IT TAKES MORE THAN POWER to attract and hold an audience!

THERE'S a vast difference between the people who can listen to any given radio station, and the people who do listen.

In the ring of thirteen Iowa counties shown at the right, the radio audience can listen in the daytime to at least ten stations. Actually, several of those counties have local stations whose signals come in as powerfully as WHO's. Yet the 1947 Iowa Radio Audience Survey shows that, from 5:00 a.m. through 6:00 p.m., WHO's 13-county average percentage of listening is 65.5%!

There is only one answer to such listener-preference. That answer is Top-Notch Programming — Outstanding Public Service. Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.

WHO + for Iowa PLUS+

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President  P. A. Lovet, Resident Manager
FREE & PETERS, INC., National Representatives
Pointing the Way

Founded in 1926—and with professional backgrounds reaching from 1907, the Paul Godley Company has been a pioneering leader in its field. The cornerstones of its reputation have been—always will be—Imagination and Integrity. These vital factors are ready to serve you today—pointing the way toward new frontiers.

Paul Godley Company
Consulting Radio Engineers

BROADCASTING • ELECTRONICS • COMMUNICATIONS

Laboratory: Great Notch, N. J.
Office: Upper Montclair, N. J.
Phone: LITTLE FALLS 4-1000

At the Notch in the Watchung Mountains
PIONEERING... WHERE IMAGINATION GUIDES AND INTEGRITY GOVERNS
You have to

Dig it out!

We're speaking of SALES in New England

There's gold $ in New England but it takes technique to dig it out. Only through the Yankee Network and its 23 hometown stations can you get at this rich market. Only the Yankee Network actually gets into and thoroughly covers all the many trading centers.

Only the Yankee Network reaches 89.4% of New England radio homes.

Check today with your Petry man about availabilities in the four editions (8 A.M. - 1 P.M. - 6 P.M. - 11 P.M.) of the Yankee Network's "News While It is News."

Acceptance is The Yankee Network's Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System
PROVISIONS of revised White Bill (S-1383) which would preclude entry of FCC staffers into radio or practice before that agency for one year following retirement may result in number of resignations of key people to beat legislative deadline. (See bill text page 17.) Commissioners would be precluded from practicing before agency for balance of their appointed term following resignation.

WMAR, call letters of Baltimore Sunpapers TV station, will become call for upcoming standard station to operate on 850 kc with 1,000 watts. TV outlet will become WMAR-TV and FM station to go on air within fortnight will be known as WMAR-FM.

BIGGEST WORRY confronting James C. Petrello in his ban Dec. 31 against recorded music is from syndicates controlling juke-box music. One syndicate in Chicago, formerly identified with Capone-type rackets, reportedly has given notice to AFM czar to behave—or else.

CLARENCE L. MENSER, former NBC vice president in charge of programs, will try radio life on other side of street this month. With FCC approval of transfer of control of WBLW Lake Worth, Fla., to him, station on Jan. 15 becomes NBC outlet. Mr. Menser owns citrus groves near Lake Worth.

DEQUINCY V. SUTTON, former chief broadcast accountant of FCC, now practicing attorney, has become partner in Mississippi accounting firm of Wooton & Wooton and soon will remove headquarters from Hattiesburg to Jackson, specializing in tax work and broadcast economics.

TO MEET demand for set-serviceing standards Radio Manufacturers Assn. is working on plan for each manufacturer to issue “authorized serveman” certificates, much like those given by auto manufacturers to dealer-servicemen. RMA have very much on spot in meeting complaints, most of which are said to arise from shops short of business and anxious to run up customers’ bills.

TIP-OFF on impending resignation of E. K. Jett from FCC came last Wednesday when he visited Chairman Wallace H. White Jr. (R-Me.) accompanied by FCC’s other engineer member, Condr. E. M. Webster. Understood they urged his support of Chief Engineer George Sterling, as successor. Mr. Sterling, also Maine Republican, had majority leader’s endorsement hands down.

JOT DOWN name of Verne Burnett, New York public relations expert and former vice president of General Foods, as best prospect for assignment on behalf Industry Music Committee (see story, page 20). Public Relations

(Continued on page 86)

Page 4 • December 29, 1947

Upcoming


(Other Upcomings on page 80)

Bullets

WABD New York, Dumont video station, presented films and news of record New York blizzard quarter-hourly starting at 4 p.m. Friday, including official bulletins, warnings from Weather Bureau, to continue as long as storm. Pennsylvania RR bought spots on city outlets Friday recruiting snowshovelers.

FRANK K. WHITE NAMED COLUMBIA RECORDS PRESIDENT FRANK K. WHITE, CBS vice president and treasurer, becomes president of Columbia Records Inc., succeeding Edward Wallerstein, effective Jan. 5, 1948, Columbia Records announced Friday. Mr. Wallerstein continues as board chairman and chief executive officer.

Mr. White, who joined CBS as treasurer in 1937, has also been vice president and director of Columbia Records and director of Broadcast Music Inc. Mr. Wallerstein has headed Columbia Records since 1938. Both he and Mr. White will continue as CBS directors.

FCC Day at President Truman’s Office

(Story on page 11)

NOON, Friday, Dec. 26:

President Truman’s letter:

“Dear Mr. Jett:

It is with genuine regret that I accept your resignation as a Member of the FCC, effective at the close of business on Dec. 31, 1947. Yours has been a long and distinguished service to the Government, first in the Navy, and then with the predecessor agencies of the FCC and with the Commission itself. In view of the personal problems which you have outlined to me I cannot insist upon your continued service.

I should like to express specifically my commendation of the fine work you have done as the United States representative at many international communications conferences and on interdepartmental committees coordinating governmental activities in the communications field.

You carry with you as you return to private life my best wishes for your success.

Very sincerely yours,

HARRY S. TRUMAN.”

Business Briefly

TEXACO SWITCH • Texas Co. Dec. 31 starts Texaco Star Theatre on ABC Wed., 10:30-11 p.m. and on Jan. 4 replaces Tony Martin Show on CBS with new musical program Saturday 9:30-10 p.m. New ABC show features Tony Martin, Evelyn Knight, Alan Young; CBS program also has Miss Knight, with Gordon McCrea. Victor Young orchestra on both programs. Agency, Kudner Agency, New York.


INSURERS’ FIFTH • Mutual Benefit Health & Accident Assn., Omaha, Jan. 11 renews on MBS 5th consecutive year, with Gabriel Hest- ter in new series Behind the Front Page, Sun., 7:30-8 p.m. Agency, Ruthrauff & Ryan, Chicago.

SHOTWELL SIGNS • Shotwell Mfg. Co., Chicago (candy) signed 52-week contract on MBS for True or False, 5:30-6 p.m. in each time zone, effective Feb. 7, using full network. Agency, C. Wendel Muench & Co., Chicago.


SHAMPOO PLANS • Kay-Daumit plans national campaign, including radio, for new Lustre-Creme tube container. Agency, Lennen & Mitchell, New York.

(Continued on page 86)

BROADCASTING • Telecasting
AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally by The Katz Agency, Inc.

Complete BMB County and City Data available on request.

Map and Tabulation Based on BMB Audience Study No. 1—March 1946
WSIX gives you all three: Market, Coverage, Economy
"HOOPERATINGS:" In 1947, WFBM was tops in Total Rated Time Periods more than any other Indianapolis station.

"STANDARD RATE AND DATA:" More listeners per dollar is an accepted fact among national and local advertisers who consistently buy WFBM.

"BROADCAST MEASUREMENT BUREAU:" An over-all higher percentage of listeners in central Indiana counties than any other reported Indianapolis station.

"MERCHANDISING:" Special field work and personal retail contact...every week in the year.

"PROMOTION:" Taxiposters, point-of-sale, theater play-bills, newspaper, direct mail...hard punching and consistent.

"PERFORMANCE:" Live or transcribed shows or announcements receive skilled and professional attention in the details of experienced broadcasting.
THE stars shine bigger and brighter on KULA... Hawaii's most powerful broadcasting station serving one of America's richest markets! Night and day KULA stars with such great ABC shows as Henry Morgan... Jack Parr... Walter Winchell... Bing Crosby... Gangbusters... Drew Pearson... and Hawaii's own Pidgin-English comedian Moki! All in all 93 ABC programs weekly, plus outstanding news coverage with Vick Eckland, former ABC War Correspondent, makes KULA the station that sells Hawaii... the "New West of America!"

All Hawaii is saying that the best shows today are on KULA.

KULA
10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE ABC or AVERY KNODEL, INC., NATIONAL REPRESENTATIVES
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
Feature of the Week

"THE HOUSE that 'J. C.' built" may well be the proverbial household phrase of staffers at KURV Edinburg, Tex. For Station Owner J. C. Looney, southern Texas business man and farmer, has invested some $26,700 in housing to help his employees beat the shortage in a town where no other quarters are reported available. KURV is assigned 250 w daytime on 710 kc. Its FM station began operations this month.

For KURV Manager Louis Aiken and his family the five room house valued at $8,700 has been constructed. Nearby a four-unit apartment has been built at a cost of $18,000. Each apartment unit contains a large combination living dining room, bedroom, bath, kitchen and fully-screened back porch. A four-unit garage is included.

The apartments are rented at $50 each and they presently house the assistant manager and copywriter (both girls), the program director and traffic director (man and wife) and two engineers and their wives.

And that's not all. From Mr. Looney's extensive fruit and vegetable farm the station employs receive at little or no cost food for the table. It's grown all year round, too. On occasion they have been invited to go out and gather all they wish and just after the winter harvest the remains of various crops could be obtained at the packing sheds at a very nominal price.

Sellers of Sales

In the realm of astrology a person born in October under the sign of Libra (the scales) is credited with having a special knack for weighing the various intricacies of life. Florence A. Neighbors, of Goodkind, Joie & Morgan Inc., Chicago, has been doing just that in a more than creditable way in her capacity as media director (as well as secretary) of that agency.

A native Chicagoan, Florence attended Englewood High School on Chicago's south side, and followed up by taking business courses. Her first position was with the F. R. Steel Advertising Agency, which gave her wide latitude for utilizing her talents and energies. The more she learned, the more fascinated she became, with the inevitable result that she was soon specializing in media with that organization. Later, in the early '30s, she joined Carroll Dean Murphy Inc., Chicago, as media director.

Widening experience has never diminished her enthusiasm, and today she buys time for such users of radio as Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., the Hooker Glass & Paint Mfg. Co., and the Burlington Brewing Co. (Van Merritt beer).

Florence's interest in the companies for which she buys time is really personal, to the extent that she spends time at her north side residence are likely to be served one or more of the products for which she buys time and space.

In explaining this interest, Florence echoes a satisfaction entertained by most timebuyers—that of "feeling you have done a personal selling job on the product itself." And she doesn't let her enthusiasm for the job abate there, for she burns midnight oil in keeping abreast of the periodicals and other trade literature.

Traveling is one of her chief hobbies, for Florence is a great believer in seeing and studying, first-hand, markets the country over.

This year Florence will complete ten years with Goodkind, Joie & Morgan, which means, of course, that she is a charter member of the firm. In looking back to the agency's early days, Miss Neighbors recalls, with a kind of sentimental reverence, the year 1938 when she and the late Lewis Goodkind, founder of the agency, conducted the organization's business on one portable typewriter in a small office.

Today, by contrast, GJ&M is bursting out the seams of the 35th floor of Chicago's Palmolive Bldg. on N. Michigan Ave., and is affiliated with the Raymond R. Morgan Co. of Hollywood.

Florence is unmarried and her hobbies besides traveling, are reading and the theatre. She has several nieces and nephews, two of whom are well known in their own right. One nephew is Jack Bainbridge, the writer; the other is Richard Widmark, an up-and-coming movie actor.

FLORENCE
"YOU PAYS YOUR MONEY... AND YOU TAKES YOUR CHOICE!"

City: Memphis, Tenn.—Calls: 31,149—Months: October-November, 1947

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<th>TIME</th>
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<td>Mon. thru Fri. 8:00 A.M.—12:00 Noon</td>
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City: Memphis, Tenn.—Calls: 24,964—November 9 thru 15th, 1947

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Buying Time Based Solely On A Conlan Or A Hooper Is Like Buying A Piece Of Merchandise Based Only On The Price Tag

* 5 of the 6 Memphis stations subscribe to Hooper and
  5 of the 6 Memphis stations subscribed to Conlan.

ASK YOUR FAVORITE MEMPHIS STATION FOR DETAILS
If you are scatter-gunning your advertising appropriation too thinly over the entire nation, maybe you'll be interested in this typical story of Bull's-Eye Radio.

Six years ago, the Galbreth Franciscan Furniture Company was a one-man operation in an Albuquerque backyard. Then Mr. Galbreth began using spot radio on KOB, in his own home town. Today he says that KOB is responsible for his two large and modern retail stores, and for his brand-new furniture factory which sells all over the Southwest.

Bull's-Eye Radio—spot radio—permits you to spend the right amount of advertising money in any market or markets you choose. It is the sensible kind of radio for probably 99 out of every 100 manufacturers in the land. How about discussing whether it makes sense for you?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Wayne Coy Appointed FCC Chairman
Truman Also Selects Sterling To Succeed Retiring Jett

TERMINATING months of speculation about future makeup of the FCC, President Truman last Friday announced the appointment of Wayne Coy, director of the Washington Post stations, as chairman of the FCC. Chief Engineer George E. Sterling, Maine Republican, was elevated to a commissionership in succession to the veteran E. K. Jett, who resigned the same day to become vice president and director of radio of the Baltimore Sunpapers on Jan 1. The Sunpapers have WMAR (TV) on the air and hold grants for both AM and FM.

Messrs. Coy and Sterling assume office as recess appointees. They will be nominated formally when Congress convenes Jan. 6, and their appointments will be subject to Senate confirmation.

Mr. Coy will be sworn in promptly—probably today (Monday). Because Mr. Jett's resignation does not become effective until Dec. 31, Mr. Sterling will not assume his post until after the first of the year.

White House Secretary Charles Ross announced the Jett resignation and the Sterling appointment in the President's name Friday afternoon, shortly after Mr. Jett had conferred with the President. Later that day, the President announced Mr. Coy's appointment to the chairmanship along with a statement outlining his reasons for the recess appointment (See page 4).

The new appointments came a fortnight ahead of predictions. It would not surprise observers to see another resignation—that of Left-Wing Commissioner Clifford J. Durr, Alabama Democrat—occur within a few weeks. He has been at loggerheads not only with fellow commissioners, but with FBI Director Hoover and with the Republican and conservative Democratic wings of Congress.

Served Under Roosevelt
Mr. Coy, 44, a Democrat who served two years as one of the late President Roosevelt's anonymous assistants and was Assistant Director of the Budget from 1942-44, was named to succeed Charles R. Denny, who left the Commission chairmanship Oct. 31 to become vice president and general counsel of NBC.

The selection of Mr. Coy was first predicted by Broadcasting last October, though it had been indicated that President Truman would await the reconvening of Congress before formally disclosing the choice.

Mr. Jett's resignation and the choice of Mr. Sterling to succeed him also had been anticipated [Broadcasting, Aug 11; Closed Circuit, Dec. 22], but it was not generally expected that the changes would be forthcoming before the end of the year. Like former Chairman Denny, Mr. Jett is leaving primarily for financial reasons. Although the revised White Bill (story page 17) would boost Commissioners' salaries to $12,500 a year, present law limits the pay to $10,000.

Mr. Jett conferred with President Truman at 11:45 a.m. Friday. He told the President that he left government reluctantly, after 18 years in the Navy and 19 with the Federal Radio Commission and the FCC. It is believed he urged appointment of Mr. Sterling, feeling that there should be at least two engineers on the Commission of seven, and that Mr. Sterling was particularly qualified for handling of such important matters as the NARBA conferences governing distribution of AM channels among the North American nations.

The President apparently made up his mind on the appointments after having conferred last Tuesday with Mr. Coy, who advised him of Mr. Jett's impending resignation and the urgent need for full strength on the agency. Commissioner E. M. Webster leaves shortly for London to attend an international safety conference, and if the vacancies had not been filled the FCC would have been left with only four members. Mr. Jett had tentative proffers of three positions in private industry.

Stipend in New Post
In his new post, Mr. Jett is expected to draw approximately $25,000 per year. He also will qualify for his Navy retired pay of nearly $4,000 per year, which he has never drawn because Government regulations specify that only one salary may be paid to a Federal servant.

Last August Broadcasting first predicted that there would be three resignations from the FCC before 1947 ended, naming Messrs. Denny, Jett and Durr. Mr. Durr's resignations (Continued on page 12)
The New Commission . . .

The FCC has a new quarterback. Calling the signals is Wayne Coy of Indiana and Washington, first man ever to preside over that agency from station management.

There's another new first team member too—George E. Sterling, who steps up from chief engineer, as did his predecessor, E. K. Jett. Mr. Sterling is a Maine Republican, but he has spent virtually all his adult life in radio regulation and on the technical side. It is fortunate that he was there, ready to step into the spot occupied for the last four years by Jack Jett.

For there's no more important aspect of the FCC's work than technical side. That has been underlined by the blunders of the past in allocations affecting not only AM (where secondary service is a travesty, except for clear channel stations) but in FM and perhaps in television too.

Mr. Coy for the past four years has been running WINX, Washington, a local independent forced to compete in what has become perhaps the nation's most overcrowded market. He has met payroll. He has filled FCC forms. He has found that independent station operation requires short-sleeve work and some-thing more than the traditional 40-hour week stint.

On the other side of that picture is Wayne Coy's background as a top assistant to the late Paul V. McNutt while he was Governor, High Commissioner of the Philippines and Federal Security Administrator, and as top flight newspaperman. Mr. Coy's forte is administration. He is a quiet reserved man of tremendous capacity. He is an erstwhile New Dealer, and certainly a liberal in the truest sense.

Mr. Coy has been opposed by some who say he is the prototype of the chairmanship "dynasty" that started with James Lawrence Fly, continued with Paul A. Porter and Mr. Denny. The fact is all three of the ex-chairmen originally were on the band-wagon for Brig. Gen. Telford Taylor, former General Counsel now prosecuting the Nazis in Nuremberg.

Mr. Coy's stewardship will be observed with interest. Will the practical broadcaster strain manifest itself? Or will the preditory instincts of maintaining regulation—a continuation of the "dynasty"—take over?

We think both appointments are good. It is the President's prerogative to name his man to the chairmanship, and his men to the agency, with the consent of the Senate. The FCC needs its full strength—to handle that which we construe its prerogation—regulation of the physical aspects of radio broadcasting, along with the common carrier and safety services. If the FCC these past dozen years hadn't meddled so much in broadcast programs, economics and aesthetics, the technical picture would not have botched and the people would be getting excellent service instead of the mediocre signals now provided on most all broadcast stations.

To Mr. Jett, all in broadcasting wish God-speed, good health and deserved good fortune in private life. He warrants it after 37 years of unselfish, uninterrupted Government serv-ice. The Government's loss is the Spinners' gain. American radio and communications are better off because of his exemplary steward-ship. And Radio by the American Plan will profit from the statesmanship he is certain to provide as a broadcasters on the other side of the line.

Wayne Coy Named

(Continued on page 11)

nation is still regarded as immi-nent, and their [radio] singers by virtue of their present stations, probably would have materialized by now had it not been for the persistent predictions by this journal that he would quit.

Whether or not he resigns, there is now a felt foregone conclusion that he won't be appointed when his term expires June 30, and that if, performance should he find a venue of concerted left-wing campaign, he would not win Senate confirmation.

In his new post, Mr. Jett returns to his home town of Baltimore. Since WMAR took the air two months ago, Neil Swanson, executive editor has been directing its operations. Donald Withcott, former manager of WFL Phila-delphia, for more than a year had served as radio advisor to the Sun-peers; but left that post several weeks ago, largely because of the illness of his wife, who was under doctor's care at their New York home.

A station manager, it is believed, will be named to serve under Mr. Jett. The new FM station is expected to take the air within a fortnight. Mr. Jett, a former station, to operate on 850 kc, with 1 kw full-time, will be in operation during 1948.

Mr. Sterling is a native of traditionally Republican Maine and his family for years has voted the straight Republican ticket. His ap-pointment as a Republican, along with Mr. Coy, as Democrat, as Deputy Commissioner, helps both the political and geographical distribution of the Commission, which now lines up thusly:

Democrats: Coy, Indiana; Walker, Oklahoma; Durr, Alabama.
Republicans: Hyde, Idaho; Jones, Ohio; Sterling, Maine.

Independent: Webster, District of Columbia.

Mr. Jett was named as an independent from Maryland. Mr. Denny was labelled a Democrat from Maryland.

Mr. Sterling, now 53, a veteran of service with both the FCC and its predecessor, the Radio Commission, and before that with the Bureau of Navigation of the Dept. of Commerce, has been chief engineer since last April 30 and headed the U. S. delega-tion to the pre-NARBA engineering conference at Havana last month.

His elevation to a Commissioner-ship confronts the Commission with the problem of finding a suitable successor for the chief engineer's post—a task which presumably will not be undertaken until Mr. Coy actively assumes the role of Chairman, al-though it was conceded that any recommendation by Mr. Sterling would carry great weight.

Others Named

Several names have been men-tioned for appointment as chief en-gineer, notably the present assistant chief. These include George S. Turner, who succeeded Mr. Sterling in that post and who heads the Engineering Dept.'s Field En-gineering & Monitoring Division; John A. Willoughby, senior assistant chief engineer who is responsible for engineering contacts re-lating to new broadcast stations and applications and particularly, for liaison with the Civil Aeronautics Administration; William H. Krebs, in charge of Marine Radio Section, FDB, and Marion H. Woodward, head of the Common Carrier Division.

Mr. Turner, by virtue of his long association with Mr. Sterling, prob-ably is the best position for the successorship. Mr. Willoughby heretofore has preferred to concentrate on broadcasting and re-lated engineering, which constitutes a substantial portion of the engi-neering man-hours of the FCC, and may not be a candidate for the top post.

It was regarded as conceivable that the Commission might go out-side the FCC in its search for a new chief engineer.

President Truman's nominee for the chairmanship, a former jour-nalist and Federal administrator, has been in radio since 1944, when he joined the Washington Post as assistant to Eugene Meyer, the owner.

During his four years with the stations he has been prominent in the affairs of FM Assn. and its predecessor, FM Broadcasters Inc., has served as a small-stations di-rector of NAB and on many NAB committees, and headed the indus-try committee which counseled with FCC and the Budget Bureau in working out the recent wholesale reorganization of FCC broadcast application forms.

Mr. Jett

He was born in Shelby County, Ind., on Nov. 23, 1903, graduated with an AB degree from Franklin (Ind.) College and went back 14 years later to receive the honorary degree of Doctor of Let-ters. In 1926 he became city editor of the Franklin Star, where he had broken in as a reporter at 16, and from 1930 to 1938 he was editor and publisher of the Delphi (Ind.) Citizen.

His political career started in 1938 when he quit the newspaper business to become secretary and assistant to Paul V. McNutt, who had just been elected Governor of Indiana. He served as director of the Governor's Commission on Unemployment Relief and then organized and was administrator of the State Welfare Dept. From 1938 to 1957 he was state and regional ad-ministrator of WPA.

He served with Mr. McNutt dur-ing the former Governor's tenure as High Commissioner of the Philip-pines and subsequent service as administrator of the Federal Security Agency. In the latter agency, Mr. Coy was assistant adminis-trator. Two years later, in 1941, he went to the White House as special assistant and liaison officer of the White House and Office of Emergency Management.

He was married to the former Grace Cad. They have two chil-dren, Stephen Cady, 16, and Albert Wayne Jr., 9.

Mr. Coy is known to have re-jected several offers of both Gov-ernment and private jobs since he left Government to join the Post in 1944. Among these was an offer to become assistant secretary general of the United Nations, under Try-ve-Lie, which he turned down in March 1946.

Mr. Coy's appointment is for the term ending June 30, 1951, while

(Continued on page 80)
Industry Sees Further Gains in 1948

By J. FRANK BEATTY

TIME SALES will continue to increase in 1948, in the opinion of a majority of agencies, stations and networks.

Though some fear of a light recession appears in predictions obtained in a nationwide survey by BROADCASTING, a predominant share of timebuyers and station managers look for another record year for the broadcasting industry.

Among agencies, nine out of ten expect time sales to increase in 1948. Most of them look for a gain of 10% to 20% for the year, with an average of 16%. This would fall below the anticipated rise in 1947 time sales over 1946.

Timebuyers predict a larger increase in national spot than in network business. Some of this increase will consist of higher rates for station time, and buyers want better service if costs are above 1946. Of agencies planning to spend more on radio next year about half also plan to increase their expenditures in other media.

Among station managers, seven out of ten expect a general increase in radio business, their predictions being more modest than those of the men who spend the advertisers' money. Of those who expect an increase, seven out of ten believe it will be spread over all types of business; half expect local sales to increase; six out of ten look for more national sales.

Eight out of ten station managers believe their stations will get more business in 1948, with most of the rest looking for no change off in business will be purely temporary.

As a basis for predictions of 1948 trends in the business of broadcasting, station managers and agency executives in all parts of the country were surveyed by questionnaire. Their replies are analyzed in the accompanying article, with specific comments appearing on other pages in this issue. Agencies and stations alike look for another good year in 1948, with frequent references to an unusually good spot year, continuing the 1947 trend. Tabulated data do not include replies to all questions asked, since responses in some cases were not considered sufficiently conclusive to reflect national trends.

A BASIS for predictions of 1948 trends in the business of broadcasting, station managers and agency executives in all parts of the country were surveyed by questionnaire. Their replies are analyzed in the accompanying article, with specific comments appearing on other pages in this issue. Agencies and stations alike look for another good year in 1948, with frequent references to an unusually good spot year, continuing the 1947 trend. Tabulated data do not include replies to all questions asked, since responses in some cases were not considered sufficiently conclusive to reflect national trends.

TV. Historical advocates of lower time charges, they cite this division as a good reason for lower AM rates. At the same time they concede that persuasive power of the "air time" along with low-cost circulation and flexibility, still are advantages enjoyed over competing media.

Throughout the questionnaire replies of agencies in an indication that national spot will enjoy an unusually sharp climb in 1948. Not a single agency said it planned to decrease spot expenditures, and only a few expected to cut their network time purchases.

Agencies are giving both FM and television the "once-over," they indicate. With its special techniques and dramatic appeal, television appears to arouse more interest than whether this will be manifested in actual time purchases remains to be seen. FM is arousing most interest outside the metropolitan centers, with television still a big-city medium.

The local advertising picture is not clear from replies of agencies, perhaps due to the fact that most of the respondents were in metropolitan centers. Among stations, on the other hand, there is confidence that local sales will move upward.

Retailer Opportunities

As Frank E. Pelegren, NAB Director of Broadcast Advertising, points out, retail stores offer a scarcely tapped field for broadcasters—a half-billion-dollar field in his opinion. Here new stations of all types will concentrate their sales efforts in 1948.

Station managers list a large number of businesses and services that they expect to increase in 1948. Dominating the list are home furnishings, automotive and general retail. Others include apparel, food, drug, cosmetics, hardware, merchandise, farm implements, heavy industry, political candidates, department stores, farm feeds, travel agencies, hotels, restaurants, night clubs, soft drinks, home furnishings, tobacco and new products.

One ominous sign noted by some respondents to the station and agency questionnaires was the downward trend in the amusement industry. Similar signs have been apparent in the sports field. Both groups have maintained their advertising budgets in an effort to reverse the trend.

As in the case of the survey a year ago, the expected increase in gross revenue will be offset by higher operating costs. The increase is expected to average 13% compared to the 14% prediction a year ago.

The problem of increased station operating costs is a matter of concern to agencies and advertisers as well as broadcasters, questionnaire replies show. Many agencies or their increased radio expenditures solely to higher rates, at the same time contending that new stations, FM and TV are dividing the audience.

The other hand, there is confidence that local sales will move upward.

Do you think there will be an increase in business on your station in 1948?

Yes No Change Decrease

77% 18% 5% 87%

How do you expect the increasing number of stations on the air in 1948 to affect earnings of your station?

Little or Increase Decrease No Effect

5% 8% 87%

What percentage have you budgeted for increased in operational expenses in 1948 over 1947?

Average—13%

Range—from 0 to 90 or 10% one respondent answered more than 30%.

Do you think there will be a general business recession in 1948?

Yes Slight Boom Change

11% 12% 14% 63%
1948—Looking Into the New Year

J. R. DAVIS
VICE PRESIDENT IN CHARGE SALES AND ADVERTISING, FORD MOTOR CO.

THE COMPANY will continue The Ford Theatre in 1948. The Fred Allen Show and RFD America are dealer-sponsored. All media expenditures are allocated quarterly, so we cannot forecast for the full year. For the first quarter of 1948, the expenditures will be approximately the same as for the same period in 1947. The company will use at least as much or more television during 1948 as in 1947, but we cannot say exactly how much at this time. We are not now contemplating the use of FM. While a strong sellers’ market appears likely for another year or two for popular-make passenger cars, all advertising and merchandising efforts of the Ford Motor Co. will continue to be used toward the eventual buyers’ market as a definite aid to Ford’s leadership objective in the low-priced field.

NILES TRAMMELL
PRESIDENT, NBC

THE NATIONAL Broadcasting Company views the sales picture for 1948 with optimism. We expect 1948 to be as good as, or even better than, 1947 which was our best year from a revenue standpoint. Television will make great strides in 1948 and the sales-wise will continue to complement sound broadcasting as more and more advertisers enter this new medium.

FRANK SILVERNAIL
Batten, Barton, Durstine & Osborn INC., NEW YORK

IT IS DIFFICULT to answer the questionnaires submitted with your letter of Dec. 5 because we do not give out billing figures on various media; but perhaps the haps a few statements on our radio and television activity will be of Interest. Radio billing in 1948 with BBDO will be well in excess of 1947. The increase is applicable to both spot and network radio. The percentage of increase is not available. Other media, such as magazines, newspapers and out-

door, also will show slight increases. We are not using FM to any extent and, while we expect more television activity in 1948, it is not possible to estimate a percentage figure. On general business conditions as applied to advertising, it is our belief that it will show an increase, perhaps as much as 10%.

EDGAR KOBAK
PRESIDENT, MBS

THE BUSINESS outlook for 1948 at Mutual is highly favorable. Although they were slightly lower than last year—about 10%—I would like to point out that the sales report for 1948 showed a terrific gain of 25% in the gross billings to bring it to almost $25,000,000 for the year. There had to be a leveling off in radio advertising, but the situation reflects the readjustment from a wartime to a peacetime economy and is a situation that has been noticed in all other related and unrelated fields. A steady influx of new business has proven that the faith of the advertiser in radio is strong.

Mr. Kobak

The costs, material shortage and labor difficulties will bring about a reappraisal of advertising values. Advertisers will look for the most for their money.

J. B. CONLEY
GENERAL MANAGER, WESTINGHOUSE RADIO STATIONS

THE SENSATIONAL advance made by television, especially during and since the World Series, the growing trend toward commercial FM operation, and, most of all, the accepted place in American business won by AM broadcasting over the last 27 years will combine to make 1948 a banner year for radio.

Mr. Conley

Naturally, competition will become keener as more and more stations go on the air; but out of this expansion will come a greater recognition of radio’s many services and, as this appreciation grows, a more imaginative use of its facilities.

HERBERT A. CARLBOG
CBS RADIO SALES

1948 WILL BE a pretty good year for spot broadcasting business—appreciably better than 1947. Effect of FM and television on this phase of radio sales, one way or another, will not be great. There is a continuing trend among client stations toward programs rather than announcements.

BLAYNE BUTCHER
RADIO DIRECTOR, NEWELL EMMETT ADV. AGENCY, NEW YORK

IN A SENSE 1947 was a radio experimental year for some Newell-Emmett clients, since they were faced with the swing back from advertising’s war days to highly competitive postwar selling. Most of the 1947 radio campaigns proved so successful that duplication of these efforts is expected during the coming year. While any major changes in clients’ radio policies are not expected, 1948 should clinch these clients reevaluation of the medium to a great extent.

MARK WOODS
PRESIDENT, ABC

ABC has concluded its most successful year establishing records in programming, facilities improvements, and sales. Gross billings from the sale of network radio time during 1947 were $145,548,657, an increase of 7.25% over the 1946 figure.

Mr. Woods

With production in increasing, and a still unsatisfied demand for consumer goods, 1948 should bring even a better market than 1947. Advertising through radio broadcasting and through other media should increase during the coming year.

Mr. Conley

With new technical developments and with the growing demand on the part of the nation for goods, present indications are that the coming year will establish further records in the fields of radio and its allied arts.

RICHARD RETTIG
VICE PRESIDENT IN CHARGE OF ADVERTISING, WHITEHALL PHARMACAL CO.

THE COMPANY is planning to spend 20% more in radio advertising in 1948. The 20% increase will be in both network and national spot radio. The firm’s budget breaks down into 80% for network radio and 20% for spots. The firm also plans to increase other media to some extent in 1948. However, radio will be used more than any other media. Business will be good for 1948.

COMPANY STATEMENT of McCANN-ERICKSON INC.

PROSPECTS will be good. However, with 2,000 AM and FM stations operating today compared with less than 1,000 in 1943, also television growing in New York and other cities, AM audiences are being so divided that share of audience trend is downward for majority of programs. If this continues AM radio rates may have to be correspondingly adjusted downward.

JUSTIN MILLER
PRESIDENT, NAB

THE BROADCASTING industry should show a continued upward trend in 1948, both in receipts from sale of time and the quality of service provided for the American consumer. A survey by the Dept. of Research indicates that income from advertising has increased about 8% in 1947. There is nothing to suggest any interruption to this trend in the near future.

Mr. Miller

Offsetting the increase in time sales, however, is a 5% increase in operating expenditures. Moreover, the total industry income must be spread among more stations. These factors obviously call for close attention to operating efficiencies and steps to make the medium more attractive to national and local advertisers.

The association’s campaign to raise programming and commercial standards will continue throughout the coming year. Important progress in this long-range project was made in 1947 and new standards of practice are to be taken into operation when refinements have been worked out by the Board of Directors to the satisfaction of the membership.

Mr. Silvernail

Further Congressional study may be expected on proposed new legislation. NAB will continue to follow these legislative steps closely and to present the broadcasters’ point of view to Congress.

Mr. Kobak

Attention has been focused on the restraining influence of the FCC’s Mayflower decision, with its unfavorable decisions on editorializing by stations. As a result the FCC will hold a hearing in the near future at which the whole subject will be reviewed.

Mr. Conley

The association will watch international developments closely, with its Engineering Dept. taking part in a series of conferences in which the international levels of station assignments will be at stake. Every effort will be made to prevent unwarranted raids on the broadcasting band and to encourage international cooperation in its more effective use.

Page 14 • December 29, 1947
DONALD W. THORNBURGH
VICE PRESIDENT AND GENERAL MANAGER
CBS WESTERN DIVISION

THE BUSINESS outlook for the first half of 1948 is generally good, and should maintain satisfactory levels of the last year. The influx of new stations in the Southern California area will unquestionably take some marginal business, but the popular programs and features established by the leading stations will not be greatly affected by these new stations. They will tend to redivide the business of the smaller stations in the area.

Television should advance very rapidly in Southern California in 1948 since the people here are more than normally show-minded. It is my belief that television will not be competitive to radio, but will be received as an entirely new medium of entertainment.

FM will not greatly affect AM broadcasting in the locales unless it becomes possible to duplicate programs over both media. If that is worked out with the unions, FM should develop very rapidly in Southern California.

We are hopeful that the musicians' union contract will be settled without any drastic action on the part of either side.

It may be necessary to increase rates in radio as our rates have not to any extent reflected increased overheads.

I look forward optimistically toward the adoption of a broadcasting industry code in 1948.

H. L. McCLINTON
N. W. FRAZER & SON, NEW YORK
THE PROSPECTS are excellent. Advertising as a whole should make big gains in 1948, both in volume and in techniques. Aural radio should continue to grow, but the most spectacular advances will be in television.

HENRY WEBSTER
ADVERTISING MANAGER, WRIGLEY CO., CHICAGO
APPROXIMATELY 3% of Wrigley's advertising budget was spent in radio, in the Gene Autry Show (CBS Sunday). The biggest problem is still to get raw materials to meet public demand. 1947 appears to be better than 1946, and 1948 should exceed 1947. In the chewing gum business everything hinges on delivery of raw materials. If these become available, general advertising will increase, including radio.

EVERETT L. DILLARD
PRESIDENT OF FM AND CONTINENTAL NETWORK
AS WE NEAR the close of the old year it is most encouraging to observe the tremendous distribution of FM sets over the past year. FM is now firmly rooted in all types of communities. As we approach the new year, see production figures and financial reports, I am more convinced than ever that FM is a sound business proposition. Dealers, wholesalers and manufacturers alike realize that there is less sales resistance and that dollar volume in FM set sales is growing. Merchants have more and more product next year and a greater profit to all. As sets come out, stations are solving their own problems.

OTTO STADELMAN
VICE PRESIDENT AND MEDIA MGR., NEEDHAM, LORD & BRORY, CHICAGO

THE OUTLOOK is generally good. We expect an increase (approximately 10%) in radio in 1948 over this year. We are not doing anything on FM right now, and there is nothing immediately ahead on television. In comparison, radio, other media will be used slightly more in 1948.

JOSEPH ALLEN
ADVERTISING MANAGER, BRISTOL-MYERS CO., NEW YORK

BUSINESS trends of the company will be about the same in 1948 as in 1947. The overall advertising budget will remain the same, and the total radio advertising will be 5% less than in 1947. Bristol-Myers is anticipating no further use of FM or television, at least not immediately.

MARVIN HAMRS
VICE PRESIDENT AND GENERAL MANAGER, H. W. KASTOR & SONS ADV. CO., CHICAGO

1948 WILL RETURN most companies to competitive conditions. Advertising will become more important in the actual sale of merchandise because supply will exceed demand in most fields. It will again take a combination of hard selling and hard-hitting advertising for a successful and profitable business operation. Most of our clients, following increased sales volume in 1947, have increased advertising appropriations for 1948 to meet expected conditions. Companies which have streamlined their sales organization and returned to sales-producing advertising are bound to have good business prospects in 1948.

HENRY JACKSON
RADIO DIRECTOR, J. WALTER THOMPSON CO., SAN FRANCISCO

BECAUSE of commitments already made and to the increased interest in radio advertising

(Continued on page 28)

December 29, 1947 • Page 15
**Fort Industry Promotes Ryan, Wailes; Operating Vice Presidents Appointed**

TOP LEVEL promotions in the Fort Industry Co. and subsidiary station corporations, under which J. Harold Ryan, former NAB president and wartime radio censorship chief, becomes senior vice president and treasurer and Lee R. Wailes moves from general manager to vice president in charge of operations, were announced Friday by George B. Storer, Fort Industry president.

New Fort Industry vice presidents who take office Jan. 1 also include E. Y. Flanigan, managing director of WSFD Toledo, who becomes vice president in charge of Toledo operations; Stanton P. Kettler, managing director of WGBS Miami, who assumes a similar title in charge of operations in Miami; J. Robert Kernes, managing director of WLOK Lima, whose new status will be vice president in charge of Lima operations.

Also elevated to vice presidents of subsidiary corporations in charge of operations in their particular markets are James Bailey, managing director of WAGA Atlanta, licensed to Liberty Broadcasting Co.; William E. Rine, managing director of WWVA Wheeling, licensed to West Virginia Broadcasting Corp.; and Ralph G. Elvin, managing director of WJBK, licensed to Detroit Broadcasting Co.

President Storer and Mr. Wailes maintain headquarters in Detroit, and Mr. Ryan continues to headquarter in Toledo. All vice presidents in charge of operations will report to Detroit headquarters.

The year-end promotions were based not alone on meritorious service but in line with planned expansion of operations in key markets, which include television and FM.

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**WATKINS DIV. BUDGET FOR 1948 IS $765,000**

THE R. L. WATKINS division of Sterling Drug Inc., New York (Lyons Tooth Paste), has announced that it will spend $765,000 for radio advertising in 1948. A continuation of the campaign started in September is planned for next year.

Sterling sponsors Bride and Grooms and Backstage Wife, weekday shows on ABC and NBC respectively, and Manhattan Merry Go-Round, Sunday nights over NBC. Lyons tooth paste also is advertised on the American Melody Hour, heard Wednesday nights on CBS.

Dancer-Fitzgerald-Sample Inc., New York, is the agency, with A. W. Spencer Jr., as account executive.

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**ABC Renewals on Three Shows; One is Expanded**

ABC ANNONCED the 52-week renewal of three programs and the expansion of a fourth last week.

The Kellogg Company has renewed Tom Brown’s Breakfast in Hollywood, and Galen Drake, through Kenyon & Eckhardt Inc., New York, effective Dec. 29. The Schubert Candy division, Universal Match Corp., has renewed David Hardy—Counterspy, through Schubert & Scott, Chicago, effective Feb. 1.

The John Hancock Mutual Life Insurance Co. has extended Point Sublime for an additional 22 weeks through May 31, and expanded its coverage from 15 to 73 stations, through McCann-Erickson Inc., New York. Point Sublime will be heard a half-hour earlier—8:30 p.m., starting Dec. 29.

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**Snow Crop Plans**

SNOW CROP Marketers, New York, plans increased use of radio, newspaper and magazine advertising during 1948, according to J. J. Moone, company president, who reported a double demand for Snow Crop products during 1947, making it “the second largest seller of consumer frozen foods,” he said.

Company has moved its New York headquarters to larger offices at 445 Park Ave.

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**Symphony Sponsors**

TWO ADDITIONAL cooperative sponsorships for the Boston Symphony Orchestra were announced last week by ABC. The Lester Piano Co. will sponsor the program over WFIL Philadelphia for 13 weeks starting Jan. 13, through H. M. Dittmar, Philadelphia. Northwestern Fabriators Inc., maker of heavy steel equipment, has signed for a 13-week participation over WDUZ Green Bay, Wis.
MUCH MORE MODERATE but still giving FCC the power to consider programming when passing on license renewals, the Senate Commerce radio subcommittee's redraft of the White Bill to amend the Communications Act (S-1333) was made public last week.

Sen. Wallace H. White Jr. (R-Me.), Majority Leader, author of the proposed legislation and chairman of both the full committee and its radio subcommittee, presented the revised draft to network and NAB representatives in a conference in the committee offices last Monday.

There was apparent agreement that the new version contains marked improvements over the first, and, although they reportedly held to the belief that any program consideration by the Commission should be forbidden, among the networks only Mutual's spokesmen joined with NAB's in openly challenging FCC's right to review programming.

Sen. White emphasized that the redraft, whose salient provisions were revealed two weeks ago (Broadcasting, Dec. 15), is not final. Where the new printed version would set up a nine-man FCC divided into three groups, for instance, the proposal now is to continue a seven-man Commission but with only two panels and with mandatory rotation of the chairmanship (perhaps leaving the member with the shortest remaining term take over the chairman's post whenever the office is vacated). Instead of the standards to deal specifically with broadcasting, common carriers, and safety and special services, there would be one for broadcasters, one to handle both common carriers, motorists and safety and special services.

"Censorship" Unchanged

But Sen. White made it plain that the highly controverted Sec. 326—the "censorship" section—is not up for change: that the provision giving FCC the right to look at programming in action on renewals is there, in his opinion, to stay. When the subject was raised at the White conference, he emphasized his belief that the radio industry is moving closer and closer toward government regulation, and that he anticipates no compromise on the censorship section.

That section has been revised in the redraft specifically to forbid the FCC to "interfere with the right of free speech by means of radio communications." But it retains the proviso that "nothing contained in this Act shall be construed to limit the authority of the Commission in its consideration of applications for renewal of licenses to determine whether or not the licensee has operated in the public interest."

In view of early reaction to many provisions of the original draft, which would have been challenged head on, it was considered possible that the main body of industry opposition eventually would shift primarily to the "censorship" section and a few other provisions mostly relating to license control over programming.

In that event, although it seemed doubtful that the Senate would be swayed away from the present version of the censorship section, many observers felt that the House might be impelled to modify the present language.

Industry reaction to the redraft was much more conciliatory in tone than the greeting generally given the original draft. NAB President Justin Russell, Jr., was on the White conference when the initial redrafted bill was released, and other NAB officials withheld comment until they could analyze it carefully. They slated a meeting of the legislation committee Jan. 5 to study the new version.

Attending the meeting with Sen. White were: Sen. E. W. McFarland (D-Ariz.), a member of the subcommittee; Don Petty, NAB general counsel; Charles R. Denny, NBC vice president and general counsel, and Frank M. Russell, ABC vice president; Sen. Edward J. Robertson and Earl H. Gammon, CBS vice presidents; Joseph A. McDonald, ABC vice president, and James McKenna of Washington counsel for Mutual.

The measure as rewritten contains several changes which net- work officials and other observers found desirable: Broadcasters are protected against "double jeopardy" under the anti-trust laws; the proposal to limit station ownership by a standard of population coverage and to write FCC's present network regulations into those of the Commission were eliminated; the proposed political and financial regulations and some other provisions are made less complex and the proposed section on identification of news sources is less restrictive.

Equitable Distribution

The redraft eliminates portions of the original bill's equitable-distribution section which some authorities had feared would require FCC to consider the question of a community's ability to support a new station. Like the original bill, the redrafted section eliminates the present Act's reference to renewals with respect to equitable distribution of frequencies and makes other omission changes which were interpreted to mean that existing licensees are entitled to greater consideration than original licensees.

The appellate provisions are unchanged from the original version except that it is made clear that radio broadcasters renewing by renewal application or modification application may be appealed to the Court of Appeals for the District of Columbia, and the Administrative Procedure Act is made to apply to the court's hearing of appeals.

The redraft contains two major changes with respect to the conduct of FCC hearings. The Commission's current panel of five or more members from the Commission's Hearings Division would conduct all hearings, and the "separation of functions" provisions of the Administrative Procedure Act would apply to all hearing officers.

The salaries of Commissioners would be increased from the present $10,000 to $12,500 each; would be allowed to appoint a secretary at a maximum salary of $6,000 (now $4,000); the chief engineer

(Continued on page 78)
Mr. Poppele is creating a composite audience totaling nearly 1,000,000 persons. There are 200,000 or more television receivers on the market, including combination consoles, television projection sets, kits and other types of receivers.

Whereas in January of 1947 there were 40 or less sponsors of television programs, there are today over 160 advertisers sponsoring 200 or more programs or spot announcements.

Network expansion is toward a national service was launched last year. The White House included television cameras at all important broadcasts by the President. The World Series was televised for the first time.

Projective capacity of receiver manufacturers unquestionably will be stepped up to a point where reduction of price may be possible. The FCC has been literally flooded with new applications for television stations. Of the 65 construction permits-held, 20 new stations will be operating stations by the end of the year. It seems quite likely that the Boston-Washington network will be expanded to include Pittsburgh, Detroit and Chicago within the coming 13 months.

Certainly the telecast of the Republican and Democratic National Conventions next summer will stir even greater interest in this new industry. Commercially, television is destined to prosper during 1948.

Big Response to TV

AN INDICATION that the video audience will be no less responsive to broadcast offers than that of AM is seen in the receipt of 887 drawings from video viewers in response to a single offer of a free pencil drawing in exchange made by artist Jon Ginger on his "You Are An Artist" telecast of Dec. 13 on WNTB New York and WPTZ Philadelphia. The weekly quarter-hour program, which has been sponsored by Gulf Oil Corp., Pittsburgh, on NBC television since Sept. 12, 1946, has been placed through Young & Rubicam, New York:

By J. R. POPPELE
President, TELEVISION BROADCASTERS ASSN.

TELEVISION achieved during the past 12 months the status of an established and fast-growing industry. Just a year ago a half-dozen stations were telecasting programs to owners of about 10,000 receivers in four major market areas. Today there are 16 stations operating in 10 major areas serving a composite audience totaling nearly 1,000,000 persons. There are 200,000 or more television receivers on the market, including combination consoles, television projection sets, kits and other types of receivers.

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Glickman Promoted, Thompson Chicago Chief, Tuchman Hollywood News Editor

DAVID H. GLICKMAN became West Coast manager and William L. Thompson, a former member of the Chicago staff for nearly two years, continues as Mr. Thompson's assistant.

Mr. Thompson, a native of Illi- nois, will succeed Fred Sample as Chicago bureau manager. Mr. Thompson came to Broadcasting from the Washington Times-Herald where he covered District courts. Previously he was news editor of American Aviation for three years and before that was on the staff of Chicago Tribune and Chicago Sun. A brother, the late Milo Thompson, was a famous AP reporter.

Mr. Thompson expects to move his wife, the former Miss Audrey Mooney, of Joliet, Ill., and three children to Chicago to join him early in 1948. He has been with Broadcasting since 1942 except for an interlude of three years spent in the public relations department of the Army Air Force, leaving as a captain. Since returning to civilian life early in 1946 he has been associated with Mr. Glickman in the Hollywood bureau, which was expanded to a staff of three because of the added news impetus of West Coast originations, agency movements and television.

WLTW Becomes WPIX

TELEVISION STATION of the New York Daily News, due to go on the air next spring on Channel 11, has changed its call letters from WLTW to WPIX New York. The new name is particularly appropriate for the News, whose subtitle reads "New York's Picture Newspaper" and whose cable address is "Newspix."
Three-Year Licenses for FM Sought

NAB and FMA Submit Petitions to FCC

THREE-YEAR licenses for FM stations, placing them on an equal basis with CPs, were asked for FCC's last week in simultaneous petitions filed by FM Assn. and NAB.

The two associations contend that the present one-year terms are unfair and costly to FM as an established form of broadcasting.

In a brief filed by Don Petty, general counsel, and Bryce Rea Jr., attorney, NAB asked that FCC's proposed plan to stagger FM license renewals (Broadcasting, Dec. 22) be amended to specify three-year instead of one-year terms. If this petition is not granted, NAB asked that an informal hearing be held at which time interested groups could state their views.

FMA, in a letter sent by Leonard Marks, general counsel, asked FCC for an opportunity to present oral argument on the ground that the move is "protectionism." Commenting on the FMA letter, Bill Bailey, executive vice president, recalled that FMA in testifying last summer at Senate subcommittee hearings on the White Bill had asked that the Communications Act be amended to specify five-year licenses to give FM outlets a greater feeling of security.

Mr. Bailey said FM operation will be at its peak of 6,000,000 stations by next spring; that 369 FM stations are now on the air; that they have a $100,000,000 investment for which protection is desired.

Cites FM Advances

The FMA letter pointed out that 650 FM stations in various stages of construction or renewal under the one-year rule was originally adopted by only 50 FM stations were operating. Mr. Marks wrote the FCC. Yearly applications for renewal require expense and effort on the part of station operators, he continued, adding that "more than a 1,000 permittees in vaccinated represented a tremendous investment which would be made more secure."

In its brief NAB noted that in 1943 FCC extended the term of AM licenses from two to three years under its policy of lengthening license terms "whenever the advancement of the radio art and the growth of the radio industry seemed to warrant such extension."

NAB contended "the state of the FM radio art today is as advanced technically as was the AM radio art of 1945. As of Dec. 1, 1947, there were 926 conditional grants and 173 FM stations operating on temporary authority, and 81 FM stations fully licensed. In addition there is already one national FM network in operation."

Petition of NAB was taken as a result of a poll of members of FM Executive Committee. Approving filing of the brief were Leonard Asch, WBCA Schenectady; Matthew H. Bonebrake, KOY-FM Oklahoma City; Glen S. WML EVANsville, Ind.; Ceci D. Martin, WNEF-FM Binghamton, N. Y.; Lester H. Nafzger, WELD Columbus; Edward J. Wether, WEAW Evanston, Ill.; Harry C. Wilder, WSYT-FM Syracuse. Wayne Coy, WIXN-FM Washington, did not take a position in the matter.

Two years and the months between end of the two-year period and the proposed scheduled expiration of renewals therefor be granted for the normal three-year period.

NAB Group to Meet

NAB Legislative Committee will meet Jan. 5 at NAB Headquarters, Washington, to consider the revised version of the White Bill drafted last week by Senate Interstate Commerce Subcommittee. Committee chairman will be J. Harold Ryan, Fort Industry Stations. Membership of the committee has not been finalized, but it will include Don S. Elias, WWNC Asheville, N. C., and the two board liaison members, Clair R. McCullough, WOR, New York, and C. Bruce McConnell, WISH Indianapolis.

ABC's Gross Billings for 1947 by Categories

<table>
<thead>
<tr>
<th>Gross by Months</th>
<th>Gross by Clients</th>
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<tbody>
<tr>
<td>January</td>
<td>Ward Baking Co.</td>
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<tr>
<td></td>
<td>Cheinberg     $351,500</td>
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<td>February</td>
<td>Clarkston       $351,500</td>
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<td>March</td>
<td>College Pub.     315,874</td>
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<td>April</td>
<td>Hasting Mfg. Co. 256,495</td>
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<tr>
<td>May</td>
<td>American Federation of Labor 289,854</td>
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<tr>
<td>June</td>
<td>Champion Spark Plug Co. 253,346</td>
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<tr>
<td>July</td>
<td>United States Army &amp; Air Force Recruiting Service 233,817</td>
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<td>Timlin &amp; Alm. Products Co. 118,192</td>
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<td>The Drakett Co. 68,843</td>
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<td>&quot;42&quot; Products Ltd. 67,511</td>
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<td>Tae Toastmaster 34,798</td>
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<td>The Charles E. Hires Co. 32,119</td>
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<td>Continental Can Storage 31,141</td>
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<td>W. E. Hoell Co. 26,546</td>
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<td>Cedro Inc. 1,405</td>
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ALLOCATION POLICIES CONSIDERED BY FMA

FM ASSN: last week called on its membership for opinion on three policies to be considered by FCC for protection of Class B stations in Area 2 (entire U. S. except parts of N.A. and S. Calif. and parts of N.W. Calif. previously discussed at meeting of the FMA's FCC Liaison Committee and Commission engineers and attorneys, with FCC pointing to "a lively crowded allocations structure."

The three policies, as submitted by FCC, are:

1.—Assuming the FM band is to remain open now, should there be a large number of FM stations restricted in coverage to a power and terrain limitations or by mutual interference from other stations?

2.—Assuming the FM band to remain open now, should there be any limitation on the number of broadcast services which would be prevented from assuming the microvolt contour whereas they are capable of serving out to the 50 microvolt contour. Any restriction to the potentiality of FM seriously handicaps its development, he said.

Dancing-Fitzgerald-Sample $51,188,332

J. Walter Thompson Co. 4,006,254

McCann-Erickson 2,520,472

Batten, Barton, Durstine & Osborne 2,449,450

Hutchins Advertising Co. 2,010,552

Foote, Cone & Belding Advertising Agency 1,181,986

La Roche & Ellis 707,871

Texas Co. 705,423

William H. Weintraub & Co. 826,383

Benton & Bowles 676,478

Mead 579,649

Warneck & Lesler 761,601

Sullivan, Stauffer, Coakiel 626,976

Doherty, Clifford & Calkins 711,144

William Esty & Co. 668,248

Gross by Agencies

Dancer-Fitzgerald-Sample $5,188,332

J. Walter Thompson Co. 4,006,254

McCann-Erickson 2,520,472

Batten, Barton, Durstine & Osborne 2,449,450

Hutchins Advertising Co. 2,010,552

Foote, Cone & Belding Advertising Agency 1,181,986

La Roche & Ellis 707,871

Texas Co. 705,423

William H. Weintraub & Co. 826,383

Benton & Bowles 676,478

Mead 579,649

Warneck & Lesler 761,601

Sullivan, Stauffer, Coakiel 626,976

Doherty, Clifford & Calkins 711,144

William Esty & Co. 668,248

Doherty, Clifford & Calkins 711,144

William Esty & Co. 668,248

Metropolitan Life 483,502

The Show Co. 331,971

Knodle of serving out to their 50 microvolt contours. In other words, stations the Commission stop licensing stations when the congestion is such that microvolt areas cannot be protected, or

3.—Should FM be assigned more channels?

C. M. Jansky Jr., consultant, chairman of the FMA committee, told the FCC group FM stations are first to be assigned by the microvolt contour whereas they are capable of serving out to the 50 microvolt contour. Any restriction to the potentiality of FM seriously handicaps its development, he said.

(Continued on page 84)
**Industry Music Group Plans Strategy**

**Legal, Public Relations Counsel to Be Named To Counter AFM**

WITH nationwide stoppage of music recording only a few hours away—perhaps forever, according to the oft-uttered warning of AFM President James C. Petrillo—the Industry Music Committee’s Executive Committee will meet this week to map public relations policies to offset high-pressure tactics developing within the AFM inner circle.

Two key appointments are to be made this week—legal and public relations counsel. With these out of the way, the industrywide campaign can start in earnest. Immediate problems center around record manufacturers, who will operate without the services of AFM musicians until a settlement is reached.

Selection of public relations counsel was effected at a meeting held last week at MBS headquarters, New York, by the Public Relations Subcommittee. The appointment will be given to the Executive Committee this week for ratification. To the three possibilities, who have been considered, was understood the Verne Burnett Organization, New York, was favored.

One of the running names was James P. Selvage, of Selvage & Lee, with offices in Washington and Chicago, and Joseph A. Borkin, U. of Chicago economist, who is understood to have been counsel to the Chesapeake & Ohio Railroad.

The subcommittee had submitted three names to the full industry committee at its Dec. 19 meeting in New York, but the top-level group turned back the recommendations with orders to submit only one name.

Presentations were heard by the subcommittee last Tuesday, after which broad phases of the coming music strike were considered.

Favored for selection as legal counsel is Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc., who directed the battle against ASCAP a decade ago.

One of the first steps to be taken by public relations counsel is expected to be a study of what the public thinks of Petrillo, the AFM, broadcasters and other elements involved in the overall struggle.

Though the industry groups participating in the united campaign have public relations stafs, it was felt special counsel would be necessary because of the extensive work and planning required. Besides, Petrillo has set up special strike strategy groups to handle his battle.

As the whole industry organization, from full committee through the executive group and subcommittees, has been set up to operate on a flexible basis. Definite steps will be taken as events develop. The executive group can be called on short notice.

Recorders have been preparing for months to meet the AFM strike, which is scheduled to start New Year’s Day. They have accumulated tremendous backlogs for release during the coming year.

Networks, too, are ready should Mr. Petrillo carry out his threat to strike Feb. 1 in New York, Chicago and Los Angeles. They have musical bridges, incidental and theme numbers and other material that will have to be used to operate without live musicians.

Selection of public relations and legal counsel will require raising of funds. Already various industry elements have been approached on fund-raising, with the actual amount depending on length of the strikes and steps taken to meet AFM strategy.

**Burnett’s Background**

Mr. Burnett was public relations director and vice president of General Foods Corp. for 12 years. Among other positions he has held, he was counsel to American Council on Public Relations; director, National Assn. of Public Relations Counsel Inc.; director, Audit Bureau of Circulations; vice president, Assn. of National Advertisers; executive secretary, Advertising Committee, General Motors Corp., and advertising director, Cadillac Motor Car Co.

He has written for magazines and newspapers, and is the author of You and Your Public. He formerly was in charge of network radio programs and has done advisory work for national charities. He is a graduate of U. of Michigan.

Mr. Selvage, who specializes in industrial public relations, began his career as a southern newspaperman, spending from 1921 to 1923 in that field. He served on the Richmond Times-Dispatch, Lexington (Ky.) Herald, Charlotte (N.C.) News and Charlotte (N.C.) Observer.

The following five years, until 1935, Mr. Selvage was an Associated Press correspondent in Washington, following which he became director of public relations for the National Assn. of Manufacturers. While directing public relations, Mr. Selvage also created and administered the NAM public information program.

In 1939 Selvage & Lee was launched, but Mr. Selvage held other positions in addition to that in his business office. He was assistant to Herbert Hoover for the Finnish Relief Fund, and in 1941

(Continued on page 73)

**Comr. R. E. Freer, Ohio Republican, Will Head Trade Commission in 1948**

Comr. Robert E. Freer, Ohio Republican, has been named as the 1948 chairman of the Trade Commission in line with that body’s policy of rotating the chairmanship each year.

Comr. Freer was originally appointed to the bi-partisan Commission by President Roosevelt Aug. 24, 1935. He was reappointed by Mr. Roosevelt in 1938 and by President Truman in 1945. Comr. Freer has been chairman of the Commission twice before, in 1939 and again in 1944.

A native of Cincinnati, Mr. Freer was admitted to the Ohio Supreme Court bar in 1917 and practiced law in Cincinnati during 1917 and from 1919 to 1925, when he became an Interstate Commerce Commission attorney. In 1933, Joseph B. Eastman, Federal Coordinator of Transportation, appointed him as a research assistant and attorney. Then, from January to August 1935, when he was named as a Federal Trade Commissioner, Mr. Freer served as special counsel for the Senate Interstate Commerce Committee.

The Commissioner is active in educational and legal circles, having served as president of the alumni association of St. Xavier College, now Xavier U. of Cincinnati and at Washington College of Law. He has also lectured in railway economics and public law at American U. Graduate School. Mr. Freer is a trustee of George Washington U., a consultant to the Harvard Graduate School of Public Administration and a past president of the Federal Bar Assn.

(Continued on page 84)

**Fry to Quit State Dept. Post Jan. 16**

KENNETH FRY, chief of the State Dept.’s International Broadcasting Division since June 1946, has resigned his post effective Jan. 16 to return to commercial radio. It was learned last week [CLOSED CIRCUIT, Dec. 22].

Mr. Fry has been in government service for the past five years. He originally joined OWI in February 1942 for an overseas assignment in the Aleutians, returning to San Francisco later that year to head up the agency’s Pacific operations.

Mr. Fry has not yet announced specific plans for the future except to say that he is returning to commercial radio. The State Dept. has expressed its hope to announce his successor sometime next week.

**CBS Yearend Statement**

COMPREHENSIVE studies made this past year disclose that the average United States radio family devoted more than 4.5 hours a day to listening—more than in any previous year. Americans spend more time listening to radio than doing anything else except sleeping and working.

During the year, CBS again placed its greatest emphasis on programming. The activities of its program department, both in Hollywood and New York, were considerably intensified.

Columbia’s Documentary Unit, headed by Robert P. Heller, turned in an impressive record during its first full year of operation. This unit brought in a number of significant reports on social problems of great import to the American people. The company’s plans for the coming year contemplate no lessening in this field. Rather, an intensified activity can be expected.

Long experience, documented by intensive research, has demonstrated that “mood programming”—the scheduling of programs of similar appeal back-to-back—is an important factor in the public’s listening preferences. CBS started the year with a newly-created Friday night schedule designed as “fun night” for the entire family. Plans also are under way to establish an extensive Sunday afternoon music schedule.

In November, Frank Stanton, CBS president, announced a new device for instantaneous measurement of the radio audience. This device, which utilizes wartime radar principles, reports minute-to-minute.
The Bank of Virginia

It's another W-L-E-E radio exclusive. The Bank of Virginia, one of our fastest growing institutions. Through a quarter of a century of war, peace and depressions, the Bank of Virginia has survived the developing needs of the Commonwealth.

Its resources have multiplied from $375,000 to $58,000,000. Customer accounts now number 129,837. And meanwhile the bank has grown mature in experience without losing its willingness to pioneer and change with the times.

We are proud to contribute to the success of what has been justly called . . . "Virginia's most popular banking institution."

It's another W-L-E-E exclusive.

W-L-E-E
Mutual . . . in Richmond

TOM TINSLEY, President
IRVIN G. ABELOFF. Gen. Mgr.

Represented by Headley-Reed

December 29, 1947 • Page 21
Most advertisers who know their onions understand there’s no use pickin’ very hard on the small-potato parts of Kentucky (or anywhere else). There’s some business in the little burgs like Celery (Ky.), yes, but there’s more business in the Louisville Trading Area than in all the rest of the Celery’s, and Clovers, and Rices! Hence, if you let WAVE do your marketing in this area, you’ll reap more prosperous listeners per acre, and per dollar, than on any other station.

Therefore leave us eschew the vegetables. Come to WAVE and lettuce show you how to turnip lots of cabbage (and please excuse the corn)!

New Marysville, Calif., FM Outlet Makes Debut

KMYC-FM Marysville, Calif., went on the air Dec. 14, as an affiliate of KMYC, established in 1940. Both stations serve Marysville-Yuba City and the Sacramento Valley.

The station will broadcast ten hours daily, beginning at noon. Programs of the Mutual-Don Lee network will be supplemented by an increased number of local and public service broadcasts. Joe D. Carroll is manager of both KMYC and KMYC-FM. The stations are owned and operated by the Marysville-Yuba City Broadcasters Inc., Horace E. Thomas, president. KMYC-FM operates on a frequency of 99.9 mc, channel 260, 4,7 kw of effective radiated power, with a 430-foot tower which is used by both stations.

As its introductory broadcast KMYC-FM carried “The Messiah” of Handel by remote control from its Columbia broadcast of the Philadelphia Orchestra. The Messiah was followed by a dedicatory program, which graphically traced the development of radio.

New Radio Bulletin

MONTHLY informational bulletin for radio is to be issued beginning in January by the Federal Security Agency and will contain for broadcast use brief feature news items on such topics as tuberculosis prevention, dangerous drugs, care of children’s teeth and jobs for the handicapped. Items will pertain to health, education and security as advanced by the Agency’s Public Health Service, Office of Education, Food and Drug Administration, Office of Vocational Rehabilitation, Children’s Bureau and Social Security System. Bulletin may be obtained from Director of Information, Federal Security Agency, Washington 25, D. C.

PHILADELPHIA FORUM

Presented This Year Under ‘Inquirer’ Auspices

THE PHILADELPHIA FORUM, founded under the leadership of the late Edward W. Bok, and one of America’s leading intellectual and artistic organizations, will be presented this year under the auspices of the Philadelphia Inquirer Charities, Inc.

The publishers of the Philadelphia Inquirer, and the owner of WFIL and WFIL-TV, Walter Annenberg, declared that the sponsorship of the forum by the Philadelphia Inquirer Charities Inc. will result in broader support of the Forum’s activities, and will provide further funds for distribution to charitable organizations.

Concerts by the Boston Symphony, two performances of the Ballet Russe de Monte Carlo, a recital by Rose Bampton and a recital by Miklos Gafni, the Hungarian Caruso, are scheduled for this season. Mr. Annenberg said he would direct his efforts to increasing the contribution of the Forum to the people of Philadelphia.

Masse Writes Handbook As Guide for Newsmen

RADIO NEWS HANDBOOK by Baskett Masse, Medill School of Journalism, Northwestern U., Evanston, Ill., 64 pp.

A NEW HANDBOOK for radio news personnel and students of journalism explaining the writing, editing and delivery of radio news, was put on sale last week by the Medill School of Journalism, Northwestern U.

Written by Baskett Masse, asst. professor of journalism at Northwestern and a director of the Chicago Radio Correspondents Assn., the 64 page volume, titled Radio News Handbook, covers all phases of radio news, from preparing copy to pronunciation and timing. The price is $1.50, with the proceeds made payable to Northwestern U.

Addresses TV Class

PAUL RAI BOURN, vice president of Paramount Pictures Inc., in a brief address Dec. 18 to the television class of American U., Washington, stated, “Electronic television is following more closely the elements of broadcasting and newspapers and magazines than it is following the elements of motion pictures.” He concluded, “Movies, a non-advertising medium, will be least affected by television as now organized.” He said commercials will turn into TV film very rapidly and that all video will be film except those programs depending upon instance for value.

PLANS for forthcoming annual meeting of Canadian Assn of Broadcasters are well underway. Meeting is being held at Chateau Frontenac, Quebec, March 8-11, with eight meet planned for Vernon, B.C. Motion pictures by manufacturers or transmitters and recording equipment are to be held on hotel’s main floor.
It's Not Too Late—
To Add WMT
For '48

\[
\text{Wishing You A}
\]

Prosperous New Year

... In Eastern Iowa—America's great twin market
where industry and agriculture combine to provide a
dependable, spendable income for WMT advertisers,
WMT is the exclusive CBS outlet for 1,132,782 people
within our 2.5 MV zone. Please contact your Katz
agency man for complete details.

WMT
CEDAR RAPIDS

600 KC — 5000 Watts — Day and Night

Now in our 25th year—The Station Built by Loyal Listenership!
The Dominion in 1948:

Canada Sees Stable Sales, Some Gain

Import Curbs May Affect Radio Advertising, Some Point Out

By JAMES MONTAGNES

With NO FM, TV, and avalanche of new stations to contend with as broadcasters in the United States, Canadian broadcasters, advertising agency executives and station representatives forecast a good year for radio advertising in 1948 for Canada. Survey made at Toronto, headquarters for placement of most Canadian advertising, shows that the broadcasting industry expects to see a continuance of the upward trend in the use of radio, with more agencies becoming interested and stations going after advertisers who have used radio very little or never. Although some executives report that smaller stations may not get as much national business in 1948 as they have had the past few years, due to rising talent and station costs, dollar volume of radio advertising is expected to increase, certainly not to drop.

One agency executive, whose agency places a very considerable amount of radio advertising in the Dominion, offered the consensus of most agency executives when he stated that "in 1948 radio advertising dollars may well be fewer because of import restrictions and shortage in Canada of American dollars. Therefore we may expect a more critical examination of relative station values. 1948 is too soon to start worrying about FM outlets getting a slice of business, but it is never too soon to remember that rising costs in a falling market can only mean that some stations are going to suffer. Before 1949 the Canadian Association of Broadcasters and station representatives may have to fight to justify use of the outlets in smaller sales areas."

Doug Scott, broadcast advertising director of CAL, reports that "generally speaking prospects look good. Quite a few new advertisers are coming along, and some current advertisers are expanding. Agencies are becoming more interested in radio. Banks are being approached by agencies to use broadcasting. There is a definite trend to national spot advertising because of unavailability of network time. Few advertisers are dropping out of radio or planning to do so because of the recently announced import restrictions. Numerous agencies are appointing radio directors for the first time, and organizing radio departments."

Import Restrictions

(Canada in mid-November announced import restrictions on a wide range of consumer goods, including electrical appliances, watches, jewelry, cosmetics, fresh foods and vegetables and citrus fruits, textiles and other items in a move to conserve a dwindling supply of United States dollars, Canadians in 1947 having bought twice as much from the United States as they have sold to the United States. There are import restrictions referred to.)

Opinions differ as to how much of a cut the import restrictions will have on radio advertising. One station representative firm reported heavy curtailment planned by watch manufacturers who import bulk of their watches or parts from dollar countries. Some watch manufacturers are reported to have cancelled all 1948 advertising, feeling they will have little to sell. Other agency executives point out that after first curtailment rush has subsided, many advertisers will revise their plans because they will find they have enough goods coming in under quotas, but that the new 25% excise tax will require harder selling. Excise tax was planned as a large number of consumer goods to conserve hard-to-get steel for more essential manufacturing in conjunction with the government's export drive.

One large agency reports that business is excellent, that it has no cancellations, that 1947 is up 10% over 1946 and that dollar volume in 1948 is expected to be up 15% over 1947 in the radio division. Expenditures at this agency on networks are up while spot radio is holding even, but radio director feels trend is towards national spot advertising. Another agency radio director, Eddie Gould, McConnell Eastman Co., Toronto, reports an increasing number of radio accounts, greater interest being shown by advertisers in radio, and expansion of some current accounts.

Andy McDermott, sales manager
(Continued on page 61)
Like the proverbial bee, WBBM makes good use of its time—all the time. Both on the air—and off. Like this:

Critic John Crosby reported: "...a vitality glowed brightly all summer in a sustaining program on WBBM called 'Report Uncensored' which set the town on its ears. 'Report Uncensored' substituted during the summer months for the immensely popular 'Lux Theatre' and its Hooperating dropped only two points." This WBBM documentary on juvenile delinquency was a smash hit on the air because WBBM writers and producers spent more than four months off the air perfecting each program in the series.

Or take another example. Because of WBBM's passion for perfection, tomorrow morning (and six mornings a week) thousands of Midwesterners will "Listen to Cliff"...will hear the breakfast antics of the suburban Cliff Johnson family including four ad libbing youngsters. It's a show that can set advertisers—as well as listeners—"on their ears." All because WBBM took the time (7:30 to 8:00) and added showmanship to a popular morning musical clock show.

It simply means you get more than just time on WBBM. You get time that has been put to brilliant use by WBBM—a local origination that represents hours of imaginative thinking by WBBM showmen. To put our time (and our talent) to good use, make a bee-line for Radio Sales or direct to WBBM—"Chicago's Showmanship Station."

Represented by Radio Sales...Radio Stations Representative...CBS,
New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

Chicago's Showmanship Station - Columbia Owned - 50,000 watts
Up she goes... as

RCA's super-gain antenna—

VIRTUALLY NOTHING TO IT... putting up a Pylon. Because the standard Pylon weighs so little... is completely self-supporting... is erected as a single unit, whether you choose one section or four.

Plenty of other installation features, too.

You assemble this antenna and make all inter-connections on the ground. And "in the air" you make only one connection—this to the transmission line. Compare transmission line simplicity like this with the multiplicity of connections required by ordinary antennas.

No adjusting or tuning is required, either, in the field or at the factory.

Here is the FM radiator that can be safely mounted... almost anywhere. No protruding elements to brace. No appendages of any kind to fall. Icing problems, negligible... because transmission lines are inside the polyethylene-covered slot of the antenna cylinder.

Overlook none of the advantages of the Pylon when you choose the radiator for your FM station. It is simpler in design, easier to install... gives you more signal gain.

There's an RCA Pylon for Every FM Broadcast Station Need

STANDARD PYLON. This antenna is designed to meet the requirements of all FM stations... handles up to 50 KW of power. The Standard combines maximum strength and rigidity with minimum weight.

HEAVY-DUTY PYLON. Designed for use with the RCA Television Super Turnstile, this is the only FM antenna capable of supporting a television antenna. The Heavy-Duty Pylon is built for locations where winds of hurricane force prevail. It is designed to withstand wind velocities of more than 160 mph when used for FM service alone.

LOW-POWER PYLON. Here is the ideal low-cost antenna for interim operation and stand-by service. It has the same high gain as the other two models but is available only as a single-section antenna. It handles up to 3 KW of power.

BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
simply as this

the FM PYLON

DATA FOR RCA PYLON ANTENNAS

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The RCA Pylon Antenna

By all means, mail this coupon

Engineering Products Dept. 19-L-2, Radio Corporation of America
Camden, New Jersey

Please send me, without obligation, a copy of the new brochure on your complete line of Pylon antennas.

NAME_________________________
ADDRESS_______________________
STATION_______________________
CITY____________________STATE_____

The RCA Pylon Antenna
...The Industry Looks to 1948
(Continued from page 15)

...ing on the part of industry, it is my feeling that the medium will enjoy an even better year than it did in 1947.

I don't think the influx of new AM and FM will put a dent in the radio business enjoyed by the older, established stations—at least for some time to come.

KARL M. FROST PRESIDENT, HARRY M. FROST CO., BOSTON
REGARDING prospects for business in the coming year, radio expenditures by this company for its clients during the past two years have shown a steady upward trend. At the present time we see nothing to change this picture. In our opinion, 1948 will show a conservative increase over 1947.

MORT WATTERS VICE PRESIDENT, SCRIPPS-HOWARD RADIO INC., WCPO CINCINNATI's outlook for next year is one of the brightest in the country.

A. E. WANNAMAKER GENERAL MANAGER, WGTW WILMINGTON, DEL.
IN OUR OPINION business throughout this area in Eastern North Carolina will remain somewhat the same during 1948 as in 1947. Customers may do more care-ful buying, and dealers, in our opinion, will do more promotion and merchandising, but we believe that the results and volume will be generally the same.

ROBERT H. THURMONT MEDIA DIRECTOR, J. WALTER THOMPSON CO., LOS ANGELES
IN LOOKING FORWARD to the next year we are doing so not only with optimism but also awareness of an increased responsibility to watch even more carefully the expenditure of our client's budgets. In the face of increased costs we will continually search for the most effective media in an effort to make our advertising dollars go as far as possible. Spot radio seems of increasing importance in this plan. In our minds the most effective advantage it affords under certain conditions. This office alone probably will double its 1947 billings in regional and national coverage this coming year. We are anticipating a great deal more interest in television during 1948. Several clients have tested the medium and will follow through with regular schedules.

BERNARD WEINBERG PRESIDENT, MILTON WEINBERG ADVERTISING, LOS ANGELES
ADVERTISING will face a rigid test in 1948. Production is slowly but surely catching up with demand. Thus both copy and media will have to perform at maximum efficiency. The institutional brand of advertising characteristic of recent years already is giving way to the more realistic type of advertising.

Mr. Weinberg

JOE EGGLESTON COMMERCIAL MANAGER, WMCMEMPHIS BUSINESS prospects for 1948 in the Memphis area look exceedingly good. With income from agricultural products at record-breaking levels, Memphis has in the past few years added greatly to its position as an industrial center. This combination, according to Sales Management Magazine, has caused Memphis to have the largest effective buying income and the second largest wholesale sales per capita in the entire South.

Station Statement of WGR BUFFALO
BUFFALO is a fast growing, well-diversified city in industries and business and population. Prospects are excellent.

WILLIAM J. BEATON GENERAL MANAGER, KWWK PASADENA
IN SPITE of what seems to be a general slowing down of business during the ensuing six months, radio can maintain its dollar volume as compared with a similar period of 1947 if broadcasters generally sell our medium aggressively. It will probably be neces-sary to both seek out and present new program ideas and to explain the sales problem of industries not previously heavy radio advertisers—so as to intelligently advise them on how to get the maximum results from their radio advertising dollar.

In cities where new AM, FM and television grants have been made during the past year, there will probably be greatly increased radio appropriations but certainly not in proportion to the new station grants, so that the situation will be a more alert program and sales organization will get the heavy volume. In this respect some of the newer stations can easily surpass if they have a hard-hitting staff working close to their communities. There are indications that while some kind of self-regulatory broadcasters' code may come out of the spring convention of NAB at Los Angeles, and great deal of the problem may be solved by this increased competition within the industry and the resultant thinning down of individual station business.

JOHN E. FETZER MANAGING DIRECTOR, WJFFO GRAND RAPIDS, MICH.
I BELIEVE 1948 will see radio generally on the up. No doubt there will be isolated cases where individual stations through new-fangled methods may suffer a declining market. This will not, however, be the general rule of thumb. So long as we continue in the inflationary trend of the present time, volume is bound to increase although the net may be less.

DAVID H. SANDEBERG PACIFIC COAST MANAGER, KWWK PASADENA
FROM the standpoint of national spot business I am of the opinion that radio billings next year will continue at a close level to those of 1947. Although there has been somewhat of a turn-over among some of the food accounts, there will be some new food businesses figuring in the spot picture. Other industries, too, are planning to use the media for the first time.

Mr. Sandberg will look for considerable activity in these lines. Government propaganda on saving food and shortages caused by heavy overseas shipments has caused some food and beverage accounts to curtail their budgets. But on the other hand some beer accounts are planning on upping their radio budget for 1948.

GEORGE M. BURBACH KSDK ST. LOUIS
THE REDUCTION of bank credits should reduce business volume.

PHILIP G. LASKY VICE PRESIDENT AND GENERAL MANAGER, KSFO SAN FRANCISCO BUSINESS in 1948 should continue the upward trend experienced this year over 1946. While not actually optimistic, certainly Government propaganda on saving food and shortages caused by heavy overseas shipments has caused some food and beverage accounts to curtail their budgets. But on the other hand some beer accounts are planning on upping their radio budget for 1948.

Mr. Lasky}

(Continued from page 37)

BROADCASTING • Telecasting
people and places

— a running commentary, more or less statistical, on WOR's great 18-state area: interspersed at frequent intervals with light asides deliberately designed to lift the heart and reassure the diligent reader.
This is an insert patiently designed to aid the agency timebuyer and advertiser in their eternal search for cities and towns in which people buy either products or services.

Above all things, it is WOR — as hundreds of sponsors know it. Here, stripped of watts and soaring towers and people called announcers, you see what makes “that power-full station.”

It is, perhaps, unnecessary to say we’re proud of the figures on the following pages. Imagine, one station covering 1/4 of the United States! A giant slice of country containing 34,057,161 people in 430 counties in 18 states. Not to mention that it contains 8,548,620 homes with one or more radios in which people have at least $35,249,682,000 to spend every year.

That’s mighty powerful stuff, we think, but only an aperitif compared with what you’re about to see.
and their homes . . . mostly with radios

<table>
<thead>
<tr>
<th>Population</th>
<th>Daytime WOR BMB STATION AUD. AREA</th>
<th>PERCENT OF U.S.</th>
<th>Night Time WOR BMB STATION AUD. AREA</th>
<th>PERCENT OF U.S.</th>
<th>TOTAL IN U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>27,567,069</td>
<td>20.94%</td>
<td>34,057,161</td>
<td>25.87%</td>
<td>131,669,275</td>
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<tr>
<td>Male</td>
<td>13,713,743</td>
<td>20.76</td>
<td>16,972,689</td>
<td>25.69</td>
<td>66,061,592</td>
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<tr>
<td>Female</td>
<td>13,853,326</td>
<td>21.12</td>
<td>17,084,472</td>
<td>26.04</td>
<td>65,607,683</td>
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<tr>
<td>White Population</td>
<td>26,037,355</td>
<td>22.03</td>
<td>31,226,549</td>
<td>26.42</td>
<td>118,214,870</td>
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<tr>
<td>Male</td>
<td>12,970,987</td>
<td>21.82</td>
<td>15,584,479</td>
<td>26.22</td>
<td>59,448,548</td>
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<tr>
<td>Female</td>
<td>13,066,368</td>
<td>22.23</td>
<td>15,642,070</td>
<td>26.62</td>
<td>58,766,322</td>
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<tr>
<td>Negro Population</td>
<td>1,499,247</td>
<td>11.65</td>
<td>2,778,416</td>
<td>21.60</td>
<td>12,865,518</td>
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<tr>
<td>Male</td>
<td>719,443</td>
<td>11.48</td>
<td>1,353,848</td>
<td>21.60</td>
<td>6,269,038</td>
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<tr>
<td>Female</td>
<td>779,804</td>
<td>11.82</td>
<td>1,424,568</td>
<td>21.60</td>
<td>6,596,480</td>
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<td>Other Non-White Population</td>
<td>30,467</td>
<td>5.17</td>
<td>52,196</td>
<td>8.86</td>
<td>588,887</td>
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<tr>
<td>Male</td>
<td>23,313</td>
<td>6.78</td>
<td>34,362</td>
<td>9.99</td>
<td>344,006</td>
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<tr>
<td>Female</td>
<td>7,154</td>
<td>2.92</td>
<td>17,834</td>
<td>7.28</td>
<td>244,881</td>
</tr>
</tbody>
</table>

FAMILIES AND RADIO HOMES*

| Total All Families (1940*) | 7,248,735                         | 20.80%          | 8,765,521                            | 25.15%          | 34,854,532    |
| Urban                     | 5,435,673                         | 26.39           | 5,943,026                            | 28.86           | 20,595,500    |
| Rural — Nonfarm           | 1,283,125                         | 17.94           | 1,741,676                            | 24.35           | 7,151,473     |
| Rural—Farm                | 529,937                           | 7.46            | 1,080,919                            | 15.21           | 7,106,559     |
| Total Radio Homes (1943*)  | 6,741,690                         | 23.38           | 7,769,006                            | 26.94           | 28,838,203    |
| Urban                     | 5,224,086                         | 27.61           | 5,661,805                            | 29.92           | 18,923,385    |
| Rural — Nonfarm           | 1,131,287                         | 20.05           | 1,460,296                            | 25.88           | 5,643,130     |
| Rural—Farm                | 386,317                           | 9.04            | 646,905                              | 15.14           | 4,271,688     |
| Total Radio Homes (1946**) | 7,275,320                         | 21.40%          | 8,548,620                            | 25.14%          | 33,998,000    |

WOR Audience

| Radio Families**          | 3,671,440                         |                  | 4,713,070                            |                 |               |

*SOURCES: Population and Families — U.S. Census 1940
Radio Homes — NAB October 1943

** Broadcast Measurement Bureau, Inc. Study #1 — 1946
Doris is perturbed. Her mind is in turmoil! Her heart flutters like a hypoed metronome!

After all, she only went for a stroll. Relentlessly, the helmeted stranger’s voice bores on, “Ach, Fraulein—be brave. They are only trees. Beyond lie the plains and the beauty of the falls.” Then, hastily, “Plus, the greatest assortment of furniture, drug, food and etc. stores in the land.”

Oh, Gad!

Oh, Myron! Oh, 

Oh, go ahead, Doris, it’ll make a new girl out of you.
where WOR's people shop
... and what happens!

<table>
<thead>
<tr>
<th>MAJOR BUSINESS GROUPS</th>
<th>DAYTIME WOR BMB STATION AUD. AREA</th>
<th>PERCENT OF U.S.</th>
<th>NIGHT TIME WOR BMB STATION AUD. AREA</th>
<th>PERCENT OF U.S.</th>
<th>TOTAL IN U.S.</th>
</tr>
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<tbody>
<tr>
<td>Net Effective</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Buying Income 1945</td>
<td>$30,758,964*</td>
<td>23.05%</td>
<td>$35,249,682*</td>
<td>26.42%</td>
<td>$133,438,255*</td>
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<tr>
<td>Total Retail</td>
<td></td>
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<td></td>
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<tr>
<td>Stores (y)</td>
<td>421,846</td>
<td>23.83</td>
<td>493,088</td>
<td>27.85</td>
<td>1,770,355</td>
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<tr>
<td>Sales — 1945</td>
<td>$16,721,228*</td>
<td>22.44</td>
<td>$19,133,587*</td>
<td>25.67</td>
<td>$74,528,981*</td>
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<tr>
<td>Food</td>
<td></td>
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<tr>
<td>Stores (y)</td>
<td>155,081</td>
<td>27.67</td>
<td>179,206</td>
<td>31.97</td>
<td>560,549</td>
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<td>Sales — 1945</td>
<td>$ 4,874,798*</td>
<td>25.33</td>
<td>$ 5,471,727*</td>
<td>28.43</td>
<td>$19,246,229*</td>
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<td>Drug</td>
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<tr>
<td>Stores (y)</td>
<td>13,148</td>
<td>22.71</td>
<td>14,909</td>
<td>25.75</td>
<td>57,903</td>
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<tr>
<td>Sales — 1945</td>
<td>$ 560,566*</td>
<td>19.32</td>
<td>$ 637,271*</td>
<td>21.96</td>
<td>$2,901,747*</td>
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<tr>
<td>General Merchandise</td>
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<td></td>
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<tr>
<td>Stores (y)</td>
<td>12,634</td>
<td>25.13</td>
<td>14,929</td>
<td>29.70</td>
<td>50,267</td>
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<tr>
<td>Sales — 1945</td>
<td>$ 2,323,505*</td>
<td>20.03</td>
<td>$ 2,662,021*</td>
<td>22.95</td>
<td>$11,600,635*</td>
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<tr>
<td>Wearing Apparel</td>
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<tr>
<td>Stores (y)</td>
<td>33,924</td>
<td>31.72</td>
<td>37,440</td>
<td>35.00</td>
<td>106,959</td>
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<tr>
<td>Sales — 1943</td>
<td>$ 1,823,056*</td>
<td>29.00</td>
<td>$ 1,984,945*</td>
<td>31.57</td>
<td>$6,287,475*</td>
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<tr>
<td>Eating &amp; Drinking</td>
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<td>Places (y)</td>
<td>66,367</td>
<td>21.73</td>
<td>75,422</td>
<td>24.70</td>
<td>305,386</td>
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<td>Sales — 1943</td>
<td>$ 2,237,736*</td>
<td>27.39</td>
<td>$ 2,402,859*</td>
<td>29.41</td>
<td>$8,171,021*</td>
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<tr>
<td>Furn.-Household-Radio</td>
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<tr>
<td>Stores (y)</td>
<td>13,141</td>
<td>24.88</td>
<td>15,081</td>
<td>28.55</td>
<td>52,827</td>
</tr>
<tr>
<td>Sales (y)</td>
<td>$ 440,360*</td>
<td>25.41</td>
<td>$ 495,821*</td>
<td>28.61</td>
<td>$1,733,257*</td>
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<tr>
<td>Lumber-Bldg.-Hardware</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Stores (y)</td>
<td>13,936</td>
<td>17.57</td>
<td>16,127</td>
<td>20.33</td>
<td>79,313</td>
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<tr>
<td>Sales — 1944</td>
<td>$ 611,275*</td>
<td>17.14</td>
<td>$ 708,151*</td>
<td>19.85</td>
<td>$3,566,927*</td>
</tr>
<tr>
<td>Automotive</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Stores (y)</td>
<td>10,412</td>
<td>17.32</td>
<td>12,721</td>
<td>21.16</td>
<td>60,132</td>
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<tr>
<td>Sales (y)</td>
<td>$ 1,036,394*</td>
<td>18.68</td>
<td>$ 1,232,309*</td>
<td>22.21</td>
<td>$5,548,687*</td>
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<tr>
<td>Filling Stations</td>
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<tr>
<td>Stations (y)</td>
<td>38,897</td>
<td>16.08</td>
<td>51,212</td>
<td>21.17</td>
<td>241,858</td>
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<tr>
<td>Sales (y)</td>
<td>$ 478,732*</td>
<td>16.96</td>
<td>$ 592,083*</td>
<td>20.98</td>
<td>$2,822,495*</td>
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<tr>
<td>Feed, Farm &amp; Garden Supplies</td>
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<tr>
<td>Stores (y)</td>
<td>3,919</td>
<td>18.07</td>
<td>5,143</td>
<td>23.72</td>
<td>21,687</td>
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<tr>
<td>Sales (y)</td>
<td>$ 199,183*</td>
<td>25.56</td>
<td>$ 243,549*</td>
<td>31.25</td>
<td>$779,289*</td>
</tr>
</tbody>
</table>

* Thousands of dollars
(y) 1940

Sources: 1940 data — U.S. Census 1940
1945, 1944 and 1943 data — Sales Management
Carlton J. Carlton Dorsey III couldn't believe his eyes. There it was—plain as day—the p-r-o-o-f. It was his darling, Prudence; light of life, flower of the field, in the arms of the scurrilous farmer, Stirling Froom.

“Oh, Hannah,” he cried to himself in despair. “Oh, Mabel.”

---

*No wonder! The money his wealthy mother gave him with which to reclaim his glasses at the Verdure Avenue optical shop, was squandered on chocolate squares.

**According to the findings of Danbury Moncross, internationally-known coliotologist, day is not “plain.” Day, writes Moncross, is composed in varying parts of flutterflies, beer mit suds, and stuff.

***Now, now, Carlton—one at a time!

****Cut!
## WOR has farmers, too

... hundreds of thousands of them!

<table>
<thead>
<tr>
<th>Farm Data</th>
<th>Daytime Wor BMB Station Aud. Area</th>
<th>Percent of U.S.</th>
<th>Night Time Wor BMB Station Aud. Area</th>
<th>Percent of U.S.</th>
<th>Total in U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Farm Population</td>
<td>2,267,331</td>
<td>7.50%</td>
<td>4,912,637</td>
<td>16.26%</td>
<td>30,216,188</td>
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<tr>
<td>Male</td>
<td>1,210,279</td>
<td>7.59</td>
<td>2,573,602</td>
<td>16.15</td>
<td>15,940,370</td>
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<tr>
<td>Female</td>
<td>1,057,052</td>
<td>7.40</td>
<td>2,339,035</td>
<td>16.39</td>
<td>14,275,818</td>
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<tr>
<td>Number of Farms</td>
<td>452,353</td>
<td>7.44</td>
<td>916,072</td>
<td>15.03</td>
<td>6,096,799</td>
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<tr>
<td>Effective Buying Income 1945 (Gross Farm Dollars)</td>
<td>$2,177,643,000</td>
<td>9.14</td>
<td>$3,470,496,000</td>
<td>14.57</td>
<td>$23,823,308,000</td>
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<tr>
<td>Total Realized Income All Farms Reporting</td>
<td>442,295</td>
<td>7.41</td>
<td>898,402</td>
<td>15.05</td>
<td>5,968,755</td>
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<tr>
<td>Dollar Volume</td>
<td>$ 735,444,094</td>
<td>9.41</td>
<td>$1,141,737,687</td>
<td>14.61</td>
<td>$ 7,813,644,567</td>
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<td>Farms Reporting</td>
<td></td>
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<tr>
<td>Dollar Volume</td>
<td>$ 110,433,626</td>
<td>30.75</td>
<td>$124,851,495</td>
<td>34.77</td>
<td>$ 359,097,849</td>
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<td>Dairy Products Farms</td>
<td>103,081</td>
<td>16.65</td>
<td>130,591</td>
<td>21.10</td>
<td>619,006</td>
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<td>Farms Reporting</td>
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</tr>
<tr>
<td>Dollar Volume</td>
<td>$ 287,313,834</td>
<td>23.66</td>
<td>$345,650,760</td>
<td>28.47</td>
<td>$ 1,214,181,902</td>
</tr>
<tr>
<td>Livestock &amp; Livestock Prod. Farms</td>
<td>18,282</td>
<td>2.45</td>
<td>33,646</td>
<td>4.51</td>
<td>746,413</td>
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<tr>
<td>Farms Reporting</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Dollar Volume</td>
<td>$ 43,828,294</td>
<td>2.32</td>
<td>$67,081,716</td>
<td>3.56</td>
<td>$ 1,886,656,240</td>
</tr>
<tr>
<td>Truck Crops Farms</td>
<td>15,267</td>
<td>19.06</td>
<td>19,321</td>
<td>24.12</td>
<td>80,116</td>
</tr>
<tr>
<td>Farms Reporting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dollar Volume</td>
<td>$ 32,948,329</td>
<td>18.36</td>
<td>$39,994,361</td>
<td>22.28</td>
<td>$ 179,505,250</td>
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<tr>
<td>Field Crops Farms</td>
<td>71,128</td>
<td>3.25</td>
<td>269,107</td>
<td>12.31</td>
<td>2,186,986</td>
</tr>
<tr>
<td>Farms Reporting</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Dollar Volume</td>
<td>$ 132,708,604</td>
<td>4.40</td>
<td>$352,647,146</td>
<td>11.69</td>
<td>$ 3,016,188,444</td>
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<tr>
<td>Fruits &amp; Nuts Farms</td>
<td>10,223</td>
<td>7.65</td>
<td>13,569</td>
<td>10.15</td>
<td>133,685</td>
</tr>
<tr>
<td>Farms Reporting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dollar Volume</td>
<td>$ 27,555,135</td>
<td>9.16</td>
<td>$33,994,501</td>
<td>11.30</td>
<td>$ 300,975,952</td>
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<tr>
<td>Horticultural Specialties Farms</td>
<td>4,099</td>
<td>21.63</td>
<td>4,679</td>
<td>24.69</td>
<td>18,950</td>
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<tr>
<td>Farms Reporting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dollar Volume</td>
<td>$ 32,972,174</td>
<td>25.13</td>
<td>$35,752,453</td>
<td>27.25</td>
<td>$ 131,202,602</td>
</tr>
<tr>
<td>Forest Products Farms</td>
<td>5,497</td>
<td>23.59</td>
<td>7,883</td>
<td>33.83</td>
<td>23,300</td>
</tr>
<tr>
<td>Farms Reporting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dollar Volume</td>
<td>$ 6,834,264</td>
<td>26.35</td>
<td>$10,084,985</td>
<td>38.88</td>
<td>$ 25,939,042</td>
</tr>
<tr>
<td>Subsistence Farms*</td>
<td>167,194</td>
<td>8.61</td>
<td>362,667</td>
<td>18.67</td>
<td>1,942,729</td>
</tr>
<tr>
<td>Farms Reporting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dollar Volume</td>
<td>$ 60,313,064</td>
<td>8.62</td>
<td>$130,217,849</td>
<td>18.61</td>
<td>$ 699,917,286</td>
</tr>
</tbody>
</table>

*Farms with farm products used by farm households.

note:

Reproductions of the official BMB daytime and nighttime WOR audience maps may be had pronto by dropping a note to or calling...

WOR

— that power-full station
at 1440 Broadway, in New York

mutual
... The Industry Looks to 1948

(Continued from page 28)

mental of scratching for business which must include a sound and unrelenting advertising effort. With business harder to get, advertisers will be even more careful to spend their advertising dollars wisely and for that reason broadcasting will hold its own, as against other medium's advantageous low-cost circulation and persuasive ability to move merchandise.

GLENN SNYDER
GENERAL MANAGER, WLS CHICAGO

EXPECT business to maintain 1947 level for first six months. Will probably be a slight decrease the second six months.

HARLOW P. ROBERTS
VICE PRESIDENT, GOODKIND, JOICE & MORGAN INC., CHICAGO

IT IS rather difficult to give very complete information at this time because so many of our clients are working on a quarterly basis. They are trying to out-guess Washington and the numerous shortages of raw materials.

R. C. EMBREY
VICE PRESIDENT, WITH BALTIMORE

BALTIMORE is in an unusually advantageous situation. The traffic through the port has reached the top position of all U. S. ports. More than 600 industries are operating full blast. There has been a 25% growth in population since 1940. The city is in a period of expansion and growth.

GEORGE E. TAYLOR
OWNER, GEORGE P. TAYLOR AD, AGENCY SAN FRANCISCO

FROM the standpoint of local and regional business I am of the opinion that radio billing from this agency will at least hold its own during the coming year. I don't believe there will be any great increase, due to a number of factors, but the rapid return to pre-war competition will awaken some heretofore dormant advertisers and radio will get the lion's share.

MARTIN B. CAMPBELL
WFAA-DALLAS

BUSINESS PROSPECTS for Dallas and the Southwest in 1948 are very favorable. Agriculture and petroleum account for from 38 to 40% of the income of the Southwest and there is no indication of a downward trend in either industry. A great deal of new industry and business is expected to come to this section and, although the rate of increase is well below wartime averages, the increments are substantial. Research officials of banks and other businesses see no sign of further inflationary tendencies or of depression.

KENNETH W. CHURCH
GENERAL MANAGER, WIBC INDIANAPOLIS

BUSINESS OUTLOOK for 1948 looks exceptionally good for this area. Indications are that the area presently covered by WIBC and the increased area that will be covered when we go to 60 kw will be at least as good if not better than 1947. 1947 was one of the most prosperous years that Indiana has ever enjoyed.

RICHARD E. MESSER
EXECUTIVE VICE PRESIDENT, ROBERT F. DENNIS INC., LOS ANGELES

WE SHOULD look to 1948 with great optimism. In my opinion, the coming year will be better than 1947. The only thing that can spoil the picture for 1948 is inflation and there are signs that inflation is a great possibility. A review of the last 12 months' business brings memories of mistakes that we in the advertising business should avoid in 1948. Although there is still a tight situation where black and white is concerned, we will see some major advertising moving from radio to other media during the coming year. As good station time is still a premium commodity the going will be pretty well the same in 1948. New advertisers will be added to the list. Licensing of a number of smaller stations does not make too much difference, at least here in the West. New stations will have to prove their audience to timebuyers. The FM picture is a little obscured, at least on the West Coast. The public is not yet educated to the advantages of FM. Besides, people do not listen to stations, watts or FM. They listen to programs.

Mr. Messer

CALVIN J. SMITH
GENERAL MANAGER, KYC LOS ANGELES

RADIO is probably facing the most critical year in its history. Increased newprint will divert some income; increased number of stations will make station competition more keen; the expense features of the music situation are as yet uncertain; FM construction and operation will bring a cut in budgets; new property will reduce income.

Mr. Smith

A. FRANK KATZENTINE
OWNER, WKAT MIAMI BEACH, FLA.

PROSPECTS for continuation of business on a very profitable scale in the greater Miami area during 1948 appear to be somewhat better than at this same last year. While should the general level of business be somewhat less in 1948 than in 1947, it should cause some business firms that have been comparatively inactive to become more active in advertising in order to maintain sales levels. Also there are a number of important advertising classifications that should resume their prewar advertising activity during 1948.

Mr. Katzentine

A. J. MOSBY
PRESIDENT, KGVO MISSOULA, MONT.

WE HAVE HAD no war in this area but are now having a large influx of population and new industries. Montana is looking forward to a greatly increased tourist business in '48 and, with over a hundred million dollars scheduled to be spent by the government on irrigation and electric power plants and 50 million on new and added industrial improvements, outside of the six months we are in for a very good year.

Mr. Mosby

MONTY MANN
PRESIDENT, KGVO KGNO KGVA MISSOULA, MONT.

GENERAL BUSINESS prospects for 1948 look pretty fair, at least for the first half. Although it appears that some businesses are going to be pretty hard hit individually, general business bids are still holding up, with perhaps a slight up-trend during the first half. The rumors that come my way indicate that many national advertisers are increasing their budgets for 1948. There is some indication that a few of our clients are contemplating slight increases in their 1948 expenditures but most will probably remain the same as 1947.

Mr. Mann

JOHN ESAU
VICE PRESIDENT, KTUL TULSA

I AM OPTIMISTIC about the 1948 outlook. In this area, at least, I feel we went through a real fling during 1947. Newsprint is back in almost prewar quantity. Buyers of radio time are looking at all media. Many will not "return" to the printed word and radio has proven that it has the ability to sell. Next year's radio purchases will be much more stable and firm. The year 1948 will be the best in KTUL history.

Mr. Esau

C. H. FRAZIER
GENERAL MANAGER, WROL KNOXVILLE, TENN.

RADIO ADVERTISING prospects in Knoxville and surrounding area appear to be somewhat better than at this same last year. Should the general level of business be somewhat less in 1948 than in 1947, it should cause some business firms that have been comparatively inactive to become more active in advertising in order to maintain sales levels. Also there are a number of important advertising classifications that should resume their prewar advertising activity during 1948.

Mr. Frazier

HARVEY CARTER
OWNER, KGCM MANCHESTER, N. H.

WE ARE very concerned about operational economics for 1948. Salaries and other operating costs have risen and are continuing to rise in the face of no increase nor prospects of increase in station income. Unless general business booms we feel we will have to be fortunate to stay in black figures.

Mr. Carter

ROBERT TINCHER
VICE PRESIDENT, WAXN EARTH, S. D.

IT IS MY belief that the present high level of business in the WAXN area will continue throughout 1948. As the farmers' incomes go, so goes all business in this area. In spite of unsettled war conditions and domestic conditions, if the Marshall Plan is adopted without any limitations, the artificial market so created will prove a tremendous stimulus by holding up the demand for farm products, thus assuring an even higher income for the farmer in 1948. If, on the other hand, the Marshall Plan is not adopted, the artificial market will still be created and farm prices, although possibly not as great, will nevertheless be higher. Farm mortgages and other debts

(Continued on page 38)
are the lowest they have been for years. The farmers’ pockets are bulging with cash and the experience of 1947 shows that they are ready, willing and able to spend their money in 1948 for luxury items, as well as essentials, denied them during the war.

R. SANFORD GUER
VICE PRESIDENT AND
GENERAL MANAGER
WBTM DANVILLE, VA.

OUR MARKET has grown considerably in the past few years and approximately 100 new retail outlets have opened during the past two-year period. Our textile and tobacco industries have made us the third largest market in Virginia (wholesale) and our retail sales have increased by over 30%. Our 1948 business prospects are exceedingly good and we look for an excellent year of prosperity for all business in this area.

LOUIS R. COOK
MANAGER, KNOX AUSTIN, TEX.

THE LEVELING OFF of business from boom status to good average normal will have been completed by spring of 1948. All in all, 1948 will be a good year. Continued present high or increased costs of food and housing will further curtail purchasing power. Sales of so-called luxury goods will decline and the average family will have less money to spend for clothing, furniture, appliances, automobiles and amusement. It is my opinion that there will be no boom or recession in 1948.

HUGH TERRY
KZD DENVER, COLO.

AFTER a capacity year in 1947, there is every indication that 1948 will continue at about the same level in this area. This area is growing and developing; its business interests are diversified. Future prospects are encouraging. Radio advertising should maintain same high level in 1948, although due to increased costs net profits probably will shrink a little.

JEROME B. GRAY
GRAY & ROGERS, PHILADELPHIA

POSTWAR readjustment and the return to a buyers’ market in many industries made 1947 a more normal year for this agency. On the whole, however, our volume of business held up surprisingly well, with increased appropriations by some of our clients off-setting decreased appropriations by others. Radio advertising is not a large part of our business, although it did contribute significantly to the year’s volume. We had our best year in radio, topping our previous best year by approximately 20%. We face the new year optimistically. Even excluding the new accounts we shall acquire during 1948, approved plans indicate a banner year.

CHARLES J. LANPHIER
PRESIDENT, WFOX MILWAUKEE

I SEE NO RADICAL change in business prospects for 1948. There has been a steady increase in general business as commodities have become more and more available. New business organizations are starting up, and established companies are expanding. The market will be more competitive, however, and sales staffs will be called upon to function as they did prior to the war.

W. P. HARRIS
DIRECTOR, WJJD JACKSON, M III.

OVERALL national business may be as large in ’48 as ’47, but the division with increased number of stations will cause individual decrease. Local clients will spend more to get customers to buy at increased prices. Election years bring uncertainty; and the international picture must be clarified before economic stability can be reached.

WARD WEIST
J. WALTER THOMPSON CO.
CHICAGO

WE HOPE that billing will meet or exceed 1947. However, there are many problems ahead—including contracts with AFM, AFRA and in the printing trades the ITU. The food situation is also a serious problem. At present, conditions look to be more unsettled than in January 1947. If food supplies are available, and public demand is not reduced, our major accounts (Kraft Foods, Swift & Co.) will continue to use network radio.

EUGENE CARR
DIRECTOR OF RADIO,
BRUSH-MOORE NEWSPAPERS INC.,
CANTON, OHIO

WE EXPECT business in the Canton area in 1948 to be equal to or better than in 1947. Manufacturing production and industrial payrolls should remain about the same.

(Continued on page 40)
**Sermon on TV**

THE CONGREGATION of the Second Presbyterian Church of St. Louis, saw and heard their minister, Rev. James W. Clarke, deliver his Dec. 21 sermon via KSD-TV. Rev. Clarke spoke from the KSD-TV studios, while his congregation viewed him on two screens, one in the church chapel, the other in the parlor of the church. The choir of 40 also participated, along with a brief dramatic interlude showing a father, mother and four children at worship. A similar program, in which the Lutheran Hour Chorus of Concordia Seminary and the Rev. Walter Maier will take part, will be presented by KSD-TV on New Year's Day.

**APPOINTMENTS MADE TO NEWS COMMITTEES**

NEW committee appointments have been announced by John F. Hogan, president of National Assn. of Radio News Directors. Tim O'Sullivan, of WGL Fort Wayne, was named to the Small Stations Committee, which is to study problems of that group and consider the drafting of a small station news manual.

Other appointments include: Standards Committee, Jack Swenson, WDAY Fargo, N. D.; Membership, Phil Kerby, KGHF Pueblo, Colo.; Education, Paul Wagner, WOSU Columbus; Awards, Jack Knell, WBT Charlotte; Publicity, Charles Day, WGAR Cleveland, again named chairman, and Robert S. Truere, WCSC Charleston, S. C.

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$135,000 to Be Awarded In K-F's Contest Series

THE KAISER-FRAZER Corp., Willow Run, Mich., has announced it will offer $135,000 in cash and prizes in a series of eight contests over its Newscope broadcast, heard on MBS Tuesdays, Thursdays and Saturdays, 7:30 p.m., and Sundays, 7:45 p.m.

Winners will be selected from the best 25-word addition to "New Kaiser and Frazer cars appeal to me because..." Prizes for the contests, which run from Dec. 28 through Feb. 21, include Frazer sedans, two Kaiser sedans, $500 in cash, radio phonograph combination, 15 Kaiser cabinet model hydraulic dishwashers, 50 sets of tires and 100 Kaiser-Frazer wool plaid lap robes.

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**SOLD OUT! A NEW RADIO STATION SELLS ALL AVAILABLE TIME BEFORE GOING ON AIR!**

FOR the first time in the history of local radio, and perhaps for the first time in the history of all new radio stations in America, a brand new regional station goes on the air completely sold out in advertising for the coming 12 months period.

There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphone society reporters described their dress.

HERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1—The first band to be maintained by a local radio station, WHOO's Society Band. Also the first Western band, the WHOOT OWLS.

2—The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday; giving band and speaking concerts throughout Central Florida to civic club luncheons daily; sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties; one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.

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**WHOOP Radio Station Representatives**

GEORGE P. HOLLINGBERGY CO.
307 North Michigan Avenue
Phone State 2898
Chicago 1, Ill.

CHICAGO DETROIT SAN FRANCISCO LOS ANGELES ATLANTA NEW YORK

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**WARNER BROS., Hollywood, allowed KTLA Hollywood to telescast one of its documentary shorts titled "Give Me Liberty" on Bill of Rights program Dec. 16. In authorizing use of the film on television, through Interference of Academy of Television Arts & Sciences, Jack Warner pointed out that no charge was involved and practice was strictly "one-time only."**
value of farm products will surely equal or better 1947. Retail sales will need only to be as good in order to have another big year, and the prospects are that this will be the case. There is no indication at this time that the flow of trade in the Canton market will be thrown out of balance during the next 12 months.

H. QUENTON COX
GENERAL MANAGER, KGW PORTLAND, ORE.

IN THE PORTLAND, Ore. area, as well as the Pacific Northwest, which is an integrated section of this country, we anticipate a steady business increase. An increasing population, new industries, and basic plans for increased power supply, as well as new irrigation projects, will increase the business outlook in both Oregon and Washington. The Pacific Northwest is a part of the growing West and the addition of the southern California area, as the third largest market in the United States, means a great deal to the Pacific Northwest as a market for products and commodities we manufacture. All this means good business prospects for our area.

E. R. VADEBONCOEUR
VICE PRESIDENT, WSYR SYRACUSE

SYRACUSE area prospects are better than many others because of enormous postwar developments which have occurred and are now just getting under way: examples, new GE Electronics Park, new plant of expanded Carrier Corp., etc. This area has practically no war industries to blow up, and present large plants like GE Carrier, L. C. Smith's, Easy Washer are making goods now in such short supply that it will take several years to level off the market. Result: guaranteed bigger payrolls next year.

JOHN R. BAILEY Jr.
MANAGER, KVOC CASPER, WYO.

CASPER is now Wyoming's first clear channel station and will continue to gain because of increased activity in oil, oil refining, agriculture and irrigation. This is a boom area and it's sound growth.

HOWARD L. CHERNOFF
MANAGING DIRECTOR, WAIZ HUNTINGTON, W. VA.

I DOUBT if we will have either a recession or a boom in our area. We anticipate that business will remain about the same. Some of the stations will no doubt take a licking, although we do not believe ours will be among them. We have been circumspect in choosing advertisers for our operations in Huntington and Charleston in that we have not permitted one advertiser to tie up too much of our time. We have likewise discouraged those who want to use radio until such time as they can get back in the newspapers. Building as firmly and as solidly as we have, I can't see anything ahead for our stations but the waiting list of advertisers which we have had for the past year.

BARNEY LAVIN
PRESIDENT, BARNEY LAVIN INC., FARGO, N. D.

I LOOK for continued good business in the plain states...namely, North and South Dakota, Minnesota, Nebraska, etc., for 1948. The farmers who set the economy of this area are in the best financial condition they have ever been and there doesn't seem to be the least speculation that there was after World War I. If there is a slight slump in the industrial East in 1948, I don't feel it will affect this area. I look for business in 1948 to equal that of 1947 in this area.

JOHN PATT
WGAR CLEVELAND

I BELIEVE PROSPECTS in 1948 are generally favorable. There are still many unfilled wants, which, combined with high purchasing power, will keep retail business transactions at full speed. Cleveland is gaining population, homes and sales faster than the national average. Our new 50-kw transmitter is doing a finer job for our clients, and our staff is hustling. The new competition will keep us on our toes to stay out in front.

J. B. FUQUA
VICE PRESIDENT & GENERAL MANAGER, WGAC AUGUSTA, GA.

BECAUSE our region is predominantly agricultural, the high cost of living has had less effect generally than in more industrialized areas. Therefore, consumer spend- (Continued on page 42)
Effective Jan. 1, 1948

RADIO SALES
The Spot Broadcasting Division of CBS

will represent

Radio Station KSL

to National Advertisers

50,000 watt Columbia outlet
for Salt Lake City and the Intermountain West
The Industry Looks to 1948
(Continued from page 40)

ing will be at an all-time high, and we anticipate that this will be reflected in increased advertising appropriations, of which radio is getting an increasing share in this section.

JACK HARRIS
MANAGER, KFRC HOUSTON
A RECENT Saturday Evening Post story on the city said that when depressions come to the rest of the country Houston just swishes her tail and keeps on the same. That's only a slight exaggeration. However, this has been a booming market for the past several decades and prospects have never been brighter. We will have two new stations on the air during 1948, but it is believed that the growth of the city will afford such expanding advertising operations that there will be opportunity for all. With national prospects good, Houston radio should have a very good year.

MILTON V. CARLSON
VICE PRESIDENT AND DIRECTOR
WESTERN ADVERTISING AGENCY INC., LOS ANGELES
IN MASS merchandising, radio remains the most economical way to bid for the consumer dollar. This hustle to keep up with rising prices should be necessary until late in 1948. In the period ahead, with a new allocation of consumer incomes based on dollars available for spending, each individual manufacturer will need to lean more heavily on well-directed advertising — particularly so in a market growing more and more competitive.

KENN TIPS
FRANKE-WILKINSON-SCHIWETZ & TIPS INC., HOUSTON
ADVERTISING budgets for 1948 continue to reflect the growth and expansion of manufacturing, producing and marketing operations in the Southwest. All media share in prospects for increased advertising expenditures, reflecting a generally optimistic outlook in all lines.

RAY P. JORDAN
MANAGER, WDII ROANOKE, VA.
BUSINESS prospects in the Roanoke area look very promising for 1948. Some new industries are moving into the territory, and many of the present large industries are planning major expansions. Total pay rolls will be larger, with resulting increased buying power.

GORDON GRAY
ASSISTANT GENERAL MANAGER, WIP PHILADELPHIA
1948 BUSINESS prospects in this area were never better. Employment is at an all-time high. More and more advertisers are using radio successfully. If increasing food prices do not strangle purchasing power, 1948 in this area should be a banner year.

IRA M. HERBERT
SALES DIRECTOR, NEW YORK PROSPECTS for 1948 seem excellent.

WILLIAM PABST
GENERAL MANAGER, KFRC SAN FRANCISCO
PROVIDED there is no slump, such as we experienced in the middle of 1947, I am of the opinion that the broadcasting industry will enjoy business equally as good as that of this year. In fact, it may be a shade better.

The return of pre-war competition is accelerating the advertising-minded industries and I expect to see a number of such accounts which have been off the air during the war return. The retrenchment on the part of some food industries using radio, was not felt much on this station.

SI GODDARD
WJTN JAMESTOWN, N. Y.
PROSPECTS for 1948 in this area are tempered by the feeling of local businessmen. Retail sales and local manufacturers' sales have been the best in years, but there is a growing feeling that in 1948 the application of brakes may be applied. The tightening of credit and other governmental plans for putting the dampener on inflation may well have their effects on local business. Prospects here are that business will continue to be as good as in 1947 with the possibility that more public-relations-minded local manufacturing firms may turn to radio. We look for our retailers to continue to rely on radio as one of their most potent advertising forces.

Mr. Goldman

L. WATERS MILBOURNE
GENERAL MANAGER, WCAO BALTIMORE
IN THE ABSENCE of any extreme re-arrangements which could take place in the national and/or international field of politics or economics, 1948 should be a good year.

(Continued on page 58)
KJR SHOWS ARE Advertised

ON KJR, you enjoy complete, economical coverage of the fast growing Seattle-Tacoma and Western Washington market, of course. But here's an audience-building "plus" it pays to remember . . . KJR advertises its programs. Daily advertisements in Seattle newspapers the year 'round build listening audiences for your radio sales messages. The value of this "plus" to advertisers is recognized by those on the spot, for local advertisers buy more program time on KJR than on the other two Seattle network stations combined.

KJR
SEATTLE

Helen Hayes
"Theatre Guild" Star

"The Corn is Green" moving trend of the educated process, a Welsh mining town story... be heard on THEATRE GUILD ON THE AIR tonight at 6:30 P.M. in over 40 countries. Helen Hayes will be star. Don't miss it!

Groucho Marx
The Heckling Quiz Master

A bachelor and old maid team, a moody-in-law and snub-in-law, and a mad detective and phone operator will take a chance at $1,500,000 in KJR on you BET YOUR LIFE! You'll enjoy them, plus Groucho's unsurpassable heckling . . . 950 on your dial.

Easy Listening
Dinner music is KJR's 6 o'clock offering to THE COMET'S 6 to 8 P.M. nightly, free every week. It's a chance to hear the Christmas Song sung by Kate Smith, among other superb recordings.

Thrilla KJR
950 ON YOUR DIAL

Bing Crosby's All-Star Lineup on KJR, All-Star Lineup on KJR, All-Star Lineup on KJR... Yuletide treat for you, with Bing, Charlotte, Mary Livingstone, and many other famous names. Tune in . . . 950 on your dial.

AIRY NOTES FROM KJR
Special Attraction

KFI 600th
STATION TO SIGN UP FOR WORLD PROGRAM SERVICE LIBRARY

* 605 ... and still growing!
WORLD PROGRAM SERVICE
(Radio's Fastest Growing Library Service!)

World's combination of talent and "know-how" has mighty drawing power. It builds entertaining programs...builds business and listeners for stations. That's why there are now over 600 subscribers to the World Program Service Library!

TALENT PLUS SHOWMANSHIP Besides a host of top talent providing music for every type of show, there's a large variety of production aids. There are 78 complete program continuities supplied each week, among them the David Rose Show—popular tunes in concert style: Ray Bloch Presents—a variety production show featuring two orchestras and a chorus; the All Star Dance Parade—presenting such orchestras as those of Eddie Howard, Les Brown, Charlie Spivak and Nat Brandwynne; Music in the Morgan Manner, a melodic Russ Morgan program for dancing; and many other shows that provide all the variety listeners enjoy.

WORLD BONUS PROGRAMS Another feature of the World Program Service Library is the "bonus" shows issued from time to time. Among these have been Oscar Wilde's musical fairy tale The Happy Prince, featuring Bing Crosby and Orson Welles; Loretta Young with Victor Young and his Orchestra and the Ken Darby Choir in the Christmas classic, The Littlest Angel; The Lonesome Train, a musical legend of the Lincolns funeral train, featuring Earl Ives, the Lynn Murray Orchestra, the Jeffry Alexander Chorus and narrations by Earl Robinson and Lon Clark; Clifton Fadiman narrating Patrick Henry and the Frigate's Keel, with Conrad Thibault, baritone, and the Lynn Murray Chorus; the beautiful musical narrative, Manhattan Tower, composed and directed by Gordon Jenkins.

WORLD'S FAMOUS VERTICAL WIDE-RANGE RECORDING The high fidelity of World's famous wide-range reproduction makes the World Library best for AM broadcasting and a must for FM broadcasting. Add to all this the fact that the basic library includes 4000 selections and you'll understand why the World Program Service Library is so enthusiastically endorsed by over 600 leading stations. Let us tell you all about it. Write, wire or phone our nearest office.

WORLD BROADCASTING SYSTEM, INC.
TRANSCRIPTION HEADQUARTERS • A SUBSIDIARY OF DECCA RECORDS, INC.

CHICAGO 22 West Hubbard St. • NEW YORK 50 WEST 57th St. • HOLLYWOOD 6750 Santa Monica Blvd.
Distributed in CANADA by Northern Electric Company, Limited, 1261 Shearer Street, Montreal 22, Quebec
New White Hope

YOU CAN read the revised draft of the White Bill (S-1339) on another page in this issue. It should interest not only the station owner, because every man-jack identified with radio—advertiser, agency, employee, announcer, technician—will be affected by its provisions.

The bill is an improvement—a vast improvement—over the first draft. The political provisions, specifying equality of time and facilities, are far more exacting than those of the so-called network regulations from the law itself, along with the arbitrary limitation on facilities to be owned by a single entity, are clearly steps in the right direction. Upgrading of salaries for commissioners and key personnel constitutes a necessary change. The appellate and hearing provisions from the outset were essential if the broadcaster was to get his day in court. The new commentary provisions are much less restrictive.

There remain in the bill several provisions which we think may be seriously questioned. But, most of these remain in a proviso which proved the rock upon which it founded at the hearings last June. That is the death-dealing whip-lash tied to the tail of the "Censorship; Free Speech" Section, known as 326.

The section has been modified to include the words "free speech," but even those would be subject to the proviso that nothing in this act shall be construed to "limit the authority of the Commission in its consideration of applicants for renewals of licenses to determine whether or not the licensee has operated in the public interest." It is the section which, we contend, legalizes that which the FCC so long has perpetrated without express authority—censor programs after the fact. It legalizes blue books on programs, setting up of mathematical formulas on sustaining versus commercial. And, in its consideration of applicants for renewal, it makes inevitable monkeying around with the economics of broadcasting.

Senator White is a careful, objective legislator whose interest in radio transcends that of any other law-maker in radio annals. His pen has figured in the drafting of every law since the 1927 Act. He was angered by the industry position last June. He's determined to get his bill through next session.

Senator White makes clear that this revision is not the final one. Is it too much to hope that by dint of sheer force of logic Section 326 can be changed in full committee or in the Senate? And if not there, aren't there still the House committees and the House? And then the compromise in between the two houses?

Unfortunately, personalities became intermingled with legislative prudence last June. The need for new legislation is evident. But it must be the right kind. The gap between virtually optimum and an utterly impossible bill now has been narrowed perceptibly.

Wise counsel, of the character initiated last week by Chairman White when he called in radio representatives, certainly should make for economy.

At this stage, the revised White Bill looks much more nearly acceptable with one great reservation. And that is to make Section 326 where the following masters must have had in mind when they wrote the Bill of Rights—freedom of speech on a parity with the press.

1948: Onward & Upward

EVER SINCE radio first flexed its advertising muscles a quarter-century ago, it has been moving inexorably onward and upward, except for one year when the records were a bit fuzzy. Every year advertisers and agencies (and stations and networks) exuberantly pointed to charts headed north by northeast. Every year the hoi polloi who buy talent costs grew in tempo, too. And every year radio's success story became more pronounced.

This year customary standards of measurement are not so pat. All costs have soared, for publications as well as for radio. New competition in the form of television has arrived with the influx of new AM stations, the coming out year for FM and the yet unmeasured but jet-propelled pace of television.

Our annual business roundup, reported in this issue, reflects the usual good business glow. But there is some reticence about conditions ahead. There's buyer resistance to commodity costs, the dampening effect of tightening bank credit.

The roundup shows that most agencies expect to increase radio billings in 1948. As supply catches up with demand, competition for the buyer's dollar becomes more intense. This normally means more advertising—radio's peculiar situation is one of increased competition within the medium, as well as against other media. This would lead to the deduction that the broadcasting dollar will be spread over a larger radio area. But mid-line stations appear not to be seriously concerned. They feel that new stations should increase tune-in. New set sales will add listeners. New stations will open new business avenues, especially when controlled.

Radio can be expected to perform in 1948 as it has in past years, added starters included. There will be failures where stations are in markets which cannot support them, or where operators attempt to stand up those who have built listener loyalty and prestige by virtue of consistent service.

No broadcaster or advertiser or agency will overlook the changing complexion of the nation's advertising market. All seems to be no cause for alarm. Even with expanding radio horizons, there's nothing ahead that prudent management and resourceful operation can't overcome.

PRI

ONE of the most consistent complaints about radio has always been the sad state of its "public relations."

Radio, nevertheless, is the most potent public relations medium extant for its customers. Like the legend about the shoemaker being run down at the heels and the barber needing a haircut, the broadcaster has been too preoccupied with his job of serving the public and his clients to look to his own interests over his own medium.

The story will be different, we think, in television. Let's take a case in point. Radio is grappling with a "public relations" problem in dealing with Attorney General Petrollo. Counsel will be retained to tell radio's story.

Petrollo appears before the House Labor Committee early in the next session. The proceedings will be telecast in Washington and relayed to several other operating TV stations. The looking (and listening) public will see Petrollo in action. Thereby an impression will be created. That, we think, will be a striking demonstration of what the microphone, plus the iconoscope, can do.

Our Respects To—

WILLIAM MICHAEL O'NEIL

The 34-year-old president of WJW Cleveland has travelled a long way from the tire business. The way has been varied, but there is no doubt but that he has arrived. He went from Holy Cross to Harvard Law, then to the tire business, and from the retail stores division of General Tire to his own 250-w station in Akron in 1940. From 250 w in Akron the next step was 800 w in Cleveland. And that's the history, briefly, of William Michael O'Neil.

In 1939, when he was 26, Bill O'Neil bought into WJW, then in Akron. It was a 250-watter. A year later, he made the move to the station.

While negotiations were still in progress, he obtained authorization to move the station to Cleveland. Then in November 1943 WJW entered the Cleveland market from modern studios in its own building on Playhouse Square, as a basic ABC station.

The skeleton staff that transferred from Akron, together with Mr. O'Neil, put the station on the air. And now that original group of 15 Mr. O'Neil kept going. Two years ago studios and station were completely remodeled, and despite a tremendous expansion, the facilities were outgrown even before the changes had been completed.

Coincident with the entrance of WJW into the Cleveland market, Mr. O'Neil decided that WJW should first build up its daytime programs, concentrating on daytime listenership. Today, the wisdom of that policy has been proven.

Planned programming first attracted large morning audiences, and extended the influence of WJW over an ever-increasing number of listeners. Then a careful selection of network shows was augmented by newly designed programs of purely local interest.

Next, under Mr. O'Neil's direction, WJW programs were designed for afternoon audiences. They were scheduled after a long process of testing, rewriting, then testing again, until just the right pattern was found to attract audiences to the new station.

Now, the influence of the station gained new respect from both advertisers and audiences until, during daytime or nighttime periods, WJW reached homes that represent.

(Continued on page 48)

BROADCASTING • Telecasting
OREGON, a Land of Far Horizons...
where vision and imagination have no bounds...and its people have a youthful spirit and enthusiasm!

Koin shares the enthusiasm for anything that benefits Oregon and the Pacific Northwest...and looks to 1948 with a confidence that is inherent in a young and prosperous and growing land.

KOIN
A Marshall Field STATION
PORTLAND OREGON

AVERY-KNODEL, Inc., National Representative
ABC Engages Austin Co.

ABC has retained the Austin Co., engineers and builders, to supervise the building of video and FM installations in Chicago, it was announced last week by Frank Marx, the network’s director of general engineering. The firm will direct construction of transmitters on the roof of Chicago’s Civic Opera Building, and a studio inside the building, Mr. Marx said.

William B. Way, vice president and general manager of WKKO in Wichita, Kan., has been elected president of the Tulsa Chamber of Commerce. Mr. Way, well known in radio industry circles, represents the interests of broadcasters on the board of directors of the Oklahoma Chamber of Commerce.

LEWIS ALLEN WEHRS, board chairman of MBS, has been elected by the members of the board of directors of the Alabama Broadcasters Association to serve as president of the organization for the year 1948.

Mr. Allen is the owner of WKNV, an independent station in Tuscaloosa, Ala.

Mr. Allen has been active in the industry for many years and is a member of the National Association of Broadcasters.

Mr. Allen is a native of Alabama and has been involved in the radio industry since 1935.

ABC Twitchell of Ray & Company is proud to announce the opening of its new office in Chicago.

Your kingpin outlet in North Jersey… WNJR! With complete North Jersey news, exclusive North Jersey coverage, WNJR strikes a new high in the rich North Jersey market. If you’re aiming at these 1,000,000 homes, WNJR is right down your alley!

5000 Watts 1430 Kilocycles

the radio station of the Newark News
January Start Planned By KIOA Des Moines, Ia.

KIOA Des Moines, Iowa's newest independent, plans to begin operation sometime in January. Studios and offices are located in Des Moines' Onthank Building and construction is well underway on the transmitting plant and six towers two miles northeast of Hartford, Iowa. The station will operate with 5 kw daytime and 5 kw nighttime on 940 kc, while 40 kw is authorized for FM operation.

John W. Boler, former owner of KSJB Jamestown, N. D., is general manager of KIOA and president of the licensee, Independent Broadcasting Co. Other officers of the company are Kenneth Durham, vice president; John Gamble, secretary; and Edwin Buckley, treasurer. Directors are Joseph Rosenfeld, John Ruan, Robert Root, and Messrs. Buckley, Durham and Boler.

Antenna Said to Boost WLWT's Effective Power

ALTHOUGH the actual power of the transmitter of WLWT, a 5 kw, Crosley video station, is 5 kw, the station's five-four turnstile antenna, 571 feet above the average terrain, will give the station an effective power of 50 kw, according to R. J. Rockwell, Crosley vice president in charge of engineering.

The six-gain antenna, built by RCA, is 85 feet long and will be mounted on a 500-foot steel tower, appreciably higher than the present tower of W8XCT, company's experimental video station, whose signoff WLWT will exceed by 200 to one. New transmitter will radiate three signals simultaneously, Mr. Rockwell said: The video sight, its accompanying sound and the signal of WLWA, Crosley FM station. Signals are kept separate by a triple-filter device.

WHAT the Governor of New Jersey said to the general manager of the new WNJR Newark was, obviously, "Congratulations." Occasion was a dedication broadcast as the station, formerly operated in Brooklyn as WBYN, took the air in Newark with new call letters and new power (5 kw on 1430 kc). Shown (1 to r): General Manager Otis F. Williams; Publisher Edward W. Seudder of the Newark News, which owns WNBJ; Mayor Alfred Driscoll. The station's business offices and studios are in a completely remodeled building at 91 Halsey Street; its transmitter is in a new building at Union, N. J. RCA equipment is used throughout.

Edward W. Seudder Jr. is station president. Staff executives include Peter Testan, chief engineer; Paul Monroe, general sales manager; Harry Nase, director of news, sports and special events; Leo Freudberg, music director, and James R. Ryall, promotion manager. WNJR began operations Nov. 19.

RADIO HABITS ARE STUDIED

U. of Oklahoma Radio Students Find

DO PEOPLE listen to the radio more or less than they did a year ago? That is the question radio students from the U. of Oklahoma set out to answer under the direction of the coordinator of radio, Sherman P. Lawton. The sample county used was Cleveland County, Okla. Results have just been announced from the survey conducted during the week of Nov. 10-17.

Majority of the 381 families or 37% questioned listen more than they did a year ago. There were 32% who thought they listen the same, and 25% thought they listened less.

As a group, the low and medium income families think they listen more. And there is an apparent tendency for increased listening among the middle and high educational level groups when the educational level of both parents is studied in regard to the amount of listening.

It was found, however, that the largest number of factors which affect the amount of listening have to do with conditions over which the broadcaster has no control. Less than one-fourth (23%) of the reasons given have to do with programs. The rest of the reasons are personalized. Principal reason given for listening less was "too busy." According to Mr. Lawton, the purpose of the study was not so much to reach conclusions as it was to develop a technique by which non-listening could be studied.

New Katz Calendar

NEW edition of the Calendar of Expiration Dates has been published by Katz Agency Inc. The 1949 edition contains a table by which expiration dates can be located for 13, 26, 39 and 52 weeks. It is designed to save time in planning broadcast contracts. Listed are Katz offices and stations represented.

"WOR NEWS" Four-page monthly house organ of WOR New York station, made its debut Dec. 22. Bill Crawford, station account executive, is editor.
BARTLETT T. MILLER, assistant vice president of American Telephone and Telegraph Co., has been elevated to the presidency of Long Lines Dept. of the AT&T executive staff. He will succeed FRANK P. LAWRENCE, who is retiring after 33 years with the firm.

Ralph N. Northcross, formerly with research department of Young & Rubican, New York, and now vice president of Audience Research Inc., that city, will speak to radio students of Fordham U. He will discuss methods employed in gauging audience measurement and audience reaction.

AMERICAN MARKETING ASSN., Committee on Teaching Advertising, meets in Chicago today (Dec. 29), with main topic of discussion, radio advertising courses.

COLONIAL RADIO CORP., subsidiary of Sylvania Electric Products Inc., New York, and maker of home radios for Sears Roebuck Co., has announced closing of Bloomington, Ill., plant, and concentration of all chassis production in Buffalo, N. Y. All Colonial chassis for California area will be made in Riverside, Calif., beginning Jan. 1, according to JAMES H. CARLING, vice president in charge of manufacturing. Sales strategy for 1948 will be discussed.

LYMAN SMITH, manager of Broadcast Recorders, Hollywood, has resigned.

FM SUBURBAN OUTLET TO OPEN IN CAPITAL

WBUZ Braddy Heights, Md., new FM station licensed to Chesapeake Broadcasting Co., will take the air Jan. 1. With studios in the Washington, Maryland & Annapolis bus terminal, 1510 Southern Ave. In the heart of Washington, the station will cover a fast-growing suburban area now lacking a local outlet.

WBUZ will operate on 96.7 mc channel 544, as a Class A station. Leslie Altman, president of the bus line, is president and treasurer of the 1-kw station, which will be on the air from 7 a.m. to midnight. Al Porter, formerly of Lewis Adv. Agency, Washington, will be vice president and general manager. Gordon Shaw, announcer and producer of WMAL, Washington, will be program director.

The station will have the first Gates FM transmitter. Program service will include the AP radio wire and World transcription library.

Granik Named Advisor

THEODORE GRANIK, moderator for the American Forum of the Air, ABC, Tuesday 10-10:30 p.m., has been named a special advisor to Sen. Warren P. Magnuson (D-Wash.), a member of the Senate Interstate Commerce Committee.

Faces Were Red

BRAND-NEW 50-kw transmitter of KGO San Francisco pulled a "sit-down" strike Dec. 11. A modulator tube failed at 7:53 p.m., just as the mystery thriller, The Clock, was reaching a climax. Technical difficulties made it impossible to turn on KGO's old transmitter, used as an auxiliary, until The Clock was over. KGO switchboard was flooded with calls demanding to know the outcome of the story. So KGO's news staff prepared a summary of the closing moments of the program, which Jim Moore read to listeners on the station's news period at 11 p.m.

Cooperative FM Outlet Breaks Ground in Capital

GROUND has been broken near West Falls Church, Va., by Cooperative Broadcasting Assn. for a co-op station owned by eight consumer cooperatives in the area. The station, an FM outlet, will have the call letters WCFM. CP was granted in October.

Helmuth F. Kern, WCFM manager, said the station will be on the air next May. It will function as "a commercial station in the best sense of the word 'commercial.'" It will have a 250-foot tower 800 feet above sea level with power of 20,000 w. Studios will be at 5021 Virginia Ave., Washington, D. C.

NCNS Adds Five

THE NORTH CAROLINA State Network has announced the addition of five more stations, giving it a total of 14 outlets. Added are: WDKK Durham, WCBC Rocky Mount, WRZK Clinton, WKNK Kinston, and WRRF Washington, N. C. All are 1 kw except WRRF, which is 5 kw. The Friedman Agency, Inc., New York, is national representative for NCNS, whose main offices are in Charlotte, N. C.

WWOK Sale Inquiry Issues Are Reported

Frequency Trafficking Question Is Raised by FCC

WHETHER FCC approval of the proposed $100,000 sale of WWOK Flint, Mich. "would give approval to trafficking in frequencies or licensed privileges" will be one of the questions to be answered in the forthcoming hearing on the transfer, the Commission said last week.

The price involved will be another.

FCC announced a week ago that it had set the case for hearing [BROADCASTING, Dec. 22]. Owners Albert S. and Robert A. Drohlich, who sold WWOK to Sedalia, Mo., when they entered the armed forces in 1944, own WWOK (1470 ke, 1 kw) but proposed to sell it to Cooperative Radio Inc., headed by Herbert L. Crute, Houston businessman, for $100,000 [BROADCASTING, Sept. 8].

In their application for FCC consent, they attributed the proposed transfer to a great extent to the economic effects of an influx of other new stations within the area. The construction permit for the station was issued approximately a year ago [BROADCASTING, Nov. 11, 1946].

FCC's order calling a hearing, released last Monday, said the date would be set later and specified two issues for consideration:

1. To obtain full information as to arrangements between the parties with reference to purchase of the station involved including the value of the properties to be conveyed and the price to be paid therefor, and whether approval of these arrangements would be in the public interest.

2. To determine whether approval of the proposed transfer would give approval to trafficking in frequencies or licensed privileges.

The Commission's decision to call for a hearing was reached on a split vote, Comrs. E. K. Jett and E. M. Webster favoring a grant without hearing.

BEGINNING NEW Year's Eve, WCKY Cincinnati, will extend its broadcasting schedule to 24 hours daily, except on Sundays when a 18-hour schedule will be maintained.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.
The best tonic for bewildered New Englanders—a practically unknown species—is a good dose of the nearest NERN station. How to buy, when to buy, where to buy, are all in the NERN prescription. Doctors take NERN regularly and so do their patients. People and sales stay healthy in New England.

**NERN STATIONS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1030</td>
<td>50,000</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>970</td>
<td>5,000</td>
<td>Portland, Maine</td>
</tr>
<tr>
<td>920</td>
<td>5,000</td>
<td>Providence, R.I.</td>
</tr>
<tr>
<td>620</td>
<td>5,000</td>
<td>Bangor, Maine</td>
</tr>
<tr>
<td>1400</td>
<td>250</td>
<td>Augusta, Maine</td>
</tr>
<tr>
<td>1080</td>
<td>50,000</td>
<td>Hartford, Conn.</td>
</tr>
</tbody>
</table>

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

**NERN COVERAGE**

New England—where 97.4% of the population listens regularly to NERN.

New England—where 8% of the nation’s retail goods are consumed annually.

New England—where 11% of the capital resources of U.S. banks are held.

**NERN TIME**

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY

New York • Boston • Chicago • Atlanta • Detroit • San Francisco • Hollywood.
HOLIDAY BROCHURE has been prepared in connection with the annual Christmas promotion by the Junior Canteen, starring Tom Moore. The promotion is one of many that are being sponsored by local businesses, and has been so enthusiastically received that WJAW is planning to continue it for the entire Christmas season.

N. C. Package

November 19, 1946

HOLIDAY BROCHURE

N. C. Package

HOLIDAY BROCHURE has been released by North Carolina State Network, giving rate and coverage data of its 14 stations. Cover of two-color brochure features a large Christmas tree with labels "New For You- North Carolina In A Package." Inside spread presents coverage map of 14-station network and statistics on area's population. Radio, home sales and buying income, stressing fact that advertising is available at one cent per thousand people. Back cover lists six outstanding advantages of network, accompanied by rate chart.

KWSC Report

KWSC Report

REPORT OF OPERATIONS for KWSC Pullman, Wash., State College of Washington has been prepared in album form by the Station. Titled "The Quarter-Century Ends," the 17-page report reviews all events made by the non-commercial station during past year. Included is a list of Christmas greetings, special program and address of station manager, special program and address of station manager, and special part of local station and special part of the book on KWSC.

Toni Twins

Toni Twins

DIRECT radio station with newspaper and magazine advertising is being emphasized on Toni Twin, position on ABC "Ladies Be Seated." Show, Program features "Telephone Telephone," in which M.C. Tom Moore calls listeners to look at whether person on the phone. Toni twins' pictures have appeared in a Toni book, and naming rights have been auctioned to the public. Purpose of contest is to stimulate readership of ads.

KODY Trophies

KODY Trophies

SPORTSMANSHIP TROPHIES have been awarded to members of North Platte high school and St. Patrick's high school by KODY for "104.1." KODY gives to go to boys from each school voted as "Outstanding." KODY also gave its"February" trophy to Mr. cookies, whose pictures have appeared in a Toni book, and naming rights have been auctioned to the public. Purpose of contest is to stimulate readership of ads.

Lunchen Bulletins

Lunchen Bulletins

LUNCHEN bulletins are being distributed daily by WOL Fort Wayne, Ind., to two of Fort Wayne's restaurants. All late news bulletins are compiled around 10 a.m. on ditto machine and delivered to the two restaurants. Lunchen Bulletin is placed on each table of the two restaurants, and is also distributed to the lunch counter and the Victoria Club.

Good Neighborhood Clubs

Good Neighborhood Clubs

TO PROMOTE better understanding and combat juvenile delinquency, "Good Neighborhood Clubs" for children of all ages have been organized by Voltaire Kids, who conducts "The Children's Songbook" on WOIC. Miss Blake has completed organization of these clubs and is giving plans for representatives of the groups to appear on the CWOP program.

CVKL Calendars

CVKL Calendars

STAND-UP desk calendars have been placed in the hands of WOIC, WOIC, and WOIC. New 1948 calendars are presented as a gift and are available for free. The calendars feature a monochrome,上市公司's power and quality. The calendars are distributed to local retail stores and are given for the activities of the year's events in 1947 and its plans for 1948.

Staff Greetings

Staff Greetings

MESSAGES of Christmas greetings were broadcast during Christmas Day over WOTW Nashua, N. H., as part of the station's special personal messages from each of the station's 18 stations were broadcast at intervals throughout the day.

WSAM Bean Bags

WSAM Bean Bags

UNUSUAL Christmas gifts have been distributed to the trade by WSAM Nash- with Sherry, in form of bean bags. Bags are tagged with station's call letters and "From "Beverly Hills Capital of the World." Distribution was made to police and fire in far both islands and coast. For the ladies, WSAM put out "Miss Christmas Greetings." 

WHSC Mailings

WHSC Mailings

PRESCRIPTION BLANKS bearing personal message, "To all doctors for the Christmas season," were sent by WHSC Canton, Ohio. The blank was sent by a local firm in Canton that is now producing the show. Message, printed on Finney drug blanks, briefly described a television camera, a different from the film Secret Star Jimmy Stewart (r) and is working on the film Secret Star Jimmy Stewart (r), who is working on the film Secret Star Jimmy Stewart (r), who is working on the film Secret Star Jimmy Stewart (r), who is working on the film Secret Star Jimmy Stewart (r), who is working on the film Secret Star Jimmy Stewart (r), who is working on the film Secret Star Jimmy Stewart (r), who is working on the film Secret Star Jimmy Stewart (r), who is working on the film Secret Star Jimmy Stewart (r), who is working on the film Secret Star Jimmy Stewart (r).
EXPANDING...

to 5,000 watts, unlimited time, on 630 kilocycles for KMAC in 1948.

EXPANDING...

to 50,000 watts on 99.5, FM channel 258 for KISS in 1948.

EXPANDING...

in service to the public with more announcements and period broadcasts, without charge, in the public interest, than any other station in San Antonio (in 1946—in 1947—AND in 1948!)

EXPANDING...

our coverage to include, not only San Antonio, but Corpus Christi, Austin, Temple and other important South Texas centers.

* TOWERS OF STRENGTH IN SAN ANTONIO *

KMAC

HOWARD W. DAVIS OWNER

KISS

1240 A.M. ON YOUR DIAL

Represented Nationally By

JOHN E. PEARSON CO.
WILLIAM L. NEWTON, former account executive with Fuller & Associates, has joined Radder & Browning & Hersey, and will supervise the western region. Prior to war he studied sales promotion and advertising with General Foods and Seagram Distillers.

MORGAN S. A. REICHNER, former vice president and director of Transcom, Inc., New York, has been named vice president and member of plans board. Mr. Reichner served as lieutenant commander in Navy and also saw duty with OSS and OWI. Prior to war, he was head of Institute of War and Navy Advertising.

Mr. Reichner has recently assumed duties of CHARLES T. AYERS, who resigned as vice president and business manager of Rutherford & Ryan, New York, also has been named director of network relations for that agency.

CHRISTY T. ALLEN, formerly with Compton Adv., New York, and A. C. Nielsen, Inc., Chicago, has joined the New York office of BBDO as account representa- tive. He had been on the New York staff of Compton, and prior to that was with BBDO in Chicago.

ROBERT MCDONALD, former Miller's National Federation program director, has joined Dancer-Fitzgerald-Samuel, Chicago office, as account executive.

JOHN PREBUSH & Co., New York, has expanded offices to 12 W. Eighth St., and has added an account executive, the 36-year-old parrot that was mourning. If listeners would send her a Community Chest red feather, she said, she would send them a green one in exchange. The flurry of feathers started, with the red ones coming in by the hundreds, and the green ones soon exhausted. Parrot feathers are scarce items, it seems, and after endless searching of zoos, millinary shops and feather houses, the KYW as- sistant sales promotion manager, Paul Woodland, came up with a bright idea. KYW is now sending out duck feathers, dyed green, but the ducks don’t mind, the listeners don’t seem to either.

You Bring the Ducks
GOT any old parrot feathers lying around? If you do, KYW Philadelphia can use them. Mary Lou Howard, station vocalist, recently told listeners that something had been done to the 35-year-old parrot that was mourning. If listeners would send her a Community Chest red feather, she said, she would send them a green one in exchange. The flurry of feathers started, with the red ones coming in by the hundreds, and the green ones soon exhausted. Parrot feathers are scarce items, it seems, and after endless searching in zoos, millinary shops and feather houses, the KYW as- sistant sales promotion manager, Paul Woodland, came up with a bright idea. KYW is now sending out duck feathers, dyed green, but the ducks don’t mind, the listeners don’t seem to either.
Scripps-Howard has made Television a reality in Cleveland! WEWS—Cleveland's first Television station—inaugurated regularly scheduled Television service on December 17th. Television interest, in this rich North Eastern Ohio market is at fever pitch. Sponsors already have seized the opportunity to convert Television's mighty impact into sales in the Cleveland area. But there are many choice programs available, from news and sports to variety, audience participation and household features. With interest high and introductory rates low there's an extra value for WEWS advertisers who come in early. Rate card available on request.

THE WEWS BUILDING • 1816 EAST 13TH STREET • CLEVELAND 14, OHIO • SUPERIOR 6111

SCRIPPS-HOWARD STATIONS
WEWS-TELEVISION, Cleveland WCPO, Cincinnati
WEWS-FM, Cleveland WNOX, Knoxville

FIRST IN CLEVELAND
... The Industry Looks to 1948
(Continued from page 42)

year for business in the U. S., what with a great demand for goods and services and ample buying power by the general public.

DAVID R. FENWICK
EXECUTIVE VICE PRESIDENT, DUNN-FENWICK & CO.
LOS ANGELES

IF YOU LOOK BACK about seven years you will have a pretty good picture of the business outlook for 1948. As in 1940, no one can say with certainty what the new year will bring, other than uncertainty. It would be indicated therefore that merchandising and advertising operations for 1948 should be based on a program of extreme flexibility. With such problems as material shortages, foreign aid commitments, universal military training, rationing and the shrinking consumer dollar to consider, business will have to travel with a spare horse for a quick change even in mid-stream. Flexibility in advertising frequently leads to strong consideration of the radio medium. This medium also offers, as we well know, an opportunity to exploit dramatically special features and values in the competitive sale of products. Such selling again will be necessary in view of the shrinking consumer dollar. This, plus recent efforts by networks and stations to make better programming available to regional and local accounts by means of "the cooperative show," for example, will help in keeping radio billing at a high level in 1948.

R. B. WESTERGAARD
VICE PRESIDENT, WNOX-SCRIPT-HOWARD RADIO INC.
KNOXVILLE, TENN.

IT IS BELIEVED that 1948 business in the Knoxville area will be good, even better than 1947, and that was a wonderful year for this section. December sales were great and should continue at a high level into 1948. Employment is very high and expected to go higher with new industries starting and TVA, Oak Ridge, Alcoa and others going strong. Tourist travel in East Tennessee hit a new high in 1947, and the 1948 season already is considered ahead of last year. The Great Smoky Mountain Park should continue to lead all national parks in attendance. The Knoxville Chamber of Commerce predicts a banner 1948, and expects the Knoxville trading area to continue its boom for a long while to come.

WILLIAM B. RYAN
GENERAL MANAGER, KFI LOS ANGELES

The national situation is to be a real problem to stations, unless the industry generally can increase its rate. This, of course, will take the understanding and sympathy of the advertiser before it can be accomplished. 1948 will be a crucial year in FM and television in Los Angeles. FM probably will have a relatively small select audience of those who are particularly fond of classical music. Television, on the other hand, will be a strong competition for standard stations in evening time and particularly on sports events. The degree to which television cuts into AM and FM in East Coast audiences will depend, of course, upon the number of receiving sets and the general improvement of programming. And there is also the matter of a 1948 Code. I feel there should be a code, and one should be adopted. Lastly, the great influx of new stations in every market has raised the question of the effect they will have on business of the older stations. In this market at least, I do not believe that the new stations will become serious competition during 1948.

HAROLD ESSEX
VICE PRESIDENT, WJSN WINSTON-SALEM, N. C.

BUSINESS OUTLOOK for 1948 in Piedmont North Carolina and Virginia is generally good. Increasing population in prosperous areas, continued use of discounts, and a series of good farm crops are indications of this. Payrolls prevail hereabouts, and those two things usually mean increasing business. This is the picture as of now, and indications are that such a picture will prevail throughout 1948. However, what with the ability of the nation and world to undergo quick and significant changes these days, that rosy picture can change quickly to one of less attractiveness. Summarying it, I say we can look forward to a good year but let's keep the hinges oiled on the storm cellar "just in case.

ROBERT M. SAMSON
WMAI COOMAN, WMAI, SAN FRANCISCO

1948 SHOULD BE very much like 1947. Production will approach and, in some cases, equal or exceed demand. This circumstance will broaden our classifications. In the meantime, a departure from the usual will cause a reappraisal of some expenditures. The overall effect should be a slight increase in the budget.

LINDSEY SPIGHTE
PACIFIC COAST MANAGER, JOHN BLAIR & CO., SAN FRANCISCO

IN THE COMING YEAR we look for a gross business not less than in 1947—which was our largest in 14 years. However, we anticipate quite a change in what particularly among our food accounts. Some of the old, established advertisers in this category are either cutting down or cancelling. This is due to several factors—talk of rationing next year, government food conservation programs, heavy shipments to Europe and the Orient. The principal reason is the drop in consumers purchasing due to inflationary prices. Some brewers, too, come under this budget-slicing program. On the other hand, we will continue to grow, though we have a number of accounts, many of them new to radio, who will use the medium for the first time. And some of the regulars will increase their budgets due to steadily growing stagger competition in industry.

JAMES E. GORDON
GENERAL MANAGER, WNOE, NEW ORLEANS

WE WILL CONTINUE to work hard and sell, regardless of competition.

DON FEDDERSON
EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER, KMAC-SAN FRANCISCO—KLAC HOLLYWOOD

BOTH of our stations enjoyed a healthy business year in 1947 and we anticipate business to be equally as good in 1948. A slight recession was felt in San Francisco this year due to the fact that firms could sell all they could produce—therefore cutting their advertising budgets. But for 1948 to be highly competitive among industries, with the resultant increase in advertising budgets.

FRANCES G. GIFFEN
KIEM EUREKA, CALIF.

GROSS BUSINESS will increase due to growth of the area.

JOHN H. WEISER
VICE PRESIDENT AND GENERAL MANAGER, KISL-HOLLYWOOD & KMRF-HOLLYWOOD

ADVERTISERS generally seem to be well aware that most classifications of business already have entered into a competitive era, and that the battle for sales supremacy will accelerate materially during the next-12 month period. As a consequence, various media are being very carefully scrutinized for their ability to deliver the greatest number of buyers. Where product distribution is adequate, radio has assuredly demonstrated its ability to deliver buyers. Accordingly, radio is receiving major consideration for many well-balanced advertising programs during the forthcoming year. It would probably receive even greater active attention if...

(Continued on page 72)
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building, Offices and Laboratories 1329 Wisconsin Ave., N. W. Washington, D. C. Adams 3414</td>
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<td>McNARY &amp; WRATHALL</td>
<td>904 NATIONAL PRESS BLDG. DI. 1200 Washington, D. C.</td>
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<td>PAUL GODLEY CO.</td>
<td>LARR: GREAT NOTCH, N. J. LITTLE FALLS 6-1000</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg. – District 8456 Washington, D. C.</td>
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<td>Commercial Radio Equip. Co.</td>
<td>INTERNATIONAL BLDG. DI. 1319 Washington, D. C.</td>
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<td>PORTER BLDG. KANSAS CITY, MO.</td>
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<td>RAYMOND W. WILMOTTE</td>
<td>PAUL A. deMARS</td>
<td>Paul 2000</td>
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<tr>
<td>ASSOCIATE</td>
<td>1469 CHURCH ST., N.W. DE. 1234 Washington, D. C.</td>
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<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service WARNER BLDG. Washington, D. C.</td>
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<td>12TH &amp; E ST., N. W.</td>
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<td>NATIONAL 8515-8515</td>
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<td>LOHNE &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT 8215 Washington, D. C.</td>
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<td>JOHN L. BARRY</td>
<td>GEORGE B. BAIREY</td>
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<td>ASSOCIATE</td>
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<td>1009 EYE ST., N. W. NATIONAL 1958 Washington, D. C.</td>
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<td>GARO W. RAY</td>
<td>901 BROAD STREET PHONE 2-0536 BRIDGEPORT, CONNECTICUT</td>
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<td>HOYLE &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga.</td>
<td>ATwood 3328</td>
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<td>ANDREW CO.</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<td>363 E. 9TH ST. TRAINGLE 4400 CHICAGO 19, ILLINOIS</td>
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<td>WELDON &amp; CARR</td>
<td>Washington, D. C.</td>
<td>1605 Connecticut Ave., N.W. District 4151</td>
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<td>Dallas, Texas</td>
<td>1728 Wood St. Riverside 3611</td>
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December 19 Decisions

BY COMMISSION EN BANC

License of Record

KWFT et al, Wichita Falls, Tex., Complaint to assign to partnership FM station KWFT, associated FM station KRAGG and and the潭 partner, Wichita Butts, to the KFTK, Inc. for $600,000.

Petition Denied


Petition Granted

WHIO Dayton, Ohio—Adopted order granting petition for increase of operating power of broadcasting station WDKR, Dayton, Ohio, on August 31, 1948.

December 22 Decisions

ACTIONS ON MOTIONS

WGAQ Cleveland—Granted petition to dismiss without prejudice motion for leave to file additional data with respect to power. 1400 kw AM.

WJM New Orleans—Granted petition for continuance of hearing on application for license No. 5558, scheduled Dec. 13, and same was continued to Feb. 28, 1949.

KGRE Detroit, Mich.—Granted petition for leave to file additional data with respect to power. 1400 kw AM.

Bay County Broadcasting Co., Panama City, Fla.—Denied petition requesting continuance of hearing scheduled for Dec. 13 in Panama City, Florida. 100 kw FM.

Station WJMR, Brevard, Florida—Denied petition to dismiss without prejudice motion for leave to file additional data. 1500 kw AM.

Station WCOV, Cordele, Ga.—Denied petition to dismiss without prejudice motion for leave to file additional data. 1500 kw AM.

December 22 Applications

ACCEP TED FOR FILING

WOCY Mount Hope, W. Va.—CP new station standard 1450 kw, AM.

KPHO Phoenix, Ariz.—CP change frequency from 1350 to 910, power from 5 kw to 5 kw change type trans. AM. 1350 kw AM.

Klust San Diego, Calif.—Modified as new standard from 1400 kw to 1240 kw un. Same was continued to Jan. 24, 1949.

AM-1260 kc

WERC Erie, Pa.—CP change frequency from 1220 to 1350, increase 250 w to 5 kw, install new trans. and DA-DB changes. Location, AMENDED to relocate from 1220 to 1350, change from DA-DB to DA-DB using power 250 w to 5 kw, new trans. and DA-DB changes, new location. 1220 kc.

KSBT Shippensburg, Pa.—Voluntary Modification of License of broadcaster corporation from Howard S. Smith, from Howard S. Smith, Howard L. Pratt, Ross Bohnahan and John A. Hicks, to Earle Fichtel, Truett Kelly, Orv. E. Eirin, Wm. N. Edwards and J. Warren Day (80 ah., common stock—$1000.)

AM-1570 kc

Terrell Broadcasting Co., Terrell, Tex.—CP new station standard 1220 kw 250 w AM. AMENDED to change frequency from 1220 to 1570, change in antenna layout and change station location.

WEAM Arlington, Va.—CP change power 1 kw to 5 kw, install new trans. and DA-DB changes and AM. 1520 kw AM.

AM-1948 kc

WKBV Bestg. Corp., Storling, Ill.—CP new standard station 1600 kw 250 w. AMENDED to change power from 1500 kw to 250 w AM.

WTTS Indianapolis, Ind.—CP modified as new standard station 1600 kw 250 w AM. AMENDED to change in antenna layout and change from DA to change to change station location.

Lake Bestg. Co., Gary, Ind.—CP new standard station 100 kw D. un AM. AMENDED to change frequency 10 kw to 1 kw, install DA-DB, change antenna layout and change corporate structure.

AM-1500 kc

KWKB Richfield, Minn.—CP install new trans.

AM-1400 kc

The Centerdale Bestg. Co., Centerdale, Pa.—CP new standard station 1400 kw 100 w un. Same was continued to Jan. 19, 1949.


AM-1520 kc

WDHDT Boston—CP mod. as modified new station standard 1350 kw 150 w AM. AMENDED to change frequency 150 kw to 1 kw, install DA-DB, change antenna layout and change station location.


AM-1540 kc

Cadillac Bestg. Co., Hamtramck, Mich.—CP new standard station 1400 kw 150 w AM.

AM-1380 kc


AM-1350 kc

WADT Tallmadge, Ohio.—CP change to east tower of tower.

The Eastern Oklahoma Bestg. Corp., Muskogee, Okla.—CP which authorized new standard station to move antenna and location, AMENDED to revoke permit of change, new DA station, new trans. and change location.

AM-1300 kc

BRX Dayton, Ohio.—CP which authorized new standard station for new location.

WBRX Doylestown, Pa.—CP which authorized new standard station for new location and for approval of station.

AM-1290 kc

WVBC Westport, Conn.—CP new standard station 500 w D. un AM.

AM-1300 kc

WPTV Palm Beach, Fla.—CP which authorized new standard station for new location.

AM-1300 kc

WKMX Philadelphia.—CP which authorized new standard station for new location.

AM-1300 kc

WKBV Bestg. Corp., Storling, Ill.—CP new standard station 1600 kw 250 w un. AMENDED to change frequency from 1500 kw to 250 w AM.

Western Electric

Broadcast engineers have found Western Electric 124 A type Amplifiers ideal for high quality monitor and audition service. Recent refinements have resulted in eren lower distortion characteristics and have further improved their performance. The 124A has one input (line or bridging) and is for use when neither a gain control or power switch is needed at the amplifier. The 124E is similar to the 124A but in addition a gain control, power switch and two extra fixed pads for wider range of input level connections. The 124E has separate line level and mike or electrical transcription input level circuits, each with its own gain control. For full details on these four amplifiers all ideal for AM or FM—call your Graybar Broadcast Representative or write Graybar, 420 Lexington Ave., New York 17, N. Y.


QUALITY COUNTS

Page 58 • December 29, 1947

4 popular

Western Electric

—now better than ever before!&
There are scores of Truscon Radio Towers in New England, ranging from 100 feet to 600 feet in height. They are both guyed and self-supporting types, either tapered or uniform cross section, and are meeting both AM and FM needs.

There are hundreds of Truscon Radio Towers serving the entire United States, and in many countries overseas. Truscon field experience and manufacturing facilities enable Truscon to meet adequately the individual needs of each broadcasting station. This assures satisfactory, trouble-free operation and ability to meet changing conditions.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers... Uniform Cross-Section Guyed Radio Towers... Copper Mesh Ground Screen... Steel Building Products.

BROADCASTING  •  Telecasting
 Networks Do Top Job in Covering UN

Picture of Proceedings Portrayed Swiftly, Accurately

By LESLIE NICHOLS

Mutual Broadcasting System

IN ADDITION to highlighting a choice selection of dramatized United Nations developments, network radio did carry to the American public an almost blow-by-blow account of the mounting "cold war" as evidence of the sessions of Lake Success and Flushing Meadow during 1947.

Although the "cold war" between the United States and the Soviet Union is a global conflict, waged on many fronts and across a variety of conference tables, only at the United Nations was radio in a position day after day to tell the story as it unfolded . . . or even better, to let the story tell itself.

Both radio and press had to cope with second-hand official summaries of the Moscow and London sessions of the General Assembly as well as of the Security Council whereas, with few exceptions, there were no barriers to the coverage of UN's thousands of meetings.

Radio to Americans not only became familiar with exactly what delegates said, but they heard how the diplomats phrased and delivered their arguments. No amount of wordy copying could convey the calm, matter-of-fact, methodical approach of Secretary Marshall as it contrasted, for example, with the exultative harangues of Deputy Foreign Minister Vishinsky, even through the latter's English translator. But radio did, and the radio audience is that much better informed.

Television at UN

The televising of UN proceedings, still limited largely to New York's metropolitan area except when hookups carried programs farther afield along the Atlantic seaboard, was getting into medium gear and demonstrated its immense potentialities for the rest of the nation in the years to come.

During 1947 the four major networks maintained staff correspondents at the Lake Success headquarters in addition to augmenting their strength at peak periods, such as during the opening days of the Special Palestine Assembly last spring and the convening of the regular session in September.

Yet there were the frequent meetings of the Security Council, the Economic and Social Council, the Trusteeship Council, and the Atomic Energy Commission, all contributing to the kaleidoscopic pattern of world ailments and frustrations.

With such a bewildering array of international problems to air, radio was faced with a herculean task in selection. At times, working under heavy pressure, the job of the men-on-the-spot was complicated by tied-up delegates unable to keep pre-arranged broadcasting appointments, or by decision-making committee meetings which dragged far beyond scheduled time slots.

Handled on News Basis

Through it all, the networks treated UN proceedings on a strictly news basis. The "cold war" were its manifest theme in the Greek and Korean dilemmas and in the veto and atomic energy deadlock, was after all the story with which the entire world was concerned. By contrast, plans for the social and cultural betterment of humanity seemed of small consequence if the nations were to weekly programs devoted exclusively to the other.

Of secondary but no less intense interest, especially to certain groups, was the Palestine question. And again, radio stepped in to give Arab and Jew alike an opportunity to be heard.

The networks provided almost nightly pickups from the Assembly Hall or Council chambers during important periods of debate. On many occasions, with interest running high, UN radio reporters were brought into three and sometimes four news programs a day, often originating at late hours from their Manhattan studios.

Daily Inserts

Through daily inserts, and especially as a result of several excellent quarter-hour and half-hour programs, UN events, American listeners became thoroughly familiar with the voices and mannerisms of leading delegates who previously represented mere names devoid of personality. Prime examples were Warren Austin, Herschel Johnson, Dr. Herbert E. Evatt, Andrei Vishinsky, Andrei Gromyko, Hector McNeil, Sir Hartley Shawcross, Dr. Wellington Koo, Alexander Parodi, Dr. Oswaldo Aranha and Paul Henri-Spakan, to mention but a few.

The day-to-day job of bringing UN developments into focus for American audiences fell, in the main, to the suppliers of a relatively small group of network staff reporters. On the spot at Lake Success and Flushing Meadow throughout 1947 were Pauline Frederick and Gordon Fraser for ABC, Larry La Sueur for CBS, John McVane for NBC, and the writer for MBS. In passing it might be noted that all have had considerable experience in foreign news gathering before, during and since the war.

Top Performers on Hand

In 1946 the early deliberations of the Security Council at Hunter College and the first regular Assembly session at Flushing Meadow represented something of a novelty to the general public. Moreover, such top performers as Vyacheslav Molotov, Ernest Bevin, James F. Byrnes and Jan Christian Smuts were then relatively unknown and were exceptional in color to the proceedings.

During the year just ending, the UN was essentially an arena of conflict which all too accurately dramatized in words the headlong rush of the Soviet Union and the United States, plus the camp-follower bayings of the clusters of smaller nations. In addition, there was the sideline involving Palestine . . . a moving spectacle in itself.

It would be pointless to attempt a forecast involving the networks and UN for 1948. Next year the General Assembly will be in Europe, in Paris or Geneva. Even if the 1948 agenda is packed with as much dynamism as characterized the session just closed, the remoteness of the scene plus the undeniable hazards of shortwave transmission are bound to exert a diminishing effect upon coverage.

The Lake Success headquarters, however, will still contain the Se- (Continued on page 68)
Dominion in 1948
(Continued from page 24)
of H. N. Stovin & Co., station repre-
sentative firm, reports a num-
er of new accounts to radio, and
some firms dropping spot an-
nouncement cam-
paigns because of rising sta-
tion costs, shipping costs of product
and limited regional markets.
One large agency is reported plan-
ing to increase its use of small
market stations because of rising
costs of time on larger stations.
Expect business to be about same
in dollar volume in early part of
1948 as in 1947.
Spence Caldwell, manager of
program division of All-Canada
Radio Facilities Ltd., Toronto, re-
ports conditions should be about
the same in 1948 as in 1947, with
any change at all being toward fewer
stations doing spotting and selling
among advertising agency execu-
tives. He thinks there will be no
more money in radio in 1948 but
more selective as to customers. The
Petrillo-planned ban on recordings
is not expected to affect Canadian
radio for at least a year. A great
many transcribed programs have
been sold to sponsors for 1948.
CBC’s Viewpoint
Insofar as networks are con-
cerned Walter Powell, assistant
commercial manager of Canadian
Broadcasting Corp., Toronto, states
that “the coming year will show
about the same network business as
1947, which is up over 1945. CBC
does not look for a lessening of net-
work time, almost all accounts have
renewed. CBC always has applica-
tions for network time which it
cannot provide because of necessity
of supplying sustaining national
network programs also every
evening. We can’t satisfy all those
who want to go on the network.”
CBC network line-up is expected
to change during 1948, with addi-
tion to Trans-Canada network of
two new 50 kw stations, CBW Win-
ipeg, replacing CKY Winnipeg,
and CBX Edmonton, replacing
GJCJ Edmonton, and CFAC Cal-
gary, while CJBC Toronto, Domin-
ion-London key station and CBC
owned, will go to 50 kw.
Individual stations also report
that business is expected to hold
up in 1948, with new accounts ask-
ing for time on the stations. Sta-
tions reported a concerted drive
among national and local advertis-
ers with use of NAB film on radio
advertising being shown to adver-
tsers and agency executives by
major market stations. While new
business in 1947 was largely of
Canadian origin, a good amount of
new radio business came via net-
works from the United States. In-
cluded in the latter are Ford Mo-
tor and Toni Corp. Stations report

Mr. McDermott

Henry L. Dabrowsky, former de-
velopment engineer for General
Electric Co. has been named tech-
nical supervisor of WATT Newark, New
Jerk, having been the first to begin
operating as video station in New
Jersey. WATT, also operated
by WATT, was the first FM station
in New Jersey. WATT-FM, under the
management of Edward N. Hervey, has
been assigned to operate the
latter station.
Al Green, formerly an engineer for
Yankee Network, has been appointed
chief correspondent for WRMS, new station
under construction at Ware, Mass.
Virgil (Rick) Farrell has joined
the engineering staff of KGY North Platte,
Neb.
Thomas Linkwiler has joined
transmitter staff of KKEK Shreveport,
La., and Ernest McDonald joined
station as studio engineer.
Jim Littlejohn Jr., has joined ROP 
Ogdens, Utah, as control operator.
Minaustin Corp., engineering and con-
struction firm, has been retained by
ABC to supervise installation of net-
work's Chicago video and FM trans-
mitters on roof of Civic Opera Bldg.
as well as studio.
Carl G. Wyman, technical super-
visor of KYW Philadelphia and Casilda
Atkinson, director of commercial re-
search for Farm Journal and Path-
finder publications, have announced
their engagement.
MAURICE EDWARD MCKINNEY, former
chief engineer at WJJO Florence, Ala.,
has joined WILD Bessemer, Ala., in
same capacity.
BROCINER ELECTRONICS Laboratory,
New York, has announced new two-
way sound reproducer known as
Klipfell speaker system. Unique fea-
ture of device, according to manufac-
turer, is its use of a horn for low fre-
quencies as well as for high frequency
range.
Expansion of current accounts, and
a drive for local business, especially
in major market areas where local
business has been neglected to some
extent, because of the preponder-
ance of national and network ac-
counts. Some stations report a
small percentage of locals dropping
on account of increased rates going into effect with in-
creases in power.
While government advertising
dropped considerably from
wartime peaks, government depart-
ments at Ottawa have learned the
value of radio advertising, and a
number of small campaigns are
starting at year-end with possibili-
ties of more such campaigns for
specific government activities as
post office, income tax and recruit-
ing for armed forces included.
FM and Video
The Canadian broadcasting in-
dustry is not worried as yet as to
FM, stations only being licensed at
present and very few being in op-
eration. Number of FM receivers
is still minute, but production of
FM receivers is understood to be
increasing. There are as yet no
television stations in Canada. The
number of new stations in the past
year has not been great, and only
in small market areas which were
not adequately served with local
broadcasting facilities. Ottawa is
not following the FCC in licensing
large numbers of new stations in
existing market areas.

Making Christmas Merrier for Shut-ins
Youngsters in Salt Lake City’s hospitals
can’t get out to play with sleds and skates.
But they do “get out” over the air every
Christmas when KDYL stages special
broadcasts from their hospital rooms.
The children are entertained by the
KDYL orchestra, a magician, story-teller
and Santa Claus himself.

This is another example of KDYL’s
thoughtful service to the community . . .
another reason why KDYL is the popular
station in Utah.

KDYL SALT LAKE CITY
UTAH’S NBC STATION

National Representative: John Blair & Co.

December 29, 1947 * Page 61
INFRA-RED "TALKING LAMP" receives news story for Chicago Tribune reporter (seated) in Tribune Tower while Westinghouse Lamp Engineer Carl F. Jensen listens in via headphones. Story on results of the national 4-H Better Methods Electric Contest were "beamcast" on infra-red rays from a caesium-vapor lamp at the Westinghouse Chicago Illumination Lab three-quarters of a mile away and received by the sensitive photo cell at Mr. Jensen's right. Amplifying equipment reconverted infra-red radiations into spoken words over the loudspeaker.

**Milestones**

. . . Special message of congratulations from Gov. Robert P. Bradford on behalf of the state of Massachusetts honored WLAW Lawrence Dec. 19 on its 10th anniversary.

State College of Washington station, KWSC Pullman, Dec. 10, marked its 25th birthday. Full hour broadcast from party of station's associates was aired. . . . W6XAO Hollywood, television outlet of Don Lee Broadcasting System, noted its 16th year of operation Dec. 23. . . . WGYN, independent New York FM outlet, began its seventh year on the air Dec. 11.

Open house was held by Stewart-Warner Corp., Chicago, Dec. 13 to some 15,000 persons including employees, their families and friends. Plants were open for inspection and all lines of products were displayed and demonstrated along with production equipment and procedures. Day before the press was invited through, Christmas tree was decorated completely with S-W radio, Aleinite and instrument parts. These included radio tubes in bright hues, shiny dial reflectors and strings of pears and wheels. . . . Janet Ross, director of the KDKA Pittsburgh Shopping Circle, has celebrated the 15th anniversary of that program on the 18th year. Miss Ross has been with KDKA since 1931. . . . On Dec. 10 KFMI Tulsa, Okla., marked its first birthday with special anniversary luncheon.

**Self - Regulation Urged For N. Y. Set Servicemen**

NEW YORK radio servicemen were urged by a representative of the City Council last week to take steps to improve business standards within their industry before "public indignation" forces a licensing system now under consideration. Two hundred members of the newly-formed Associated Radio Servicemen of New York Inc. were told by Theodore L. Weigand, legal assistant to the minority of the Council, that self-regulation of their industry is essential because "licensing . . . is a suggestion of police-state methods."

A meeting is to be held in February by a committee comprising representatives of the Radio Manufacturers Assn., the Better Business Bureau, the Queens (New York) Appliance Dealers Assn. and ARSNY, which is to formulate self-regulatory plans if the latter group hasn't approved a code of business ethics by that time.

**You Can't Win!**

KITE San Antonio started a campaign early this month giving twice-daily conversational plugs on the air reminding listeners that in order for them to continue to get good music with limited commercials, they should call for KITE-advertised brands. At the end of each announcement, the announcer gives a partial list of advertised products, rotating the names. Now several advertisers are calling the station to complain that their products aren't mentioned every time.
RAN MORE RADIO LINAGE IN 1947 THAN ALL OTHER BUSINESS PAPERS COMBINED

Advertising lineage gains are important only as a reflection of advertising effectiveness. Not only in 1947, but for the last 17 years Broadcasting has consistently carried more radio advertising than all other business papers combined.

Broadcasting's editorial policy in publishing more news* of all radio—AM, FM, TV—adds weight to the advertising on its pages. It attracts readers who make broadcasting their business and who place the bulk of the national spot and network dollar.

Minimum guaranteed paid circulation in 1948—15,000.

Broadcasting's Washington business office or any of the offices listed below will be glad to tell you more—now!

* Than all other business papers combined.
DISTRIBUTORs of national record companies in Pittsburgh are presenting recorded music shows of their own. "Disc Dealers," WPCH Pittsburgh, Sat. 1:30-2:30. Each show is given half hour of the show, and a free-to-use period for playing his brand of records. Showings are made in the afternoons. On Sun. there has been made "Disc Dealers," an outstanding show, WPCH, daytime, outlet. It broadcasts to Pennsylvania and surrounding states on Sundays.

TV Networking
FILMING all live video programs has been set as policy effective immediately, according to Larry Finley, president of Hollywood video-packaging firm Bearman Publishing. He explained that this move was being taken to make available live video programs to stations, and that it was a result of the fact that the firm has been "networking" video programs for national sponsors to spot with. In addition, Mr. Finley pointed out that top talent is also made available to local sponsors in this way.

WOR New Year's Feature
FOUR and one-half hours of dance band music, highlighted by Guy Lombardo's orchestra playing "Auld Lang Syne" at midnight for the 15th consecutive year, will be aired by WOR New Year's Eve starting at 11:55 p.m. Description and celebration in Times Square will be aired at midnight, after which dance music will be picked up across the nation, in Canada, Havana, Madrid, and Hawaii.

TOP-NEWSTORIES of 1947 will be dramatized by several commentators over ABC Jan. 1 from 9 to 11 p.m. Taking part will be Walter Winchell, Drew Peterson, Jannie Filler, Louella Parsons, Elmer Davis, Walter Kienan, and President Harry S. Truman and Secretary of State George C. Marshall will be heard in transcription. Top stories will include Truman Doctrine and the Marshall Plan, return of Comtrim, UN Partition of Palestine, passage of Taft-Hartley bill, Supreme Court ruling on John L. Lewis, anti-war housing, Hughes-Meyers probe, Texas City Disaster, wedding of Princess Elizabeth, Flying Saucers, Louis-Walcott fight, championship golf matches and Friendship Train.

Here's The Picture
ROCHESTER
The Kodak City

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New York Data
SUGGESTIONS on where to go and what to see in New York City are presented weekly on WNYC New York, in series of six-minute shows starting Dec. 27. Titled "Here's Harriet," series IV is conducted by Harriet Van Horne, New York World-Telegram radio columnist. Programs are aired Wednesdays at 9:00 p.m., first solo broadcasts. She has guested on several network shows, however. "Here's Harriet" is aired Sat. 6:05-6:15 p.m.

WIND Forum
FORUM devoted specifically to Chicago issues or national problems that affect Chicago and the Midwest area is heard weekly over Wind Chicago. "The Forum," conducted by Harriet Van Horne, New York World-Telegram radio columnist, programs are aired Sundays from 8:05 to 8:30 p.m.

Video Year
FUN, FANTASY and music back as the50s and two-year-old children grew up are being compiled in 60-minute video shows that are scheduled for Dec. 27. Titled "Here's Harriet," series IV is conducted by Harriet Van Horne, New York World-Telegram radio columnist. Programs are aired Wednesdays at 9:00 p.m., first solo broadcasts. She has guested on several network shows, however. "Here's Harriet" is aired Sat. 6:05-6:15 p.m.

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PLAY-BY-PLAY broadcasts of Western Michigan College's basketball games will be sponsored on WFGF, Kalamazoo, as a result of the contract being signed above by Howard Pore, Kalamazoo Ford dealer. Earl Clason, station account executive, and Harold F. Gross, WFGF manager, look on. Broadcasts of home games and those played away will be handled by Howard Finch, WFGF sports director.

thing that one can only learn about the radio broadcasting industry by reading his daily newspaper.

From an editorial in the Erie (Pa.) Dispatch.

"REMEMBER in writing advertising that the heart is closer to the customer's pocketbook than is the brain...people don't buy a product. It's the satisfaction of their own desires that people want to buy. So, it's the advertising man's biggest job to find the selling strategy or the fundamental buying urge that will put his product ahead of competition in the minds of the customers. To do this, the advertising man must translate the merchandise or product into terms of human satisfaction."

Michael McKone, advertising manager of Davidson's, Atlanta, speaking before U. of Georgia advertising students.

False Alarm

W. J. HEARIN, Jr., general manager of the Mobile (Ala.) Press Register's radio stations, WABB and WABB-FM, scheduled on the air in early spring, was driving the outlet's station wagon in Mobile when he heard the familiar wail of a police siren behind him. The police squad car drew up alongside and an officer of the law leaned out the window and asked Mr. Hearin, "Say, when is your station going on the air?" The call letters of the new AM and FM outlets are painted on the back of the station wagon.
WANTED

Good morning man needed first of year by 2 p.m. for new station. You must be independent. An experienced man who's not dependent on someone. Must have his time. Raytheon console experience and ability to operate at least four zones. Reply Box 197, BROADCASTING.

Top sports news writer, $50 per night, 10 p.m. to 6 a.m. every day. Ability to produce commercial and news copy. Reply Box 300, BROADCASTING.

Chief engineer-Broadcaster needed as chief engineer for small city station. Familiar with all operations of radio station. Reply Box 301, BROADCASTING.

Commercial manager, small city,.isNotBlank. Knowledge of radio and TV sales. Reply Box 302, BROADCASTING.

Commercial manager, small city,.isNotBlank. Experience in radio and TV sales. Reply Box 303, BROADCASTING.

Commercial manager, small city,.isNotBlank. Experience in radio and TV sales. Reply Box 304, BROADCASTING.

Office manager, small city,.isNotBlank. Experience in radio and TV sales. Reply Box 305, BROADCASTING.

SALES

WANTED

Wanted—commercial manager, established territory. Commission with drawing account. Box 213, BROADCASTING.

Wanted—commercial manager, established territory. Commission with drawing account. Box 214, BROADCASTING.

Wanted—commercial manager, established territory. Commission with drawing account. Box 215, BROADCASTING.

Wanted—commercial manager, established territory. Commission with drawing account. Box 216, BROADCASTING.

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WANTED

Wanted—commercial manager, established territory. Commission with drawing account. Box 238, BROADCASTING.

WANTED

Wanted—commercial manager, established territory. Commission with drawing account. Box 239, BROADCASTING.
For Sale
For sale—Collins 300-E modified to 300-F one 400-A extender for transmitter, one 14 ft. square self-supporting, tapered tower, lighting fixture and base insulators with one new transmitter tubes complete. Box 965, BROADCASTING.

Southern metropolitan, well established, profitable station for sale. Pending application for best regional facilities in area, this station is under hundred thousand dollar contract. Will deal only with financially qualified principals. Box 225, BROADCASTING.

Tape recorder, BK 401 Brush sound mirror, like new; $50.00. Box 255, BROADCASTING.

RCX 25A transmitter, frequency and modulation monitoring and spare oscillator. All are in excellent condition for immediate operation. This equipment available only because high-frequency transmitters now being used. Can service one station a month. Offer, WBCO, BAKUFT, Miss. C. F. Appel.

For sale—Blaw-Knox tower, lighting equipment, 28 feet plus, complete. Also, 50 and 50 foot sub-structure. KCMC, Texas.

I 23-B speech input console. For further information, call or write Henry A. Jones, WGIN, Wilmington, N. C.

Equipping new station? Save by buying our spare Hayworth limiting amplifier. A-1 condition, used only three months, excellent performance. Wire or write to L. W. Miller, KXOA, Sacramento, California.

Will sell for $525.00 P.O.B. Sioux City, Iowa. BOX 1900 One new 350 foot Wincharger tower complete. Will support an FM street or Make a complete delivery. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

Two new Presto-E-D transmitters with 1-D heads and equalizer. Reasonable. Built 6 months ago. 400 W. Lake Street, Chicago 1, Illinois.

Two west coast Electric type SGBI transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Two Presto 64-A tunables spaced only two weeks. Two new Pickering pick-up arms complete with 1-D equalizer. Chief Engineer, WTNK, Coshocton, Ohio.


Will sell excellent midwest downtown station. Type D-165T, 4000 watt transmitter, 1000 watt receiver. Eighteen INS, 2000 watt tower, 2500 watts at 300 feet. Full equipment. Box 110, BROADCASTING.

For sale—Temco 250 watt transmitter complete with set of tubes. Reasonable. Offer will be considered. Box 906, BAKUFT.

WANTED—To buy
Wanted—Approved frequency monitor. Box 1664, Reno, Nevada.

Radio executive with 17 years experience wants to buy interest in local AM station and take active company management. Network affiliate preferred. Box 225, BROADCASTING.

Broadcasters wants purchase whole or part interests existing AM station or CP. Box 6, BROADCASTING.

Approximately 300 foot tower capable of supporting FM. Box 190, BROADCASTING.

Small station, operating unprofitably or a CP preferred. Box 230, BROADCASTING.

Wanted to buy—Going FM station without AM affiliate. Box 1025, BROADCASTING.

All or any part equipment for 250 watter. Box 1844, Reno, Nevada.

Used RCA 1000 watt amplifier and power supply usable as 250 – 3000 watt transmitter or used RCA 1000 watt transmitter, complete. WBAY, Savannah, Georgia.

Miscellaneous
Attention new stations—We offer a convenient (PCC accepted) frequency measuring service to standard broadcast stations, new or old. Ask for our free technical bulletin. Frequency monitor service and highest quality quartz and crystal oscillators, and other commercial services, literature available. "One service—One source—Quality assurance and fast service!" Edison Electronic Corporation, Terminal Tower, Cleveland, Ohio.


THIS IS what WFLB Fayetteville, N. C., will look like when it is completed, shortly after the first of the year. The Radio Center will house studios, transmitter and offices. The station, licensed to Fayetteville Broadcasters Inc., will operate on 1490 kc, 250 w, fulltime, using RCA equipment. General manager is John M. Croft, Chief engineer is E. A. Whitlock, and commercial manager is N. L. Royster.

TO MOST PEOPLE in Baltimore, WASH., "The District" means just one thing—the University district, perhaps. That is certainly the most active cultural and business center outside the downtown area. Much of the community's life revolves about the campus of the U. of Washington, but another phase centers on and near University Way, commonly referred to as "The Avenue."

It is not surprising therefore that the nearby single hour on a station, sponsored jointly by 300 different businesses through their Commercial Club, should pull such a definite response that it pleases everyone involved.

Backbone of Promotion
Yet this is the case with On the Avenue with Nancy Neal, which has entered its second year on KOMO Seattle at 9:15 Tuesday mornings. Although it seems a small item as radio time-buying goes, On the Avenue consumes 40% of the annual advertising budget of Seattle's University Commercial Club and has been described as the "backbone" of the District's promotion efforts.

Capitalizing on the fact that information about merchandise, style trends and scarce items is important news to women, the show presents a verbal shopping trip of the community. In order to find out where the items described are to be found, however, listeners must telephone. Calls in response to single broadcast have numbered as high as 60, despite the fact that there is no effort to feature "specials"; the objective is, rather, to build a regular clientele for the merchants of The District.

Value Demonstrated
The value of the show, which is produced regularly through the community newspaper and transit car cards, was demonstrated in an unusual way recently. As the program rounded its fifty-second week, two new members of the Commercial Club's advertising committee expressed skepticism about the size and reactions of the show. Since both are operators of retail stores in The District, they polled every customer entering their stores for a week, asking if the customer had heard On the Avenue and how she liked the program.

"The results even amazed us," Harry S. Pearson, head of Pearson and Morgan, the advertising agency which handles the account, subsequently wrote KOMO. "Two out of three had heard the show— and there were no negative reactions; all liked it!"

On the Avenue seems assured of an indefinite run, with 300 happy sponsors.

WHNB NEW YORK has distributed 3,000 scripts of its "Round the Block" program series to editors, housing experts, schools, libraries, and listeners. Documentary series was presented by WHNB during September and October.

YANKY Network Institute and the American Bar Assn. of New England have received a joint award from the National Junior Bar Conference in recognition of the public service rendered through the Institute's weekly American Bar Assn. "Round Table Discussion" series.

NABE, MBS, CBS Officials To Speak for ACPRF Meet SYDNEY EIGES, NBC vice president of charge of news, special events and publicity; and Dr. Lyman Bryson, CBS executive, economics affairs, are slated to address the American College Public Relations Assn. conference on "How To Get It On The Air" at the Hotel Biltmore, New York, on Jan. 8.

Mr. Eiges will discuss the relationship between radio stations and public relations directors, programmers and advertising departments and news features, and methods of obtaining radio publicity, the association said. Mr. Schechter's remarks will cover the need for human interest and drama in programs concerning educational institutions. Dr. Bryson will elaborate on the content of such programs.

The radio session of the two-day conference will be directed by Joseph Carleton Beal for the ACPRF.

Forum Points Out Means To Help Radio Comedy A TEN-POINT program "for better radio fun in the future" was offered, as a lead-up to the annual meeting of the American Gag Writers Institute for the year. "How Can We Improve Radio Comedy?" was the title.

In his program Mr. Henley emphasized the development of new young comics and new writers, and suggested establishing comedy-writing schools in key cities throughout the nation. The second semester of the free Gag Writers Institute, conducted by the National Laugh Week Foundation for newspapers, will open in New York Jan. 7. Application is made by submitting sample scripts to George Lewis of the Foundation, 104 East 40th St., N. Y.

BILLEY ELECTRIC Co., Erie, Pa., has prepared new 8 page catalog containing complete listing of all types of crystals manufactured for fine commercial applications. Distribution of bulletin will start after first of year.

Wishing You
a Happy
and
Prosperous
New Year

BLACKBURN-HAMILTON Co.
Radio Station Brokers
WASHINGTON, D. C. SAN FRANCISCO
James W. Blackburn Ray V. Hamilton
1011 New Hamp- 235 Montgomery

National 7405
Exeek 2-6672

December 29, 1947 · Page 67
L. A. RANDOLPH, former program manager of WLIB New York, has been appointed production manager of WBKB Buffalo. For the past two years he has been freelancing in Detroit, as chief writer for "Leaping Lizard" and "Black Hornet" and "Nick Carter" shows. He previously was with WSBM Chicago.

PEGGY CALDER, staff producer at WJREG Des Moines, has been promoted to production director.

LOLLA PARRY of WJAG Norfolk, has been promoted to post of program director and chief announcer of that station.

JESSE MACLEAN, formerly with WCHV Charlotte, Va., WRGB Poughkeepsie, and WATH Waterbury, Conn., has been hired as production manager of that station. BLAKE TAYLOR has replaced him as chief announcer.

FREDERICK B. BULLINGTON, writer-director of NBC's "Dean Martin Show," has been promoted to post of executive producer.

BETSY MACLEAN also worked in Waterbury, Va., as a radio announcer at WBEC.

JULY 15 is set to specialize in studio and film production, WBWN-TV plans to start test patterns tomorrow. The station will begin regular broadcasts in 1948.

IRA MARION, ABC staff writer who has been teaching radio writing at Temple University, will conduct an advanced course in practical writing starting January 22 as part of Temple's radio workshop. Workshops will operate in conjunction with WPIL Philadelphia, ABC affiliate.

DICK HOGUE has joined WBN of Rome, N. Y., as disc jockey.

FRANK A. SIMMS, announcer of KVNO Tulsa, Okla., is the father of a boy.

VERLIN MAYE has joined the writing and directing staff of WWFH Bristol, Va.

JOHN M. CRAIN, staff announcer at W0PL Kansas City, has been moved to station's production staff.

HARRY SANTORO, former Hollywood radio-director of N. W. Ayer & Son, has been named producer-writer of ABC's "Spokes Jones Show" (Coca-Cola).

LEE GEROW, former San Francisco radio and sportscaster, joins KLOK San Jose, Calif., as m.c. effective Jan. 3. He replaces EDGAR DOLAN, who recently died.

JIM CALHOUN, formerly with KHRB Atlanta, has joined WACO Waco, Tex., as announcer-copy writer.

GIL THOMAS, writer-producer at KGO San Francisco, is the father of a boy, born Dec. 6.

VIRGINIA STEWART, formerly with "The Glenn Miller Show," has joined the television staff of the NBC network.

VIRGINIA STEWART, former program manager of KGW West Memphis, Ark., has joined the television staff of the KGW network.

J. L. BARTLETT, former program manager of KXKU Corpus Christi, Tex., has joined the television staff of the KXKU network.

BOB ATHERTON, program manager of KWPB Springfield, La., is the father of a girl.

FLO WINER, formerly with KITD Colorado Springs, Colo., has joined the staff of KOOP Ogden, Utah, as a disc jockey.

LARRY CLARK, staff sports announcer at WIBA Madison, has joined the television staff of the WIBA network.

HELEN J. BOUSSARD, CBS director of talent, has received a special invitation to serve on advisory board of new department of radio speech and theatre at Temple University.

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Networks

(Continued from page 60)

The National Broadcasting Company has been chosen by the United Nations to provide news coverage of the United Nations Conference on International Organization. The three networks will provide daily reports on the conference activities.

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MAJOR FRANK J. COSTELLO (l) of Syracuse, N. Y., congratulates Col. Harry C. Wilder, (behind mike), president of WSYR and WSYR-FM Syracuse on the inauguaral broadcast of the Empire State School of Air, a new program designed for the Syracuse public and parochial schools. Present at broadcast are Lansing Lindquist (r), station manager, and Percy M. Hughes Jr., president of the Syracuse Board of Education. Broadcasts are heard in schools on new AM-FM receivers donated to schools by Col. Wilder.

Gag-Lines are Surveyed

By Laugh Week Group

LAUGH-LINE events can be abused too, according to a recent survey made by the National Laugh Week Foundation, which revealed the ten most abused events of the year in radio, cartoons, and magazines. "Brooklyn" and "Petrillo" were year-long prospects for youcs, and said the foundation, which listed the events in this order:

Governors of Georgia, "Open the Door, Richard," Leo Durocher-Laraine Day affair, "The Best Years of Our Lives," Fawcett saucers, Senate investigations (Hughes, Myers, Reds), the Jolson Story, the vice presidents who cut Fred Allen off the air, Princess Elizabeth's wedding, and "Miss Hush."

ZEITH Radio Corp. has reported estimated net consolidated operating profit for the quarter ending Sept. 30, 1947, of $221,000, or $126.60 per share. The company has been publishing and distributing the department of Information of the Radio Corp. of America, New York.

"RCA Institutional Advertising," a recent conference held in New York, has been praised by the company, has been published and distributed by the department of Information of the Radio Corp. of America, New York.

GI'S SPOT SUCCESS

Million Dollar Veterans Firm

Can Thank Radio

WHEN a December issue of Life magazine recounted the success story of Story's "Three GI's," it failed to explain radio's part in the growth of this war surplus sales organization.

About a year ago, the unspectacular Veterans Sales Outlet retained Keene & Keene, Seattle, to handle advertising.

First step was a change of name, and, shortly before Christmas 1946, Seattle listeners heard carefully trained unskilled voices saying "I'm George, I'm Don, I'm Buford." From there they advised all listeners of KXX Seattle, "We're the Three GI's, those happy-go-lucky guys, with the best and the cheapest in surplus buys . . . We don't pay no rent 'cause we're out in a tent." Further copy featured an item and price.

Within one year, the firm has grown from one tent to four and run a $12,000 inventory into an annual gross business over the million dollar mark.

Page 68 • December 29, 1947
TELEVISION ... in action!

WWJ-TV, Detroit's first and only television station, swings into action fast to bring Detroiters televised broadcasts of local activities—quick as they happen! Pictured above is WWJ-TV in action, sending into thousands of Detroit television receivers a broadcast of the newly-elected City Council—the day after election.

In the ten months of its operation, WWJ-TV has done a notable job of televising sporting events, civic activities, public service features and commercial programs. It is this skillful and aggressive programming, in the tradition of its sister station, WWJ, that is solely responsible for Detroiters' enthusiastic interest in television... reflected in fast-increasing purchases of home television sets. WWJ-TV is the exclusive voice of television in Detroit today—and will retain its leadership through the television era ahead.

FIRST IN DETROIT ... Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

Associate FM Station WWJ-FM...
Associate AM Station WWJ
BOSTON'S EXCLUSIVE ABC OUTLET

Serving the entire Metropolitan area of 3 million people.

A COWLES STATION
Represented nationally by the Katz Agency

Page 70 • December 29, 1947

BRODACasting • Telecasting

5000 - DAY 1000 - NIGHT

18 YEARS' LEADERSHIP
Represented National by the George P. Hollenberg Co.

MUSIC PAYS OFF
SAN FRANCISCO

Northern Californians are enthusiastic about the new musical programming. We're discriminating listeners. Our advertisers are enjoying the Pay Off. Ask your Bolling Company representative.

FCC Actions
(Continued from page 9)

Applications Cont.
TENDERED FOR FILING

AM—580 kc
KRFD Nampa, Ida.—CP increase 1 kw to 5 kw, install new trans. and changes in DA.

AM—1230 kc
York County, S.C.—CP for new station 1230 kc 250 w unni.

AM—850 kc
KFUC Clayton, Mo.—CP increase power 1 kw to 10 kw, install new trans. and change trans. location.

AM—1490 kc
Center Benton, Co., Center, Tex.—CP new standard station 1490 kc 250 w unni.

Modifications of CP

KCOW Jasper, Iowa.—CP to change proposed trans. location, install new trans. and make changes in ant.

AM—1180 kc
Pasadena Bestg., Pasadena, Tex.—CP new standard station 1180 kc 1 kw D.

December 24 Decisions . . .

BY COMMISSION EN BANC

Extension of Authority

WRDW Augusta, Ga.—Granted extension of authority for temporary station and authorization to operate WEDO to June 1, 1948 pending decision on renewal application.

Temporary Extension

Directed that licensee may extend operation of following stations be extended on temp. basis pending March 1, 1948, pending final determination upon applications for renewal and byz. (Comr. Jones, granted for renewal; COER Long Beach, Calif.; KGBG Bakersfield, Calif., KNSW Spokane, Wash.; KMPO Pomona, Calif.; WVLB Albany, Ga.; WWHC Canton, Ohio).

Assignment of License

WACN Jackson, Miss.—Granted CP for renew 200 kw to 400 kw, consensual assignment for license from partnership to corporation (same name).

Transfer of Control

WDHL Bradenton, Fla.—Granted transfer of control of Manatee Bestg., Co. Inc. from N. A. Perry, Joe J. Foster and Stella Foster to Wabash Bestg., Inc. for $70,000 (Comr. Dunn for hearing).

Hearing Designated

Van Wert Bestg., Corp., Van Wert, Ohio.—Designated hearing for application for new station 880 kc 250 w D.

AM—1260 kc
Co. Taylorville, Ill.—Designated hearing for application for new station 1410 kc 250 w D., and change tower.

AM—1370 kc
WSKY Asheville, N. C.—Granted CP make changes in trans. and ant. equip.

AM—1380 kc
Little Dixie Bestg., Co., Hugo, Okla.—Granted CP for new station 1400 kc 250 w unni.

Directed that licenses for operation of following stations be further extended on temp. basis pending final determination upon applications for renewal and byz. (Comr. Jones for hearing). (Copies of these proceedings are available.)

Hearing Designated

Radio South Inc., Jacksonville, Fla.—Designated hearing for application for new station 1400 kc 250 w unni.

AM—1340 kc
Little Dixie Bestg., Co., Hugo, Okla.— Granted CP to change trans. and change tower.

Directed that licenses for operation of following stations be further extended on temp. basis pending final determination upon applications for renewal and byz. (Comr. Jones for hearing). (Copies of these proceedings are available.)
It takes all kinds of people...

TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON,
originator of the spaghetti and meat-ball school of art and portrayal of Lena the Hyena

H QUENTON COX

KGW Manager

KGW Manager H Quenten Cox was born in a post-office in Murdock, Nebraska. Perhaps this unique birthplace accounts for the "dead letter" in his name—the letter "H" which, in his case is a name in itself; it does not stand, as you might suppose, for Henry or Harold—just H and omit the period, please. "Q", as he prefers to be called, is a man of many interests. Weekends he gardens enthusiastically on his country place in the Tualatin valley; he is active in civic betterment projects of all kinds. Currently he holds office as a district vice-president of the Advertising Association of the West and is the Coast representative on the National SPAC radio committee. Although we have put these "spare-time" activities first, all phases of the Cox career converge in his management of KGW. "Q" came to the station in 1936 from the advertising department of one of the country's largest department stores, and his eventual rise to the position of manager was inevitable in an organization that believes in promoting men from the ranks. As manager of KGW, "Q" Cox continues to make friends for himself, for the station, and for radio. No man could do more!
**FCC Actions**

(Continued from page 70)

Decisions Cont.:

WMP5 Memphis, Tenn.—Granted CP to 910 kHz, to operate until Dec. 24, 1947. DBA-1250.

WOOF Dothan, Ala.—Granted CP to 1560 kHz, to operate until Dec. 24, 1947. DBA-1250.

WQCB Nashville, Tenn.—Granted CP to change trans. location. DBA-1250.

WJNC Jacksonville, Fla.—Granted CP to change trans. location. DBA-1250.

WOX Jacksonville, Fla.—Granted CP to change station to 910 kHz, to operate until Dec. 24, 1947. DBA-1250.

WODM Atlanta, Ga.—Granted CP to change station to 990 kHz, to operate until Dec. 24, 1947. DBA-1250.

December 24 Applications

*ACCEPTED FOR FILING*

Modification of CP

KXLY Spokane, Wash.—CP as mod. which authorized new standard station for extinction of completion date.

AM—1950 kHz

December 25 Applications

*ACCEPTED FOR FILING*  

Modification of CP

Theodore W. Keres, Chicago, Ill.—CP as mod. which authorized new standard station for extinction.

AM—1250 kHz

December 26 Applications

*ACCEPTED FOR FILING*  

Modification of CP

KXLY Spokane, Wash.—CP as mod. which authorized new standard station for extinction.

AM—1950 kHz

December 29 Applications

*ACCEPTED FOR FILING*  

Modification of CP

KXLY Spokane, Wash.—CP as mod. which authorized new standard station for extinction.

AM—1950 kHz

December 30 Applications

*ACCEPTED FOR FILING*  

Modification of CP

KXLY Spokane, Wash.—CP as mod. which authorized new standard station for extinction.

AM—1950 kHz

December 31 Applications

*ACCEPTED FOR FILING*  

Modification of CP

KXLY Spokane, Wash.—CP as mod. which authorized new standard station for extinction.

AM—1950 kHz

Industry Sees Gains

(Continued from page 18)

...tend that all costs are going up and that radio rates have been kept well in hand, even to the point of cutting sharply into normal profits. A number of station managers emphasize that rates must be raised if they are to operate at a profit.

Several station operators are concerned over the possibility of Standards of Practice, slated for NAB adoption during the year. They look for a cut in station income through code conformance, and see the possibility of intensified rate hikes away at listeners’ ears if commercial time is trimmed.

Individual opinions of industry executives as expressed to Broadcast-Cable are found in this week’s news, starting on page 14. They point up special problems of all types, but the over-all conclusion is that 1948 will be another good year for radio.

**Six Awards in 1947**

Public Service Programming Promotion

Represented by Katz

**KLZ**

DENVER

**FOLDING MONEY**

WAIR’s market is made up of people with an ever-satisfying supply of big money. No other medium can steer more of this cash your way than WAIR.

**WAF**

Winston-Salem, North Carolina

Representative: The Walker Company
White Bill
(Continued from page 17)
and general counsel, who get $3,000 under present law, would be boosted to $10,000, and the chief accountant would be added to this group; the secretary would be raised from $7,500 to $8,500, and the maximum allowed any assistant would be increased from $7,600 to $8,600.

A new provision of the revised bill, in addition to the present law's restrictions on outside interests of Commissioners, would stipulate that Commissioners named after Jan. 1, 1948, might not, during the term for which they were appointed, work for persons subject to the Communications Act. Another new provision would forbid any professional employe of the Commission to "represent in any capacity," for one year after leaving FCC, any person within the Commission's jurisdiction.

The 30-day protest rule on non-hearing grants, allowing "parties in interest" to get a hearing on such grants by filing protests, is the same as in the first draft except that the definition of "parties" refers to licensees, permittees, and persons "other than an applicant" whose statute would be "adversely affected." Eliminating the former reference to "economic" and "electrical" effects.

Like the original bill, the redraft would eliminate FCC's present Avco Rule on station transfers by requiring that transfer applications be handled in the same manner as applications for original licenses.

The political and controversial-issues sections of the original bill have been consolidated and extensively revised, making the opportunity for equal time the rule for replies in both instances, but forbidding censorship of either type of broadcast by the licensee. Immunity is granted against libel suits arising out of such broadcasts. The original definition of "equal opportunities" is retained.

The original provision on the identification of the sources of news carried in newcasts is changed to require announcement of the name of the speaker, his position with network or station, and the nature of the broadcast (whether news or commentary, or both).

In the case of petitions for rehearing of FCC actions, the new draft requires that they be addressed to the appropriate panel, not to the full Commission. However, officials said subsequent subcommittee thinking with respect to this provision is inclined toward permitting appeals from a panel to the full membership, with an additional provision allowing the full Commission, on its own motion, to review any panel action.

The present law's prohibition against obscene language on the air—which the original bill proposed to expand by forbidding any person to "knowingly make or publish any false accusation or charge against any person"—would be further extended under the redraft to forbid advocacy of overthrow of the Government by force or violence.

Industry
(Continued from page 20)
and '42 he created the Navy "E" industrial incentive program at the request of Undersecretary Forrestal.

Assistant to the chairman of the Republican National Committee and publicity director, on leave of absence from business, was his titles in 1943 and '44.

Selvage & Lee have branch offices in Chicago and Washington.

Mr. Borkin is a former member of the Anti-Trust Division, Dept. of Justice, and was co-author with Frank Waldrop, of the Washington Times-Herald, of Television: A Struggle for Power. In public relations work he is understood to have represented the U. of Chicago as well as the C & O.


... The Industry Looks to 1948

(Continued from page 56)

good time was not at such a premium, and advertisers could plan more definitely on the greater use of this medium. Advertisers with whom we are in contact in this area, on the average, will advertise, percentage-wise, about the same for radio in 1948 as in 1947. There will be an increase in interest in television in 1948.

JOHN CAREY

SALES MANAGER, WIND CHICAGO

BUSINESS is up 20% over last year, with the biggest gain reflected in the last three months. There are practically no availabilities for 1948 at present. Spot business has increased considerably but biggest increase is in the local sponsorship of programs. We expect a small decrease in listeners for the Chicago area due to the increase in the television audience. Little or none from FM. Operational costs are expected to amount to 10% increase over 1947. On the basis of present billing we see little prospects for a business recession.

IN EASTERN NORTH CAROLINA

YOUR ABC’s ARE...

Mr. Carey

WRRF • WRRZ

Mr. McCormick

WWZ • WWZ

Mr. Hult

AARON • ARMN

Mr. Fineout

WEEX • WEEX

Mr. Fitzsimonds

KFOR • KFOR

E. M. FINEHOUT

VICE PRESIDENT IN CHARGE OF SALES AND ADVERTISING, LOS ANGELES SODA CO., LOS ANGELES

THE UNPRECEDEDNTED index of popular price during the month of December shows that +5% is being offered by this fast-growing new western market. We find that our advertising sells very well in this market. We have a new product that is popular in Western market. We have a new product that sells well in this market.

PHILIP KLEIN

PHILIP KLEIN ADVERTISING AGENCY, PHILADELPHIA

THE PROSPECTS for aural radio in 1948, in certain markets, will be greatly influenced by this new medium. Other clients, who normally might be newcomers to aural radio, will see their advertising via television. The number of AM stations was never higher; FM stations are beginning to attract audiences; add to this the viewers of television, and it becomes obvious that some AM radio stations cannot: deliver the audiences they formally commanded. I think 1948 will mark the beginning of highly competitive years for AM radio, the beginning of the leveling off period in radio sales, and the beginning of an era by clients of radio’s ability to deliver listeners in proportion to its current high prices.

F. F. FITZSIMMONS

MANAGER, KFYR BISMARCK, N. D.

OURS IS A RURAL area. During the last five years, farmers and ranchers have enjoyed heavy yields and high wartime prices. Basing our forecast on these facts, we do not look for any kind a business recession in this area. Neither do we expect a boom. Rather, barring a crippling national breakdown economically, we anticipate a gradual slowing down in industry. We have been talking about this for several years. Unpredictable crop returns and prices prevent accurate forecasting but the backlog of bank deposits and other savings will, in our opinion, sustain business activity for some time in this area.

BROADCASTING • Telecasting
DOLLY BANKS
ASSISTANT GENERAL MANAGER, WIBPHILADELPHIA
THE YEARS 1946 and 1947, and particularly 1947, were the best years in the history of our station, which specializes in foreign-language broadcasts. We look forward to the future with great anticipation, particularly to the time when the grant of full-time operation to WHAT may become final. We see a great future for television but do not believe a foreign-language station like ours will be much affected by competition from telecasts. We do not think we will be adversely affected by television even when it hits its full stride.

CHARLES B. JORDAN
MANAGING DIRECTOR, WRR DALLAS
WE HAVE good reason to feel that business prospects for 1948 are good for the Dallas area. In latest figures released, Dallas ranks high among American cities in the number of home dwellings being constructed, and national building permits show Dallas also ranks among the leaders in general construction. During recent years there has been an ever-increasing industrial development in this section of the country, and this trend naturally offers increasing buying power. Retail sales in all types of business are higher than ever in history, and even with a tremendous population increase the per capita buying power in Dallas is at an all-time high.

M. S. STONE
ADVERTISING DEPARTMENT MANAGER, QUAKER OATS, CHICAGO BUSINESS for 1947 was about the same as for 1946. We are currently using Those Websters, MBS; Terry & Pirates, ABC; and Ladies Be Seated, ABC, also Man on the Farm, on rural stations. We expect no general increase in spot or network billing, and have no television plans as yet. 1947 has been a very good year. We hope it will be as good or better in 1948.

FRANK M. HEADLEY
PRESIDENT, HEADLEY-REED CO., NEW YORK
WE AT HEADLEY-REED are optimistic about spot radio for 1948, and with good reason, too. We have enjoyed a splendid year, and the trend is still upward. All basic yardsticks seem to indicate a banner year in 1948. However — and here’s where we put up the “Stop, Look and Listen” signal — we also realize full well that the ensuing year will be more competitive from many different angles. Irrespective of current predictions that next year will see an awful lot of transmitters on the auction block, nevertheless, many of the hundreds of new stations will get a share of the spot radio dollar.

J. HAROLD RYAN
VICE PRESIDENT AND TREASURER, FORT INDUSTRY CO.
AT THIS POINT the prospects for 1948 in northwestern Ohio look exceptionally good. We believe business will be better than in 1947. It is true that in certain high-priced lines of merchandise a resistance on the part of the buyer for further purchases has been noted. However, with increased personal incomes and wants still unsatisfied, purchasing power remains high and will continue to make itself felt. There may be a shift away from more expensive merchandise into cheaper quality, but the overall amount is bound to increase.

JAMES D. SHOUSE
PRESIDENT, WLW CINCINNATI FOR THE NEXT year—and the next year only — not much change. It is an election year and it would not be to the interest of either party to permit nor to endorse any radical departure from our current economic status.

Gayle V. Grubb
GENERAL MANAGER, KGO-ABC, SAN FRANCISCO
FROM current indications 1948 radio business may come up to that of 1947. There was a drop during the last few months of 1947, chiefly due to the curtailed advertising on the part of some food accounts. Large food shipments to Europe by the government, talk of rationing, and the diminishing purchasing power of the dollar have been largely responsible for the advertising curtailment. However, we look for other new business to supplant this temporary loss.

Mr. Grubb

Mr. Headley

Mr. Ryan

Mr. Hatchett

Mr. Shouse

Mr. Weil

Edward C. Obrist
GENERAL MANAGER, WPN PHILADELPHIA
MY PREDICTION for 1948 is that there’s a lot of hard work ahead of us—holding sales curves, reducing costs and producing greater services for our communities and more results for radio advertisers. If we can do these things, next year will be sensational.

Sidney N. Strotz
NBC WESTERN NETWORK VIC PRESIDENT
THE RADIO business looks good for 1948. Other media will, of course, continue to offer greater competition than ever before, and the influx of new stations may tend to spread the advertising dollar over a larger area than has been the case in the past. However, as to the latter, it takes time and programming to establish a successful radio station, and the old, established stations should not suffer too much from the new competition. Radio, like all business, will be affected by inflation, which will continue to bring higher costs for labor, materials and production. Television will be the big

(Most of the page 27 is cut off, hence the continuation is not provided.)

Mr. Grubb

Mr. Strotz

Mr. Hatchett

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story of 1948, particularly in Los Angeles, where NBC expects to be in operation by mid-year. The radio industry will go through 1948 without a code, but NBC will naturally continue to operate under its own code, which resembles the proposed NAB code in its most important aspects.

**BILL BAILEY**
EXECUTIVE DIRECTOR, FM ASSN.

FM WILL BECOME a half-billion-dollar industry in 1948. Big talk? No. Facts. A survey by the FMA indicates that when the 1,023 FM stations now authorized by the FCC are on the air the investment in facilities alone will reach $100,000,000. FM set production is increasing rapidly. In November it had reached an estimated annual aggregate of 2,000,000. By spring it will be upwards of 5,000,000. Conservatively there's another $400,000,000. Take into consideration talent, transcriptions, records and personnel required to operate an FM station properly and 1948 will see an expenditure of more than $500,000,000. On the air as this is written are 369 FM stations, as compared to few more than 100 at the beginning of 1947. FM stations, the FMA has learned, are rapidly approaching the break-even point financially. Many are showing a profit. FM's revenue is coming largely from local accounts, although agencies are increasing national placements by the week. FM offers opportunity for new programming, for community programming on a wide scale. These are saleable programs.

**G. RICHARD SHAFTO**
GENERAL MANAGER, WYSO COLUMBIA, S. C.

SOUTH CAROLINA is substantially an agricultural state. The high farm income for the past several years will be reflected in continuing family purchasing power for many items of farm equipment and home appliances which will be in reasonably abundant supply in 1948 and have herebefore not been available to supply the demand. Those, farm implements, refrigerators, radios, furniture and farm building should all contribute to an enlargement of retail sales to farms home.

A steady increase in industrial development through the continuing establishment of new industries of a type to supply postwar needs, and therefore geared to profitable operation under existing conditions, also will contribute to a healthy business during 1948 in South Carolina.

**ROBERT O. REYNOLDS**
VICE PRESIDENT AND GENERAL MANAGER, KMPC HOLLYWOOD

1948 MIGHT well be termed the year of decision for the broadcasting industry. In the first place, I believe more radio properties will be sold and than at any time during the past decade. Major decisions will confront many broadcasters with respect to FM and television. Some may not find it practical to earmark the large funds required in these operations, particularly those in large metropolitan areas. There will be major decisions to be made with respect to operational policies in the face of increased costs. Broadcasters and the unions with whom they deal will have to face together some very fundamental issues which will have a great bearing on radio's future.

**FRANK E. PELLEGRIN**
DIRECTOR OF BROADCAST ADVERTISING, NAB

INCREASED retail billings will highlight radio sales activity in 1948. This will be due to several factors:

1. The growing number of stations, especially of the "community type.
2. The better retail selling job to be done by all stations, as a natural outgrowth of the industry's increase in the size of business during the past year; the more and better NAB sales aids for retail salesmen, and the pressure of the growing buyers' market upon retailers.
3. The retailers' increased awareness of radio's power to do an effective job when stimulated by NRGB's activity in promoting contests for best retail radio programs, conducting radio clinics, etc.
4. Basically, the fact that in radio advertising still lies the greatest potential for new revenue—over $500,000,000 in annual billings still untapped by broadcasters.

Network and national spot activity should continue at its brisk pace, thanks largely to the efficiency of those who have already raised those forms of radio advertising to a very high level.

**DON SEARLE**
Vice-Presidmt SECTION W S. C.

WELL-ESTABLISHED stations will maintain their standings everywhere, except where new outlets come up with outstanding new program ideas. Television will be digging in, setting up program and operational patterns and choosing sides for the heavy competitive expansion trend. FM on the other hand, will have slight effect on AM stations. Rather than more more apt to experience a definite move toward deflation, which radio and other advertising media can better counter by keeping a steady flow of dollars coursing through business channels. It should be a stormy period for any form of code, until a method is evolved to narrow the gap between the well-heeled and the under-nourished.

**DONALD D. DAVIS**
PRESIDENT AND COMMERCIAL MANAGER, WBW KANSAS CITY

WE FEEL that in selling an idea, net time... that in creating successful radio "shows," radio merchandising plans and ideas that the audience is coming to buy and demand. In advertising, which is the most important aspect of the broadcasting business, we have a constantly growing list of advertisers—for whom, under our new fulltime operation, we will have desirable time on the air. We believe there will be an inflationary boom in 1948. Prospects for the Kansas City market land have never been better.

**ALEX ROSENMAN**
COMMERCIAL MANAGER, WCAU PHILADELPHIA

A SURVEY of the state of leading advertising agencies indicates an increase in advertising budgets of most advertisers in 1948. This is reflected by the commitments of the stations to which they are greater than they were a year ago today. Much of the fear and uncertainty that has been replaced by confidence. Large and small manufacturers in this area have orders that will keep them busy throughout 1948.

**LEONARD THORNTON**
MEDIA DIRECTOR, SWANEE, DRAKE & BEMENT, CHICAGO

IT'S BEEN A GOOD YEAR and we look for a better one. No increase in radio billings for 1948 is foreseen. (Agency already has about $2,000,000 of business booked for the Kaiser-Frazer, which is in a position to establish that company as foremost automotive user of radio.) Large, network and national spot sales have increased, with largest growth in network (Wendell Noble Neoscope on MBS) and spot.

**MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA**

B.B.M.
5000 WATTS
630 KC
Ask Joe, Wad & Company
350 Madison Ave., N. Y.

**CFCY**
The Friendly Voice of the Maritimes
CHARLOTTETOWN

Page 76 • December 29, 1947
Mr. Teegarden pictured tubes at the Tube Dept.'s Lancaster, Pa., plant. The coming year also is expected to see the continued widespread adoption of the RCA camera orthicon tube in television cameras. New power tubes for AM, FM and television broadcasting, recently introduced by RCA, promise significant advances in transmitting techniques for the coming year. With production at an all-peace-time-high level in the several RCA tube plants, and new developments proceeding at an accelerated pace, the Tube Dept. is confident that its contributions to the broadcast industry in 1945 will surpass even those of the past year.

**WALTER J. DAMM**
VICE PRESIDENT AND GENERAL MANAGER OF RADIO, THE JOURNAL CO., MILWAUKEE

Because of its varied industries Milwaukee is not subject to any sudden effect, up or down, of a situation happening in one major industry. Employment in Milwaukee is and looks to continue on a high level, and we expect Milwaukee's reputation as one of the leading "try-out" markets in the United States to continue to result in the scheduling of many test campaigns.

**Mr. Damm**

---

**IVOR SHARP**
VICE PRESIDENT, KSL, SALT LAKE CITY

The West is growing, new industries are moving this way. Natural resources, particularly oil, coal, potash and iron, are being developed and the prospects are bright for accelerated development in these fields. All of this means good business.

**Mr. Teegarden**

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**SYDNEY GAYNOR**
GENERAL SALES MANAGER, DON LEE BROADCASTING SYSTEM, HOLLYWOOD

1947 was the biggest sales year in the history of Don Lee Broadcasting System. All indications point to an even bigger 1948. Regional network business was very healthy during 1947 and, now that many manufacturers who have not been in radio consistently for many years are able to return, sales should continue to mount. We are not worried about loss of business due to the influx of new independent stations. Although they will have some effect, since they will naturally get some business, they will affect other independents rather than network stations. FM radio is not going to have much effect on AM. FM will bring in new and additional business. As for television, it will mean a specialized kind of selling, but it is too early to say what approach will be used. However, television will mean many sales to accounts herebefore passing radio by.

**Mr. Gaynor**

---

**SNOW McCLUER**
SALES MANAGER, NBC CENTRAL DIVISION

WE EXPECT a better billing in 1948 than in 1947. All networks should show an increase. 1947 started out with a pessimistic outlook which has not been proven. NBC Central Division has had such additional accounts as Meet the Meeeks, Archie Andrews for Swift; full network for National Farm & Home Hour (Allis Chalmers); News of the World (Miles Labs). Other new accounts in 1947 include Minnesota Valley Canning Co. (Fred Waring), Toni Co. (This Is Nora Drake) and Eversharp (Take It or Leave It). Election year always seems to mean a good year for radio. With more materials becoming available, national advertisers are bound to give greater share of advertising budgets to radio.

**Mr. McCluer**

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**RUSSELL W. TOLG**
RADIO DIRECTOR, BATTEN, BARTON, DURBINE & O'BORN, CHICAGO, WE'LL PROBABLY hold even. This year was a good year. Next year will probably be good, too. Our radio budget for 1948 will be about the same as in 1947. National spot remains about even. We foresee no immediate increase in FM, but some interest has been manifested in television.

**Mr. Tolg**

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**WALTER McCREERY**
CO-PARTNER, SMITH, BULL & McCreery Adv. Agency, HOLLYWOOD

If economic conditions stabilize themselves, I look forward with optimism to the next six months for the radio advertising industry. However, advertising agencies and other media now must be on their toes more than ever before. The days of the "order taker" have long since passed. We have found that there is a slight trend in advertising returning to other media. But that is natural and not alarming. More paper space is available. In my opinion, our clients are using radio budgets within 5% of last year's. The amusement industry is down generally throughout the country. And, so far, we find only slight variances in their radio advertising budgets. Predic- ting an outlook on stable business conditions, I feel that those in radio who are progressive, hard-working and industrious will find the next six months offering excellent business.

**Mr. McCreery**

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**VERNON L. MORELOCK**
VICE PRESIDENT & RADIO DIREC- TOR, ANFENGER ADV. AGENCY INC., ST. LOUIS

WE EXPECT the most profitable year in the agency's history. Sim-

(Continued on page 78)
...The Industry Looks to 1948
(Continued from page 77)

ultimately we expect, in radio, increased competition from other sponsors and increased confusion from the many new stations deluting the audience, multiplying the detail work and creating more obstacles in offering clients a factual and positive station-market story. At the start of 1947 we arrived at a "policy" for dealing with the new-station deluge and we expect to maintain it throughout 1948 at least.

* * *

EVERARD MEADE
ADVERTISING DEPT.
AMERICAN TOBACCO CO.

SO FAR our radio advertising budget in 1948 will be less because in 1947 we sponsored three shows and with the dropping of the Jack Paar Show we'll be sponsoring only two shows. However, there is always the possibility that we might be sponsoring a third show later on. We are tremendously interested in television. We will probably do quite a bit. This year (1947) we got in football and we're running one minute spots and we plan to continue to do so in 1948. The cigarette business is quite good and we see no reason for any falling off in 1948.

* * *

C. M. ROBERTSON JR.
PRESIDENT
THE RALPH H. JONES CO.

GENERAL BUSINESS prospects for 1948 look good. Marginal accounts and companies without sufficient capital probably will drop out of the advertising picture because credit requirements will be increased and emotional funds more difficult to obtain. Established companies always hesitant about increased budgets and understandably will increase their use of television.

* * *

LOUIS J. NELSON
WADE ADVERTISING AGENCY,
CHICAGO

IF THE SPIRAL of prices continues to increase in 1948, there is doubt the general business prospects will be good. Two very important factors in this respect are the third round of wage increases, which will come up for consideration in early 1948, and the Marshall Plan, which will continue to drain off a good part of our business productivity. We at the Wade Advertising Agency are looking forward to 1948 being about the same kind of a year as 1947.

* * *

BOND GEDDES
EXECUTIVE VICE PRESIDENT, RADIO MANUFACTURERS ASSN.

THE RADIO INDUSTRY broke all of its past production records in 1947 in both radio and television set output and enters 1948 well equipped to hold its own in an increasingly competitive consumer market. With both television and FM-AM sure to continue their climb, 1948 will be another high production year, according to present indications, although there may be a decline in the overall unit total and a rise in dollar sales due to a higher average unit value.

Final figures are not yet available for 1947, but it appears likely that total set production by all manufacturers will reach 18 million and may surpass it. This will mean that the industry manufactured three million sets more than in its previous peak year—1946—and exceeded its previous record of 1941 by well over four million receivers.

When all tabulations are complete, FM-AM sets produced in 1947 are expected to exceed one million by a substantial margin and television receivers to total 175,000 or more. Receivers for both of these new broadcasting services were moving into volume production as the past year ended with every indication that their 1948 output would be far greater than in 1947.

Cooperative action of broadcasters and radio manufacturers, through NAB, FMA and RMA, helped make 1947 a highly successful year. In 1948 we hope that these beneficial liaisons will continue to increase radio listening audiences by encouraging multiple-set ownership.

The outlook for 1948 is very good. Both set and transmitter production will continue on a high level. While the spotlight may be on television in the few cases where stations are on the air, the manufacture and sale of straight radio receivers, both AM and FM, will constitute the major business of the industry at large. A wide variety of home receivers and the increasing popularity of portable and auto sets will insure a growing radio audience at all times.

* * *

RAYMOND R. MORGAN
PRESIDENT
RAYMOND R. MORGAN CO., HOLLYWOOD

COMMITMENTS of our clients will for more radio in 1948 than was provided in 1947 schedules. About 5% of our radio billing will be for national spot. This is about the same as 1947. About 95% of our radio billing will be network. This, too, is about the same as 1947. We will bill more radio, the percentage of network spot remaining practically fixed. We used no FM in 1947 and no one has shown us why we should use any in 1948. We use no video in 1947, but we will probably get our feet wet by trying out an account or two. Some of the broadcasts we produce are televised each day, and in that way we are participating in video to some extent.

* * *

LESLIE ATLAS, JR.
MANAGER, WBBM

WBBM will show the biggest net profit in its history.

* * *

WALTER KNIFKEN
MANAGER, H. W. KASTOR & SONS CO., CHICAGO

WE'LL PROBABLY hold an even keel for 1948. There is no indication of either an increase or de-
crease in radio billing. Overall prospect for billings in 1948 is good. We don't expect to use any FM or television in 1948, though at the present time, of course, we can't say.

* * *

JOHN SANDBURG
ASSISTANT ADVERTISING DIRECTOR,
KRAFT FOODS, CHICAGO

BUSINESS will stay at about the same level as in 1947, but we will drop summer replacement (Summerfield Band Concert) for Great Gildersleeve. We will increase use of magazines and newspapers. Television has included one hour show on NBC New York (Kraft VT Theatre) but we may use additional as markets increase size of audience. The food industry is highly competitive. Advertising must be aggressive in their use of media and promotion. We must also consider effect of Europe countries on the market. If food supplies are not curtailed, business will increase. The year 1947 has been a good one and we hope 1948 will be better.

* * *

R. W. METZGER
VICE PRESIDENT AND RADIO DIRECTOR, RUTHRAUFF & RYAN,
CHICAGO

WE ARE OPTIMISTIC... business looks good for 1948. There is no indication of retrenchment on the part of clients. We added about $1,000,000 worth of business in the past two months (with the taking over of the Sachs and Matal of Mo a a a accounts). Naturally we were very happy. An increase of about 25% in radio billings during 1948 is indicated. No use of FM is in sight but we are very much in the television picture.

WBTM
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region
Now 5000 Watts
1000 Night
PHONE SANDY GUYER
DANVILLE 2350
* In a certified postcard survey just completed 79.7% of the replies in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding station, as it has been for 17 years.
American Broadcasting Company GEORGE F. HOLLINGBERY CO.
National Representatives

Page 78  •  December 29, 1947
JOHN M. RIVERS
MANAGER,
WCCS CHARLESTON, S. C.

THE COASTAL AREA of South Carolina served by WCCS gives prospect in 1948 of approximately the same, or slightly better business than 1947. War agencies which expanded the Charleston area have been liquidated. Early solicitation of new industries, many hundreds of which are moving to the South, has, in a measure, taken up the slack, giving employment to thousands of war workers.

Five radio stations in a heretofore two-station market, revenue-wise make the division of radio dollars unpredictable. Area-wise, business in 1948 in coastal South Carolina, as new industries come and the business of the port expands, looks favorable.

T. T. COOK
ASSISTANT VICE PRESIDENT
IN CHARGE OF RADIO,
AMERICAN TELEGRAPH &
TELEGRAPH CO.

AS FAR AS our budget is concerned, we plan to do much the same as we have done in the past year.

A. W. NEALLY
VICE PRESIDENT AND
RESIDENT MANAGER,
BBDO, LOS ANGELES

1948 looks good at BBDO. It looks better than 1947, which has been a banner year. Our optimism is based on the forecasts of advertising activity for some 120 odd clients of nationwide geographic location who represent practically every important segment of this nation's industry. A large portion of our billing has been and will continue to be devoted to radio. It is our belief that 1948 advertising dollars will need to and should work harder and more effectively than those of last year... that cost-per-thousand listeners and strength of sponsor identification will be increasingly important in determining radio advertising's accomplishment.

FRANK P. SCHREIBER
GENERAL MANAGER CHICAGO

IT SEEMS TO ME that radio in 1948 will progress only insofar as the economic condition of the country permits in 1947. Higher operating costs are certain, and it will be necessary to exert every bit of ingenuity to show profits. 1948 can be radio's greatest year, or its biggest flop. AM has already demonstrated its value. FM will take its place as an advertising medium if enough receivers are ob- tained to establish a satisfactory market for the sponsors are placed in the hands of home owners. Television is certain to advance, and of course will present many new problems, both from a programming and an advertising standpoint.

W. W. WATTS
VICE PRESIDENT IN CHARGE,
RCA ENGINEERING PRODUCTS DEPT.

THERE IS NO DOUBT that the impetus given television in 1947 will spearhead a much greater expansion of this service during the coming year. The fact that we are in full production of a complete line of television transmitters, studio equipment, as well as field pickup equipment, will certainly make it possible technically to advance the art of television broadcasting to the same high quality that characterizes aural broadcasting today. While almost 20 5-kw television transmitters and a large number of image orthicon field cameras and microwave relay equipment were delivered in 1947, RCA in the year ahead will accelerate its production program to meet the increasing demand for television equipment for stations planning to enter this field. Of the transmitters shipped, it is interesting to note that half of them were delivered to newspaper-owned operators.

The FM picture is bright. A large number of FM stations are receiving much greater and more consistent coverage with FM than with their AM transmitters. RCA expects to deliver its first high power FM transmitters of the 10-kw and 50-kw type early in 1948, and these are expected to expand FM program coverage.

Because of the crowded channels in the AM band, an increasing number of 1-kw and higher power transmitters are being supplied with custom-built antenna phasing equipment. This trend is expected to continue. Production of broadcast audio equipments was stepped up considerably to handle the still heavy demand for this type of equipment. Production of the many popular types of high quality microphones and turntables is just reaching a balance with customer requests. The year 1948 should find most equipment available from stock, as they were in previous years.

J. JAMES NEALE
DANCER-FITZGERALD-SAMPLE,
CHICAGO

BUSINESS is expected to increase 3 to 4% in 1948. Business volume in 1947 hit $20 million and exceed 1946 total. Overall business should increase but we expect radio to get slightly less than its 1947 billing. Television is important to national advertisers who will wait until audience sufficiently to justify TV advertising. New shows for D-F-S include the Beulah Show on CBS for Draft...

HENRY J. KAUFMAN
HENRY J. KAUFMAN & ASSOC.,
WASHINGTON, D. C.

MANY NATIONAL advertisers appear to be backing away from radio shows with high production costs, although there is evidence that regionalized spot schedules will still be intensified. Our radio volume for 1947 achieved the approximate level of our 1946 volume, which was the largest in the history of this agency. However, we look for a greater tonnage from our radio department during 1948, mainly because of television. Television is exciting considerable interest here in Washington, where a large number of advertisers, who have used a combination of radio and newspapers see a possibility of obtaining the combined sales force of the visual presentation achieved in publication copy... along with the personal persuasion of radio. FM is still the stepchild of the broadcasting field. We cannot see any major changes in this picture for the next year, unless the FM stations and receiver manufacturers do something exceptional.

J. ARCHIE MORTON
GENERAL MANAGER, KJR SEATTLE

COMPETITION will be more severe in 1948. However, the well-operated, well-programmed, well-sold stations will do better than in 1947.

J. ARCHIE MORTON
GENERAL MANAGER, KJR SEATTLE

COMPETITION will be more severe in 1948. However, the well-operated, well-programmed, well-sold stations will do better than in 1947.

When It's BMI It's Yours

Another BMI "Pin Up" Hit--Published by Republic by Hill & Range Songs

FOOL THAT I AM

On Transcriptions: LANG-WORTH-Airline Trio;
NBC THESAURUS-Novatime Trio;
On Records: Dinah Shore--Columbia 37952; Sammy Kaye--Viv, 20-2601; Georgia Gibbs--Maj. 12013;
Billy Eckstine--MGM 10097; Dinah Washington--Mercury 8050; Erskine Hawkins--Viv. 20-2470;
Gladys Palmer--Miracle 104; Brooks Brothers--Dec. 48049.

BROADCAST MUSIC INC. 180 FIFTH AVENUE NEW YORK 11, N. Y.

Telecasting

Elges Gets KQW Post

MYRON ELGES, ABC Hollywood account executive for past three years, resigns effective January 16 to become salesman for KQW in San Francisco. Appointment was announced by C. L. McCarthy, KQW vice president and general manager. He succeeds Richard E. Goebel who resigned from KQW to become general manager of KLAS, new Las Vegas station now under construction. In radio for more than 12 years, Mr. Elges was with NBC before joining ABC. Prior to that he was commercial manager of KTMS Santa Barbara.

A STRATEGIC SPOT

Play your radio spots so you won't miss. In this very important THREE KEY CITY MARKET... Beaumont, Port Arthur, and Orange... your sure shot is KFDM!
CONSENT TO TRANSFER OF KSST IS SOUGHT

APPLICATION has been filed at FCC for consent to transfer of control of KSST Sulphur Springs, Tex., for $40,000 to a new group headed by Truett Kimsey, owner of KGVL TV, Greenville, S. C., and permit for WCSC-FM, from John M. Rivers to new firm solely owned by Mr. Rivers.

KSST, assigned 250 w on 1230 kc and licensed to Hopkins County Hospital Auxiliary Co., is operated by Howard S. Smith, owner of 72 of total 180 shares outstanding, president; Howard Hicks, 36 shares and vice president; his son, John A. Hicks, 18 shares, secretary-treasurer; R. E. Pratt, 36 shares, vice president, and Ross Bohannon, 18 shares, director. The purchasers include Mr. Kimsey, who owns 24%; Earle Fletcher, KGVL manager, 25%; Jack C. Elliott, manager and general partner, Elliott Truck and Tractor Co., Vernon, Tex., 20%; W. M. N. Edwards, Fort Worth Investment securities dealer, 21%; and J. Warren Day, Fort Worth public accountant, 10%.

Mr. Bohannon also is 20% owner of KSFA Coleman and of new grantees at El Campo and Hillman, Tex. (check).

WCSC and WCSC-FM are to be purchased from Mr. F. S. Adair, who will own 89% of WCSC Inc., of which he is sole beneficial owner and president and treasurer. G. L. B. Rivers is vice president and Martha R. Rivers secretary. 

**UPCOMING**

WFMJ Sells
The Rich Mahoning Valley

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
The ABC Station For
YOUNGSTOWN, OHIO

Page 80 • December 29, 1947

LATEST PULSE RATINGs

AVERAGE quarter-hour sets-in-use in New York, Philadelphia, Boston, Chicago and Cincinnati for sample weeks of November and December was 23.8, according to the latest report of Pulse Inc., Cincinnati, with 30.3 sets-in-use, was far ahead of the larger cities, which the Pulse states, "may be a reflection of a different pattern of household activities throughout the week."

Top programs, according to Pulse, were:

HIGHEST 1/4 HR. RATING
Jack Benny 28.6
Fred Allen 25.4
Charlie McCarthy 24.5
Lux Radio Theatre 24.0
Fibber McGee & Molly 21.6
Bob Hope 19.6
Truett Kimsey 19.5
Mr. Dist. Attorney 19.6
Big Bandwagon 19.6

HIGHEST 1/4 HR. RATING
Breakfast Club 7.5 6.4
Gen. Valerio 7.0
Our Gal Sunday 6.8
Guiding Light 6.6
Romeo 6.6
When a Girl Marries 6.2
Portia Faces Life 6.1
Empire State Building 5.5
Stella Dallas 6.0
My True Story 5.8

Arthur Godfrey (11:00 a.m.) and Ma Perkins (11:55) are, not broadcast in Cincinnati, and are excluded from the Monday to Sunday daytime list. Big Sister shifted its broadcast time in Cincinnati so that it was not aired at the same time both months.

**SATURDAY & SUNDAY DAYTIME**

Jan. 4: NAB Research Committee, BMB BROADCASTING, All-413 HAB, WCSC.
Jan. 5-9: NAB Sales Managers Executive Committee, NAB RDQ, Washington. (11-12:00 PM) NABDO Annual Convention, Hotel Pennsylvania, N. Y.
Jan. 13-14: NAB Engineering Executive Committee, NAB RDQ, Washington. (11-12:00 PM) NABDO Annual Convention, Hotel Pennsylvania, N. Y.

Mr. Jett was named to head the U. S. delegation to the Provisional Frequency Board, which convenes at Geneva in January, but withdrew largely for personal reasons and was slated to be succeeded by former FCC Comr. Ray C. Wakefield [BROADCASTING, Dec. 22].
counsel and
other
annual
$10,000; prescribe
license for common control, licensed
after professional employee
lected by
lows:
in cerning
dio
BROADCASTING
"(1) such information and data
(g)
(h)

“(g) The Chairman of the Com-
mis
shall have an
as
and
the Classification
organizational, and financial matters,
by Mr. Carlin on network program-
ming and a motion picture on televi-
sion highlighted the two-day confab.

specifically conferred by other provi-
sions of this Act. In any case where
conflict arises as to the authority of
the Commission or any panel thereof,
such question of jurisdiction shall be
determined by the whole Commission.

“(g) The Chairman of the Com-
mis
shall have his
duty to preside at all meetings and
teams of the whole Commission,
to represent the Commission in all
matters relating to legislation and legisla-
tion, and generally to coordinate
and organize the work of the Com-
mis
the chairman
manner, as to promote prompt and ef-
cient administration of the affairs
of the whole Commission
of the.

Sec. 5. (a) Within thirty days after
the end of each fiscal year of this
Act, shall select one of its members to
be Chairman of the Commission for
the ensuing year and (2) shall organize
matters into three panels of three
members each, said panels to be
organized and designated as the ‘common-carrier
panel, financial and commercial matters panel,
and public interest panel’.

“(b) (i) The common-carrier panel
shall have and exercise jurisdiction as pro-
vided in subsection (d) hereof over questions of
substance and procedure arising under the
provisions of this Act, or under any Act of
the Congress relating to wire and radio communica-
tions by a common carrier.

Sec. 6. (subdivision (d) of section
307 of such Act, as amended, is read to
be as follows:

“(d) No license granted for the op-
eration of a broadcasting station shall
be for a longer term than three years,
and no license so granted for any
other class of station shall be for a longer
term than five years, and any license
grant
and regulations revoked by this
Commission or the appropriate panel
thereof, and every such petition shall be
paid upon by the Commission or that
panel.

WGN CHICAGO sales meeting Dec.
Mr. Carlin, vice president in charge of pro-
grains, chatting with Buckingham
Gun
r, and William A. McGuiness,
commercial manager of the com-
pany, was attended by Mr. Carlin on
network programming and a motion picture on

tion, and all licensees and assignees
of
the.

(Continued on page 82)
Text

(Continued from page 81)

after provided. Upon the expiration of license, and upon application therefor, a renewal of such license may be granted from time to time for a term not exceeding three years in the case of broadcasting licenses and not exceeding seven years in the case of other licenses."

Sec. 8. So much of subsection (a) of section 308 of such Act as precedes the second proviso is amended to read as follows: "The Commission may grant or renew any such license if upon examination of the evidence thereupon and after finding of all objections made to the application, the party in interest shall be served with a notice of the hearing to be held pursuant to the proposed action and to combinations, contracts, agreements in restraint of trade, or monopolies, or agreements in violation of the Act; (b) No instrument of authorization granted by the Commission entitling the applicant to operate radio apparatus and no rights granted thereunder shall be transferred, assigned, or disposed of by any person whose license or permit would be thereby declared to be invalid. Any such person shall be served with a notice of the hearing to be held pursuant to the proposed action and to combinations, contracts, or monopolies, or agreements in restraint of trade, or transfer unless action is agreed to by the applicant, and the Commission shall notify the applicant and the party in interest thereof and the party in interest shall be served with a notice of the hearing to be held pursuant to the proposed action and to combinations, contracts, or monopolies, or agreements in restraint of trade, or transfer."

Sec. 9. Section 309 of such Act, as amended, is amended to read as follows:

"HEARING ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

"Sec. 309. (a) If upon examination of any application provided for in section 308 the Commission shall determine that such public interest, convenience, and necessity would be served by the granting thereof, it shall authorize the issuance of the instrument of authorization for which application is made in accordance with said finding.

(b) If upon examination of any such application the Commission is unable to reach a determination whether evidence upon which such terms and conditions as the Commission may impose to mitigate such facts or conditions as the Commission may find to exist shall be subject to the right of the applicant to require a control conference by section 696 hereof."

Sec. 10. Subsection (b) of section 310 of said Act is amended to read as follows:

"(b) No instrument of authorization granted by the Commission entitling the applicant to operate radio apparatus and no rights granted thereunder shall be transferred, assigned, or disposed of by any person whose license or permit would be thereby declared to be invalid. Any such person shall be served with a notice of the hearing to be held pursuant to the proposed action and to combinations, contracts, or monopolies, or agreements in restraint of trade, or transfer unless action is agreed to by the applicant, and the Commission shall notify the applicant and the party in interest thereof and the party in interest shall be served with a notice of the hearing to be held pursuant to the proposed action and to combinations, contracts, or monopolies, or agreements in restraint of trade, or transfer."

Sec. 11. Section 311 of such Act, as amended, is amended to read as follows:

"APPLICATION OF ANTITRUST LAWS

"Sec. 311. All laws of the United States regarding antitrust laws and monopolies and to combinations, agreements in restraint of trade, are hereby declared to be applicable to licensees under this Act and to persons by whom radio apparatus or facilities are operated or maintained, or who give or receive in any manner, and by radio, radio messages, the ground and to combinations, contracts, or monopolies, or agreements in restraint of trade, or transfer."

Sec. 12. Section 312 of such Act, as amended, is amended to read as follows:

"REVOCATION OF LICENSES: CEASE-AND-DESIST ORDERS

"Sec. 312. (a) Any station license may be revoked without hearing upon such complaint as the Commission may issue, so far as such complaint is made in writing, stating the findings of the Commission and the grounds and reasons thereof and shall cause the same to be served on said licensee, together with such order.

Sec. 13. Section 313 of such Act, as amended, is amended to read as follows:

"MODIFICATION BY COMMISSION OF CONSTRUCTION PERMITS OR LICENSES

"Sec. 313. (a) Any station license granted under the provisions of this Act or the construction permit required thereby may be modified by the Commission either for a limited time or for the duration of the term thereof, if, in the judgment of the Commission such modification will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty or compact by which the United States shall be more fully complied with: Provided, That no modification shall become final until the holder of such station license or permit shall have been notified in writing of the proposed action and the grounds and reasons therefor and shall have had the opportunity to be heard on said action.

(b) In any case where a hearing is conducted pursuant to the provisions of this section or section 311, this section shall take the place of the burden of proof shall be upon the Commission.

Sec. 14. Section 315 of such Act is amended to read as follows:

"USE OF LICENSEES' CANDIDATES FOR PUBLIC OFFICE AND FOR THE PRESENTATION OF POLITICAL AND OTHER PUBLIC QUESTIONS

"Sec. 315. (a) If any licensee shall permit any person who is legally qualified to vote in the election of any public officers or any person who is legally qualified to vote in the election of officers of any political or other public questions to be appointed as its candidates for public office in the United States or any State of the United States, or for the presentation of such questions, such candidate shall for that election be deemed to have been elected without regard to the result of said election, but to the extent of the votes cast for such candidate for such office in the United States or such State, whether or not such candidate shall have been elected.

(b) If any licensee shall permit use of a broadcast station in support of or in opposition to any political measure or candidate for public office, by any person, or in furtherance of the war effort, any person, general, or other election to use a broadcast station, he shall be fined not more than $5,000 and for each offense commit the ground and to combinations, contracts, or monopolies, or agreements in restraint of trade, or transfer."

How About It, BROADCASTERS IN LOUISIANA?

Radio stations in all but five states were taking steps to renew their licenses, keeping them RIGHT UP to date on the new FCC RULES & AMENDMENTS. We'd feel mighty flattered to include among them those good fellows in Louisiana with its romantic past and present. We'll watch them closely. P.S.—of course, other states are also more than welcome. Inquire.

Broadcast Service Bureau
1426 K St., N.W.
Washington 9, D. C.

Page 82 • December 25, 1947.
Represented by John W. Elwood, general manager of KNBC San Francisco, celebrate his 30th anniversary in the communications industry. Mr. Elwood started his career Dec. 17, 1917 with the General Electric Co. in New York. He took over management of the San Francisco station shortly after Pearl Harbor.

Is amended by adding the following new section:

"LIMITATIONS ON QUASI-JUDICIAL POWERS"

"Sec. 331. No license granted and issued under the authority of this Act for the operation of any radio station shall be modified by the Commission, except in the manner and for the reason provided in section 312 (b) hereof. No proceeding for authority to transfer stock in a licensee corporation under section 310 (b) of this Act shall be chilled until the imposition of sanctions or penalties upon any licensee for his conduct as such or for alleged deficiencies in the operation of his station. When application is made for renewal of a partition license, which cannot be disposed of by the Commission under the provisions of section 309 (a) hereof, the Commission shall employ the procedure specified in section 309 (a) hereof, except that in any hearing subsequently held upon such application the Commission shall proceed with the introduction of evidence and the burden of proof shall be upon the Commission or those who oppose the granting of such renewal and pending such hearing and final decision pursuant thereto the Commission shall do nothing with such application for renewal of the partition license."
ROWELL NOW MEMBER SPEARMAN & ROBSON

RUSSELL ROWELL, who left the New AM Facilities Section, Broadcast Division of the FCC Law Dept. in early September of 1946 [BROADCASTING, Sept. 2, 1946] to join the Washington law firm of Spearman and Roberson, becomes a member of the firm, effective Jan. 1. Name of the firm, which has offices in the Munsey Bldg. in the capital, remains the same, as it has been announced.

Mr. Rowell's experience before joining Spearman and Roberson included more than nine years on the FCC legal staff. As a member of that staff he participated in many proceedings involving applications for new and increased facilities and in renewal hearings on matters involving station management, operation and programming.

From May 4, 1942 until February 1946 Mr. Rowell was on military leave from the Commission. He served first as control officer of the Philadelphia Signal Depot and later was assigned to the Office of the Chief Signal Officer, Washington.

CBS

(Continued from page 20)

minute listening of any given sample of the radio audience.

CBS grew in 1947 from 162 to 174 stations, an all-time high. CBS now has affiliate stations in Alaska, Canada, Hawaii, the Philippines and Puerto Rico as well as throughout the United States.

The network began construction of new FM plants for WEEI, Boston and KNX, Los Angeles. Plans are also being completed for the construction of additional FM facilities in Washington, D. C.

By the end of 1947 CBS will have transmitted an estimated total of 27,000 programs during the year, amounting to some 8,483 hours of air time. The largest single program was news and sports (7,433 programs, 1,384 hours). However, drama (8,108 programs; 264 hours) consumed more actual time on the air. There were 15,925 sustaining programs consuming 2,074 hours as compared with 11,175 sponsored programs consuming 3,448 hours. Of music, there was a total of 6,899 serious, light and popular programs, amounting to 2,523 hours.

ABC's 1947 Gross

(Continued from page 19)

By Agencies (Contd.):

Cosby and Cooper
Alvin Wilder Advertising
Brooks Advertising Agency

M. H. Natchett Co.

No Agency

A. W. Levin Co.

Ewell Thurler Assoc.

William Von Zehle and Co.

Abhad Kimball Co.

John C. Dowd Inc.

Lockwood, Shackleford

Bruce Eldridge Advertising

Smith, Bult & McCreey

14,874

49,569

27,179

39,185

23,233

51,479

16,206

14,712

13,728

12,312

1,583

CLEAR CHANNEL CASE FOR ATTORNEYS ONLY

FCC RULED last week that oral arguments in the clear channel case must be made by attorneys only, not by engineers.

The Clear Channel Broadcasting Service, whose case in chief was presented by its engineering director, President John H. DeWitt Jr., of WSM Nashville, had asked that engineers be allowed to handle technical phases of oral argument [BROADCASTING, Nov. 3].

In a letter sent Dec. 23 to Louis G. Caldwel, CBBS counsel, FCC said:

"The Commission believes that the procedure suggested by the engineer would not be free from doubt as to whether the Commission had not in fact opened the hearing for further engineering testimony. Accordingly, the Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice if the usual procedure used on oral argument is followed, namely, that the presentation of the argument should be by attorneys only. Accordingly, your request is denied."

Oral argument on the long-drawn case is slated to start Jan. 19. Participants' briefs are due Jan. 6.

ABC's 1947 Gross

By Industrial Classifications

1947

Foods and beverages...........

15,476,210

Drugs and toilet goods........

11,809,395

House furniture and furnishings....

2,920,830

Laundry soaps and house-keepers' supplies...

2,443,337

Stationery and publishers...

5,133,028

Financial and insurance...

1,188,867

Automotive industry...

1,144,414

Building materials...

1,067,125

Cigars, cigarettes and tobacco...

1,037,789

Confectionery and soft drinks...

1,096,576

Radio, phonographs and musical instruments...

874,213

Miscellaneous...

543,819

Lubricants, petroleum products, fuels...

549,615

Wines, beers and liquors...

442,516

Clothing and dry goods...

301,196

Jewelry and silverware...

145,667

Paints and hardware...

97,159

Sporting goods...

33,177

Shoes and leather goods...

22,357

Total...

$43,548,057

IN ATLANTA IT'S WCON

THE ATLANTA CONSTITUTION STATION

ABC

NATIONAL REPRESENTATIVES

HEADLEY & CO. COMPANY

Drawing by A. B. Frost from "Uncle Remus: His Songs and His Sayings" by Joel Chandler Harris, which appeared in THE ATLANTA CONSTITUTION, 1879. Copyright 1909, 1919, by Esther L. Harris, by permission of D. Appleton-Century Company, publisher.

WCON

5000 WATTS . 550 KC

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1914 C. S. (Sam) Jackson 1947

C. S. (Sam) JACKSON, 33, general manager of KALE Portland, Ore. and associate publisher of the Oregon Journal, was killed Dec. 21 when the Journal's helicopter, which he was piloting, crashed in a downdraft on a Portland golf course. Mr. Jackson, who was appointed to his KALE position last summer, was the grandson of C. S. Jackson, the Journal's founder.

He became interested in aviation while attending Stanford U. and was awarded a private pilot's license in 1938. After his graduation from Stanford in 1937, he studied at the Harvard Business School before beginning his career with the Sacramento Bee circulation department. In 1938 he began work for the Journal in circulation and the newsroom.

Mr. Jackson volunteered for Naval aviation service in 1942 and was discharged as a lieutenant commander in 1945 when he returned to the Journal as associate publisher and Sunday and features editor. Last July he was appointed manager of the Journal's station — KALE, but he also retained his newspaper positions.

He is survived by a 5-year-old son, Peter C. Jackson; his grandmother, Mrs. C. S. Jackson, and an uncle, P. L. Jackson, publisher of the Journal.

Don Dunphy to Air Games

DON DUNPHY is scheduled to broadcast the remaining nine Ivy League basketball games of the season, jointly sponsored over WHN New York by P. Lorillard Co. (Old Gold cigarettes) and Nedicks Stores Inc., New York. First to be heard over WHN will be the series aired Dec. 12 with Bert Lee as announcer, and Mr. Dunphy will announce his first game on Jan. 12, between Dartmouth and Princeton. Averages for the series are January 21 and Mitchell, New York, for P. Lorillard and Weiss & Geller, New York, for Nedicks.
Text

(Continued from page 83)

have exclusive jurisdiction of the pro-
cedings instituted by the Commission
of existing proceeding or any appeals
which shall have upon said appeal
and the purpose of reviewing the trans-
and the proceeding and shall, upon request,
and submitting such exceptions to
and compliance and the petition
on the due date of all such findings
and shall be made in the proceeding
of such exceptions to such findings
and conclusions, as well as the basis
for, upon all material issues, of fact
similarly engaged in the investigation,
or for rehearing. Petitions for rehear-
person or party or on any fact or
the record, the time within which
the record shall be made in the proceed-
and shall be on appeal to the Court
have been made in the proceeding and
shall be made in the proceeding
and conclusion, and of all matters
shall be submitted to the Commission

pose of reviewing any decision or
or order entered by the Commission
proceedings instituted by the Com-
the Commission and shall have such
by order of the Commission. Orders
affirmative or negative vote of a major-
so as to permit either the main-
ence of the status quo in the matter
in such manner and for such time
of the proceedings had upon said appeal
and for purposes of securing the
or order of the Commission, and shall
appeal of service shall not later
and jurisdiction thereof, shall per-
permits any exceptions to such find-
ments, and shall institute and conduct
in such proceeding and shall not
shall be upon writ of certi-
proceed to and carry into effect the
of service shall not later

BROADCASTING • Telecasting

have exclusive jurisdiction of the pro-
cedings instituted by the Commission

Four New AM Outlets Granted by FCC; KNEB and WSKY Have New Assignments

FOUR NEW standard stations and
improved facilities for two existing
AM outlets were authorized last
week by FCC. Two of the new
grants are for daytime only facil-
ities.

One of the new outlets, 250 w
total power at 1340 kc at Hugo, Okla.,
went to Little Dixie Broadcasting
Corporation, to hold in perpetuity
ownership with KDUR Durant, Okla.

KNEB Scottsbluff, Neb., was
granted modification of permit to change
frequency from 1540 to 1580 kc.
Operator is assigned 500 w day-
time. WSKY Asheville, N. C., was
given power boost from 100 w to
250 w, fulltime, on 1490 kc.

The new stations and their own-

ings:

Hugo, Okla.—Little Dixie Broadcast-
ing Co., 1340 kc, w. u. of Oklahoma
Partnership; O. A. Brewer, attorney;
KNEB Scottsbluff, Neb., w. u. of
KDUR Durant, Okla., A. M. Critchlow,
treasurer.

KNEB Scottsbluff, Neb.—KDUR, W. R.
Wallace, Oklahoma City, w. u. of
KNEB Scottsbluff, Neb., and
Emerle Hale, wholesale grocer.

OKLAHOA CITY—W. S. McKee, Daniel
Kerr, Wallace and Hale also hold
10/3% each in KNEB.

Mr. Litchfield was chosen for
the "greatest contribution during the
year to the national welfare through
public relations" because of sponsorship
by his company of the<br>weekly broadcast, The Great-
Story Ever Told. The program, a<br> dramatization of the Bible, is<br>aired Saturdays 6:30-7:00 p.m.

Another Public Relations Award
will be made to Conger Reynolds of
the Standard Oil Co. of Indiana for
his imaginative public relations tech-
niques and applications of public
relations through top-flight profi-
cency from the professional
standpoint." Glenn Griswold and
Dennis Fowle, publishers of Public
Relations News, were a
special award for their work in
"interpreting to management, the
public and the press the objectives
and functions of sound public rela-
tions practice."

LITCHFIELD, REYNOLDS TO RECEIVE PR AWARDS

PAUL W. LITCHFIELD, chair-
man of the board of the Goodyear
Tire and Rubber Co., will be
honored at the 1947 Public Relations
Award of the National Asso-
ciation of Public Relations Counsel
Inc. at the annual dinner in New
York City. The association has announced.

Mr. Litchfield was chosen for the
"greatest contribution during the
year to the national welfare through
public relations" because of sponsorship
by his company of the weekly broadcast, The Great-
Story Ever Told. The program, a<br> dramatization of the Bible, is<br>aired Saturdays 6:30-7:00 p.m.

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public and the press the objectives
and functions of sound public rela-
tions practice."

December 29, 1947 • Page 85
OVER 830 NEW STATIONS AUTHORIZED IN YEAR

BY YEAR'S END FCC will have authorized more than 830 new television and broadcast stations in survey of Commission records showed last week. By Dec. 24 grants for 1947 were divided: AM—444; FM—365, and TV—20. In its record year of 1946 the Commission authorized more than 1,000 new broadcast facilities. [BROADCASTING, Dec. 23, 1946.]

These 1947 additions swell total number of stations to: AM—1,513 licensed, 451 with construction permits; FM—83 licensed, 227 conditional grants; 720 CPs (of which 286 are on air under temporary authority), and TV—6 licensed, 66 CPs (of which 11 are on the air). There presently are 638 standard station applications pending before the FCC; 37 or stations are in hearing. FCC lists 57 FM requests pending with 55 in hearing while video applications pending total 67, with 33 in hearing. An estimated 89 AM applications are pending settlement of layaway and advances.

During the year 36 authorizations for new FM stations were vacated by grantees. Rush of AM and FM applications has slackened as Commission in records indicate, while during past few months requests for television have begun to increase.

As of Jan. 1, 1947, there were 492 AM, 117 FM and 9 TV applications set for hearing. Up to Dec. 1 of this year 589 AM, 47 FM and 24 TV requests were designated for hearing. During same period 336 AM, 22 FM, and 2 TV applications in docket classification were disposed of without hearing; and 262 AM, 81 FM and 6 TV requests were disposed of following hearing. As of Dec. 1 there were pending in dockets 492 AM, 61 FM and 25 TV applications.

During 1947 FCC approved 145 transfers and assignments. On Dec. 1 there were 98 AM and 25 FM transfer applications pending.

FORTUNE-TELLING, ASTROLOGY ISSUES IN CONCORD CASE

WHETHER fortune telling or astrological reading programs "by their nature tend to deceive or mislead the public, or are in any other respect contrary to the public welfare will be issue in hearing ordered by FCC on license renewal application of WEGO Concord, N. C. Licensed to Wayne M. Nelson and assigned 1 kw day on 1410 kc, station's operating authority has been extended to June 1, 1948, pending decision.

Commission order, issued Friday, called for hearing on following issues:

1. To obtain full information concerning the nature and character of the program service which has been rendered by the station with particular reference to the following:
   (a) The amount of time which the station has devoted to broadcasts consisting of fortune telling and/or astrological readings, and the amount of time devoted to broadcasts consisting of discussions upon important public issues.
   (b) The amount of time devoted to broadcasts consisting of fortune telling and/or astrological readings by newscast, and the amount of time devoted to broadcasts discussing subjects and inquiries received from listeners to the station.

2. To determine whether the broadcasting of programs consisting of fortune telling or astrological readings by newscast would be likely to deceive or mislead the public, or are in any other respect contrary to the public welfare.

3. To determine the policy of the applicant for the future with respect to the matters covered in Issues 1 above.

FCC's file on WEGO renewal request included clipping from Kannapolis, N. C., Daily Record Dec. 31, 1947, which said that "El Haren" would be heard daily 9:30 a.m. beginning Oct. 20.

DIXIE NETWORK TO CARRY STROMBERG-CARLSON FM SERIES

BROADCASTS OF Stromberg - Carlson - sponsored Treasure of Music (Fri., 8:30-9 p.m.) will be carried five Friday nights in January by Dixie FM network, in addition to Continental network, Hudson Eldridge, manager of WASH Washington, announced Friday.

Dixie network also will carry Continental's Festival 47 special on Jan. 23, and another sustaining program, Continental Capers, which originates in Stromberg-Carlson studios, Rochester, N. Y., effective Jan. 2.

Continental is carrying the Stromberg-Carlson series until Jan. 31 by special permission of James C. Petrillo, AFM president. AFM members are not allowed to play on FM networks, with this exception.


PARAMOUNT TELEVISION HEARING POSTPONED

FCC HEARING on extent of Paramount Pictures' ownership in television companies, and whether "control" is involved [BROADCASTING, Dec. 1], postponed Friday from Jan. 5 to March 1. Paramount had asked for continuance because of conflicting engagements of Washington counsel, Hogan & Hartson.

Film company claims FCC erred in previous ruling that Paramount "controls" five television licensees or grantees, which is maximum number permitted by Commission rules. Companies involved in hearing include Allen B. DuMont Labs, which operates WTTG Washington, and WABD New York and has grant for WDTV Pittsburgh and application for Cleveland; Balaban & Katz Corp., Chicago (WGBK); Television Productions, Hollywood (KTLA); New England Theatres, Boston applicant; United Detroit Theatres, Detroit applicant; Interstate Circuit, Dallas applicant.

U. S. DELEGATION NAMED TO FREQUENCY BOARD

MEMBERS of U. S. delegation to Provisional Frequency Board, to convene at Geneva Jan. 15, announced Friday by State Dept., with Ray C. Wakefield, former FCC Commissioner, as representative and chairman [BROADCASTING, Dec. 22]. Appointment approved by Presidnet Truman.

Advisers will be Capt. Gordon L. Caswell, USN; Lt. Col. Randolph V. Fite, Army; Carl W. Loebber, FCC; Lawton S. F. Meaker, Dept. of the Air Force; Newe Smith, Department of Commerce; Nathaniel White, Dept. of the Army. Administrative assistant will be Helen S. Norman, Dept. of State. Serving for industry will be F. C. Alexander, Mackay Radio & Telegraph Co.; Herbert C. Bixler, AT& T; H. H. Edwards, RCA; C. E. Pfautz, RCA; W. V. E. Weaver, Aeronautical Radio.

At Deadline...

subcommittee recommended him as its choice at final screening of remaining three firms last week.

NAB department heads spent pre-holiday period drafting explanations of budget items to justify increased expenditures planned for 1948. Reports occasioned by rumbles from stations affected by increased dues. Whole matter of dues may get new going-over when NAB board meets in February.

FOUR TV APPLICATIONS

FOUR NEW TELEVISION applications reported by FCC: Times-Picayune Pub. Co., operator WTPS New Orleans, requests Channel 7 (174.180 mc), 21.5 kw visual and 18.0 kw aural effective radiated power; Empire Coal Co. Inc., Niagara Falls, N. Y., Channel 13 (210-216 mc), 25.6 kw visual, 13.46 aural; WWSW Inc., Pittsburgh, licensee WWSW that city, Channel 10 (192-198 mc), 22.8 kw visual, 11.9 kw aural; Stromberg-Carlson Co., licensee WHAM Rochester, N. Y., Channel 6 (88-88 mc), 16.8 kw visual, 17.8 kw aural. WWSW asked that its request be included with Pittsburgh consolidated hearing involving Empire Coal (TV grantee in Cleveland and applicant also in Boston and Waterbury, Conn.), Westinghouse Radio Stations Inc., Allegheny Broadcasting Corp. and WPIT Inc.

JOHN SALT, program director of BBC North Region, Manchester, England, died there Friday, according to BBC New York. Mr. Salt, in his early 40s, joined BBC in 1936 as program director in Manchester.

President (Continued from page 4)

member of this Commission. Though leaving official life, I assure you that my interest and cooperation will continue undiminished.

"Respectfully,

"EWELL K. JETT."

Friday, 3:30 p.m.

White House advance news release:

"The President tomorrow will give recess appointments to the FCC to Wayne Coy, of Indiana, and George Jett, of Manchester. The appointment of Mr. Coy will be effective immediately; that of Mr. Sterling, on Jan. 1, 1948.

"Mr. Coy will be designated by the President as Chairman of the Commission. His appointment is to fill the vacancy created by the resignation of Charles R. Denny, effective Oct. 31. The appointment of Mr. Sterling is to fill the vacancy created by the resignation today of Ewell K. Jett, effective at the close of business on Dec. 31, 1947.

"Since Mr. Denny's resignation the FCC has functioned with six members. The resignation of Commissioner Jett today, together with the departure of Commissioner Edward M. Webster in January for a Conference relating to safety of life at sea in London, would reduce the number of sitting members to four and thus their unanimous action would be required to carry out the business of the Commission. It is essential that Mr. Webster attend the London Conference. The President is, therefore, making recess appointments of Mr. Coy and Mr. Sterling in order that the Commission may have more than a quorum during the time that it is necessary for Commissioner Webster to be absent."

BROADCASTING - Telecasting

Circuit (continued from page 4)
super salesmen

Don Goddard
Johnny Clarke
Jay Latimer
Mel Allen
Jack Lacy
Jack Eigen

AROUND THE CLOCK
on WINS

Johnny Clarke

Now not one but six ace personalities are taking an active part in WINS 24 hour programming, thus resulting in a winning combination all day (and night) long.

Forming these blocs of shows that mean better than ever listening are (in order of air appearance): Johnny Clarke, the wake up man who gets listeners off to work on time; Jack Lacy, the lady's man who brightens up daily chores with his recorded musical sessions; Don Goddard, the news man who twice a day—at noon and early evening—reports latest world developments; Jay Latimer, the special events man who gives New Yorkers an inside glimpse of daily events in their town; Mel Allen, the popular sportscaster who emcees a three hour record program, the "Mel Allen Show", every afternoon; and last, but not least, Jack Eigen, the Broadway-Hollywood reporter who takes the all-night stand as he invites listeners and celebrities to "Meet Me At The Copa."

This around-the-clock spotting of live talent plus WINS stronger, clearer signal over New York proves that more than ever before WINS means business! Regardless of what time of day best suits your needs, WINS now offers you top performance morning, noon and night. But these personalities can speak for themselves. Put one—or a combination of them—to work for you and let them show you results of their salesmanship. See why more and more advertisers are finding that 1010 on the dial is the buy.

CROSLEY BROADCASTING CORPORATION

WINS
50KW New York
KFRM, KMBC’s 5,000-watt daytime affiliate station for rural Kansas at 550 Kc, was born December 7—full grown, complete with audience. In just 7 days, listeners in 208 counties in 7 states had been heard from. That’s quick proof of a big audience. Quick proof of listener acceptance for KFRM’s programming by KMBC of Kansas City. A study of the accompanying map, which superimposes KFRM’s estimated half-millivolt contours on its first week’s mail map, shows how the youngest member of the KMBC-KFRM team has hit the jackpot for listeners and advertisers alike.