	5	6	4
Bubble-Up	—	—	—	2
Canada Dry Sparkling Water	—	1	19	5
Clicquot Club Gingerale	—	—	12	21
Coca-Cola	—	—	—	259
Cocoa-Marsh	—	—	—	1
Duffy-Mott Apple Cider	4	4	1	—
Duffy-Mott Apple Juice	—	—	—	1
Hires Root Beer	—	3	6	6
Hot-Dated Coffee	27	27	27	27
Lipton Tea (Canadian)	—	—	—	—
Martinson's Coffee	1	1	1	2
Maxwell House Coffee	3	3	2	2
Maxwell House Instant Coffee	2	2	1	1
Minute Maid Orange Juice	—	—	—	1
Nescafe	114	114	—	—
O-So-Grape	—	6	9	3
Sanka Coffee	1	1	—	1
Savarin Coffee	—	2	2	2
Squirt	2	—	—	—
Tetley Tea	3	3	2	2
Walter Baker's Cocoa	3	2	1	1
White Rock Sparkling Water	—	—	1	1
Yuban Coffee	1	1	1	2
Zest Tomato Cocktail	4	—	—	—
CIGARETTES & TOBACCO				
Alligator Cigarettes	10	8	5	6
Dill's Best Tobacco	—	10	21	17
Dutch Masters Cigars	1	1	1	1
Harvester Cigars	8	11	11	11
Havana Cigars	1	1	—	—
Lucky Strike Cigarettes	—	629	—	—
Old Gold Cigarettes	30	35	35	31
Parliament Cigarettes	1	1	1	1
"Tamps" Cigars	—	—	—	—
CONFECTIONS				
Bolster Bar	—	2	7	—
Brock Candy Bar	69	98	110	116
Fanny Farmer Candy	18	18	19	21
Good & Plenty	1	1	1	1
L De Martini Mixed Nuts	—	1	1	1
M & M Candy	—	—	—	38
Nutti Brittle Candies	—	5	—	—
Pecan Pete Candy Bar	68	98	118	126
Planter's Cocktail Peanuts	1	1	1	—
Rockwood Chocolate Bits	**	**	**	41
Suchard Chocolate Bars	11	8	5	12
Suchard Chocolate Squares	—	—	4	7
Whiz Candy Bar	68	98	118	126
DRUGS				
Algaederm	**	**	**	1
Alka-Seltzer	16	15	15	—
Allenru	25	5	14	40
Cystex	**	**	**	1
Dr. Pierce's Favorite Prescription	—	—	—	3
Dr. Pierce's Golden Medical	—	—	—	7
Father John's Medicine	**	**	**	16
Horlick's Malt Tablets	1	—	—	—
Johnson's Back Plasters	1	—	—	7
Luden's Cough Drops	55	21	9	—
Medrex	**	**	**	1
Mendaco	**	**	**	1
Mentholatum	12	—	—	—
Meritt Medicated Powder	—	1	—	—
Musterole	54	—	—	—
Musterole Brand Liniment	7	4	—	—
Nervine	56	35	33	32
No-Doz Awakeners	1	1	1	1
Omega Oil	5	1	1	22
Omega Rub	3	1	—	6
Pertussin	97	3	17	51
Piso's For Coughs	**	**	**	3
Poslam	—	—	1	10
Romind	**	**	**	1
San-Cura (Ointment & Soap)	**	**	**	1
Serutan-Nutrex-R.D.X.	2	2	4	3
Smith Brothers Cough Drops	10	—	—	—
Triena	72	77	76	25
FOODS				
Abbotts Deluxe "A" Milk	3	3	3	3
Abbotts Ice Cream	9	9	9	10
Airy Fairy Coffee-Cake Mix	—	—	2	1
American Beauty Macaroni	1	1	1	1
Armour Meat Products	—	—	2	3
Arnold Bread	—	—	—	1
Aunt Hannah's Bread	7	7	7	7
Aunt Jemima Flour	2	1	—	—
Beatrice Foods	3	2	3	3
Betty Crocker Soup	15	17	2	3
Betty Lou Potato Chips	1	1	—	—
Birds Eye Frosted Foods	28	91	66	102
Bisquick	—	—	1	3
Black Hawk Meats	11	11	10	10
Blue Label Ketchup & Chili	10	5	6	6
Booth Frozen Foods	5	2	2	1
Borden's Dairy Products	7	7	8	8
Borden's Dairy Delivery	3	3	2	—
Borden's Starlac	1	1	1	1
Bovril	1	1	—	—
Breakstone Products	1	1	—	—
Brer Rabbit Molasses	8	8	10	21
Breyer's Ice Cream	11	13	14	14
Broadcast Corned Beef Hash	1	3	4	5
Bud Waffle Syrup	—	—	—	7
Calumet Baking Powder	—	—	—	7
Campbell Soups	1	1	—	1
Capital Bread & Cake	4	12	3	12
Carnation Evaporated Milk	1	1	1	1
Castleberry's Foods & Sauces	—	—	1	3
Certified Bread	2	2	1	1
Chestnut Farms Milk	1	1	1	—
Conti-Luna Macaroni	4	6	—	—
Corkhill Meat Products	1	1	—	—
Crack-Ettes	—	—	—	—
Crax	28	37	9	9
Curtice Chicken Veg. Dinner	2	—	—	—

(Continued on page 143)

There's More Than One Way To Whip A Mule



Program and audience rating of Knoxville, Tennessee Radio Stations from 7 A. M. to 7 P. M., Monday through Friday, April 1948.*

PERIOD	SETS IN USE	WROL	STATION "A"	STATION "B"	STATION "C"	STATION "D"
7:00-8:00 AM	26.3	**46.5**	33.6	12.0	6.0	1.9
8:00-12:00 AM	23.2	**43.4**	27.5	17.9	5.5	5.5
12:00-6:00 PM	24.7	**40.6**	29.6	18.0	7.4	4.3
6:00-7:00 PM	28.1	**41.8**	39.8	8.9	5.6	3.3

*From a monthly analysis of listening habits sponsored by the Radio Stations of Knoxville, Tennessee.

**Coincidental telephone survey method used. 14,400 calls were made.

- **Greatest Coverage**
- **Greatest Audiences**
- **Lower Cost**

WROL

KNOXVILLE

5000 WATTS **620 KC.**

WROL FM NOW 76,000 WATTS

JOHN BLAIR AND CO. NATIONAL REPRESENTATIVES



This is Free Speech Mike — symbol of America's most vital freedom. He was conceived with the Declaration of Independence and is a unique figure in a world in which dictatorships have thrived only through the absence of free speech. Even in America, Free Speech Mike is unpopular with certain groups—folks who have a distorted idea of their own greatness or who have been swayed by strange philosophies born overseas —men and women who would destroy American liberty to further their own selfish ends. True Americans see in the freedom of radio and the press an assurance of the privileges and opportunities found only in the American Way of Life. WJR and its affiliated stations, WGAR, Cleveland, and KMPC, Los Angeles, hope, through Free Speech Mike, to keep Americans ever conscious of the true principles of Americanism.

50,000
WATTS

Represented by Petry

WJR

CBS **THE GOODWILL STATION** Detroit

MICHIGAN'S GREATEST ADVERTISING MEDIUM

FOR FREEDOM

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

Spot Accounts

(*Continued from page 140*)

	AVERAGE NUMBER OF STATIONS			
	1st QUARTER	2nd QUARTER	3d QUARTER	4th QUARTER
Darigold Cheese	—	—	3	6
Derby Table Ready Meats	1	1	—	—
Derby Tamales	—	1	1	—
Diamond Crystal Shaker Salt	6	3	2	4
Dole Pineapple Products	3	3	2	3
Duchess Party Foods	1	1	1	—
Dude Ranch Preserves & Syrups	6	9	5	—
Duffy Mott Cider Vinegar	4	4	1	—
Dugan Bros. Baking Products	1	1	1	1
Durr's Pork Products	—	1	1	1
Fleischmann's Bread & Rolls	—	—	—	1
Florida Citrus Commission	78	29	50	79
Freihofer's Perfect Bread	8	8	8	9
French Kettle Onion Shop	9	—	—	—
Fritos	4	2	2	2
Gemma Cooking Oil	9	11	10	10
Good Luck Margarine	1	1	1	1
Grapenuts & Flakes	63	—	—	67
Gravem Inglis Baking Products	4	5	4	4
Grennan Cakes	1	1	1	1
H-O Cream Farina	24	24	23	11
H-O Oats	26	26	23	12
Happy Family Baking Powder	—	—	—	8
Heilman's Mayonnaise	24	24	23	12
Herb-Ox Bullion Cubes	2	2	1	1
Home-Spun Biscuits	—	—	—	1
Hostess Cakes	2	2	45	66
House of Herbs	1	1	—	—
Hurff Beans	—	—	—	3
J. I. Frozen Foods	1	1	—	—
Jane Logan Deluxe Ice Cream	9	9	9	10
Joy Cake Mixes	—	—	4	12
Jumbo Peanut Butter	—	—	—	13
Junket Brand Rennet Powder	—	—	—	24
Junket Danish Dessert	1	—	—	—
Junket Quick Fudge Mix	1	—	—	—
K C Baking Powder	29	22	3	—
Kellogg's All-Bran	1	2	2	2
Kellogg's Corn Soya	7	18	7	10
Kellogg's Pep	1	2	2	2
Kellogg's Raisin Bran Flakes	1	1	—	—
Kellogg's Rice Krispies	—	1	—	—
Kentucky Dairies	1	1	—	—
King Midas Flour	6	5	7	11
Kounty Kist Peas	—	1	1	1
Kroger Bread	25	27	25	23
Lay Potato Chips	40	42	10	—
Lettuce Leaf Salad Oil	—	—	4	12
Light Crust Flour	35	34	31	16
Lipton's Spaghetti Sauce	—	—	—	1
Louis Milani Foods	—	1	8	5
Maltex	1	—	—	—
Maxson Frozen French Fries	1	2	—	—
Meadow Gold Ice Cream	3	3	1	—
Minute Potatoes	—	—	—	3
Minute Rice	—	—	—	35
Minute Tapioca	—	—	—	8
Moglias Ice Cream	1	1	1	2
Mueller's Macaroni	—	7	21	21
Musselman's Applpie	2	3	4	4
NBC Bread	23	23	23	23
Nabisco Shredded Wheat	87	89	44	120
Nestle's Evaporated Milk	24	25	22	21
Nestle's Semi-Sweet Chocolate	—	6	6	6
Nucoa Margarine	22	23	23	11
Nu-Maid Margarine	50	54	64	74
O & C Potato Sticks	8	25	8	—
Omega Flour	—	7	11	8
Oscar Mayer Meat Products	9	10	9	7
"OZ" Ice Cream Mix	2	9	—	—
Pet Evaporated Milk	26	26	26	26
Peter Pan Peanut Butter	—	—	—	—
Phillips Soups & Vegetables	33	34	15	7
Pillsbury Best Flour	**	**	**	24
Pillsbury Farina	1	1	—	1
Pillsbury Minit Mix	—	1	—	—
Pillsbury Pie Crust Mix	6	25	22	1
Post's Corn Toasties	—	45	82	—
Premium Crackers	120	121	12	12
Presto Cake Flour	24	25	23	11
Purasnow Flour	5	5	6	7
Pyequick	3	5	2	3
Q-T Pie Crust Mix	12	13	4	—
Ralston Cereals	1	1	1	1
Red Star Flour	2	3	3	3
Remar Baking Products	4	1	1	—
Rochester Dairy Evap. Milk	4	4	1	1
Ronzoni Spaghetti Products	9	8	7	7
Sessions Peanut Butter	5	—	—	—
7-Minit Pie Crust Mix	—	5	—	—
Sheffield Milk	1	1	1	1
6-O'Clock Corn Muffin Mix	—	5	—	—
Skippy Peanut Butter	32	33	32	33
Smith Split Peas	—	—	—	14
Snider Condiments	3	—	—	9
Snow Crop Frozen Foods	—	—	—	32
Southern Dairies Ice Cream	8	10	11	8
Sperry Drifted Flour	3	3	14	9
Sperry Drifted Home-Perfected Flour	—	—	—	5
Sperry Pancake & Waffle Mix	3	3	14	14
Sperry Wheat Hearts	3	3	14	14
Sterling Salt	7	7	—	—
St. Louis Packing Co	1	1	—	—
Sunrise Meats	—	1	2	3
Supplee Milk & Ice Cream	2	2	1	—
Swift's Ice Cream	48	50	49	69
Tavol	4	7	8	8
Taystee Bread	—	—	1	—
Tenderay Beef	21	24	22	22
Tootsie Fudge Mix	3	22	38	27
Torina Food Products	—	—	—	—
Trupak Foods	—	2	2	2
Uncle Ben's Converted Rice	1	1	—	—
Union Biscuit Co.	—	1	3	3
Van Camp's Chili Con Carne	12	12	12	12
Van Camp's New England Style Beans	12	12	12	12
Van Camp's Tenderoni	12	12	12	12
Velera Foods	—	—	—	1
Ward's Tip-Top Bread	59	65	65	73
Wesson Oil	4	4	3	—
Western Md. Dairy Products	2	2	3	3

(*Continued on page 148*)

The greatest news of '48
comes from
COMMODORE

★!!★

"HOPALONG CASSIDY"
starring WILLIAM BOYD

★!!★

"DOWN OUR WAY"

"STROLLIN' TOM"

TRANSCRIBED . . so that advertisers everywhere may have "radio at its commercial best"

Commodore Productions and Artists, Inc.

1350 N. HIGHLAND AVE., HOLLYWOOD 28, CALIF.
HOllywood 8229

Convention Headquarters
Biltmore Hotel, Suite 2229

WIP Produces

Example #3

The Peter Paul Candy Company and its advertising agency, Platt-Forbes, are known for being smart time buyers. Back in November, 1940 they bought our 12:30 P. M. news across the board. That was almost eight years ago and the 12:30 news is still selling Peter Paul products. National sponsors and agencies—as well as local—buy WIP because they've *proven* that WIP produces.

WIP

Philadelphia

Basic Mutual

•

Represented Nationally by

EDWARD PETRY & CO.

Black Ink

(Continued from page 54-D)

fined code paid immediate dividends. KCBD does not sell religious time. All religious broadcasting is done on a public service basis. For the first few months the station gave a quarter hour a day to the local ministerial alliance, but there was no control over the presentation or quality of the program and it was not satisfactory.

Sunday morning services from the larger churches of the city, in rotation, are broadcast in 30-minute remotes, and special religious events are also given support.

This policy applies not only to public service, but to commercial programs as well. There is no use making any arrangement that is destined to failure, Mr. Bryant says. Hence he would refuse to sell the 10:30 a.m. hour to a farm equipment company, or the 6:45 a.m. time to an exclusive woman's dress shop, because it could not produce desired results to do so.

Fifty-five per cent of the station's time was sponsored by the beginning of 1948. The proportion of sponsored programs is high as compared with spots, which is consistent with the policy of building a long-time place for KCBD in the community.

Careful Planning

This ready foothold did not just happen, however. It is the result of careful planning and much hard work. Thanks to the confidence inspired by local stockholders and local management, KCBD was able to begin selling time five months before it went on the air. Advertising contracts amounting to $108,000 were sold before the station ever opened.

For each $100,000 volume of business done during the first seven and one-half months of operation, the following is a statement of income sources and operating expense:

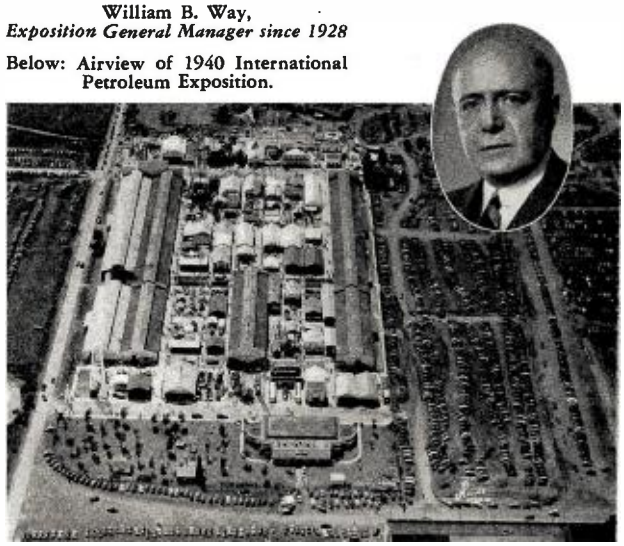
Time Sales Revenue	Amount	% of Time Sales
Local programs	$45,000	50
Local spots	9,360	10.4
Local station breaks	24,480	27.2
Nat'l. & regional programs	3,240	3.6
Nat'l. & regional announcements	5,490	6.1
Network commercials	2,340	2.7
	$90,000	100%
Incidental Broadcast Revenues (Talent, news, transcriptions, etc.)	10,000	
Total Revenue	$100,000	
Operating Expense Analysis		**% of Gross**
Direct expenses (talents, transcriptions, news, etc.)	10,400	10.4
Technical dept. expense		
Salaries	9,100	9.1
Other	2,600	2.6
Program dept.		
Salaries	14,200	14.2
Other	5,900	5.9
Sales dept. expense		
Salaries	4,700	4.7
Other	4,000	4.0
Administrative dept. expense		
Salaries	9,000	9.0
Other	17,300	17.3
Net profit	22,800	22.8
Total	$100,000	100%



I'm sorry, Folks

"Yes, I'm truly sorry that I cannot attend the 26th Annual National Association of Broadcasters convention in Los Angeles May 16th through 21st. It so happens, however, that the 25th Anniversary International Petroleum Exposition will be in session in Tulsa during that same week, and, as it's General Manager, it is imperative that I stay in town. I want to take this means, however, to extend my best wishes to President Justin Miller, to Members of the Board and all NAB members for a most successful convention!"

William B. Way
Vice President-General Manager
Radio Station KVOO



William B. Way,
Exposition General Manager since 1928

Below: Airview of 1940 International Petroleum Exposition.

The International Petroleum Exposition and Congress was established in Tulsa in 1923 as a non-profit corporation dedicated to the advancement of the oil industry.

Today it presents the world's largest single industry show. More than a quarter of a million visitors will see better than $50,000,000.00 worth of equipment on display and in actual operation. Thirty-three foreign governments are represented by official delegates to learn of latest methods and equipment. Two-thousand-two-hundred and six paying exhibitors will proudly show the latest and best in scientific, technical and mechanical oil producing, refining and marketing equipment.

Tulsa, the recognized Oil Capital of the World is glad to welcome this gigantic Exposition. We salute a great industry which today produces the world's most important commercial commodity — petroleum!



EDWARD PETRY & COMPANY, INC.
National Representatives

NBC AFFILIATE UNLIMITED TIME

Mortimer

(*Continued from page 42*)

everything from hats—to Hottentots to National Split Pea Week, and they must hit stations even harder than they hit sponsors.

Advertisers want to do good. But there comes a time when you just can't do everything for everybody, and still sell products—and then you have trouble. A sponsor wants his public service time to do the best possible job for really important projects—but how does he know what's important and what isn't? More and more companies have found the radio allocation plan to be the perfect answer. As national advertisers, they want to help solve national problems, and The Advertising Council tells them what they are and gives them the facts. To all others they say, "Sorry, but since our time is limited and we wish it used to best advantage we can accept only those projects which come to us as regular allocations from The Advertising Council." It's the perfect answer. The Council is invaluable to these companies, and, in the same way, on national matters, the council can be invaluable to stations.

But this is just one of the services which The Council performs. The important result of this work is that American business and American advertising have now forged a weapon that Democracy has sorely needed.

I do not believe that it is too much to say—and this, believe me, is particularly important for radio—that the less you believe in government control, the more you must believe in methods to achieve voluntary public action, and the more emphasis you must put upon new methods to achieve it.

What do we want radio to do from here on? First of all, we want the support, both moral and financial, of all sectors of radio. Radio's contribution to the 1948 budget of The Advertising Council has been tentatively set at $50,000 —less than 10% of our total budget and barely the amount needed to operate one radio division. This can be made up by a contribution from every station equal to its best quarter-hour rate. Within the next week or two those stations who haven't yet contributed will receive letters from the president of their network, or from the radio people on The Council board.

But, more than that, we want radio to help itself by helping The Council.

Men who have been close to The Council have, more than once, expressed the opinion that radio has reaped more benefits . . . and realized more good—public-relations-wise—from The Council's operations, than any other phase of advertising.

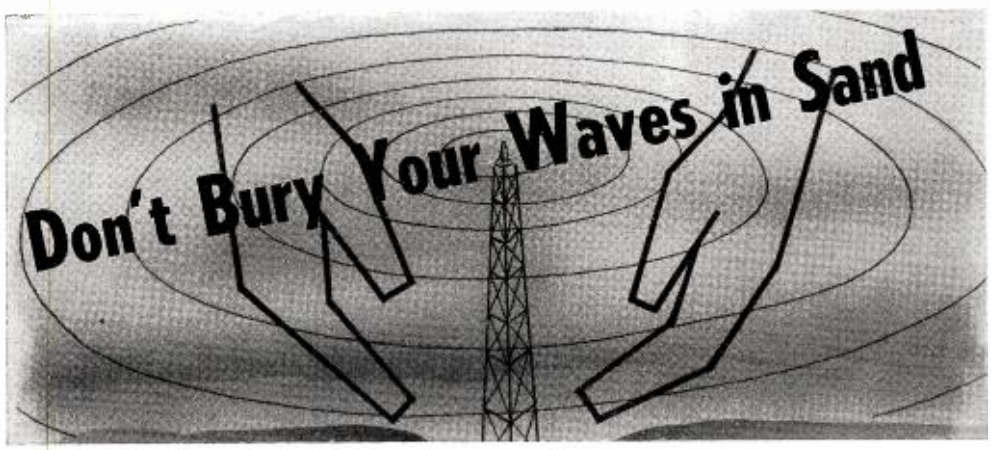
The radio allocation plan, of which The Council has acted as custodian since the end of the war, is one of the most potent instruments American business ever possessed for building public prestige and good will for the broadcasting industry at a bargain basement price.

But The Advertising Council and the radio allocation plan, in order to achieve maximum results need the support of everyone in radio, in advertising and in business. By support we mean all-out participation and cooperation.

Here are some specifics. We think that the networks should accept the responsibility for getting all of their national advertisers to realize the importance of signing up in the radio allocation plan. The networks can devote their better sustaining times and programs to the same public service campaigns The Council is conducting.

Television people can take the lead in developing ideas for cooperation with Council themes. Station managers can get their local advertisers in on this, urging them to devote some time to public welfare campaigns. Finally, everyone in radio can help us in the job of identifying the source of this effort. Too many folks don't know that when a program does an effective job on a public service theme, some business man—advertiser or broadcaster—has paid the bill that makes it possible.

That's the job for radio as we see it. And if radio does its job, we at The Council can keep on with our job—of shouting from the housetops and in the halls of government that free American radio serves the American people as no other form of radio could ever serve it.



RADIO WAVES can't travel far in the sand. Sand is fine for jack pine and scrub oak, but it stifles your signal. Where they grow, you find ground conductivity at its worst.

Such simple tests learned the hard way enables our engineers to eliminate most poor sites by inspection. Today good sites are hard to find and they're expensive. Proper site selection is a vital factor in the performance of your station. The difference between a good site and a bad site can more than double your effective radiated power.

The Gillett organization has done more site testing than any other firm. By relocating the tower for a large Kentucky station*, its effective power was more than doubled. The predicted new coverage was only 4% less than what the station's own engineers later measured.

Such site engineering pays off in profits. It is one of the many phases of Gillett & Associates' comprehensive AM, FM, and TV service.

**Name on request.*

GLENN D. GILLETT & ASSOCIATES

CONSULTING RADIO ENGINEERS

GLENN D. GILLETT

WILLIAM E. PLUMMER — E. M. HINSDALE, JR.

HENRY R. RIBLET — PAUL BERGQUIST

NATIONAL PRESS BUILDING — NA. 3373

Washington 4, D. C.

There is no substitute for Experience

Radio and Ad Executives Named to National Body

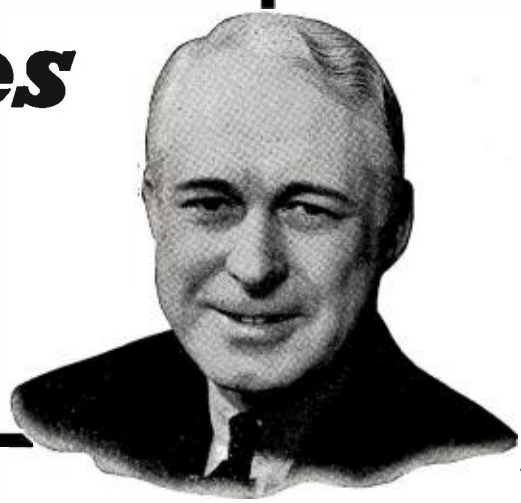
TWELVE representatives of radio and advertising have been selected to serve as members and alternates on The President's Committee on National Employ-the-Physically-Handicapped Week.

Members are: Edgar Kobak, president MBS; Justin Miller, president, NAB; Frank Stanton, president, CBS; Niles Trammell, president, NBC; Robert S. Allen, president, Public Radio Corp. of Maryland; Thomas D'Arcy Brophy, Kenyon & Eckhardt; Joseph R. Busk, executive vice president, Ted Bates Inc., and Eugene S. Thomas, WOR New York, president, Advertising Club of New York.

Alternates are: Earl H. Gammons, vice president, CBS; Gene Juster, NBC; Robert K. Richards, director of public relations, NAB, and Edward E. Scovill, CBS.

A meeting will be held May 18 at the Labor Dept. in Washington.

KPRC Congratulates N.A.B.



Congratulations to the scores of men in the radio industry whose labor has brought forth the new N.A.B. Code. It is a credit to and should become a bulwark of the American system of Broadcasting.

KPRC has already placed into operation each tenet of the proposed code. KPRC urges all broadcasters to support the code at the forthcoming convention, pledging ourselves to "faithfully observe these standards and thus bring to our listening audience programs which will perpetuate America's traditional leadership in the broadcasting art."

☆

Foreword to N.A.B. Code "The Members of the National Association of Broadcasters, recognizing:

That the American System of Broadcasting is a significant instrument of a living democracy; symbolizing and exemplifying the fundamental belief in freedom of expression, established in the First Amendment to the Constitution:

That American radio has attained such stature that its services are available to every person in America and her possessions:

That its influence in the arts, in science, in commerce and upon the public welfare is of such magnitude that the only measure of its responsibility is the common good of the whole people:

And further recognizing, as those destined to administer its affairs, a particular obligation to serve in such manner that their endeavor may reflect credit upon their profession, and aspiration toward a better estate for mankind:

Do set forth and subscribe to the following Standards of Practice, self-imposed, self-guided, self-perpetuated, subject only to such change as may be dictated by the interest of the people."

KPRC HOUSTON 950 KILOCYCLES 5000 WATTS

National Representatives: Edward Petry & Company

Affiliated with NBC and TQN • Jack Harris, Manager

SOON!!!

5,000 WATTS DAY AND NIGHT

To Do

An Even Greater Job

In Foreign Language Radio

The *direct* line to the foreign language millions in the New York area - - -

THE FOREIGN LANGUAGE Showmanship STATION

WHOM

NEW YORK

The Il Progresso Station

Generoso Pope, *President* Fortune Pope, *Manager*

Spot Accounts

(*Continued from page 148*)

	AVERAGE NUMBER OF STATIONS 1st QUARTER	2nd QUARTER	3d QUARTER	4th QUARTER
Wheaties	6	50	61	15
White Deer Flour	1	1	1	1
White Ring Flour	—	7	11	8
Wonder Bread	111	113	115	115
LAUNDRY SOAPS & CLEANERS				
Amazo Liquid Starch	—	—	1	4
Bleachette Laundry Blue	—	1	4	3
Chiffon Flakes	—	3	1	—
Cincy Wallpaper Cleaner	7	9	—	—
Johnson's Glo-Coat, Paste, & Cream Wax	—	3	13	15
La France Blue Soap Flakes	8	76	1	3
Oakite	3	10	—	—
Parson's Ammonia	4	13	—	—
Perk Laundry Soap	—	5	14	16
Royox Household Cleaner	—	1	—	1
Satina Vegetable Wax	8	63	—	—
Soapine	—	—	—	7
Swift's Cleaner	3	1	1	—
Tag Soap	—	—	5	15
Trill Soap	—	2	5	—
Vano Household Cleanser	12	12	12	12
Werx Soap	—	—	5	15
Wilbert No-Rub Wax & Polish	8	7	1	—
MISCELLANEOUS				
Adler Shoes	2	2	2	2
Aeolian American Corp. (Inst.)	—	—	—	1
American Airline Service	—	8	2	11
Armour & Co. (Procurement Div.)	—	1	2	2
Arthur Murray Dance Studios	17	9	1	1
Asam Wallpapers	—	1	1	1
Ashley Automatic Wood Stoves	—	—	7	20
Baldwin Pianos (Est. Did.)	—	1	—	—
Bantu Snuff	20	22	21	21
Bell Tel. Co. of Pa.	52	56	56	58
Blue Cross Plan	2	—	—	—
Bond Clothes	36	37	39	42
Buick Auto Dealers Assoc.	—	—	—	3
Bug-A-Boo	11	39	38	30
Canadian Furs	—	—	1	4
Capital Airlines	**	**	**	16
Carbola DDT	—	41	61	—
Celanese	27	27	27	27
Chesapeake & Ohio RR	—	5	—	7
Chesapeake & Potomac Tel. Co.	7	—	—	1
Chickering Pianos	—	—	—	2
Club Aluminum Products	—	3	—	—
Crown & Vinyon Yarns	—	—	1	1
D. L. & W. Blue Coal	1	1	—	1
Dash Dog Food	—	—	8	5
Dixon Ticonderoga Pencils	8	8	8	8
Drax (S. C. Johnson)	2	2	4	7
Eagle-Lion Pictures	1	1	—	—
Esmond Baby Blankets	13	12	11	11
Esquire Shoe Polish	2	4	4	2
Famous Reading Anthracite Coal	15	15	15	13
Felton-Sibley Paints	1	1	—	2
First Church of Christ Sci	119	118	118	126
Goodyear Rubber Shoe Products	81	83	79	78
Gulfspray	—	51	78	—
Howard Clothes	1	1	1	1
Hudson Paper Napkins	9	7	7	7
Illinois Bell Tel. Co.	—	—	—	—
Ill. Commercial Men's Ass'n.	1	—	—	—
Inkograph Pens	1	—	—	—
J-O Roach Paste	5	19	13	—
Jell-O Puddings	—	—	5	—
Jud Whitehead Water Heater	1	2	—	—
Justrite Pet Products	—	—	—	—
Kitty Snicker Cat Food	—	—	1	1
Knabe Pianos	—	—	—	—
Koppers Coke	—	—	—	—
Larvex	7	23	—	—
Liberty Films	2	—	—	—
Marshall-Wells Paints	1	2	3	2
Martin Rosenberger Wallpaper	6	9	13	17
Matson Navigation Lines	1	1	1	1
Metal Sponges	—	—	1	—
Metropolitan Life Ins. Co.	38	24	21	25
Michigan Bell Tel. Co.	18	18	18	16
Milk Bone	5	5	10	12
Milwaukee Clipper	—	3	5	—
Milk Foundation, Inc.	—	—	—	—
Mo. State Chiropractors	1	—	—	—
Morris Plan Bank	2	2	2	2
National Nu-Grape Co.	—	—	—	—
National Shoes	4	4	4	5
N. J. Bell Tel. Co.	—	4	—	—
Newspaper Inst. of America	**	**	—	1
N. Y. Central RR.	5	8	10	15
N. Y. State Savings Bank	5	2	1	3
Olga Coal	12	8	—	—
Olympic Radios	—	1	—	—
O'Sullivan Rubber Heels	63	99	—	—
Paramount Pictures (Calif.)	7	7	7	7
Paramount Pictures (N. Y.)	67	66	63	25
Patricia Stevens Modeling School	—	—	—	2
Pestmaster	—	22	5	—
Phila. Nat'l League Baseball Club	—	5	3	—
Phil Saltman Music Studios	1	—	—	—
Rap-In-Wax	1	1	1	1
Regal Shoes	—	—	1	1
RKO Motion Pictures	12	3	4	4
Rodan	—	—	—	—
Rooster Snuff	20	22	21	21
Sage Air Refresher	—	—	—	—
Sears - Roebuck Raw Fur Marketing Service	4	—	—	15
Selznick Releasing Corp.	—	43	9	3
Selznick Productions	7	—	—	—
Skat	—	9	—	—
Southern Pacific RR.	—	—	—	2
Southern States Iron Roofing	10	12	12	12
Stetson Hats	—	—	—	1
Stromberg-Carlson Radios	—	—	—	1
Stromberg Productions	1	—	—	—
Thom McAn Shoes	9	10	10	10
TWA Service	4	11	19	12

(*Continued on page 150*)



A Scene from "The Emperor Waltz"— a current release of Paramount Pictures Inc., starring Bing Crosby and Joan Fontaine

Spot Accounts

(Continued from page 148)

	AVERAGE NUMBER OF STATIONS			
	1st QUARTER	2nd QUARTER	3d QUARTER	4th QUARTER
2-IN-1 Shoe Polishes	22	23	23	10
Union Bag & Paper Corp.	**	**	**	4
United Airlines	—	1	—	2
United Artists Pictures	9	16	—	—
United Artists Pictures	5	—	—	—
University of Delaware	—	—	1	—
Valley Church of the Air	7	8	8	7
Waltham Watches	1	3	5	5
War Assets Administration	—	—	—	10
Wurlitzer Music Stores	1	1	1	1
PUBLICATIONS				
Better Homes & Gardens	—	3	2	—
Dollar Book Club	4	3	2	6
"47" Magazine of the Year	—	—	—	1
Funk & Wagnall Encyclopedia	**	**	**	—
Garden Encyclopedia	1	—	—	—
Handy-Man's Guide	—	—	—	1
Knitting Book (Wm. Wise)	1	—	—	—
Literary Guild	4	—	—	—
Look Magazine	—	77	45	—
Newsweek	2	32	18	—
Popular Decorator	—	—	—	—
Science Illustrated	**	**	**	1
Wild Life (Wm. Wise)	—	1	—	—
RETAIL				
A & P Food Stores	3	3	2	2
Big Star Super Markets	—	—	19	12
Gamble-Robinson Stores	20	26	33	22
Grand Union Food Stores	**	**	**	15
Kay Jewelry Co.	3	3	3	3
Lee, H. D., Co., Inc.	6	4	2	2
Marshall Field & Co.	1	—	—	—
Montgomery Ward	—	1	—	—
Rogers Food Stores	—	—	19	12
Smith's Store (San Fran.)	2	2	2	2
TOILET REQUISITES				
Admiracion Shampoo	1	1	1	1
Andy Lotshaw Body Rub	1	1	1	—
Barbara Gould Cosmetics	—	—	—	—
Barbasol	15	10	3	2
Daggett & Ramsdell Products	1	1	1	1
Dara Shampoo	—	1	—	—
Durham-Enders Razors	**	**	**	1
Fiesta (Powder & Lipstick)	—	—	—	4
Forhan's Tooth Paste	1	2	1	—
Gillette Razors & Blades	1	1	—	—
Gorjus Hair Dressing	1	1	1	—
Hair Industry, Ltd.	1	—	—	—
Kranks Shavekreem	4	6	6	7
Krashe Facial Oil	—	2	2	2
Listerine Antiseptic	31	11	—	—
Listerine Shaving Cream	—	—	2	2
Listerine Tooth Paste	63	38	12	2
Listerine Tooth Powder	2	—	—	—
Polident	5	1	1	—
Poli-Grip	—	—	—	1
Prophylactic Tooth Brushes	31	10	—	—
Stera-Kleen	4	2	1	4
Stork Castile Soap	—	4	12	—
Tartan (Sun-Tan Lotion)	—	6	12	4
Tawn	—	—	—	—
Venida Products	8	6	3	3
Woodbury Facial Soap	**	2	2	2

"VIC AND SADE"

America's No. 1 Family Program

Transcribed for Local and Regional Sponsorship



One of the oldest and highest Hooper-rated network programs now available on open-end transcription. Fifteen minutes of friendly humor with radio's best loved family.

Write! Wire! Phone!

For exclusivity in your market

ALSO AUDITION DISC

GREEN ASSOCIATES

PHONE: CENTRAL 5593

360 NORTH MICHIGAN AVENUE CHICAGO 1, ILLINOIS

Political Broadcasts

(Continued from page 49)

cal campaigns. Because of the interest in how TV operators plan to handle political telecasts, BROADCASTING Magazine instructed Audience Surveys to submit the same questions answered by the AM panel to those TV stations currently on the air, or expected to begin operations before the campaign period. Because there are so few such stations, and particularly since many stations have not yet formulated their policies on dealing with political broadcasts, no attempt has been made to quantify the replies.

In general, based on the handful of returns, it would seem that TV stations have the same plans for political broadcasts as AM stations. Like AM stations, most TV stations plan to sell time for political telecasts; to let the business come to them rather than solicit it; to charge regular card rather than special rates; allow agency commission on such business; insist on scripts in advance; and collect in advance of broadcast.

Like AM stations again, few TV stations will: allow discounts on political business; offer candidates help in preparing broadcasts; accept dramatized political broadcasts, or songs promoting or attacking issues or candidates.

Unlike AM stations, TV stations are reluctant to accept political spot announcements, and more willing than AM stations to cancel or shift scheduled programs in favor of political business. Neither one of these differences from AM thinking is startling in view of TV's current programming circumstances.

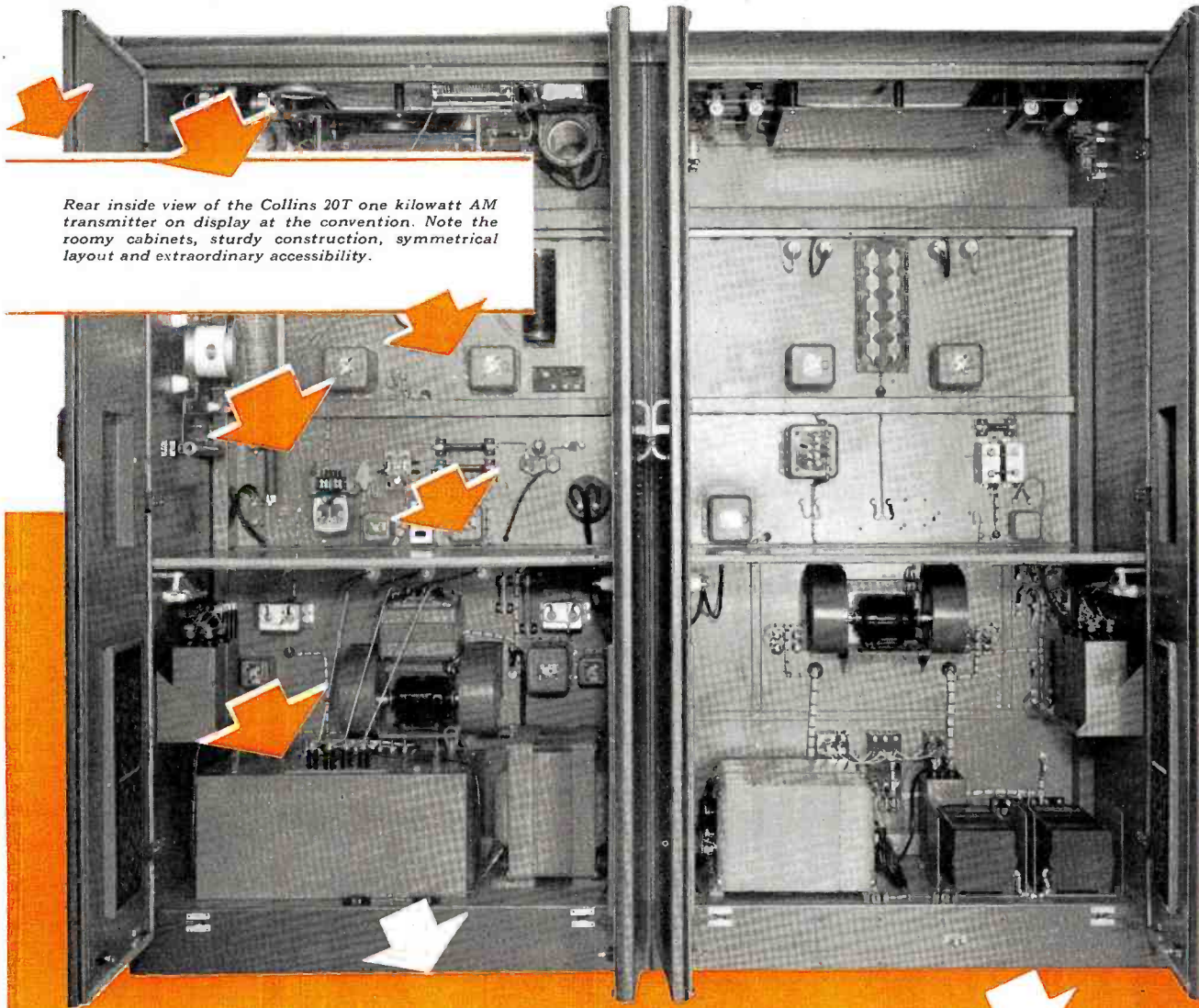
BROADCASTING TRENDS

Is a copyrighted feature conducted by

Audience Surveys Inc.

Of New York under commission by

BROADCASTING



Rear inside view of the Collins 20T one kilowatt AM transmitter on display at the convention. Note the roomy cabinets, sturdy construction, symmetrical layout and extraordinary accessibility.

At the convention, compare broadcast equipment values

The equipment displays provide an excellent opportunity to satisfy yourself which manufacturer offers *the most in quality for the least in dollars.*

With that in mind, we urge that you plan to spend enough time at the Collins exhibit to inspect our transmitters, speech equipment and accessories inside and out.

Note the thorough engineering, the high quality components, the outstanding workmanship, the unusual accessibility. Test for yourself the famous "Collins feel" of the controls. All these and other Collins superiorities contribute to the performance of a first-class broadcasting station and are missed if they are lacking.

Then, when you ask the price, we believe you will be surprised that it is so low by comparison with other offerings.

While visiting our exhibit you are likely to meet managers and engineers of stations built with Collins equipment. Ask their opinions. We believe that the more you investigate the more you will be convinced that Collins offers *the most in quality for the least in dollars.*

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.

SUMMARY OF SPONSOR SUCCESS STORIES

As Reported in BROADCASTING Jan. 1947 - April 1948

Show Starts 7th Year on Regional

Gulf Brewing Co. (Grand Prize Beer) renewed its *Headliner Show* on Texas regional for seventh straight year. Stations include KPRC WOAI WRR KFJZ KRJV and KRIS. Company, owned by Howard Hughes, also sponsors three weekly shows on Lone Star Chain and various local programs.
(Jan. 6, 1947—p. 53).

U. S. Chamber Turns to Radio

U. S. Chamber of Commerce, desiring wider coverage, is expanding its use of radio with three participations in network series and plans a series of local daily transcribed programs. Those on the networks are *America United* (NBC), *Voice of Business* (ABC), and *Cross Section USA* (CBS).
(Jan. 20, 1947—p. 48).

Radio Aids Successful Bond Drive

Radio leadership has been cited as a major factor in the sale of $7,000,000,000 in savings bonds during the 1946 campaign. "Cooperation of the industry helped to achieve the record," according to a Treasury spokesman.
(Jan. 20, 1947—p. 79).

Red Cross to Make Wide Use of Radio

Radio will be employed extensively in the American Red Cross 1947 campaign in view of its success in past years. Plans call for a seven program network drama series, six 4-minute spots featuring stars, live and transcribed announcements, and special events coverage. The drama series, starring Helen Hayes, will be carried on some 800 stations.
(Jan. 27, 1947—p. 34)

Retailers Finding Radio Pays

There is trend toward increased use of radio by retailers as a result of the Joske Radio Clinic and because of a growing understanding of the medium's power, NAB Broadcast Advertising Dept. reports. The W. T. Grant Co. chain, with most of the stores spending 2-5% of gross on advertising, is cited as an example.
(Jan. 27, 1947—p. 80).

Sponsors' Sales Up 200%

Part II of Joske Clinic now ready for release reveals that a check of tested programs showed sales increases up to 200%. It was learned that nearly every type of program can be adapted to use by the retail advertiser.
(Feb. 10, 1947—p. 15).

Decade of Sponsorship Celebrated

Kroger Co. (food stores) Cincinnati program *Linda's First Love* completed 10 years under same sponsorship with same cast. Show is carried by 27 stations five days weekly.
(Feb. 10, 1947—p. 18).

Political Parties Praise Radio's Power

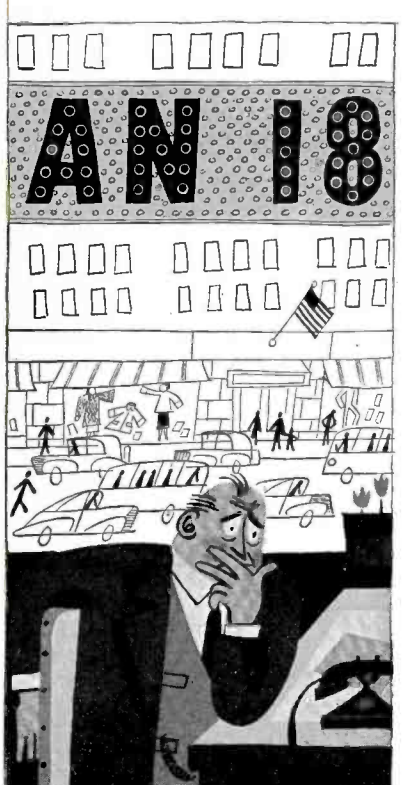
Radio director of Republican National Committee revealed that committee has spent $10,000-15,000 on transcriptions alone and called radio "tremendously effective" in reaching wide audience. Democrats have spent about $45,000 on network time.
(Feb. 10, 1947—p. 52).

NRDGA Winner Explains Use of Radio

James Black Dry Goods Co., Waterloo, Iowa, winner of NRDGA award, tells some of the secrets behind its successful use of radio advertising, which constitutes about 24% of its total promotional budget.
(March 24, 1947—p. 54).

First TV Trial Pleases Sponsor

P. J. Nee, Washington, D. C. furniture dealer and extensive AM advertiser, highly pleased with results of its first commercial telecast in the capital, a basketball game. Feeling was that "experience will more than repay us for the expense."
(Feb. 17, 1947—p. 56).



GOT A SALES PROBLEM?



HERE'S THE ANSWER



ACT FAST

Radio Primary Medium in Treasury Drive

Broadcasting will be the number one medium in promoting the Treasury Dept.'s new bond selling drive in June and July. Transcribed programs and spots and live messages on network shows will be used for a total of 300,000,000 impressions per week. Total time and space donated will exceed $10,000,000, Ad Council estimates. *(March 24, 1947—p. 54).*

Million Entries in Contest

Procter & Gamble contest on *Truth or Consequences* to identify Mrs. Hush attracted over 1,000,000 entries and brought in $400,000 for March of Dimes. Winner received $17,590 in prizes. *(March 24, 1947—p. 82).*

Radio Proves Power in Rochester

Sales power of radio lauded by Willard Campbell, sales manager of Sibley, Lindsay & Curr, Rochester department store, who told how radio enabled stores to carry on during recent 12 week newspaper strike. During 6 of 12 weeks, sales increased in percentage over previous year's sales. As a result of this experience, one store increased use of radio sixfold. *(April 7, 1947—p. 90).*

(Continued on page 156)

Index by Industry Classification to Sponsor Summaries

CONVENTION ISSUE

Automobile & Accessories

Radio Boosts Kaiser-Frazer Sales 160
Automotive Billings Rising 176

Cigars, Cigarettes & Tobacco

Network Disc Show Is Sellout 156
American Praises Radio's Economy 176

Clothing & Drygoods

Retailers Finding Radio Pays 152
NRDGA Winner Explains Use of Radio 152
Adam Hats Adds Entertainment Show 156
Show Celebrates 14th Anniversary 156
Store Signs All Sports Events 156
Chicago Store Finds Radio Valuable 156
N. Y. Clothiers Expanding Coverage 156
Crawford Launches Campaign 160
Celveland Program in 11th Year 164
Radio Produces for Buffalo Store 164
Spots Cause Sellout Sale 172
NRDGA Session Praises Radio 172
New York Clothier Adds Chicago 172
Piedmont Concentrates on Radio 172
Lee to Use All TV Cities 176

Confectionery & Soft Drinks

Coca Cola Buying Two Shows 156
Vess to Use Most of Budget on Radio 156
Hires Co. Finds Radio Pays 160
Pepcorn Gets Results With TV 164

Drugs & Toilet Goods

Rexall to Continue Campaign 156
Radio Boosts Rayve Sales 156
Pharmaco to Spend $1,200,000 160
Bristol-Myers Faith Justified 160
Top Programs Keep Bristol-Myers Up Front 160
Toni Sales Leap With Radio 164
Toni Boosts Budget Higher 176
Pharmaco Finds Radio Does Job Best 176

Financial & Insurance

Bank Finds Radio Best 164
Show Proves Boon to Hancock Agents 172
Bank Considers Radio Sound 176

Food & Food Beverages

Decade of Sponsorship Celebrated 152
Bean Growers Switch to Radio 160
Hunt Pramotes With Radio 164
Pet Milk Show in 15th Year 164
Pi-Do Switches to Radio 164
Radio Brings 33% Sales Increase 164
Grocer Moves Surplus With Radio 172
Gracer Achieves Goal Quickly 172

Household & Furnishings

First TV Trial Pleases Sponsor 152
Radio Praves Power in Rochester 153
Retailer Lauds Radio Opportunities 164
Launderall Finds TV Best 176

Jewelry & Silverware

Sheaffer Continues Expansion 172

Lubricants, Fuels, etc.

Atlantic Begins 12th Season 156
Standard Oil Plans Summer Campaign 156
Tide Water Enters 22nd Year 164
Atlantic Achieves Record 164
Sports Radio Sells for Atlantic 172

Machinery, Farm Equipment, etc.

Steel Company Finds People Listen 172

Radios, Phonographs, etc.

Radio-Minded Philco Sells 156
Philco Tells Plans 160
Columbia Records to Spend $2,000,000 164
TV Spots Sell for Dealer 172

Laundry Soaps & Household Supplies

Million Entries in Contest 153
Radio Aided Johnson Rise 160
Soap Company Credits Radio 164

Travel & Hotels

N. Y. Central Goes for Spots 172
Bus FM Interest Grows 176

Beer & Wines

Show Starts 7th Year on Regional 152
Goebel Adds TV Sponsorship 156
Canadian Ace Extends Sponsorship 164

Miscellaneous

U. S. Chamber Turns to Radio 152
Radio Aids Successful Bond Drive 152
Red Crass to Make Wide Use of Radio 152
Retailers Finding Radio Pays 152
Sponsor Sales Up 200% 152
Political Parties Praise Radio's Power 152
Radio Primary Medium in Treasury Drive 153
AFL to Use Radio in Legislative Fight 156
Rodio Gets One-Quarter Army Ad Budget 160
Ex-GI's Make Good Via Radio 160
Paramount Engaged in Campaign 160
RKO Plans Ninth Campaign on Yankee 160
Joske Report Shows Radio Value 160
Store Officials Endorse Radio 164
Leo Burnett Billings Soar 164
Seattle Show Pleases Sponsors 172
Duane Jones Clients Use Radio 172
Church Uses Radio to Raise Million 176
NAB Campaign to Sell Radio 176
Washington Sponsors Find Radio Profitable 176
Coast Guard Show too Successful 176
Savings Bond Promotion Hits $20,000,000 176



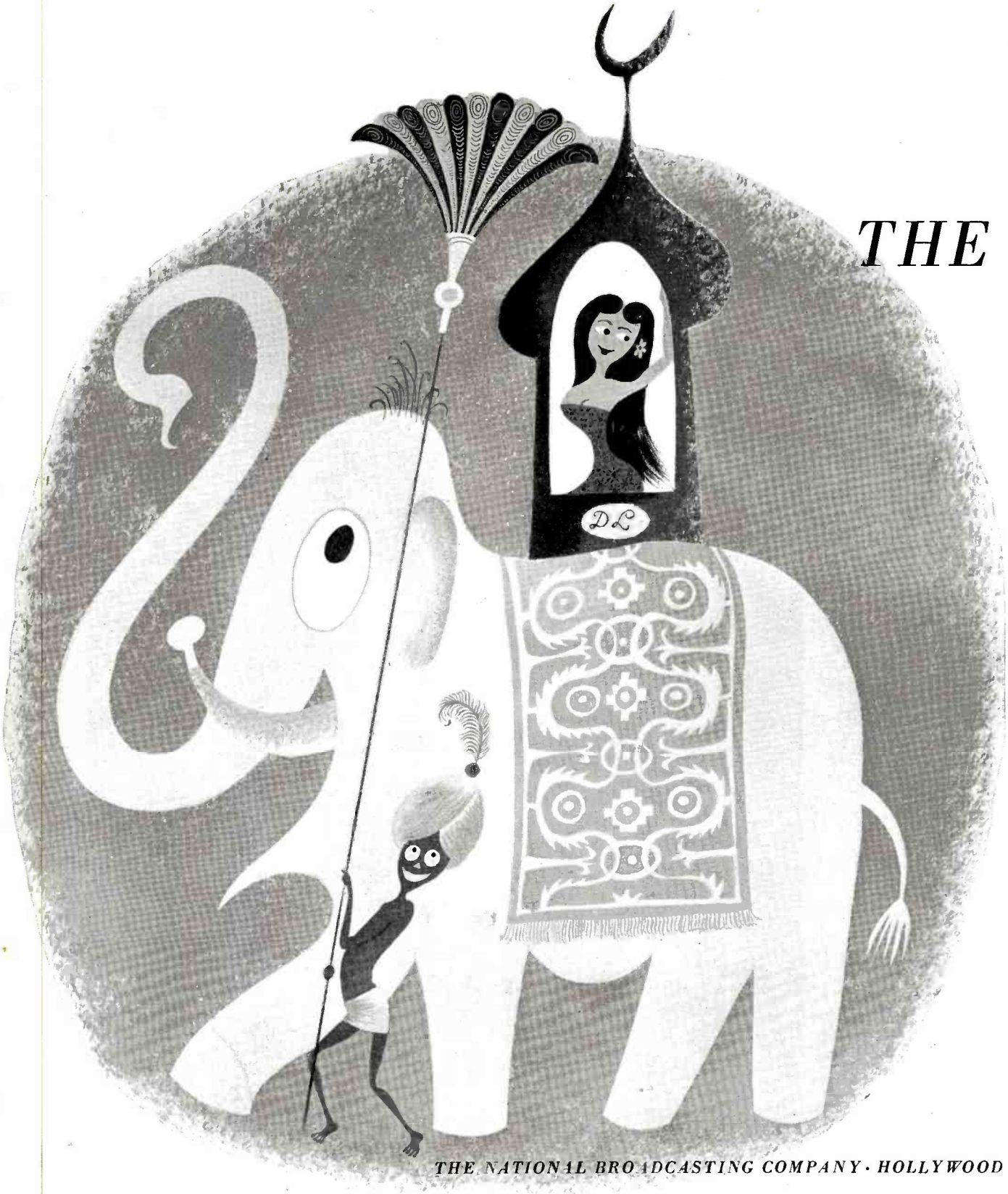
AND IT'S ALL YOURS!

Sponsor WBT's "Sports Review" with Lee Kirby from 6:30 to 6:40 p.m., five nights a week, and you'll talk to practically everyone in Charlotte. And many, many more. For 96% of WBT's 3,500,000 listeners live outside of Charlotte... in 94 Carolina counties where 50,000-watt WBT has virtually no Charlotte competition. "Sports Review" is, of course, subject to prior sale. So if you want a time period with a super-Hooper-dooper*, grab your phone... now!

Charlotte, N.C., 50,000 Watts WBT

THE JEFFERSON STANDARD BROADCASTING COMPANY

Represented by **Radio Sales**


THE
DL
THE NATIONAL BROADCASTING COMPANY · HOLLYWOOD

CASE of Dorothy Lamour or an Elephant

Would you say Dorothy Lamour is more exotic than an elephant? Most people would—but Noah Webster says "No". Acccording to Haven MacQuarrie of the *Noah Webster Says* program, "exotic" means "foreign."

And there's nothing foreign about Dorothy—she's as American as the Road to Dubuque. American, too, is the characteristic of being interested in words. Perhaps this is because Americans are of all extractions, all nations and languages. Look at the map of America and you will see it sprinkled with towns and cities whose names have wandered half way around the globe.

Words are the stars of *Noah Webster Says*, the half hour audience participation show sponsored by Wesson Oil and Snowdrift on the NBC Western Network's seven Pacific Coast stations, plus KGU in Honolulu, since October 1944. Currently it's heard on Thursdays at 9:30 p.m. PST.

Haven MacQuarrie is spokesman for Webster and it is he who puts the five words submitted by listeners to the members of the studio audience for definition. If a listener defines all five of his words according to Noah Webster he receives a substantial award.

How to define *Noah Webster Says* radio-wise? Don't do it with words, use figures—Hooper ratings which show that in January *Noah Webster Says* had a 15.2 Hooper and that month after month it outrates many top network favorites.

Just as others—Albers Milling, Planters Nut and Chocolate, Lynden Canning Kitchens, Standard Oil of California, and Sperry Flour among them—Wesson Oil and Snowdrift have proved to their year-after-year satisfaction that a popular program plus the NBC Western Network pays off in words that mean sales up and down the Pacific Coast.

· *SAN FRANCISCO* **NBC WESTERN NETWORK**
A Service of Radio Corporation of America



TRYLON LADDER TOWERS

No. 4 in a Series of Six Advertisements Presenting Features Important to You

TWICE as many important features ...no penalty in price

It's surprising that all other guyed vertical radiators don't have half of these features. But, even stranger, some do not have *one* of them. Discriminating TRYLON owners, though, now enjoy the "extra-bonus" of all these important constructional advantages:



1. Prefabricated "Pres-tite" guy wire connections.
2. Three Steatite insulators with "Equi-Temp" base section.
3. Low resistance, no bonding or brazing necessary at the splices.
4. "Easy-to-climb" ladder on each tower.
5. Hot dip galvanizing to rigid Army and Navy specifications.
6. "Palnuts" for every bolt.

And, not shown, concrete on metal anchors — a safety "must."

Ask for your copy of Catalog B now!

Phone, wire or write Tower and Antenna Division

WIND TURBINE COMPANY
West Chester, Pennsylvania

TRYLON LADDER TOWERS

Sponsor Success

(Continued from page 153)

Atlantic Begins 12th Season

Atlantic Refining Co., Philadelphia, on April 15 begins sponsorship of baseball games of Philadelphia Athletics and Pittsburgh Pirates for 12th straight season. A special network of at least 35 outlets is being arranged. Total cost for season will exceed $500,000. Company will also sponsor at least 120 games on WPTZ (TV) Philadelphia with Philco Corp.
(April 7, 1947—p. 85).

AFL to Use Radio in Legislative Fight

AFL is preparing big radio campaign against currently pending labor legislation and has allocated about $300,000 of $1,000,000 expenditure for broadcasting.
(May 5, 1947—p. 13).

Goebel Adds TV Sponsorship

Gratifying results of AM and FM sponsorship of Detroit Tigers baseball games has prompted Goebel Brewing Co. to begin exclusive sponsorship of games on WWDT (TV) Detroit. Said to be first video sponsorship in Michigan area.
(May 12, 1947—p. 16)

Network Disc Show is Sellout

ABC's one-hour daily disc show starring Paul Whiteman as record m.c. sold out for $5,200,000. Wesson Oil & Snowdrift Sales, Nestles, National Biscuit Co. and Camels are sponsors.
(May 19, 1947—p. 4).

Adam Hats Adds Entertainment Show

Adam Hats, heavy users of sports and spots, to sponsor *Big Break* on NBC. Company's first venture into entertainment shows.
(May 19, 1947—p. 14).

Coca-Cola Buying Two Shows

Two CBS programs, Percy Faith and Morton Downey, to be bought by Coca-Cola for about $1,000,000 for 52 week sponsorship.
(May 19, 1947—p. 14).

Rexall to Continue Campaign

Rexall Drug Co., which last year spent over $1,500,000 on radio, will continue its long range advertising campaign this year to promote Rexall products.
(May 19, 1947—p. 75).

Show Celebrates 14th Anniversary

Proof that John Taylor's Department Store in Kansas City is a satisfied sponsor is attested to by the 14th anniversary of its six-weekly program *Joanne Taylor's Fashion Flashes*, which has been heard over KMBC Kansas City at the same time throughout the years.
(May 26, 1947—p. 61).

Store Signs All Sports Events

Utica Clothing Store, Des Moines, sponsor of a nightly newscast on KRNT Des Moines, bought sponsorship of all sporting events during next 52 weeks over station. KRNT salesman Paul Elliott engineered deal.
(May 26, 1947—p. 80).

Radio Boosts Rayve Sales

One of best examples of radio's selling power is its skyrocketing of Rayve Shampoo sales 98% over the last year. Feat was accomplished with five widely diversified programs on various hookups, including one NBC coast to coast, one on Don Lee regional and shows on WOR New York and WTOP Washington.
(June 2, 1947—p. 17).

Standard Oil Plans Summer Campaign

Radio promotion will play a major part in an extensive summer ad campaign by Standard Oil to point up the scenic wonders in 15 Midwest states. Campaign will include spots on 28 news and sports shows sponsored by the company on 22 stations.
(June 2, 1947—p. 18).

Vess to Use Most of Budget on Radio

Because a test campaign proved so successful, Vess Beverage Co., St. Louis, will utilize three-quarters of its entire budget for a spot campaign on 49 stations in 25 states.
(June 9, 1947—p. 4).

Chicago Store Finds Radio Valuable

Goldblatt Bros., Chicago department store, pleased with its highly successful sponsorship of a five-weekly audience participation show *Let's Have Fun* on WGN Chicago, bought another show *Teens & Tunes*. Store found former program invaluable in supporting major promotions and selling specific items.
(June 9, 1947—p. 16).

N. Y. Clothiers Expanding Coverage

Robert Hall, New York clothing chain, has achieved phenomenal results by using commercials 100 to 150 times daily on six New York area stations, varying from spots to news to record shows. Firm is so pleased it plans even wider coverage.
(June 9, 1947—p. 58).

Radio-Minded Philco Sells

Merchandising and advertising techniques which enabled Philco to sell more radios since 1930 than any company are described. Company has spent $60,000,000 since 1919 to promote Philco. About 50% of national budget now goes for

(Continued on page 160)

25TH ANNIVERSARY KFH, WICHITA, KANSAS

5000 WATTS DAY AND NIGHT



AGE ALONE IS NOT A VIRTUE

KFH has been broadcasting continuously, to a large and loyal audience in the KFH area, for 25 years. We admit, this means little to a time-buyer except as evidence of audience acceptance, but —

KFH HAD TO BE GOOD TO HOLD LISTENER PREFERENCE FOR 25 YEARS

Today, over a half-million listeners (152,000 BMB families) are waiting for your advertising message over KFH. Ask any Petry man, he has the complete KFH story. If you wish, he will send the KFH open time schedule addressed to your personal attention each week.



TOP HOOPERATED OUTLET FOR YOUR ADVERTISING MESSAGE
CBS IN WICHITA, KANSAS, 1330 K.C.

KFH IS THE RADIO VOICE OF THE WICHITA EAGLE

KFH

REPRESENTED NATIONALLY BY PETRY



- **NETWORK RADIO** — Half-hour programs on over 100 CBS stations for more than three years.
- **MOTION PICTURES** — A long string of first class westerns supporting Gene Autry, John Mack Brown, in addition to numerous musical shorts.
- **PERSONALS** — California's State Fair ... Members of Camel Caravan Tours of U. S. Army Camps ... Stars of Pasadena's Annual Sports Jamboree.
- **HONORARY TEXAS RANGERS** — Commissions from the Governor of Texas in a special coast-to-coast broadcast.
- **VARIETY REVIEWS** — "America's foremost singers of western songs" ... "Class 'A' production" ... "Swell showmanship".
- **STAGE APPEARANCES** — Stars of the KMBC Brush Creek Follies ... Headliners at Kansas City's Tower Theatre.
- **NOW IN HOLLYWOOD** — Appeared in "The Last Roundup" starring Gene Autry, for Columbia. Just completed, "Texas Sandman."
- **TRANSCRIPTIONS** — Used by radio stations in three countries to provide enjoyment for millions and boost sales for sponsors.

The impressive success of "The Texas Rangers" can be yours by means of their electrical transcriptions. Over 500 songs are available to provide an almost endless combination of programs. The cost is based on the size of your market. Along with sponsorship of "The Texas Rangers" you have the added ammunition of a 48-page song book and picture album—an ideal give-away or self-liquidating offer. Hire "The Texas Rangers" to notch up Hooperatings and sponsors' sales ... they have a proved record of success. Write — better yet, wire — for complete details.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Pickwick Hotel, Kansas City 6, Missouri

WAVE CAN'T OFFER YOU ANY HOPE (Ky.)!

You can sob on our shoulder, if you wish, or we will hold your hand in sympathy. But, no—we *can't* offer you Hope (Ky.). Alas, Hope is outside our listening radius. . . .

But *courage*, Pal! Our loss of Hope is your gain of the Louisville Trading Area. Almost *all* this State's industry is concentrated in and around Louisville—more payrolls, more business, more *sales* than in the *balance of the State, combined!*

We're no Pollyanna, but still we say—"*Gladly* abandon Hope, all ye who advertise on WAVE"! Shall we send you our facts and figures?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,



Additions and Corrections To 1948 Yearbook

THE FOLLOWING Yearbook changes and additions were received just after the 1948 Yearbook had gone to press. They are arranged numerically by page number for your convenience. The more up-to-the-minute changes for all Yearbook directories and services should be made from the weekly issues of BROADCASTING Magazine.

Page 60 —WTOD (FM). Station in Toledo is WTRT.

Page 61 —WGAZ (FM) Charleston, W. Va., owned by Daily Gazette Co., Charleston.

Page 61 —WISL Shamokin, Pa. Delete from newspaper list.

Page 61 —KTRE Lufkin, Tex. Licensed to Forest Capitol Broadcasting Co., of which E. L. Kurth is an officer and also a 1% stockholder in the "Lufkin Daily News." KRBA (FM), of which Mr. Yates is licensee, has no newspaper connection.

Pake 66 —Correct spelling of Seymour Krieger in columns two, three and four.

Page 82 —KGFN Grass Valley, Calif. General Manager is Ed Kihn.

Page 104—Call letters for sixth Jacksonville station are WOBS. Ed Sharpe is manager; M. C. Bishop, commercial manager.

Page 110 —WRDW Augusta, Ga. William K. Jenkins, president; William B. Smart, commercial manager; Joseph G. Hunt, program director; Rabun F. Bobo, chief engineer. Hollingbery is the representative and Lang-Worth and World are the transcription libraries used.

Page 120—WMIX Mt. Vernon, Ill. William F. Miller is program manager.

Page 122—WSUA Bloomington, Ind. Delete program director.

Page 128—WHO Des Moines. Add D. D. Palmer, vice president and treasurer; Ralph Evans, executive vice president; William D. Wagner, secretary; Woody W. Woods, assistant resident manager.

Page 130—KGGF Coffeyville, Kan. Program director is Roger Stoner.

Page 134—WNGO Mayfield, Ky. G. C. Dyer is manager; J. B. Fowler, program director; Lynn Lemond, chief engineer.

Page 155—WTOK Meridian, Miss. Robert F. Wright is president and general manager; William B. Crooks, commercial manager; Cecil Germany, program director, and Joe H. Saxon, chief engineer.

Page 160—Insert KMON in place of KMFR Great Falls, Mont.

Page 162—KNEB Scottsbluff, Neb. Insert Russ M. Stewart, chief owner; Byron R. Joachim, commercial manager; Robert W. Hyde, program director; Leslie A. Proctor, chief engineer.

Page 164—WFEA Manchester, N. H. Arthur Rothafel, general manager.

Page 182—WABZ Albemarle, N. C. Carl (Jack) Aley, president and general manager.

Page 190—WAIR Winston-Salem, N. C. Avery-Knodel is the representative.

Page 204—KMED Medford, Ore. Licensed to Mrs. W. J. Virgin, who is sole owner.

Page 214—WISL Shamokin, Pa. Charles Petrie, manager; Thomas Gillespie, program director; Bernard Marshall, chief engineer.

Page 216—WPRO Providence, R. I. Arnold F. Schoen Jr., general and commercial manager; John Owen, program director.

Page 216—WBSC Bennettsville, S. C. L. M. Hawley, president and general manager; Douglas LaBatt, station manager and program director; John Evans, promotion manager, and J. E. Mathis, chief engineer.

Page 244—KBUH Brigham, Utah. Ernest J. Burgi, commercial manager.

Page 252—KIRO Seattle. Date established should read 1927.

Page 258—KVOC Casper, Wyo. E. E. Hanway, president; John R. Bailey Jr., general manager; D. R. Christopher, commercial manager; E. L. Rock, program director; Kathryn L. Warner, promotion manager, and G. L. Schmehl, chief engineer.

Page 261—KPOA Honolulu. Larry Grant is production manager.

Page 325—WMAL-FM frequency is now 107.3.

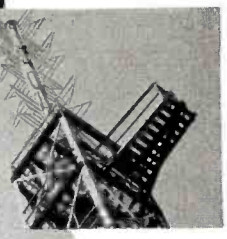
Page 378—Under CBS executive personnel, delete John J. Burns as member of board. Add Edward Wallerstein.
Delete "Jr." following J. A. W. Iglehart's name; also secretary in title of Joseph H. Ream, executive vice president. Howard S. Meighan is vice president and general executive; L. W. Lowman is vice president in charge of television.
Under Network Sales Dept. Robert J. Mann is manager of program sales; delete from program department.
Thomas D. Connolly, assistant manager of program sales; delete from Sales Promotion and Advertising Dept., page 380.

(*Continued on page 166*)

Typical Du Mont Control Console—the Film Iconoscope Chain Console.

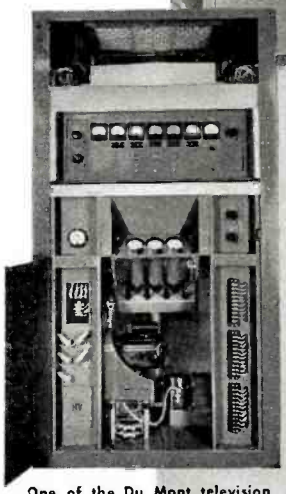


Below: High-gain Bat Wing Turnstile Antenna of Du Mont Station WABD.



Typical Du Mont television transmitter with power supply, visual power amplifier, visual exciter, aural exciter, and aural power amplifier sections.





One of the Du Mont television transmitter units — 5 KW Visual Amplifier, with three built-in cathode-ray indicators.

For year-after-year top performance, money-making commercial telecasting . . .

IT'S DU MONT FROM A to Z

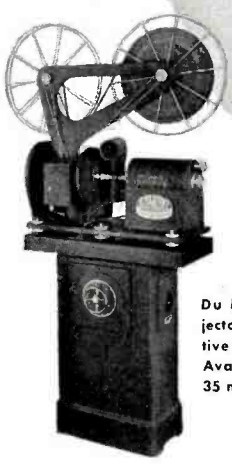


Du Mont Synchronizing Signal Generator for that steady pulse of dependable day-in and day-out telecasting service.

START AS SMALL AS YOU WISH, WITH THE DU MONT *Acorn Package*



Du Mont Portable Synchronizing Generator—typical unit of the Du Mont Image Orthicon Chain for field or studio use.



Du Mont film projector for superlative film telecasts. Available in 16 and 35 mm. sizes.

From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's DU MONT equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous DU MONT name. *No other organization can match this pioneering saga.*

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it DU MONT from A to Z for the "First with the Finest in Television."

Bring your telecasting plans and problems to us for Du Mont "know-how." Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.

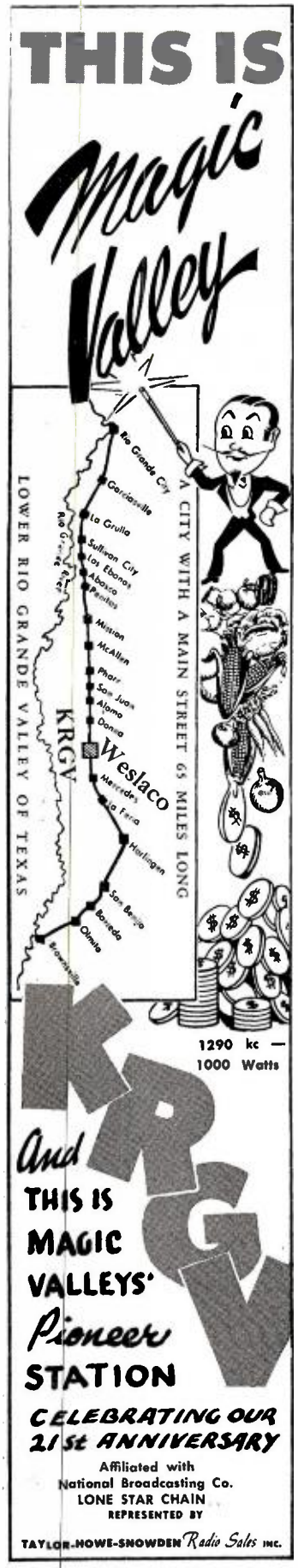
© ALLEN B. DU MONT LABORATORIES, INC.

DUMONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, NEW YORK, N. Y. • STATION WTTG, WASHINGTON, D. C. • MAIN OFFICES AND PLANTS, PASSAIC, N. J.



Du Mont Image Orthicon Camera with many refinements for the best in telecast camera work.



Sponsor Success

(Continued from page 156)

radio. 1947 advertising expenditure estimated at $7,500,000.
(June 23, 1947—p. 17).

Radio Gets One-Quarter Army Ad Budget

Radio will get over $1,000,000 or about 23% of total War Dept. advertising budget. N. W. Ayer & Son awarded contract.
(July 7, 1947—p. 4).

Philco Tells Plans

Second and last article in Philco series explains how company became first spectacular user of radio and what it plans in the future. Firm is optimistic about FM and television and has Bing Crosby signed to three year video contract.
(July 7, 1947—p. 18).

Hires Co. Finds Radio Pays

Enviable record in utilizing sales appeal of radio possessed by Hires Co., which sponsors *Here's to You* on CBS. Importance of radio advertising led company to continue the show throughout the shortage period because of radio's ability to reach a maximum number of listeners at lower cost.
(July 7, 1947—p. 84).

Pharmaco to Spend $1,200,000

Pharmaco Co. (Feen-a-Mint) signed its largest radio contract, buying two half hour evening programs and a three weekly day strip for about $1,200,000.
(July 14, 1947—p. 16).

Ex-GI's Make Good Via Radio

Three ex-GI's in Seattle found fame and fortune in a few months with singing commercials. Started out selling war surplus in a tent outside the city, but didn't make out 'till Keene & Keene, Seattle agency, planned spot campaign around personalities of ex-GI's. Proved so successful that spots now comprise two-thirds of firm's ad budget and are heard over 100 times weekly on three Seattle stations.
(July 14, 1947—p. 86).

Paramount Engaged in Campaign

Because recent tests showed radio to be whirlwind medium of promoting box office attendance, Paramount Pictures is sponsoring a "saturation" spot campaign. It will cost about $200,000 but is estimated to mean an extra $6,000,000 to $8,000,000 in box offices at end of picture's run.
(July 21, 1947—p. 14).

RKO Plans Ninth Campaign On Yankee

Extensive promotion campaign on Yankee Network by RKO Radio Pictures Inc. for picture "The Long Night" is ninth campaign used by the two to promote a film.
(July 21, 1947—p. 14).

Radio Aids Johnson Rise

Radio figures largely in S. C. Johnson & Son's rise to dominance in the wax field. In 1946 the company spent $894,918 on radio as compared to $786,663 on magazines and $362,119 on newspapers. Firm spent $278,635 on radio in 1935, its first year on air.
(July 21, 1947—p. 15).

Joske Report Shows Radio Value

Latest chapters of "Radio for Retailers" based on Joske study shows that radio contributed directly to average increase in sales of 61.96%. Findings deal particularly with effects of radio advertising on department and item sales. Cumulative effect of radio indicated by fact it contributed directly to average increase of 46.89% during first six weeks use and 76.99% during second six weeks.
(July 28, 1947—p. 17).

Bristol-Myers' Faith Justified

Use of radio by Bristol-Myers for 22 years shows value of medium. Company has been on air continuously since 1925 and spends $3,500,000 (50% of ad total) annually on radio. Sales figures, which hit all time high of $47,828,189 in 1946, justify firm's use of radio.
(Aug. 4, 1947—p. 15).

Bean Growers Switch to Radio

Radio will get the entire $5,000 budget for this year's three month spot campaign by the Lima Bean Growers Assn., Sacramento. The association found from experience that radio need not be more expensive than newspapers and for the same price, the additional consumer interest is better measured.
(Aug. 11, 1947—p. 23).

Top Programs Keep Bristol-Myers Up Front

Final installment of Bristol-Myers radio success story tells how outstanding programs have kept the company's name before the public for the past 22 years. Use of television and radio in Latin America also told.
(Aug. 18, 1947—p. 15).

Crawford Launches Campaign

Crawford Clothes, New York, has launched $500,000 campaign of spots and over 200 programs on six New York stations for 52 weeks.
(Aug. 18, 1947—p. 89).

Radio Boosts Kaiser-Frazer Sales

Sensational sales increases of 10-20% reported by Swaney-Drake & Bement, agency for Kaiser-Frazer, since company's entry into national spot radio. Campaign, costing $100,000 monthly, uses 232 stations, including all 50-kw outlets except WTIC Hartford.
(Sept. 1, 1947—p. 38).

(Continued on page 164)

An Open Door
to the
Greatest Market
in the
WEST

KWKW covers
Los Angeles County with
its 4 million* population
of high wage earners.

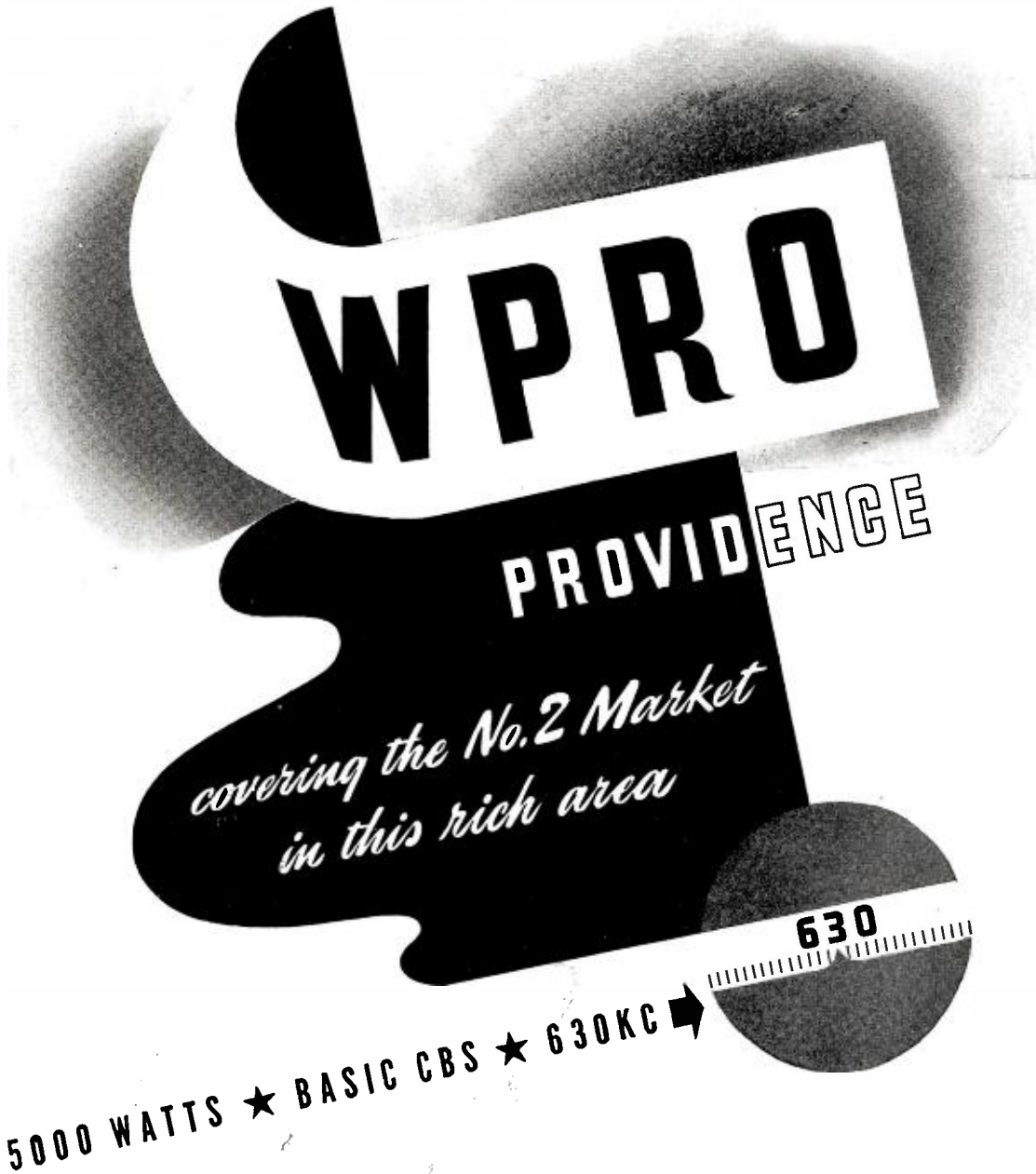
KWKW

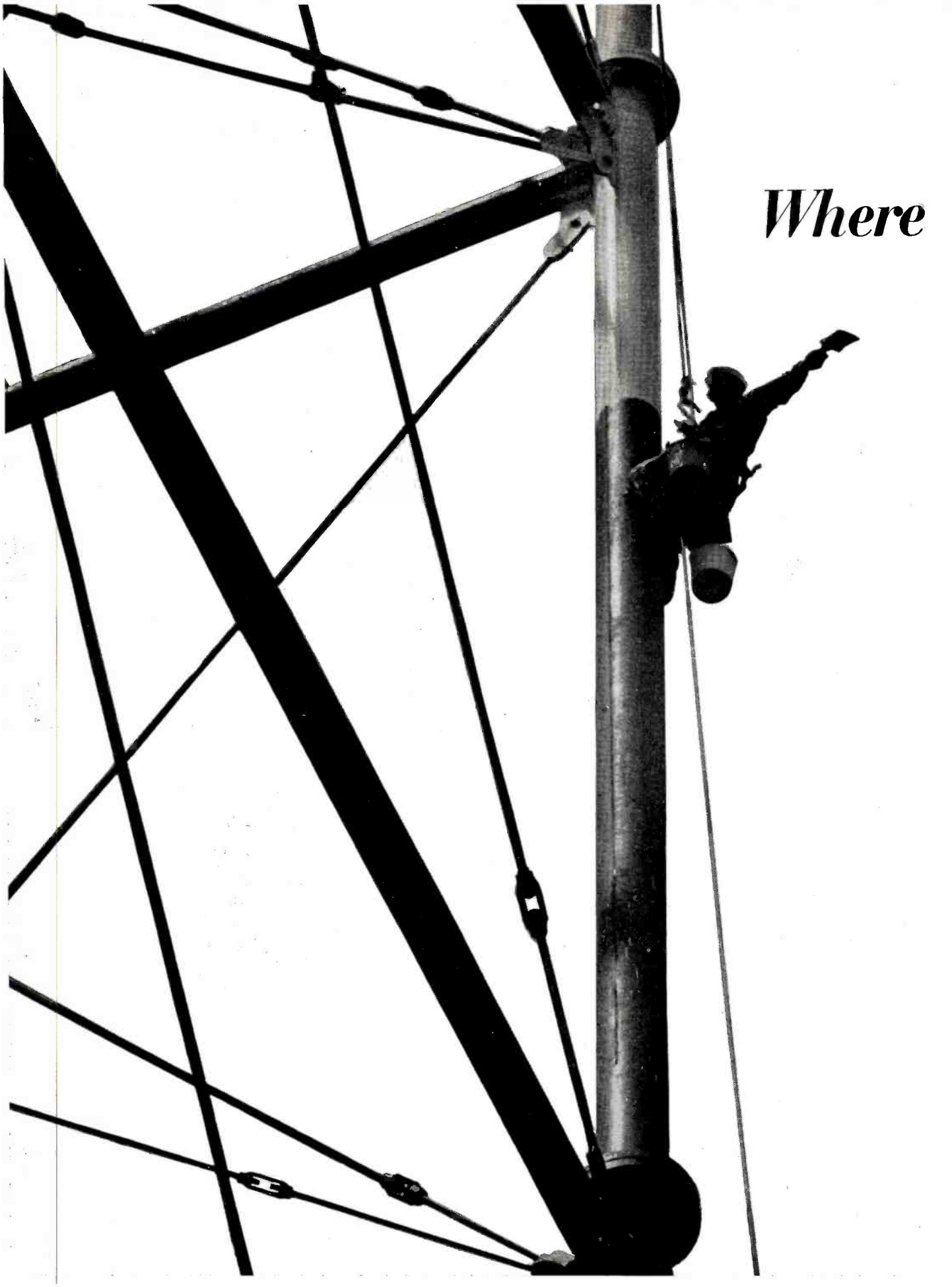
PASADENA • LOS ANGELES

**L. A. County Regional Planning Commission*

Represented Nationally by FORJOE & CO.

. . . and in New England, too, it's CBS





Where

The voice of Man has long struggled to defeat space.
The "magic horn" of Alexander carried his voice almost three miles!
Now, Radio towers like that of WCBS at the left,
send Man's voyaging voice everywhere.

do we go from here...

One frontier in Radio is almost entirely gone: the frontier of space. Wherever Americans live, they now own a radio and listen to it. Today the Radio set is an intimate furnishing of the lives of 93% of all the families in America. *What frontier, then, is left?*

It lies in what Radio can *say*, rather than where it can *go*. It lies in the nature and quality of Radio's programs... in the limitless field of Man's imagination and responsibility.

The evidence accumulates that CBS leads all Radio in pushing back this frontier—bringing 99,000,000 listeners each week CBS-produced programs which stake new claims on the American people's desire for entertainment, knowledge and inspiration.



BETTMAN ARCHIVES

As the New York Times put it in its annual summary of Radio's progress—*"In original programming—CBS was far and away the leader. In a year marked by vapid talk... CBS actually did something..."*

This "something" includes the CBS Package Programs, *the most exciting new hits in Radio.* Such sponsored shows as Arthur Godfrey, "My Friend Irma," Abe Burrows, Edward R. Murrow, "Strike It Rich"; such sponsorable ones as "mr. ace and JANE," Mickey Rooney in "Shorty Bell," Hoagy Carmichael, "Studio One," and many others.

Sponsored CBS Package Programs currently average 40% *less* in talent costs than other network programs.

So, for large audiences at low cost... at the *lowest* cost in network Radio today... see CBS.

Columbia Broadcasting System

—where 99,000,000 people gather every week

KROW TELLS AND SELLS



The Key to the Oakland Market

SHELDON F. SACKETT
PRESIDENT
WILT GUNZENDORFER
GENERAL MANAGER

Sponsors Success

(Continued from page 160)

Hunt Promotes With Radio

One of the highlights of West Coast advertising is the success achieved by Hunt Foods Inc. in promoting its products by careful use of radio. Of the annual ad budget, radio gets 50% with the largest portion for one regional show five times weekly on 26 stations. Company plans to expand nationally.
(Sept. 8, 1947—p. 18).

Tide Water Enters 22nd Year

Tide Water Associated Oil Co. will use 98 stations in its 22nd year of sponsoring college football broadcasts. Schedule will be heaviest yet undertaken by company.
(Sept. 8, 1947—p. 28).

Store Officials Endorse Radio

Selling power of radio was attested to by representatives of four stores at Retail Advertising Clinic of NAB convention in Atlantic City. Results and techniques of their programs were described.
(Sept. 22, 1947—p. 90).

Atlantic Achieves Record

Atlantic Refining Co. will sponsor the greatest number of college, high school, and pro games in its 12 year history of football broadcasting. Total of 91 stations on regional networks will be used in airing more than 250 games.
(Sept. 29, 1947—p. 14).

Cleveland Program in 11th Year

Burt's Dept. Store, Cleveland, celebrated its 11th anniversary on WHK Cleveland with the same program—*Big Broadcast.* Company, which has been radio sponsor for 18 years, gives bulk of its ad budget to radio.
(Oct. 13, 1947—p. 66).

Bank Finds Radio Best

Effective use of radio by his bank was described by Daniel W. Hogan Jr., vice president, City National Bank & Trust Co., Oklahoma City, in a talk before the Financial Advertisers Assn. convention. Mr. Hogan said his bank had used all media but was particularly successful with radio.
(Oct. 13, 1947—p. 81).

Toni Sales Leap With Radio

Radio is getting the biggest slice of the ad budget of Toni Co., which has grown by leaps and bounds from a $5,000 investment three years ago to a $16,000,000 concern. This year the firm plans to spend $2,500,000 out of $3,500,000 on radio.
(Oct. 20, 1947—p. 16).

Pepcorn Gets Results With TV

Successful use of $35 television spots before sporting events for Pepcorn Chips is described by firm's agency.
(Oct. 20, 1947—p. 42).

Canadian Ace Extends Sponsorship

Canadian Ace Brewing Co. will extend sponsorship of *Joan Davis Show,* to as many CBS owned and operated stations as possible and other markets. Company also announced radio is being given "lion's share" of $1,000,000 ad budget.
(Oct. 27, 1947—p. 66).

Pi-Do Switches to Radio

Pi-Do (pie crust mix) has transferred its entire advertising budget to radio because of rising newspaper rates and space investments. Company now sponsors a transcribed show on 12 stations in Southwest.
(Nov. 10, 1947—p. 56).

Soap Co. Credits Radio

Los Angeles Soap Co.'s use of radio has proven so outstanding that company is giving the medium an increasing share of its budget. In 1946, the company spent $137,672 of $190,302 on radio. Company uses radio to buck the ad thrusts of soap's "Big Three."
(Nov. 17, 1947—p. 25).

Leo Burnett Billings Soar

Billings of Leo Burnett agency in Chicago have increased 12 times over in 12 years. To an original three accounts, agency has added 17 other national advertisers. Radio gets $3,500,000 of total billings.
(Dec. 1, 1947—p. 19).

Radio Produces for Buffalo Store

Four-fold job radio did for Adams, Meldrum & Anderson Co., Buffalo dept. store, is described in a promotion piece distributed by NAB.
(Dec. 1, 1947—p. 89).

Columbia Records to Spend $2,000,000

Columbia Records Inc. is promoting its records with a $2,000,000 campaign on 916 stations.
(Dec. 15, 1947—p. 14).

TV Brings 33% Sales Increase

Big Ben Super Markets, New York, scene of *Missus Goes A-Shoppin'* telecast on CBS-TV, credited the show with a 33% increase in store business.
(Dec. 15, 1947—p. 14).

Retailer Lauds Radio Opportunities

Neil Petree, president, Barker Bros., Los Angeles home furnishing store, discusses his store's successful use of radio and tells how radio offers exceptionally good opportun-

(Continued on page 172)



HAROLD TEEN'S

SWINGIN' AT TH' SUGAR BOWL



IN HELPING YOU to reach specific markets, to delineate your audience, WGN has developed and is proud to present the Harold Teen show, "SWINGING AT THE SUGAR BOWL," aimed at youths between the ages of 10 and 25.

This popular comic strip remains perennially young and adept at interpreting the lives of the teen-agers and those in surrounding years.

We recommend "SWINGING AT THE SUGAR BOWL" to you if you want to reach that vast audience of young people at home on Saturday afternoon from 12:30 to 1:00 P.M.

A Clear Channel Station... Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

"VIC" DIEHM SAYS:



PICTURE THIS:

YOU CAN BE TWICE AS SURE IN PENNSYLVANIA WITH WAZL, HAZLETON, AND WMGW, MEADVILLE. THE COMBINATION GIVES YOU AN $87 MILLION MARKET. WAZL IS SMACK IN THE MIDDLE OF PENNSYLVANIA'S IMPORTANT ANTHRACITE COAL MINES... WORTH $103 MILLION* IN YEARLY INCOME. PLENTY OF IT GOES FOR WAZL ADVERTISED PRODUCTS EVERY WEEK, BECAUSE 9 OUT OF 10 RADIO FAMILIES HEAR WAZL'S SALES MESSAGES. THEY'VE BEEN LISTENING SINCE 1932, TOO. WE DON'T JUST SELL TIME ANYMORE, WE SELL OPPORTUNITY. AND WE DON'T JUST BROADCAST YOUR SHOWS... WE MERCHANDISE 'EM, WE PROMOTE 'EM, WE TELL THE 224,000 LISTENERS IN THIS AREA ABOUT 'EM. THIS SAME KNOW-HOW GOES INTO WMGW, MEADVILLE. IT COVERS ONE OF THE LEADING DAIRY PRODUCING COUNTIES IN PENNSYLVANIA. MEADVILLE RETAIL SALES ALONE WERE $22 MILLION* IN 1947... FACTORY EMPLOYMENT UP 12%*... FARM INCOME $18 MILLION. YOU GET 'EM BOTH... COVERAGE OF NE AND NW PENNSYLVANIA. ...AT ONE RATE. AND YOU'RE TWICE AS SURE OF THE RETURN.

WRITE ME FOR DETAILS.

REGARDS,

Vic Diehm

* STATISTICS FROM DEP'T. OF INTERNAL AFFAIRS AND BUREAU OF RESEARCH PENN STATE COLLEGE.

WAZL
AFFILIATED WITH NBC - MBS
Studios and Offices
Hazleton Nat'l Bank Bldg.
HAZLETON, PA.

WMGW
Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

STORE USES RADIO EXCLUSIVELY

Reardon, Owner of KBOW and Pay 'N Save, Gets Big Results

By ELMER ROWE

WHEN A GROCER starts out from scratch in a new location and in a few years pushes his annual sales up close to the million dollar mark, one question naturally arises: Which advertising media were used to achieve such results?

In the case of Frank Reardon, owner of both the Pay 'N Save Super Market and KBOW Butte, Mont., the answer to that question is not difficult. He has relied on radio advertising exclusively.

Pay 'N Save uses one spot per day, six days a week, plus one half-hour program six days a week and a 15-minute newscast seven nights weekly, all on KBOW. The store also runs a 15-minute program five times weekly and six-weekly spot announcements on KXLF Butte.

The annual gross of the store is $993,000, with a 100% credit to radio advertising. There was a 12% sales increase in 1947 over 1946.

Mr. Reardon's radio advertising has not been hit-or-miss. Immediately after the conclusion of a CBS network program advertising Swerl, for example, Mr. Reardon comes on the air with a spot announcement in which Swerl is featured.

The tie-in between his own advertising and that of the manufacturer is further augmented by a mass display of Swerl on the floor at Pay 'N Save, a display of such size that no housewife can help seeing it. The result is that customers come to Pay 'N Save, see the display, remember the radio commercial and the spot announcement—and buy.

The tie-in between network programs and local advertising, and mass displays of the merchandise in the store is the secret of Mr. Reardon's success. But in his case it is anything but a secret. Since he went into the broadcasting business early in 1947 he has been preaching the gospel of the close tie-in in advertising to all merchants who purchase time on KBOW.

Frank Reardon believes that a lot of otherwise good advertising is rendered ineffectual because the merchant fails to follow through with an attention compelling display of the merchandise he advertises.

Hastens Sales

This is especially true of new products, or products returning to the merchant's shelves after a long absence due to wartime conditions. If they are simply placed on the shelves the customers will eventually find them, but their discovery can be hastened by radio ads and salesroom displays.

This is the gospel that Mr. Reardon preaches to Butte merchants who purchase time on KBOW, a CBS affiliate: Merchants should feature products, whenever possible, that are advertised on CBS network programs. The store's advertising should be tied in with that of the manufacturer.

It is true that in using such an advertising program a number of spot announcements must be used and they must be changed frequently to avoid becoming repetitious, or to make room for other announcements featuring other merchandise. But in spite of this, Frank Reardon's advertising budget is perhaps no larger than that of other merchants whose sales volume is not so large as it is at Pay 'N Save.

Mr. Reardon therefor avers radio advertising is fast, effective and economical. He believes that other advertising media, so far as retail merchants are concerned, are as out-dated as the horse and buggy.

Additions & Corrections

(*Continued from page 158*)

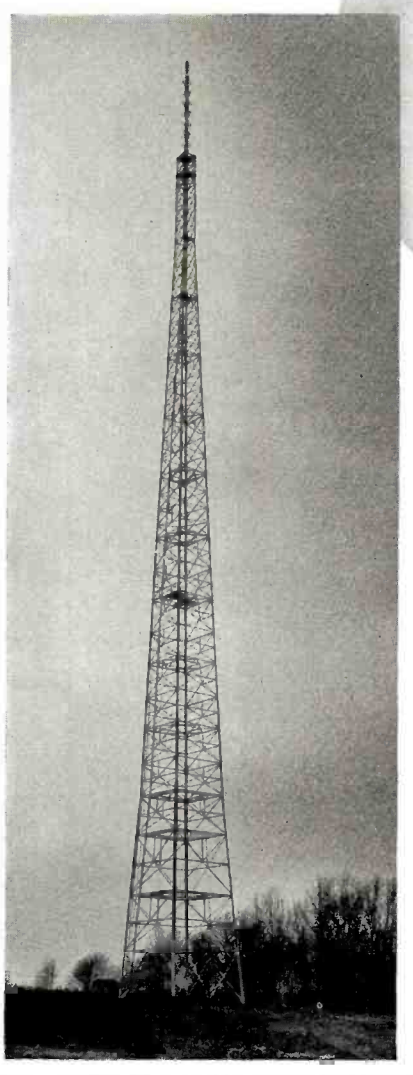
Page 380—Under Radio Sales, H. H. Holtschouser now in Memphis office; Henry Flynn, manager of Los Angeles office; Fred Mahlstedt, market research counsel for Radio Sales, replacing Richard Hess; Ben Margolis replaces Emmett Heerdt as sales service manager.

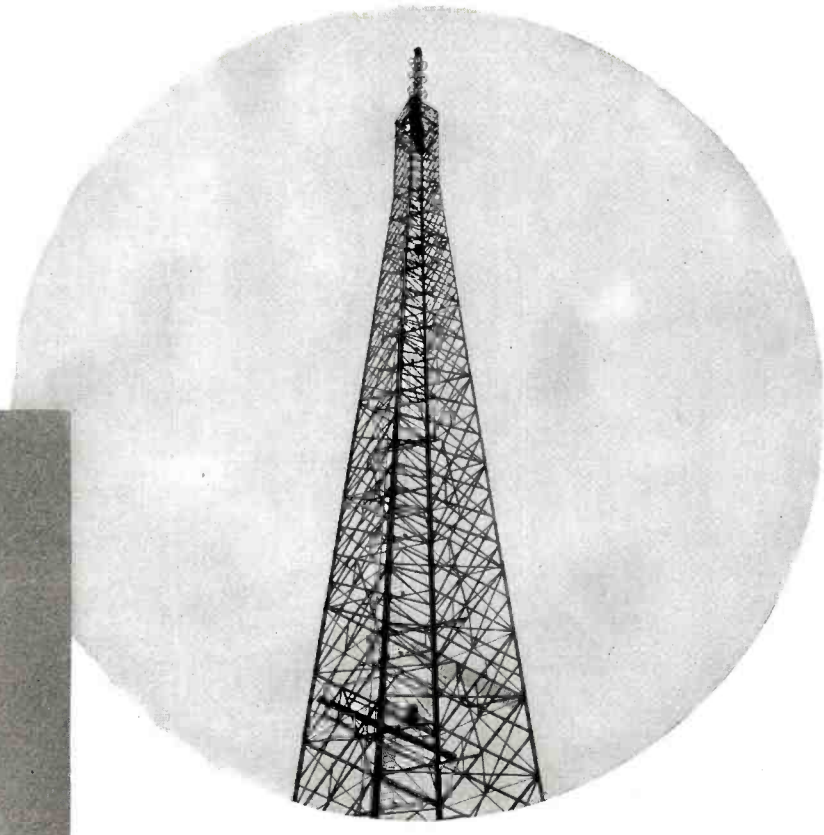
Under Research Dept., Oscar Katz is director of research; Harper Carraine is assistant director; Edward Reeve, research projects manager instead of chief statistitian; Richard Hess, supervisor, Ratings Services Division; Howard Miller, supervisor, Marketing and Records Division.

Under Television Dept., delete Benjamin F. Feiner Jr., adding Richard Redmond, assistant to the vice president in charge of television; Leonard Hole is associate director of television; delete Charles Holden and add John DeMott as manager of production; Naomi Fine, sales promotion manager; delete Halsey V. Barrett, promotion manager.

Page 466—Add Hollywood Recorded Features Inc., 75 E. Wacker Dr., Chicago 1, Ill., under the Transcription Directory. R. S. Peterson is president.

Page 496—Sixth station listed should be KGA Spokane, whose personnel appears in the respective columns.





Performance—PLUS Maintenance—*MINUS*

Add hot-dip galvanizing to Blaw-Knox construction, and you've got the utmost in tower performance with maintenance costs close to zero. Illustrated is a new Blaw-Knox Heavy Duty H 40 Tower with "lifetime" protection of a heavy zinc coating on all members as well as on inside climbing ladder and Electroforged Grating platforms. Painting to conform with CAA regulations is all that is required.

Hot-dip galvanizing is available on Blaw-Knox Antenna Towers of any height . . . We invite discussion on your plans for future station improvement.

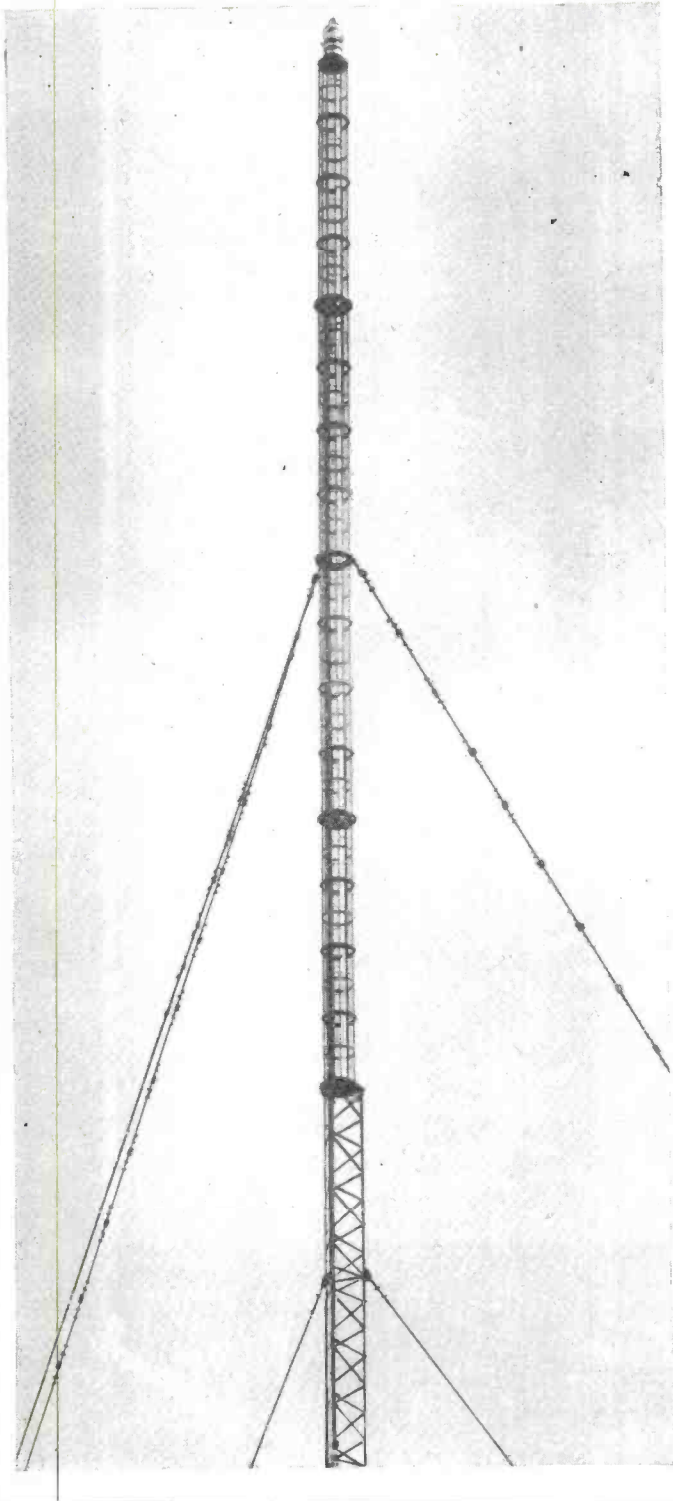
BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building • Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS

KGW-FM

THE PORTLAND OREGONIAN
GOES 54,000 WATTS
—WITH—

CYL-RAY



THE PIONEER FM STATION OF THE NORTHWEST COVERS OREGON'S DENSELY POPULATED WILLAMETTE VALLEY AND SOUTHWESTERN WASHINGTON WITH A FOUR BAY

CYL-RAY

AN FM ANTENNA WITH—

HIGH GAIN
LOW WIND LOADING
SIMPLE CONSTRUCTION

AT THE CONVENTION ASK—

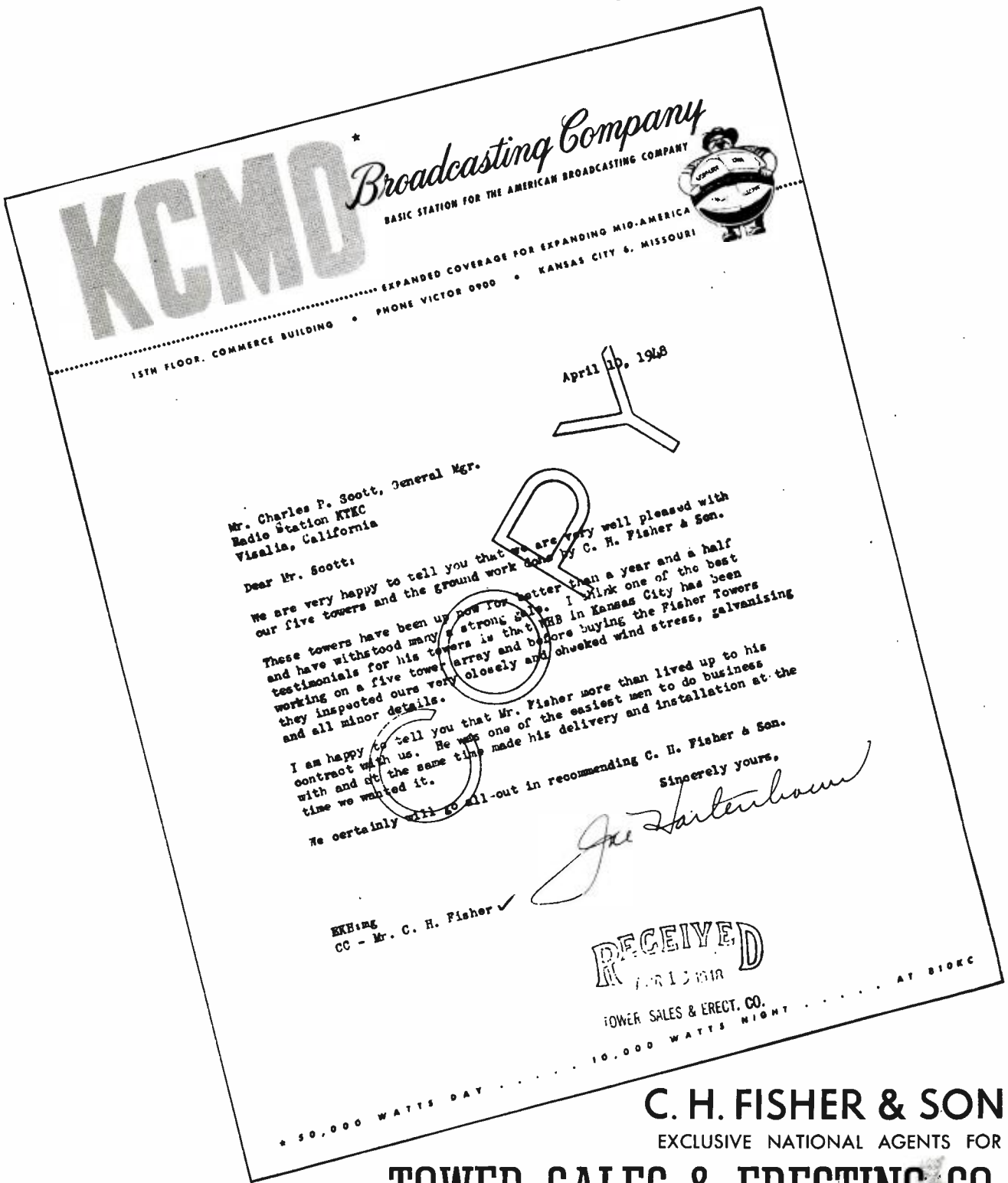
MR. THOMAS OF KMYC
MR. JERMAN OF KWJJ
MR. CRONISE OF KWIL
MR. COX OF KGW
MR. McCREADY OF KUGN
MR. CHATTERTON OF KWLK
AND OTHER
CYL-RAY USERS

THE CYL-RAY ANTENNA CORPORATION

6100 NE COLUMBIA BLVD.
PORTLAND, OREGON

DO "FISHER" TOWER RATES OWNER APPROVAL?

If you asked Mr. Joe Hartenbower, General Manager of KCMO, Kansas City, *here's what he'd say* . . . . .



KCMO Broadcasting Company

BASIC STATION FOR THE AMERICAN BROADCASTING COMPANY

EXPANDED COVERAGE FOR EXPANDING MID-AMERICA

15TH FLOOR, COMMERCE BUILDING • PHONE VICTOR 0900 • KANSAS CITY 6, MISSOURI

April 10, 1948

Mr. Charles P. Scott, General Mgr.
Radio Station KTKC
Visalia, California

Dear Mr. Scott:

We are very happy to tell you that we are very well pleased with our five towers and the ground work done by C. H. Fisher & Son.

These towers have been up now for better than a year and a half and have withstood many a strong gale. I think one of the best testimonials for his towers is that WHB in Kansas City has been working on a five tower array and before buying the Fisher Towers they inspected ours very closely and checked wind stress, galvanising and all minor details.

I am happy to tell you that Mr. Fisher more than lived up to his contract with us. He was one of the easiest men to do business with and at the same time made his delivery and installation at the time we wanted it.

We certainly will go all-out in recommending C. H. Fisher & Son.

Sincerely yours,

Joe Hartenbower

EKE:mg
CC - Mr. C. H. Fisher

RECEIVED
APR 13 1948
TOWER SALES & ERECT. CO.

* 50,000 WATTS DAY . . . . . 10,000 WATTS NIGHT . . . . . AT 810KC

C. H. FISHER & SON

EXCLUSIVE NATIONAL AGENTS FOR

TOWER SALES & ERECTING CO.

6100 N.E. COLUMBIA BLVD., PORTLAND, ORE.
PHONE: TRINITY 7303

NEVILLE'S BEVEL

Tries to Take Edge Off Unions

By LARRY NEVILLE

GEORGE WESTBROOK SPELVIN, American broadcaster, settled his bulk more comfortably in his chair (FM prestige account), tamped his favorite pipe tabacco (8:30 p.m. spot) into his favorite pipe (early morning hill-billy participation), eased his feet into his favorite house slippers (5:30 p.m. news) and turned to the editorial page of his favorite reactionary newspaper (trade deal).

Mrs. Spelvin clicked her plastic knitting needles (10:30 a.m. women's hints participation) determinedly, and placidly set forth to make conversation.

"I see," she said, amiably, "where the unions claim the Taft-Hartley Act is a slave labor law, and they're going to spend millions of dollars to repeal it."

"Hmmmf," said George Westbrook, blowing his nose in a sheer lambric handkerchief (first FM account in town).

"What I want to know," continued Mrs. Spelvin, "is if the people who belong to unions are slaves, where are they going to get the millions of dollars they're going to spend?"

"They save it by not paying taxes and not hiring union labor," retorted George Westbrook Spelvin, reaching out to turn down the volume of the highly cultured FM symphony (unsponsored).

"But," interposed his wife, "I thought all unions were exponents of the living wage, and in unity there is strength?"

The 'Vicious Circle'

"The unions," said George, "are like continuity writers who think they ought to make as much money as salesmen. If they did, all salesmen would become continuity writers, and nobody would get paid."

"I don't follow your thinking," said Mrs. Spelvin.

"If the unions had to pay their employes union wages," explained George, "they'd go out of the union business, and go to work for union wages."

"Do you mean to say, George," asked Mrs. Spelvin, "that unions don't hire members of other unions to work for them?"

"I've heard that in some cases that's true," stated George, rapping the bowl of his pipe into the recess of a combination ashtray-clock calendar (public relations present from an airline). He fumbled in the magazine rack. "I'm not going to vote for Henry Wallace, but I read the *New Republic* sometimes. Let me read you something from the February 9th issue, on the radio page. It's talking about WLOA, at Braddock, Pennsylvania." George cleared his throat in a commentatorial manner.

"I quote," he said. "On Sunday, WLOA is a beehive of community-conscious musicians, speakers, workers who are actors for an hour, and commentators. The UE (United Electrical Radio and Machine Workers, CIO) puts on a show at one p.m. just after a group of really popular musicians play foreign favorites with their own commentary for Braddock's large foreign population.

"I'm still quoting," continued George. "Our program is made up of amateur actors and people from the shops who have something to say in either discussion form or through a light *Home Life of Bill, Our UE Steward* script. After us comes the American Slav Congress program, which plays a recording of a speech by Henry Wallace, or an interview of someone who has just returned from Yogoslavia. . ."

"So," queried Mrs. Spelvin.

"So," says George, "does that indicate that the United Electrical Radio and Machine Workers, CIO are hiring actors from the American Federation of Radio Artists

(*Continued on page 174*)

WITH TYPEWRITER in cheek, Laurence E. Neville herewith presents a satiric skit on vices and devices of labor unions. Mr. Neville, head of special broadcast services for WLW Cincinnati, reported, on submitting the article, "I have duly placed my order . . . for a bullet-proof camisole."

He may need it.

See the "202" in Suites 2105-2106 at the Biltmore





There's a type and capacity to meet every broadcast need

FROM mikes to tower, the chain of broadcast equipment must have strong links if "off-the-air" periods are to be avoided with success. General Electric offers you a line of rectifier tubes that will shoulder a full load reliably . . . husky tubes built for around-the-clock performance and plenty of it.

If a designer of transmitters, you may choose from more than a dozen G-E rectifier tubes that run the gamut of sizes. Five are shown here. Mercury-vapor content gives these tubes the ability to pass high peak currents—also keeps the internal voltage drop low. All the tubes are proved veterans of exacting broadcast and industrial service.

If a station operator . . . do you want fast service on rectifier-tube replacements, plus THE BEST in quality? See your nearby G-E tube distributor or dealer. He has the tubes—can get them to you by speedy local delivery; and should his inventory of any type happen to be low, G-E coast-to-coast branch stocks mean overnight replenishment.

There's pocketbook protection for you, too, in G.E.'s ironclad tube warranty. Specify G-E rectifier tubes in original equipment for efficiency, reliability, and value; replace with G-E tubes to gain the same advantages, plus fast delivery to your door! *Electronics Department, General Electric Company, Schenectady 5, N. Y.*



GL-866-A

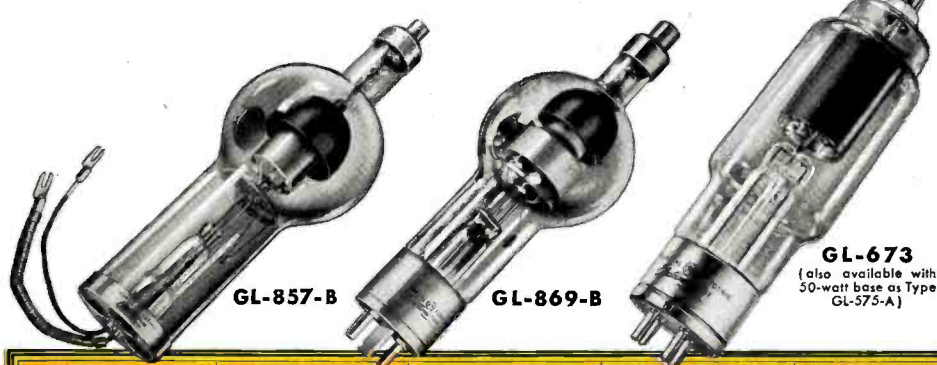


GL-8008
(also available with 50-watt base as Type GL-872-A/872)

GENERAL ELECTRIC

161-G3-6850

FIRST AND GREATEST NAME IN ELECTRONICS



GL-857-B

GL-869-B

GL-673
(also available with 50-watt base as Type GL-575-A)

Type	Cathode voltage	Cathode current	Anode peak voltage	Anode peak current	Anode avg current
GL-866-A	2.5 v	5 amp	10,000 v	1 amp	0.25 amp
GL-8008	5 v	7.5 amp	10,000 v	5 amp	1.25 amp
GL-673	5 v	10 amp	15,000 v	6 amp	1.5 amp
GL-869-B	5 v	18 amp	20,000 v (*15,000 v)	10 amp	2.5 amp (*5 amp)
GL-857-B	5 v	30 amp	22,000 v	20 amp (*40 amp)	5 amp (*10 amp)

(*Quadrature operation)

Sponsor Success

(Continued from page 164)

ity for retailers who specialize in a particular type of merchandise. *(Dec. 15, 1947—p. 18).*

Seattle Show Pleases Sponsors

A weekly quarter hour show on KOMO Seattle, *On the Avenue,* sponsored jointly by 300 businesses through their club, Seattle U. Commercial Club, pulls such definite response it pleases everyone. Show consumes 40% of club's advertising budget.
(Dec. 29, 1947—p. 67).

Spots Cause Sell-Out Sale

More than $500,000 stock was disposed of in a sell-out sale by C. J. Farley Co., Grand Rapids dry goods firm, principally because it was promoted through spot radio. Campaign started on WJEF and later used WOOD WLAV WFVR WGRD and WFRS (FM).
(Jan. 5, 1948—p. 10).

Show Proves Boon to Hancock Agents

Favorable results of a 13 week test n Texas and California prompted ſohn Hancock Mutual Life Insurance Co., Boston, to budget $800,000 for next year in order to ncrease sponsorship of *Point Subime* from 18 stations to 73 in 27 ıdditional states on ABC. Show proved a boon to local agents in helping them sell.
(Jan. 5, 1948—p. 16).

NRDGA Session Praises Radio

Radio's selling power and retailers' changed attitude toward the medium as a tool for direct sale of merchandise or improvement of public relations are described at NRDGA New York session.
(Jan. 19, 1948—p. 15).

TV Spots Sell for Dealer

Two spots costing $80 over WBKB (TV) Chicago sold 448 video receiver magnifying lenses for Terman Television Sales, Chicago.
(Jan. 26, 1948—p. 34).

New York Clothier Adds Chicago

New York radio campaign of Robert Hall Clothes proved so successful firm will enter Chicago market in March and blanket independent stations with music programs, newscasts, and spots.
(Jan. 26, 1948—p. 38).

N. Y. Central Goes For Spots

New York Central Railroad has gone "all aboard" for spot radio. Company is so pleased with results of last year's campaign on two stations in two markets (Chicago and Indianapolis) that this year it has increased to 20 stations in 7 major cities. Last year's radio budget was $125,000 and 1948 plans call for expansion in major cities.
(Feb. 2, 1948—p. 32).

Sheaffer Continues Expansion

W. A. Sheaffer Pen Co., which on Jan. 4 expanded *Sheaffer Parade* from 53 to full 161 NBC stations, will add Canadian stations. Expansion due to increased sales and higher ratings.
(Feb. 2, 1948—p. 53).

Duane Jones Clients Use Radio

The success of radio sponsors is told in the story of the rise of Duane Jones Agency whose 31 accounts have an annual billing of $14,000,000, of which $8,000,000 goes to radio. Outstanding examples are (1) B. T. Babbitt Inc., New York, which gives radio 95% of Bab-O's ad budget or $2,000,000 a year. This, according to Mr. Jones, made it the top selling cleanser with a sales increase of 1100% since 1935. (2) Mennen Co. spends 50% on radio, has risen from 7th to 3rd in shave creams and 1st in after shave field. (3) Grove Labs puts 95% in radio.
(Feb. 9, 1948—p. 20).

Grocer Moves Surplus with Radio

Marshall Casdorph, radio-minded West Virginia grocery chain, has become top sponsor on WRON Ronceverte, W. Va., with five-minute newscasts daily. Firm has used news shows to move surplus items with excellent success.
(Feb. 9, 1948—p. 40).

Grocer Achieves Goal Quickly

A Norfolk grocer, desiring to convert to a subscription cooperative, gave WLOW Norfolk a free hand to spend $1,500 in a two week campaign. More than three-quarters of goal was reached by end of first week.
(Feb. 16, 1948—p. 62).

Piedmont Concentrates on Radio

After 10 years of investigating, Piedmont Shirt Co. (Wings) has decided to drop all other media and will concentrate $300,000 a year on radio. Sponsorship of William Shirer has already had unusual success.
(Feb. 23, 1948—p. 16).

Steel Company Finds People Listen

Portsmouth Steel Corp. has decided to build good will with a nightly show on WPAY Portsmouth. Company was encouraged by station's promotion of an open house in 1946, when 8,000 people showed up to see the plant. Company estimated that 90% heard about the event on WPAY.
(Feb. 23, 1948—p. 18).

Sports Radio Sells for Atlantic

In 12 years, Atlantic Refining Co. has sponsored play-by-plays of 10,-

(Continued on page 176)

BITTER ASSOCIATES

TOLEDO

INCREASED Broadcasting Business has necessitated our expanding to larger quarters in Toledo. We cordially invite you to visit our organization at 4125 Monroe Street when next you are in Toledo.

HERE ARE A FEW OF THE BITTER SERVICES

- *Preparation of F.C.C. applications*
- *Surveys for most desirable antenna sites*
- *Design and erection of antenna systems*
- *Measurements of antenna characteristics*
- *Installation, testing and operating of transmitter and associated equipment*
- *Design of studios, control rooms and transmitter houses*
- *Field strength measurements for F.C.C. "proof of performance".*

BITTER Associates offer a complete engineering service for present and prospective broadcasters. A service backed by 25 years of practical radio engineering experience.

We plan, design and construct either AM or FM stations in the best principles of engineering economics.

BITTER ASSOCIATES

4125 MONROE STREET, TOLEDO, OHIO

Telephones: KENSWOOD 7631-9541

a NEW advertising medium IN CINCINNATI!

RADIO IN PUBLIC TRANSIT VEHICLES AT LESS THAN $1.00 PER THOUSAND GUARANTEED LISTENERS.

STARTING JUNE 15TH

WCTS (FM) will broadcast daily to 400 FM-equipped vehicles operating in Cincinnati and northern Kentucky. 380,000 passengers ride these 400 vehicles each day. By September 1948 the number of FM-equipped vehicles will be increased. Perfect reception and public acceptance of this idea were established during the months of surveys which preceded the signing of the contracts with the Cincinnati Street Railway ... The Covington, Cincinnati and Newport Railway Co. and The Dixie Traction Co.

WCTS (FM)

Delivers your aural sales message to an audience which has never before been available ... the riders of Public Transit Vehicles.

This is a new audience—it is, an audience that is *guaranteed* on the following counts. It s size is a known fact, not an estimate. Listenership is 100%. The type of audience is known—enabling you to "tailor" your message. Day by day regularity makes possible judicious use of follow-up copy in sales messages. It is an audience in transit which can be persuaded to act immediately on sales suggestions. This new medium is closer to "point of sale" advertising than anything heretofore possible in radio.

It is a new medium in advertising that delivers an entirely new audience—and—has been received enthusiastically by the public, the Transit Companies, and advertisers.

IT'S NEW



FOR FURTHER INFORMATION — AND FOR CHOICE AVAILABILITIES WRITE IMMEDIATELY, OR WIRE —

WCTS (FM)

HOTEL ALMS
CINCINNATI (6) OHIO

AFFILIATED WITH THE CINCINNATI TIMES • STAR

Neville's Bevel

(*Continued from page 170*)

AFL, or musicians from the American Federation of Musicians, AFL, or engineers from the Brotherhood of Electrical Workers, AFL, or program directors from the Radio Directors Guild, or writers from the Radio Writers Guild? It says here, and I repeat, 'Our program is made up of Amateur actors and people from the shops. . . .' Can I sell Glotz's neckties with non-union actors, singers, musicians, directors, writers and engineers? No! Can unions sell unionism, Wallace - ism, anti-Taft-Hartley-ism, and Progressive Citizenism with non-union actors, musicians, directors, writers and engineers? Can they? You're darn right they can! They're doing it!"

George tore open (whooosh) a package of cigarettes. "If I send an IBEW engineer to pick up a speech by Henry Wallace from an auditorium here in town, can he just walk in and set up his equipment? No. I have to pay an electrician from the IATSE a day's wages to sit and watch my man work."

"Well," said Mrs. Spelvin, "those amplifiers and battery boxes are pretty heavy. The stage electrician can help the engineer carry in his equipment."

"No, he can't. It's against the rules of the IBEW for a non-IBEW man to handle the equipment. And it's against the rules of the IATSE for their man to do anything except throw the light switches in the auditorium."

"Sounds complicated."

"But," went on George, "if the UE want to present Wallace, they can hire a non-union hall, have the chairs set up by non-union janitors, and the light switches cut on and off by non-union electricians."

"That must be an isolated case, George."

George Westbrook switched to the AM band and checked his watch with the time signal. "Take over in Cincinnati," he went on. "There's Oscar Hild, believed by many to be the heir apparent to the Petrillo throne. Jimmy Shouse, former star of 'The Avco Rule' once called him 'Dr. Jekyll and Mr. Hild'."

"That's cute," interjected Mrs. Spelvin.

"That's what the man thought who wrote it for Shouse," returned Spelvin. "But to continue. Cincinnati for many years has had a traditional summer opera. They put it on in the Zoo. During the depression, costs of production were so harried by losses, that the civic committee decided to discontinue it. Hild said that he would volunteer as director of the enterprise to keep the musicians at work."

"There's an enlightened union leader," said Mrs. Spelvin. "Nothing is too good for our boys."

"But wait," said George, holding up a pudgy hand on which sparkled a diamond ring (8:30 a.m. hymns, 25% off. Greenberg buys for cash and sells for cash). "Oscar got the thing going again, but how! He used musicians for janitors, he used musicians for carpenters, he used musicians to paint scenery, he used musicians to sell tickets, he used musicians for ushers. He used musicians period. Did he pay IATSE members to stand by while his musicians worked on the stage? Did he pay UOPWA members to balance the books, or juggle the accounts? Did he use Equity members in the chorus? Finally, he used a few musicians for music-playing which is why he still gets along with Petrillo."

To Become Leader

"Think of that," said Mrs. Spelvin, purling two.

"If I wanted to become a civic leader, I'd have to hire IATSE men on the stage, UOPWA people in the offices, IBEW men on the public address system, Newspaper Guild men for publicity, AFM men in the pit, Equity people in the chorus, and a member of the American Lawyer's Guild to reorganize me in bankruptcy court." He wiped his brow. "And the Hollywood camera-men's union would put me on television during the hearing."

"But at least Mr. Hild kept his men at work," said Mrs. Spelvin.

"Sure, he did," admitted George. "And he kept a great tradition alive. I only mean that because he was a union leader, he could do things, as an employer, that no non-union-leader employer could do, especially if he was a member of the NAB or the NAM."

"Maybe some wages are too high, George," said his wife, "but

(*Continued on page 178*)

I-See-You

CALL LETTERS of WICU—"I See You"—have been assigned by FCC to new commercial television outlet of Dispatch Inc. at Erie, Pa. Call formerly had been assigned to a ship, now out of service. WICU is authorized video Channel 12 (204-210 mc). Dispatch Inc. is 55.5% owned by Edward Lamb and his wife. The Lambs are chief owners of WTOD and WTOD-FM Toledo and have other Ohio FM and TV interests. WICU is to go on the air in early fall.

The Best in Music

NIGHT & DAY

Concert and Opera

- *MUSICAL DIGEST*— David Ballard, Annor. Famed Dinner Hour Concert 6:00 to 8:00 P. M. Mon. thru Sat.
- *CONCERT NOCTURNE*— David Ballard, Annor. Great Music after 10:00 P. M. 10:00 P.M. to 12 Midnight Nightly
- *OVERTURE TO EVENING*— John Kirk, Annor. Sunday Evening Concert 6:00 to 7:00 P. M. Sunday

Popular

- *RECORD JACKPOT*— Bob Gillen, M. C. 10:00 A. M. to 12 Noon
- *1230 CLUB*—Jay Arlen, M. C. 12:30 to 2:00 P. M.
- *WHAT'S UP?*—Bob Gillen, M. C. 2:00 to 3:00 P. M.
- *FROM SUNSET & VINE*— Al Carmona, M.C. 3:00 to 5:00 P. M.
- *JIVE AT FIVE*—Bob Gillen, M. C. 5:00 to 5:30 P. M.

Monday thru Saturday

THE BEST IN PUBLIC SERVICE

WINNER 1946 C.C.N.Y. ALL-STATION AWARD

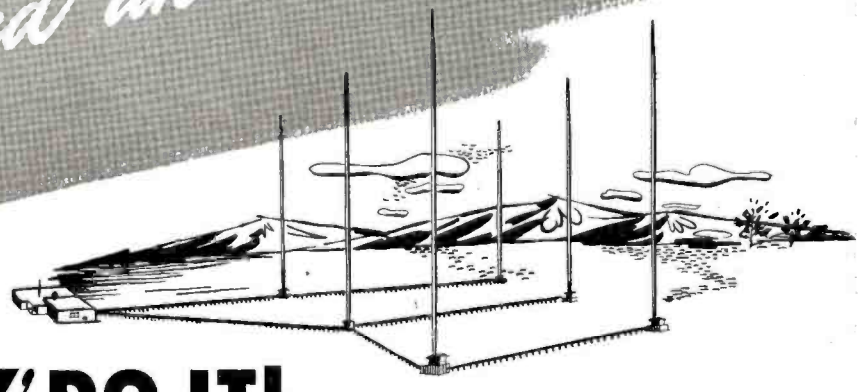
KGFJ

Hollywood House

1230 on the Los Angeles Dial

BEN McGLASHAN, Owner — Sunset & Vine -- HIllside 0201 — THELMA KIRCHNER, Mgr.

Want a radio station designed and built?



LET *Andrew* DO IT!

The Monona Broadcasting Company, Madison, Wisconsin, had the money but no station. Faced with "impossible" allocation difficulties, they called on Andrew engineers, who succeeded in finding a frequency and designing a directional antenna system. Thus, WKOW was born. Within ten months after the construction permit was granted, Andrew engineers completely designed, built, tuned, and proved performance of a six-tower 10 kw. station—an unusually difficult engineering feat accomplished in record-smashing time. A complete "package" of Andrew transmission line and antenna equipment was used, again emphasizing Andrew's unique qualifications: Complete engineering service with unsurpassed equipment.

Mr. Harry Packard, General Manager of WKOW, wrote:

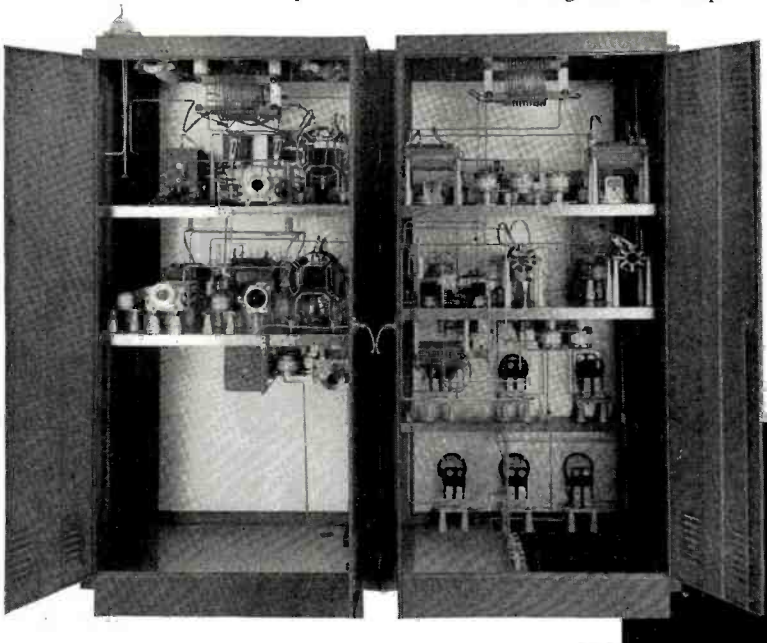
"Speaking for the entire staff of WKOW, I would like to congratulate the Andrew Corporation on the remarkable engineering job it performed in helping us get WKOW on the air.

We feel that the technical perfection of our installation is due in great part to the efficiency of Andrew equipment and engineering service.

In particular we wish to thank Mr. Walt Kean of the Andrew Broadcast Consulting Division who was responsible for conceiving and designing the installation, supervising construction of all antenna equipment, and doing the final tuning and coverage surveys."

A total of 13,618 feet of Andrew transmission line and complete phasing, antenna tuning, phase sampling and tower lighting equipment went into this job, complementing the best in engineering with the ultimate in radio station equipment.

So, just write Andrew when you are ready to enter the broadcasting field. Andrew will get you on the air.



ANDREW

Andrew CORPORATION

363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM, FM, TV • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICE

KCNA

Tucson, Arizona

ARIZONA PROGRESS, published by the Valley National Bank, reports . . .

RETAIL SALES in Pima County were $127,334,000 for 1947, an increase of 345% over 1939. Tucson is the only city over 5,000 in all of Pima County.

RETAIL SALES for Tucson alone were $95,172,197, an increase of 31.5% over 1946.

MOTOR VEHICLE REGISTRATIONS for 1947 hit 37,713 for Pima County . . . 28,190,867 gallons of gasoline were consumed.

25,750 TELEPHONES now in service in Tucson, and Mountain States Telephone and Telegraph is pushing its expansion program to take care of 180,000 residents (*based on their own surveys*).

POPULATION, not counting residents of hotels, motels, ranches and courts, was 107,160 on June 1, 1946 by actual dwelling count . . . and it's still growing.

KCNA

Tucson, Arizona

ONLY station serving the Tucson market with

BUS CARDS. seen by 770,000 passengers monthly.

CALL LETTERS, on Fox Theatres Trailers.

PHOTO DISPATCH PICTURES in 25 strategic locations.

PLAY BY PLAY Sports Announcer.

TUCSON COWBOYS Home games, summer season.

DAY-NIGHT signs, 100 of them.

KCNA

Affiliated with
KOOL, Phoenix; Radio Network of Arizona Mutual-Don Lee Broadcasting System.

Management affiliated with
Arizona Daily Star
Tucson Daily Citizen.

George P. Hollingbery

Sponsors Success

(Continued from page 172)

700 baseball, 2,400 football, several hundred basketball games and other events. Company found it has not only sold much oil but has built a reputation and good will.
(March 1, 1948—p. 18).

Toni Boosts Budget Higher

Toni Co. starts new half hour evening show on CBS April 1, boosting radio budget from last year's $4,000,000 to a peak of $5,000,000 this year. This represents 5/7 of total advertising expenditure for 1948.
(March 8, 1948—p. 88).

Automotive Billings Rising

A rapid increase in automotive net billings may be a sign of things to come. In 1947, only three major companies were using $1,500,000 radio time, but since the first of the year, Kaiser-Frazer, DeSoto and Plymouth have helped push billings to $4,000,000 and others are considering radio.
(March 15, 1948—p. 14).

Bank Considers Radio Sound

U. S. National Bank of Denver has endorsed radio as a sound investment after a successful one year experience with 1/3 of its budget. Firm claims that radio is "indispensable part" of bank's ad budget.
(March 15, 1948—p. 32).

Launderall Finds TV Best

F. L. Jacobs Co., manufacturer of Launderall, has attained gratifying results with television sponsorship. Company official said that "next to personal demonstration, television is the best way to explain the merits of electrical appliances."
(March 15, 1948—p. 50).

Church Uses Radio to Raise Million

National Council of Protestant Episcopal Church was able to raise over $1,000,000 for its world relief program with a 15 minute program on 600 stations.
(March 22, 1948—p. 30).

Lee to Use All TV Cities

Frank H. Lee Co. (Lee & Disney Hats) will sponsor *News Review of the Week* in every U. S. city with television facilities for Disney Hats. Company calls video audience "natural audience for us."
(March 22, 1948—p. 93).

NAB Campaign to Sell Radio

Value of radio advertising in developing public relations will be stressed by NAB in its nationwide campaign to sell business and industry on radio. The swiftly developing list of good will success stories will be used as the first phase of the campaign.
(March 29, 1948—p. 17).

Washington Sponsors Find Radio Profitable

Growing use of radio by firms in the nation's capital is described in the Washington Radio Market, first of a series of continuing studies by BROADCASTING. Individual stories of success are related.
(March 29, 1948—p. 31).

American Praises Radio's Economy

Paul Hahn, president of American Cigar & Cigarette Co. (Pall Mall) and vice president of American Tobacco Co., expressed satisfaction with Pall Mall's program structure. He said he considers Pall Mall's *The Big Story* a "very satisfactory program, and very economical." It was also revealed that starting in the fall Lucky Strike will sponsor football telecasts on the East Coast, Chicago and Los Angeles.
(April 12, 1948—p. 27).

Coast Guard Show Too Successful

The Coast Guard has been forced to turn away recruits—chiefly because it sponsored a single radio program, *This Is Adventure* on ABC. Before the show went on the air in January 1948, monthly recruiting figure for Coast Guard was 432. After the program started, the total climbed quickly to 688 per month, not counting those not up to the standards. The program was discontinued after 13 weeks for being "too successful."
(April 19, 1948—p. 56).

Pharmaco Finds Radio Does Job Best

Using radio exclusively, Pharmaco Co. (Feen-a-Mint, Chooz) has risen from a chemist-shop type of operation, employing 20 people, to a modern, internationally known enterprise with an annual advertising appropriation of $1,000,000.
(April 26, 1948—p. 24).

Bus FM Interest Grows

Increased public interest to tests of FM radios in buses is being shown in the nation's major cities. Transit and radio circles also are reacting favorably to the project. Richard Crisler, executive vice president of Transit Radio Inc., reports that 100 vehicles in Wilkes-Barre, Pa. are now being equipped with radios. Cincinnati and Covington, Ky. have already adopted the system.
(April 26, 1948—p. 36).

Savings Bond Promotion Hits $20,000,000

The radio industry is by far the leading promotion contributor to the Treasury Dept.'s saving bond program, according to a Treasury official. Radio is credited with an annual time and talent tally of some $20,000,000.
(April 26, 1948—p. 38).

Welcome . . .

N. A. B. CONVENTION!

You are cordially invited to visit

UNIVERSAL RECORDERS

at

6757 Hollywood Boulevard

(*Hollywood Blvd. near Highland Avenue*)

the best equipped recording studio on the West Coast with the finest quality and service from recording to finished pressing.

WIBX

Right in the Center

of Prosperous Upstate New York

now 5000 watts night and day

at 950 on the dial

CERTIFIED ENGINEERING MAP AVAILABLE SOON

also WIBX-FM at 96.9 Megacycles

The Voice of the Mohawk Valley

WIBX

CBS in UTICA



FIRST NATIONAL BANK BUILDING • UTICA 2, N.Y.

Represented by:

Helen Wood & Colton, New York • Bertha Bannan, Boston • Walter Biddick Co., Los Angeles

Neville's Bevel

(*Continued from page 174*)

the be-all, and end-all of the union is to keep people at work, isn't it?"

"Sure. That's why unions are trying to kite transcription rates sky-high, on the theory that records and transcriptions keep round actors and singers and musicians out of work. They want me to pay Joe Blow fifty dollars because he's keeping Joe Doakes out of fifteen dollars' worth of work."

"Well, maybe it's a good thing, George, not to have records and transcriptions. That gives work to more people, and gives an incentive to people to become actors, singers and musicians."

"There is much in what you say," admitted George. "But the unions are keeping union actors, musicians and singers out of work by putting out their own transcriptions, and peddling them to other unions with a book on how to buy radio time, and all the answers from the FCC rules and the NAB code about freedom of speech. Speech is free on the air to everybody except the little man who has his money invested in a broadcast station, in a cultural FM station for college professors' wives to listen to when their eyes are strained from reading Kinsey's sex book, and a rat-hole in the form of a television station down which all his profits from the broadcast station are poured. In technicolor, yet."

"Tell me about the transcriptions which keep union actors from getting a job acting," said Mrs. Spelvin, unperturbedly knitting one.

"My secretary," said George, "is a civic-minded career girl, a registered voter, a member of the UOPWA, an admirer of Norman Corwin, and a Progressive Citizen of America. She also reads the *Daily Worker*. I keep her around so that I can keep hep to the line, and not make any bad breaks in front of FCC employees, such as admitting I believe Robert A. Taft was born in wedlock.

Learns of Unions

"One day recently," he continued, switching back to the FM band which was carrying an uplifting lecture on "Monastic Life in The Middle Ages," while she was immersed in '1000 Americans' by George Seldes, I picked up a *Worker* from the waste basket. I sometimes do this, merely to have a safe supply of small talk to exchange with the regional director of publicity for the Veterans Administration who comes in to ask for free programs in my best 'A' time to perpetuate himself in a good paying job. Much to my surprise, I see that union-minded radio people are making transcriptions!

"So, in bold face type, I see that Anthony Boucher, Morris Watson, or the WPA theatre, and other victims of the slave labor law, are putting out recorded quarter-hour transcriptions on some of the vital issues of the day, such as being against the Taft-Hartley Act, the National Association of Manufacturers, and thought control. As far as I'm concerned, my thoughts are the only thing not controlled by a union contract, and I have to call up my American Lawyers' Guild lawyer, every once in a while to check my contracts and make sure. Then I have to call the legal division of the NAB to check my retainer contract with my lawyer.

"Anyway," continued George, "this outfit calls itself PAX Productions. PAX, I guess, stands for a new form of Virus X which is prevalent in Pennsylvania, and these down-trodden workers will sell their productions, with a short course in how to buy time, for slightly less than fifty dollars a platter, to union locals, with open ends for union commercials. This, of course, is much cheaper for the union than buying a local show with AFRA actors, AFM musicians and IBEW engineers. It is a bargain for any union to buy, and I'm thinking of taking a leave of absence, and getting a job with PAX Productions as a salesman. If the salesmen's union contract calls for a fair commission on each sale, maybe soon I'll be making as much as the continuity writer, Anthony Boucher."

"Well, George, are you against unions?"

"I didn't say that. I say the unions are the only business that can engage in free enterprise and get away with it."

"Maybe a return to free enterprise in the radio business would be a good thing, maybe?" asked Mrs. Spelvin.

"Well," said George, "I keep thinking of a station manager who went down to the hills of Kentucky or Tennessee, or some place south of Newark, N. J., and found Bradley Kincaid. He put shoes on Brad, and hired him to sing for peanuts. Pretty soon, Brad was a client of the station, buying time for his own programs to sell hymn books. Hymn books sell easier than 'People's Songs'—even to unions.

"So, now, Kincaid owns a larger house than the station manager and holds the paper on the station manager's new Cadillac. That's how free enterprise works out, if a guy has something."

George Westbrook Spelvin reached out, and switched over to the AM band.

"Do you need money?" the announcer's voice purred.

Snap!

CHAMBERS AND GARRISON

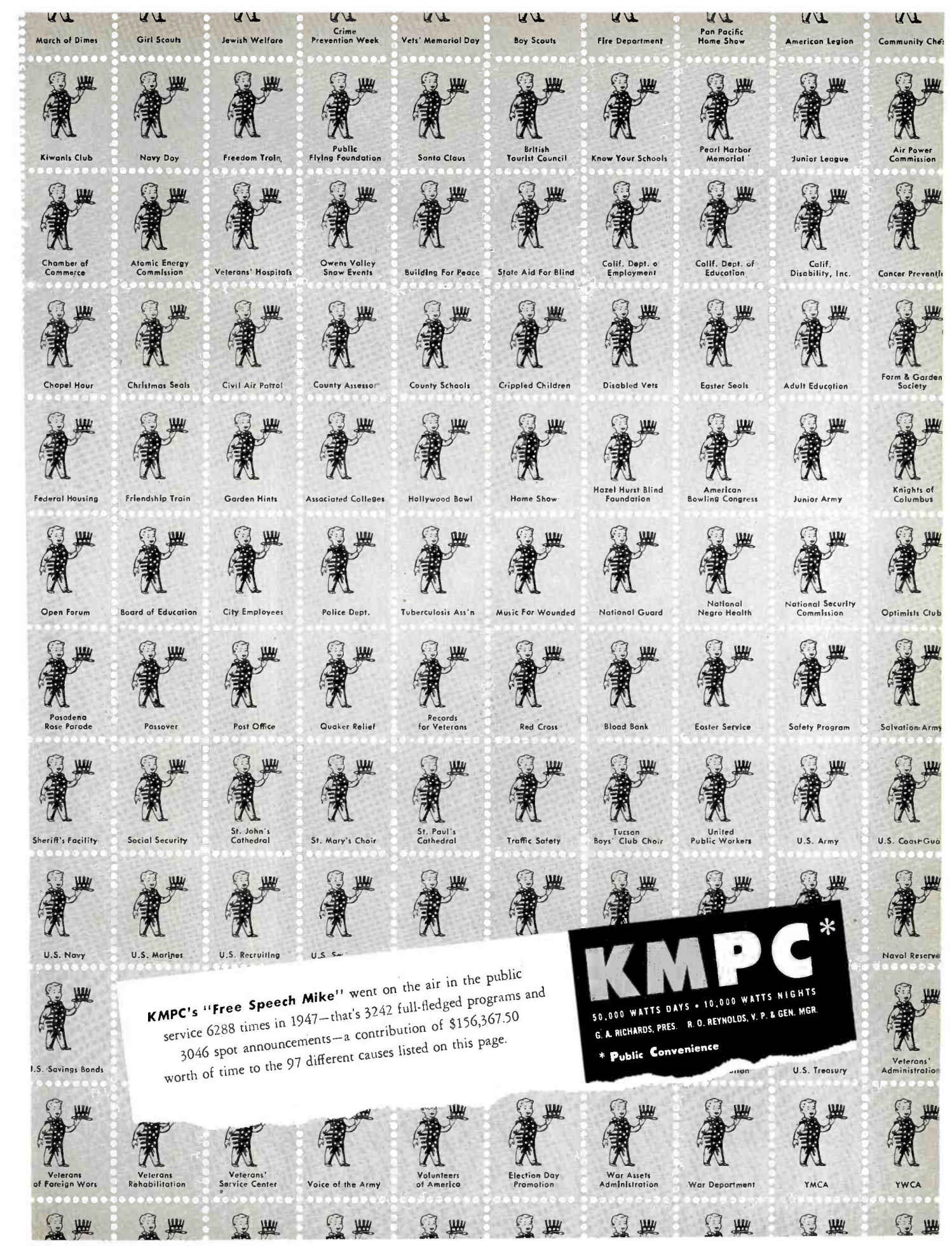
CONSULTING RADIO ENGINEERS

1519 CONNECTICUT AVE., WASHINGTON 6, D. C.

Phone—Michigan 2261

Allocation Engineering
Antenna Design and Adjustment
Field Intensity Measurements

Engineering Service and
Representation on Broadcasting
AM, FM, Television



KMPC's "Free Speech Mike" went on the air in the public service 6288 times in 1947—that's 3242 full-fledged programs and 3046 spot announcements—a contribution of $156,367.50 worth of time to the 97 different causes listed on this page.

KMPC*

50,000 WATTS DAYS • 10,000 WATTS NIGHTS

G. A. RICHARDS, PRES. R. O. REYNOLDS, V. P. & GEN. MGR.

* Public Convenience

BMI

for

GROWING REPERTOIRE

SERVICE

COMPETITION

GROWING REPERTOIRE

MUSIC FOR EVERY NEED—BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

In American folk music, BMI is unquestionably first as it is in Latin-American Music. In every other classification—current popular songs, foreign music, dance music, hot jazz, serious and semi-classical—the BMI-AMP repertoire provides both the quantity and quality of music to fill every program need.

SERVICE

BMI emphasizes its *Service in Music* through a wide variety of practical programming and research aids.

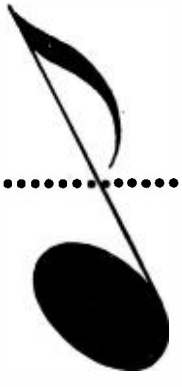
Today, 2,120* stations are making good use of such special BMI services as—COPYRIGHT RESEARCH—CONTINUITIES—HOLIDAY MUSIC LISTS—PIN UP SHEETS—NEWSLETTERS—SONGS OF THE MONTH—PIN UP PATTER—RECORDATA—MUSIC MEMO—GRATIS MUSIC—RECORD PURCHASING ASSISTANCE, etc. These and other helps are available to all broadcast licensees.

*As of April 26, 1948.

COMPETITION

BMI has had the hearty support of music users from its very inception, not only because its combined catalogs contain a well-rounded store of great music but because it has created strong competition in publishing and in the field of performance rights.

With its current licenses running until 1959 BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.



WHEN IT'S BMI IT'S YOURS

BMI

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19

CHICAGO • HOLLYWOOD

BMI

First in Television Music

MUSIC IS HEARD AND NOT SEEN. THIS SIMPLE POINT OF VIEW IS THE REASON BMI MAKES NO DISTINCTION BETWEEN THE USE OF ITS MUSIC BY AN AUDIO STATION OR A TELEVISION STATION.

AVAILABILITY AND ASSURANCE

Since 1940 BMI has been television-minded. It grants the unrestricted right to telecasters to perform its music from any source—live, filmed or recorded—with assurance that BMI music, recorded or filmed now, may be used in the future.

From BMI you can get long term performing rights to a vast catalogue of music of every type—*television music today for television's tomorrow.*

SIMPLE LONG TERM LICENSE

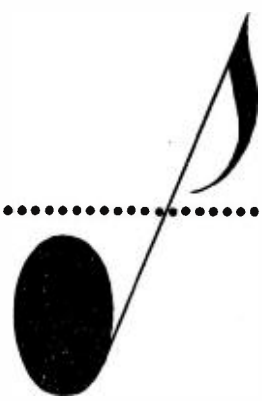
The BMI television license runs until March, 1959. Broadcasters are thoroughly familiar with its terms and conditions for it is the same as our audio license. Its cost, similarly, is based on identical percentages of the revenue from net time sales.

FULL SERVICE FOR TELEVISION

BMI's many services to the broadcasting industry have already been adapted to video requirements. In addition, we have created a new Television Service Department to take care of special needs. We are constantly in touch with station and agency personnel so that BMI may keep pace with every phase of the day-to-day progress by the industry.

AN INVITATION

BMI cordially invites inquiries on the subject of *Music in Television*, in its broadest or most specific applications, at any time.



BMI

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19

CHICAGO • HOLLYWOOD

SATISFACTION IS THE KEY TO LINGO'S PROGRESS

"... pleased with performance ... ease of erection and ... comparatively low cost ..."

"... thank you for your excellent cooperation to get us on the air in a hurry. We will be glad to recommend Lingo radiators to anyone having an operation similar to ours. ..."

—CARL R. TAYLOR
Business Manager, Station WSKI
Montpelier, Vermont

LINGO
Vertical Tubular Steel
RADIATORS

These 5 Big "Extras" at No Extra Cost Recommend Your Consideration of Lingo:

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.



JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

'QUIZDOWN' GETS NEW BACKER

'N. Y. Herald-Tribune' Presenting Children's Show Which Has Proved Big Circulation Builder

WHEN the *New York Herald Tribune* in January began presenting *Quizdown* on WMCA New York the move was in line with the paper's "extra-curricular" educational activities that already included the annual *Herald Tribune* Forum for High Schools (also televised on WCBS-TV New York) and the annual *Herald Tribune* Forum on Current Problems.

The new program, based on the spell-down formula with fourth, fifth and sixth grade pupils of the city's public and parochial schools as contestants, added the grammar school youngsters and their parents to the teen-age and adult groups reached by the paper's annual forums.

But in adding this half-hour Sunday afternoon broadcast to its promotional activities the *Herald Tribune* is doing more than pleasing parents and educators by providing a sugar-coated incentive for the city's moppets to learn their lessons. Newspapers in 19 other cities have found *Quizdown* a sensational circulation builder as well as a public service. Radio-wise George Allen, who became the *Herald Tribune* promotion director after a career in broadcasting research with WOR New York and as secretary of the Cooperative Analysis of Broadcasting, sees no reason it should do any less for his paper in New York.



Mr. Allen

Expenses Split

A cooperative enterprise—the newspaper pays the production costs, the station provides the time, and the board of education sanctions the program and supervises selection of questions, which are prepared by school children—*Quizdown* was created by Carol Moody as a wartime expedient to augment the allotment checks sent home to her and their two children by husband Richard. Mrs. Moody's charm and good looks (she was formerly a Powers model) doubtless played their part in convincing skeptical educators they should give their blessing to a commercial radio series.

The program began its tripartite career in Chicago as a WLS-*Chicago Times* venture in the fall of 1945. It was so immediately successful that other papers began to ask about duplicating it in their cities [BROADCASTING, Feb. 4, 1946]. Jack Shanahan, circulation manager of the *Times* (now the *Sun* and *Times*), which broadcasts the program on its own station, WJJD, describes the circulation results from *Quizdown* as "definite, solid and most satisfactory."

Lyndon West, promotion manager of the *Detroit Free Press*, for which the program (on WXYZ) is also in its third year, calls it "the best children's promotion and school contact we have ever seen." Charles Kistenmacher, promotion manager of the *St. Louis Globe Democrat*, which attributes to *Quizdown* (on KMOX) a 15,000 increase in circulation, says: "*Quizdown* has turned out to be one of the best projects this newspaper has ever conducted."

Success in Oklahoma

James Jae, *Globe Democrat* circulation manager, put it even more strongly in a letter to the circulation manager of the *Oklahoma City Oklahoman*, "If I had to give up our billboards, our direct mail, our radio spots or our institutional advertising, I'd still keep *Quizdown*, regardless." (The *Oklahoman* sponsors *Quizdown* on WKY.)

Other newspaper-radio station *Quizdown* users are: *Miami Herald*—WQAM, *Pittsburgh Press*—KQV, *Zanesville Signal*—WHIZ, *Akron Beacon Journal*—WAKR, *Boston Globe*—WCOP, *Buffalo Courier-Express*—WEBR, *Dayton Daily News*—WHIO, *Erie Dispatch*—WLEU, Keene Evening *Sentinel*—WKNE, *Raleigh News & Observer*—WNAO, *Rochester* (N.Y.) *Democrat & Chronicle*—WHEC, *Bloomington* (Ill.) *Pantagraph*—WJBC, *Louisville Courier Journal*—WHAS, *Columbus* (Ohio) *Dispatch*—WBNS, *Indianapolis News*—WIBC.

In two cities the program is broadcast under non-newspaper sponsorship: Washington, where the Hecht Department Store sponsors it on WTOP, and New Orleans, where it is broadcast on WTPS-FM for Poll Parrot Shoes. One station, WHIM Providence, is carrying it as a sustaining station public service feature.

Use of Term 'Spot Radio' May Be Ended in Canada

CANADIAN broadcasters, advertisers and agency executives are being asked their opinions on changing the term "spot radio" to "selective radio" in a questionnaire sent out by All-Canada Radio Facilities, Toronto. The letter accompanying the questionnaire, over the signatures of Guy Herbert, John Tregale and Spence Caldwell, says in part:

"Whatever your opinion, let's bring it out into the open. Let's discuss the problem frankly and in the best interests of the industry as a whole. Let's settle on *selective radio*, or any other term that wins widest acceptance, and use it."

The Sun never sets on Presto Recording Equipment

▶ There is hardly a spot on the globe that isn't within hearing distance of transcriptions recorded and reproduced on Presto equipment and discs. Presto's leadership as manufacturers of fine products for stations and studios is the logical result of dependability, progressive engineering, and world-wide distribution.

▶ The record of Presto firsts in the recording field is long and imposing. Presto creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Engineers prefer Presto for performance.

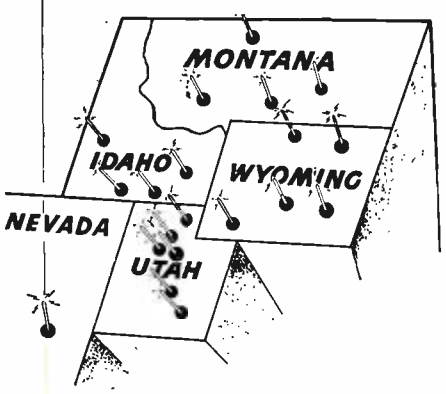


PRESTO RECORDING CORPORATION
Paramus, New Jersey
Mailing Address: P. O. Box 500, Hackensack, New Jersey
In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS

One of a series. Facts on radio listening in the Intermountain West

58,163 Telephone Calls Prove that the Intermountain Network Dominates!



This is the only complete coincidental survey ever made showing size of radio audience in the Intermountain West. This is Hooper's winter, 1947 survey of 14 Intermountain Network cities—a survey comprised of 58,163 coincidental telephone calls.

This survey gives you facts on audience size at the time your announcement or program is on the air. No longer is it necessary to buy on a basis of what stations can be heard or how many listen once or more times each week. Instead, here is a survey, not of a few hundred postcards, but of 58,163 calls, proving that Intermountain **has** strong audience **all** the time.

Here are ratings for the first quarter hour in every hour. Complete reports available at any Avery-Knodel office.

HOOPERATINGS

WINTER, 1947

Monday thru Friday—Daytime
Sunday thru Saturday—Nighttime

Time	Sets In Use	INTER-MOUNTAIN* NETWORK	Ax Network	By Network	Cz Network	All Others
8 a.m.	19.5	**9.2**	3.3	3.0	3.5	0.5
9 a.m.	23.2	**7.1**	6.1	1.7	8.0	0.3
10 a.m.	23.7	**8.1**	2.7	7.7	4.2	1.0
11 a.m.	22.0	**8.8**	1.9	5.6	4.5	1.2
12 noon	27.2	**12.7**	1.6	4.5	7.5	0.9
1 p.m.	27.0	**11.0**	2.1	1.8	9.5	2.6
2 p.m.	22.6	**6.1**	2.9	3.4	8.7	1.5
3 p.m.	22.9	**7.9**	3.0	2.3	9.1	0.6
4 p.m.	17.2	**7.8**	2.9	1.1	4.3	1.1
5 p.m.	22.9	**9.9**	3.3	2.7	5.8	1.2
6 p.m.	35.3	**10.4**	4.5	8.3	11.6	0.5
7 p.m.	39.5	**10.5**	4.7	9.1	14.4	0.8
8 p.m.	43.5	**9.5**	4.7	11.0	17.4	0.9
9 p.m.	35.4	**7.5**	4.2	7.9	14.6	1.2

* 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.

x Comprised of 15 A network stations.

y Comprised of 10 B network stations.

z Comprised of 15 C network stations.

20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan
KSVC, Richfield

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls*
KYES, Butte*

NEVADA
KRAM, Las Vegas

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

* Under Construction.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Publishers

(Continued from page 86)

per's annual International Sports, Travel and Boat Show. McGraw Hill Publishing Co. was a modest spot advertiser, using announcements on three stations to promote *Science Illustrated.*

Newspapers locally use radio chiefly when a particularly appropriate program is available, such as *Meet the Press,* Mutual co-op which numbers 17 newspapers among its 42 sponsors. Another 17 papers sponsor other co-op shows, nine using *America's Town Meeting of the Air,* two using *Dick Tracy* and one each sponsoring Baukhage, Martin Agronsky, *Headline Edition,* Boston Symphony, Cedric Foster and *Information Please* in their localities. A score of newspapers also cooperate with local radio stations and school boards in broadcasting *Quizdown,* weekly grammar school quiz competition.

Stations seldom buy time on other stations, an exception being Westinghouse Stations WBZ Boston and WBZA Springfield, Mass. which use sign-off announcements on a daytime station, WBMS Boston, telling WBMS listeners to tune in WBZ and WBZA "for continued outstanding entertainment" after WBMS leaves the air for the day.

Television Weekly (fan paper) and *Television Magazine* (trade paper) have used a few spots on New York video stations, but the first major use of television by a magazine will occur in June and July, when Time Inc. for *Life* will sponsor a variety of broadcasts from the national political conventions, including interviews, color-pickups, and other off-the-floor telecasts on NBC's video network. These broadcasts, covering all aspects of the conventions except the coverage from the floor of the meeting hall which is not for sale, will be broadcast live by eastern stations linked to Philadelphia by coaxial cable or radio relay and from kinescopic films by NBC video affiliates in other parts of the country.

XXI—ELECTRONICS UP

Television Is Coming Attraction

MAKERS OF RADIO receivers and allied products are among the least active users of radio time. The explanation of this can probably best be left to experts in the realm of psychoanalysis; this article can only report that network time sales to this group during the first three months of this year amounted to only 1.1% of the total time sales to all network advertisers for the period, even though they were 25.6% higher than for the first quarter of 1947.

The outlook for the immediate future is somewhat less optimistic. Of the five programs sponsored by four radio companies on the networks in the January-March period, Pilot Radio's *American Forum of the Air* ended its career Jan. 20; Burl Ives (for Philco) went off April 9, and Bing Crosby, Philco's other network program for its radio sets, signs off June 2 for a summer vacation from which he is due to return to ABC Sept. 29; Farnsworth's *Metropolitan Auditions of the Air,* a seasonal program, winds up with its May 16 broadcast. That leaves as a summer network advertiser only RCA, whose *RCA-Victor Show* runs 12 months a year on NBC, an RCA subsidiary company.

Philco will continue to advertise its radio and video sets on the air, however, through a cooperative arrangement with its dealers. Four transcribed pograms—*Myrt and Marge, Flight with Music, Diary of Fate, Anderson Family*—are offered to dealers for local use, with the costs of time and program to be shared equally by the dealer and the Philco distributor in his area. General Electric Co. also shares costs with its radio dealers in some markets. Dealers for Bendix radios sponsor *Real Moments of Romance,* five-minute transcription series advertising these sets, on 126 stations.

Advertising of radios, phonographs and records at the local level seems about on a par with the national radio advertising of this group of products. Some firms, such as Bruno-New York, RCA distributor in the New York area, which in April began using 11½ hours a week on WNEW New York, are sizable local advertisers, but they are a small minority. The sponsor lists of network co-op programs include only five advertisers from this class.

Perhaps the set-makers will be more liberal users of FM time, which provides a means of demonstrating the extra-fine listening qualities that all FM set-makers are stressing in promoting their receivers. Stromberg-Carlson Co. last fall became the pioneer FM network advertiser, sponsoring *Treasury of Music* for a weekly half-hour on the Continental Network of 31 eastern FM stations. To this S-C hookup the Dixie FM Network of ten stations was added in January. S-C and other FM set-makers and dealers also sponsor programs locally on FM stations.

But it is television that seems to have really attracted the advertising of set makers. Motorola Inc., which recently added a low-priced video set ($179.95) to its sound broadcasting receiver line, in April launched *The Nature of Things,* quarter-hour Thursday evening program, on NBC's five-station East Coast video network. In Washington, Motorola and a dealer in that city, George's Radio & Television Co., co-sponsor a weekly quiz show on WTTG (TV). George's also co-sponsors a weekly musical program on WNBW (TV) Washington with Philco Corp. for Philco sets, and Gough Industries in March sponsored a *Baseball Prevue* for Philco radios on KTLA (TV) Los Angeles.

Admiral Radio Corp. also is using network video for its radio-video line, sponsoring Henry Morgan in a Sunday series on a four-station ABC East Coast hookup, on which Admiral is the first sponsor. Company also sponsors full-length movies once a week on WBKB Chicago and WNBW Washington, the latter in cooperation with George's.

General Electric Co. advertises its video sets with a weekly newsreel on the NBC TV network. Local receiver dealers, alone and in cooperation with manufacturers, are video program and announcement sponsors across the country, with some 20 such accounts reported by stations in the Telestatus survey for February.

Two makers of devices to improve TV reception, Transmirra Image Definer Co. and E. L. Cournand Co. (Walco Tele-Vue Lens) have used TV in various cities, directly and through local dealers. One Walco dealer, Terman Television Sales, Chicago, reported the sale of 448 lenses as a result of two video spots on WBKB. Transmirra also sponsors *Melody Matinee* a full afternoon hour across the board in WGYN (FM) New York, using some of its commercial time on its telecasts on WABD New York to urge viewers to hear the FM programs.

Network Time Costs First Quarter	1947	1948
Class 21. RADIOS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES	**$465,109**	**$584,832**

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
FARNSWORTH TELEVISION & RADIO CORP., $116,277**						
Metropolitan Auditions of the Air	Capehart Radios & Phonographs	ABC-137	Sun., 4:30-5 p.m.	1/4/48—		Warwick & Lesler
PHILCO CORP., $311,409* $304,665**						
Burl Ives	Radios	MBS-204	Fri., 8-8:15 p.m.	10/18/46—		Hutchins Adv. Co.
Bing Crosby	Radios, Refrigerators	ABC-245	Wed., 10-10:30 p.m.	10/16/46—		Hutchins Adv. Co.
PILOT RADIO CORP., $9,291**						
American Forum of the Air	FM Radio Speaker Device	MBS-22	Tues., 10-10:30 p.m.	10/28/47-1/20/48		Grey Adv., Inc.
RADIO CORP. OF AMERICA, $153,700* $154,599**						
RCA-Victor Show	Institutional	NBC-155	Sun., 2-2:30 p.m.	9/3/44—		J. Walter Thompson Co.

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau.

Conditions are generally good with the radio manufacturers, according to Bond Geddes, executive vice president, Radio Manufacturers Assn., who made the following statement for this issue:

While the radio industry has probably passed its postwar production peak in the manufacture of AM radio receivers, it is increasing its volume output of television and FM receivers. Even AM radio set production remained remarkably high during the first quarter of 1948, following an all-time high of 19.5 million turned out in 1947, but an increasing proportion of the industry's production capacity is being turned to television set manufacturing.

Television set production by RMA member-companies already has reached a weekly rate of 10,000 or more and is still rising. RMA members have made more than 110,000 TV sets since Jan. 1 and the production rate during the other three quarters doubtless will rise higher as more manufacturers enter the field.

FM-AM receiver production also is on the increase. In March it passed a weekly average of 40,000 and approached 500,000 for the first quarter. Almost all medium and high-priced consoles now have FM reception facilities, and new low-price FM-AM table model receivers are appearing on the market in increasing numbers.

Transmitter production is remaining at a high level, and the 1948 output of TV and FM transmitters, the latter increasing in high power, is expected to exceed that of 1947.

Radio and electronic requirements of the armed services, now rising, are likely to bolster the industry's overall production this year as the nation expands its preparedness program. Fortunately the industrial capacity of radio manufacturers was expanded greatly during the war, and the industry is now able to handle considerable government business without curtailing production of civilian equipment, except perhaps of a few items that are still in short supply.

[*Business Index Continues on page 188*]

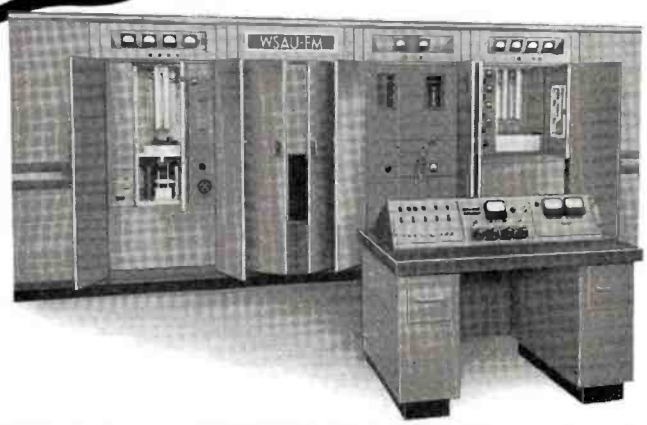
FM EQUIPMENT

REL

★ The REL FM Broadcast Equipments illustrated are typical of the REL complete line of commercial units. Every unit in the line has been engineered and built in keeping with the long established tradition of REL *Reliable Engineering Leadership*. This leadership, an acknowledged fact throughout the industry, is the direct outgrowth of over 14 years of application to the exclusive task of advancing the art of FM transmission and reception. Development and production of equipment for commercial FM broadcast use is REL's only activity.

FM BROADCAST TRANSMITTERS

—for the Finest FM Transmission



This is the famous 10 KW REL QUADRILINE transmitter that has established a nation-wide record of economy and dependability under every possible operating condition of climate and terrain. Outstanding feature of this equipment is the QUADRILINE 10 kw final amplifier employing four identical Eimac 4-1000A internal anode tetrodes with short sections of four wire line comprising the resonant input and output circuits.

Significant advantages of this design include rapid—5 to 10 second—tube replacement; simplified cooling and socketing; the fact that failure of a tube reduces output only 15 percent, virtually eliminates service failures; very low drive power requirements.

ALL REL FM TRANSMITTERS employ the Armstrong Phase Shift principle of modulation. REL transmitters are shipped ready to operate, thoroughly tested and tuned for peak performance before they leave the factory. REL preshipment tests are so exhaustive that it is standard REL practice to invite customers to have their engineers present at the plant during the test of their own equipment.

★ **250 WATTS TO 50,000 WATTS**

★ **ECONOMICAL TETRODE OPERATION**

★ **EXCLUSIVE 10 KW QUADRILINE CIRCUIT**

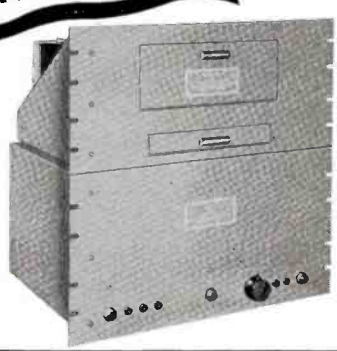
★ **EXTREMELY LOW DRIVE POWER**



SERRASOID MODULATOR

—Super Phase Shift for FM Broadcasting

★ **SIGNAL TO NOISE RATIO, FOR 75 KC DEVIATION, IS 80 db**
★ **DISTORTION UNDER .25% FROM 50 to 15,000 CYCLES**
★ **FOR USE WITH ANY MAKE FM TRANSMITTER**



The *SERRASOID* modulator practically eliminates the transmitter as a factor in controlling the qualities of an FM system. The separate and distinct functions of modulation and carrier frequency control are secured with four tubes involving no critical adjustments or resonant circuits. The balance of the RF portion of the unit is comprised of simple frequency multiplier stages. The *SERRASOID* modulator ranks as one of the most important FM advances to date, from the standpoint of simplicity, economy and superb performance. Complete characteristics and specifications are available on request.

RADIO ENGINEERING LABS • INC

FM LINK EQUIPMENT

—STL for Better FM Broadcasting





This equipment is the result of many months of research. It is presented to satisfy increasing demands for equipment to link studio and transmitter with very great fidelity and without the use of wire lines. The equipment operates line-of-sight over distances under 30 miles at 940 to 960 megacycles. Units are compact, easy to install, can be arranged to mount in single relay rack. Antenna equipment is optional.

*Transmitter input to receiver output does not include space attenuation.

★ AUDIO RESPONSE: 0.3 db FROM 50 TO 15,000 CYCLES
★ SIGNAL TO NOISE RATIO: 75 db BELOW 100% MODULATION*
★ DISTORTION: 0.3% MAX. AT 100% MODULATION FROM 50 TO 15,000 CYCLES.

PROFESSIONAL FM RECEIVERS

—for the Finest FM Reception

Model 670-L at right — $465.00. Model 646 below $340.00. Prices, net FOB factory





FIXED-FREQUENCY, CRYSTAL-CONTROLLED FM RELAY RECEIVER for network relay reception on any frequency from 88 to 108 megacycles. Features high reserve sensitivity; distortion less than 0.5% between 50 and 7,500 cycles; flat response ±0.5 db to 15,000 cycles; audio output +18 dbm in 600 ohms for 100% modulation.

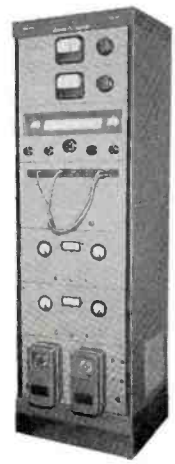
DUAL BAND FM RECEIVER for studio monitoring or superb home reception. Features input circuit noise limiting; distortion less than 1.5% at 10 watts output from 50 to 7,500 cycles; frequency response ±1 db from 30 to 15,000 cycles including de-emphasis of 75 microsecond time constant. Calibration permits use as relative field strength meter.

★ REL FM RECEIVERS EMPLOY GENUINE ARMSTRONG CIRCUITS FOR THE FINEST FM RECEPTION POSSIBLE

OTHER *REL* FM SPECIALTIES

—Automatically Controlled Transmitter—Transmitter FM Link Equipment





An extremely flexible arrangement combining both crystal controlled and tunable receivers together with provision for aural and visual monitoring. This unit is designed for the relaying of programs from one transmitter to another for FM network programming. Unit provided with facilities which allow semi-unattended operation.

—Frequency and Modulation Monitors

Available in several type with accessories.

★ MODEL 600B FLOOR MOUNTED
★ MODEL 600B-T TABLE TOP UNIT
★ MODEL 600B-R RELAY RACK TYPE

SEND FOR LITERATURE TODAY:
Simply check items below and mail coupon for prompt delivery of complete information.

- ☐ REL FM TRANSMITTERS ——WATTS
- ☐ QUADRILINE AMPLIFIER
- ☐ FM STUDIO-TRANSMITTER LINK
- ☐ SERRASOID FM MODULATOR
- ☐ FM RELAY RECEIVER
- ☐ DUAL BAND FM RECEIVER
- ☐ FM TRANSMITTER-TRANSMITTER LINK
- ☐ FM BROADCAST MONITOR

FM THE ARMSTRONG SYSTEM
LICENSED UNDER ARMSTRONG PATENTS

35-54 THIRTY-SIXTH STREET
LONG ISLAND CITY 1, NEW YORK

XXII—RETAIL LOCAL

Tops Network Billing

LAST YEAR local business on the air totaled $135,750,000, some $10 million more than the total network billings, making local advertising the leader in expenditures for the first time in radio history.

Commenting on the somewhat startling phenomenon, BROADCASTING'S YEARBOOK for 1948 pointed out that the dollar volume of local time sales had increased three and a half times from 1939 to 1947, that local sales had increased equally (16.6%) in 1946 and 1947, while network and national spot advertising have shown relative decrease or only small gain. The increase in local business for broadcasters was credited largely to the expansion of general prosperity into the smaller local markets; the great increase in the number of local and daytime regional stations, mostly serving markets previously without adequate radio service; more stations in older markets making more time available to local advertisers; the increased use of radio by businesses with relatively small advertising budgets.

Generally speaking, local advertising is retail advertising. Except for a relatively few small manufacturing plants with limited distribution, the local advertiser is the man with something to sell directly to the public of his community. There are a lot of businesses like this and a lot of them among radio advertisers. The network cooperative programs alone have more than 2,000 sponsors, 90% of them retailers. Last year's radio advertising competition conducted by the National Retail Dry Goods Assn. drew entries from more than 150 retail stores, chiefly department stores.

In this series, retail advertising on the air has been dealt with in the various product categories, auto dealers in the automotive class, clothing stores under the apparel heading, laundries and dry cleaners along with soaps and cleansers, instead of trying to lump all retailers under a single heading. There is no table of network advertising for this class because no advertisers at the retail level used network time during the first three months of 1948.

Lee Hart, assistant director of Broadcast Advertising for NAB, is the broadcasting industry's official liaison with the nation's retailers. Here's what she has to say about this increasing part of the broadcasters' business:

"An NAB survey has shown that broadcasters received 20 million dollars more from retail advertisers in 1947 than they did in 1946. I believe that 1948 will bring radio an even higher revenue from retail advertisers and that the amount of increase will depend on the degree to which broadcasters can show retailers how to make radio advertising dollars productive. Those retailers who have learned the tricks of making radio advertising productive will increase their budgets considerably. Those who haven't will reduce budgets. Very few retailers will spend money for institutional purposes only. Few will be influenced to buy the radio salesman who walks in with a 'perfect program' without helping the retailer study his problems and plan his radio advertising so it meets those problems.

"Fortunately, during the past few years, many broadcasters have been building themselves into retail advertising advisors; many progressive retailers have been discovering effective radio advertising techniques; and NAB has had the complete cooperation of NRDGA in extensive study, analysis and promotion of productive radio advertising principles. This accent on productive radio advertising should produce extra dollar results in 1948."

XXIII—TOBACCO INCREASES UP

28.5% From Year Ago

CIGARETTES, cigars and pipe tobacco, particularly cigarettes, make up No. 4 in the list of network advertising groups as measured by time purchases, according to PIB figures for the first quarter of the year. During that quarter this class of advertising accounted for more than $5 million worth of network time, at gross rates, an increase of 28.5% from the like period a year ago.

Last year the major cigarette companies, which are also the heavyest users of radio time in the tobacco field, reported peak sales and earnings. Bayuk Cigar Co. also had a good year in 1947, with sales up 3% over the previous year. Output of both cigarettes and cigars lagged in the first two months of 1948, but March production of about 10% more than for March 1947 brought cigarette output for the first quarter to about 2% below that of the like period of 1947. Cigar production for the three-month period was slightly ahead of the previous year's first quarter.

American Tobacco, Liggett & Myers and Lorillard reported increased sales in the opening months of this year as compared with the same months of 1947; Reynolds reported sales about the same and Philip Morris, whose fiscal year ends March 31, said Philip Morris cigarette sales had shown a steady month-to-month increase during the 12-month period. Bayuk reported that it was unable to meet the demand for "Phillies" and is continuing to allocate them to the trade. Brown & Williamson securities are privately held, so it makes no public report, but its menthoated Kools are said to be giving Old Golds a hard fight for fifth place in the best-selling cigarette line-up.

Of the network leaders shown in the table, only Philip Morris changed its network programming, but Philip Morris did enough juggling for all. In February Dinah Shore and Harry James were moved into the Friday night spot on CBS, replacing *It Pays To Be Ignorant*, and in April *Everybody Wins*, a quiz show with Phil Baker as m.c., took over that period, when the Shore-James show transferred to Tuesdays on NBC to fill the period vacated by Milton Berle.

Network tobacco programs not shown in the table include: American Cigarette & Cigar Co., with *Big Story* on NBC Wednesdays for Pall Malls; P. Lorillard Co., sponsoring the Old Gold Show on CBS Fridays for the cigarettes of the same name; Mail Pouch Tobacco Co., with the Monday *Fishing and Hunting Club of the Air* on MBS. Ronson Art Metal Works sponsors *Twenty Questions* Saturdays on Mutual for its lighters. In June U. S. Tobacco Co. will start *Take a Number*, audience participation show, on MBS Saturdays, 5-5:30 p.m., for its pipe tobaccos, currently promoted with announcements on 27 stations in the East and Midwest.

Other spot advertisers in the to-

(Continued on page 192)

Network Time Costs First Quarter

Class 23. SMOKING MATERIALS..... 1947 $4,017,382 1948 $5,163,517

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
AMERICAN TOBACCO CO., $280,352* $399,604**						
Jack Benny	Lucky Strike Cigarettes	NBC-162	Sun., 7-7:30 p.m.	10/1/44—		Foote, Cone & Belding †
Your Hit Parade	Lucky Strike Cigarettes	NBC-160	Sat., 9-9:30 p.m.	4/26/47—		Foote, Cone & Belding†
BAYUK CIGARS, INC., $302,524* $336,024**						
Inside of Sports	Phillies Cigars	MBS-104	M.-F., 7:45-8 p.m.	6/14/38—		Neal D. Ivey
BROWN & WILLIAMSON TOBACCO CORP., $435,290* $423,954**						
Red Skelton	Raleigh Cigarettes	NBC-161	Tues., 10:30-11 p.m.	10/7/41—		Russel M. Seeds Co.
People Are Funny	Raleigh Cigarettes	NBC-159	Fri., 9-9:30 p.m.	4/10/42—		Russel M. Seeds Co.
LIGGETT & MYERS TOBACCO CO., $662,908* $1,243,806**						
Chesterfield Supper Club	Chesterfield Cigarettes	NBC-161	M.-F., 7-7:15 p.m.	6/19/39—		Newell-Emmett Co.
Arthur Godfrey	Chesterfield Cigarettes	CBS-159	M.-F., 11-11:30 a.m.	6/2/47		Newell-Emmett Co.
PHILIP MORRIS & CO., LTD., $553,001* $967,152**						
Horace Heidt	Cigarettes	NBC-160	Sun., 10:30-11 p.m.			
Milton Berle	Cigarettes	NBC-143	Tues., 8-8:30 p.m.	3/11/47—		Biow Co.
It Pays To Be Ignorant	Philip Morris Cigarettes	CBS-146	Fri., 10-10:30 p.m.	2/1/46–2/6/48		Biow Co.
Call for Music	Philip Morris Cigarettes	CBS-146	Fri., 10-10:30 p.m.	2/13/48—		Biow Co.
Heart's Desire	Philip Morris Cigarettes	MBS-218	M.-F., 11:45 a.m.-noon	4/28/47—		Cecil & Presbrey
Queen For A Day	Philip Morris Cigarettes	MBS-223	M.-F., 2-2:15 p.m. or 2:15-2:30 p.m.	4/21/47—		Cecil & Presbrey
R. J. REYNOLDS TOBACCO CO., $797,323* $1,192,800**						
Bob Hawk	Camel Cigarettes	NBC-161	Thurs., 10-10:30 p.m.	10/2/47—		William Esty & Co.
Vaughn Monroe	Camel Cigarettes	CBS-160	Sat., 9:30-10 p.m.	10/12/46—		William Esty & Co.
Screen Guild Players	Camel Cigarettes	CBS-160	Mon., 10:30-11 p.m.	10/6/47—		William Esty & Co.
Cotton Bowl Football Game	Camel Cigarettes, Prince Albert Tobacco	MBS-377	2 p.m. to conclusion	January 1		William Esty & Co.
Paul Whiteman Record Club	Camel Cigarettes, Prince Albert Tobacco	ABC-246	M.-F., 3:45-4 p.m.	6/30/47		William Esty & Co.
Grand Ole Opry	Prince Albert Tobacco	NBC-158	Sat., 10:30-11 p.m.	10/14/39		William Esty & Co.

† Switched to BBDO 3/29/48.
* First quarter 1947. ** First quarter 1948.

Source: Publishers' Information Bureau.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

May 4, 1948

To the PRESS and RADIO:

Subject: RAILROAD RATES

Rates and fares are the prices at which railroads sell their services. These prices are higher now, in dollars and cents, than they were before the war but as compared with most other prices, they are distinctly lower.

The increase since 1939 in the prices at which railroads sell their freight services has been only about half as much as the percentage by which railroad wage rates and the prices of railroad materials, supplies and fuel have gone up. In passenger service, the increase in selling prices has been only one-fourth as much as the average increase in the prices and wages which railroads must pay.

Increases in railroad rates are effects, not causes. Rail rates were no higher at the end of the war, and in many instances were lower, than when war began. Subsequent increases came after and not before the increases in the prices of other things. Indeed, there are few commodities or services for which the increase in price since 1939 has been so little, or so late.

Experience has shown that poor and inadequate transportation is costly, no matter how low the rate might be, while good and adequate transportation is worth what it costs. The foundation of good transportation is good plant and equipment. That requires investment, and investment depends upon earnings or the prospect of earnings.

The best way, and indeed the only sure way, to have better transportation in the future is to give railroads a chance now to make earnings sufficient to meet today's costs — such earnings as will justify and encourage continued investment in the better railroad plant and facilities which are the one sound foundation of better service at the most economical cost in the days to come.

Sincerely,

William T. Faricy



SWITCH TO DISC LABELS THAT —

- *can't clog grooves*
- *stick and stay stuck*
- *are quickly applied without moistening*

No more clogged grooves in your master discs! No more labels that pop or curl off! *Simply switch to these amazing Kum-Kleen Self-Adhesive Labels.*

Kum-Kleens are the unusual labels that *require no moistening.* Not only are they applied far faster, but eliminate messiness, no adhesive can possibly clog grooves. They *stay* stuck...never pop or curl off despite temperature, humidity change or age.

Write for free samples. See for yourself why so many radio stations have switched to Kum-Kleen Disc Labels. Address Dept. B-5.

KUM-KLEEN
SELF-ADHESIVE LABELS

AVERY ADHESIVE LABEL CORP., Monrovia, Calif.; 41 Park Row, N. Y. 7; 608 S. Dearborn St., Chicago 5; 2930 W. Grand Blvd., Detroit 2; all principal cities. Canada: Enterprise Sales, Toronto.

COVER THE BARE SPOTS

in your programming

with the

NATIONAL PROMOTION CAMPAIGNS

of

HOWARD J. McCOLLISTER

10660 Bellagio Rd., Los Angeles, Cal.
Phone BRadshaw 04705



SMALLER of two production centers in the new television studios of WCAU-TV Philadelphia, Studio B is rapidly taking shape.

* * *

PHILLY VIDEO

WCAU-TV Starts Full Operations May 23

WCAU-TV Philadelphia will begin a full schedule of television operations upon completion of new studios May 23.

Currently, station's programming is being furnished by remote broadcasts, CBS network features and film presentations from the WCAU-TV transmitter atop the Philadelphia Saving Fund Society Bldg. in downtown Philadelphia. The few studio programs now being televised originate in the nearly-completed Studio B at the WCAU Bldg.

WCAU-TV studios, among the most complete and modern in the world, will consist of one production center measuring 34x55x22 and another covering 29x36x22. Each studio will be equipped with its own control room and complete camera and lighting facilities. Basic lighting will be fluorescent on an overhead grid.

Incandescent lights, suspended from the grid and powered by an overhead feed rail, will be used in conjunction with fluorescent system. Main feature of the lighting is that it can be maneuvered and adjusted to any angle or position and yet is cable free.

Each studio will have a cat-walk completely around it, allowing technical crews and production men to work over top of the actors, yet out of range of the television cameras.

All studio lighting will tie-back to one panel which can be controlled from a central point. Parts of the lighting scheme may be pre-set for a program and still be changed during actual presentation.

In addition to the two studios and their individual control rooms, a master control is being installed on the 5th floor of the WCAU Bldg. for switching from one program to another.

Air-conditioning will be used in all studios. When full lighting is used, the air-conditioning system automatically will adjust itself to compensate for the extra heat. When lighting is reduced, the air-conditioning unit will reduce its output.

Work is now going ahead on the developing and cutting rooms for films, dark rooms for slides, still photos and developing and the film library room, where all films will be catalogued and stored.

A special projection room for motion pictures used on WCAU-TV programs is nearing completion. It is being equipped with two 16-mm and two 35-mm projectors and associated equipment. An innovation will be the use of an optical system di-plexer which enables *The Philadelphia Bulletin* station to use two projectors with but one camera chain.

A large glass-walled visitors' gallery is being built to allow the public to watch all proceedings during a television program. Provisions are being made to install receivers, or television sets, in the visitors' gallery so that the public, as well as watching every phase of the production, can see the finished product that goes into viewing homes.

All programs originating in the WCAU-TV studios will be sent to the WCAU-TV transmitter site by special coaxial cable circuits and then transmitted to viewing homes.

WCAU-TV also will have microwave equipment for relaying from the studios to the transmitter but it is expected that the cable circuits will be employed in most cases.

WHIM Album

WHIM Providence, R. I., has released to the trade a 30-page album depicting its various activities. The booklet, through a series of photographs, also acquaints readers with the officials, staff members and radio personalities serving and appearing on WHIM.



W·I·N·D charts your course

. . . and you're headed for a sure sales success story! And no wonder, there's power, there's push, behind Chicago's leading independent, serving local and national advertisers for over a double decade. Set your compass in any radio direction, WIND ALWAYS BRINGS TOP RESULTS:

SPORTS . . . Year 'round coverage! CUBS BASEBALL, BEARS FOOTBALL, BLACKHAWKS HOCKEY, and we could go on, and on.

NEWS . . . EVERY HOUR, ON THE HOUR, over 24 newscasts a day. A record unmatched by any other station in Chicago.

MUSIC . . . BLOCK PROGRAMMED, 24 hours a day and featuring Chicago's ACE DISC-JOCKEYS on music shows that range from Bach to Benny Goodman.

560 KC . . . Puts WIND at the top of the dial. That's more coverage than from 100,000 watts at the other end of the dial.

SURVEYS . . . Show WIND the outstanding circulation buy in Chicago.

• • •

So let CHICAGO'S LEADING INDEPENDENT chart your course and you'll agree . . .
CHICAGO'S SURE SALES WINNER IS WIND!

CHICAGO'S ONLY 24 HOUR STATION

JOHN E. PEARSON IN NEW YORK

Tobacco Increases

(*Continued from page 188*)

bacco group include American, which in March started an intensive 52-week campaign in New York, using 419 spots a week on nine stations for Herbert Tareyons, with use of other markets contemplated; Puerto Rico Agricultural Co., using five-minute programs in Philadelphia and Baltimore for El Praco cigars in the company's first use of radio; Lorillard, with spots and programs on 31 stations for Old Golds and spots on 13 stations for Embassy cigarettes; Liggett & Myers sponsoring *Platter Parade* on nine Don Lee stations for Chesterfield; Consolidated Cigar Corp., using announcements on 10 stations. Little local radio advertising is used by this class of advertisers; only five are listed as sponsors of network co-op shows.

Sports and cigarettes go together naturally, and this year the tie-ups include TV as well as sound broadcasting. Liggett & Myers, for Chesterfields, are sponsoring telecasts of the New York Giants home games on WNBT New York and sound broadcasts of all Giants games, away as well as home, on WMCA New York. To avoid sharing the video audience with other advertisers, L & M also tied up all of the billboard space within the park, which this year advertises nothing but Chesterfields.

Chesterfields are also advertised with telecasts of the Chicago Cubs on WBKB Chicago and of the Washington Senators on WTTG Washington (with Ford as co-sponsor in both cities), and with sound broadcasts of the Senators on four Washington stations: WWDC, WWDC-FM, WPIK and WPIK-FM. Games of the Giants during their training period in Arizona were broadcast by KRUZ Phoenix for Chesterfields.

Lorillard, continuing its long-term sponsorship of the Brooklyn Dodgers games broadcasts on WHN New York (shared this year with General Foods Corp.), is also sponsoring the Dodgers telecasts on WCBS-TV (with Ford as co-sponsor), Old Golds being advertised on both sets of broadcasts. Brown & Williamson, for Kools, sponsors a weekly sports review in the five minutes preceding the Gillette boxing bouts on the NBC video network. Company is advertising Wings with quarter-hour chain-break baseball scores on KROW Oakland, and is using announcements in the New York area to introduce its new cigarette, Life.

American Tobacco, for Luckies, is sponsoring a video dramatic series, *Barney Blake, Reporter*, on the NBC TV network; is using video spots on a number of stations and is planning extensive sponsorship of football telecasts this fall. Company abandoned after three trial broadcasts *Tonight on Broadway*, backstage interviews with actors, producers, etc., of New York hit shows, plus scenes from the plays broadcast from the theatres in the early evening.

Ronson Art Metal Works is advertising its lighters with video announcements on 10 stations, with sound broadcast spots on 22 stations in 20 top markets. Lektrolite Corp. also is plugging its flameless lighters with video spots on three stations.

XXIV—SOAP STEADY

Consistency Marks Total Expenditures

HOUSEHOLD SOAPS (as opposed to toilet soaps), cleansers and polishers ranked fifth as a class in their use of network time in the opening three months of 1948, edged out of fourth position by the tobacco group despite an increase of 3.5% in network billings over the like quarter of last year. Consistent in their use of radio through the years, particularly in the field of daytime serials which as a result of this sponsorship have become popularly known as "soap operas," this class of advertisers may be expected to continue as one of radio's best client groups.

Network clients not included in the table are: Armour & Co., whose 25-minute afternoon *Hint Hunt* program on CBS Monday through Friday devotes its final ten minutes to advertising Chiffon Flakes (first quarter-hour plugs meats); Chemicals Inc., sponsoring *Meet the Missus* for a Thursday afternoon quarter-hour on a CBS Pacific hookup for Vano; Cudahy Packing Co., advertising Old Dutch Cleanser via *Nick Carter* Sunday evenings on MBS; Drackett Co., sponsoring Dorothy Kilgallen's Thursday 15 minutes of theatrical chatter on MBS for Drano and Windex; General Foods Corp., sponsoring *The Second Mrs. Burton*, daytime serial on CBS for La France and Satina; Pacific Coast Borax Co., promoting the sale of Twenty Mule Team Borax with *The Sheriff*, Friday evening on ABC; S.O.S. Co., sponsoring *Front Page Features* on a CBS Pacific network and *Sidelights in the News* on Yankee Network for its cleansers.

The current contest craze, intense even for radio, reached its peak with the Walking Man hunt on *Truth or Consequences* sponsored by Procter & Gamble Co. for Duz, the fortunate identifier of this elusive gentleman collecting a mountain of prizes assessed as worth $22,500, while the American Heart Assn. was enriched by about $1,500,000 as a result of solicitations for contributions made in connection with the contest. Undaunted by these spectacular results, P & G plans another contest on this program in the fall. Lever Bros. Co. has also been running a contest on *Amos 'n' Andy* and other network programs of this company, offering a total of $100,000 in prizes for the best letters telling why the writers like Lever products.

Spot campaigns in this field include: Park & Tilford's spring campaign for Tintex, with 200 stations broadcasting announcements and five-minute programs for this product; Kendall Mfg. Co., using quarter-hours and announcements on 20 Yankee Network stations for Soapine; M. Werk Co., with announcements and half-hour programs on 15 stations for Werk and Tag soaps; Armour Soap Works, advertising Perk laundry soap on 19 stations with announcements on 17 and five and ten-minute programs on the other two stations; A. S. Harrison Co., using participations in women's programs in eastern cities for Preen and K. T. waxes; S. C. Johnson & Son, with spots on 14 stations for its wax products; General Analine & Film Corp., plugging Glim, soapless dishwashing liquid, on the full Don Lee Network plus an expanding list of eastern and midwestern stations; Dif Corp., using spots on five New York stations for Dif hand cleaner; Milrose Products Co., using participations on three New York stations for Rad, all-purpose cleaner; Marine Electrolysis Eliminator Co., using stations in the Northwest for Red Devil soot remover.

Griffin Mfg. Co. is again conducting its annual spot campaign for its white shoe cleaner, starting in the south in March and moving northward with the season. In April Staminite Corp. was planning a test campaign for "Surface-Kleen" and "Surface-Nu" floor

(*Continued on page 196*)

Network Time Costs
First Quarter 1947 1948

Class 24. SOAPS, CLEANSERS & POLISHERS $4,568,876 $4,729,937

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
B. T. BABBITT, INC., $492,917* $506,922**						
David Harum	Bab-O	CBS-55	M.-F., 10:45-11 a.m.	1/13/47—		Duane Jones Co.
Lora Lawton	Bab-O	NBC-98	M.-F., 11:45 a.m.-noon	5/31/43—		Duane Jones Co.
COLGATE-PALMOLIVE-PEET CO., $202,982* $212,237**						
Blondie	Super-Suds	CBS-150	Sun., 7:30-8 p.m.	8/11/46—		William Esty & Co.
GENERAL FOODS CORP., $158,537**						
Second Mrs. Burton	La France, Satina	CBS-66	M.-F., 2-2:15 p.m.	4/1/46—		Young & Rubicam
S. C. JOHNSON & SON, INC., $203,112* $220,077**						
Fibber McGee & Molly	Johnson's Wax & Allied Products	NBC-150	Tues., 9:30-10 p.m.	4/16/35—		Needham, Louis & Brorby
LEVER BROTHERS CO., $171,780* $186,214**						
Amos 'n' Andy	Rinso	NBC-156	Tues., 9-9:30 p.m.	10/8/43—		Ruthrauff & Ryan
PROCTER & GAMBLE CO., $2,463,885* $2,804,504**						
Beulah	Dreft	CBS-70	M.-F., 7-7:15 p.m.	11/24/47—		Dancer-Fitzgerald-Sample
Joyce Jordan, M. D.	Dreft	NBC-148	M.-F., 10:45-11 a.m.	4/2/45—		Dancer-Fitzgerald-Sample
Road of Life	Duz	NBC-156	M.-F., 10:30-10:45 a.m.	9/13/37—		Compton Adv., Inc.
Guiding Light	Duz	CBS-86	M.-F., 1:45-2 p.m.	6/2/47—		Compton Adv., Inc.
Truth or Consequences	Duz	NBC-144	Sat., 8:30-9 p.m.	8/17/40—		Compton Adv., Inc.
Breakfast in Hollywood	Ivory Flakes	ABC-188	M.-F., 11-11:15 a.m.	7/1/46—		Compton Adv., Inc.
Perry Mason	Ivory Flakes, Spic & Span	CBS-87	M.-F., 2:15-2:30 p.m.	9/2/46—		Compton Adv., Inc.
Welcome Travelers	Ivory Snow	ABC-188	M.-F., 12:15-12:30 p.m.	7/1/47—		Benton & Bowles
Rosemary	Ivory Snow, Tide	CBS-66	M.-F., 11:45 a.m.-noon	9/16/46—		Benton & Bowles
Jack Smith	Oxydol	CBS-85	M.-F., 7:15-7:30 p.m.	8/19/46—		Dancer-Fitzgerald-Sample
Ma Perkins	Oxydol	CBS-81	M.-F., 1:15-1:30 p.m.	12/30/46—		Dancer-Fitzgerald-Sample
Ma Perkins	Oxydol	NBC-150	M.-F., 3:15-3:30 p.m.	12/4/33—		Dancer-Fitzgerald-Sample
Life Can Be Beautiful	Spic & Span	NBC-149	M.-F., 3-3:15 p.m.	6/24/46—		Dancer-Fitzgerald-Sample
Gangbusters	Tide	ABC-87	Sat., 9-9:30 p.m.	3/13/48—		Benton & Bowles

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau

By every measurement WTIC dominates the prosperous Southern New England Market

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.

ELECTRONIC BARGAINS

2,157 brand new patch cords!

Western Electric 2 foot, gray, with WE 241A double plug on each end, fungus proofed, $5 each in lots of 12, $6 singly.

Kellogg 2 foot red with WE type 241A double plugs each end, $5 each.

Western Electric 6 foot green test cord, WE 241A plug on one end, test clips on other, $5.

●

1,084 jack panels up for sale!

Single jack strips with 24 type 218A jacks, $15, brand new.
Double jack strips with 48 type 218A jacks, $30, brand new.

●

16,788 jacks for sale!

JK-24, single circuit, similar to WE 218A Jack, brand new, individual boxes, 21c each or quantity prices.

●

3,615 reels of spiral four cable!

Four conductor, all copper, stranded CC-358, on 1300 foot steel reels, used, excellent condition, good for remote meter circuits, small power uses, extension cords, telephone circuits, etc., $25 per reel, FOB.

●

21 automatic coaxial dry air dehydrators!

The Model 2200 of Communication Products, will handle 600 feet of 6 inch coax, 1 cu. ft. output, variable pressure to 35 lbs, brand new, original packing, $200.

A few units out of the boxes, shopworn, in operating condition, $150. Spare parts in complete sets, $22.50.

ELECTRONIC SERVICE CO.

119 South Sixth St.
Louisville, Kentucky
CLay 4150

Technical Papers

(Continued from page 47)

with the design, construction and operation of television and FM transmitting plants. The subject matter will include layouts, novel design features, terminology, monitoring, test equipment and adjustments and synchronization control. The NBC plants in New York, Washington and Los Angeles will be briefly described.

* * *

TV Studio Systems—M. A. Trainer, RCA Victor

Equipment layouts for television studios of small, medium and large size will be presented and discussed. Circuit arrangements for inter-connecting, switching and monitoring will be illustrated by diagrams. Various arrangements of the audio and video units in the studio control room, film control room and master control room will be shown on color slides.



Mr. Trainer



Mr. Blount

Light Sources for Television Studio Lighting—Richard Blount, GE (presented by F. E. Carlson, GE)

Characteristics of several types of light sources in terms of the television studio lighting problem will be described. Such factors as color quality, efficiency, and the degree to which the available light can be effectively utilized by reflectors or lenses are particularly emphasized. To the extent that fundamental data on pickup tube characteristics are available, an attempt is also made to evaluate each type of source in terms of pickup tube response.

* * *

Remote Control Television lighting—W. C. Eddy, WBKB Chicago

With the novelty era of television fast disappearing in the major markets, the audience now demands of the visual broadcaster lighting and stage techniques comparable to those employed in motion pictures. Continuity of action in television and restricted staging areas prohibit the use of established motion picture lighting technique and equipment. New equipment has been developed to solve this all-important function of techni-artistic illumination of a television set. Remote controlled ceiling mounted units permitting complete flexibility, as well as full utilization of new and efficient light sources, are fast becoming standard in television stations both here and abroad. A typical studio installation and the practical use of this new equipment will be the subject of this paper.



Mr. Chamberlain



Mr. Lodge

The CBS Grand Central Television Studios — A. B. Chamberlain, CBS (by William B. Lodge, CBS)

Physical and technical facilities of the new WCBS-TV studios, now under construction in the Grand Central Terminal Bldg., New York, will be described. The video and audio facilities systems design, capable of meeting complex program production and technical operating requirements established prior to planning the new facilities, will be enumerated. Emphasis has been placed on flexibility of operation, particularly insofar as the switching, control, and monitoring facilities are concerned. Due consideration has been given the importance of the audio system, continuity of service, and the possibility of future expansion of these facilities. Associated requirements including studio lighting and control, air conditioning, studio cue communication facilities, and sound effects facilities will be described briefly. Some of the major differences between these facilities and those required by the average television station will be discussed.

* * *

Television Field Broadcasts, Including Radio Relay — Robert Clark, NBC

This will cover problems encountered in presenting television field

(Continued on page 198)

CALIFONE

Tops with Vallée





I am enclosing herewith my check for another CALIFONE. I am extremely pleased with the performance of the one I now have. It is a real pleasure to use a playback with professional fidelity, yet light enough to carry with ease.

RUDY VALLEE

TOPS WITH SPONSORS, TOO!

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17¼" transcriptions and standard records.
- Plays 33 1/3 RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.



MODEL 6-A
• Low-Cost

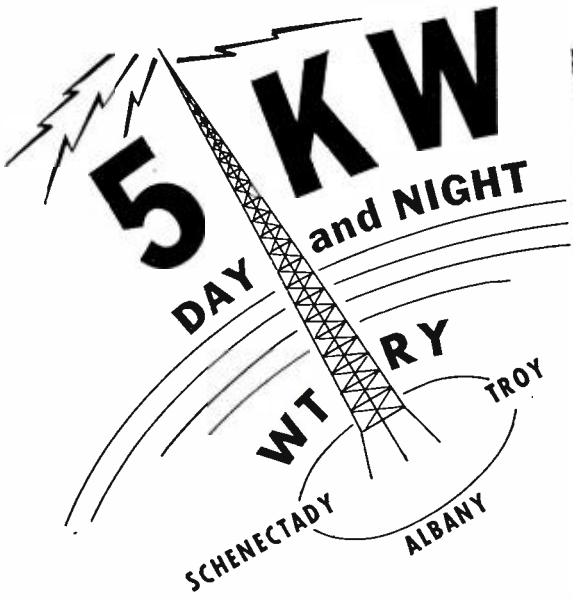
Model 6-A Low Cost	Model 6-DC for AC-DC
$54.95 LIST PRICE	$74.95
$41.25 NET	$56.22 NET

To Radio Stations, Advertising Agencies, Recording Studios
F. O. B. FACTORY

More than 250 Radio Stations now use Califone. Order yours today!

THE CALIFONE CORPORATION

1041 No. Sycamore Ave., Hollywood 38, Calif.



It's HERE!

WTRY COLUMBIA BASIC 980 KC

NOW 5 KW day and night

and Preferred Position . . . at 980 on the Dial . . . to Bring You

MORE THAN 100,000 NEW LISTENERS

THAT'S NEWS up in this neck of the woods! . . . and wherever radio time is bought to do a **selling** job.

Now WTRY, one of the nation's FINE stations, sends out a signal five times more powerful—brings in 30,000 **additional** radio families—over 100,000 **new** listeners for your selling.

And mind you, that makes a lot of customers—a total of well over 700,000 BUYERS for your messages in this good selling Albany-Troy-Schenectady area.

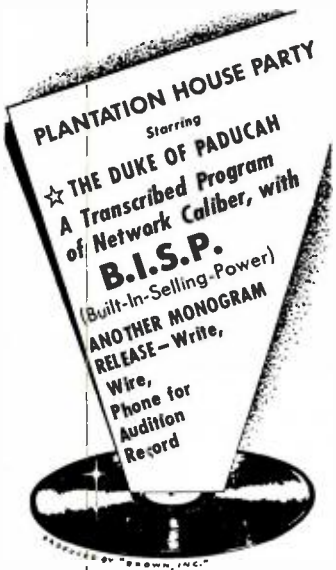
Consistent audience domination is yours through this CBS basic station where outstanding network and local programing combine to build and hold listener interest.

Check WTRY availabilities now, and whenever you want to sell or get over a message . . . at less cost. WTRY delivers a great audience, a spending audience, throughout this **balanced** city–farm–industrial area.

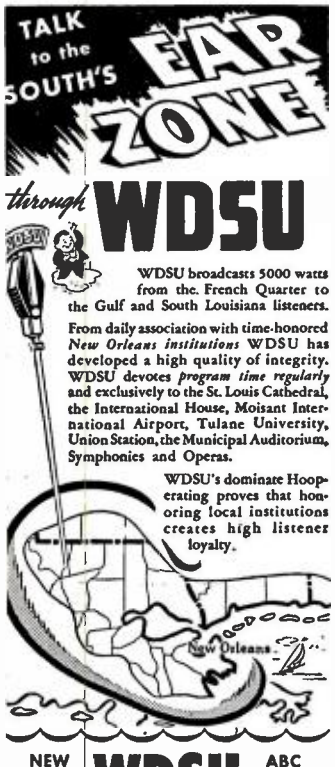
TROY BROADCASTING CO., Inc., TROY, N. Y.

Represented by Headley-Reed

WTRY and its full power FM affiliate WTRI



monogram
radio programs inc.
LOWELL E. JACKSON, President
75 EAST WACKER DRIVE, CHICAGO, ILLINOIS
Southern Sales
MONOGRAM BUILDING, NASHVILLE 3, TENN.



Soap Steady

(*Continued from page 192*)

products in 16 New England markets, and American Home Products began advertising Aerowax on its *Helen Trent* show on CBS and *Front Page Farrell* on NBC. Lever Bros. in April named Day, Duke & Tarleton as agency for a new detergent, Surf, with radio reasonably certain to be used.

Only video advertising done by a member of this group is the sponsorship of *Missus Goes A-Shopping*, on WCBS-TV New York Wednesday afternoons, by B. T. Babbitt for Bab-O, sharing the sponsorship with three other advertisers on a rotating basis. S. C. Johnson & Son is studying television with a view to its use next year, but has announced no plans as yet.

As with other packaged products, most of the advertising of this group is done at the national level. Locally, laundries and dry cleaning establishments are the major advertisers in this general class, the extent of their use of radio being indicated by the fact that 32 laundries and 15 dry cleaners sponsor network co-op shows in their communities.

Soap deliveries by manufacturers in the United States during the quarter ending March 31 were 17% less than the preceding quarter and 4% under the same quarter of last year, according to a report issued May 7 by J. Malcolm Miller, secretary of the Assn. of American Soap and Glycerine Producers. Based on sales census reports to the Association, solid soaps delivered in the January-to-March period this year totaled 657,911,104 pounds, 139,166,896 pounds less than the fourth quarter of 1947 and 28,777,080 pounds less than the first quarter of 1947. Sales of liquid soaps in the first 1948 quarter totaled 755,606 gallons, up 119,606 gallons from the final quarter of 1947 but 212,049 gallons below the volume produced and sold in the first three months of last year.

XXV
Sporting Goods
Radio Activity
At Local Level

THE LACK of radio advertising for sporting goods and toys is amazing in view of the amount of radio time devoted to the broadcast of sports events, but whatever the reason, the fact is that not a single dollar was expended for network advertising by this class during the first quarter of this year (or of last year, for that matter). Nor do the records reveal any spot campaigns for sports equipment or toys. The only radio activity by this group appears to be at the local level, where local merchants use radio to sell golf clubs, tennis rackets and other such paraphenalia. The network co-ops have more than 25 such sponsors, with 19 sporting goods stores sponsoring broadcasts of Mutual's *Fishing and Hunting Club of the Air* in their markets.

Television should be a natural medium for this type of product. Last winter a model railroad was demonstrated on a video show on WCBS-TV New York and its maker (Lionel) although not the sponsor of the program, received more than 600 inquiries and some 300 sales leads from that single telecast. However, only one sponsor in the sports-toys class is currently using video advertising. In line with the sound broadcasting record of this group, that one sponsor is a retailer, the Davega chain of 21 stores of New York, advertising its extensive stock of sporting goods of all varieties, with *Stop Me If You've Heard This One* in a Friday evening half-hour preceding the Gillette fights on WNBT New York.

XXVI—TOILETRIES

New Advertisers Added

SECOND only to food products advertising as a source of network revenue, the toiletries class purchased a sixth of all network time used commercially during the opening quarter of the year, its bill (at gross rates) for network time totaling $8.7 million, a gain of 19.4% over the like period of 1947. With several additional toiletries programs starting on the network since the end of March, the outlook for broadcast advertising from this class is more optimistic than the overall picture made for this issue by S. L. Mayham, executive vice president, The Toilet Goods Assn., who stated:

"Manufacturers of cosmetics have found business harder to get during the first three months of 1948 than they had anticipated. However, the situation from a standpoint of soundness of general conditions in the field is considerably better than it was at the same time in 1947. At that time inventories in the hands of retailers and also of manufacturers were greatly inflated and the volume of cosmetics of more or less unknown brands in the hands of the retailers was so great as to bring about almost a cessation of business between the retailer and the producer.

"Stocks after the holiday period of 1948 were not nearly as large as in 1947 and most of the so-called "unknown brand cosmetics" have been completely eliminated from the market. At the same time stores have pursued a cautious policy in their purchasing and have not been inclined to anticipate to any great extent. Consumer sales during the first quarter with the exception of a limited number of items, were also lower than they were during the same period last year. A large part of this slowness in business may be traced this year to the 20% retail excise tax. During the exceptionally flush times of the war and the immediate postwar period, this special burden on the toilet goods industry did not appear to affect retail sales to any great extent. Now with world conditions greatly unsettled and the cost of living at a very high level, consumers are inclined to confine gift purchases to goods which do not bear a retail sales tax and are also inclined to economize in their purchases of necessities which bear a retail sales tax.

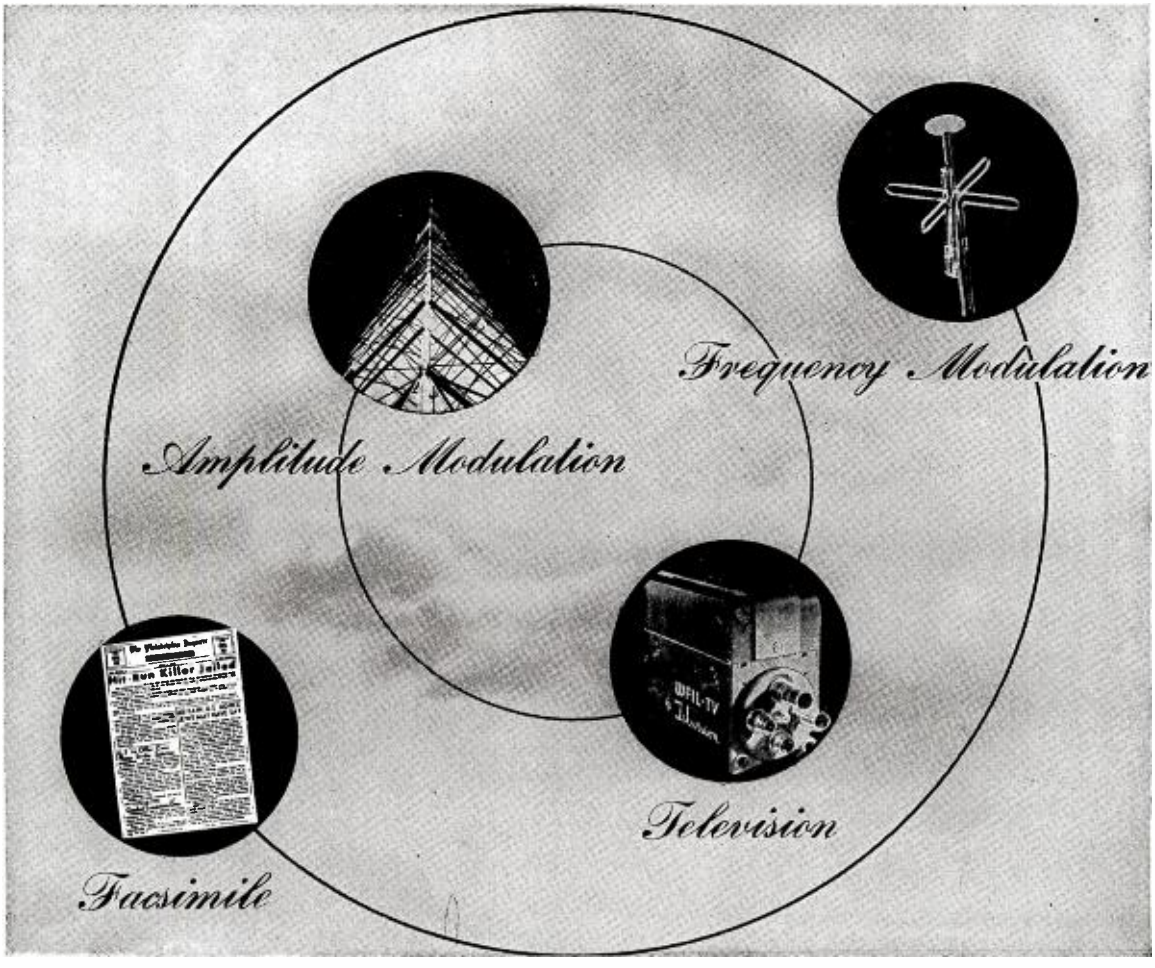
"On the whole, the outlook for 1948 is by no means dark. It seems likely that staple merchandise will be purchased at a steady rate throughout the year and that the total volume of business will approach the 1947 figures, but for the time being the days of spectacular increases in sales of perfumes, cosmetics and other toilet preparations seem to be past.

"With respect to advertising, there is a tendency on the part of manufacturers to be much more cautious than they have been for several years. Schedules are being examined with greater care and economies are being effected wherever it is felt that such economies will not too seriously interfere with the general promotional plans of the manufacturers. The industry has always been an extremely heavy advertiser and there is every reason to believe it will continue to be a very heavy advertiser, but the advertising dollar will be stretched further in 1948 than has been the case in recent years."

Expanding its network advertising schedule for Toni Home Wave, Gillette has added two programs on CBS, an afternoon broadcast of *This Is Nora Drake* in addition to the morning broadcast of this five-a-week daytime serial on NBC and a half-hour Thursday evening program, *Crime Photographer*. With an annual gross time expenditure of $2,500,000 on CBS alone, the total network Toni time bill is now running at the rate of better than $4 million a year, the Gillette annual total for network time close to $6 million.

Lever Brothers Co. has added a Saturday morning half-hour on CBS, *Junior Miss*, to its network advertising for Pepsodent tooth

(*Continued on page 208*)



First with all four

WFIL is the first station in America to transmit regularly scheduled programs via Amplitude Modulation, Frequency Modulation, Television and Facsimile.

This achievement reflects the spirit of WFIL—the spirit which has kept WFIL at the forefront among Philadelphia radio stations...among America's radio stations!

It is this same spirit which goes into every WFIL program and plan of promotion... the spirit which assures the success of your WFIL program in Philadelphia, America's third largest market.

The Philadelphia Inquirer Station

WFIL *Philadelphia*

AN ABC AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY



390,306 COWS IN WONDERLAND* said Alice

"Yum," said the Timebuyer, "that's a lot of sirloins. But cows listen to the radio very seldom, and they almost never buy soap."

"Quite true," admitted Alice, "but think how rich the nice Wonderland people are getting selling cattle to meat-hungry folks. You know about meat prices nowadays. And KBKI is their very favorite station because we have broadcasts of their stock shows and auctions and cattle market reports and lots of other things they like. And they buy soap. And automobiles and coffee and scads of other things when KBKI tells them to."

*WONDERLAND: *the 14-county chunk of Texas where KBKI sounds out loud and clear.*

1000 WATTS CLASS II CLEAR CHANNEL 1070 KC.

KBKI ALICE (in Wonderland) TEXAS

RECOGNIZED by LISTENERS ADVERTISERS as "Tops" in •SPORTS •MUSIC

5000 WATTS In One of America's Truly Great Markets SAN DIEGO

JACK HEINTZ General Manager

SAN DIEGO KUSN

Technical Papers

(Continued from page 194)

programs in respect to preliminary surveys, equipment setup and program presentation. The relay portion of the talk will cover NBC's first experience in relay programs and will include recent information utilizing microwave relay equipment.



Mr. Clark



Mr. Schreiber

Network Facilities for Audio and Studio Broadcasting — Ernst Schreiber, Pacific Tel. and Tel. Co.

Present methods will be reviewed for providing audio and video program channels for radio broadcasters along with mediums available now for transmission of audio and video signals: Regular cable pairs, coaxial conductors, special shielded pairs, and microwave radio systems. Present plans for providing service over principal intercity routes, types of facilities, band widths and general features will also be explained.

* * *

Installation and Maintenance of Television Receivers — Edward Edison, RCA Service

A brief history of RCA's growth in television since 1936, leading up to the conception and launching of the RCA Service Plan for the consumer. A review of some related problems between the television broadcasters and the installation and service organization.



Mr. Edison



Mr. Ranger

Absolute Speed for Magnetic Tape and Demonstration of Tape Reproduction at 30" per Second— R. H. Ranger, Rangertone Inc.

Factors determining the smoothness of the tape movement in a professional type magnetic recorder are the constancy of the tape pull of the three motors involved. First in importance is the synchronous motor. New hysteresis motors have proven particularly effective for these, and a particular adaptation will be described.

Magnetic Tape Editing Device— R. S. O'Brien, CBS (presented by H. C. Pangborn, KNX)

A tape-editing machine which spots the precise location of particular words or portions of words is described. By means of a variable speed forward-reverse drive the tape may be quickly reeled to the desired section. A pickup head mounted on a drum is then rotated, scanning a 2-to-5 word section of tape repetitively. Aural and visual (oscilloscope) methods for locating an exact cutting point within the scanned section are described.



Mr. Pangborn



Mr. O'Brien

The Economics of Coverage in FM Broadcasting—Everett Dillard, WASH Washington, KOZY Kansas City

In general, the talk will center around the engineering considerations which contribute toward the best coverage consistent with the economy of investment and operation, and the required service area by FM stations. It will include: advantages in coverage to be expected of FM operation; the engineering aspects of combined FM-AM operation at a single site; the engineering aspects of a site selected for an exclusive FM operation; a review of the relative importance of transmitter power, antenna height, and antenna gain; planning for future FM expansion; effects of topography on coverage; factors to be avoided in selecting sites; how to avoid multipath distortion problems; the Class A FM station in the allocation picture; a discussion of FCC engineering standards for FM; and the use of FM by radio relay in FM network.



Mr. Dillard



Mr. Packard

Measuring Equipment and Techniques for FM and AM Broadcast Transmitters—David Packard, Hewlett-Packard

This paper begins with a review of audio frequency, measuring equipment, and techniques. The application of low distortion oscillators, distortion analyzers and inter-modulation measuring equipment is described, with special em-

(Continued on page 202)

ZENITH AMERICA'S FM LEADER

Presents

A New Triumph in Genuine FM



Featuring Zenith-Armstrong Static Free FM

Only genuine *Armstrong* FM can give FM reception at its best—crystal-clear, static-free, true in fidelity. And *here* in this sensational new Zenith "Symphony" is Armstrong FM at its best. For here is Zenith's patented *built-in* FM aerial. Here is reception on *both* FM bands—for protection against future broadcasting changes. Here, too, is Zenith's exclusive, new "DialSpeaker" *combining* dial and speaker to permit the largest speaker *ever* used in this size set! With Zenith's powerful Wavemagnet and tuned radio frequency the "Symphony" pulls in long distance AM radio sharp and clear . . . and its new-type *maximum-fidelity* tone control intensifies the entire bass-to-treble range. It's the newest, hottest package of dynamic *selling ammunition* . . . with Zenith-*Armstrong* FM!

Keep An Eye On



Zenith Radio Corporation • 6001 Dickens Ave • Chicago 39, Ill.

TAX-FREE THREAT

Co-op Stations a Problem

ENTRANCE into radio by farmers' and consumers' cooperatives is on the increase. Although only one cooperative-owned station, WRFD Worthington, Ohio, is now in operation, a number of other stations have been granted licenses and are under construction.

WRFD, a 5-kw daytimer on 880 kc, is owned by Peoples Broadcasting Corp. and sponsored by Ohio Farm Bureau Federation. Its announced aim is to serve the rural population of Ohio. Its earnings will escape full payment of federal income taxes which must be borne by its taxpaying competitors.

In a declaration of policy on advertising the WRFD board of directors pointed out that "WRFD salesmen will need to contact firms, some of whom will be offered items and products of the same nature as handled by Farm Bureau cooperatives in the state, or services similar to those of the Farm Bureau insurance companies." Here the station gets into competitive advertising with its members as well as with non co-op stations.

Another cooperative venture is Rural Radio Network Inc., which aims at covering 76% of the New York farm homes. This will be an FM network sponsored by New York State Grange, New York State Farm Bureau and several other cooperatives. Money to finance the stations was advanced by the Cooperative Grange League Federation and the Dairymen's League Cooperative Assn.

Main studios will be in Ithaca and six stations are to be located in small towns of the state. One operating station has just been signed, WGHF (FM) New York City, and will join the network as soon as some of the other stations start operation. Agreement covers an exchange of programs and joint advertising sales.

In the consumer cooperative field Cooperative Broadcasting Assn. is selling stock in WCFM (FM) Washington, D. C. Common stock is being sold to consumer co-ops and preferred stock to interested individuals. As of the middle of February, $65,000 had been subscribed and the association indicated it still needed $108,000 more.

The WCFM enterprise was started early in 1946 and plans were made for "listener control" of policy and programs through the creation of advisory councils consisting of local organizations, stockholders and general listeners. Advertising probably will be greatly limited by the controls to be placed upon it but competition for sponsors and listeners will still exist between this tax-preferred station and tax-paying stations in the area when WCFM starts operation.

See Trend

Articles in various cooperative publications indicate that cooperatives all over the country are seriously studying the possibility of entering radio. Several large cooperatives are financially able to enter the broadcasting field with ease any time they wish, says the National Tax Equity Assn., Chicago, which points out that the federal income tax advantage helps cooperatives to pay a better price for a property than can a regular tax-paying corporation. It is quite possible that the cooperatives would be inclined to buy existing stations rather than construct their own, the association adds.

If present trends continue, and cooperative stations are successful, it is possible that more and more cooperatives will enter radio in competition with stations that do not enjoy the advantage of being wholly or partially tax free, National Tax Equity Assn. says.

Say Goodbye to "MAKESHIFT" Equipment



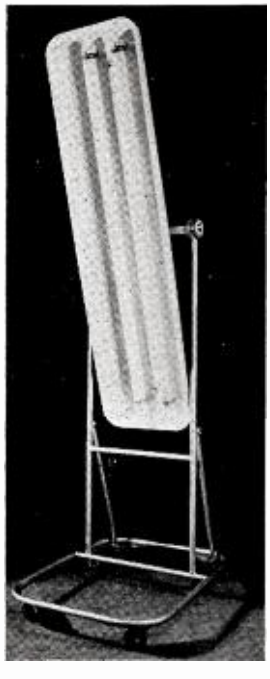
TELEVISION
CAMERA
DOLLY



For studio work and out in the field . . . this husky, new, compact metal camera dolly . . . lightweight . . . does away with heavy improvised wooden dollys prevalent in many studios. It's INSTANTLY FOLDABLE . . . into a compact, easy-to-handle bundle. Weighs only 13 lbs. Fits standard camera tripods, and can be put in place in a matter of moments. It was designed by engineers under practical television working conditions. Order one and you'll order them for all of your cameras. PRICE: Type Tele 401B (as illustrated)

F.O.B. Omaha.....$35.00

OTHER CENTELE PRODUCTS: *Camera Script Holders; Tele-Photo Lens,* with adjustable iris diaphragm; *Port-O-Reels* for AC power and microphone extensions. Coming soon: Camera cable reel with continuous contact slip rings. *Send us your ideas and specifications on other television accessory equipment needed. We will consider them for development and manufacture.*



FLUORESCENT LIGHTS

Get improved picture definition with Fluorescent lighting! Does away with special make-up . . . reduced heat . . . no glare . . . no shadows . . . low power consumption. The ideal type of lighting for image Ortho cameras. Only three overhead units and 3 to 4 floor units are all that are needed for average studio or "set." Light diffusion is perfect. Try Fluorescent! You'll never go back to "hot" light. *PRICES: Type Tele 200-A —Rolling floor fixture and reflector as illustrated . . . $100.00 F.O.B. Omaha. Type Tele 200-AH—Overhead unit, with adjustable brackets and reflector . . . $60.00 F.O.B. Omaha.*

Send all orders and inquiries to

CENTELE

CENTRAL TELEVISION PRODUCTS

Box 1752, Benson Station, Omaha, Nebraska

'POOPER RATING'

Paper's Readers List Programs ——They Could Do Without——

GRIPING Arizona listeners have opportunity through the *Phoenix Times* to tell about the programs they could best do without under heading of "Pooper Rating."

The *Times* was the first Phoenix newspaper to carry free listings of radio programs and is still the only paper there publishing a complete radio log. However, the "Pooper Rating" innovation is not intended as a negation of radio in any way, according to Anna Roosevelt Boettiger, publisher. She added:

"Radio news has definitely proven to be an important circulation builder for us. Radio is so rich in the personalities who make today's news that I cannot understand how any editor can avoid giving it a generous amount of space."

"Pooper Rating" is concoction of John Johns, radio editor of the paper, who sought to heighten interest in the radio page.

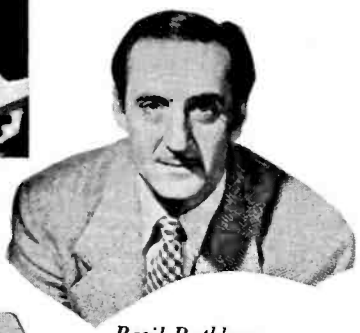
MISREPRESENTATION in the sale of correspondence courses in radio and television is charged in a complaint issued by FTC against Radio Training Assn. of America, Hollywood. Complaint charges respondent with falsely representing advantages and benefits which purchasers of course could expect to receive.



Dorothy McGuire



Ray Milland



Basil Rathbone



Joan Fontaine



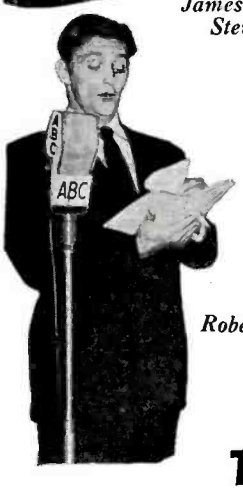
Zachary Scott



James Stewart



Robert Montgomery



Robert Mitchum



Madeleine Carroll



Ingrid Bergman

Their brilliant performances have thrilled millions of Americans . . .

The top stars of stage and screen have appeared on *The Theatre Guild on the Air*. They have helped to make it radio's most distinguished dramatic program. Last year *The Theatre Guild on the Air*, now beginning its fourth season on ABC, won more awards than *any* dramatic show on *any* network. Most recent prize was the coveted George Foster Peabody Award, the highest tribute in radio. To the Theatre Guild; to the sponsor, U. S. Steel; to the stars—congratulations!





ABC American Broadcasting Company

Here are a few of the top stars who have appeared on The Theatre Guild on the Air!

Brian Aherne
Fred Allen
Judith Anderson
Mary Andersan
Dana Andrews
Fred Astaire
Joan Caulfield
Dane Clark
Ronald Colman
Marlene Dietrich
Maurice Evans
Geraldine Fitzgerald
Lynn Fontanne
John Garfield
Paulette Goddard
Rex Harrison
Helen Hayes
Katharine Hepburn
Walter Huston
Deborah Kerr
Charles Laughton
Gertrude Lawrence
Paul Lukas
Alfred Lunt
James Mason
Raymond Massey
Burgess Meredith
Pat O'Brien
Michael Redgrave
Elizabeth Taylor
Gene Tierney
Robert Walker
Clifton Webb

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
ABC NBC
FORT WORTH, TEXAS
570 kc. 820 kc.
50,000 Watts 50,000 Watts
FREE & PETERS INC.
National Representatives

Technical Papers

(Continued from page 198)

phasis on measuring the performance of audio frequency channels in broadcasting transmitters. Various problems and techniques involved in making gain measurements, distortion measurements, inter-modulation measurements, and measurements of noise and residual hum are described. Some discussion is included on the relative merits of various types of measurements, precautions, and interpretations necessary in order to obtain reliable information.

Measurements of the overall performance of transmitters, with special emphasis on FM equipment, are described. Means of demodulating the carrier to provide the necessary measuring signals and the various problems in making overall tests are described. The problem of measuring carrier deviation and modulation swing in FM transmitters is described. The application of monitoring equipment to obtain measurements of residual AM modulation on FM transmitters, together with the normal measurements of distortion, noise, and residual hum, is covered, both as to measuring equipments which are available and preferred techniques to be used.

* * *

A System for Measuring Co-Channel Interference—Robert A. Fox, WGAR-WJR-KMPC

This paper describes a system for continuously recording the ratio of desired to undesired signal for stations operating on the same channel. The system employs a receiver having constant output over a wide range of input voltage followed by a selective amplifier which isolates the heterodyne voltage when an undesired signal is present. The selective amplifier operates a graphic recorder whose reading is proportional to the ratio of desired to undesired signal.



Mr. Leedy



Mr. Fox

The Development of Magnetic Recording Leading to Stereophonic Sound and a Demonstration of Stereophonic Sound—Dr. H. A. Leedy, Armour Research

Although the basic principles of magnetic recording have been known since Poulson's first patent on a wire recorder in 1898, subsequent technical developments in this type of recording did not keep pace with other forms of sound recording. However, recent improvements, such as the design of better recording heads, the use of high frequency bias, and the development of improved magnetic materials have resulted in a remarkable increase in the quality of magnetic sound.

The talk will be illustrated by a demonstration of the basic principles of magnetic recording and a demonstration of a stereophonic sound reproduction system, consisting of sound recorded on three magnetic tracks, simultaneously, on a single paper tape corresponding to three microphones placed in the sound field. Reproduction is obtained by placing loudspeakers in positions corresponding to those of the original sound source, giving the listener a perception of three dimensional sound and greater realism combined with high-fidelity transmission.

* * *

Developments in Sound and Relay Broadcast Equipment — J. L. Hathaway, NBC

A newly designed pack-type transmitter and a miniature field pick-up amplifier are described. These are highly effective, incorporating several new and useful facilities. The transmitter represents a great improvement over similar pre-war transmitters, and the field amplifier fulfills the need for a high-quality easily-operated unit which can be carried in a standard briefcase.



Mr. Hathaway



Mr. Bowman

Modern Design Features of the CBS Studio Audio Facilities—R. B. Monroe and C. A. Palmquist (presented by Lester H. Bowman), CBS

The design of a recently completed broadcasting studio audio-control console, with facilities capable of handling the origination of the largest and most elaborate radio productions, is described. This unit, although comparable in size to a standard office desk, contains as much equipment as formerly required three or more standard equipment racks. Many new and novel features are included, and the performance is well within requirements set forth for AM, FM and television audio facilities. Although designed primarily for

(Continued on page 206)

A PAYING PROPOSITION

KLZ
DENVER

Ask the Katz Agency
CBS
560 kc.

BROADCASTING

22 YEARS



WMBI

PIONEER CHRISTIAN STATION

ORIGINATING NEARLY 250 PROGRAMS EVERY WEEK

MOODY BIBLE INSTITUTE

153 INSTITUTE PLACE • CHICAGO 10, ILLINOIS

BD1406

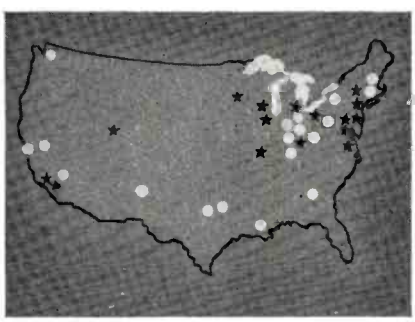
REPORT ON TELEVISION

NO. 1



More than 350,000 American Families

are enjoying television now, with about 45,000 new receivers going into new television homes each month.



HOW THAT YOUNGSTER GROWS!

The stars on map are television stations now on the air. Round dots soon will be. Before the end of 1948 44.5% of the nation's population will be within reach of television.



SPONSOR IDENTIFICATION

High sponsor identification ratings are usual in television. The most recent Hooper survey shows 5 out of the 10 highest ratings were programs presented on the Du Mont Network.



5 PEOPLE PER RECEIVER

That's average home audience. In public places, audience may be a hundred or more. 46% report they bought products because they had seen them advertised on television.

TELEVISION DUMONT NETWORK

Key Stations

WABD - Channel 5 New York, N. Y.
WTTG - Channel 5 Washington, D. C.
WDTV — Channel 3 Pittsburgh, Pa.

Ask Du Mont—

For information on any phase of television —advertising, starting a broadcasting station, opening a dealership—ask Du Mont. Du Mont has pioneered in every phase of television; knows all the angles; is interested in anything that promotes television.

DU MONT TELEVISION NETWORK

515 Madison Avenue, New York 22, N.Y.
The Nation's Window on the World

Milestones

GIMBEL Bros.' *The Handy Man* program on WPTZ Philadelphia, Philco video outlet, marked its 52d consecutive telecast April 30 with birthday party for local radio and advertising executives. Guests viewed the 8:30-8:45 p.m. program in WPTZ studio and later were served refreshments. Jack Creamer, "The Handy Man," uses how-to-fix-it format for show.

John T. Schilling, general manager of WHB Kansas City, and Henry E. Goldenberg, WHB chief engineer, have begun their 27th year with the station. Messrs. Schilling and Goldenberg built WHB in 1922 when it was owned by the Sweeney Automotive and Electrical School. A Mutual affiliate. WHB now is licensed to WHB Broadcasting Co. with Donald Dwight Davis as president and commercial manager.

Judith Waller, NBC Central Division director of public affairs, has begun her 27th radio year. Miss Waller entered broadcasting in 1922 as manager of WMAQ Chicago. . . . Nancy Osgood, NBC Washington director of women's activities, has marked her fourth birthday with the network's capital outlet, WRC . . . Eddie Hubbard has entered his third year as record m. c. on Chesterfield's *ABC Club* on WIND Chicago.

KNBC San Francisco's *Light and Mellow* program, first commercial show aired from the NBC Bldg. at Taylor and O'Farrell Sts., marked its sixth birthday April 20 with anniversary broadcast. Armand Girard, feature baritone, was member of original cast. . . . To celebrate its first birthday, WEAM Arlington, Va., in early April telephoned 100 persons and awarded each $13.90 if greeting was "Happy Birthday, WEAM" instead of "Hello." Money represented WEAM frequency. Phone calls were not broadcast.

Eddie Anderson, "Rochester" on NBC Jack Benny show, is celebrating his 11th year with the program. An appearance which was to be a "one time shot" was held over indefinitely. . . . Med Maxwell, farm commentator, in April made his 600th broadcast of *Let's Go Visiting*, sponsored by Wayne Feeds twice weekly on some two dozen midwest stations. Mr. Maxwell has been conducting his rural on-the-spot interviews for six years, has travelled a quarter-million miles.

Hal Lawrence, WTOP Washington announcer, April 2 marked both his 31st birthday and beginning of his 10th year in radio. . . . The Lowell Institute of Cooperative Broadcasting Council, Boston, which adapts to radio the content of regular college courses, presented its 500th educational program April 9 on WEEI Boston. Show was titled *Our Children*. . . . Ronalds Adv., Montreal and Toronto, celebrated its 25th anniversary with staff dinners in both cities during April. . . . Zuma Palmer, radio editor of the Hollywood *Citizen News*, was honored for her 20 years service last month by local Advertising Club luncheon. Miss Palmer was presented a television set by Milton Samuel. Western public relations director of Young & Rubicam, and Les Raddtz. NBC Western network press chief.

Fourth birthday as a commercial television outlet was celebrated May 2, by WABD, DuMont video station in New York. WABD, at first operating as an experimental station under the call letters W2XWV, broadcast its first program June 25, 1941.

CBS Must Pay Judgment, L.A. Appeals Court Says

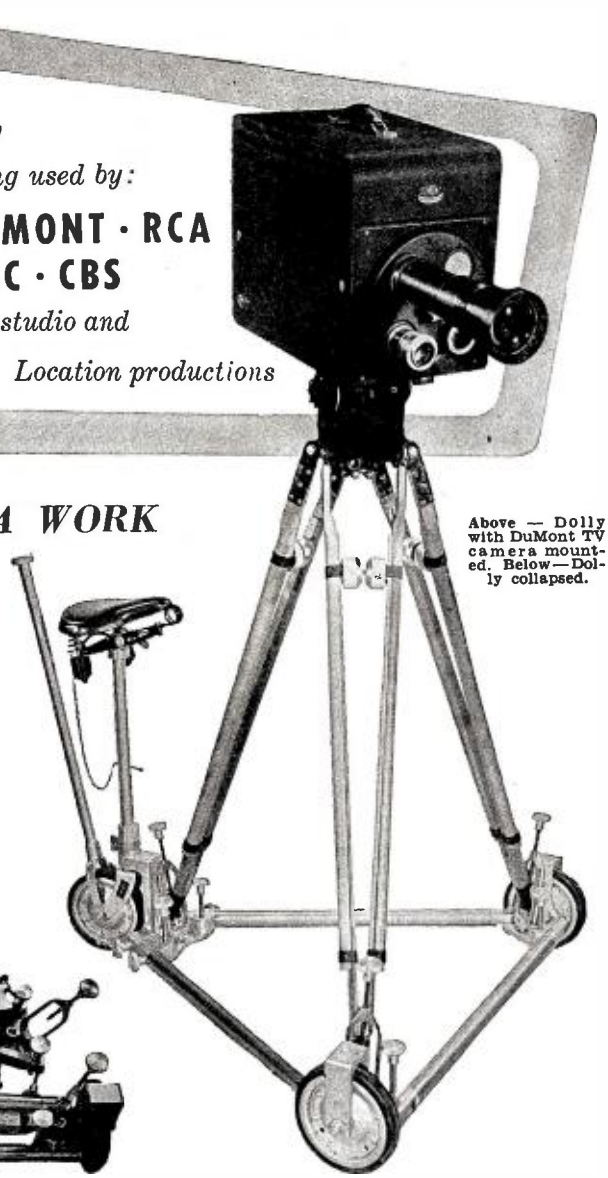
UPHOLDING a lower court action, the District Court of Appeals in Los Angeles sustained the judgment against CBS for $35,000 in favor of Jack Stanley. Latter had sued network for alleged misappropriation of his program, *Hollywood Previews*.

Mr. Stanley's program had been aired for 52 weeks on regional basis before another format similar in nature was undertaken by network. Mr. Stanley contended that there was an implied contract on the basis of his original format and that subsequent program was an infringement.

now
being used by:
DUMONT · RCA
NBC · CBS
for studio and
Location productions

PROFESSIONAL JUNIOR COLLAPSIBLE DOLLY

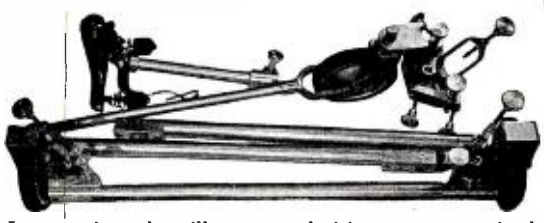
ideal for all types of TELEVISION CAMERA WORK



Above — Dolly with DuMont TV camera mounted. Below — Dolly collapsed.

This Dolly designed by specialists of custom-built television and motion picture equipment, and lens mounts. Representatives for Houston Developing Machines, Auricon single system camera and recording equipment. Bardwell & McAlister lighting equipment, Moviola and Micro Engineering editing equipment. Rentals, Sales and Repairs of all types of 16mm and 35mm cameras, lighting and editing equipment.

Complete staff of trained technicians available for consultation.



Large and sturdy, will support television camera on tripod, and cameraman. Assembles quickly without use of tools; constructed of magnesium and dural, provided with rubber tire wheels, quick-setting lock for straight line dollying. Collapses to fit carrying case. 12" sq. by 6' long.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IMMEDIATE DELIVERY
Write for Literature

Top network-radio vehicle
of two great national advertisers . . .

Visit NBC Radio-Recording's
NAB Convention Headquarters
SUITE 2303-2304
HOTEL BILTMORE

Aunt Mary

. . . just being released
for local broadcast
at low syndicated rates



Here's Hooper History
—and current, too!

AVERAGE RATING — 5.4
(January-March, 1948)

Sample Market Ratings:

DENVER	6.5	OMAHA	11.4
EL PASO	10.5	SAN DIEGO	6.3
FRESNO	8.9	SEATTLE	5.0
		SPOKANE	8.3

(From latest Hooper Pacific Coast Reports and Hooper Measurement of Radio Listening Reports — Oct. '46-Feb. '47)

ANOTHER *PROVEN* NBC RECORDED PROGRAM

Through the cost-sharing feature of NBC.Syndication, one of network radio's *most successful* serial programs is now available to local and regional advertisers . . . and at rates well within the limits of the most modest advertising budget.

Sponsored for four years by Safeway Stores on the NBC Western Network, and currently scheduled over 40 stations of that Network by Albers Division of the Carnation Company, AUNT MARY has one of the highest year-in year-out Hooper records in the history of daytime radio.

NBC Radio-Recording has available* *immediately* more than 600 transcribed, open-end, quarter-hour programs . . . enough for two full years *and more* of across-the-board broadcast . . . a smart buy for local and regional advertisers reaching for a ready, responsive daytime audience.

Here is top writing, direction and production . . . casts of seasoned Hollywood talent . . . a *proven* entertainment and sales formula. Write, wire, phone or use the coupon below to obtain audition record, rates and new brochure.

Special discount rate on firm 52-week orders (260 programs). Minimum contract 13 weeks (65 programs) with renewal option.

**except in the area served by the NBC Western Network, but check us for availabilities.*
Program is offered subject to prior sale and availability.

NBC Radio-Recording Div. (Syndicated Program Sales)
30 Rockefeller Plaza, New York 20, New York

Rush audition record, rates, brochure for AUNT MARY.

NAME ..... TITLE .....

COMPANY .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

NBC . . . Radio-Recording Division

A service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco

COMING SOON!

FYI

For Arm-Chair Strategists

FYI

For Young Women up to 80

FYI

For Pa and Jr.
For Ma and Sis

FYI

For the Whole Family

PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.
WASH., D. C. • RE. 4312

MORE Advertisers use KOIL THAN ANY OTHER RADIO STATION IN OMAHA & Council Bluffs

BASIC ABC 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

Technical Papers

(Continued from page 202)

broadcasting, the fundamental ideas and methods are applicable to other services.



Mr. Monroe



Mr. Palmquist

The Community Television Station—James D. McLean, Commercial Manager, Philco Television Broadcasting Corp.

Development of community (small-city) television stations is economically necessary to obtain added coverage and revenues. Philco surveys indicate that a community television station may be constructed for a moderate investment. Two-way microwave relays connect this station to the nearest metropolitan station. Operation becomes economically feasible by utilizing network programs and gradually expanded local programming.



Mr. McLean



Mr. Nigg

A Studio to Transmitter Relay System—D. J. Nigg and W. G. Broughton, G-E

A new 920-960 mc ST system for FM broadcast service, is described. Photographs, specifications, performance, and propagation characteristics are given. Application engineering and economic considerations are discussed. It is shown that a radio link between studio and transmitter is advantageous, especially where high-fidelity wire circuits are not already available, where the transmitter site is located in terrain difficult of access, or where severe climatic conditions are encountered.



Mr. Cullum



Mr. Broughton

Factors Affecting Performance of Directional Antennas—A. Earl Cullum, Consultant

A brief review will be made of the technical aspects that must be considered in designing directional antennas. This review will bring out not only the problems of protection and coverage, but will also bring out the aspects that affect the stability and efficiency of directional antennas. A review will then be made of the modern methods used to calculate, adjust, and maintain directional antennas.

NEW BASEBALL TV TECHNIQUE

WBKB Chicago's New Method Aimed at Humanizing Game and Building Enthusiasm for It

AN OUTLINE of new techniques for baseball telecasts, centering around better integrated camera continuity and orientation for potential fans, has been disclosed by W. C. Eddy, director of WBKB Chicago.

TV coverage has been limited to a "visual adaptation of techniques developed in aural broadcasting," Capt. Eddy pointed out at a news conference, with increasing evidence that it confused rather than clarified audio description for the average layman with an incomplete knowledge of the game.

The new type of coverage, which WBKB introduced this season in its telecasts of Chicago Cubs home games, is directed toward creation of a production method which would "teach and humanize the game and build enthusiasm" among non-baseball minded televiewers, Capt. Eddy said. Plan originally was advanced by Philip K. Wrigley, Cubs owner.

Maintaining that many precepts of "good showmanship" had been overlooked in video coverage, Capt. Eddy outlined the following fundamentals in the new system: (1) Orientation of the viewers, obviating need for changes in the viewing angle from scene to scene; (2) development of action towards rather than away from the cameras; (3) careful selection of any camera positions in order to orient individual players with the team and playing field, and (4) maximum utilization of good camera techniques and equipment.



Capt. Eddy

WBKB maintains camera placements along the left field foul line—back of third base, in middle left field and far left. This represents a distinct departure from last year's system of placing them back of the plate, and first and third bases. The far left field camera is equipped with a Zoomar lens.

Capt. Eddy emphasized that the new coverage was just a beginning toward "coverage that is going to make sense" and that it could be applied likewise to other sports. He disclosed that a complete survey will be taken shortly to ascertain audience reaction. Seventy-six percent of letters received thus far, he said, show preference for this year's system of coverage.

Coast Radio Pioneers

MOVE is underway to organize a western unit of the Radio Pioneers Club with Walter McCreary, president of Smith, Bull & McCreary, and Milton Samuel, public relations director of Young & Rubicam, serving as co-chairman. Other organizational chores are being handled as follows: Constitution and by-laws committee—Homer Griffith, head of Homer Griffith Co., and C. P. McGregor, head of his own transcription firm; membership—David H. Glickman, West Coast manager of BROADCASTING Magazine, and Wiliam Ray, production manager of KFWB Hollywood. In memory of Tom Breneman, who was to have served on the organizational committee, group has decided to name an honorary chair in his memory.

BEST TEST CITY IN THE MID-WEST **ROCKFORD* ILLINOIS**

WROK
→Leads in Listening { MORNING / AFTERNOON / EVENING }
→Affiliated with ABC
→Represented by Headley-Reed

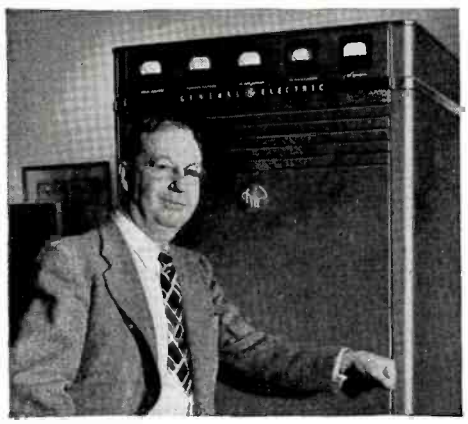
**1947 RETAIL SALES IN WINNEBAGO COUNTY WERE 149 MILLION*

FM · AM · TV

ONE BROADCASTER TELLS ANOTHER

"IT'S G-E FOR ME!"

FOR 4 BIG REASONS!



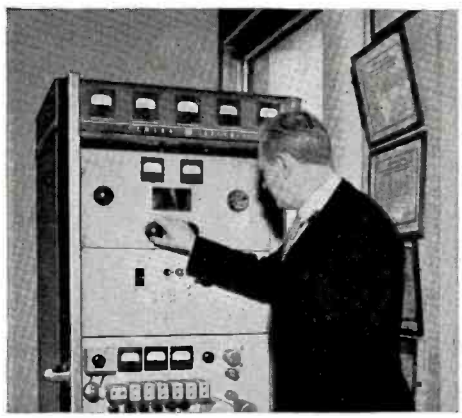
ACCEPTANCE "Our long standing confidence in General Electric equipment is further strengthened by the excellent performance of our new G-E FM Transmitter." M. H. Vroman, General Manager, KFXM-FM, San Bernardino, Calif.



COMPLETENESS In television, G-E equipment covers every phase of station operation, from camera channels to transmitters and antennas. Pictured here is the Master Control Desk, an exclusive G-E development



PERFORMANCE "There's no chance for operating errors with the G-E Consolette because of its simplified planning, push-button system and arrangement of control." Fritz S. Updike, General Manager, WRUN-FM, Rome, N. Y.



SERVICE "The straight-forward, clear-cut design and layout of our General Electric FM Transmitter makes for ease in maintenance and reliable operation." Ross A. Utter, Chief Engineer, WEFM, Chicago, Ill.



FOR FAST SERVICE CALL G-E!

Broadcast equipment representatives are at G-E offices in all principal cities.

ATLANTA 3, GA.
187 Spring Street, N. W.—Walnut 9767

BOSTON 1, MASS.
140 Federal Street—Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart—Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street—Parkway 3431

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square—Superior 6822

DALLAS 2, TEXAS
1801 N. Lamar Street—LD 224

DENVER 2, COLO.
650 17th Street—Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street—Victor 9745

LOS ANGELES 14, CALIF.
Suite 1300-1301—Security Title Insurance Bldg.
530 West Sixth Street—Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street—Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue—Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street—Pennypacker 5-9000

SALT LAKE CITY 9, UTAH
200 South Main Street

SAN FRANCISCO 4, CALIF.
235 Montgomery Street—Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 209—Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue—Main 7100

SYRACUSE 1, N. Y.
Syracuse 6-4411

WASHINGTON 5, D. C.
806 15th Street, N. W.—Executive 3600

See your nearest G-E broadcast equipment representative, or write: *Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.*

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-G1P-6914

Class 26. TOILETRIES

Network Time Costs — First Quarter: 1947 $7,292,261 — 1948 $8,707,095

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
COLGATE-PALMOLIVE-PEET CO., $840,738* $1,045,755**						
Day In Life of Dennis Day	Colgate Dental Cream, Lustre Creme	NBC-156	Wed., 8-8:30 p.m.	10/3/46—		Ted Bates, Inc.
Sports Newsreel of the Air	Colgate Shave Creams	NBC-71	Fri., 10:30-10:45 p.m.	10/8/39—		Sherman & Marquette
Mr. & Mrs. North	Colgate Tooth Powder, Halo Shampoo	CBS-150	Tues., 8:30-8:55 p.m.			Sherman & Marquette
Judy Canova	Halo Shampoo, Super Suds	NBC-143	Sat., 9:30-10 p.m.	1/13/45—		Sherman & Marquette
Can You Top This	Palmolive Brushless Shave Cream, Colgate Dental Cream	NBC-145	Fri., 8:30-9 p.m.	10/3/42—		Ted Bates, Inc.
Kay Kyser	Palmolive Soap & Lather Shave Cream	NBC-143	Sat., 10-10:30 p.m.	12/27/44—		Ted Bates, Inc.
GILLETTE SAFETY RAZOR CO., $463,687*† $1,239,322**						
Fights	Razors, Blades	ABC-197	Fri., 10 p.m. to conclusion	9/6/46—		Maxon, Inc.
East-West Football Game	Razors, Blades	MBS-402	Jan. 1, 4:45 p.m. to conclusion			Maxon, Inc.
Orange Bowl Football Game	Razors, Blades, Shave Cream	CBS-158	Jan. 1, 1:45 p.m. to conclusion			Maxon, Inc.
Sugar Bowl Game	Razors, Blades, Shave Cream	ABC-246	Jan. 1, 2:30 p.m. to conclusion			Maxon, Inc.
Give & Take	Toni Home Wave	CBS-160	Sat., 2-2:30 p.m.	1/4/47—		Foote, Cone & Belding
Nora Drake	Toni Home Wave	NBC-156	M.-F., 11-11:15 a.m.	10/27/47—		Foote, Cone & Belding
Ladies Be Seated	Toni Home Wave	ABC-223	M.-F., 3:15-3:30 p.m.	3/31/47—		Foote, Cone & Belding
Breakfast Club	Toni Home Wave, Shampoo	ABC-229	M.-F., 9-9:15 a.m.	9/1/47—		Foote, Cone & Belding
Crime Photographer	Toni Home Wave	CBS-164	Thurs., 9:30-10 p.m.	4/1/48—		Foote, Cone & Belding
LEVER BROTHERS CO., $701,259* $730,550**						
Lux Radio Theater	Lux Soap & Flakes	CBS-157	Mon., 9-10 p.m.	8/26/46—		J. Walter Thompson Co.
My Friend Irma	Swan Soap	CBS-147	Mon., 10-10:30 p.m.	8/25/47—		Young & Rubicam
Hop Harrigan	Pepsodent	MBS-2	M.-F., 5-5:15 p.m.	7/7/47—		Foote, Cone & Belding
Bob Hope	Pepsodent	NBC-133	Tues., 10-10:30 p.m.	9/27/38—		Foote, Cone & Belding
The Saint	Trim	CBS-14	Wed., 7-7:30 p.m., PST	7/9/47—		Foote, Cone & Belding
MANHATTAN SOAP CO., $2,548* $754,348**						
Katie's Daughter	Sweetheart Soap	NBC-157	M.-F., 11:15-11:30 a.m.	3/31/47—		Duane Jones Co.
Rose of My Dreams	Sweetheart Soap	CBS-161	M.-F., 2:45-3 p.m.	11/25/46—		Duane Jones Co.
Evelyn Winters	Sweetheart Soap	CBS-161	M.-F., 10:30-10:45 a.m.	12/30/46—		Duane Jones Co.
PROCTER & GAMBLE CO., $1,530,668* $1,373,507**						
Pepper Young's Family	Camay Soap	NBC-155	M.-F., 3:30-3:45 p.m.	1/13/36—		Pedlar & Ryan
Lowell Thomas	Ivory Soap	CBS-77	M.-F., 6:45-7 p.m.	8/19/46—		Compton Adv., Inc.
Right to Happiness	Ivory Soap	NBC-152	M.-F., 3:45-4 p.m.	10/16/39—		Compton Adv., Inc.
Big Sister	Ivory, Drene	CBS-93	M.-F., 1-1:15 p.m.	6/24/46—		Compton Adv., Inc.
FBI in Peace & War	Lava Soap	CBS-147	Thurs., 8-8:30 p.m.	8/22/46—		Biow Co.
Life of Riley	Prell	NBC-141	Sat., 8-8:30 p.m.	9/8/45—		Benton & Bowles
STERLING DRUG, INC., $428,630* $551,673**						
Backstage Wife	Lyon's Paste	NBC-145	M.-F., 4-4:15 p.m.	3/30/36—		Dancer-Fitzgerald-Sample
Manhattan-Merry-Go-Round	Lyon's Paste, Tooth Powder	NBC-143	Sun., 9-9:30 p.m.	11/16/32—		Dancer-Fitzgerald-Sample
Molle Mystery Theater	Molle Shave Cream, Double Danderine	NBC-141	Fri., 10-10:30 p.m.	9/7/43—		Dancer-Fitzgerald-Sample

† Includes $133,053 gross, time billings for Toni, Inc., acquired by Gillette in December.
* First quarter 1947. ** First quarter 1948.

Source: Publishers' Information Bureau

Toiletries

(*Continued from page 196*)

powder, and has also acquired the Thursday evening *Henry Morgan Show* on ABC through its purchase of Rayve Cream Shampoo and Hedy Permanent Wave, advertised on that program, from William R. Warner Co. Manhattan Soap Co. on May 17 moves *The Strange Romance of Evelyn Winters* from its morning spot on CBS to the afternoon period vacated by the company's *Rose of My Dreams*, which was dropped May 14.

Network advertisers in this group include twice as many more as are listed in the table. American Home Products has two CBS shows: *Mr. Keen*, Thursday, 8:30-8:55 p.m., and the daytime serial, *Romance of Helen Trent*, for Kolynos. Campana Sales Corp. advertises its Solitair Makeup with *Solitair Time*, Sunday morning quarter-hour on NBC, and its cosmetics generally with *First Nighter*, Thursday evening half-hour on CBS. Chesebrough Mfg. Co. sponsors *Dr. Christian* in a 25-minute period on CBS on Wednesday evening for Vaseline hair tonic and jelly. F. W. Fitch Co. promotes its shampoo, hair tonic and shave cream with *Bandwagon* on NBC Sundays, in the choice half-hour between Benny and Bergen.

Bristol-Myers Co. has three network shows, all evening half-hours: ABC's *Break the Bank* on Friday for Ipana and Sal Hepatica; *Mr. District Attorney* on NBC Wednesday for Vitalis and Sal Hepatica; *Duffy's Tavern* (with *Tex and Jinx* on June 23 taking over as summer replacement for the second year) on NBC Wednesday for Ipana and Trushay.

"42" Products, shampoo, hair tonic, etc., are advertised with two Pacific Coast network programs, Bob Garred's 10-minute newscasts three days a week on CBS and *Don't You Believe It* in a Sunday quarter-hour on ABC. Illinois Watch Case Co.'s *Groucho Marx Show*, advertising compacts, cigarette cases, etc., for a Wednesday half-hour on ABC, signed off for the summer April 21, to return Sept. 29 or Oct. 6. Interstate Labs sponsors a quarter-hour of *Meet the Missus* Thursday afternoon on CBS Pacific for Occuline Eye Pads.

Walter Winchell and Louella Parsons broadcast in consecutive Sunday evening 15-minute periods on ABC for the soaps and lotions of Andrew Jergens Co. Lambert Pharmacal Co. for Listerine sponsors Abe Burrows in a Saturday evening quarter-hour on CBS. Los Angeles Soap Co. uses Knox Manning's noontime 15-minute newscasts five days a week on a West Coast CBS hookup. Noxzema Chemical Co. sponsors *Mayor of the Town* on ABC, Wednesday, 8-8:30 p.m., and Gabriel Heatter on MBS, Fri., 9-9:15 p.m. Barbasol Co. has taken over for the summer the Billy Rose twice-weekly five-minute broadcasts on MBS, replacing Musterole Co. as sponsor.

R. B. Semler sponsors a 15-minute segment of Mutual's *Martin Block Show* three times a week for Kreml hair tonic and shampoo. Wildroot Co. advertises its toiletries with *Adventures of Sam Spade*, CBS, Sunday, 8-8:30 p.m. King Cole Trio, which the company sponsored Saturday, 5:45-6 p.m. on NBC, was discontinued in March. Regionally, Wildroot uses *What's the Name of That Song?* Wednesday evening half-hour, on Don Lee, and the MBS co-op show, *The Shadow*, on seven North Carolina stations.

Spot users include Mennen Co., with quarter-hour musical clock programs on about 50 stations; Kent of London, using ten quarter-hours a week on WQXR New York, with others to be added, to introduce its new perfumed hairbrush in the New York area; Lever Bros. Co., starting a $750,000 spot drive for Lifebuoy in May; Consolidated Royal Chemical Corp., using 15-minute shows on seven stations for Krank's Shavekreem. Plans for spot campaigns have recently been announced by Pearson Pharmacal Co. (Dew deodorant); Hardin Chemical Co. (deodorant); Carosanti Inc. (perfumes); Verna Lane Products Co. (cosmetics); Sta-Rite Ginnie Lou Inc. (hairpins); Lan-

(*Continued on page 212*)

COMING SOON!

FYI

It's New and Original!

FYI

Three one-quarter hour Shows a Week!

FYI

It's Informative! It's Dramatic! It's Terrific!

FYI

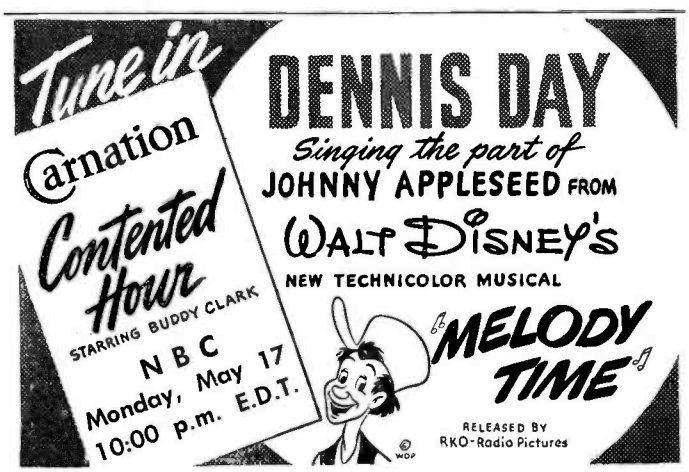
For the Whole Family

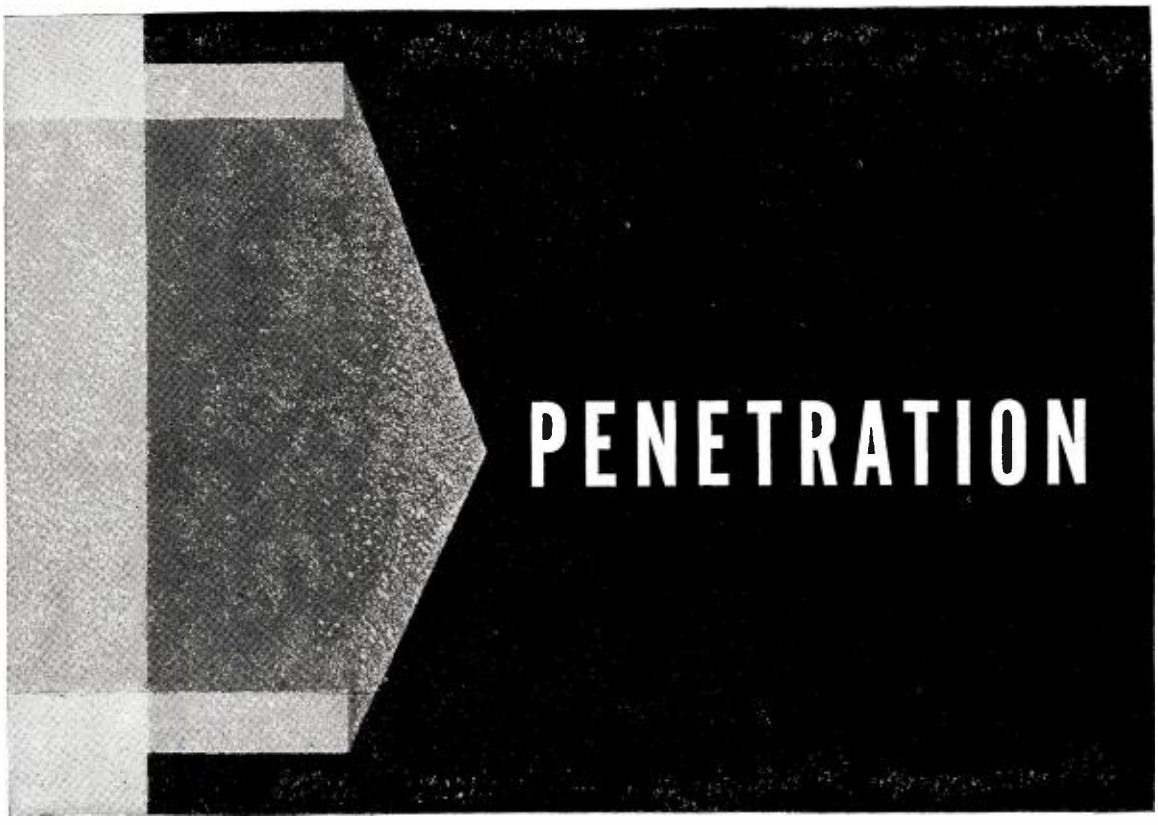
PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.

WASH., D. C. • RE. 4312





To do a THOROUGH coverage job in eastern and central New York—to reach the far corners of this area with a strong signal and a compelling voice—you need Station WGY.

The only major station in the area it serves, WGY covers 62 important counties having 38 cities and many more towns and villages . . . all of which combined make it one of the nation's leading markets.

On the basis of cost per listener, mail response and tangible results, pioneer station WGY is the logical buy.

If your advertising schedule includes television . . . investigate 44 practical, low cost, audience-tested TV programs, now available at Television Station WRGB.

National Representatives—NBC Spot Sales

WRGB
Television

WGY
50,000 WATTS
SCHENECTADY, N. Y.

WGFM
Frequency Modulation

GENERAL ELECTRIC

AIR TIME IS VALUABLE!



To get the most from your radio time—to coordinate the elements of your program with split-second accuracy, use—

GALLET, GALCO
and
SECURITY
STOP WATCHES
and
CHRONOGRAPHS

Preferred for over a quarter century by industry where precision timing saves precious dollars.

Send for free catalogue

THE ELMOR COMPANY
11 E. 45th St., New York 17, N. Y.
Importers and Distributors
MUrray Hill 7-2587

STUDIO LINK

WFMI Uses 940 mc Successfully

WITHIN A LITTLE less than a year WFMI (FM) Portsmouth, N. H., has constructed one and a quarter miles of road, put up a two-story concrete and steel transmitter building, erected a tower, secured an RCA FM transmitter and installed what is believed to be the first studio link transmitter operating in the newly-designated 940-mc band.

The transmitter was ordered, designed, constructed and delivered within 120 days by Harvey Radio Laboratories Inc., WFMI reports. Since the station is owned by WHEB it was planned at the outset to use existing studio facilities for the origination of FM programs.

The transmitter site decided upon was Saddleback Mountain, Deerfield, N. H., which is 1180 feet above sea level and is surrounded by average terrain of approximately 700 feet. Site is half way between Portsmouth and Concord, N. H. When the construction permit was issued over 600 acres were purchased.

The first job was to build one and a quarter miles of road through heavy timber to the top of the mountain. Actual construction started late in May 1947.

The final site selected was on a solid ledge 1,108 feet above sea level and 72 feet under the top of the mountain. The transmitter building is two stories, 54 x 28 feet, constructed of concrete and steel.

The first floor is used for the storage of food, a garage to house a six-wheel-drive war surplus Army truck and a 50-kw auxiliary power plant.

The second floor contains a 20 x 28-foot transmitter room in addition to three bedrooms, living room, kitchen and bath.

Food supplies, including cold storage, is sufficient to supply four engineers from December through March. There is also a 1,000-gallon supply of gasoline for operation of the auxiliary power plant and 3,000 gallons of fuel oil for the heating system. Heating is a forced air system. The inside walls have four inches of rock wool insulation; the ceiling has ten inches and asphalt shingles were used on the roof. The transmitter room houses, in addition to the main transmitter and control panels, a two-way shortwave radio for communications with the studio.

In order to clear the highest point of the mountain it was necessary to erect a 100-ft. tower to support the RCA four-section Pylon antenna used as a radiator.

Because of the remote location of the transmitter, and the high cost of installing transmission lines for programs from the studio, a big problem was presented. When in September 1947, the FCC assigned the 940-mc band as the permanent band for ST links, WFMI started looking for a manufacturer who could deliver a link operating in this band.

Harvey to Construct

Many firms were contacted and finally Frank Lyman Jr., president of Harvey Radio Laboratories, Cambridge, Mass., advised that his company would be willing to work out a circuit and construct such a link. A 5-w circuit was used with corner reflector antennas which were later changed to parabolics.

The link went into operation March 25, 1948, and is believed by WFMI to be the first one used in the 940-mc band by a commercial broadcaster.

WFMI operates with 20 kw effective radiated power (at present 17,100 w ERP) on Channel 297 (107.3 mc). STL—WEBI—operates on 940.5 mc with 5 w. They are owned and operated by WHEB Inc. New Hampshire Governor Charles M. Dale is corporation president; Bert Georges, vice-president and general manager; Paul G. Lindsay, chief engineer of WHEB Inc., was supervising engineer.

Overall construction costs were $96,620 for the FM operation: Technical equipment, $42,750; auxiliary power plant and fixtures, $11,670; building, $27,400; promotion and miscellaneous items, $14,820. This does not include studios since the regular WHEB studios are being used.

Engineering Agenda

(Continued from page 47)

ment Division, and D. J. Nigg, engineer, Transmitter Division, General Electric Co.

"Measuring Equipment and Techniques for FM and AM Broadcast Transmitters," David Packard, president, Hewlett-Packard Corp.

"Factors Affecting Performance of Directional Antenna Systems," A. Earl Cullum, consultant, Dallas.

"A System for Measuring Co-Channel Interference," Robert A. Fox, General Engineer Dept., G. A. Richards stations.

LUNCHEON (12:30-2:15 p.m.)

Neal McNaughten, assistant director, NAB Dept. of Engineering.

"The Development of Magnetic Recording Leading to Stereophonic Sound," demonstration by Dr. Haldon A. Leedy, acting director, Armour Research Foundation, Chicago.

AFTERNOON (2:30 p.m.)

Orrin W. Towner, WHAS Louisville, technical director, presiding.

"Developments in Sound and Relay Broadcast Equipment," J. L. Hathaway, assistant manager of engineering developments, NBC.

"Modern Design Features of CBS Studio Audio Facilities," Lester H. Bowman, manager, CBS Western Division technical operations, from a paper by R. B. Monroe and C. A. Palmquist, CBS New York.

FCC-Industry Roundtable, Mr. Howard presiding. Participating for FCC—Commissioner George E. Sterling; John A. Willoughby, acting chief engineer; Cyril M. Braum, chief FM Broadcast Division; James A. Barr, chief, Standard Broadcast Division; Hart Cowperthwaite, acting chief, Television Broadcast Division.
Participating for industry—Messrs. McNaughten, Towner, Poppele, Marx and deMars.

EVENING (6:30-8:30 p.m.)

Inspection tour of Mutual-Don Lee broadcasting studios, 1313 Vine St., Hollywood. Lewis Allen Weiss, MBS board chairman and Don Lee vice president, serving as host, in cooperation with Western Electric Co.; Harry Lubcke, technical television director; Walter Carruthers, chief engineer; studio operations, and Frank Kennedy, chief engineer, transmitter and FM operations.

SATURDAY

Inspection trip to Mt. Wilson. L. H. Bowman, CBS Hollywood, in charge of arrangements.

LEHIGH
STRUCTURAL STEEL CO.

EXHIBIT FLOOR—BILTMORE
Room 2234

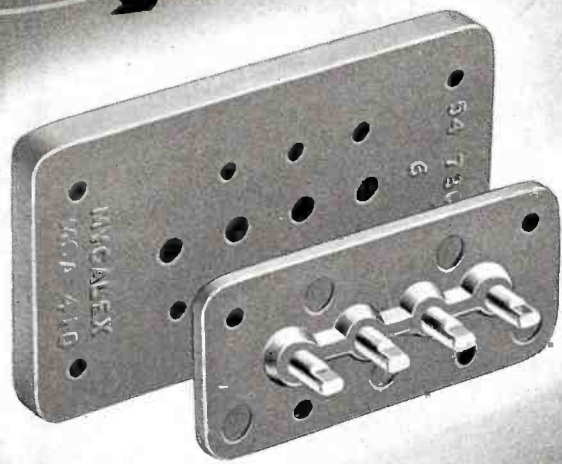
your inquiries are invited

PHILADELPHIA'S
No. 1 Disc Jockey
Doug Arthur
with
Danceland

10,000 Watts **WIBG**

REPRESENTED Nationally by Adam J. Young, Inc.

See why Leaders in TELEVISION choose MYCALEX 410 insulation



In television seeing is believing . . . and big name makers of television sets are demonstrating by superior performance that MYCALEX 410 molded insulation contributes importantly to faithful television reception.

Stability in a television circuit is an absolute essential. In the station selector switch used in receivers of a leading manufacturer, the MYCALEX 410 molded parts (shown here) are used instead of inferior insulation in order to avoid drift in the natural frequency of the tuned circuits. The extremely low losses of MYCALEX at television frequencies and the stability of its properties over extremes in temperature and humidity result in dependability of performance which would otherwise be unattainable.

Whether in television, FM or other high frequency circuits, the most difficult insulating problems are being solved by MYCALEX 410 molded insulation... exclusive formulation and product of MYCALEX CORPORATION OF AMERICA. Our engineering staff is at your service.

Specify MYCALEX 410 for:

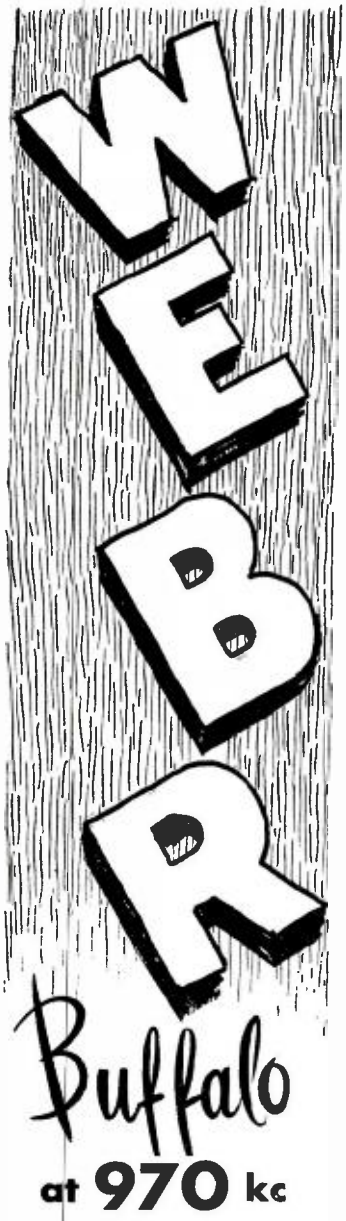
1. *Low dielectric loss*
2. *High dielectric strength*
3. *High arc resistance*
4. *Stability over wide humidity and temperature changes*
5. *Resistance to high temperatures*
6. *Mechanical precision*
7. *Mechanical strength*
8. *Metal inserts molded in place*
9. *Minimum service expense*
10. *Cooperation of MYCALEX engineering staff*

SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG. U. S. PAT. OFF.

MYCALEX CORP. OF AMERICA

"Owners of 'MYCALEX' Patents"

Plant and General Offices, CLIFTON, N. J. *Executive Offices,* 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.



NOW 5000 watts day and night—and more than ever Buffalo's best radio buy

WEBR the Buffalo Courier-Express Station

. . . dominates a concentrated market—the richest trading area in upstate New York

. . . delivers more customers in this market for every advertising dollar invested

MUTUAL BROADCASTING SYSTEM

WEED & COMPANY

National Representatives

Toiletries

(*Continued from page 208*)

O-Tone Products (shampoo and hair cream).

Gillette is the only major video advertiser in the toiletries category. One of the first advertisers in television, Gillette has sponsored telecasts of the Friday night fights on WNBT New York and lately on the NBC East Coast TV network as well as on the ABC (AM) network, to advertise Gillette Razors and Blue Blades. This spring Gillette is sponsoring broadcasts of three top races—Kentucky Derby, Preakness and Belmont Stakes—on the CBS AM and TV networks. Traditional sponsor of broadcasts and telecasts of former world's championship bouts, Gillette made its own deal with the promoters of the Joe Louis-Joe Walcott return match this June and secured the radio and video rights directly. While not yet announced, it is probable that the AM broadcast will be on ABC, the video coverage on NBC.

Manhattan Soap Co. is co-sponsor of the weekly afternoon video show, *Missus Goes A-Shopping*, on WCBS-TV New York. Fitch has used video spots on WABD New York.

Clyne Appointed

TERRY CLYNE, account executive for Bulova Watch Co. with the Biow Co., New York, has been appointed to the plans board as specialist on network and spot radio and television.

XXVII Transportation Co-op Is Only Network Billing

WHEN AMERICAN Transit Assn. last July ended its weekly half-hour series on ABC (*Bulldog Drummond*, succeeded by *Spotlight on America*), it left network radio without a single account from this class, unless the Chesapeake & Ohio Railway's sponsorship of the MBS co-op show, *Information Please*, in seven major markets, be counted as network advertising.

The Frisco Railroad Co. spon-

(*Continued on page 218*)

Network Time Costs
First Quarter

Class 28. MISCELLANEOUS **1947 $549,575** **1948 $661,690**

Leading Network Advertisers

Program	Product	Network, No. Stations	Time	Starting Date	Ending Date	Agency
FULLER FOUNDATION, $62,479*		$69,002**				
Pilgrim Hour	Evangelical Talks	MBS-236	Sun., 12-12:30 p.m.			
LUTHERAN LAYMEN'S LEAGUE, $82,293*		$96,174**				
Lutheran Hour	Religious Talks	MBS-326	Sun., 12:30-1 p.m.	10/24/37—		Gotham Adv. Co.
JOHN MORRELL & CO.,		$78,796**				
Lassie	Red Heart Dog Food	ABC-158	Sun., 3-3:15 p.m.	6/8/47—		Henri Hurst & McDonald
RADIO BIBLE CLASS, $62,349*		$69,040**				
Radio Bible Class	Religious Talks	MBS-256	Sun., 10-10:30 a.m.	11/10/40—		Direct
VOICE OF PROPHECY, $62,572*		$66,977**				
Voice of Prophecy	Religious Talks	MBS-256	Sun., 10-10:30 a.m.	1/4/42—		G. C. Hoskin Assoc.
YOUNG PEOPLE'S CHURCH OF THE AIR, $56,853*		$63,609**				
Young People's Church of the Air	Religious Talks	MBS-259	Sun., 9-9:30 a.m.	10/13/40—		Erwin, Wasey & Co.

* First quarter 1947. ** First quarter 1948. Source: Publishers' Information Bureau.

XXVIII—OTHERS

Religious Radio Leads Field

RELIGIOUS broadcasting was the biggest user of network time in the miscellaneous class during the first three months of 1948 and may be expected to continue as the leader through June, but in the second half of the year, with a Presidential election to be held this November, politics is almost certain to take over the lead in the category.

As the table shows, five of the six leaders in this class were religious groups.

Religious sponsors not shown in the table include the Christian Reform Church, regularly sponsoring the *Back to God Hour*, 11-11:30 a.m., and the National Council of Protestant Episcopal Churches, which on Feb. 29 broadcast a 15-minute program, *Day of Restoration*, on 230 MBS stations at 11:30 a.m. so that the broadcast could be received in churches during their regular Sunday morning services on that day.

Other miscellaneous network advertisers are: American Bird Products Inc., sponsoring a canary chorus, *American Radio Warblers*, on MBS, Sunday, 1:15-1:30 p.m., for the company's bird food; Brotherhood of Railroad Trainmen, sponsoring a Saturday evening quarter-hour series of talks by Dorothy Fuldheim on ABC; Albers Milling Co., subsidiary of Carnation Co., sponsoring *Aunt Mary*, 10-minute daytime serial, on an NBC western network for dog food and other feeds; General Foods Corp., sponsoring *Juvenile Jury*, Sunday afternoon half-hour show on MBS, for Gaines dog food; Grand Lodge, Free and Accepted Masons of New York, who bought a Sunday afternoon half-hour on six MBS stations for a special George Washington memorial broadcast; John Morrell & Co., using a 15-minute Sunday afternoon spot on ABC (switching June 5 to NBC on Saturday afternoon) starring the movie dog, Lassie, and advertising Red Heart dog food; United Electrical, Radio & Machine Workers of America (CIO), sponsoring a Wednesday evening series of talks by Arthur Gaeth on ABC; United Steel Workers of America (CIO), buying a quarter-hour on ABC the night of May 3 for a one-time broadcast by Philip Murray, president of both the USWA and the CIO, to discuss U. S. Steel Co. wage and price policies.

Miscellaneous spot advertisers include Doyle Packing Co., using

(*Continued on page 218*)



monogram

radio programs inc.

LOWELL E. JACKSON, President

75 EAST WACKER DRIVE, CHICAGO, ILLINOIS

Southern Sales

MONOGRAM BUILDING, NASHVILLE 3, TENN.



First

in POWER

in PROGRAMS

in PUBLIC SERVICE

Clinton H. Churchill
PRESIDENT

Arthur Simon
EXECUTIVE VICE PRESIDENT

Affiliated With

AMERICAN BROADCASTING COMPANY

AVERY-KNODEL INC., NATIONAL REPRESENTATIVES

115 KINDS OF SPONSORS FOR UNITED PRESS FEATURES

1. AIR CONDITIONING COMPANY
2. APPAREL SHOP
3. APPLE GROWER
4. AUTOMOBILE DEALER
5. AUTO PARTS COMPANY
6. AVIATION SCHOOL
7. BAKERY
8. BANK
9. BATTERY MANUFACTURER
10. BEAUTY SHOP
11. BOWLING ALLEY
12. BREWERY
13. BUILDING SUPPLY COMPANY
14. BUSINESS MACHINE COMPANY
15. CAB COMPANY
16. CANDY MANUFACTURER
17. CATTLE BUYER
18. CHEMICAL FIRM
19. CIVIC AND COMMERCE GROUP
20. CLOTHING STORE
21. COAL AND OIL DEALER
22. COFFEE COMPANY
23. COOPERATIVE STORES
24. CONSTRUCTION COMPANY
25. CONTRACTOR
26. COSMETIC FIRM
27. COTTON COMPANY
28. DAIRY
29. DEPARTMENT STORE
30. DRESS SHOP
31. DRIVE-IN
32. DRIVING SCHOOL
33. DRUG STORE
34. ELECTRICAL APPLIANCE HOUSE
35. ELECTRICAL CONTRACTOR
36. FABRIC SHOP
37. FARM IMPLEMENT COMPANY
38. FARM RANCH
39. FEED COMPANY
40. FERTILIZER DEALER
41. FLORIST
42. FOUNDRY
43. FRANKFURTER MANUFACTURER
44. FURNITURE STORE
45. FURRIER
46. GARAGE
47. GASOLINE COMPANY
48. GAS STATION
49. GIFT SHOP
50. GROCERY STORE
51. HARDWARE STORE
52. HATCHERY
53. HEADACHE POWDER MAKER
54. HOTEL
55. HYBRID CORN GROWER
56. INDUSTRIAL CHEMICAL COMPANY
57. INSULATION COMPANY
58. INSURANCE COMPANY
59. INTERIOR DECORATOR
60. JEWELER
61. JOB PRINTER
62. KNIT SHOP
63. LAUNDRY
64. LINOLEUM SHOP
65. LIVESTOCK AUCTIONEER
66. LOAN COMPANY
67. LUGGAGE SHOP
68. LUMBER COMPANY
69. MAGAZINE
70. MARBLE AND GRANITE COMPANY
71. MARKETING ASSOCIATION
72. MAYONNAISE MANUFACTURER
73. MEAT PRODUCTS COMPANY
74. MEN'S CLOTHING MANUFACTURER
75. MILLINERY SHOP
76. MILLING COMPANY
77. NEWSPAPER
78. NEWSSTAND
79. NEWS WEEKLY
80. NIGHTCLUB
81. OPTICAL COMPANY
82. PAINT COMPANY
83. PHOTOGRAPHER
84. PIPE DEALER
85. PLUMBER
86. POTATO GROWER
87. POULTRY GROWER
88. PUBLIC UTILITY
89. RAILROAD
90. REAL ESTATE BROKER
91. RENDERING COMPANY
92. RESTAURANT
93. ROOFING COMPANY
94. SCRAP IRON WORKS
95. SERVICE STATION
96. SHEET METAL WORKS
97. SHOE STORE
98. SOFT DRINK COMPANY
99. SPORTING GOODS STORE
100. STATIONERY STORE
101. STORE EQUIPMENT COMPANY
102. SUPER-MARKET
103. TAILOR AND CLEANER
104. THEATER
105. TIRE COMPANY
106. TOURIST CAMP
107. TRACTOR EQUIPMENT FIRM
108. TRAILER DEALER
109. TURF CLUB
110. VAN AND STORAGE COMPANY
111. VENETIAN BLIND COMPANY
112. WATCH COMPANY
113. WELDING FIRM
114. WHOLESALE RADIO DEALER
115. WINDOW COMPANY



Sponsorship of U.P.'s news features is way up again—higher up than ever!

The latest survey shows 115 kinds of sponsors paying stations for them. Compare that with even the 77 varieties the survey before disclosed: the spread's just about half again as wide.

Features are only a fifth of U.P.'s daily news report. Most of it is news, gathered by 6,000 correspondents around the world, around the clock. But the money stations make out of just the features pays for a big part or all—often pays for more than all—of the whole 24-hour service.

One reason why that service today is getting more and more preference is that the programs it provides are getting broadcasters more and more business.

UNITED PRESS

Management

CARL MARK, radio director of Al Paul Lefton Co., New York division, resigned May 15 to become general manager of WTTM, Trenton NBC outlet of which he is half-owner [BROADCASTING, Dec. 1, 1947].

CHARLES Van GUNDY, formerly with KWEW Hobbs, N. M., has been named manager of KVLF Alpine, Tex.

B. WALTER HUFFINGTON, national director of radio for American Red Cross, has been appointed general manager of WSAP and WSAP-FM Portsmouth, Va. effective June 1. Prior to nearly two years as head of Red Cross radio, he served as manager of WSSV Petersburg; program manager, WTMA Charleston, S. C.; regional radio director of OWI for Virginia, North and South Carolina; manager of the old WPID Petersburg; in various capacities with WPTF Raleigh, and writer-producer-salesman with WTAR Norfolk. WSAP also has announced plans to expand AM and FM facilities and enter TV field.



Mr. Huffington

W. E. WILLIAMS, former general manager of WFRC Reidsville, N. C., has been appointed manager of WTYC, new 100-w station on 1150 kc at Rock Hill, S. C. Mr. Williams, who has been in radio for 15 years, will also serve as program director.

CHARLES CRUTCHFIELD, general manager of WBT Charlotte, N. C., has been appointed to serve on sub-committee named by Gov. Cherry to review question of FM in educational broadcasting for the state.

THEODORE C. STREIBERT, president of WOR New York, has been elected by Broadway Assn. to its board to represent radio industry. Mr. Streibert also is vice chairman and a board member of MBS.

ARTHUR SIMON, executive vice president of WKBW Buffalo, has received certificate of award from Safety Council of Western New York for "outstanding public service in the field of accident prevention."

BENEDICT GIMBEL Jr., president of WIP Philadelphia, has accepted invitation of Albert M. Greenfield, chairman, to serve on Committee for Entertainment and Reception of Delegates during Democratic National Convention.

ROY L. ALBERTSON, owner of WBNY and WBNY-FM Buffalo, has been elected a delegate to Democratic National Convention in Philadelphia from 42nd New York Congressional district.

Commercial

TOM MALONE, PAUL WILSON and STEVE MACHCINSKI have been appointed to the board of Adam Young Jr. Inc., New York, station representative.

WILLIAM G. KEGEL, new to radio, has joined WBUZ (FM) Bradbury Heights, Md., as commercial manager.

ALFRED J. (Al) HARDING, salesman with WCCO Minneapolis from 1939 to 1946, will rejoin the station's sales force May 24. He entered radio in 1935 as staff announcer with WDNC Durham, N. C., going to WCCO in 1937 as announcer and transferring to sales staff in 1938. Following war service with Navy, he joined KSTP St. Paul - Minneapolis, from which he will rejoin WCCO.



Mr. Harding

WILLIAM McCLUSKEY, for many years manager of WLW Promotions, talent-booking subsidiary of WLW Cincinnati, will now devote fulltime to television sales for WLWT, video station of Crosley Broadcasting Corp. He is being replaced in WLW Promotions by WILLIAM (Lafe) HARKNESS, since 1938 a member of station's rural talent staff. Mr. McCluskey, in addition to television sales duties, will continue to supervise operations of WLW Promotions.

EDGAR R. LaBARBERA, former commercial manager of WRHP Tallahassee, Fla., has joined sales staff of WABB and WABB-FM Mobile, Ala.

EARL F. CADY, formerly of sales staff of WWST Wooster, Ohio, has joined commercial department of WHKK Akron.

RALPH SCHULENBURG, former manager of St. Louis office of John E. Pearson Co., station representative, has joined sales staff of MBS's Chicago office.

EUGENE S. THOMAS, sales manager of WOR New York and president of New York Adv. Club, was named Chief Ta Yonie of Navajo tribe of Indians on May 5 when Phoenix Adv. Club members visited the New York group. J. HOWARD PYLE, president of KTAR Phoenix, also attended the ceremony.

RAP GIVES 5 COMEDY SHOWS 'CLEAN' RATING

RADIO COMEDY programs monitored by college student-listeners during the 24th and 25th weeks of the Radio Acceptance Poll were characterized as "clean," according to tabulation headquarters at St. Joseph's of Indiana.

Five shows—*Fibber McGee & Molly*, Henry Morgan, Red Skelton, Fred Allen and *Baby Snooks*—were voted "highly acceptable" and 11 others "acceptable" for the weeks beginning March 21 and 28. None was "barely acceptable," "unacceptable," or "offensive."

Balloting for the fall-winter-spring radio season terminated May 8. A complete report, to be issued after preparation of final tabulations, will include a statement summarizing accepted definitions of good taste in entertainment.

To date RAP has processed 59,307 individual-performer votes cast on 14,670 program ballots since last October.

Study Voting

CBS is among seven commercial and educational institutions sponsoring a co-operative study of voting behavior during the 1948 Presidential campaign. Other participants are Time Inc., Anti-Defamation League, Elmo Roper, communications research groups at Cornell U., Columbia U., and the U. of Chicago. Elmo C. Wilson, president, International Public Opinion Research Inc., is project chairman.

AUTO ACCIDENT FATAL TO RUBIN, WMAN HEAD

MONROE F. RUBIN, president and principal stockholder of WMAN Mansfield, Ohio, was killed in an automobile accident May 3. His car failed to take a curve while he was enroute to strip mines near Cambridge. The mines are owned by Lakeside Mining Co., which he headed.

Mr. Rubin became president of WMAN in 1940. He also owned WJAY Cleveland until it merged into The United Broadcasting Co., in which his wife has an interest.

WMAN is under the direction of J. M. O'Hara, vice president and general manager.

Surviving Mr. Rubin are his wife, Ruth; two sons, Vaugn and Buford, and a daughter, Raenelle.

Henry Whitehead, WTAR Program Manager, Dies

HENRY C. WHITEHEAD, 38, program manager of WTAR Norfolk, died May 13 in a Norfolk hospital after an illness of less than a week.

Mr. Whitehead had been program manager of WTAR since 1938 and conductor of the Norfolk Symphony Orchestra for the past 12 years. He attended the Curtis Institute of Music and in the early part of his career was a member of the Radio City Music Hall Symphony. During World War II he was active in civilian defense work.

Surviving are his wife, Mrs. Charlton Leitch Whitehead; his mother, Mrs. Robert C. Whitehead and a sister, Mrs. Joseph Sierer of Richmond.

Television May Suffer From Defense Program

DIVERSION of steel and other critical materials from consumer goods manufacturer in the national defense program may have an adverse effect on television production, Bert Cole, vice president and general manager of the Crosley Distributing Corp., said last week.

Mr. Cole also disclosed at his firm's open house May 10 that present demand for video receivers in the New York metropolitan area far outstrips supply. Plans for introducing a new 12-inch picture tube receiver in June were announced by Crosley. The company's new display rooms and executive officers are at 1775 Broadway. Service headquarters are being retained at 559 W. 35th St.

Edward Wade

EDWARD WADE, 43, NBC engineer since 1941, died in New York May 4 after an operation. Mr. Wade originally joined NBC as a transmitter engineer, and in 1942 transferred to the network's development group. He is survived by a sister.



BULMER & JOHNSON
Minneapolis, Minn.
326 Savings & Loan Bldg.



10,000 WATTS IN KANSAS CITY
WHB
BON DAVIS
JOHN T. SCHELLING
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT



Josh Higgins "MAYOR" of the KXEL Rural City says:

KXEL HAS CHANGED LISTENING HABITS IN IOWA

New Conlan Survey shows KXEL listening ran as high as 3.3 times the listening audience of any other station in Northeast Iowa.

KXEL—50,000 watts—ABC

Josh Higgins Broadcasting Company

WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

LOOKING FOR PROGRAMS?

Most Local Shows Beat Network Shows on High-Hooper

KOIL

SERVING OMAHA & Council Bluffs

BASIC ABC • 5000 WATTS

Represented by EDWARD PETRY CO., INC.

GUIDE TO COOPERATIVE MERCHANDISING ISSUED

ROBINSON-PATMAN ACT. ADVERTISING AND PROMOTIONAL ALLOWANCES by George J. Feldman and Burton A. Zorn, published by The Bureau of National Affairs Inc., Washington, D. C. 290 pp. $5.00

TO PROVIDE a guide to cooperative merchandising arrangements under the provisions of the Robinson-Patman Act which deals with the joint promotion of a product, The Bureau of National Affairs Inc. has just published *Robinson-Patman Act; Advertising and Promotional Allowances* by George J. Feldman and Burton A. Zorn, experienced attorneys in trade practices.

The book includes a listing of practical tips on how to bring business practices into conformity with the law. Then appears a discussion of the applicability of the law to current business practices and a detailed analysis of the applicable provisions of the law and what construction has been placed upon it by the courts. In part four appear numerous working tools for the business man and his counsel, the text of the Act and the leading decisions by the courts and the FTC.

CONTEST BOOMERANGS

'Breakfast Club' Gag Nearly Cost Sponsor Heavily

GAG CONTEST which boomeranged nearly cost one sponsor of ABC's *Breakfast Club*—Swift & Co.—a considerable sum in cold cash to entrants.

On April 2 broadcast firm announced rules for "contest to end all contests"—as a gag. Prizes were to include Boulder Dam, Golden Gate Bridge, Chicago's Merchandise Mart and ten oil wells. Listeners who sent in a $50 bill, (type of money not specified), with name and address printed on the face, would receive $25 in return.

All types of bills—from monopoly sets to stage money—started rolling in, and worried contest directors decided April 13 to end the contest and "pay off" in Chinese currency. Total expenditures by the sponsor—approximately $10!

Jackson Sues WOOK

HAROLD B. JACKSON, former WOOK Silver Spring, Md. disc m.c. now working for WINX Washington, D. C., in a suit filed in District Court in Washington May 5 asked $50,000 damage from WOOK. Mr. Jackson charges WOOK and its president, Richard Eaton, breached his contract and that he was dismissed "without cause." Mr. Jackson said WOOK made a shambles of his program, *The House That Jack Built*, by overcharging and mistreating advertisers and failing to give adequate support to the program.

Agencies



SAM PIERCE, vice president in charge of radio for Ruthrauff & Ryan, Hollywood office, resigns effective July 1, to enter undisclosed television operation. He has been with agency since October 1942, joining as producer; named supervisor of radio production in November 1946 and a vice president five months later.

GEORGE F. FOLEY Jr., in publicity department of Newell-Emmett, New York, appointed chairman of agency's television committee, in expansion of TV to fulltime operation.

CAROL PEREL, of production staff of Arthur Meyerhoff & Co., Chicago, becomes timebuyer. Other changes in radio department: GEORGE RICH named producer of *On the Century*; MAGGIE DILLARD to direct *Career Girl*.

HARRIET MILLER appointed radio director of Washington office of Robert J. Enders Agency. Long associated with stations and agencies in Washington, she formerly was with WINX and WTOP in traffic, continuity and talent; was copywriter with Henry J. Kaufman & Assoc. and Harwood Martin, both Washington agencies.



Miss Miller

LIA V. VARNELL, account executive for National Export Adv. Service Inc., New York, promoted to director of publicity and research.

OSCAR F. STERLING, art director and executive committee member, Mitchell-Faust Adv., Chicago, and HARRY ALTICE named vice presidents. Mr. Altice also appointed to executive committee and named fashion coordinator.

VANCE D. HICKS, in media department of Young & Rubicam, New York since 1938, appointed media director of agency's Detroit office.

IRVING WEISFELD, former secretary and vice president of Chernow Co., New York, resigns to join Julius J. Rowen Co., New York, as treasurer and vice president.

MADELEINE M. CARROLL joins Toronto office of Stewart-Lovick & Macpherson Ltd. as timebuyer.

GWYNNE A. PROSSER, personnel director of McCann-Erickson, New York, granted leave of absence to assist PAUL HOFFMAN, head of Economic Co-operation Administration, in establishment of recruiting procedure for selection of senior personnel.

KERMIT ENGELSON, formerly with Calvert Distilleries, San Francisco, joins Honig-Cooper Co., same city, in charge of field merchandising activities.

EDWARD MAZZUCCHI, formerly with Export Adv. Agency, New York, appointed to international division, Young & Rubicam, New York. LUIS

(Continued on page 219)

NELSON KING, Popular Disc Jockey on WCKY's JAMBOREE has Sold Over $377,387,00 of MERCHANDISE in the FIRST THREE MONTHS of 1948.

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

HEADLEY—REED COMPANY

REPRESENTING RADIO STATIONS EXCLUSIVELY

N.A.B. HEADQUARTERS
CHAPMAN PARK HOTEL

NEW YORK CHICAGO DETROIT ATLANTA LOS ANGELES SAN FRANCISCO

ALL OFFICES COMPANY OWNED AND OPERATED

THE KEY TO
Southern Minnesota



THE TRIPLE MARKET

★ 350,000 INTERNATIONAL visitors spend $16,800,000.00 every year.

★ 34,000 METROPOLITAN consumers spend $190,324,000.00 annually.

★ 87,200 RURAL consumers in the primary coverage area have a buying income of $118,631,000.00.

RESULT: $386,622,000.00 Effective Buying Income in KROC's Triple Market

EVERYONE DIALS TO KROC NBC Minn. Network N. W. Network

Southern Minnesota's Oldest Radio Station
Established 1935

IN ROCHESTER, MINNESOTA

COMING SOON!

FYI
The Radio Salesman's Dream

FYI
An Agency Natural

FYI
The Sponsor's Delight

FYI
For the Whole Family

PRODUCED BY
Ed Hart & Associates
1737 H STREET, N.W.
WASH., D. C. • RE. 4312

Ontario Election Looms; Broadcast Rules Are Set

ELECTION broadcasting for the Ontario provincial election scheduled June 7, ceases at midnight June 4, according to an announcement of the Canadian Broadcasting Corp.

Free network time on Trans-Canada and Dominion networks for Ontario region is allocated by CBC in quarter-hour periods for each political party. CBC requires that there be a 15-minute interval between free-time network political broadcasts and subsequent sponsored political broadcasts. No sponsored political broadcasts can be made on CBC-owned stations.

Subsidiary hookups must be arranged through CBC, and notice of all political broadcasts must be given in advance to CBC. Sponsored political broadcasts must be paid for in advance. No dramatized political broadcasts are allowed. Only political broadcasts allowed in two-day interval before election are non-partisan announcements urging citizens to vote.

News

GEORGE JACKSON, veteran newscaster, has joined news staff of WMT Cedar Rapids, Iowa. He broke into news reporting in 1926 with Terre Haute (Ind.) Star, later joining WBOW Terre Haute. He has since been with stations in Indiana, Illinois and Michigan, and was among those who covered atom bomb tests at Bikini.

BILL SHERMAN, former sports director of WAAT Newark, N. J., has been appointed special events and sports director of WCRB Waltham, Mass.

JOSEPH GREAR, formerly with the old WCBS Springfield, Ill., and WHBF Rock Island, Ill., has joined WQUA Moline, Ill., as assistant news editor and evening newscaster.

ELIZABETH BREED has joined WBBM Chicago, as assistant news writer and secretary to JULIAN BENTLEY, station newscaster.

GEORGE (Stoney) McLINN, veteran sports writer and sportscaster over WIP Philadelphia, May 6 received first "Man of the Month" award, composed of medal, miniature duplicate of medal to be worn as lapel pin, and framed scroll, presented by newly-organized Man of the Month Club of Philadelphia.

BOB PROVENCE, director of sports and news of WKNA Charleston, W. Va., is the father of a girl, Linda.

TOM FRANDSEN, former announcer for "Dinah Shore" show and "Johns-Manville News," has taken over as "Rexall Reporter" twice daily, five days weekly on KMPC Hollywood, replacing BILL KENNEALLY.

DONALD BRUCE, formerly with WHIZ Zanesville and WING Dayton, Ohio, has joined WIRE Indianapolis, as morning newscaster.

VIVIAN MEIK, English traveler, author and columnist for Desert News, Salt Lake City, has started series of weekly news commentaries over KSL Salt Lake City.

TOM CARNEGIE, sportscaster at WIRE Indianapolis, has been named as chief announcer of public address system for Indianapolis Speedway Race.

SAM SCHNEIDER, farm news editor of KVOO Tulsa, has been initiated into Oklahoma A&M College chapter of Sigma Delta Chi, national professional journalistic fraternity.

LOWELL THOMAS, CBS newscaster, has been awarded special transit safety medallion by American Transit Assn., for "outstanding work in helping to reduce traffic accidents on the nation's highways." Mr. Thomas narrated ATA's safety firm, "Driven to Kill."

Vox-Box

VOX-BOX is a new mobile turntable which the inventors, WNEW New York engineers, call a "sound effects man's dream." Equipped with two pick-up arms, offering continuous sound for any length of time, Vox-Box is designed to play at a speed of 10 revolutions a minute to 100 rpm. WNEW Director Jack Grogan, and Engineers George Scriven, John Zarpaylic, Ken Haile, Emil Hill, Bill Schmidt and Dave Greenspun designed and constructed the model.

Transportation

(Continued from page 212)

sors *Information Please* on two Missouri stations and Chicago & Southern Airlines pays the bill in Memphis, with other co-ops sponsored by an assorted dozen resorts, cab and bus companies and the like. New York Central Railway System uses announcements on some 20 stations, up from two a year ago; Transworld Airlines in March began publicizing the winter performance record of its Constellations via an announcement campaign on 17 stations in five markets; United Air Lines, using spots on three California stations in March, was contemplating a more extensive campaign to announce the return of DC-6 planes to service.

Santa Fe Railway used five 15-minute shows a week on WHBC Canton in March, down from eight stations used in February. Capital Airlines use of radio declined from 11 stations in January and eight in February to none in March.

Only resort advertising reported is the video campaign of Chalfonte-Haddon Hall, Atlantic City hotel, broadcasting one-minute films of the hotel's facilities and services twice weekly in a test campaign on WFIL-TV Philadelphia. Presumably much of this type of advertising is placed at the local level and it is also probable that its volume will increase with the advent of the vacation season.

Others

(Continued from page 212)

announcements in participation programs on 15 East Coast stations for Strongheart dog food, and National Biscuit Co., using announcements on a dozen eastern stations for Milk Bone; California Bill of Rights Committee, sponsoring five 15-minute *Voice of Bill of Rights* broadcasts on California stations; Valley Church of the Air, with weekly half-hours on three stations, announcements on three more, all in California. Bituminous Coal Institute broadcasts five 10-minute programs a week on WOL Washington and the Milk Foundation sponsors five quarter-hours a week on WAIT Chicago. Fred Fear & Co. ran its usual two-week pre-Easter announcement campaign for its egg dyes in 20 major markets, using three spots a week on each station.

Political party spokesmen have been loathe to discuss their broadcast plans this early in the year and probably will say little until after the national conventions are over and the Presidential candidates officially selected. However, after the election in 1944 the Republican and Democratic national committees estimated their campaign expenditures for network time and talent at $1 million apiece, with the networks reporting a total political income of somewhat less ($1,661,990). This sum did not include radio time bought by other groups than the national committees, which included some time on the national networks and an appreciable number of local and regional broadcasts. And in 1944 television had not become a factor, whereas this year an appreciable amount of campaign funds will certainly be allocated for video coverage of major addresses by the Presidential nominees.

A 40-PAGE booklet to serve as basic source of information on NBC co-op programs, "The NBC Co-operative Program Manual," is being distributed to network station managers, representatives and spot sales offices. Supplementary data will be mailed as it becomes available.

CONLAN SAYS

WJZM	MBS	40.4%	MORNING
STATION 2	NBC	44.2%	
STATION 3	CBS	7.4%	
WJZM	MBS	49.3%	AFTERNOON
STATION 2	NBC	38.7%	
STATION 3	CBS	3.6%	
WJZM	MBS	28.8%	EVENING
STATION 2	NBC	59.6%	
STATION 3	CBS	2.2%	

MR. ADVERTISER, 1 STATION (WJZM) ALONE COVERS COMPLETELY THE RICH CLARKSVILLE, TENN. MARKET OF $55,262,000 ANNUAL RETAIL SALES. LATE CONLAN SURVEY PROVES THIS.

(Effective Buying Income—$84,571,252.00)

WJZM • MBS • 250 WATTS
CLARKSVILLE, TENNESSEE

Agencies

(Continued from page 216)

GURZA, who had own publicity agency in Mexico City, and MANUEL BARBACHANO, formerly with international division, McCann-Erickson, New York, join Mexico City office of Y & R.

STEWART S. JURIST, formerly with advertising department of H. & A. Selmer Inc., Elkhardt, Ind., joins creative staff of Robert Holley & Co., New York, handling music industry accounts.

W. D. LYON Co., Cedar Rapids, Iowa, elected to membership in American Assn. of Adv. Agencies.

ALLAN T. GOWE, former senior account executive of McKim Adv., Toronto, appointed manager of Toronto office of Harold F. Stanfield Ltd.

NANCY LOWE, formerly in traffic department of KLAC Hollywood, joins production department of Arthur W. Stowe Adv., Los Angeles.

WILF CHARLAND, assistant manager, Whitehall Broadcasting Ltd., Montreal, named manager, succeeding VIC GEORGE, resigned [BROADCASTING, May 10].

GEORGE GRAHAM, production manager, Arthur W. Stowe Adv., Los Angeles, forms public relations department in agency with DONALD KELLAR as assistant.

LEON E. HARRIS, former program director of KFYO Lubbock, Tex., joins Buckner-Craig & Webster Adv., that city, as director of copy. Agency has moved to new offices at 22 Park Place, 19th & Ave. M.

PAUL S. PEAK appointed manager of Toronto office of McKim Adv., coming from London, England, where he was advertising manager of Odhams Press and prior to war with Service Adv.

LANNAN & SANDERS Inc., new Dallas agency, formed by GEORGE S. LANNAN, president, and J. M. SANDERS, executive vice president.

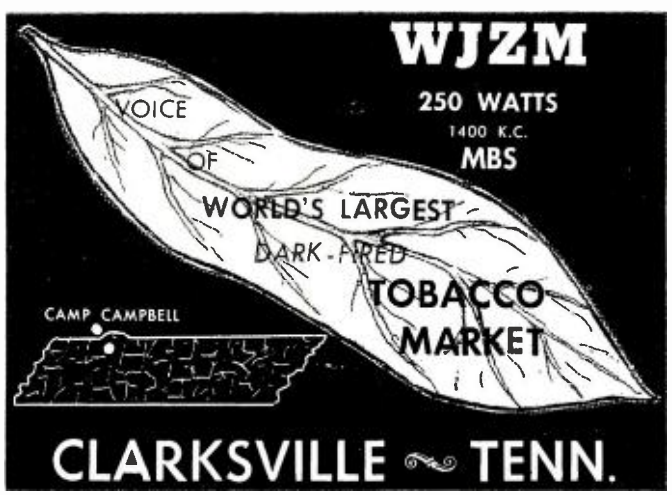
F. KEN BEIRN, executive manager of New York office of Dancer-Fitzgerald-Sample, is the father of a boy, Christopher.

WILLIAM SPIRE, vice president of Sullivan, Stauffer, Colwell & Bayles, New York, is the father of a boy, William Jr.

HOPES OF COMMERCIAL FRENCH RADIO FADE

CHANCES of Radio Diffusion Francaise making time available to commercial advertisers during a trial 1948 period, faded into obscurity with official acknowledgement that avowed plans had been shelved "temporarily," according to the interpretation of an American observer in Paris.

The observer advised BROADCASTING that the French government radio spokesman offered no explanation for the government's abandonment of plans to accept advertising revenue to provide listeners with high-grade shows. It was understood, however, that the administration was displeased by reaction to the initial announcement that RDF might go commercial, which brought a swarm of American agency representatives into government radio offices, leaving French officials apprehensive over the possibility that RDF might become an overseas addition to American networks. American broadcasters on a French-sponsored junket of the country offered 180 suggestions to bolster the national system of broadcasting. Not one of the suggestions, most of them concerned with programming, has been used by the French government.



CANADIAN RADIO MEN TO ASK RULE CHANGE

CANADIAN broadcasters will ask before CBC board meeting in Montreal May 18 and 19, for lifting price mention regulation on grounds price mention is definite service to consumers, especially those not served frequently with daily newspapers.

CAB board meeting in Toronto May 3 to 6, appointed Bert Cairns, CFAC Calgary; Gerry Gaetz, CKRC Winnipeg; Paul Lepage, CKCV Quebec; Ralph Snelgrove, CFOS Owen Sound; Fred Lynds, CKCW Moncton; Jim Allard, CAB manager, to make price mention presentation. CAB board also appointed William Wright, Toronto station representative, as chairman of the standard rate structure committee, which will be picked from CAB members and associate members. The board also authorized establishment of a pension fund for nine employes now on the staff at Toronto and Ottawa. Resignations were accepted from CHLT Sherbrooke and CHLN Three Rivers and the membership of CKOX Woodstock was accepted.

Those attending the board meeting included Dick Rice, CFRN Edmonton, chairman; Harry Sedgwick, CFRB Toronto; George Chandler, CJOR Vancouver; A. A. Murphy, CFQC Saskatoon; Malcolm Neill, CFNB Fredericton; Bill Guild CJOC Lethbridge; Ken Soble, CHML Hamilton; Paul Lepage, CKCV Quebec; Ralph Snelgrove, CFOS Owen Sound; Fred Lynds, CKCW Moncton; Jim Allard and Art Evans, CAB staff.

Swaney, Drake & Bement Changes Its Firm Name

TITLE CHANGE from Swaney, Drake & Bement Inc. to Morris F. Swaney Inc. has been announced by the agency's Chicago office. Simultaneously the firm announced opening of offices at 445 Park Ave. in New York.

Change in designation was occasioned by the recent resignations (in March and April) of two partners in the firm—Austin F. Bement and George Drake. Mr. Bement resigned as head of the Detroit office while Mr. Drake shifted from the agency's Chicago branch to Leo Burnett Co. in the same city.

The Swaney agency has expanded also in Chicago. It has taken three additional floors in the Field Bldg. at 135 S. La Salle St.

Rural Radio Network

GENERAL ELECTRIC has announced shipment of more than half the equipment needed for the Rural Radio Network Inc., a chain of six FM stations in upper New York State. Complete studio equipment and transmitter for WVFC Ithaca, key station for the network, has been sent, along with two transmitters for other sites. Network expects to be in operation early this summer.



Here's a spring tonic for any station schedule. It's the Al Buffington HOME QUIZ — a Hooper "builder" if there ever was one! The HOME QUIZ is a sound, basic merchandising idea with a brand-new twist that goes the usual telephone show one better. WBMD, aggressive new Baltimore independent, schedules 24 quarter hours a week with a maximum of 12 participating sponsors! The HOME QUIZ is available in your market on an exclusive basis. And you'll be surprised at the nominal cost! Write today for the facts to . . .

AL BUFFINGTON CO.

2104 North Charles St.
Baltimore 18, Md.

The Largest Producer of Radio Spots, Shows and Television in This Part of the Country!



RADIO

RADIO SURVEY

RADIO REPORT SUBSCRIPTION SERVICE

for Advertisers and Agencies

EAST NORTH CENTRAL STATES (Ohio, Indiana, Illinois, Michigan, Wisconsin); minimum of 98 reports yearly.

EAST SOUTH CENTRAL STATES (Kentucky, Tennessee, Alabama, Mississippi); minimum of 41 reports yearly.

WEST NORTH CENTRAL STATES (Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas); minimum of 62 reports yearly.

WEST SOUTH CENTRAL STATES (Arkansas, Louisiana, Texas); minimum of 63 reports yearly.

MIDDLE ATLANTIC STATES (New York, Pennsylvania, New Jersey); minimum of 64 reports yearly.

SOUTH ATLANTIC STATES (Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida); minimum of 81 reports yearly.

NEW ENGLAND STATES (Maine, New Hampshire, Vermont, Connecticut, Massachusetts, Rhode Island); minimum of 39 reports yearly.

MOUNTAIN STATES (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada); minimum of 30 reports yearly.

PACIFIC STATES (California, Oregon, Washington); minimum of 38 reports yearly.

COMPLETE SERVICE (48 states); minimum of 516 reports yearly.

Subscription rates and complete schedule sent on request.

ROBERT S. CONLAN AND ASSOCIATES

INCORPORATED

KANSAS CITY, MISSOURI

New Business



CANADIAN ACE BREWING Co., Chicago, has purchased two Frederic W. Ziv packages—*Guy Lombardo* and *Easy Aces* shows—for exclusive airing in Chicago area. Former tentatively set for WGN, Thurs., 9-9:30 p.m.; latter for WIND, five nights weekly, 6:15-30 p.m. Starting dates undetermined.

FRANCIS I. DuPONT Co., New York, banking and investment firm, signed with WABD New York for series of one-minute television spots, starting last Wednesday and running through Aug. 5. Contract, placed through French & Preston, New York, calls for two announcements weekly.

KELVINATOR Div., Nash-Kelvinator Corp., expanding video campaign with one-minute spot series on KTLA Los Angeles and WBKB Chicago. Spots to be used before and after home games of Chicago Cubs and three nights weekly on KTLA. Agency: Geyer, Newell & Ganger, New York.

JAQUES Mfg. Co., Chicago (K C Baking Powder), appoints Gordon Best Co., Chicago, to handle advertising. Radio (5-minute transcribed programs) will be used on test basis in three markets, locations as yet undetermined.

LEKTROLITE Corp., New York (flameless cigarette lighters), appointed Bermingham, Castleman & Pierce Inc., New York, and plans to expand television campaign in fall. Current schedule calls for one-minute spots on KTLA Los Angeles and WBKB Chicago. Spot radio also to be used in test areas in fall.

Network Accounts • • •

P. LORILLARD Co. (Old Golds) to sponsor final quarter-hour of *Stop the Music*, new giveaway series on ABC., Sun., 8-9 p.m. Agency, Lennen & Mitchell, N. Y.

CLARY MULTIPLIER Corp., Los Angeles (Flo-Ball pen), May 16 started for 52 weeks *Newsweek Looks Ahead* on 14 ABC Pacific Coast stations, with possibility of expansion to entire West Coast network. Agency: Brisacher, Van Norden & Staff, Los Angeles.

GENERAL MILLS, Minneapolis, and DERBY FOODS, Chicago, June 7 renew for 52 weeks *Jack Armstrong* and *Sky King*, respectively, on ABC. Renewal date is start of 13-week summer hiatus for both programs, heard on alternate days, Mon.-Fri. 5:30-6 p.m. (CDT). Agencies: Knox Reeves Inc., Minneapolis, for General Mills; Needham, Louis & Brorby, Chicago, for Derby Foods.

SUMMER replacement for *Highways in Melody* sponsored on NBC by Cities Service through Ellington & Co., New York, will feature Paul Lavalle conducting "Band of America." Summer show starts June 4, Fri., 8-8:30 p.m.

GOLD SEAL Co., Chicago (Gold Seal wax), today (May 17) started for 26 weeks three weekly quarter-hour participation of CBS *Meet the Missus* on 22 Pacific and Mountain network stations. Agency: Campbell-Mitchum Inc., Chicago.

S. C. JOHNSON & SON, Brantford, Ont. (floor wax, Car-Nu), June 7 starts summer replacement, *Fred Waring*, to Sept. 29 on 16 eastern Trans-Canada Network stations, Mon., Wed. 10-10:30 a.m., and June 14 starts relay to 11 western Trans-Canada stations to Sept. 9, 1:15-1:45 p.m. Agency: Needham, Louis & Brorby, New York.

Adpeople • • •

TAD JEFFERY, formerly with J. Walter Thompon Co., Chicago, appointed assistant advertising manager of Pepsodent Division, Lever Brothers Co.

IRVING F. NELSON, formerly with Kudner Agency, New York, joins National Distillers Products Corp., as production manager in advertising department.

OWEN STONER, advertising director for Prince Matchabelli (cosmetics), named vice president in charge of sales promotion. PAUL PEARSON, sales manager, appointed vice president and director of sales.

CIO Urges WHLS Proposed Decision Be Made Final

OFFERING to assume responsibility in any libel actions arising out of political broadcasts by its members and officials, the CIO urged FCC last week to make final the proposed decision in the WHLS Port Huron case.

In a brief filed Monday for consideration along with the record of the oral argument held before the Commission on May 7 [BROADCASTING, May 10], the CIO said:

. . . in non-political controversial issues, labor has encountered repeated difficulties in gaining access to broadcasting facilities. For that reason, we are the more desirous that no obstacles be placed in the way of ability of labor political candidates to broadcast their views. The threat of libel action is an excuse that can be, and has been employed in the past for censoring or banning altogether the messages of labor representatives. . .

Official representatives of the Congress of Industrial Organizations, and in particular candidates for political office within its ranks, are willing to accept the responsibility for allegedly libelous statements which may result in court action. . .

CIO's statement offered the only outright support the Commission's proposed interpretation of the political-broadcast law has received in connection with oral argument. Handed down along with a proposal to renew the license of WHLS after a study of the political section of the Communications Act, the tentative decision holds that stations may not censor political broadcasts for any reason, but will not be held responsible for any libelous matter they may contain [BROADCASTING, Feb. 2].

In a brief reviewing the legal questions involved, W. Theodore Pierson, Washington attorney appearing for 10 stations, told FCC during oral argument that it should "forego any threat of reprisal against existing licensees." He asked FCC to "forthwith communicate to Congress an exposition of the present status of this problem together with a recommendation that Congress pass a uniform defamation-by-radio act that would clearly prescribe the duties and liabilities of radio broadcasters . . . and that would expressly and clearly invalidate state laws that conflict therewith."

Don Petty, NAB general counsel, flatly rejected FCC's views by contending that stations "are entitled . . . to refuse to permit the broadcast of defamatory and other unlawful matter and are not freed from liability under state and federal law for such broadcasts."

The political section (Sec. 315) of the Communications Act, "whatever its interpretation, is unconstitutional," he declared.

Actual incidents that have confronted two stations, and to which the WHLS decision would have been applicable, were outlined by Andrew W. Bennett, attorney for WGOV Valdosta, Ga., and Charles V. Wayland, attorney for KIDI Boise, Ida., while Rep. Lindley Beckworth (D-Tex.) told FCC that the Texas attorney general has ruled that Texas stations must be responsible for libelous remarks in political broadcasts regardless of the FCC interpretation [BROADCASTING, May 10].

Newsreel Photogs Union Not Cutting Initiation

CHICAGO LOCAL 666, International Photographers of the Motion Picture Industries, has turned a deaf ear to a proposal by WGN-TV *The Chicago Tribune* video station that the union's $300 initiation fee for television newsreel cameramen be cut in half.

W. H. Strafford, business manager of the local, told BROADCASTING May 6 that his union "has no intention of revising membership fees, but will give WGN-TV's cameramen plenty of time to pay."

Sources close to WGN-TV say that station officials favor developing Chicago-trained news cameramen into newsreel men rather than to draw from the ranks of Local 666. In the opinion of one informant, if the non-union staff produces high quality pictures the station will not need to recognize the local.



AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"

An Average of 45% More Than National Average

•

Youngstown Ratings of Network Shows Average 100% Higher

•

A Greater Audience at Lower Cost

Ask HEADLEY-REED

WFMJ
WFM J-FM
The ABC Station For YOUNGSTOWN, OHIO



HOW DOES a promotion man whet the appetite of a trade magazine picture editor for, say, disc jockey pictures? Well, it depends on your promotion man. On this page are a few samples submitted to BROADCASTING. Above is one of the "oddity" type. WLAM Lewiston, Me., on its "1470 Club" airs a record played on an "original Edison" talking machine with cylinder discs. That's (l to r) Bob Demers, jockey; John Gould, proud owner, and Les Hubley, co-jockey.



CHEESECAKE, always a contender. Here's WCPO Cincinnati's 18-year-old Joyce Aimee. She conducts her "Platter Girl" program Monday-Friday, 12:10-1 a.m. from Cincinnati's "Lookout House" supper club. Heads spin faster than records, they say.



BIGGEST is one claim to fame. That mountain of flesh is Texas Tiny Avers, 600 lbs., 6 ft. tall and 6 ft. around. He spins platters at KGER Long Beach, Calif. He is adequate evidence for both Texas and California claims that no matter what they grow, they grow them big.



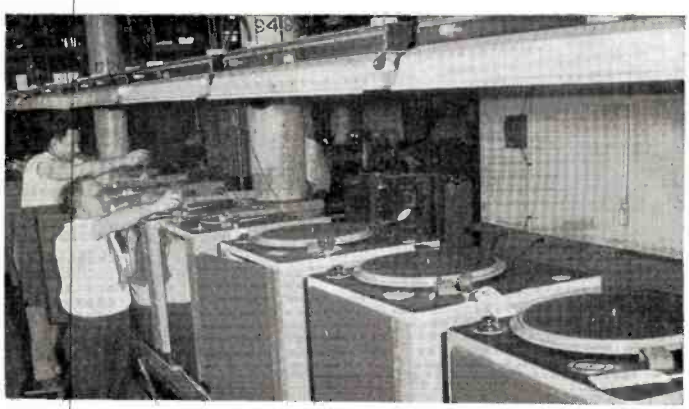
STUDIO judges are a good angle. At WHWL Nanticoke, Pa., four members of the audience hear late releases and rate them by a bell system. Jockey Bob Vessell maestros this session. Girls are (l to r) Jacques Nesbitt, Janie Jones, Ruth Skukwit, Mildred Rau. Program the judges appear on is the once-weekly "Reason With Records." Their selection is record of the week.



YESSIR, that's a mike, right in the window. More than one record show has found that on-the-spot broadcasting brings sales. KELP El Paso's Jimmy Simms wears the headphones while Bill Shapiro, proprietor, announces a record. Tie-in, according to the station and the proprietor, has been successful in building up the program's following as well as drawing business to the record store.

CAN'T MISS combination hit on by WGR Buffalo is this picture of Ralph Snyder, morning man who not only uses a player piano on his record show but, if our eyes don't deceive us, reads BROADCASTING while he does it. It is said around Buffalo that "No one can play the player piano better than Snyder."

AND HERE are the disc jockeys' stock in trade, turntables on a production line basis. High fidelity diamond-head pickups are shown being adjusted in the RCA Engineering Products Dept.'s Camden, N. J. plant. Production tempo of RCA and of the country's leading equipment and disc firms have been a key point in the multi-million dollar disc jockey trade.





RADIO *and* RADIO*activity*

● Even though we're well into the Atomic Age, there are still many things we don't understand about radioactivity.

But when it comes to activity in radio, we're on surer ground. Alert time-buyers know from experience that WCBM is Baltimore's most active, sales-productive station. For real penetration of the rich Baltimore market, you need WCBM. Any time you're ready to hear it, we'll gladly tell you the WCBM story.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President and Commercial Manager* GEORGE H. ROEDER, *General Manager*

North Avenue at Harford ▪ BALTIMORE 13, MD. ▪ UNiversity 8400

Exclusive National Representatives

WEED & COMPANY

NEW YORK, CHICAGO, BOSTON, DETROIT, ATLANTA, HOLLYWOOD, SAN FRANCISCO

WCBM Sends Best Wishes to the NAB CONVENTION

Exhibits

(Continued from page 48)

s a full-scale model of Andrew's iew two-bay FM transmitting anenna for FM broadcasting in the 8-108 mc range.

Designed for simplicity and economy, this new two-bay antenna ffers radiation and gain comparale to present loop-type FM anennas. Andrew officials announced he antenna would be in production this summer.

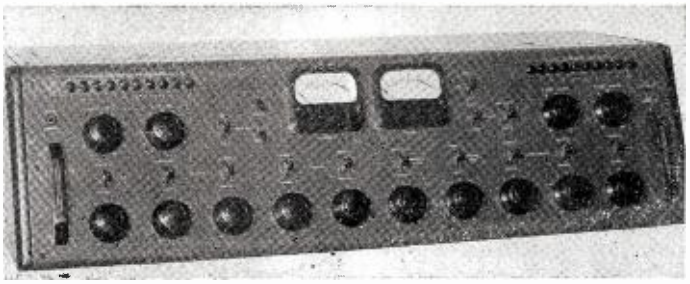
Andrew is showing its new Type 900 automatic dehydrator. Fully utomatic in operation, it supplies ry air under pressure to coaxial ransmission lines. By designing his new dehydrator to operate at ow pressure, Andrew engineers liminated 50% of the parts used n previous automatic dehydrators. n addition to simplicity and econmy, it is said to offer long life ue to low pressure operation.

Other Andrew equipment on display includes a 5-kw, 3-tower anenna phasing unit; coaxial transission lines and accessories for M-FM and TV; Type 40-C phase onitor; tower lighting equipment, nd a scale model of WKOW Madion, Wis., designed, equipped and uilt by Andrew.

* * *

Collins Radio Co.

N EXHIBIT SPACE number 7, ollins Radio Co. is showing a va-



Collins 212A Speech Input Console

riety of broadcast transmitters, audio equipment and accessories, representative of its line.

In transmitters it is exhibiting the 300G 250-w AM, 20T 1 kw AM, and 733A 3-kw FM jobs. The Collins FM ring antenna display consists of models and actual FM antenna assemblies.

Collins remote amplifiers on view are the one-channel 12Y, the two-channel 212U, and the four-channel 12Z.

Speech input consoles include the 212A, 212B, and 212C-1, for audio control in AM, FM, TV and high fidelity recording applications.

Another Collins development is the 214A-1 preset switching console incorporating an automatic positioning device originally invented by Collins for use in aviation communications transmitters.

A Collins 19G-3 cabinet rack contains the company's 62E volume unit metering panel, 82T amplifier current metering panel, 6R line or booster amplifier, 116E-4 dual high frequency equalizer, 6X-2 10-w monitor amplifier, 265D-2 24-pair jack panel, 268B-1 dual "T" variable attenuator panel, 6T-1 2-w monitor amplifier, 274D-21 relay unit, 26W-1 limiting amplifier, 414F-4 one ampere relay power supply, 409T-3 50 milliampere power supply, 112B-1 ten circuit switch and fuse panel, and 151K-1 156 terminal board.

Collins is showing its 32V-1 150-w input ham transmitter, 75A-1 receiver, 310B-2 exciter, and 70E-8A variable frequency oscillator.

Representing Collins display are W. J. Barkley, executive vice president, Max W. Burrell, general sales manager, R. H. Hollister, broadcast sales manager, Carl W. Service, manager Western division, L. K. Findley, manager transmitter engineering J. A. Green, manager audio engineering, Grant Wetzel, audio engineering department, and H. O. Olson, T. B. Moseley and J. D. Phelan of the broadcast sales department.

* * *

Allen B. DuMont Labs.

PRODUCTS to be displayed in Rooms 2112-2115 at the Biltmore by Allen B. DuMont Labs. Inc. include: Field image orthicon camera chains, studio camera chains, television broadcast transmitters, master control equipment, film pickup camera systems, film projection equipment, video amplifiers, synchronizing generators, picture monitors, relay transmitters, antennas and field trucks.

Tele-transcriptions, film transcriptions of actual programs, will be shown. These films have been made directly off the face of a cathode ray tube.

Representatives will be Herbert E. Taylor Jr., director of sales; Donald A. Stewart, Northern division; Herbert C. Bloomberg, Central division; and Lewis E. Pett, Southern division.

* * *

Fairchild Camera & Instrument Corp.

ROOM 2225 at the Biltmore is headquarters for Fairchild Camera and Instrument Corp., represented by C. V. Kettering, E. J. Heronen and W. D. Fling.

High quality professional sound equipment featuring "personal appearance" performance is on exhibit. Equipment includes the Unit 523 studio recorder, Unit 539 recorder in cabinet, Unit 524 transcription table, Unitized Amplifier System, Unit 541 magnetic cutterhead, Unit 542 lateral dynamic pickup and the Unit 622 pickup preamplifier-equalizer.

The Fairchild Unitized Amplifier System is designed for maximum flexibility to meet requirements of the professional recording industry. Standardized units of the system can be combined in many different ways to provide, in effect, a hand-tailored system to meet any individual recording application.

One of the new items being shown is the Fairchild Unit 622 pickup preamplifier - equalizer. It consists of a preamplifier and switching unit neatly packaged in a single compact housing, and a separate d-c power supply. The entire assembly can be mounted in any transcription table cabinet and can be quickly and easily installed for use with any constant-velocity pickup. As the result of a completely new approach to the numerous problems encountered in low-level equalization, the Unit 622 provides, in addition to accurate equalization, such important factors as low noise level, distortion-free bass, low-frequency stability and virtually unrestricted application.

* * *

Federal Telephone & Radio Corp.

A VARIETY of broadcast and allied equipments is being exhibited by Federal Telephone & Radio Corp., Clifton, N. J., manufacturing associate of the International Telephone and Telegraph Corp., at the Biltmore.

One feature of interest is the FM studio-to-transmitter link, a development of Federal Telecommunication's Labs., FT&R research associate. This frequency modulated UHF link provides high-fidelity program relay from broadcast station studio to transmitter, and consists of one transmitter, one re-

"THE VOICE OF THE WHEAT BELT"

no idle boast _ _ _ _ _ _ _ Here's why _ _ _

Choice Location . . .

in the HEART of the WHEAT BELT

Choice Frequency . . . . 730 kilocycles

Choice Power . . . . . 1,000 watts

IF you're interested in reaching the listening ears of the Wheat Belt—let Station KWGB—"The VOICE OF THE WHEAT BELT"—do your talking for you. You'll be heard throughout the Golden Tri-State market area of Western Kansas, Eastern Colorado and Southwestern Nebraska when you do.—Just call on—

"THE VOICE OF THE WHEAT BELT"

Station **KWGB**

Goodland, Kansas

James E. Blair	1,000 watts	George Bradley
Owner	*Daytime*	*Program Director*
Telephone 331	730 on dial	Box 88

Center Your Attention on



Center of the Dial

860 kc

MILWAUKEE

ceiver and two parabolic antenna. The system operates in the 940 to 952-mc band allocated by the FCC.

Another outstanding equipment shown by Federal is an all-metal dummy antenna for FM broadcast transmitters. This antenna, designated as FTL-15-A, offers a method of accurately measuring and safely dissipating large amounts of VHF RF power by means of an all metal dissipating element. It eliminates resistors or insulators of any type and its compactness provides portability where necessary.

Other Federal FM broadcast equipment includes FM antenna, transmitter consoles, transmitting tubes, field intensity meters, mobile radio equipment, cable and selenium rectifiers in television applications, FM-TV monitor, multiplex carrier and special transformer potting developments.

Among Federal representatives attending are L. B. Blaylock, director, Radio Division; A. W. Rhinow, sales manager; J. W. Cosman, broadcast sales, and George Scott, Robert Lamons, R. E. Trapeur, C. A. Hampton, Richard Reimer and P. C. Cogshall of the radio sales staff.

* * *

Gates Radio Co.

SPACE 9 in the center of the exhibition hall at the Biltmore houses the display of the Gates Radio Co.

Exhibited for the first time is the new Gates GY48 complete radio station for 250-w AM operation, showing a complete correlated transmitting house equipment as a packaged unit, including transmitter, frequency and modulation monitors, limiting amplifier and other accessories, ready to go. The GY48 radio station has in preliminary announcements created a sensation in the radio broadcasting industry. Also exhibited is a new 3 kw FM transmitter with many striking innovations not found previously in FM equipment; the Gates BC5A, 5-kw AM transmitter, also exhibited for the first time; the new Gates SA50 dual console for AM and FM operation and the new Gates 5Q rack type speech input system featuring the SA line of audio amplifiers which broadcasters were given a glimpse of at the Atlantic City NAB Convention, but which have blossomed out into many new and added models.

Also on display will be the new Gates FM package equipment, including the FM10 ring type antenna which is part of this package equipment. Many other items of equal importance will be exhibited, including an improved design horseshoe control console, new design transcription turntables and many other accessories.

There will be engineers in attendance at all times of the day and night when the hall is open for visitors.

Gates personnel attending include Laurence Harry, in charge of West Coast sales; Fred Grimwood, sales department, Quincy; F. W. Wentura, engineering department; L. I. McEwen, executive vice president of Gates Radio Co.; O. J. McReynolds, in charge of the Washington office and others.

* * *

General Electric Co.

EQUIPMENT on display by General Electric Co. includes: studio to transmitter broadcast system model 4BL2A1 2, studio consolette model 4BC1A2, 1-kw AM transmitter 4XT1A1, plug in program amplifier model 4BA12A1, plug in preamplifier model 4BA1C1, limiting amplifier 4BA5A1, AM station monitor model 4BM3A1, cabinet rack model 4FA8C1, transcription arm model 4FA21A1, transcription equalizer model 4FA12A1, equalized transcription preamplifier model 4BA3A1, diamond stylus variable reluctance pickup model IRM8C and IRM6C, 16mm synchrolite projector model 4PF2A1, film camera model 4PC2A1, film camera standard model 4PD1A1, camera control console model 4TC-5A1, camera channel rack model 4PE3A1, wave form rack model 4PF1A1, and miniatures of television studio equipment.

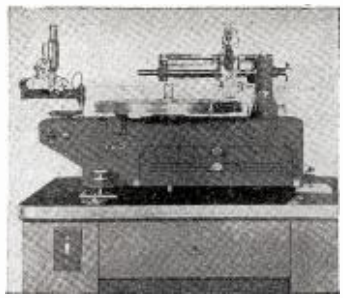
Representatives in attendance are A. A. Brandt, P. G. Caldwell, W. G. Broughton, A. F. Wild, Wm. Boland, R. P. Vanzile, F. P. Barnes, T. F. Bost, R. J. Brown, J. M. Comer Jr., J. H. Douglas, G. P. Foster, E. H. Fritschel, H. G. Cranberry, C. T. Hoist Jr., J. E. Hogg, R. D. Jordan, F. D. Morton, H. L. Peridue, N. J. Peterson, C. G. Pierce, S. W. Pozgay, C. J. Simon, W. C. Walsh and A. C. Kidder.

* * *

Magnecord Inc.

MAGNECORD INC., Suite 2107-08, is presenting what it claims to be the first versatile and portable magnetic tape recorder presented to the broadcasting industry. This unit was designed by American engineers using the latest techniques and developments.

Firm believes that this new tape recorder, the Magnecorder TR-6, will disprove the theory that if a recorder or reproducer is any good, it must weigh a ton and cost a fortune. The Magnecorder TR-6 has FM quality in a small package that can be carried easily by one man. The unit is designed to fit into a portable carrying case and may be unplugged from this case and plugged into a studio rack amplifier to be used as a permanent installation.



Presto 8DG Recorder

Its readily detachable amplifier has three mike inputs, VU meter and master gain control as well as speaker and line outputs. And to top it all off, this same amplifier can be used as a standard remote amplifier by merely flicking a switch.

The Magnecorder SD-1, high-fidelity wire recorder, and a playback only unit utilizing wire, are also on display.

Presto Recording Corp.

THIS YEAR, as in the past, Presto is showing many units which are not new to the broadcast station engineer, such as the Presto recorders types 6N, 8N and Y, which are in use in many broadcasting stations in this country and abroad.

They are offering improvements in both mechanical and amplifier units. A new Presto dual motor direct drive gives indications of being an outstanding success. This drive is used in the Presto 64-A transcription turntable and in the 8DG recorder, as well as in the type 14B which is an unusually large and complete recorder somewhat of a special type and is now shown in their regular catalog. These gear driven types offer the user absence of total speed error in the turntable, low mechanical noise and elimination of need for adjustments in the drive mechanism.

New types of amplifier equipment include the 60-watt 92-A with four recording characteristics type 89-A recording and monitoring amplifier, 25 watts; and the type 41-A peak limiting line amplifier.

All equipment, as well as Presto recording discs, and other mis

(Continued on page 227)





THE EDDY ARNOLD SHOW
Starring
☆ AMERICA'S No. 1 FOLKSINGER
A Transcribed Program of Network Caliber, with
B.I.S.P.
(Built-In-Selling-Power)
ANOTHER MONOGRAM RELEASE—Write, Wire, Phone for Audition Record
PRODUCED BY "BROWN, INC."
WITH BUILT-IN SELLING POWER
monogram
radio programs inc.
OWELL E. JACKSON, President
5 EAST WACKER DRIVE, CHICAGO, ILLINOIS
Southern Sales
ONOGRAM BUILDING, NASHVILLE 3, TENN.

ONE BIG MARKET


SERVED BY
BEAUMONT TEXAS
KFDM
560 KC.
1000 WATTS
KFDM penetrates the three largest cities in the Great Gulf Coast Region—Beaumont, Port Arthur and Orange—reaching a 584 million dollar effective buying income!
REPRESENTED BY
FREE & PETERS, INC.
Pioneer Radio Station Representatives
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

Promotion



"GROOMED TO GET RESULTS" is heading on latest promotion folder of WIBW Topeka, Kan. Highlighted by gimmick of inserted nail clippers, folder features cartoon drawing of old-fashioned gentleman, perfectly groomed, holding bouquet of flowers and on his way to "courtin'." Copy emphasizes that WIBW's selling methods are groomed to get results. Reply card is enclosed for ordering "extra nail clippers and for extra Kansas sales." Back of folder gives statistics on selling power of WIBW during recent contest.

KSTP Handy Man

COLORFUL folder featuring Roch Ulmer, early morning man on KSTP St. Paul-Minneapolis, has been distributed to the trade by station. Printed on yellow background with red splash, folder front displays sign, which is held by eight hands, reading "Handy Man for Hire, See Inside" . . . Inside is pop-up drawing of Mr. Ulmer. He appears as multi-handed, holding clock, microphone, cards and various other items. Copy emphasizes Mr. Ulmer is "handy man" for advertisers.

KMBC TV Exhibit

PUBLIC EXHIBITION of modern television was presented recently by KMBC Kansas City with demonstration at Rotary Club fair. KMBC personnel conducted interviews with guests before the video camera and program was fed by direct wire to various TV sets throughout the fair. KMBC has applied to FCC for television contruction permit.

'City Fair'

MODELED after a state or county fair, gala event called "City Fair" was staged May 11 by Center Market City, Washington, in connection with its "Foodcast" program over WOL Washington. Meredith Young, WOL's director of women's programs who conducts "Foodcast," handled guest list for the event, inviting listeners to write for invitations and tour card. Samples of food delicacies were offered to visitors throughout tour of 19 stands, and there were lowered prices on many items as part of the celebration. Mrs. Young was on hand to talk with guests and introduce them to various merchants. Gifts such as fruit baskets, vegetable baskets, etc., were given as door prizes.

Baseball Promotion

TO PROMOTE broadcasts of baseball games over KMUS (FM) Muskogee, Okla., station has printed several thousand windshield stickers for cars. Distribution of stickers was begun at first home game. Front side plugs team, Muskogee Reds, and carries line: "Be Sure Your New Radio Has FM," FM Assn. slogan now being used by stations to promote set sales. Back of stickers carries entire home schedule of team. KMUS also has distributed folders, attractively printed on light green paper, giving "The FM Story."

WEEI Women

"OUR WOMEN Cut Quite a Figure" says WEEI Boston in its new promotion folder giving Pulse ratings on its women's shows. Front of the folder, printed on bright purple background, shows pencil drawings of women's faces. Inside spread is in form of abacus, which is being used in series of WEEI promotion gimmicks. Each ball of abacus bears woman's face. Top three strings, representing WEEI programs with high Pulse ratings, picture smiling faces. As the rating descends, faces on balls become more unhappy. Copy points out that "the three best women's program buys in Boston are all on WEEI," according to Pulse reports.

WCCO's 'Hot' Promotion

PROMOTION FOLDER has been distributed by WCCO Minneapolis-St. Paul using the sun as theme. Cover displays huge sun divided into months with space from May until September empty and words "Don't lose one-quarter of your Northwest Market" written in black type at corner of page. Inside spread carries another sun with extending rays, each bearing name of advertiser. One large ray reaches out to next page to touch cash register in lower corner. Banner, "Sell 'em while they're hot . . . and they'll love you in December as they do in May," appears across the two pages. Copy stresses sales effectiveness of WCCO.

TV RESULTS

FAVORABLE results to giveaway offer made over WTMJ-TV Milwaukee, has been reported from The Boston Store, Milwaukee, sponsor of "Life at The Boston Store" on WTMJ-TV. One minute of program was devoted to special demonstration of new kind of picture hangers and sponsor offered hanger to anyone in video audience who called or wrote following day. Offer, made only once and only on WTMJ-TV, brought response from 203 people, station reports. There were 2,050 video sets in area at the time, according to WTMJ-TV.

KOA Ads Cited

ADVERTISING prepared by KOA Denver and appearing in Rocky Mountain News during 1947 has been selected by Newspaper Adv. Executives Assn. as outstanding newspaper advertising campaign of the year placed by a radio station, KOA reports. Samples of KOA's ads were published in 38th annual Sales and Idea Book issued by the NAEA.

Frontier Style

KTUL Tulsa went "Frontier" style during recent Junior Chamber of Commerce May Day parade in Tulsa. Members of staff carrying banners bearing KTUL call letters and "Paint-up-Clean-up" theme, boarded 100-year-old stage coach and rode through streets.

Promotes 'Dawnbusters'

FOUR-PAGE FOLDER on live "rise and shine" show of WWL New Orleans has been distributed by that station. Format, personalities and advertisers of the show are shown on inside pages. Presented in orange on black background, front spread shows pictures of various WWL stars who are heard on the "Dawnbusters" show from 6:00-9:00 a.m. Back page is devoted to timebuying facts. Folder is prepared and issued by Katz Agency, station representative.

Score Cards

ARMCHAIR fans of Los Angeles Angels baseball team can keep right up to date with new two-page score cards being issued by KMPC Hollywood, whose Bob Kelley announces the games. Folders, some 10,000, bearing Mr. Kelley's picture on the front and reading "Bob Kelley's Armchair Score Card" are being issued to listeners at rate of 1,000 daily.

Music Awards

CASH MUSIC scholarships totaling $1,000 have been awarded by WTMJ Milwaukee to three winners in fifth annual "Starring Young Wisconsin Artists" radio concert contest. Contest, conducted by WTMJ as public service feature in cooperation with Wisconsin Federation of Music Clubs, drew 180 contestants in auditions last November. Forty-eight finalists competed on 17 Saturday programs, which were directed by Frank Bignall, WTMJ program manager.

Oechsner to State Post

FREDERICK C. OECHSNER, former Central European manager for United Press, has been named special assistant to the State Dept.'s director of the Office of International Information. He will serve under George V. Allen, Assistant Secretary of State for Public Affairs.

PRETTIEST MAN

WBIG Contest Votes Total 279,688

GREENSBORO, N. C.'s "Prettiest Man of the Year" contest attracted 279,688 votes during a two-week early-morning program over WBIG. Contest more than doubled the 110,000 total for 1947.

Winner was William J. Armfield 3rd, Greensboro textile and hosiery manufacturer, who polled 52,000 votes to take the No. 1 position. Dressed in an evening gown with all the feminine accessories—including padding and wig—Mr. Armfield was officially crowned during ceremonies at the National Theatre April 21. Bob Jones, announcer and conductor of *Groans by Jones* program on which contest was promoted, served as m.c.

"Prettiest Man" contest started accidentally last year when Announcer Jones commented on the neat appearance of "Moon" Wyrick, chief of the local Fire Dept. Listeners immediately began sending in their nominations, and so the contest was born.

* * *



Shower of votes descends on Morning Man Jones.

WOCB-FM W. Yarmouth Is Now on Air With 1 kw

WOCB-FM West Yarmouth, Mass. went on the air with a formal dedication program May 2, on Channel 232, 94.3 mc, with 1 kw power. WOCB and WOCB-FM are owned by Bristol Broadcasting Co., with Basil Brewer, president. David J. Shurtleff, former advertising manager of the New Bedford *Standard-Times*, is manager of the new FM station.

State Senator Edward C. Stone threw the switch that put the station into operation. A message from Gov. Robert Bradford was read at the ceremonies, which featured several civic figures. After the initial broadcast, 2:30-3 p.m., the studios were open to the public.

Exhibits

(Continued from page 225)

cellaneous units, are on exhibit in Room 2219.

Mr. John Strampfer of the New York office is in charge of the exhibit and is assisted by West Coast representatives Norman B. Neely and his organization.

* * *

Radio Engineering Laboratories Inc.

RADIO ENGINEERING LABORATORIES Inc., pioneering manufacturer of FM broadcast equipment, is displaying its latest equipment designs for FM broadcast service, in Rooms 2109, 2110, 2111 in the Biltmore.

Features of the exhibit include the "Quadriline" amplifier, which allows extreme economy of operation at high power on the high band; the "Serrasoid" modulator, a new invention which makes possible a signal to noise ratio of 80 db. with a total harmonic distortion of less than ¼ of 1%. This modulator is a crystal-controlled, phase-shift device based on the Armstrong principle and employs only 11 receiving type tubes from crystal oscillator to carrier frequency.

Also on display is the REL Transmitter - Transmitter Link equipment together with the Model 670 Continental Receiver and the Model 646 Dual Band, Technical Purpose Receiver.

REL presents for the first time its approach to the mobile transmitter link problem in the 152 mc region.

On hand to welcome broadcasters are Frank A. Gunther, vice president; C. R. Runyon 3d, sales manager, and M. H. Jennings, chief engineer—transmitter section; as well as representatives of the Norman B. Neely Enterprises, REL's West Coast sales engineering office.

* * *

Rangertone Inc.

RANGERTONE INC. is showing its new tape recorders in Room 1226 at the Biltmore.

Rangertone Magnetic Tape Recorders, Types R4-C and R4 are capable of high fidelity tape recording. Simple operation, dependability, adaptability and reasonable cost make the Rangertone Magnetic Tape Recorder outstanding. The R4 placed on top of the console base becomes the R4-C.

The R4 magnetic recorder at a tape speed of 30" per second will reproduce from 30-12,500 cps. Signal to noise is 55-58 DB, but will vary slightly depending on the tape used. At a tape speed of 18" per second the frequency response is from 30-8500 cps. At either speed the response is within plus or minus 2 DB variation with 2% harmonic distortion. Instantaneous speed variation is .2 of 1% and the speed change in a thirty minute program is less than 8 seconds. At the 30" per second speed a 14" reel will give a program time of thirty-five minutes, maximum.



RELI officials (seated, l to r): Kenneth H. Bennett, Frank Ponce; standing, Edward J. Murset, Allan T. Beall

The units are complete except for speaker and its associated amplifier which can be added in the base of the R4-C so that this latter unit becomes completely self contained.

The Rangertone Tape Recorder has complete speed control of the "rewind" in either direction.

The amplifiers and complete head assembly are of the plug in type. The relay box containing all relays and the de-magnetizing and bias control circuits is mounted readily accessible. The R4-C (cabinet model) provides space for track mounted spare record and playback amplifiers, power supply and relay box. The R4-C also has two compartments for storage of tape. When the R4 portion of the unit (the top) is removed from the cabinet portion the unit is portable.

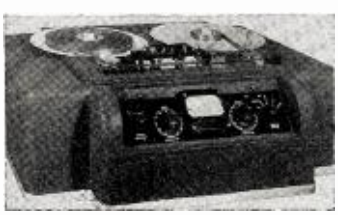
Also on display are the Magnetic heads for erase, record and playback.

* * *

Raytheon Mfg. Co.

RAYTHEON'S display is located in Booth 5 in the Main Ballroom on the main floor of the Biltmore. Three adjoining rooms on the second floor are also being used.

The recently announced line of television equipment will be shown for the first time in addition to television camera chain equipment in operation, a 3-kw FM transmitter, the new Raytheon FM antenna, and various types of Raytheon's standard AM-FM studio and station equipment.



Rangertone R4 Magnetic Tape Recorder

A video signal will be fed to models of the new Raytheon-Belmont line of television receivers, manufactured by Raytheon's subsidiary, Belmont Radio Corp.

For broadcasters entering television, Raytheon has removed all if's & and's from its TV program and is offering four "packages" comprising all equipment necessary to operate four types of complete stations:

(a) Straight network outlet station with all equipment needed to operate a repeater station, cost is from $50,000 to $55,000, depending upon individual station requirements. This "package" includes a 500-w video transmitter with station monitors; a 250-w audio transmitter; associated high gain antenna with necessary diplexer; video equipment such as a line amplifier, switching unit, distribution amplifier, picture monitor, two microphones and consolette.

(b) The second "package" consists of all the above items but with the feature of limited program capabilities added. The additional equipment comprises a complete single camera chain and a 16-mm. film projector and slide projector. This makes possible a single studio operation and also the showing of complete feature pictures.

(c) The third "package" is the Raytheon basic TV system. This unit makes programming possible with the equipment outlined in *a* and *b* as well as daul camera performance for the staging of shows in large scale television studios.

(d) Raytheon de luxe TV "package" is for stations where direct remote pick-ups are desired. This "package" has two sets of dual camera chains and microwave relay equipment in addition to the aforementioned items and elaborate mixing systems.

These categories of television stations are based on Raytheon's 500 w video transmitter.

Raytheon personnel in attendance are Ray C. Ellis, vice president; William A. Gray, assistant sales manager; Everett Fraim, engineer; Robert K. Dixon, product manager; and John S. Sprago, advertising manager.

Regional sales representatives on hand are Chris Brauneck, Boston; Warren Cozzens and Ben Farmer, Chicago; Howard B. Chrissey, Dallas; Henry J. Geist, New York; Emile J. Rome, Long Beach, Calif.; W. B. Taylor, Chattanooga; and Adrian Van Santen, Seattle.

Representing Belmont Radio Corp. is G. L. Hartman, general sales manager.

* * *

RCA

RCA exhibit is set up in the Biltmore foyer-ballroom and contains two freight cars of AM, FM and TV equipment plus a complete

(Continued on page 229)

KBIW
WIBK

ANY WAY
YOU LOOK AT IT

KNOXVILLE'S
BEST BET
is

WIBK

Represented by
DONALD COOKE, INC.

Use
WTAD
WTAD-FM
Quincy, Illinois



Serving a rich market — almost equally divided between rural and urban listeners. Ideal for testing, use these foremost stations to get real sales push.

WTAD
930 KC 1000 Watts
CBS Affiliate
Covers 34 Mississippi valley counties . . . core of productive Illinois - Missouri - Iowa agriculture region.

WTAD-FM
99.5 MC
Channel 258.
ERP 53,000 Watts. Equipped with 804 foot tower and new transmitter.

Represented by WEED & COMPANY

Lee STATIONS

PHOENIX
ARIZONA

POPULATION ... DOUBLES!

A RECENT SURVEY BY THE PHOENIX POST OFFICE SHOWS 245,212 PERSONS RECEIVING MAIL.

PHOENIX 1940 METROPOLITAN CENSUS ONLY 121,000.

RETAIL SALES ... QUADRUPLE!

ARIZONA TAX COMMISSION FIGURES SHOW KOY-LAND (MARICOPA COUNTY) RETAIL SALES AT $317,827,000 FOR 1947. 1940 SALES ONLY $71,920,000.

CAPTURE ... THIS RICH GROWING MARKET WITH

KOY

550 kc
PHOENIX

MANAGEMENT AFFILIATED WITH W.L.S. CHICAGO

CBS

NATIONAL REPRESENTATIVES
JOHN BLAIR AND COMPANY

Production

ROLLAND REICHERT, program booking supervisor of NBC Central Division, has been promoted to post of assistant to JULES HERBUVEAUX, program and television manager. Mr. Reichert will be in charge of the division's summer program activities. KENNETH A. NELSON, member of program traffic department, has replaced him as booking supervisor.

JACK McCARTHY, formerly with ABC; JOHN TILLMAN, CBS Television since 1939; REX MARSHALL, formerly with WCAU Philadelphia, and JOE BOLTON, formerly with WNEW New York, have joined WPIX New York, as announcers.

RICHARD LINKROUM, program manager of WTOP Washington, is the father of a girl, Lynda Louise, born May 9.

TOMMY ERWIN has been appointed program director of KVLF Alpine, Tex.

GEORGE O'BRIEN, formerly in production department of State Department's IBD, has been appointed night manager of WQXR New York. He replaces JACK RAYEL who resigned, effective May 1, to join DuMont television as staff announcer.

DEL CRARY has joined CHEX Peterborough, as announcer.

DICK KNIGHT, formerly with KTOK Oklahoma City, and author of several books in juvenile fiction, has returned to KTOK as chief announcer.

GORDON HAWKINS, program and educational director of Westinghouse Radio Stations Inc., has been re-elected a member of board of trustees of the Junior Town Meeting League of America.

BOB DAVIS, former announcer of KVOR Colorado Springs, has joined announcing staff of KOA Denver. Mr. Davis succeeds TOR TORLAND, resigned. VIC VESTMAN, former part-time announcer at KBOL Boulder, Col., has joined KOA as summer relief announcer.

ROBERT BRIGHT, former art director of KTLA Los Angeles and WABD New York, has been named art director of WPIX New York, Daily News video station to begin operations June 15.

TOM WHITTAKER, graduate of Hal Bagg School of Broadcasting, New York, has joined WKLY Hartwell, Ga., as announcer.

ROBERT ALTMAN, formerly with WRUF Gainesville, Fla., has joined announcing-producing staff of WRVA Richmond, Va.

MARLOWE THOMPSON, director of women's activities at WHBF and WHBF-FM Rock Island, Ill., and Conrad Bergendoff are to be married June 26.

BENNE ALTER, announcer at WHBF Rock Island, Ill., is on special assignment in Hollywood where he is making series of behind-the-scenes, tape-recorded interviews with casts of ABC shows and movie celebrities. Records will be flown back to Rock Island for use in series of "Hollywood Diary" broadcasts.

JOSEPH HUSTAK, former staff announcer at WMRO Aurora, Ill., has left radio, temporarily, to manage summer resort, Lake Crescent Lodge, Port Angeles, Wash.

EDDIE GALLAHER, m.c. of "Moondial" and other shows on WTOP Washington, was honored May 7 by Washington's Club Bali with presentation of gold crown, nominating him "king" of Capital disc jockeys for 1948, and Bali Award for 1948 in recognition of his contribution to professional advancement of broadcasting, good music and general showmanship.

DENVER CRUMPLER, staff member of WBT Charlotte, N. C., is the father of a boy, Bobby Lee, born May 3.

GEORGE ZACHARY, producer-director of "Ford Theatre of the Air," is the father of a girl, Susan Fleurette, born in New York on May 2.

JOHN MOORE, former chief announcer at CFCH North Bay, has joined CKWS Kingston, as announcer.

FRANK DOYLE, formerly with KMOX St. Louis, has joined production staff of WBBM Chicago.

MRS. KATE AITKEN, commentator of CFRB Toronto, is in England and will visit Paris and Berlin to gather material for her daily programs on CFRB, recording some on the Continent. She will attend special tea party given by King George and Queen Elizabeth.

GRACE JOHNSEN, manager of ABC continuity acceptance department, has been elected president of Advertising Women of New York Inc.



CLEVELAND'S Mayor Thomas A. Burke (l) presents the key to "hearts with which Clevelanders welcome you and your piano to our city" to Bob Reed, new morning man with WTAM Cleveland. Mr. Reed, who for 10 years was producer-director of the late Major Bowes shows, recently began a morning half-hour program on WTAM.

DUKE WARREN, former announcer of KCRG and WCRF (FM) Cedar Rapids, has joined announcing staff of KSIX Corpus Christi, Tex.

HAL GROPPER, formerly with WJTN Jamestown, N. Y., has joined WRUN Utica, as announcer.

LAMONT TUPPER has been promoted from announcer of WCED DuBois, Pa., to dramatic director.

LARRY FROMMER, writer-producer of WOL Washington, has been appointed member of board of trustees of United Jewish Appeal of Greater Washington Inc.

EDGAR J. HOLMES, formerly with WSLI Jackson, Miss., has joined announcing staff of WOWO and WOWO-FM Ft. Wayne, Ind.

ALAN H. NEWCOMB, author of the book, "Vacation With Pay," has joined WNCA Asheville, N. C., as program director.

JAN MITCHELL, formerly with WENT Gloversville, N. Y., has joined WCOP Boston, as assistant to EDWARD SULLIVAN, director of continuity.

EILEEN ELLIS, program department, KGO San Francisco, and Stanley Johnson were married May 1.

BOB BENCE has been named to succeed the late DUD WILLIAMSON as m.c. of "What's the Name of That Song," over MBS and Don Lee networks.

GEORGE ALLEN, program head of Columbia Pacific network; THOMAS FREEBAIRN-SMITH, program manager of KFWB Los Angeles, and WILLIAM J. DAVIDSON, former program manager of KFWB, have been named to serve on judges committee of annual Atwater Kent Foundation auditions.

BOB EDGREN, formerly with WCSH and WMTW Portland, has joined WTAG Worcester, Mass., as announcer.

DOUG McKELLAR, KECA Hollywood staff announcer, left May 14 for four-months' leave of absence.

RUTH CROAN, formerly with WNAC Boston, has joined continuity staff at WHBF Rock Island, Ill.

JUDY CANOVA, star of her own NBC show, has been appointed aide de camp on governor's staff with rank of colonel by Gov. Earle C. Clements of Kentucky.

JESSE FRENCH, formerly of CKWS Kingston, and CHEX Peterborough, has joined CFCH North Bay, as staff announcer.

'Fortune' Current Issue Discusses Today's Video

"TELEVISION! BOOM" is title of article appearing in this month's issue of *Fortune*.

The article discusses the difficulties of producing programs, the high cost of starting and operating a station and the limited number of viewers and sponsors. Although he doesn't expect coast-to-coast networks and the support of advertisers for a variety of first-class studio programs until 1950 at the earliest, the author says he believes that "video is incomparably more advanced than was radio at a corresponding commercial age."

Second part of the article deals with the boom in set manufacture and the activities of networks, DuMont and movie makers in the field.

Accompanying pictures include a two-page spread showing everything a televiewer in New York could have seen one Thursday in March.

KNBC San Francisco has been awarded the National Board of Fire Underwriters' honorable mention citation for its outstanding public service in fire prevention during 1947.



Exhibits

(Continued from page 227)

television station installation.

Shown for the first time is an RCA 500-w television transmitter and new simplified television control console used with the transmitter. The display of the other television equipment is very comprehensive. A complete package medium-size station installation has been set up to simulate typical station operation, with studio, and control room. The station is equipped to receive television programs from three separate sources; from the studio camera which is in operation; 35 and 16mm sound motion picture projectors and film camera, and take programs off the air from local stations. In the projection room RCA's new 35mm film projector is being exhibited in operation for the first time with its rack mounted power supply and remote monitoring and switching setup.

A large screen television projector, throwing pictures 30 by 40 inches is mounted in such a position that visitors can monitor the studio scene (the same pictures appearing on the studio monitoring equipment overlooking the glass-enclosed studio). This arrangement is being used so broadcasters can view their fellow broadcasters as they appear in large screen and this phase is one of the most interesting parts of the whole exhibit.

The other part of the exhibit consists of AM and FM transmitters and control equipment. RCA is showing a complete 10-kw FM transmitter—the type being delivered to more than 100 stations. Also on display in the way of transmitters is the 250-w AM transmitter, and two mobile transmitters, the type to be mounted in a truck. The latter is being shown for the first time.

A lightweight radio mike, similar to the war time "Walkie-talkie" is in operation with facilities available for picking up the "remote" type broadcast. This new portable microphone UHF transmitter unit comes complete with its own batteries.



New RCA 500-w TV Transmitter

The display of broadcast audio equipment includes more than 50 different items, from transcription turntables and recording equipment to microphones, and to almost every type of amplifier used by broadcasters.

Also shown for the first time are two new different bantam size field intensitv meters being marketed by RCA. The meters are really portable and can be carried in one hand while making adjustments with the other one for standard broadcast band and the other UHF and television band.

Representatives in attendance from the Camden office are: W. W. Watts, T. A. Smith, A. R. Hopkins, C. M. Lewis, W. L. Lawrence, Merrill Trainer, Harry Lavery, Dan Meadows, Tom Hall, Dana Pratt.

Field representatives on hand are: R. J. Newman, San Francisco; Edmund Frost, Los Angeles; David Bain, Kansas City; E. C. Tracy, Chicago; Paul Clark, Chicago; J. H. Keachie, Cleveland; F. J. Kelly, Dallas; P. G. Walters, Atlanta; Al Josephsen, New York; C. A. Lahar, Los Angeles.

Members of the engineering staff from Camden present are: John Palmquist, J. E. Young, T. J. Boerner, H. E. Gihring, W. J. Poch, N. F. Smith, C. A. Rosencrans, N. S. Bean, C. D. Kentner, V. E. Trouant.

Advertising department is represented by J. R. Taylor, M. L. Gaskill and W. O. Hadlock from Camden.

* * *

Herman Hosmer Scott Inc.

PRODUCTS displayed by Herman Hosmer Scott Inc. include its latest model dynamic noise suppressor. The Type 910-C incorporates an extended frequency range, improved control circuits and an improved remote control arrangement, based upon two years' experience with the commercial design and operation of dynamic noise suppressors. This unit provides high quality with low noise level in the reproduction of phonograph records and musical transcriptions.

Also on exhibit is the Type 210-A Laboratory Amplifier with dynamic noise suppressor. It is a complete power amplifier supplied with a magnetic pickup and requires only a turntable and loudspeaker to provide a high-quality, noise-free reproducing system for auditioning or home use.

A new product is the Type 410-A sound level meter, a precision unit meeting the requirements of the American Standards Assn. but so small that it can be carried in a coat pocket. The weight of this unit is only two pounds. It is used in broadcast station work for checking studio noise levels, noise generated by ventilating or other mechanical equipment, and actual acoustical program levels.

* * *

U. S. Recording Co.

A NEW speech input console—the Panacoustic SC-202—is on display for the first time as the feature of the U. S. Recording Company display in Suite 2105-2106.

The Panacoustic "202" meets specifications for both AM and FM broadcast stations. Also on display is the Panacoustic SC-200 Consolette, also designed for either AM or FM use. The units are priced at $565 and $495 respectively.

U. S. Recording also unveiled for the first time a new two-position remote mixer-amplifier. Designed to operate on either AC-DC or batteries, the unit is said to surpass FM specifications and will sell at a moderate price.

New and improved models of the famous Panacoustic AC-DC Portable Playback are also being shown. These units are packaged in leather and leatherette luggage-type cases.

The Panacoustic "ED" Playback, a 10-w unit with detachable speaker and microphone input is on display. Prominent in the display are nationally-known broadcast station accessories distributed by U. S. Recording.

Samples of custom-made speech input and other broadcast station equipment are being shown.

In attendance are Joseph Tait, U. S. Recording's president and general manager, and Bill Ross, sales manager.

* * *

Western Electric Co.

THE WESTERN ELECTRIC RADIO DIVISION has approximately 700 square feet of exhibit space with an extensive display of broadcast station equipment in the Biltmore. In addition, Western Electric has joined with Mutual-Don Lee in inviting visiting engineers on a tour of KHJ's new Hollywood studios, Friday, and to inspect this latest installation of Western Electric's custom built equipment.

The new $2,500,000 Mutual Don Lee Broadcasting System studio

(Continued on page 231)

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS — NOW!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

What a Spot for a SPOT!
at the 8-TEN Spot
WJPG
WJPG FM
THE RADIO SERVICE OF THE PRESS-GAZETTE
GREEN BAY, WISCONSIN
We're referring to spot announcements of course, on WJPG, the station that blankets Northeastern Wisconsin with its clear channel daytime signal. It's the Spot for your Spot —to cover the rich Green Bay area.
Represented By
McGEEHAN and O'MARA
1000 Watts — 810 Kilocycles

Movie' Permits Needed or Pa. Bars With Video

ELEVISION showings in Pennylvania taprooms are considered i the category of moving pictures nd a taproom showing television i Pennsylvania must obtain an musement permit similar to a ermit required for moving picires. This ruling, in effect, was aid down by the Dauphin County Pa.) Common Pleas Court by resident Judge J. Paul Rupp. He ade the ruling in dismissing exeptions filed by the Philadelphia etail Liquor Dealers Assn. to an pinion handed down by the late udge William Hargest.

Judge Hargest had upheld the tate Liquor Control Board's conention that television falls in the ategory of motion pictures and is therefore subject to board regulation requiring licensing. The liquor dealers based their objections on the grounds that television comes under the category of radio rather than movies. No license is required to play a radio in a Pennsylvania taproom.

Baptist Workshop

THE SECOND radio workshop sponsored by the Radio Committee of the Northern Baptist Convention will be held at Green Lake, Wis., May 31-June 5. Twenty-five Baptist pastors and local church leaders from all parts of the country will receive instruction in microphone technique, production, script writing and radio program planning.

Allied Arts

SEYMOUR WEINTRAUB, former New York freelance television director-producer, has been named television director for Film Highlights Inc., New York producer of video features. Firm reportedly negotiating for 30 full length feature subjects for release as television package.

LEONARD TRAUBE, vice president of Earle Ferris public relations firm, New York, has resigned to become an independent publicist and trade relations consultant. He has acquired full partnership interest in a quiz program, "Lucky Listener," based on "compulsory listening" device invented by a Boston mathematician.

FLOREZ, PHILLIPS & CLARK Inc., Detroit public relations firm, has changed name to **CLARK & RICKERD Inc.**, as announced by president, **L. A. CLARK. C. E. RICKERD** has joined firm as executive vice president.

ADV. GROUP of Special Libraries Assn. will meet at Hotel Statler, Washington, June 10. **ANNE WEST,** librarian of Campbell-Ewald Co., New York, chairman of group, will preside, and **J. ALLEN BROWN** of NAB, will speak on "Advertising on the Air."

FRIGIDAIRE Div., General Motors Corp., has subscribed to **NIELSON RADIO INDEX SERVICE.** Additional contract covering NRI analysis service has been signed by Chicago office of Foote, Cone & Belding, Frigidaire agency, according to A. C. Nielsen Inc.

STAGE EIGHT PRODUCTIONS, Hollywood, independent television producer, headed by **PATRICK MICHAEL CUNNING,** has shifted to offices at Nassour Studios, same city.

NATIONAL SCRIPT SERVICE Inc., Detroit, announces its Spring Bulletin of Script Packages and Actor's and Announcer's audition material is now available, free of charge.

Equipment

D. W. R. MORGAN and **JOHN K. HODNETTE** have been elected vice presidents, and **E. V. HUGGINS** secretary, of the Westinghouse Electric Corp.

J. C. FARLEY, who has been with Sylvania Electric Products since 1922, has been appointed general manager of the radio division. He will direct operation of Radio Division plants producing radio receiving tubes, electronic test equipment, wire and welds, plastic products, and small metal parts in a dozen plants located in New York, Pennsylvania and West Virginia.



Mr. Farley

N. F. SHOFSTALL, assistant division engineer in receiver division of General Electric Co., has been named division engineer in receiver division at Electronics Park. Mr. Shofstall succeeds **C. G. FICK,** who has transferred to research laboratory at Schenectady.

JAMES L. FOUCH, general manager of Universal Microphone Co., Inglewood, Calif., has been elected president of West Coast Electronic Manufacturers Assn. Other officers elected: **WILLIAM HEWLETT,** of Packard-Hawlett Co., Palo Alto, vice president; **ED GRIGSBY,** sales manager of Altec-Lansing Corp., Hollywood, treasurer; **NOEL ELDRED,** sales manager of Packard-Hewlett, re-elected secretary.

CHARLES E. WILSON, president of General Electric Co., has been selected by the Masonic Order of New York State as the outstanding Mason in the United States.

F. D. MEADOWS, former assistant to manager of RCA's broadcast and industrial section, has been appointed merchandise manager of broadcast audio group of the RCA Engineering Products Department. He succeeds **R. A. ELLIOT,** who has been transferred to RCA International division.

KWOS-FM Takes Air

KWOS-FM Jefferson City, Mo. took the air April 24 on Channel 253, 98.5 mc, with a radiated power of 9.2 kw. Station is now operating from 12 noon to 10 p.m. as dual operation of AM station, KWOS, owned and operated by the Capital Broadcasting Co. Listeners, the station reports, have received the signal over 150 miles away.



Geo. F. Courrier, A.M., PhD., Dean

URRICULA

elevision
sychology of Announcing
ommercial Announcing
oice and Diction
orrective Reading
ewscasting
adio Engineering
icrophone Technique
cript Writing
ublic Speaking
portscasting
ramatic Art
usic

A *New* NOTE IN RADIO TRAINING

It is not necessary to go outside the middle-west to train effectively for radio. The Radio Institute of Chicago teaches both technical subjects and script writing in actual radio studio surroundings (former Station WHIP). This studio has more calls for trained radio personnel than it can supply.

A Staff of Instructors Who Have Already Achieved

All members of the faculty are persons who have already achieved. To become a member of the teaching staff, the applicant must have proven his ability to make a living in the field involving the subject which he will teach.



A Radio Institute Class in Action



Talking Over Scripts

EARN WHILE YOU LEARN

At the Radio Institute of Chicago, students' ideas and scripts are given careful attention, and when they are useful, students are paid adequately for them. Representatives are always contacting sponsors and stations, and they are constantly looking for new program ideas. Now, here is a chance to EARN WHILE YOU LEARN.

all on us and see for yourself the unusual opportunities, or write for valuable free 16 page booklet "A Career in Radio"

ADIO INSTITUTE OF CHICAGO

i5 North Michigan Avenue — Phone Andover 6767

Radio Institute of Chicago,
165 North Michigan Ave.,
Chicago 1, Ill.
Telephone Andover 6767.

Please send me your 28-page booklet describing complete courses in radio training.

Name _____

Address _____

Telephone _____

Educational background _____

Exhibits

(*Continued from page 229*)

represents the latest thinking in network operation and equipment. The master control switching system alone includes facilities for over 850 possible program combinations requiring 821 relays, 49 amplifiers, 850 indicator lamps, 2500 jacks and 13 volume indicators.

The equipment in the Western Electric-Bell Laboratories-Graybar exhibit includes a 10 kw FM "Transview" transmitter similar to the one being installed by CBS's Los Angeles Station KNX atop Mt. Wilson. A visit to this transmitter installation will be one of the features of the Mt. Wilson tour Saturday.

Also on display are the 700A impedence bridge for transmission line adjustment, the 3A power and impedance monitor for continuous direct monitoring of the power output and impedance match, the 5A frequency and modulation monitor, the compact RD-101 order wire panel, and the 5A frequency monitor for FM.

Over thirty different items of speech input equipment including microphones, amplifiers, reproducers, equalizers and control consoles (both standard and custom built) are being shown.

H. F. Scarr and J. G. Lawrence, Western Electric Radio Division audio facility engineers, are available to discuss speech input and other broadcast program control equipments.

A developmental scale model of the new Western Electric 57A Antenna is on display for the first time on the West Coast. This antenna was developed as a high gain, heavy duty antenna for FM broadcasting.

The 57A offers greater structural strength for the support of a television antenna and also for application in areas of severe wind and icing conditions. Its design provides for a choice of gain from 1.5 to 9.





Westinghouse FM-10 Transmitter

The structural design permits optional selection of optimum patterns and gain available through the use of ½ wave or full wave spacing. The radiating units, three curved sections in each element, are spaced correctly for the assigned frequency at the time of erection, thus providing optimum gain throughout the FM broadcast band.

R. S. Barbaras, FM transmitter sales engineer, is in charge of the FM section of the exhibit. Mr. Barbaras and other engineers are on hand to discuss FM broadcast equipment.

H. D. Wilson, manager electronic products sales, Western Electric Radio Division, and other engineers are available to discuss tubes, crystals, thermistors, varistors, and other electronic components on display.

J. H. Ganzenhuber, manager broadcast sales, Western Electric Radio Division, and J. W. LaMarque, manager radio sales, Graybar Electric Co. are also in attendance.

* * *

Westinghouse Electric Corp.

WESTINGHOUSE is presenting one exhibit, its new Type FM-10 transmitter. Latest product of the company, this 10 kw FM transmitter incorporates a number of features which provide economical installation, simplified operation and maintenance, and high-quality performance.

Featuring two drawer-type chassis on 19-inch rack mounting, which contains all the key circuits of the equipment, the Westinghouse FM-10 is capable of inspection while the transmitter is in full operation. One chassis generates the FM carrier and adds the audio. It gives a complete signal-modulated output at the broadcast frequency, ready for the amplifiers. The second chassis contains the Westinghouse - developed "pulse counting" center frequency control.

Ease of maintenance and inspection are added benefits of the drawer-type chassis mounting. Plug-in connecting cables, long enough to permit easy inspection without disconnecting the chassis, are furnished with the equipment. Access to these chassis is from the front of the transmitter, drawer-fashion.

Construction of the transmitter is in three aluminum cubicles. Under normal requirements, the "in-line" type of installation is used, with the standard Westinghouse 3 kw FM transmitter set up as the left-end "driver" cubicle, the high voltage rectifier in the center, and the power amplifier cubicle on the right end. If desired, the rectifier cubicle can be located away from the exciter and power amplifier units.

Additional features of the design are an air-filter, two blowers, and a ventilating fan, which constitute the air-cooling apparatus and provide cool, clean air for the entire transmitter. All transformers have Class B temperature rise insulation (inorganic materials) and are operated under low temperature Class A conditions for long life.

A standing-wave-ratio indicator monitors the operating condition of the transmission line and antenna system.

The Westinghouse FM Promotion Plan being shown is a complete package consisting of 47 specific, tested methods of station promotion. It's based on actual operation by the company of its own five FM broadcasting stations on regular daily schedules.

Westinghouse personnel in attendance include the following representatives of the company's Industrial Electronics Division at Baltimore: C. W. Miller, sales manager; R. N. Harmon, manager of engineering; F. W. Fischer, supervisor of communication sales; and M. R. Briggs, manager of broadcast engineering. Among West Coast personnel present are S. H. Harrison, Pacific Coast industrial manager; J. J. Fiske and J. H. Landells, of the industrial division; and F. W. Beichley and B. L. Clark, of the company's district engineering and service department.

W. U. Dent, Westinghouse elec-

(*Continued on page 234*)

NAB HEADQUARTERS

BROADCASTING
Magazine

BILTMORE HOTEL
Rooms 2235-2236-2237

KFMB
sells
SAN
DIEGO
...better
than ever!
Now 1000
watts on 550 kc
Remember! More power
means more sales to
more people . . .
KFMB
* Now operating KFMB-FM
ASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
wned, Managed by JACK GROSS
presented by BRANHAM CO

Something
to Crow
About!

Successive B.B.M. Reports give CFCY the largest weekly circulation of any commercial station east of Montreal
Ask: Weed & Co.
All-Canada Radio Facilities
CFCY
CHARLOTTETOWN, P.E.I.

May 7 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorized cond. grants for two Class B FM stations; issued CPs for two Class A and nine Class B FM outlets; issued CPs in lieu previous cond. for two Class B stations.

Assignment Change

Veterans Vocational School, Troy, N. Y.—Authorized assignment of Channel 217 (91.3 mc) to this applicant in lieu of previous assigned Channel 211.

Petition Granted

WTTG Washington, D. C.—Adopted order granting petition to remove from hearing dockets and dismiss applications for extension of completion date of CP and license new TV station; granted application for mod. CP to change trans. location and make changes in ERP to vis. 17.9 kw, aur. 10.8, and ant. changes and extended completion date for period of 6 mos.; cond.

Petition Denied

Detroit Theaters Corp., Detroit—Adopted order denying petition for reconsideration of Commission's action on Feb. 12, which granted petitions of King Trendle Bcstg. Corp. to amend its application for extension of time to complete construction of WDLT Detroit.

STA Granted

W6XAO Don Lee Broadcasting System, Los Angeles—Granted special temporary authority for period of 90 days, to operate experimental TV station on commercial basis; cond.

Petition Granted

Live Oak Bcstg. Co., Live Oak, Fla.—Adopted order granting petition of applicant to remove from hearing and grant their application for CP and granted same for new station to operate on 1450 kc, 250 w, unl. conditions; and provided that no operation be commenced until station WGOV ceases operation on 1450 kc.

AM—1230 kc

The Starkville Bcstg. Co., Starkville, Miss.—Granted CP new station 1230 kc 250 w unl. engineering cond.

AM—1320 kc

Davis Bcstg. System Inc., Auburn, Maine.—Granted CP new station 1320 kc 500 w.

AM—600 kc

Southland Bcstg. Co., New Orleans, La.—Granted CP new station 600 kc 500 w-D, engineering cond.

AM—1470 kc

D. O. Kinnie, Coalinga, Calif.—Granted CP new station 1470 kc 500 w-D, engineering cond.

AM—1010 kc

Mountain Empire Bcstg. Corp., Marion, Va.—Granted CP new station 1010 kc 1 kw-D, engineering cond.

AM—1430 kc

Ames Bcstg. Co., Ames, Iowa—Granted CP new station 1430 kc 1 kw-D, engineering cond.

Petition Granted

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Adopted Order granting petition for reconsideration and grant without hearing of its application and grant was authorized for new station to operate on 960 kc, 1 kw-D, engineering cond.

Petition Denied

Patrick G. Smith, Bishop, Calif.—Denied petition requesting reconsideration and grant of his applicaton for new station.

WBRK Pittsfield, Mass.—Denied petition for reconsideration directed against Commission's action of Oct. 14, 1947, in granting application of WBEC for mod. of license to increase power, without prejudice to later filing of petition for appropriate relief based upon engineering survey showing nature, cause and extent of alleged interference.

Removed from Hearing

Jorama-Fer Radio Corp., Caguas, P. R. Caguas Radio Bcstg. Inc., Caguas, P. R.—Adopted order removing from hearing calendar applications and closed record as of March 12, 1948.

Assignment of License

WTIP Charleston, W. Va.—Granted voluntary assignment of license from Gus Zaharis and Penelope Zaharis d/b as Chemical City Bcstg. Co. to Chemical City Bcstg. Co. in which assignors will own 51% of stock.

Designated for Hearing

KFBI Wichita, Kan.—Adopted order designating for hearing application for consent to assign license of station KFBI to KFBI Inc., and competing application to assign license to John R. Griffith.

KICD Spencer, Iowa—Ordered that all matters pertinent to Commission's order of revocation dated March 26, be designated for hearing in Spencer, Iowa, at date to be specified.

ACTIONS OF THE FCC

MAY 7 to MAY 12

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

Modification of CP

KRUZ Santa Cruz, Calif.—Granted mod. of CP to make changes in DA and change trans. location.

Reinstatement of CP

WAGE Syracuse—Granted application for reinstatement of CP and withdrawal of mod. CP.

KTSW Emporia, Kan.—Ordered that order to show cause in matter of KTSW be evacuated and that requirements of rule 1.321 be waived, and application for transfer of control over Emporia Bcstg. Co. Inc. be granted.

May 10 Decisions . . .

DOCKET CASE ACTIONS

Announced decision and order of mod. of license and order to show cause, which, among other things, resolves time-sharing problems of certain New Jersey-Pennsylvania standard broadcast stations.

BY THE COMMISSION

KMHU Muskogee, Okla.—Granted mod. CP to change to DA-N, change trans. and studio location.

ACTIONS ON MOTIONS
(By Comr. Hyde)

Hotels and Theaters Inc., Bluefield, W. Va.—Granted petition to dismiss without prejudice its application.

The Conn. Electronics Corp., Bridgeport, Conn.—Granted petition for leave to amend its application to show changes in ownership of common stock.

WFIL-TV and WTTG Washington—Granted petitions for extension of time to file opposition to petition by Maryland Bcstg. Co., which requested Commission to reconsider its order dismissing application, and time was extended to May 10.

KJAY Topeka, Kan.—Granted petition to accept late appearance in re application.

Foundation Co. of Wash., Washington—Granted petition to dismiss without prejudice its application.

KORE Eugene, Ore.—Granted petition to dismiss without prejudice its application.

Wyo. Valley Bcstg. Co., Wilkes-Barre, Pa.—Granted petition for leave to amend its application to supply revised engineering data.

McClatchy Bcstg. Co., Stockton, Calif.—Granted petition to dismiss without prejudice its application for FM station.

KRGV Weslaco, Tex.—Granted petition for continuance of hearing scheduled for May 14 to July 14 at Washington.

Woodward Bcstg. Co., Detroit—Dismissed as moot petition for continuance of hearing set for July 19.

Airtone Company, Long Beach, Calif.—Granted petition to dismiss without prejudice its application for FM station.

Panhandle Bcstg. Corp., and Voice of Amarillo, Amarillo, Tex.—Granted petitions for extension of time to file exceptions to rulings of Motions Commissioner on April 23, denying request for enlargement of issues. Time was extended to May 10.

KOB Albuquerque—Granted petition for continuance of hearing scheduled for May 24 on petition of John J. Dempsey, and hearing was continued to Sept. 1 at Albuquerque.

Daily News Tele. Co., Philadelphia—Granted petition for extension of time to file proposed findings in re TV applications. Time was extended to May 10, 1948.

Brownsville Bcstg. Co., Brownsville, Tex.—Granted petition for leave to amend application so as to specify 1600 kc 1 kw-D, DA-2 in lieu of 1150 kc 1 kw-D and application was removed from hearing docket.

Westco Bcstg. Corp., White Plains, N. Y.—Granted petition for leave to amend its application to specify new trans. site.

WTOC Savannah—Granted request to take depositions on May 13 in re its application.

Community Bcstg. Co., Corpus Christi—Granted petition for leave to amend its application so as to specify 1400 kc 100 w unl. in lieu of 1400 kc 250 w unl.

Brennan Bcstg. Co., Jacksonville—Granted authority to take depositions on May 19 in re its application and granted petition for Donald K. Carroll's admission to practice before the FCC pro hoc vice for purpose of representing petitioner at taking depositions by WTOC on May 17.

KWIS San Francisco—Dismissed as moot petition for continuance of hearing set for May 10.

Orange Empire Bcstg. Co., Redlands—Granted petition to take depositions on May 14.

Bay State Bcstg. Co., New Bedford, Mass.—Granted petition for leave to amend its application to substitute two minority stockholders, etc.

WHP Inc., Harrisburg, Pa.—Granted petition for leave to amend its TV application so as to specify metropolitan station on Channel 8, to reduce radiation, and change paragraphs in re technical data. Also granted petition for enlargement of Issue 3 in consolidated proceeding.

KCVR Lodi, Calif.—Granted petition for leave to amend its application, to show length of radials in its ant. ground system, etc.

Hudson Bcstg. System Inc., Mt. Vernon, N. Y.—Granted petition to dismiss without prejudice its FM application.

The Farmington Bcstg. Co., Farmington, N. Mex.—Granted petition to dismiss without prejudice its application.

Hearings in following proceedings were continued to the dates shown: Grand Haven Bcstg. Co., Grand Haven, Mich., and WMUS Muskegon, continued to June 10; KWIS San Francisco, continued to June 1; Empire Bcstg. Co., Pomona, Calif, scheduled for May 17 continued to July 19; Woodward Bcstg. Co., Detroit, scheduled for May 11, continued to July 19; WRUD Upper Darby, Pa., from May 19 to July 20; Rock Creek Bcstg. Corp., Washington, from May 21 to July 23; KWKW Pasadena, and Orange County Bcstg. Co., Santa Ana, Calif., from May 27 to July 22; WZHD Inc., Warren, Ohio, from May 20 to July 20, Lake Shore Bcstg. Co., Evanston, Lake States Bcstg. Co., Milwaukee and WHOM Clinton, Ill., from May 19 to July 21; The Heights Bcstg. Co., Cleveland, from May 25 to July 23; Steel City Bcstg. Corp., Gary, Ind., et al, from May 25-28 to July 20 at Gary, July 21 at Valparaiso, Ind., and July 22 at Bloomington, Ill., July 23, at Peru, Ill.; WWBZ Vineland, N. J., from May 5 to May 25; Crescent Broadcast Corp., Shenandoah, Pa., from May 6 to May 24.

KERO Bakersfield, Calif.—Granted petition in part, for continuance of consolidated hearing scheduled for May 11 to June 2.

May 10 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

Harding College, Searcy, Ark.—CP new standard station on 1400 kc, power of 100 w unl.

AM—1570 kc

James Milton Hammond, Taunton, Mass.—CP new standard station on 1570 kc, power of 1 kw D.

Assignment of License

WCRB Bcstg. Co., Waltham, Mass.—Voluntary assignment of license from L. P. Liles, John R. Hoffler, and Richard C. O'Hare, d/b as Charles River Bcstg. Co. to L. P. Liles, Richard C. O'Hare and Deuel Richardson, d/b as Charles River Bcstg. Co.

AM—1420 kc

Comal Bcstg. Co., New Braunfels, Tex.—CP new standard station on 1420 kc, power of 1 kw D.

Modification of CP

WFTR Front Royal, Va.—Mod. CP which authorized new standard station for extension of completion date.

Modification of CP

WSPR-FM Springfield, Mass.—Mod.

CP which authorized new FM station for extension of completion date.

WLAV-FM Grand Rapids—Same.

FM—94.7 mc

Independent Bcstg. Co., Springfield, Mo.—CP new FM station (Class B) on Channel 234, 94.7 mc, ERP of 3.4 kw ant. height above average terrain 231 ft.

FM—97.1 mc

Rutherford County Radio Co. Inc., Forest City, N. C.—CP new FM station (Class B) on Channel 246, 97.1 mc, ERP of 1.7 kw and ant. height above average terrain 343.5 ft.

License Renewal

WMIT Winston Salem, N. C.—License renewal FM station.

FM—91.9 mc

U. of Minnesota, Minneapolis—CP new noncommercial FM station 91.9 mc, Channel 220, 3 kw.

FM—91.7 mc

Tacoma School District, No. Ten, Tacoma, Wash.—CP new noncommercial educational (FM) station 91.7 mc, channel 219, 1 kw.

Modification of CP

WGN-TV Chicago—Mod. CP new commercial television station for extension of completion date.

TV—198-204 mc

Tidewater Television Co., Norfolk County, Va.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 2.8 kw, aur. 1.4 kw, unl.

Relay Station

American Bcstg. Co. Inc., New York—New experimental television relay station on 6875-6900, 6900-6925, 7000-7025, 7100-7125 mc, power 0.1 w, emission A5 and hours in accordance with Sec. 4.131(b) and 4.163.

REMOTE PICKUP

Santa Monica School Board, Santa Monica—CP new remote pickup station on 30.82 33.74, 35.82, 37.98 mc, power 25 w, emission A3 and hours in accordance with sec. 4.403.

Deletion

W2XFZ Nutley, N. J., W2XMJ New York.

Transfer of Control

WIBB Macon, Ga.—Voluntary transfer of control of permittee corporation from Thomas Carr, Roy Richards, Robert D. Tisinger, J. E. Duncan, N. W. Branden and Robert Brett to Oliver Thornburg and Thomas Maxwell.

AM—610 kc

WKAN Kankakee, Ill.—CP to change frequency from 1320 to 610 kc, change hours of operation from D to unl. time, change power from 1 kw D to 1 kw DN and install DA-DN.

Modification of License

WXYZ Detroit—Mod. of license to change name of licensee from King-Trendle Bcstg. Corp. to WXYZ Inc.

AM—1430 kc

Floral City Bcstg. Co., Monroe, Mich.—CP new standard station 1440 kc 250 w D. AMENDED to change frequency to 1430 kc, power to 500 w, type trans. install DA and change trans. location.

AM—1400 kc

Lewis Wiles Moore, Glendive, Mont.—CP new standard station 1240 kc 250 w unl. AMENDED to change frequency to 1400 kc, make changes in trans. equipment, and change trans. location.

Modification of CP

KLMS Lincoln—Mod. CP new standard station for extension of completion date.

Transfer of Control

WGBI Scranton, Pa. — Involuntary transfer of control of licensee corp. from Frank Megargee, deceased, to M. E. Megargee, executrix of estate of Frank Megargee, deceased.

AM—1230 kc

Panhandle Bcstg. Corp.. Amarillo, Tex.—CP new standard station 1230 kc 250 w. unl. AMENDED re changes in officers, directors and stockholders.

Assignment of License

KOWB Laramie, Wyo.—Voluntary assignment of license from Carroll S. Mohr, Fred O. Rice, Douglas D. Kahle and George D. Humphrey, d/b as Snowy Range Bcstg. Co. to The Snowy Range Bcstg. Co. Inc.

Modification of CP

KMGM Los Angeles—Mod. CP new FM station for extension of completion date.

WCIL-FM Carbondale, Ill.—Same.

WMFM North Adams, Mass.—Same.

WMSA-FM Massena, N. Y.—Same.

KWFA Wichita Falls, Tex.—Same.

WNHC-TV New Haven, Conn.—Mod. CP new commercial television station for extension of completion date. AMENDED to change completion date from May 28 to Oct. 28.

TV—82-88 mc

Hagerstown Bcstg. Co. Inc., Hagerstown, Md.—CP new commercial television station on Channel 6, 82-88 mc, ERP of vis. 0.767 kw, aur. 0.384 kw unl.

Assignment of Permittee

KBTV Dallas—Involuntary assignment of permittee partnership from Rogers Lacy and Tom Potter, d/b as Lacy-Potter Television Bcstg. Co. to Lawson Lacy, executrix of estate of Rogers Lacy and Tom Potter, d/b as Lacy-Potter Television Bcstg. Co.

TV—192-198 mc

Television Enterprises, Fort Worth—CP new commercial television station on Channel 10, 192-198 mc, ERP of vis. 25.16 kw, aur. 12.58 kw unl.

APPLICATION DISMISSED

AM—1340 kc

Fred J. Steinmetz, Carlsbad, Calif.—CP new standard station 1340 kc 250 w unl. DISMISSED May 4.

APPLICATION RETURNED

License for CP

KTXJ Jasper, Tex.—License to cover CP which authorized new standard station. RETURNED May 3.

TENDERED FOR FILING

TV—82-88 mc

Mid-South Television and Bcstg. Co., Shreveport, La.—CP commercial television station on Channel 6, 82-88 mc, ERP vis. 18.3 kw, aur. 9.1 kw.

TV—82-88 mc

WJIM Inc., Lansing, Mich.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 20.6 kw, aur. 10.3 kw.

AM—1390 kc

Pitt County Bcstg. Co., Greenville, N. C.—CP new standard station 1390 kc, power of 1 kw D.

AM—1340 kc

George E. Cameron Jr., Tulsa—CP new standard station on 1340 kc, power of 250 w Unl. (Contingent on KOME change in facilities).

TV—76-82 mc

Pinellas Bcstg. Co., St. Petersburg, Fla.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 16.8 kw, aur. 8.64 kw.

Acquisition of Control

WSGO Elberton, Ga.—Acquistion of control of stock owned by Harry G. Thornton in licensee corporation by Gradus T. Christian.

AM—920 kc

Central Pennsylvania Bcstg. Co., Lewistown, Pa.—CP new standard station on 920 kc, power of 1 kw D.

May 11 Decisions . . .

DOCKET CASE ACTIONS

AM—1450 kc

Announced decision (Comrs. Coy and Hyde dissenting in part, Comr. Webster not participating). granting application of Cedar Rapids Bcstg. Corp. Inc. for new station at Cedar Rapids, Iowa, 1450 kc 250 w unl., subject to cond. that applicant will file within 60 days of this action application for mod. CP specifying trans. site and ant. system meeting Commission's standards. Applications of Radio Corp. of Cedar Rapids and Moline Dispatch Pub. Co., Moline, Ill. for same facilities were denied.

Petition Denied

Adopted memorandum opinion and order denying petition of Foundation Co. of Washington requesting that issues contained in Commission's order of April 4, 1947, designating for hearing petitioner's application be enlarged to include issues to determine qualifications of licensee of WQQW Washington to continue operation of that station, and that Commission institute proceedings for revocaion of WQQW license, and that hearing on revocation be consolidated with hearing on petitioner's application.

AM—1240 kc

Announced decision granting application of Alabama-Georgia Bcstrs. Inc. for new station at Eufaula, Ala., 1240 kc 250 w unl., and denying application of Andrew College Bcstg. Co. for same facilities at Cuthbert, Ga.

BY THE SECRETARY

WHUM Reading, Pa.—Granted voluntary assignment of license from Eastern Radio Corp. (N. Y. corporation), to Eastern Radio Corp. (Pa. corporation).

KXRX San Jose, Calif.—Granted mod. CP to change studio location.

WLYK Live Oak, Fla.—Granted mod. CP for approval of ant. and trans. location.

KALE Portland, Ore.—Granted CP install aux. trans. to be operated on 1330 kc 1 kw DA-DN.

KVNU Logan, Utah.—Granted mod. CP to change type trans.

Following were granted extension of completion dates, as indicated: WWNR Beckley, W. Va., to 11-25-48; WFTR Front Royal, Va., to 9-8-48; WKTY La Crosse, Wis., to 6-17-48; WXKW Albany, N. Y., to 7-30-48; WVNJ Newark, N. J., to 9-30-48; KASA Elk City, Okla., to 5-19-48.

KOVO Provo, Utah—Granted license covering change to 960 kc, power to 1 kw, install new trans. and DA-N and change trans. location.

WSTP Salisbury, N. C.—Granted CP make changes in vertical ant. and mount FM ant. on top of AM tower.

WFHR Wisconsin Rapids, Wis.—Granted CP mount FM ant. on top of AM tower.

KASA Elk City, Okla.—Granted mod. CP to change type trans.

Following were granted extension of completion dates as indicated: WOLF Syracuse, to 5-31-48; KALW San Francisco, to 11-10-48; WAMS-FM Wilmington, Del., to 11-1-48; WRMS Ware, Mass., to 6-15-48; KRE-FM Berkeley, Calif., to 11-15-48; WLLH-FM Lowell, Mass., to 8-16-48.

Philco Television Bcstg. Corp., Area of Philadelphia—Granted CP and license to cover new exp. television station. Also granted CP new exp. relay station and license to cover same.

News Syndicate Co. Inc., Area New York City—Granted CPs for two new exp. television relay stations.

KTLN Denver, Col.—Granted mod. CP to change type trans. and change type of vertical ant.

KOPR Butte, Mont.—Granted mod. CP to make changes in trans. eqpt.

WITZ Jasper, Ind.—Granted mod. CP to change type trans., for approval of ant. and trans. location.

WGTM Wilson, N. C.—Granted mod. CP to change type towers.

WGHF New York—Granted assignment of FM station license to WGHF Inc.

WCOG Greensboro, N. C.—Granted mod. CP to change type trans.

WHIZ Zanesville, Ohio—Granted mod. CP install new trans.

KIUP Durango, Col.—Granted CP install new trans.

KOMO Seattle, Wash.—Granted CP install old main trans. for aux. purposes with 5 kw DA-N.

KFI-TV Los Angeles—Granted mod. CP to change location of new TV station, increase ERP to vis. 31.4 kw, aur. 15.7 kw and make ant. changes.

Following were granted extension of completion dates as indicated: WWOL-FM Buffalo, to 8-24-48; KSO-FM Des Moines, to 8-20-48; WCSC-FM Charleston, to 8-1-48; WLAL Cleveland, to 5-27-48; KGKL-FM San Angelo, Tex., to 11-16-48; KXEL-FM Waterloo, Ia., to 11-22-48; WPPA-FM Pottsville, Pa., to 8-23-48; WISR-FM Butler, Pa., to 5-26-48; WIBM-FM Jackson, Mich., to 7-21-48; WFPG-FM Atlantic City, to 8-23-48; WACE-FM Chicopee, Mass. to 7-15-48; WFLY Troy, N. Y., to 8-18-48; KROW-FM Oakland, Calif., to 8-24-48; KSON-FM San Diego, to 8-16-48; WOSH-FM Oshkosh, Wis., to 6-1-48; WMAQ-FM Chicago, to 7-14-48; WSAV-FM Atlanta, to 6-1-48; WISN-FM Milwaukee, to 8-22-48; WCFR Fall River, to 7-26-48; KTEM-FM Temple Tex., to 7-1-48; KGLO-FM Mason City, Ia., to 11-16-48; KDKA-FM Pittsburgh, to 7-23-48; WKPB Knoxville, Tenn., to 11-26-48; WNAC-FM Boston, to 7-15-48; WWJ-TV Detroit, to 9-15-48; WIBB Macon, Ga., to 60 days after grant for TC.

WFGN Gaffney, S. C.—Granted license for new station 1570 kc 250 w D and to specify studio location.

WVCG Coral Gables, Fla.—Granted license for new station 1070 kc 1 kw D and change studio location.

KTAN Sherman, Tex.—Granted license for new station 1500 kc 250 w D.

KRKL Kirkland. Wash.—Granted license for new station 1050 kc 250 w D.

KVEC San Luis Obispo, Calif.—Granted license covering trans. for aux. purposes.

WISE-FM Asheville, N. C.—Granted mod. CP to change trans.

WESC-FM Greenville, S. C.—Granted mod. CP to change type trans.

WLAG-FM LaGrange, Ga.—Granted mod. CP to change type trans. and change completion date to 12-6-48.

WPOE Elizabeth, N. J.—Granted mod. CP for extension of completion date to 7-1-48.

The following remote pickup station licenses expiring May 1 were renewed subject to changes in frequency which may result from proceedings in Docket 6651: KAAC KAAZ KBKC KRCO WAKW, Columbia Bcstg. System Inc.; KAQY, The Farmers & Bankers Bcstg. Corp.; KIEL KTUH, Fisher's Blend Station Inc.; KILB, International Bcstg. Corp.;

(*Continued on page 236*)



Mr. Justin Miller
Pres.
NAB

Dear Pres:

Figgered I'd better tell you not t' save me a seat at th' NAB convention . . . ain't aimin' t' get hit in th' head with no more bags o' water which is what hit me at th' last convention I wuz in attendance at . . . Took a bag o' water on the noggin', t' convince me I warn't no convention man—but, it don't take no knock on th' head t' convince anybody that WCHS is th' leadin' radio station in Charleston Wes' Virginia . . . With 5000 watt's at 580—plus CBS... what other station could it be . . . than WCHS . . . Yessir, t' get at th' heart o' the Wes' Virginia majic valley . . . th' chemical center o' th' world . . . use WCHS . . . with 5000 watts at 580.



Yrs. . . .

Algy.

WCHS
Charleston W. Va.

Exhibits

(Continued from page 231)

tronic sales engineer in the Los Angeles office, is official host to visitors at the Westinghouse booth.

* * *

Wincharger Corp.

THE WINCHARGER exhibit shows photographs of the various Wincharger radio tower installations, a model Wincharger tower, a model of the new Wincharger FM antenna, coaxial transmission line and tower lighting equipment.

New products featured are the FM antenna and coaxial transmission line.

The new FM antenna is the improved 4-bay folded dipole turnstile with only two feed lines (on antenna) instead of the former eight lines, seals are of the new heavy ceramic type, no phase loops or phase junctions are used, it will have a power gain of approximately 3.3 and is expected to sell for less than other models now on the market.

The coaxial transmission line is RMA Standard 1-⅝", 51.5 ohm with flange end connections. Prices will soon be announced.

Attending the convention are M. M. Lasensky, sales manager, and representatives Chris F. Brauneck, Henry J. Geist, W. B. Taylor, Warren Cozzens, Ben Farmer, Hollis Joy, Wynne Snoots, Emile J. Rome and Adrian Van Santen.



Scott 210-A Amplifier With Dynamic Noise Suppressor

LARGE CAPITAL STORE BUYS WOMAN'S SERIES

FRANK R. JELLEFF, pioneer Washington department store, last week started a new broadcast series, sponsoring Drucie Snyder on WBCC Bethesda, Md., capital suburb. Miss Snyder, daughter of Secretary of the Treasury John W. Snyder, conducts a 11-11:15 a.m. program *News and the Woman's Angle.*

The Jelleff store, largest in Washington catering exclusively to women's wear, is building a chain of a half-dozen suburban outlets. The store won a distinctive merit award last January in the annual contest of the National Retail Dry Goods Assn. for its *Modern Manners* program on WMAL Washington.

Miss Snyder started her radio career last fall by serving as phone operator and mail clerk at WBCC.

FRANK H. McINTOSH

CONSULTING RADIO ENGINEER

GORDON J. GOW ANDREW F. INGLIS

ROBERT E. BALUTA JAMES R. CROY

MAURICE PAINCHAUD

AM · FM

TELEVISION FACSIMILE

TELECOMMUNICATIONS

ACOUSTICAL STUDIO DESIGNING

DEVELOPMENT RESEARCH

Laboratories:

910 KING ST., SILVER SPRING, MD.

General Offices:

710 14th ST., N. W.

WASHINGTON, D. C. METROPOLITAN 4477

See the 50 watt 0.5% Distortion Amplifier in our N.A.B. Headquarters at the Biltmore Hotel.

Production & Other Allied Exhibits

Associated Program Service

HEADQUARTERS of Associated Program Service are at rooms 2103-4 at the Biltmore. Bert Lown, director of station relations; Dick Testut, vice president and general manager, and Andy Wiswell, vice president and recording director, are in charge.

APS is showing a complete setup of its library service, including new, all-metal transcription cabinet with built-in card index system, and entire line of vinylite discs.

The feminine touch is supplied by twins, Miss AM and Miss FM. Each guest is given a "carryall" and a "spin for luck" gadget, with camellias for the ladies. Loyal brothers of "The Ancient and Effervescent Order of the Yello Dog" can pay their respects to absentees at the punch bowl.

* * *

Broadcast Measurement Bureau

BMB is a tripartite, cooperative research organization jointly governed by the NAB, American Assn. of Advertising Agencies and the Assn. of National Advertisers. It measures radio station and network audiences. Findings reported in the following volumes: *Radio Families USA; BMB Area Report; BMB Network Report; BMB Station Audience Reprints.*

BMB's 1948 Interim Study was conducted in March 1948. Data will be available about June 1. Radio ownership data by counties and cities as of Jan. 1, 1948 will be available about July 1.

Study No. 2. March 1949, will include both "total weekly audience" and a measurement of listening frequency, which will probably be expressed in some such form as "average daily audience." FM and television will also be measured and the Bureau has been authorized to measure station audiences in Alaska and Hawaii provided subscriptions in those territories warrant.

Participation in BMB audience measurements is available by subscription to Bureau. Subscriptions are open to AM, FM and television stations in continental United States, Alaska and Hawaii.

* * *

Broadcast Music Inc.

BROADCAST MUSIC Inc. will be represented by Robert J. Burton, Carl Haverlin, Sydney M. Kaye and M. E. Thompkins in Suite 2209-2210-2211 at the Biltmore.

BMI exhibit will include a presentation of its activities and services during its years of existence—1940 to 1948.

Charts and graphs will emphasize the pattern of music performances; how stations make use of music in programming; the growth of the BMI music repertoire; facts and figures illustrating the value of BMI as a part of the broadcasting industry; as well as exhibits of practical services to broadcasters.

Emphasis is also being placed on BMI's role in television, with the slogan "BMI—First in Television" as the title of a pamphlet to be distributed.

* * *

Capitol Records Inc.

CAPITOL TRANSCRIPTIONS has a two-room display illustrating in graphic form all of Capitol's services in the transcription field. Rooms 2128 and 2129 in the Biltmore are equipped with turntable, speaker, and the company's complete transcription library, catalogs, catalog cards, and program format service. On the walls are panels describing the programs available, subscribers now using the service, testimonials from clients, etc.

Valuable to engineers for testing equipment are frequency test records which the company made for use during the convention. These records are issued without charge to visitors.

During the convention, Capitol is going to announce its new and special all-BMI program, which comprises five 15-minute shows a week and is to become a regular part of the company's transcription library service.

Capitol provides a courtesy limousine service between downtown Los Angeles and Hollywood. Operating from 9 a.m. to 6 p.m., a schedule is set up with limousines leaving the Biltmore every hour on the hour, and returning from Sunset and Vine in Hollywood every hour on the half-hour.

Representing the company are Glenn E. Wallichs, president; Walter B. Davison, manager of the Electrical Transcription Division; Paul Minchin, Western representative; Jack Barton, Mid-Western representative; William E. Young, Eastern representative; Lee Gil-

(Continued on page 237)

TRUTH OR CONSEQUENCES

Buy WAIR and keep a sharp eye on your sales chart for this market. Ignore our dominance in this market and lose your shirt. We have the listeners . . . and they're far, far, far in the majority. Sign here, please!

WAIR

Winston - Salem, North Carolina

Representatives: Avery-Knodel

Programs

NEW TWIST to man-on-the-street type program is heard over WGTL Kannapolis, N. C., in street program titled "Three Strikes and You're Out." Idea, conceived by Carl Caudill, station program director, is for contestant to get home run. Each is asked three questions and if all are answered correctly, contestant gets around bases safely and is awarded Hickok belt or man's tie. In shoe from which questions are drawn, are some home run questions which give contestants prizes on answering single question. Program is aired in front of sponsor's store and each winner is taken into the store and introduced to salesmen. To those who miss questions, humorous gifts are given. WGTL suggests that program can easily be changed to football, basketball, or whatever sport is in season.

Forum on Covenants

ROUNDTABLE discussion of Supreme Court decision on restrictive covenants was presented in special television forum over WMAL-TV Washington, Friday, May 7, 9-9:30 p.m. Participants on panel were James A. Crooks, attorney who argued for covenants before Supreme Court; Charles H. Houston, principal attorney for anti-covenant forces before court; Clifford Newell, former president of D. C. Federation of Citizens Assn., and Rufus Lusk, well known Washington real estate analyst. Van Beuren DeVries, WMAL-TV producer, directed the show. Display map of Washington area was used to illustrate points of discussion to video audience. Show was arranged by Fred Shawn, WMAL manager of television and broadcast operations, and Announcer Bill Coyle, who acted as moderator.

International Broadcast

AUDITIONS were held recently at WSM Nashville to select four participants to represent U. S. in international broadcast on "Junior Town Meeting of the Air," to be aired May 29. Subject for international discussion will be "Youth's Future—Trade or Profession." American representatives and British representatives will give talks and offer opportunity for rebuttal questions. Later in program, audience at War Memorial where Nashville broadcast takes place, and audience in London will be given chance to ask questions of the representatives. International broadcast is climax of study of domestic and international questions aired during year on regular weekly broadcast of "Junior Town Meeting."

'Going to College'

FINAL quiz program has been held on "Going to College" program over KVOO Tulsa, climaxing 24-week trip throughout Oklahoma. Program was produced from 24 different schools where winner from each school received $25 savings bond. Prizes ranging from four-year scholarship to first semester tuition were awarded to six finalists of the quiz program. Conducted at U. of Tulsa by dramatic instructor, format of show, which has completed its fourth year, is based on questions on various fields of knowledge chosen by faculty of school where quiz is held and contestants are given points for correct answers.

Fast Election Reports

INTERNATIONAL Business Machines and WMBR Jacksonville, Fla., cooperated in reporting Florida's First Primary election returns. Microphones were set up in local I.B.M. office and personnel of both organizations worked together to give listeners fast and accurate returns. Planned as an experiment, punched card accounting of election returns proved more than satisfactory, station reports.

Apple Blossom Festival

DURING recent Shenandoah Valley Apple Blossom Festival at Winchester, Va., FM provided linkage for extensive coverage of principal events. Coronation of Gretchen Merrill, women's figure skating champion, as Queen Shenandoah XXI, and Grand Feature Parade with Bing Crosby as Parade Marshal were carried by nine stations, both AM and FM, by rebroadcast from WINC-FM Winchester. Stations of "Apple Blossom Network" included WINX-FM, WASH, both Washington; WFVA Fredericksburg, Va.; WCHA, WCHA-FM Chambersburg, Pa., WARK Hagerstown, Md.; WMAR-FM Baltimore; WTON Staunton, Va., and WINC-FM. In addition, other stations in area carried on-the-spot coverage of the two-day event.

'Calling Big Bend'

NEWS and entertainment directed to park rangers, ranchers and visitors at Big Bend National Park in Texas, is featured on new program over Cactus Network, which includes KIUN Pecos, KVKM and KVLF Monahans, Tex. Titled "Calling the Big Bend," program is aired especially for those in this isolated and remote area, where nearest telephone is 80 miles away. In case of emergency, messages are flashed on the program, since there is no paralleling commercial service available.

Girls' Softball Team on TV

TELECASTING of girls' softball games is being introduced by W6XIS, television station of KDYL Salt Lake City. Contract for televising home games of Pinney Shamrocks of Salt Lake in Western States' Girls' major softball league has been signed by Denny Murphy, co-sponsor of team, and Harry Golub, W6XIS television director. Shamrock's season will open in June.

WFIL-TV Boxing Series

PLANS for WFIL-TV Philadelphia to televise series of boxing shows staged by 35 police-sponsored boys clubs throughout Philadelphia have been announced by Roger W. Clipp, general manager. First program was scheduled for Saturday, May 15. General public is able to witness bouts only through television. About 800 boys' club members will be at ringside each Saturday evening. Television series continuing throughout the summer will furnish build-up for final and semi-final contests early in September in huge outdoor location. Latter events will be open to public, with proceeds donated to police athletic league on behalf of Philadelphia youngsters.

Househunting with Music

HOUSEHUNTING combined with listenable music is format of new Sunday morning show over WRC Washington. Show features popular and well-remembered hit tunes from musical comedy shows along with commercials that describe a house actually for sale by program sponsor, Shockey & Moorhead Real Estate Co., Washington. Titled "Showpieces and Showplaces," it presents young married couple who are househunting and listening to the music. Show will run for 26 weeks.

'It Could Be You'

DRAMATIZATION of cause and effect of traffic accidents is featured on "It Could Be You," heard Saturdays 7:45 p.m. over WJR Detroit. Format consists of dramatization and narration of incidents which will demonstrate specific cause of different types of accidents. Accidents described each Saturday correspond with current safety campaign of Traffic Safety Assn. of Detroit, which is cooperating with WJR in presenting the program.

WINX IS OPERATING TWO 250-W BOOSTERS

WINX Washington now has in regular operation two 250-w booster transmitters in addition to its main 250-w transmitter [BROADCASTING, Dec. 1, 1947]. According to FCC, this is the first time that any AM station has simultaneously operated more than one booster on one frequency, 1340 kc. Power is 250 w, plus boosters.

The station's central transmitter has been moved from D. C. to Arlington, Va., and one 250-w booster has been installed at the D. C. site. The second booster is located in the Bethesda-Silver Spring, Md. area.

Both boosters and the new transmitter are connected by microwave (UHF) link. It is estimtaed that WINX night coverage has been increased about 200%, or approximately three times its previous night range. Daytime coverage is also greatly improved. Link equipment was built by Jansky & Bailey, and installed by the WINX engineering staff under the direction of Ralph Cannon Jr., chief engineer.

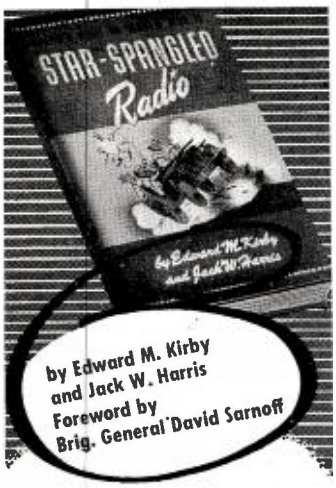
Television Survey Sees 65 Outlets on Air in '48

BY THE END of 1948, 65 television stations in 42 cities and 28 states will be on the air, according to survey results just released by Caldwell-Clements, New York. The TV stations will cover a population of 66,868,000.

The timetable shows 93 commercial television station authorizations, of which 7 are licenses, 19 are STAs, 67 construction permits. In May there will be 27 stations on the air operating in 19 cities. By the end of the year, according to the survey, of the 65 stations scheduled to go commercial, 32 of these will be NBC-owned or affiliated.







RADIO PERSONNEL!

... do you know how MUCH you did to win the war?

At Last . . . your *own* war record in book form! The exciting, documented story of the glorious job American broadcasting delivered from Pearl Harbor to V.J. Day — with the names and experiences of the radio people (you know them *all*) who threw themselves into the war effort, as well as station identifications at home and abroad.

STAR-SPANGLED RADIO reveals hitherto untold facts about the selfless, often heroic actions of stars, writers, technicians, directors, correspondents, and station owners during the war.

Full of the anecdotes covering brushes with the "brass," comic situations, personal exploits, reactions of G.I.'s in camps, battle fronts, ships and hospitals the world over.

As important to Radio personnel as any G.I.'s "Division History," STAR-SPANGLED RADIO is a forecast of radio's job in any coming emergency. You'll want copies for yourself, your friends, for advertisers and civic leaders. 16 pages of Photographs, with an appendix including Radio's Roll of Honor. Regular Price $3.50. Quantity discounts on request.

STAR-SPANGLED Radio

MONEY BACK GUARANTEE
ZIFF-DAVIS PUBLISHING CO.
185 N. Wabash Avenue
Chicago 1, Illinois
☐ Enclosed is $3.50 for one copy of STAR-SPANGLED RADIO. I understand I may return it in five days for full refund if not satisfied.
☐ I may want a number of copies. Send me your quantity discount.
Name .....
Address ..... State .....
City .....

ZIFF-DAVIS

FCC Actions

(*Continued from page 233*)

Decisions Cont.:

WCBE WEHI, Charlotte, N. C.; KIIH KCTC KOTE, KFAB Bcstg. Corp.; KAJA KAJC KRMM. KRLD Radio Corp.; KABE KAIE KIGA, KSTP Inc.; WRVD WRVE, Larus & Bro. Co. Inc.; KSCR, McClatchy Bcstg. Co.; KRPI, James E. Murray; WBPV WEJF WFJG WEJP WEJQ WNBJ WEEQ, National Bcstg. Co. Inc.; KBIC KBID KFGU KNEF, Radio Service Corp. of Utah; KEGY, Southwestern Sales Corp.; WEDK WEXV WEXW, The Travelers Bcstg. Service Corp.; WADW, WLAC Bcstg. Service; WIRS, Westinghouse Radio Stations Inc.; WENO WEMS, Westinghouse Radio Stations Inc.; WBGM WEGR WEMN WKWR WEML WHER WMPB, Westinghouse Radio Stations Inc.; WELV, West Virginia Bcstg. Corp.

Licenses for following remote pickup stations were granted on regular basis beginning April 30: WIHU, The Ludington Bcstg. Co.; WEPA, Edwin H. Armstrong; WROD, The Yankee Network Inc. Licenses for following stations were extended upon temp. basis only, for period ending Sept. 1, pending determination upon applications for renewal: WJEN WJFP, Stromberg-Carlson Co.; WAAI WAAQ WWMU WEMV WEMW, The WGAR Bcstg. Co.

May 11 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

The Orange Belt Station, Arlington, Calif.—CP new standard station on 1410 kc, power of 250 w D. AMENDED to change frequency to 910 kc, power to 500 w.

License for CP

WRFC Athens, Ga.—License to cover CP new standard station.

WHED Washington, N. C.—License to cover CP new standard station.

AM—1110 kc

Brownwood Bcstg. Co., Brownwood, Tex.—CP new standard station on 1110 kc, power of 250 w D. AMENDED to change name of applicant from W. L. Lamkin, Charlie D. Lamkin, Jack T. Lamkin, Elmo C. Letbetter and Gordon Griffin, d/b as Brownwood Bcstg. Co. to Elmo C. Letbetter and Gordon Griffin, d/b as Brownwood Bcstg. Co.

Modification of CP

KKLA Los Angeles—Mod. CP new FM station for extension of completion date.

KVOE-FM Santa Ana, Calif.—Same.

WGAL-FM Lancaster, Pa.—Same.

WSBA-FM York, Pa.—Same.

WRVB Richmond, Va.—Same.

License for CP

WKWK-FM Wheeling, W. Va.—License to cover CP which authorized new FM station.

Modification of CP

WJUN Philadelphia—Mod. CP new FM noncommercial educational station for extension of completion date.

ACCEPTED FOR FILING

AM—570 kc

WGWD Gadsden, Ala.—CP to change hours from D to unl., change power from 1 kw D to 1 kw-D and 500 w-N and install new trans.

AM—1260 kc

James L. Killian, Fort Payne, Ala.—CP new standard station 1260 kc, power of 250 w D.

Assignment of License

WDMG Douglas, Ga.—Voluntary assignment of license from Downing Musgrove to WDMG Inc.

WISH Indianapolis—Voluntary assignment of license from Capitol Bcstg. Corp. to Universal Bcstg. Co. Inc.

Modification of CP

WAFB Baton Rouge, La.—Mod. CP new standard station to change hours of operation from D to unl., change power from 1 kw D to 1 kw DN, install DA-N and to specify studio location.

Assignment of License

WFDF Flint, Mich.—Voluntary assignment of license from Flint Bcstg. Co. to Trebit Corp.

AM—1440 kc

Hamtramck Radio Corp., Hamtramck, Mich.—CP new standard station on 1440 kc, power of 500 w D.

AM—1390 kc

Pitt County Bcstg. Co., Greenville, N. C.—CP new standard station to be operated on 1390 kc, power of 1 kw D.

Modification of CP

KVME Merced, Calif.—Mod. CP new FM station for extension of completion date.

KVRE Redding, Calif.—Same.

KSBR San Bruno, Calif.—Same.

KFSD-FM San Diego—Same.

License for CP

WKNB-FM New Britain, Conn.—License to cover CP new FM station.

Modification of CP

WHOO-FM Orlando, Fla.—Mod. CP new FM station for extension of completion date.

WFTW-FM Fort Wayne, Ind.—Same.

WSFL Springfield, Mass.—Same.

License for CP

WOAP-FM Owosso, Mich. — License to cover CP new FM station.

WEEX Folks Township, Pa.—Same.

Transfer of Control

WGBI-FM Scranton, Pa.—Involuntary transfer of control of permittee corp. from Frank Megargee, deceased, to M. E. Megargee, executrix of estate of Frank Megargee, deceased.

License for CP

WTMA-FM Charleston, S. C.—License to cover CP which authorized new FM station.

Modification of CP

WDOD - FM Chattanooga—Mod. CP which authorized new FM station for extension of completion date.

TV—186-192 mc

Television Productions Inc., San Francisco—CP new commercial television station on Channel 9, 186-192 mc ERP vis. 25 kw (peak), aur. 12.5 kw and unl. AMENDED to change ERP to vis. 30.5 kw, aur. 15.3 kw.

TV—198-204 mc

Twentieth Century-Fox of California Inc., San Rafael, Calif.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 28.2 kw, aur. 14.9 kw and unl.

TV—Exp. Relay

The Journal Co., Milwaukee—CP new experimental television relay station on 6875-6900 mc, power 0.1 w (peak), emission A5 and hours in accordance with Sect. 4.131(b) and 4.163. Also CP new experimental television station on 7100-7125 mc, power 0.1 w (peak) emission A5 and hours in accordance with Sec. 4.131(b) and 4.163.

Remote Pickup

Northeastern Indiana Bcstg. Co. Inc., Fort Wayne, Ind.—CP new remote pickup station on 153 mc, power 10 w, emission A3 and hours in accordance with Sec. 4.403.

Wayne M. Nelson Inc., Fayetteville, N. C.—CP new remote pickup station 1622, 2058, 2150, 2790 kc, power 25 w, emission A3 and hours in accordance with Sec. 4.403.

Harwell V. Shepard, Denton, Tex.—CP new remote pickup station on 152.75, 152.87, 152.99, 153.47 mc, power 20 w, emission special for FM and hours in accordance with Sec. 4.403.

FM—STL

Unity Bcstg. Corp. of Tennessee, Chattanooga—CP new ST link station on 940.5 mc, power 15 w, emission special for FM and unl.

License Renewal

KVOW Littlefield, Tex.—License renewal AM station.

WMGR Bainbridge, Ga.—Same.

TENDERED FOR FILING

FM—94.1 mc

Home Bcstrs. Inc., Logansport, Ind.—CP new FM station on 94.1 mc, Channel 231, and ERP 246 kw.

FM—95.9 mc

The Mullins & Marion Bcstg. Co., Mullins, S. C.—CP new FM station on 95.9 mc, Channel 240.

FM—Noncommercial

Providence College Inc., Providence, R. I.—CP new noncommercial educational station on frequency to be determined.

TV—174-180 mc

McClatchy Bcstg. Co., Fresno, Calif.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 26.9 kw, aur. 13.45 kw.

Television Fresno Co., Fresno, Calif.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 22.65 kw, aur. 11.92 kw.

TV—192-198 mc

McClatchy Bcstg. Co., Sacramento, Calif.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 29.3 kw, aur. 14.65 kw.

TV—174-180 mc

Hoyt B. Wooten d/b as WREC Bcstg. Service, Memphis, Tenn.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 24 kw, aur. 24 kw.

TV—198-204 mc

Queen City Bcstg. Co., Seattle, Wash.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 30.04 kw, aur. 15.3 kw.

SSA—1250 kc

KTMS Santa Barbara, Calif.—Request for special service authorization to continue public service bradcasts of daily longshoremen's dispatch, 4:44-4:45 p.m., Mon. through Fri., and 4:58-4:59 p.m. Sat., for period not to exceed May 1, 1950, regular license period. Operating with power of 1 kw, unl. on 1250 kc and DA-DN.

AM—840 kc

Isador Gralla & Jay Gralla d/b as Gralla & Gralla, Los Angeles—CP new standard station on 840 kc 250 w D.

Assignment of License

KORE KORE-FM Eugene, Ore.—Consent to assignment of license of KORE AM and CP of KORE-FM to Lane Bcstg. Co.

AM—1080 kc

KWJJ Portland, Ore.—Application to reinstate expired CP as mod. which authorized increase power etc. and extension of completion date.

Modification of CP

WWSW Pittsburgh—Mod. CP to increase power from 2½ kw-N, 5 kw-D to 5 kw unl.

Assignment of CP

KSVC Richfield, Utah—Consent to assignment of CP to Sevier Valley Bcstg. Co.

Transfer of Control

WHYU Newport News, Va.—Consent to transfer of control of 350 shares stock in licensee corporation from E. P. Leary, J. A. Gill and S. A. Twiford to John Doley, Margaret S. Doley, C. Archer Smith and Stuart Smith.

AM—930 kc

E. L. Roberts, J. W. Buttram d/b as The Roanoke Bcstg. Co., Roanoke, Ala.—CP new standard station 930 kc 100 w-N 250 w-D unl.

AM—1230 kc

KBIO Burley, Idaho—CP to change frequency from 1400 to 1230 kc.

AM—1470 kc

The Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio—CP new standard station 1470 kc 1 kw unl. DA.



Exhibits

(Continued from page 234)

lette, repertoire manager; Larry Robbins, production manager; and Warren Birkenhead, chief engineer.

* * *

Harry S. Goodman Radio Productions

TO PUBLICIZE a new program which it is introducing, *All-Star Western Theatre*, Harry S. Goodman Radio Productions has several very beautiful models distributing attractive gimmicks to station representatives.

One of the gimmicks being given away is a barometer which forecasts weather changes from 8 to 24 hours in advance.

An elaborate display has been set up in connection with the *Duke Ellington Disc Jockey Show*, five hours a week on records and transcriptions.

Harry S. Goodman, general manager; Daniel R. Goodman, manager of the West Coast office; and Jack Slatter, Canadian representative, are on hand.

* * *

Industrial Information Inc.

RELI Surveys

THE RELI System of radio audience measurement, a new method in the survey field, is being formally presented to the industry. On view at the RELI Exhibit in Room 2133, is a complete exposition of the system including the latest developments in research studies employing this method.

The RELI System insures extensive coverage by the use of a mailing piece in the form of a two fold, three paneled card which is distributed to the metropolitan, suburban, and rural areas of the station being measured. It features a punch card method to obtain direct and spontaneous information from the respondent.

An important development of RELI is the "Milaud Rating" derived from all types of cards. The "Milaud Rating" measures, in the thousands, the number of radio homes delivered by any given station, network, or program for any specific time.

Three basic card designs have been developed, each with several important adaptations.

Explaining how the system works are Kenneth H. Bennett, Allen T. Beall, Frank Ponce Jr., Edward J. Murset Jr., and Jerry J. Ferro of RELI and Everett N. Crosby and Basil F. Grillo, executives for Bing Crosby Enterprises Inc.

* * *

Keystone Broadcasting System

MICHAEL M. SILLERMAN, New York, president; Naylor Rogers, Chicago, vice president; Elaine N. Gonda, Hollywood, program director; and Charles Glenn, Hollywood, continuity director, are representing Keystone in Room 2116 at the Biltmore.

Keystone Broadcasting System is a transcription network principally covering beyond-metropolitan markets. Its affiliated stations are joined in a national system by means of transcriptions.

The network supplies its stations with 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week.

Keystone offers national radio advertisers the opportunity to cover the beyond-metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

At this time the network includes 325 affiliated stations.

* * *

Lang-Worth Feature Programs Inc.

LANG-WORTH display headquarters (2100-1-2) features three exclusive Lang-Worth innovations to the transcription library field . . . being used with great success by its station affiliates.

Specialized program service for advertisers: This new Lang-Worth feature completely modernizes the "assembly-line" type of program service. Through this new plan, talent in the Lang-Worth Library is displayed and sold to advertisers and agencies for commercial use on Lang-Worth member stations. A showcase of big-time precision programming, this feature is an integral part of the full Lang-Worth Service.

Synkrodisk: The accompaniment recording, which was introduced to Lang-Worth affiliated stations in December 1947, is on display together with high-fidelity demonstrating equipment Through the use of Synkrodisk, local talent may perform with professional perfection with D'Artega's 17-piece orchestra—the result is comparable to the best network production with live studio orchestra.

Talendex: Another Lang-Worth feature which brings programming down to a "flick of the thumb." With Talendex any programmer or announcer can build a complete radio show, with informative copy on the music selected at a moment's notice. Pertinent data on artists and instrumentation is instantly spotted in this compact all-in-one Lang-Worth Program Directory.

* * *

C. P. MacGregor

THE MacGREGOR suite this year is a meeting place to welcome old friends and make new ones. The display is on a black velvet drape background consisting primarily of photographs of some of the outstanding motion picture celebrities who have appeared in the various C. P. MacGregor radio productions. There are also photographs of talent who starred in the music library, and also representative samples of promotional material that is available on some of the C. P. MacGregor productions such as *Hollywood Theatre of Stars*, *Proudly We Hail*, etc. A moving lighted display features special multi-colored vinylite transcriptions, and special sections of the display suite were constructed for auditioning purposes.

* * *

Mayfair Transcription Co.

MAYFAIR TRANSCRIPTION CO., Hollywood, is represented by its star performers, its top personnel and by an exhibit of giant photo enlargements of action pictures of its stars in scenes from its productions.

Alan Ladd, star of *Box 13*, Mayfair's best known and most widely distributed program, is not only to be seen pictorially but also in person at the company's exhibit.

Mr. Ladd is desirous of meeting personally the managers, program directors and sales managers of the numerous stations now releasing or preparing to release his program. Currently finishing work on his newest starring vehicle for Paramount Pictures, *The Great Gatsby*, and also continuing simultaneously with production on *Box 13*, Mr. Ladd is very busy but is making a special effort to be present at the Mayfair exhibit as much as possible.

Mayfair is also "unveiling" its newest transcribed series — Ken Curtis, handsome young singing star of western pictures. in *Chuck Wagon Jamboree*, featuring the Novelty Aces with Abigail and Buddy. This program shares the limelight with *Box 13* at the exhibit.

Present at the exhibit, in addition to Mr. Ladd, are B. A. Joslin, executive vice-president; Vern Carstensen, in charge of production; Bob Reichenbach, in charge of sales; Richard Sanville, director-producer of *Box 13;* and Watson Humphrey, producer of *Chuckwagon Jamboree.*

* * *

Pike & Fischer

THE FOUR VOLUME Pike & Fischer Radio Regulations prepared under the sponsorship of the FCC Bar Assn. to meet the urgent need for complete, accurate and coordinated information on all phases of radio regulation is being exhibited to the radio industry for the first time.

After considerable intensive research to insure its accuracy the set was published early in 1948.

Volume 1 of the set contains all relevant statutes, Congressional reports and treaties; all the Rules and Regulations of the Commission concerning radio (Parts 1 to 19); the Commission's Standards of Good Engineering Practice; important legislative reports of the FCC and all the forms of the

(Continued on page 238)

AM-WBLR-FM

WLBR's potential audience of one million persons, who spend annually more than three hundred million dollars in retail trade, constitutes the big and rich Central Pennsylvania market.

Here-in lies the famous Lebanon Valley! One great market . . . and it can be covered with one station—WLBR!

For selling power in Central Pennsylvania, it's WLBR . . . . . .

"The Voice of Lebanon Valley"



JULIAN F. SKINNELL,
Operations Manager
REPRESENTED BY RAMBEAU



VITAL FACTS!



AVAILABLE FOR ONLY **25c**

by A. C. SHANEY

Contains schematic diagrams

AMPLIFIER CORP. of AMERICA

396-35 Broadway, New York 13, N.Y.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Phenomenal Value!

17 JEWEL • 2 PUSH BUTTON
CHRONOGRAPH 29.75 Plus 10% Tax

• WRIST WATCH • TELEMETER
• STOP WATCH • TACHOMETER



INCABLOC SHOCK RESISTANT FEATURE
• Sweep second hand • Radium Dial
• Anti-Magnetic • Unbreakable crystal
• Stainless steel back (formerly $71.50)
IDEAL FOR • Physicians • Engineers • Radio men • Sportsmen • Photographers • Aviators

ALSO AVAILABLE IN 18-K GOLD CASE $64.50 (Plus 10% tax) FORMERLY $125

MONEY BACK IN **10 DAYS** if not satisfied for any reason

ADLEW JEWELERS Dept. R
117 W. 42d St., N. Y. 18

MAIL ORDERS PROMPTLY FILLED. Shipped C.O.D. or send check or money-order. Address all mail-orders to ADLEW JEWELERS (Dept. R) 152 W. 42d St., N. Y. 18

Exhibits

(Continued from page 237)

Commission of general interest in radio communication. Volume 1 also contains a Master Index of approximately 150 pages which makes it almost impossible for a subscriber to overlook any relevant information.

Volume 2 consists of a digest of cases and other interpretative materials of the Commission and the Courts which explain and expand upon the statutes, rules and standards contained in Volume 1 and which otherwise are important in the regulation of radio communications.

Volumes 3 and 4 consist of full-text decisions of the FCC and the Courts all headnoted and keyed to other relevant materials in Volumes 1 and 2.

All this material is maintained currently by weekly releases, so that the coordinated information in the hands of subscribers is right up to date.

* * *

SESAC Inc.

THE NEW Military-Symphonic Band Music Series, the most recent addition to the SESAC Transcribed Library, is being introduced for the first time. This Band Series was especially produced to keep in step with trends which indicate an increased demand for patriotic airs and marches, greater use of collegiate and football tunes as highlights of sporting events, favorite overtures, concert and novelty selections, all featured by the National Symphonic Band. Most of the compositions and arrangements recorded in this collection of band pieces are available only on SESAC Transcriptions, and records are being heard for the first time at the convention.

An original SESAC creation, the caricature known to the radio industry as Mr. "E. T." SESAC, is the main motif of the exhibit. To acquaint delegates with the outstanding capabilities of "E. T.," the amazing "personality" of transcription services, two life-size replicas of the "record man" appear at the SESAC Exhibit, Room 2232, Biltmore Hotel. The character is shown in his most "revealing" poses—as a money-maker and a package show producer. As a backdrop, "E. T." is surrounded by many original copies of the musical selections he has made popular on SESAC Transcriptions.

At the exhibit are these SESAC representatives: Kolin Hager, K. A. Jadassohn, George Johnston, Robert Spina, Bob Stone, Jack Tallcott.

* * *

Standard Radio

ON APRIL 1 Standard Radio announced the formation of Standard Recorders Inc., to handle the recording and other technical activities of Standard Radio. Now they announce plans for the use of magnetic tape recording to improve the quality and flexibility of the music library service.

In view of the important improvement in the science of recording and reproducing sound on magnetic tape, Standard Radio announced the availability of a tape recorded tape library of high quality which meets the FCC's audio requirements of good engineering practice for FM broadcasting.

Sound effects, too, are given more realism through the medium of tape recording. Standard Recorders has a Stancil Portable Tape recorder which makes it possible to record all sound effects on the spot. These sound tracks are edited, any extraneous noise is removed, and the desired sound effect transferred to 10 inch records for release with the Standard Super Sound Effect Catalog.

Standard Radio exhibits at the Biltmore include several high quality tape recording machines—an inexpensive tape reproducing machine, a display of various magnetic recording media, and a high quality speaker system for demonstrating both sound-on-disc and sound-on-tape recording.

* * *

World Broadcasting System

WORLD BROADCASTING SYSTEM INC. is presenting two brand new libraries.

The first of these, The Treasury of the Spoken Word, contains the world's wit and wisdom brought to life by brilliant readings of three distinguished actors; Jay Jostyn, who has won millions of admirers as Mr. District Attorney; Arnold Moss, who captivated Broadway in the leading role in *The Tempest*, on the air for the Theatre Guild, and in the movies in the forthcoming Rita Hayworth picturization of *Carmen;* and Raymond Edward Johnson, who is perhaps best remembered as Raymond in *Inner Sanctum* and as Thomas Jefferson in the Pulitzer Prize Play, *The Patriots.*

The Treasury of the Spoken Word consists of more than 400 individual "cuts" of the world's greatest "script" writers. Selections range from *Shakespere's Sonnets* to *Casey at the Bat.* Included are the familiar classics of the millions; *The Village Blacksmith, The Raven, The Kid's Last Fight, The Walrus and the Carpenter, The Rubaiyat,* the famous *Night Before Christmas, Annabel Lee,* and the rollicking *Abdul-a-bul-bul-Amir.* Humor is balanced with serious thought-poems, beautiful love and romance lyrices, and huge slices of Americana.

The library is divided into different sections, with listings of Bible and other religious poems and prose, available for religious programming; Americana for patroitic occasions; romance poems for integration into existing programming which features ballads.

World Instrumental "Mood Music" Library of over 1200 selections, for not only FM and AM stations but also television broadcasters, is also being shown.



Mr. Marquardt



Mr. Sambrook

This music has multiple uses and is built around standard salon and pop concert as well as current selections. All are arranged, however, in smooth background stylings and are non-vocal.

A third library soon to be announced, which is now in preparation and production, will contain material suitable for children's programming.

These three new libraries will take their places along side of the World Program Service Library, World Feature Library and World Features.

Details and particulars on all libraries are available through A. B. Sambrook, station relations manager, as well as Maynard Marquart, West Coast manager and Pat Smith of West Coast sales, at World Transcription Headquarters, Room 2223, at the Biltmore.

* * *

Frederic W. Ziv Co.

A TEASER ANNOUNCEMENT being distributed to all members is a hidden invitation to the Ziv suites, 2200-2201, where the radio talent of great show personages, such as Ronald Coleman, Wayne King, Kenny Baker, Barry Wood, Margaret Whiting, Richard Kollmar, Jackson Beck, Jane and Goodman Ace, Guy Lombardo, David Ross . . . among others, are being displayed in gallery fashion.

Against a complete over-all draping of blue velvet, framed massive photos of Ziv talent are hung on each of the four walls. Particular attention is focused on Ronald Coleman and his Academy Award "Oscar", and the City College of New York Award of Merit recently bestowed on Ziv's *Favorite Story Show*—"for the creation of the most effective direct-selling sponsored radio program."

In addition to Mr. and Mrs. Ziv, the company is represented by Executive Vice President John L. Sinn, Executive Sales Manager Al Unger, Hollywood Office Manager N. L. Rogers, and Barbara Ford of the Hollywood Office.

The BARBERRY ROOM
where RADIO EXECUTIVES meet to enjoy
Expert French Cuisine
19 E. 52nd St., NYC • PLAZA 3-5800

WORL, FCC Denial Arguments Heard

WORL Boston's appeal from FCC denial of its license renewal application, and the Commission's defense of the denial, were heard by the Court of Appeals for the District of Columbia last week.

Walter Bastian, Washington attorney, argued on behalf of the Boston station that FCC lacked substantial evidence to support its conclusion that there had been willful misrepresentations and concealment of ownership, or that the owners, Harold A. Lafount and Sanford H. and George Cohen, are not qualified to be licensees.

He contended the WORL case does not parallel the WOKO Albany proceeding, in which FCC's refusal to renew a license was upheld by the Supreme Court. In the WORL case, he argued, there was no motive for concealment.

Richard A. Solomon, of FCC's Litigation Section, insisted that the WORL owners repeatedly failed to report material information and that the only logical conclusion was that the failures were willful and deliberate. Careful study of the record, he said, will show FCC's denial was justified.

Justices H. W. Edgerton, Bennett Champ Clark, and Wilbur K. Miller heard the arguments, held Monday.

Denial of the WORL renewal was issued last fall [BROADCASTING, Oct. 20, 1947] on a 5-to-1 vote, Comr. Rosel H. Hyde not participating and then Comr. E. K. Jett dissenting. The station is now operating on temporary license pending outcome of the appeal. Meanwhile, six applicants have been through hearing in quest of the facilities (950 kc, 1 kw, daytime only).

Mr. Lafount is general manager of the Arde Bulova stations and a former member of the Federal Radio Commission. The Cohens are New York attorneys.

TWO classes in "Radio Dramatics" are offered mornings and evenings by U. of California at Extension Center, Los Angeles.

If your Radio Dramatization needs

SOUND EFFECTS

use

MAJOR SOUND EFFECT RECORDS

distributed by

THOMAS J. VALENTINO, INC.
1600 Broadway, Dep't BC-5
New York 19, N. Y.

What's to Do In Los Angeles

SINCE Los Angeles has lots of space between places in addition to its ample sun rays, delegates to the 26th annual NAB sessions will do well to track down their closest U-Drive-It.

And once this has been accomplished, if the traffic doesn't overcome you, there is much to see: For the non-drivers or the unwilling motorists from out-of-state numerous Tanner motor tours are possible.

No one article could be completely concerned with every worthy sightseeing target so there may be oversights in this review.

Without any more reason than the alphabet, which starts with "A," our first stop is the alligator farm peopled by close to 1,000 inhabitants. Its population runs from youthful finger-sized 'gates to some 13-ft., 500-year-old gents in the mature class.

Jump to Catalina

There must be lots of places that begin with "B" but we jumped to Catalina next, accessible by boat or plane. Catalina is 25 miles off the coast of California. Boasting every imaginable recreational facility possible, there are almost 50,000 acres in which visitors can prance about.

For the footprints and handprints, oft-publicized, a visit to Grauman's Chinese Theatre will disclose all. Aside from being a first-run theatre, there is little else to recommend it as a landmark save its hoof and paw marks.

With no malice towards "D" or "E" our next stop is the Farmers Market. What started as a literal market for the farmers, has become a highly successful *melange* of every imaginable store for everybody. Its daily ad in the *Los Angeles Times* written by Fred Beck has made the square block a steady thing for the hepper characters who live in and visit Los Angeles.

Forest Lawn Memorial Park, with its 300 acres, annually receives twice as many visitors as the Metropolitan Museum of Art in New York City. Aside from the sheer beauty of the spot, it houses one of the country's largest collections of large marble statuary, as well as the most noteworthy collection of stained glass.

Griffith Park is to Los Angeles what many parks are to the cities in which they find themselves. The only difference is that Bob Hope has had more fun with this one.

Hollywood is a part of Los Angeles, even though it may not seem so at a distance. A few motion picture studios such as Columbia,

(Continued on page 246)

KENT HOME ELABORATE

Delegates to NAB Convention To See 12-Acre Estate

VISITORS to the 12-acre estate of Atwater Kent during the NAB Los Angeles convention will enter the private grounds of one of the most publicized homes in the West.

Known as Capo di Monte, the Kent estate is the site of social events considered the ultimate by way of social acceptance. Upon entering, visitors pass through large Italian iron gates hung on heavy stone posts and then get their first overall view of the 40-room home.

From the courtyard side, a guest passes through a large living room to the front porch, commanding a wide view of the city and the Pacific Ocean. Standing at the swimming pool, which is 40 feet higher than the level of the house, one has a panoramic view including the city, the ocean and the mountains behind Capo di Monte.

Few homes in America are more heavily planted the year round with a wide variety of flowers. These form a color setting of exquisite beauty for the white structure of the house itself. Inside and out the Kent home is so decorated as to accentuate the sunshine and brightness of Southern California.

CROWLEY GETS TROPHY FROM RELIGIOUS MEET

EVANGELIST Dale Crowley of Washington, D. C., was awarded the Churchill Trophy at the National Religious Broadcasters Convention in Chicago May 3-6 for his program *Quizspiration* broadcast Saturday evenings on WWDC Washington and carried nationally as a transcribed program.

Other awards were: The best children's broadcast, "Gospel Rocket" program, originating at Springfield, Mo.; best youth program, Bob Jones U., Greenville, S. C.; best standard religious broadcast, "Sermons in Song" and "Light and Life," produced by Assemblies of God and Free Methodists, respectively, tied for first place.

Television Show Held On ABC 'Breakfast Club'

ABC broadcast of Don McNeill's *Breakfast Club* on Wednesday, May 12, was also carried on WFIL-TV and WPTZ Philadelphia from the Academy of Music in that city, and on WABD New York and WMAL-TV Washington, ABC.

The show, which is heard 9 to 10 a.m., was billed by ABC as the first simultaneous duplication of a regular daytime program on radio and television stations. Philco, which co-sponsors *Breakfast Club* with Swift & Co. and Toni Co., and operates WPTZ, is the only one of the three sponsors to be billed for the video end of the show, ABC said.

ROBERT S. KELLER Inc., New York, has been appointed to handle national sales promotion of WCOG Greensboro, N. C., new station to begin operations on May 22.

THERE'S A First Time FOR EVERYTHING!



NOW... For the First Time YOU CAN DOMINAT all WEST MICHIGAN WITH WLAV and WLAV-FM



This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. Soon 57,000. ABC Network

WLAV and WLAV-FM

KEELER BUILDING, GRAND RAPIDS, MICHIG

Double Chicago TV Set Sales During One Month

TV RECEIVER sales in Chicago and suburbs have virtually doubled since the start of the Chicagoland television open house marking the opening April 5 of WGN-TV, *Tribune* video station. The increase was reflected in a survey of key retailers and distributors disclosed by the newspaper's business survey department.

A total of 1,200 radio and appliance dealers in the metropolitan area and television manufacturers with receivers now on the market cooperated in the open house, launched April 4 with a special Sunday *Tribune* TV section.

WDHN New Brunswick, FM outlet of Daily Home News and Sunday Times, began operations May 6 by airing two-hour and 15-minute variety show with radio, sports and political personalities. Show was emceed by former New Jersey governor, Harold G. Hoffman.

Technical



WILLIAM R. AHERN has been named ABC facilities section engineer and ROBERT M. MORRIS appointed engineer in charge of television for central division (Chicago, Detroit). Mr. Ahern was video equipment engineer with General Electric Co., and Mr. Morris has been with NBC since 1928, except during war. He is chairman of executive committee of NAB's recording and reproducing standards committee.

RICHARD HODGSON, with Paramount Pictures Inc. as technical assistant to vice president, PAUL RAIBOURN, has been appointed director of technical operations for television division. CARL MAURER, with video division for four years, has been promoted from project engineer to supervisor of development engineering. WALTER SWENSON was named supervisor of studio operations and THEODORE GRENIER appointed supervisor of remote operations for Paramount Theatre television activities.

GEORGE B. BAIREY, associate in Harold B. Rothrock, Washington consulting radio engineer firm, has been named full partner and firm has changed name to Rothrock & Bairey, effective May 1. On same date firm moved offices to 1757 K St. [BROADCASTING, May 10].

GEORGE E. ERVO and GEORGE L. McLANATHAN have joined engineering staff of WGN-TV Chicago. Other additions include WILLIAM J. BILTGEN and CHARLES WILSON, stage hands; ROWLAND J. LONG and ELMER ENKE, film projectionists; EUGENE M. CHABRISON, cameraman; ROBERT STEBBINS, assistant to facilities manager.

CARL DREBING and DIETRICH E. MEYER Jr., formerly with KVOR Colorado Springs, have joined KOA Denver, as vacation relief engineers.

FRANK J. MUNZER, formerly with RCA Victor, has joined engineering staff of WIP Philadelphia. Mr. Munzer succeeds HERBERT ECKSTEIN, who has joined WASM Wilmington, Del., as chief engineer.

FREDERICK HART & Co., Poughkeepsie, N. Y., has announced new Harton Model 60 sound-on-film recorder-reproducer. Unit utilizes 35 mm film to produce permanent two-hour non-erasable sound record; longer recordings may be obtained. Recordings may be played back immediately, according to Hart & Co. Auto Start-Stop automatically starts and stops machine at any voice level.

Sees TV Boom

A FORECAST that television within the next five years may expand into a $1 billion industry was advanced by R. C. Cosgrove, vice president of the Avco Manufacturing Corp., during an address before the convention of the National Electrical Wholesalers Assn. in Buffalo May 6. He declared that video will "far outstrip radio and will still be climbing rapidly when appliances level off."

BUREAU OF STANDARDS SEEKS NEW RADIO LAB

AUTHORIZATION to build and equip a $4,475,000 radio laboratory building for the National Bureau of Standards, Washington, is sought in a bill which has been introduced by Sen. Wallace H. White Jr. (R-Me.).

The bill, S-2613, submitted at the request of the Dept. of Commerce, has been referred to the Senate Interstate Commerce Committee, which Sen. White heads.

Undersecretary of Commerce William C. Foster in a separate letter stressed the importance of centralizing the activities of the Bureau's Central Radio Laboratory. At present activity is carried on in seven buildings, three of which are in Virginia and Maryland.

Mr. Foster revealed that the laboratory planned to employ 100 additional personnel in the coming fiscal year and said centralization would bring about greater efficiency at lower cost. The laboratory conducts experimentation and theoretical work on radio standards and measurements and radio propagation.

Milwaukee Survey

LESS THAN 1,000 families in heavily-populated Milwaukee County (Wisconsin) do not own at least one radio, according to *The Milwaukee Journal Consumer Analysis of the Greater Milwaukee Market*, compiled and published by *The Milwaukee Journal*. It was also found that 11.1%, or 26,526 families, own FM sets and 5.5% indicated their intention to buy an FM set this year. Only 0.4%, or 956 families, owned television sets at beginning of 1948, but by March 1 1,666 sets had been installed and more than 6,000 families, 2.8%, indicated that they planned to buy a television set this year.

Turntable



FREDERIC W. ZIV Co., Cincinnati, has announced sale of its television "Sports Album" in Cincinnati, Boston, Philadelphia and St. Louis. Series is currently sponsored in New York by Schaefer Beer on WCBS-TV. Ziv also has contracted for use of its feature films by WLWT Cincinnati, KSD-TV St. Louis, KSTP-TV St. Paul, WMAL-TV Washington, WTVR(TV) Richmond, CBS-TV New York, and handling sale of 24 Korda pictures to WPIX New York.

LENNY KAY, formerly with WHFC Cicero, Ill., has joined transcription department staff of WBBM Chicago.

CHARLES MICHELSON Inc., New York, has announced following sales of Michelson transcription features: "My Prayer Was Answered," to WRUN Utica, N. Y., and KGLC Miami, Okla.; "Blackstone, Magic Detective," to WJNO West Palm Beach, Fla.; "The Avenger," to KTXL San Angelo, Tex., all locally sponsored.

STAPLETON INDUSTRIES Inc., Cleveland, licensee of Gene Carroll's Original Animal Records, has announced new release of May 10, "Four Leaf Clover" and "Feudin' 'n' Fightin'."

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Risher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES--SPECIALISTS 9A & 9B
NOW--48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

GEORGE P. ADAIR
Radio Engineering Consultant
1833 M STREET, N. W.
EXECUTIVE 1230 WASHINGTON 6, D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and
Transmission Lines
Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Radio towers, AM and FM erected, painted and serviced coast to coast
Towers for sale: AM and supporting FM and TV
Write, wire or phone 8503
GREENE TOWER CO.
Southern Pines, N. C.

Radio towers, AM and FM erected, painted and serviced
MID-SOUTH TOWER CO.
P. O. Box 1017
Southern Pines, N. C.

WSLI
JACKSON MISSISSIPPI
ENERGY in Mississippi!
Production of electrical energy in January showed an increase of nearly 35 per cent over January '47 in Mississippi.
In putting across your selling point, WSLI is the station with powerful "energy"—a staff that produces forcefully and 5000 Watts day and night to beam out your message, bring in the sales.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
984 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO.8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 8373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13TH & E STS., N. W.
NATIONAL 6513-6515

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
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, INC.
Formerly Colton & Foss, Inc.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
910 BOND BLDG. REPUBLIC 5151
WASHINGTON, D. C.

GILLE BROS.
1100 LILLIAN WAY GLADSTONE 6176
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Wash., D. C., 3459 24th St., S. E.
AXminster 3882
Birmingham, Ala., P. O. Box 2468
6-2924

ANDERSON & MERRYMAN
New York City New Orleans
38 W. 42nd St. American Bk. Bldg.
Longacre 5-6029 Lake Charles, La.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
AM—Allocations & Field Engineering—FM
Oshkosh, Wisc., Phone Blackhawk 22
AND AFFILIATES
DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
2308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, 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 inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager—250 watt daytime station, New England city. State experience, references, salary expected. Box 393, BROADCASTING.

Position open for alert commercial manager with enough know-how to operate successfully in absence of owner. Progressive local in good territory. Box 415, BROADCASTING.

National advertising manager by regional in important southeast market. Service present, develop net regional and national business. Thoro knowledge marketing merchandising practices, more important than experience in radio medium. Excellent opportunity, future security and good income. Permanent. Write in detail, your confidence will be respected. Box 447, BROADCASTING.

Wanted. New 250 watt fulltime station has immediate opening for commercial manager. This is a new radio market in northern Virginia. Station due to begin operation in July. Send details on experience, salary requirements, education and references to Manager, WFTR, P.O. Drawer 192, Front Royal, Virginia.

Manager—who can sell. For Radio Station WVIM, Vicksburg, Mississippi. Write P. K. Ewing, Jr., P. O. Box 330, Natchez, Mississippi.

Wanted: Man capable of managing 1000 watt daytime AM station. Station not in operation yet and requires experienced man who could take charge, immediately or not more than 30 days after the date of this advertisement. Write salary requirements, experience and other data to The Cumberland Publishing Co., Pikeville, Ky., Attn: Mr. John M. Ward.

General manager: Good opportunity for extremely well qualified man to take full charge of midwest 1000 watt station. Present employees advised. Send photo, complete personal history and experience with first letter. Box 484, BROADCASTING.

Salesmen

Salesman-announcer—One who can sell. Good list of accounts and good air time. Box 442, BROADCASTING.

Salesman wanted. Send photo and details to KSYC, Yreka, Calif.

HELP WANTED

Leading Washington, D. C. station has immediate opening for a good salesman with radio, newspaper or other advertising experience. Give full details first letter, including background, remuneration expected to

BOX 459, BROADCASTING

Salesmen. Chicago suburban. Successful FM station needs experienced aggressive, young salesman who lives in the vicinity. Automobile necessary, 15% commission against good guarantee. Box 511, BROADCASTING.

RADIO INDIANAPOLIS, INC.

WXLW—NEW AM-FM all music 1000 watt independent, on air June, can use two salesmen; also need continuity, music librarian, announcer. Good salary for experienced men. Call Riley 4446, Mr. White or Mr. Losey, 445 N. Penn., Indianapolis, Ind.

Help Wanted (Cont'd)

Progressive Rocky Mountain station is looking for experienced, livewire, time salesman and sponsor-relation man. Address inquiries to Box 499, BROADCASTING.

Announcers

Announcer wanted—Excellent opportunity in beautiful resort area for young announcer eligible to work under G.I. training plan. You can learn from one of the best men in the business. Pleasant living conditions. First reply must give complete details, disc, photo, date available. Only permanent man wanted. Reply Box 432, BROADCASTING.

Wanted: Experienced announcer with four years minimum at commercial work. Quality and references must be good. College background preferred. Position offers pay schedule, including incentive plan, about $95.00 per week. Good future for right man. Audition transcription must demonstrate disc jockey and ad-lib ability; news handling; all-round musical knowledge and thorough demonstration of commercial ability. Send photograph and references. Large southern market. Replies confidential. Box 465, BROADCASTING.

Announcer—good, all-round experience. Capable handling daily 1½ hour disc jockey show. Right salary right man. Complete biographical background, including experience, first letter. Audition platter will be returned. Address reply WCSI-FM, Columbus, Indiana.

Wanted: Announcer for 1 kilowatt station, going five kw about July 1. Basic pay to start $40.00 per week with time and a half for overtime. Modern station also operation 100 kw FM station. Experience required; send replies to Mel Barnett, Program Director, WHIS, Bluefield, West Va. Send disc.

Sports announcer: Experienced play-by-play plus daily sports show. Also capable straight announcing. Complete biographical background, including experience, first letter. Audition platter will be returned. Address reply WCSI-FM, Columbus, Indiana.

Experienced announcer. Michigan regional network station has opening for strong, versatile commercial announcer. Excellent opportunity for good man. Send qualifications, salary expected, photo and transcription to WFDF, Flint, Mich.

Wanted. Good announcer for established station in south. Position pays well. Wire if interested and forward photo, letter of experience with references and disc. Box 477, BROADCASTING.

Wanted: Down-to-earth combination announcer and continuity writer, preferably capable play-by-play to qualify for program director of Mutual affiliate, city 14,000 with exceptionally fine living surroundings. Permanent. Mail snapshot and information to Box 488, BROADCASTING.

Good all-round announcer. Must have all information, disc first letter. Interview preferred. WJOC, Jamestown, N. Y.

Announcer. Upstate New York affiliate, with FM CP, requires experienced versatile man summer replacement schedule. Possibility permanent connection. Five day week, talent. Send disc, full details. Box 508, BROADCASTING.

Announcer—Must be able to handle console and general announcing. Mutual network station good working conditions. Give complete experience and salary requirements first letter. KORN, Fremont, Nebraska.

Technical

Engineer-announcer. We have an opening for a good man. Must have first class ticket and experience. Excellent opportunity in 250 watt southern station. Box 407, BROADCASTING.

Wanted—Combination engineer-announcer. Must have pleasing voice. Progressive, western local. Box 416, BROADCASTING.

Help Wanted (Cont'd)

Engineer-announcer with or without experience for 250 watt independent in northwest. Time and half over 40 hours. Application for 5 kw. Send details Box 423, BROADCASTING.

Proposed strike AM-FM regional. Experienced engineers needed. Write background, salary desired to Box 466, BROADCASTING.

Transmitter engineer needed for 1 kw AM and 10 kw FM. Starting salary $50 per week. Car necessary. Chief Engineer, WTAD, Quincy, Illinois.

Studio transmitter engineer for evening shift. Prefer single man with some experience and car. Salary $50.00. Write or wire Frank Wood, KIOX, Bay City, Texas.

Engineer-announcer with first class license for 250 watt, midwestern Mutual station. Send disc, photo together with full information. Box 493, BROADCASTING.

Engineer-announcer for station in good small town near Atlanta. Will teach you announcing if have speaking voice. $50.00 week. Four-room apartment available. WMOC, Covington, Ga.

Operator-announcer with ticket. Good voice, good pay, housing available. Fishing country. Airmail disc. KPRK, Livingston, Montana.

Combination man—Telephone First required. Job is announcing, technical ability secondary. Fine town ten thousand population, low living costs, congenial staff, progressive fulltime local. Must have experience and have good references. $60 to $75 week according to hours and ability. Send all information direct to KEBE, Jacksonville, Texas immediately. Job open now.

Production - Programming, others

News editor or editor announcer. College town near large midwestern market. Single, preferred. Independent station. Immediate opening. Disc, complete details first letter. Box 403, BROADCASTING.

Program Director—Midwest station needs man with competitive program background. Station independent. Fulltime. If you can handle program department in metropolitan market. Write or wire Box 460, BROADCASTING.

Teacher of announcing, production, script needed immediately; college graduate. Box 470, BROADCASTING.

We are interested in a program director for a new 1000 watt station, Columbia affiliate. Going on the air sometime in June. Must know programming; be able to get along with people; civic-minded; no floaters or inexperienced applicants will be considered. We will pay well for the right man. Forward all information with photo and salary expected in first letter to John Carl Jeffrey, Box 193, Kokomo, Indiana.

Jacksonville, Florida, WIVY, on the air in July. All types positions to be filled. Some good opportunities. P. O. Box 1194.

AGENCY OPPORTUNITY FOR RADIO SPECIALIST

Established, recognized, modest size general advertising agency (New York) seeks experienced, live-wire man (or woman) with national or local radio accounts, to develop a radio department and share also in profits of publication billing. Please write fully.

Box 468, BROADCASTING

Copywriter-announcer for 250 watt Indiana station. Excellent salary promotions for right man. Experienced man preferred. Please send references, qualifications, transcription and sample of writing to Program Director, WLBC, Muncie, Indina.

Situations Wanted

Managerial

Experienced manager—Outstanding record of administration in sales and programming. Box 349, BROADCASTING.

General manager—With eight years experience in radio desirous of making a change. Married, sober and dependable. Extra strong in sales and programming. In charge of all phases of present operation from time of issuance of CP. Best of references from present employer. Salary reasonable, all offers considered. Box 387, BROADCASTING.

Situations Wanted (Cont'd)

General or commercial manager—thorough practical experience in all phases of broadcasting, young, veteran. Doctor's Degree in field of radio. Will build your audience and boost your sales through planning that pays off. Will work on salary plus bonus basis. Box 431, BROADCASTING.

Selling or administrative position. Presently employed as commercial manager of newspaper-owned station. Have late model car for use in connection with position. Wish salaried position, progressively commensurate with ability demonstrated. Available on two weeks' notice. Box 440, BROADCASTING.

Manager: Now employed as salesman, program director. Nine years in broadcasting. Hard worker. Single. Box 462, BROADCASTING.

RADIO EXECUTIVE

Eight years Detroit experience in all departments, including general manager. For complete details, references and recommendations write:

Hugh M. Gray
4714 Bedford Rd.
Detroit 24, Mich.

Just resigned managership 250 watt independent station. Desire new location. Built station to paying proposition. Well versed all phases of radio. Available June 1st. Box 478, BROADCASTING.

Manager as executive officer responsible for successful development midwest network regional. Desires better climate and opportunity to help develop AM-FM-TV regional property on profit-sharing basis. Excellent record and references. Box 485, BROADCASTING.

Independent station general manager past 5 years, 5 station city, available on month's notice. Previously salesman, network station. Could invest. Box 487, BROADCASTING.

New station owners: Complete managerial staff to make your new station pay. 41 years accumulated experience. Young, ambitious staff. Station manager-chief engineer; complete engineering staff; program director-news man; production-promotion manager. Guarteed results for right employer. Box 491, BROADCASTING.

Successful manager available. Likes mid-south. Proven operations, sales, programming. Civic-minded. Age 28. Radio since 1938. Announce, sell. Will put your station in the black. Box 505, BROADCASTING.

OWNERS

I am only interested in putting or keeping your station in the black since my earnings, after a minimum salary, will be based on your profits.

Box 512, Broadcasting

Salesmen

Salesman with terrific sales ability and background. Good references. Box 464, BROADCASTING.

Salesman and promotion man. Aggressive, experienced time salesman and promotion man. At present working on Mutual affiliate. Vet, married, no children. Will travel, best references. Box 503, BROADCASTING.

Announcers

Have I reached the limit of my ability? Want Texas or southwest, where efforts are rewarded. Six years experience, radio. Box 210, BROADCASTING.

Ad-lib man. Six years disc jockey, staff, news, sports play-by-play. Worked major eastern 50,000 watter. Family man, 24. Box 352, BROADCASTING.

University trained announcer wants summer replacement in Chicago area station. Limited newspaper, free lance writing, radio experience. Box 410, BROADCASTING.

Chief announcer on small station or staff announcer on large city outlet, four years experience; currently chief announcer-program manager on Rocky Mountain station. Accent on newscasting. For full details write Box 445, BROADCASTING.

Announcer, 24, married. Graduate School of Radio Technique, N. Y. Commercials, news, strong on sports. Disc, photo available. 500 mile radius N. Y. Box 461, BROADCASTING.

Situations Wanted (Cont'd)

News announcing, reporting, classical music, pop disc jockey, personalized commercials. Mid-sized indie just my meat. Young, experienced, ambitious college graduate. Box 463, BROADCASTING.

Attention North, South Carolina, Georgia. Announcer, home in New York, now employed 250 watt Mutual affiliate. Desires change, some experience, control operation, references, available at once. Write Announcer, c/o WMCA, Fayetteville, North Carolina.

Announcer, two years experience. Married, 26. References. Disc. Will travel. Stan Mitchell, 4842 68th St., San Diego Calif.

Announcer—All phases, sports, limited experience, but willing. Vet, will travel. Box 514, BROADCASTING.

Announcer—desires staff appointment with radio operation, university background, have been extensively trained along with experience with 5000 watt station. Specialize in news reporting and sports. Box 513, BROADCASTING.

Experienced and university trained radio announcer, good voice, proven ability, control board knowledge, references from Mutual and ABC stations. Summer work desired returning to university in the Fall. Write or wire Box 1017, Greenville, Texas.

Excellent versatile announcer arriving in Los Angeles June 1. 6 years experience in Boston and vicinity of New York. Play-by-play sports, news, acting, disc jockey with proven audience pull. Age 23, single, Harvard graduate. Seeking employment in Los Angeles or vicinity. Excellent references. Box 510, BROADCASTING.

Announcer, Cornell undergrad, experienced, desires summer employment; salary secondary importance. Box 509, BROADCASTING.

Young man, college trained in radio. Acting experience. Dialect specialist, announcer. Want start, small station preferred. Transcription on request. Box 507, BROADCASTING.

Skilled announcer, newsman, boardman, jockey, pop-classical, wants permanent job south, southwest. References. Frank Powell, 483 S. Marengo, Pasadena, California.

Versatile announcer experienced in writing, programming, newscasting, all phases of announcing. Married, dependable. Complete information on request. All locations considered. Box 504, BROADCASTING.

Available: Excellent knowledge records, transcriptions. Experience music in general. College graduate, radio-music degree. Mike experience, top record show college station, dramatics, etc. 25, single. Box 501, BROADCASTING.

Florida only! Not a tourist. 8 years announcing. Permanent residence. Box 489, BROADCASTING.

Mature announcer. 2 years Mutual stations. Several years theatrical background. Experienced control board operation. Have poem program and can direct radio plays. Desire position small progressive station. Salary secondary to opportunity. Address Box 482, BROADCASTING.

Sports announcer—play - by - play and news. Veteran, single, 26, graduating June 3rd, physical education major, letterman, honor student. Five years campus professional experience. Picture, recordings, references available. Will travel. Box 481, BROADCASTING.

Experienced announcer. Can operate board. Desires position with small independent station. No disc available. Phone collect, John Somers, Elgin, Illinois, Elgin 9830Y-3.

Announcer. Graduate School of Radio Technique, Chicago. Negro. Desire position in or around Chicago. Interested in newscasting, commercials and disc jockey programs. Box 476, BROADCASTING.

Announcer. Four years experience. Extremely versatile. Good ad-libber. Reliable, sober. Best references. For disc and particulars, write Milton Maltz, 6408 Drexel, Chicago 37, Illinois.

Staff Announcer. Can work board! Prefer resort area central states. Good references. James Mulqueeny, 3713 S. Wallace Street, Chicago 9, Illinois.

Situations Wanted (Cont'd)

Technical

Available—Two engineers with B.S. Degree in Radio with considerable military UHF experience; one with over years AM experience including times as chief engineer. Both married and interested in permanent employment with new or progressive, established station as chief and assistant engineers or engineering work with larger station. Available after June 15, but willing to wait until September. Box 458, BROADCASTING.

Combination man—First class license 10 years. Versatile engineer. Handle any straight announcing. Young family man. Box 469, BROADCASTING.

Chief engineer 5 kw, 12 years member grade IRE, experienced design and construction. Desires connection in New England. W. R. Selden, Route 1, Chester, Va. Phone 2814.

1st phone. Active ham. Available. 1136 Tuscaloosa Ave., Birmingham, Alabama.

Licensed 1st class radiotelephone operator desires position. Willing to travel. Write or phone Tim A. Moritsugu, 321 Lyndale Ave., N. Mpls, Minn. Phone Atlantic 0983.

Chief engineer—working and/or executive. Consider any location, midwest preference. Over twenty years radio experience. Quote top salary. All replies acknowledged. Box 500, BROADCASTING.

Chief engineer. Wants position as chief or assistant chief engineer in 5 or 10 kw station. Thorough knowledge of construction, operation and administrative duties. Recording, directional arrays. Presently employed as chief engineer. Excellent references. Box 498, BROADCASTING.

Engineer. Eight years experience in installation and operation of radiotelegraph and radiotelephone equipment. Two years VHF. One year broadcast. Have chief or supervisor qualities. Would like installation of new station and chief position, but will consider all positions offered. Sober, married, age 37. Go anywhere Mich., Ohio, Penna. Reply Box 497, BROADCASTING.

Two Engineers—One experienced in 1000 and 5000 watt stations. Other no experience other than amateur radio, but 2 years college. We would like to go together as chief and operator, but will consider all offers. For our complete story write Box 495, BROADCASTING.

Combination first class operator-announcer. 8 years experience all phases. Available west coast only. Box 492, BROADCASTING.

Energetic broadcast and electronics engineer with executive ability desires position with progressive station, manufacturer or consultant. Experienced chief. Degree Engineering, can apply for, install and adjust directional antennae systems or FM and television. 30 years old, veteran, top references. Box 483, BROADCASTING.

Chief engineer. Long experience, AM—FM, directionals, administrative. References furnished. Box 480, BROADCASTING.

Production - Programming, others

News editor-announcer. Fully experienced, sober, mature, versatile. Solid, intelligent rewrite. Seeking permanency. Box 12, BROADCASTING.

Program director, experienced. Real idea man. Address Box 271, BROADCASTING.

I want to marry one of your home town gals! If your station is in a progressive city and you need a permanent promotion-merchandising man; write Box 471, BROADCASTING.

Program director. Experienced in programming, production, announcing. Reliable. Sober. Box 473, BROADCASTING.

News and staff man, now employed, seeks position in metropolis. College grad, 26, ambitious. Send for disc. Box 474, BROADCASTING.

Program director, available immediately. Experienced in starting new stations and developing program department of old ones. Not afraid of hard work. Navy veteran. Single. Box 506, BROADCASTING.

Progressive program director-announcer. Five years experience all phases. Know popular and classical music thoroughly. Diligent. Can produce. Prefer west coast. Details on request. Box 490, BROADCASTING.

Situations Wanted (Cont'd)

GI-Veteran, 26 family man is looking for a permanent job as program director or assistant manager in a small station. Experience includes announcing, programming, continuity, traffic and sales in 250 to 5000 watt stations. Also college and AFRS training. Housing essential. Salary important but secondary to permanent position. Box 486, BROADCASTING.

Program director—announcer. Thorough eight year background network and independents. Box 479, BROADCASTING.

All-round studio man, familiar with all phases of radio work, looking for job in small station in east. Salary secondary. Previous experience in radio and television department of ad agency. Disc available. Box 475, BROADCASTING.

Newsman. Reporter, writer and newscaster. Now head of local news bureau which I set up for 250 watt station. Want larger field. Excellent references. Newspaper and radio background. $65 minimum. Box 467, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name_____

Address_____

City_____ State_____

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

RADIO AND STAGE TECHNIQUE

Public Speaking
Expression

Collins School of Speech and Dramatic Art

L. AURELIA COLLINS

5154 N. Clark St., Chicago 40
Studio 232 Sunnyside 4400

Schools (Cont'd)

Success Training for the Radio and Airline Industries

AS WE SEE IT...

YOUR JOB . . . To bring your audience the finest television pictures that the technical state of the art will allow.

OUR JOB . . . To supply you with men who have had the finest radio and television training that it is possible to give.

OUR QUALIFICATIONS . . . Eighteen years in radio and television training, complete laboratory facilities for technical and practical instruction, an instructor staff with many years' practical experience, and an earnest desire to give you men of whom we can both be proud.

CENTRAL RADIO and TELEVISION SCHOOLS, INC.
17th and Wyandotte Streets
Kansas City 8, Missouri

Employment Services

Urgently needed: 63 AM-FM experienced technicians, manager-engineer, 28 announcer-technicians; personality baritone-announcers; program (news, disc jockey, sports-special events) director. Today—contact Radio Employment Bureau, Box 413, Philadelphia.

For Sale

For sale, practically new Gates model 30-A console. Complete with power supply. Price, $500.00. Box 282, BROADCASTING.

For sale—One 300 ft. Lehigh tower, base insulated and self-supporting. Available for immediate delivery. Call or write Manager, WCAO, Baltimore 1, Md.

For sale—RCA 1 kw amplifier; excellent condition. Reasonable. WLAW, Lawrence, Mass.

BONDING COPPER

In Stock for Immediate Shipment.
Send for Our Price List Today.
J. L. CLARK METALS CO.
2108 S. Ashland Ave.,
Chicago 8, Ill.

For sale—Lehigh 300 foot self-supporting tower. WLAW, Lawrence, Mass.

For sale—One 350 foot heavy Wincharger tower, new and complete, never taken from factory. Current market price $5,500.00. Make raesonable offer Frank Carman, Radio Station KUTA Salt Lake City, Utah.

1000 watt Western Electric Type 353E transmitter. In excellent condition Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—One Western Electric 1 kw transmitter #D-96020, one Western Electric 5 kw linear amplifier #D97712 Complete with power supplies. Reasonable if taken at once. Contact Robert J. Dean at Radio Station KOTA Rapid City, South Dakota.

(Continued on page 244)

For Sale (Cont'd)

For sale—RCA phasing equipment, complete, for directive, non-directive 3-element operation; used on 680 kc. Reasonable offer acceptable. WLAW, Lawrence, Mass.

RADIO TOWERS, AM and FM erected, painted and serviced coast to coast.
TOWERS FOR SALE — AM, supporting FM and TV.
Write, wire or phone 8593
John Greene
GREENE TOWER CO.
Southern Pines, N. C.

For Sale: General Radio frequency monitor. 1240 or 1450 kcs. Type 475-A and 681-A frequency deviation meter factory condition. First $200 takes it. Box 494, BROADCASTING.

For sale: Presto Model K recorder, excellent condition, $275. Also, 2 Q R K-17 turntables, $130 each. Contact Kaye Palmer, KELP El Paso, Texas.

For sale: Gates limiting amplifier Model 28CO 2½ years of service. Good condition. RCA modulation monitor Type 66-A. Both ready for immediate shipment. Make us an offer. Box 496, BROADCASTING.

Two new Western Electric pickup kits, including arms, coils, brackets, equalizers and three 9-B heads—all in original factory cartons. Will sell at our cost. Capitol Broadcasting Company, Nashville, Tennessee.

For sale: PT-250 custom built AM transmitter with well designed conventional FCC approved circuit. Runs steady and true with absolute minimum of trouble. Has pair 810's in final PP for 250 watts. High level 838's class B modulators complete with full set of tubes. Also available to buyer of transmitter Western Electric modified FCC approved frequency monitor and neat, compact, well-built speech input console. Real buy for entire lot. KRLC, Lewiston, Idaho.

Two RCA Universal pick-up kits. Latest type. First check $400.00. WJOC, Jamestown, N. Y.

Wanted to Buy

Experienced broadcasters desire to buy station or CP in Texas, New Mexico, Colorado, Oklahoma, Louisiana, Arkansas, or Florida. Can pay cash. Box 262, BROADCASTING.

WANT TO PURCHASE HALF INTEREST OR MORE IN EITHER A FULLTIME STATION ON EQUITABLE TERMS OR A CP FOR CASH. PROMPT ACTION—DETAIL YOUR REPLY.
BOX 502, BROADCASTING

Wanted to buy a small station or CP anywhere in U. S. Prefer west or southwest, but will consider any location. Box 263, BROADCASTING.

Wanted—One new or used 5 kw transmitter preferably high level modulation. Box 472, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Attention new Stations—We offer a convenient (FCC accepted) frequency measuring service to standard broadcast stations, new or old—inquire. Also, frequency monitor service and highest quality quartz crystals for broadcast and other commercial services, literature available. "Over a decade of satisfaction and fast services!" Eidson Electronic Company, Temple, Texas. Phone 3901.

HAW!! HAW!! HAW!!
New comedy collection designed specifically for one-man platter shows. Not a scrap of blue material. 100% radio stuff. $3, money order, check or C.O.D. Rome Hartman, Box 2807, W. Palm Beach, Florida.

N. J.-PA. CASE

Trenton, Philadelphia, Allentown Decision

ANOTHER ATTEMPT to bring order out of the administrative chaos surrounding the New Jersey-Philadelphia-Allentown case was made by FCC last week with a decision which finally disposed of 11 of the applications or proposed changes and left four to be resolved.

In a 51-page decision and order the Commission:

- Granted Valley Broadcasting Corp.'s application for a new Allentown, Pa., station on 790 kc with 500 w day and 1 kw night (Valley must be responsible for preventing transmitter intermodulation with W K A P Allentown, and must accept any daytime interference from 1-kw daytime station on 800 kc at Philadephia or Camden).
- Granted application of Ranulf Compton, radio commentator, for a new Camden station on 800 kc with 1 kw, daytime only; denied applications of WHAT Philadelphia and Camden Broadcasting Co. for same facilities.
- Granted license renewal to WTNJ Trenton, which previously had received proposed denials, and modified its license to change from 1310 kc with 500 w (sharing with WCAM Camden and WCAP Asbury Park), to 1300 kc with 250 w, daytime only.
- Denied renewal to WCAM Camden, effective July 12, but provided that the city-owned station may petition for reconsideration if it shows by that time that (1) it will give no further effect to a time-sale contract with Mack Radio Sales. (2) it is financially and technically able, and (3) the city is in exclusive control.
- In event of renewal, FCC proposed to modify WCAM's present temporary license from 1310 kc with 500 w (sharing with WCAP and WTNJ), to 1310 kc with 250 w fulltime. If by May 31 WCAM objects to modification, a show-cause hearing will be held.
- Granted renewal to WCAP and modified its license from 1310 kc with 500 w (sharing with WCAM and WTNJ), to 1310 kc with 250 w fulltime.
- Ordered a show-cause hearing (date not set) on modification of WHAT's license from 1340 kc with 100 w (sharing with WTEL), to 1340 kc with 250 w fulltime. WHAT has indicated it will accept this modification.
- Modified WTEL's license from 1340 kc with 250 w (sharing with WHAT), to 860 kc with 250 w, daytime only. Since WTEL has asked to compete with WHAT for 1340 kc, the effectiveness of its modification to 860 kc was suspended pending outcome of WHAT's show-cause proceeding, in which WTEL will be allowed to seek 1340 kc for itself.
- Denied other modification applications of WTNJ, WCAP, and WCAM.

8-Year-Old Case

FCC's decision conceded that the case, parts of which date back to 1940, had become "so complicated from an administrative standpoint" that it could be better handled in independent sections. One of the principal objectives was to resolve time-sharing problems among the existing stations.

Originally the case consisted of renewal and modification applications of WTNJ, WCAM, and WCAP, sharing time on 1310 kc. These were heard in late 1941 and again in early 1943, and in October 1945 FCC issued a decision proposing to deny WTNJ's applications, deny WCAM's without prejudice, and grant WCAP's renewal bid and deny its modification application without prejudice. After further hearing in the spring of 1946, the Commission handed down a supplemental proposed decision in September upholding the prior findings. Oral argument was held Dec. 27, 1946.

Meanwhile, hearings had been held in April 1946 on the 800 and 820-kc applications of Mr. Compton, Camden Broadcasting, and WHAT, and a proposed decision was issued in October anticipating a grant to Mr. Compton and denial to the others. Then Valley Broadcasting, which had applied in April for 790 kc at Allentown, petitioned for further hearing on the 800-820 case.

The upshot was that FCC lumped all the applications into a single proceeding in February 1947 and issued a show-cause order designed to eliminate time-sharing arrangements among WTNJ, WCAM and WCAP, and WTEL and WHAT. Hearing on this order was held March 25-26, 1947, a proposed supplemental decision was issued last October, and oral arguments were held last Feb. 2.

Now, by its new decision, FCC breaks down the mass of applications into substantially the same separate parts which existed before all were consolidated into one case.

FCC Explanation

The Commission made plain that its renewal grant to WTNJ implies "no condonation" of the alleged misrepresentations which led to proposed denials in previous consideration of the case. FCC said:

We hold merely that the special background and the past services to the industry rendered by the culpable official [Franklyn J. Wolff, vice president, treasurer and general manager] impel us to give this applicant another opportunity . . . Should this applicant [WTNJ] or its agents at any future time manifest a tendency to revert to these or comparable practices, we will consider it proof conclusive that it cannot be relied upon . . .

With respect to WCAM and its time-sales contract with Mack Radio, the Commission recognized "the efforts of the City of Camden to rid itself of the contract and to regain control of the station, including pending action in the New Jersey and Federal courts . . . ; the recent representations of the licensee indicating a desire to properly operate the station and to render a comprehensive and rounded program service, and the apparent need for local facilities in Camden." Accordingly FCC allowed 60 days for WCAM to show its qualifications and request reconsideration of the denial.

Owners of Valley Broadcasting, winner of the grant for Allentown, are:

Howard Wasserman, principal owner of Artloom Corp. (rugs), is president, will have 50%, and will be sales director. Joseph N. Nassau, former executive of W L I T Philadelphia, WIBG Glenside (now Philadelphia), WMRF Lewistown, and W E E U Reading, is vice president, will have 25%, and will be general manager. John M. Davis, 1944-46 general counsel of NAB, now chief owner of WALL Middletown, N. Y. and vice president and general counsel of WIBG, will have 5% interest. Other stock subscribers: Lawrence M. C. Smith, attorney, of Washington, D. C. and Stratford, Pa., who is chief shockholder of a Philadelphia FM applicant, 12½%; Robert E. Brader, Allentown businessman, 6¼%, and Florence B. Pierson, Ft. Dix, N. J., 1¼%.

New KVSM Studios

NEW STUDIOS were recently opened by KVSM San Mateo, Calif. in the San Leandro (Calif.) News-Observer Bldg. Gordon Greb, formerly of KTIM San Rafael, KLX Oakland and KROW Oakland is manager of the San Leandro studio.

SALESGIRL
Salesgirl, between 25 and 35, attractive, personality, experience to sell radio time for 1000 watt AM and 22,000 FM new station to go on air July 1, 1948. Must be go-getter. $60.00 week guarantee against 15% commission. Should easily net $500 per month and can go as high as $750.00 per month. Will be given full charge of all sales. Midwest resort area. If you have husband who can sell advertising, announce, disc jockey, newscast, write script or be program director, will take him too. Send photo, all about self, references first reply. Will arrange interview. BOX 515, BROADCASTING.

LOS ANGELES
Headquarters
MAY 17-21
during
NAB Convention
•
Hollywood
Knickerbocker
•
phone Gladstone 3171

FOR SALE
OUTSTANDING
NETWORK STATION
$900,000.00

A major regional operation that completely dominates one of the most attractive and depression proof markets in America.

This is an old established station with an enviable record of fine earnings that will average approximately $200,000 yearly for the past several years. Due to its extremely favorable position the ratio of local, regional and national business can be essentially controlled. This station has one of the best networks and network contracts possible. Write exclusive representatives

BLACKBURN-HAMILTON COMPANY
Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Charles E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

SCTOA Protesting WPIX - Korda Pact

A THORN pricked television with announcement of sale of 24 Alexander Korda pictures to WPIX (TV), *New York Daily News* television station.

Paul Williams, general manager and general counsel of the Southern California Theatre Owners Assn., wired a protest to the parent Theatre Owners of America "against granting such rights to motion pictures which still have theatre potentialities and which pictures are still under contract to be played in theatres in this country."

The wire also pointed out that the deal directly affects "one of our theatre chain members" who "has two of these pictures under contract which still have not been re-released." Member affected was listed as the Academies of Proven Hits Inc. Telegram pointed out also that theatres having an agreement with Korda on a package buy also are affected.

Pictures in question are "Drums" and "Four Feathers." The wire states that the WPIX agreement with Korda is "contrary to the best interests of both producers and exhibitors."

"This can become a very harmful precedent," the wire also warned.

WGN - TV Chicago, *Tribune* video outlet, has obtained exclusive rights in Chicago to the feature films, according to Vernon R. Brooks, director of operations. Films were made available by WPIX.

Movie Engineers to Hear Talks on Video Subjects

A WIDE VARIETY of motion picture and television subjects will receive treatment in 71 papers to be delivered at the 63rd convention of the Society of Motion Picture Engineers May 17-21 at Santa Monica, Calif.

Most of the papers, to be heard by some 1,500 technical experts from United States, Canada and a dozen other nations, will be accompanied by demonstrations, sound films, slides and other audio-visual aids. One will deal with "Sensitometric Aspects of Television Monitor Tube Photography."



Architects' view of "Radio-Youngstown."

New Building Is Planned By WKBN Youngstown

"RADIO-YOUNGSTOWN," a $500,000 building and expansion project developed by WKBN Youngstown, Ohio, will be started soon at the WKBN transmitter site on Sunset Blvd. in Youngstown, it has been announced by Warren P. Williamson Jr., WKBN president and general manager. The building will house the entire WKBN operation, including studios, program, executive and business offices, as well as complete transmitter facilities.

Decision to move to the transmitter site out of the downtown area, Mr. Williamson said, was influenced by a survey and replies on the studio location problem carried by BROADCASTING last year [July 28, Sept. 15, 1947].

The new two-story building will be 119 by 125 feet and will contain approximately 365,000 cubic feet for the accommodation of WKBN's present AM and FM operations and for future television and facsimile activities. An additional tower, now in the building stage, is to be erected to give increased power and range to the FM broadcasts and for future video operations.

CONSECRATION ON TV

WBEN-TV Telecasts Service To 30,000

CLOSE to 30,000 people are estimated to have witnessed via TV the consecration of Dr. L. L. Scaife, last Thursday, as the seventh Bishop of the Episcopal diocese of Western New York. WBEN-TV Buffalo telecast the consecration from St. Paul's Cathedral, Buffalo [BROADCASTING, May 10].

Cooperating in the experiment, RCA Victor television dealers in the area supplied video receivers in 36 Episcopal churches throughout Buffalo and surrounding towns. The ceremonies were telecast from 10:30 a.m. to 12:30 p.m. (EDST).

TV Sets in Metropolitan Areas Hit 225,000 Mark

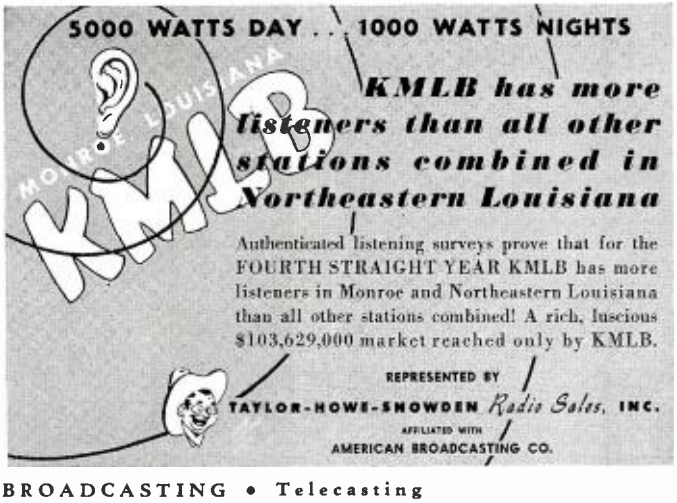
NUMBER of television sets installed in homes located in video centers was "conservatively" estimated at 225,000 early this month. Figures were computed in two separate surveys conducted by Dr. George Gallup's Audience Research Inc.

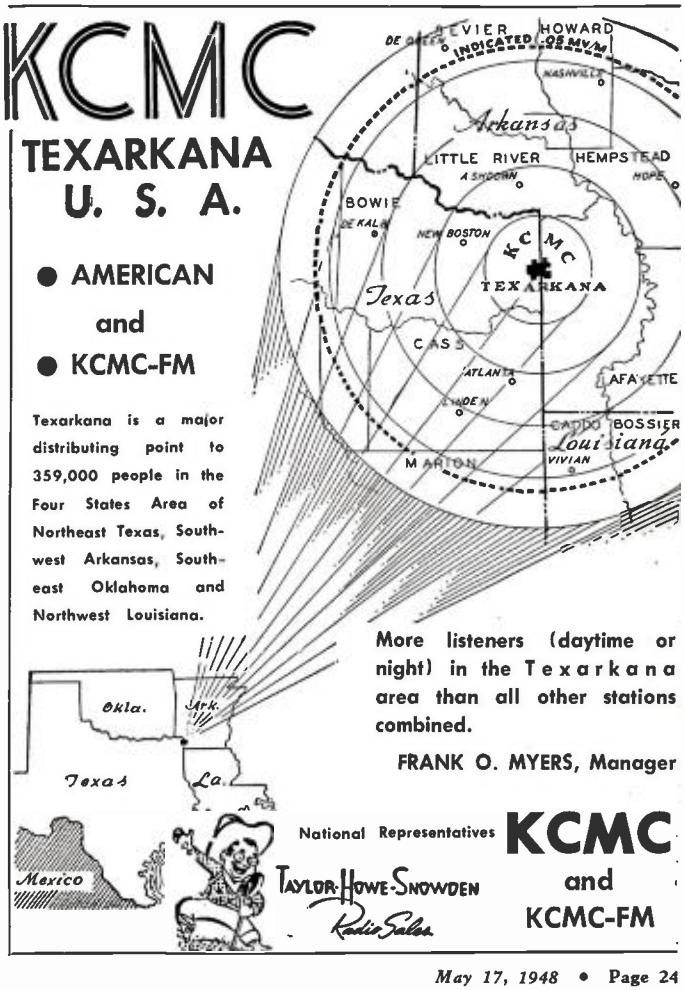
Interviews in 15 metropolitan areas also indicated that a "minimum" of 600,000 additional families intend to purchase television sets within the next year. Current and prospective set-owner figures when added to the estimated 33,000 sets now in bars, theatres and other public places, indicate an approximate total of 825,000 sets will be installed in those areas by the end of April 1949.

Story of Radio and NBC Told in Promotion Piece

NEW 36-page promotion piece prepared by NBC bears the title, "Behind Your Radio Dial." In words and pictures the booklet covers the past, present and future of radio and the activities of NBC.

The reader is taken behind the scenes of the network's operation. Activities in the field of education, religion, agriculture and shortwave broadcasts are covered.





INDEX TO ADVERTISERS

CFCY, Charlottetown, P. E. I. ---- 232
CHNS, Halifax, Nova Scotia ---- 229
CKLW, Detroit-Windsor ---- 130
CKRC, Winnipeg, Mon. ---- 225
KAGH, Pasadena ---- 89
KBKI, Alice, Tex. ---- 198
KCBD, Lubbock ---- 164
KCMC, Texarkana ---- 245
KCMJ, Palm Springs ---- 112
KCNA, Tucson ---- 176
KDYL, Salt Lake City ---- 120
KELO, Sioux Falls ---- 26, 138
KEX, Portland ---- 7
KFAB, Omaha ---- 87
KFAC, Los Angeles ---- 110
KFDM, Beaumont ---- 226
KFH, Wichita ---- 156
KFI, Los Angeles ---- 11
KFJZ, Fort Worth ---- 67
KFMB, San Diego ---- 232
KFOR, Lincoln ---- 219
KFWB, Los Angeles ---- 91
KGFJ, Los Angeles ---- 174
KGU, Honolulu ---- 228
KGW, Portland ---- 73
KIEM, Eureka ---- 108
KLZ, Denver ---- 202
KMBC, Kansas City ---- Second cover, 157
KMLB, Monroe ---- 245
KMPC, Los Angeles ---- 179
KOIL, Omaha ---- 206, 216
KOMA, Oklahoma City ---- 77
KOY, Phoenix ---- 228
KPRC, Houston ---- 147
KQW, San Francisco ---- 102
KRGV, Weslaco ---- 160
KROC, Rochester, Minn. ---- 218
KROW, Oakland ---- 164
KSEL, Lubbock ---- 126
KSL, Salt Lake City ---- 131
KTLA, Los Angeles ---- 149
KTUL, Tulsa ---- 77
KUSN, San Diego ---- 198
KVOO, Tulsa ---- 145
KWFT, Wichita Falls ---- 125
KWGB, Goodland, Kans. ---- 224
KWKW, Pasadena ---- 160
KWOA, Worthington, Minn. ---- 215
KXEL, Waterloo ---- 216
KXOK, St. Louis ---- 134-135
WAIR, Winston-Salem ---- 234
WAIT, Chicago ---- 100
WASH, Washington ---- 233
WAVE, Louisville ---- 158
WAZL, Hazelton ---- 166
WBAP, Fort Worth ---- 202
WBEN, Buffalo ---- 85
WBNS, Columbus ---- 235
WBT, Charlotte ---- 152-153
WCBM, Baltimore ---- 223
WCHS, Charleston, W. Va. ---- 233
WCKY, Cincinnati ---- 216
WCON, Atlanta ---- 237
WCTS, Cincinnati ---- 173
WDAY, Fargo ---- 69
WDSU, New Orleans ---- 196
WEBR, Buffalo ---- 212
WEVD, New York ---- 231
WFAA, Dallas ---- 103
WFBC, Greenville ---- 116
WFBL, Syracuse ---- 124
WFBM, Indianapolis ---- 6
WFIL, Philadelphia ---- 197
WFMJ, Youngstown ---- 221
WFOX, Milwaukee ---- 224
WGN, Chicago ---- 165
WGR, Buffalo ---- 16
WGY, Schenectady ---- 209
WHAS, Louisville ---- 139
WHB, Kansas City ---- 215
WHBF, Rock Island ---- 97
WHHM, Memphis ---- 121
WHIZ, Zanesville ---- 22
WHO, Des Moines ---- 55
WHOM, New York ---- 148
WIBG, Philadelphia ---- 210
WIBK, Knoxville ---- 227
WIBW, Topeka ---- 90
WIBX, Utica ---- 177
WIND, Chicago ---- 191
WIOD, Miami ---- 225
WIP, Philadelphia ---- 144
WISH, Indianapolis ---- 23
WJEF, Grand Rapids ---- 35
WJPG, Green Bay ---- 229
WJR, Detroit ---- 142
WJW, Cleveland ---- 13
WJZM, Clarksville ---- 218, 219
WKBW, Buffalo ---- 213
WKZO, Kalamazoo ---- 35
WLAV, Grand Rapids ---- 239
WLBR, Lebanon ---- 237
WLEE, Richmond ---- 57
WLW, Cincinnati ---- Third cover
WMAR, Baltimore ---- 19
WMBI, Chicago ---- 202
WMC, Memphis ---- 22
WMGW, Meadsville ---- 166
WMPS, Memphis ---- 63
WMT, Cedar Rapids ---- 127
WOR, New York ---- 58, 59, 60, 61
WOW, Omaha ---- 27
WPIX, New York ---- 70, 71
WPRO, Providence ---- 161
WPTF, Raleigh ---- 38
WROK, Rockford ---- 206
WROL, Knoxville ---- 141
WSAI, Cincinnati ---- 137
WSIX, Nashville ---- 5
WSLI, Jackson ---- 240
WSM, Nashville ---- 74, 75
WSPA, Spartanburg ---- 92
WTAD, Quincy ---- 227
WTIC, Hartford ---- 193
WTRY, Troy ---- 195
WWL, New Orleans ---- 119
Adair, George ---- 106
Adlew Jewelers ---- 238
Allied Record Mfg. Co. ---- 99
American Broadcasting Co. ---- 128-9, 201
American Radio Publications, Inc. ---- 116
Amplifier Corp. of Amer. ---- 238
Andrew Corp. ---- 175
Association of American Railroads ---- 189
Avery Adhesive Label Corp. ---- 190
Barberry Room ---- 238
Bitter Associates ---- 172
Blackburn-Hamilton Co. ---- 244
Blaw-Knox Co. ---- 167
Branham Co. ---- 96
Broadcast Music Inc. ---- 180-181
Buffington Co., Al. ---- 219
Califone Corp. ---- 194
Camera Equipment Co. ---- 204
Capitol Transcriptions ---- 111
Cardinal Co. ---- 30
Central Radio & TV Schools ---- 243
Central Television Products ---- 200
Chambers & Garrison ---- 178
Classifieds ---- 242, 243, 244
Collins Radio Co. ---- 151
Colton & Foss ---- 98
Columbia Broadcasting System ---- Insert, 118, 162-163
Columbia Pacific Network ---- 36-37
Commodore Productions ---- 143
Communications Products Co. ---- 107
Conlon, Robert S. and Associates ---- 220
Consulting Directory ---- 241
Cyl-Ray Antenno Corp. ---- 168
Disney Productions ---- 208
Don Lee Broadcasting System ---- 104-105
DuMont, Allen B., Labs., Inc. ---- 159
DuMont Television Network ---- 203
Electronic Service Co. ---- 194
Elmor Co. ---- 210
Employers Reinsurance Corp. ---- 238
Fort Industry Co. ---- Front cover
Free & Peters ---- 28-29
Gates Radio Co. ---- 236
General Electric ---- 207
General Electric (Tubes) ---- 171
Georgia Trio ---- 109
Gillett, Glenn D. & Associates ---- 146
Godley, Paul Co. ---- 8-9
Goodmon Radio Productions, Harry S. ---- 140
Green Associates ---- 150
Hart, Ed & Associates ---- 120, 206, 208, 218
Headley-Reed Co. ---- 217
Intermountain Network ---- 184
Jansky & Bailey ---- 133
Lang-Worth Feature Programs, Inc. ---- 24-25
Lehigh Structural Steel Co. ---- 210
Lingo, John E. & San ---- 182
McCollister, Howard J. ---- 190
McIntosh, Frank H. ---- 234
McKey Dixie B. & Assoc. ---- 113
McNary & Wrathall ---- 117
Monogram Radio Programs, Inc. 118, 124, 138, 196, 212, 226
Mycalex Corp. ---- 211
National Academy of Broadcasting ---- 243
National Broadcasting Co. ---- Insert, 86
NBC Radio-Recording ---- 205
NBC Western Division ---- 154-155
Nunn Stations ---- 88
Presto Recording Corp. ---- 183
Radio Corporation of America ---- Back cover
RCA Victor ---- 20-21
RCA Tubes ---- 112
RCA Victor Records ---- 235
Radio Engineering Labs. ---- 186-187
Radio Institute of Chicago ---- 230
Raytheon Mfg. Co. ---- 31-32-33
Ring & Co. ---- 93
Service Directory ---- 240
Smeby, Lynne C. ---- 114
Standard Radio ---- 81
Standard Radio & Electronic Products ---- 114
Steinman Stations ---- 83
Tower Construction Co. ---- 108
Tower Sales & Erecting Co. ---- 169
Trendle-Campbell Corp. ---- 115
United Press ---- 214
U. S. Recording ---- 170
Universal Radio Productions ---- 176
Valentino, Thomas J., Inc. ---- 239
Weed & Co. ---- 79
Weldon & Carr ---- 101
Western Electric Co. ---- 122-123
Westinghouse Electric Co. ---- 94-95
Wilmotte, Raymond M. Inc. ---- 17
Wind Turbine Co. ---- 156
Woodruff Stations ---- 118
Yankee Network ---- 3
Zenith Radio Corp. ---- 199
Ziff-Davis ---- 236
Ziv, Frederic W., & Co. ---- 14-15

What to Do

(Continued from page 239)

Paramount and RKO are still located there, but most of the other motion picture studios have moved out of Hollywood. Even though New York may argue, Hollywood is the production capital of American network radio. All four networks originate most of their top-ranking programs from the Hollywood end—and a friendly chat with your station relations head should produce most of the tickets for the shows you'd like to see, but remember that everyone won't be able to see every top show.

Laguna Beach is 35 miles from town. Famed for its beaches and wonderfully clear water, it's also an artist colony with a substantial ceramics center.

Mt. Wilson Observatory is a thing. Visiting Los Angeles without a tour to the top and look-see at the observatory with its famous 100-inch telescope is as serious as omitting an olive from a martini.

Olivera St. is a bit of Mexico right within the city limits of Los Angeles. Its brick and tile, plus vendors and color, make it a good bet for a visit in late afternoon and evening. They also serve Mexican food.

Los Angeles also has the only ostrich farm in the U. S. There they breed birds for the movies, zoos and circuses. All told, there are some 200 birds who board there. It's not vital, but they say that one ostrich egg could be used to whip out an omelette for a dozen folks.

Humphrey Bogart may have thought there was treasure in the Sierra Madres but the Rose Bowl uses the range as a backdrop. The elliptical stadium in Pasadena is the home of the annual New Year's Day classic.

There are several missions around Los Angeles, including the San Fernando Mission and the San Gabriel Mission. Midway between Los Angeles and San Diego is the Mission of San Juan Capistrano. The swallows are at home to NAB'ers, having arrived March 19 and will be around until Oct. 23. Only once since 1776 when the mission was built have the birds been known to fail the schedule of arrival and departure.

Familiar to residents of Los Angeles is "The Strip." Extending west from Hollywood in the approach to Beverly Hills, it consists of agents' offices, swank shops and a flock of eating places and niteries.

Every city has its colleges and Los Angeles is no exception. Although there are others, its two most prominent rivals are the U. of Southern California and the U. of California at Los Angeles.

Eating may be an occasional need during the span of the NAB convention and there is much to select from. The Cocoanut Grove is proudest of its guinea hen but they've got a well-rounded menu with music. Chasen's, out Beverly Hills way, is a class A food production center with prices to match.

Ciro's is a deal, complete with floor show. Stiff upper lip is advisable if a gander is planned at the menu. Food, drink and floor show.

L'Aiglon is a well-priced supper club—with strings (violins that is). In a waltzy atmosphere, music soothes a distempered pocketbook. Another ultra nite spot is the Papillon.

For fish, it's the Captain's Table or King's. The former touts its air-borne lobster flown daily from New England.

For a look-see at brittle marquee names, Mocambo will amply serve. And the prices remind you that easy access to celebrities is not without cost.

Others worth remembering are: House of Murphy; La Rue; Lucey's; Romanoff's; Town House; Bob Dalton's Ready Room; Fox & Hounds; Eriono's; Tail of the Cock; Tallyho; Charochka; Don, the Beachcomber's; Cock 'n Bull.



An entire season of baseball action—from Opening Day to World Series—is yours with RCA Victor television.

You're right in the game—with Television

• Comes the shout "Play Ball!" and there you are—on top of every play.

Through television developments in RCA Laboratories, all the action of the game is yours—the crack of bat against ball—fast infield plays—even sidelights in bull pen, dugout, grandstand and bleachers.

At the ball park, RCA Image Orthicon television cameras—rivalling the human eye in sensitivity—get all the action in day or night games. Shifts from over-all views of the field, to "close-ups" of individual players are swift and revealing . . .

And at the *receiving end*—your RCA Victor "Eye Witness" home television set gives you brighter, clearer pictures. You can see the ball that the batter misses or you can follow his home-run smash over the fence.

Today, because of the original and continuing work of RCA scientists, millions of spectators can enjoy sports, entertainment, educational and news events, on television. Research at RCA Laboratories—always a "step ahead"—enters every instrument marked RCA or RCA Victor.

• • •

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.

RADIO CORPORATION of AMERICA

PRINTED IN

Now . . .

HIGHER TOWER GREATER POWER

The signal strength of television station WLWT, Cincinnati, has been increased 200-fold.

WLWT now operates at maximum government-authorized power—200 times more effective than the temporary transmitter used during the construction of our new facilities.

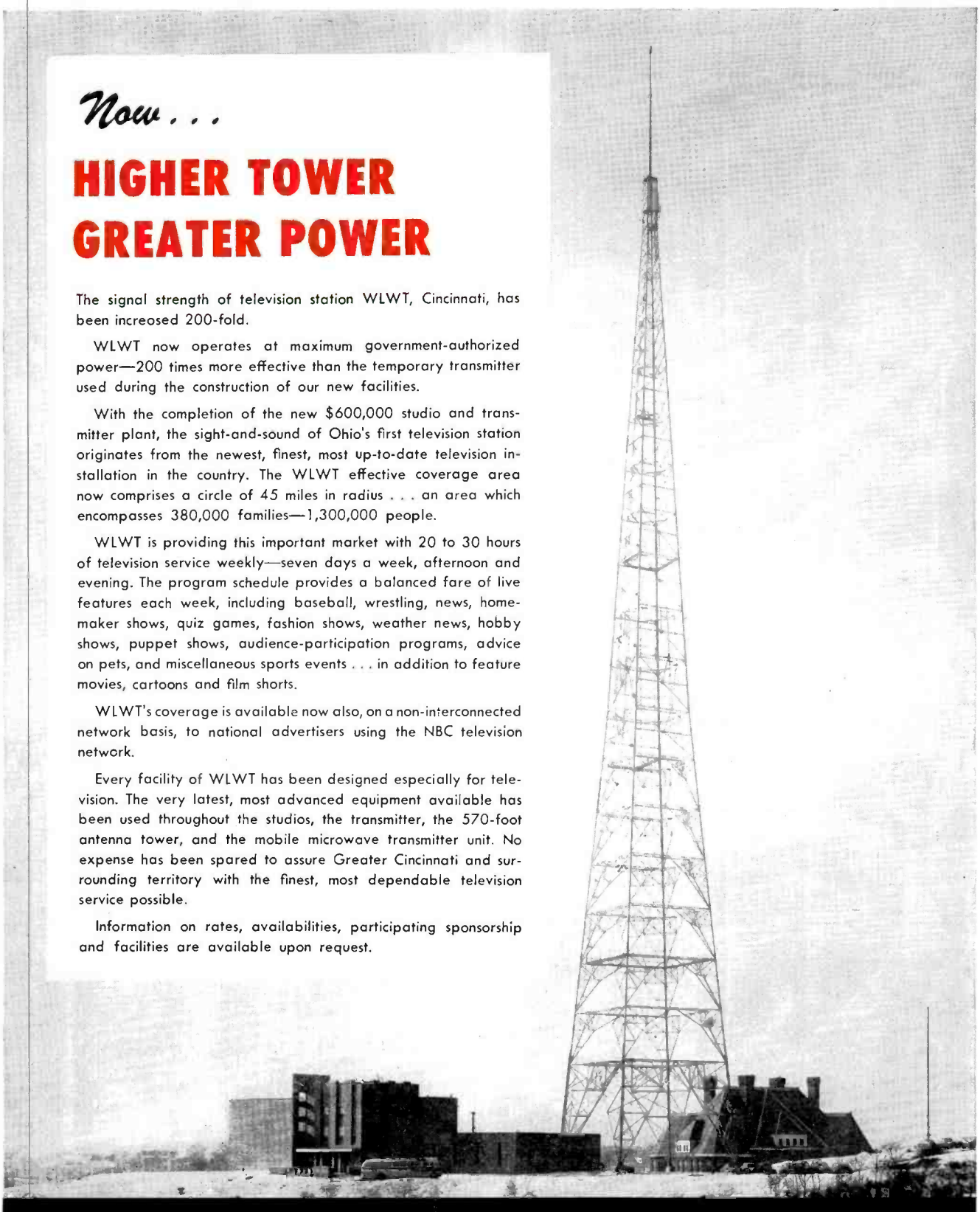
With the completion of the new $600,000 studio and transmitter plant, the sight-and-sound of Ohio's first television station originates from the newest, finest, most up-to-date television installation in the country. The WLWT effective coverage area now comprises a circle of 45 miles in radius . . . an area which encompasses 380,000 families—1,300,000 people.

WLWT is providing this important market with 20 to 30 hours of television service weekly—seven days a week, afternoon and evening. The program schedule provides a balanced fare of live features each week, including baseball, wrestling, news, homemaker shows, quiz games, fashion shows, weather news, hobby shows, puppet shows, audience-participation programs, advice on pets, and miscellaneous sports events . . . in addition to feature movies, cartoons and film shorts.

WLWT's coverage is available now also, on a non-interconnected network basis, to national advertisers using the NBC television network.

Every facility of WLWT has been designed especially for television. The very latest, most advanced equipment available has been used throughout the studios, the transmitter, the 570-foot antenna tower, and the mobile microwave transmitter unit. No expense has been spared to assure Greater Cincinnati and surrounding territory with the finest, most dependable television service possible.

Information on rates, availabilities, participating sponsorship and facilities are available upon request.



WLWT
CINCINNATI

Crosley Broadcasting Corporation

TELEVISION SERVICE OF THE NATION'S STATION