to advertisers experiencing a 1948 headache

In conference rooms all over the country, men are weighing one advertising medium against another. For 1948, an unpredictable year, calls for putting your money where it will pay off best. Agency-men and advertisers who know—men who have had WOR do amazing things for them—will tell you why WOR is heading more and more media recommendation lists in 1948:

1. WOR can be heard by more people—34,057,161—than any other single station in the United States.

2. WOR is heard regularly in 430 counties in 18 states.

3. WOR umbrellas the world’s richest single market. Here, live your potential customers; people who spend at least $2,662,021,000 a year for general merchandise.

WOR—heard by the most people where the most people are
MERCHANTS in towns throughout Midwest America know WLS—and know the impact WLS has on their customers. L. W. Ritter, proprietor of the Argos Implement and Supply Co., Argos, Indiana, is typical.

"WLS is the most popular station around here," he says. "All the farmers listen to WLS. In fact, everybody has some program they listen to on WLS sometime during the day."

Before opening his own firm last May, Mr. Ritter worked for 12 years in the town's hardware store. His customers are all personal friends—he knows them well from living with them and serving them this long time. We know these people, too. For 24 years WLS has lived with them, served them. To listeners on farms and in towns throughout the Midwest, WLS has given the information they need, the entertainment they want.

Mr. Ritter's reaction to WLS is typical of most small town merchants—and Argos is typical of most small towns in the WLS area. It's a minor trading center (population 1,190) 32 miles south of South Bend, in Marshall County. WLS has the highest BMB in the county: 89% day and 88% night. Total population is 25,935, with 78% rural. Retail sales in 1946 were 18 1/2 million dollars, 3 1/2 million of this in food sales, almost half a million in drug sales.

Here's an important market—yet only a small part of the market intensively covered by WLS. In Argos and Marshall County, as in many other Midwest communities, WLS is the leading radio station—most listeners, most influence ... and the merchants know it. For further details about WLS—its audience, its market, its results—ask any John Blair man.
Reaching for Business?

WCAU's 50,000 watts reaching out in all directions, gives a plus listening audience in sixteen states in addition to the largest audience in Philadelphia.*

WCAU
50,000 WATTS • CBS AFFILIATE
PHILADELPHIA'S LEADING RADIO INSTITUTION

The Philadelphia Bulletin Station
A-93771
DESPITE fact network-AFM music contracts expire Jan. 31, four reliable Chicago music sources predict Petrillos will not pull musicians off jobs but has secretly instructed them to continue working without contract until agreement with networks is reached. Much depends, it is said, on decision to be handed down Jan. 14 by Judge Walter LaBuy.

WITH EMPHASIS on allocations and technical aspects of radio, drive for appointment of third engineer to FCC may get under way soon. Logically suggested is John A. Willoughby, acting chief engineer, as successor to Clifford J. Durr, whose term winds up June 30. Durr is from Alabama; Willoughby from South Carolina.

FREDERIC W. ZIV Co., New York, one of largest transcription firms, by mid-month will announce packaging of television film shows in addition to radio shows.

ANOTHER “man bites dog” radio transaction is in offing. Important station owner reported negotiating for acquisition of half interest in newspaper in competitive market where other newspapers have radio ownership affiliations. Last such big deal was purchase of Indianapolis Star by Eugene C. Pulliam, owner of WIRE, several years ago.

NEWEST U. S. agency to take interest in television is Dept. of Agriculture, which is experimenting with visual medium as aid to farming. Department pioneered in network programming in ’20’s when Farm & Home Hour was started on NBC with backing of Frank E. Mullen, NBC’s agricultural-minded executive vice president.

ONE OF QUESTIONS to be popped at Wayne Coy—probably by Chairman White (R-Me.), author of proposed new Communications Act—will be how long new chairman intends to stay. Term runs until June 30, 1951. Mr. Coy probably will say his tenure depends upon his ability to get adequate funds for FCC to do its job and to keep his own head above water at present $10,000 per year stipend, representing less than half of what he drew as executive vice president of WINX Washington.

AMONG CHANGES which may be made in revised White Bill before it reaches Senate floor next month may be boost in FCC Commissioners’ pay from present $10,000 and proposed $12,500 to $13,500. Members of recently created Atomic Energy Commission get $15,000, with chairman drawing $17,500, which creates new precedent for independent agencies.

FCC COMR. Clifford J. Durr’s outburst against President’s loyalty program (story page 17) arousing speculation whether Alabama dissenter will choose to support President Truman or Third Party Candidate Henry A. Wallace in next year’s elections. That’s one subject Mr. Durr hasn’t talked about.

(BROADCASTING...at deadline)

Closed Circuit

Upcoming

Jan. 5: NAB Legislative Committee, NAB Hqrs., Washington.


Jan. 7: Wage & Hour hearing on radio industry overtime, Interdepartmental Auditorium, Washington, 10 a.m.


Jan. 9: RMA Servicing Clinic, Bellevue-Stratford Hotel, Philadelphia.

(Other Upcomings on page 82)

Business Briefly

ALL TONI CO. STOCK BOUGHT BY GILLETTE

PURCHASE as of Jan. 2 of all stock of Toni Co., Chicago (Toni Home Permanent Wave Kit and Creme Shampoo) by Gillette Safety Razor Co., Boston, announced in Chicago Friday by J. P. Spang Jr., Gillette president.

Mr. Spang said sale was cash transaction involving neither an exchange of stock nor public financing. Price of Toni stock fixed at eight million dollars, plus true net worth of Toni Co. on Dec. 31, 1947, as determined by audit. Net worth estimated at more than four million dollars. Total of $11,500,000 cash paid by Gillette Jan. 2 and balance, less reserve for contingencies, to become payable July 1, 1949.

Gillette agreed that when Toni’s earnings after taxes under Gillette ownership reach eight million dollars—representing major part of Gillette’s investment—Gillette will pay to sellers additional sums equal to 50% of Toni’s later earnings after taxes to total of eight million dollars.

Toni Co. will operate as herebefore under active management of R. Nelson Harris and Irving B. Harris, founders, and Phil Kalem, sales manager. Toni sales and advertising offices in Chicago, plant and research facilities in St. Paul. Sale said to be motivated by fact that Toni, radio-built operation [BROADCASTING, Oct. 20], needed outside capital and organization. Firm to operate as division of Gillette. Mason Inc. handles advertising and publicity for Gillette.

Toni billings approximately $22,000,000 in 1947, with estimated $4,000,000 advertising budget, predominantly radio. Firm skyrocketed from $5,000 investment three years ago. Toni agency has been Foote, Cone & Belding, Chicago.

NEW ACCOUNT • Warner Bros. Co. (foundation garments) has appointed LaRoe’s & Ellis, New York, as agency. Plans under way for fall campaign.

FCC Extends Time for Mayflower Briefs

TIME HAS BEEN extended to Feb. 1 by which notices of appearances may be filed with FCC for participation in March 1 hearing on rights of stations to editorialize on the air. Commission reported Friday. Briefs and written statements also must be filed by that date.

Some 49 individuals and organizations thus far have expressed intent or filed for appearance in the proceeding which involves renewed consideration of the Commission’s 1941 Mayflower Decision banning expression of opinion by broadcast licensees. In addition to NAB and numerous licensees and industry spokesmen, these include Charles A. Steppmann, New York U. professor of education and co-author of FCC’s Blue Book; Dr. Stephen S. Wise, American Jewish Congress president, who forses dangers involved in relaxation of the FCC ruling; CIO; AFL; American Veterans Committee; Saul Carson, radio columnist of New Republic and Radio Best, and Dr. I. Keith Tyler, head of Institute for Education by Radio, Ohio State U.

NAB, in addition to its own staff, has proposed to invite score of industry representatives. John Shepard 3d, chairman of board, Yankee Network, is to appear and relate circumstances of original Mayflower ruling involving Yankee’s WAAB Boston (now WORCester, Mass.).

O. Thomas Franklin, editorial supervisor, KYA San Francisco news bureau, has gone on record as opposing relaxation of editorial ban saying “the American public is now given straight, unbiased news only by radio” and that “a federal stamp of approval on editorial-

(Continued on page 86)

Bulletins

CONTRACTS with ABC, CBS and NBC were signed Jan. 2 by Radio Writers Guild Western Regional division. Contracts follow national pattern. Regional programs are assigned minimum equal to 60% of national rate; local programs 40% of national.

BARTLETT T. MILLER, assistant vice president of American Telephone & Telegraph Co., has been elected vice president in charge of AT&T’s long lines division. He succeeds Frank P. Lawrence, who is retiring after 35 years with the Bell System.

NO KALTENBORN PETITION

FCC authorities said Friday no communication had yet been received from Dr. Rolf Kaltenborn with respect to his projected subscription radio Pioneer Network (see page 74.)
Mid-America is many markets in one — metropolitan, urban and rural. And KCMO, Greater Kansas City’s most powerful station for Mid-America, covers this entire area . . . reaching out far beyond the ½ millivolt contour to a mail area (based on first 3 months’ operation) which includes:

- 100 counties in Missouri
- 79 counties in Kansas
- 42 counties in Nebraska
- 70 counties in Iowa
- 19 counties in Oklahoma
- 30 counties in Arkansas
- 23 counties in Illinois . . . plus
- 18 other states not tabulated.

This is 150 counties more than the 213 counties in the ½ millivolt area.

With 50,000 watts day, non-directional, and 10,000 watts night, KCMO, and only KCMO, offers you one-station, one-rate coverage of this important industrial and agricultural area.

National Representative:
JOHN E PEARSON CO.

Kansas City, Mo. • Basic ABC for Mid-America
WHB is swinging high because . . .

Throughout every period of its broadcast time, WHB is the area's highest cooperating station.

In the vast and incredibly rich Kansas City Marketland, WHB reaches effectively the greatest number of listeners per advertising dollar, has the lowest cost per thousand listener rate.

WHB will soon be offering greater power, a better frequency and full-time operation!

See your John Blair man today, and join the Swing to WHB in Kansas City!
INDIANA (Pa.) IS 100%

To more than 10,000 men, women and children, Indiana (Pa.) is back home. That's where they spent $17 million at retail in 1946, and that's where they listen faithfully to KDKA (whose nighttime BMB rating in Indiana, and throughout Indiana County, is 100%).

In the BMB 90-100% class, KDKA has 19 daytime counties and 24 nighttime counties—a generous portion of the Pittsburgh market, two-thirds of whose people live outside the city limits. Altogether, BMB credits the nation's pioneer station with 1,159,910 daytime families and 1,303,520 nighttime families. The facts of this amazing listenership are contained in "The Pittsburgh Story." You don't have a copy? Write, by all means, today!

KDKA, Pittsburgh. 50,000 watts. NBC affiliate. Westinghouse Radio Stations Inc. (KEX, KTW, WBZ, WBZA, WOWO, KDKA). Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.
• Performance, the dictionary says, is an “exhibition of skill.” And that is what we mean when we say “you can count on these stations for performance.” We mean exhibitions of local programming skill and demonstrations of smooth, efficient handling of the advertiser’s campaign. You’ll get performance on these stations which will make spot radio even more profitable for you.

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

THE YANKEE AND TEXAS QUALITY NETWORKS
Feature of the Week

THIS IS THE TURNOUT that spot radio produced when C. J. Farley Co. had its close-out sale. The photo was taken shortly before the doors opened for the first day’s sales.

Selling-out Sale, disposing of more than a half million dollars worth of stock, was a slam-bang success principally because it was promoted through spot radio. C. J. Farley Co., big dry goods firm in Grand Rapids, Mich., used radio heavily in advertising its close-out sale—and WJEF Grand Rapids, in cooperation with the John Lynch Sales organization of the same city, produced a campaign that had customers lined up for a half-block an hour before the opening of the sale.

Farley Co. officials estimated the first day’s crowds to be 8,000 persons, a figure especially significant because the outlet had been a wholesale store, and had never before opened its doors to the retail market.

Five other Grand Rapids stations, WOOD, WLAY, WPUR, WGRD and WFRS (FM), were used in the campaign. On Dec. 4 and 5, WJEF opened the campaign by airing spot announcements for sales help to work in the gigantic sale. The spots brought in the necessary help—and on Dec. 6 the CBS outlet began to advertise the sale with eight announcements daily.

The crowd these spot announce-

(Continued on page 71)

Sellers of Sales

DESCRIBING present status of and future plans for the many fashion and cosmetics accounts she handles, Miriam Traeger, timebuyer for Abbott & Kimball, New York, said: “You might say my heart is in radio, but my mind is in television.

It is my feeling, and that of Mr. Kimball” (president of the agency), Miss Traeger continued, “that television is the coming medium for fashion. It is bound to be used, although confessionally fashion accounts are buying in the medium rather slowly.” However, she predicted that many of the agency’s clients would be using video the early part of next year. The agency already has used television shows for Harper’s Bazaar and Dobbs Hats.

Miss Traeger, who has been as-

associated with Abbott & Kimball since March 1944, started her career on the clerical side in 1931 with WMCA New York as secre-

tary to Donald Flann, who was then president of WMCA. She re-

mained in that capacity until 1940 when Mr. Flann sold the station.

Her next job was with the Con-

stance Bennett Co., New York, as assistant manager of the company’s newly opened New York office.

A year and a half later radio beckoned again and she returned to the industry, this time as secretary in the sales department of WINS New York, whose general sales manager was then Cecil Hackett. When Mr. Hackett left the station to join Ab-

bott & Kimball as vice president in charge of radio, he offered Miss Trae-

ger her present position of timebuyer. She accepted and now handles the following accounts: Joe Love Corp. (Popsicles), Marvella Pearls, Bonne Bell Cosmetics, Blackstone and Gorham, Colonial Dames Cosmetics, Renoir Perfumes, Queen Make Dresses, Koret of California, Mark Cross, Union Pharmaceutical, Artra Cosmetics, Peggy Sage Products, Volupte Compacts.

Miss Traeger is an attractive, slim, brown-haired, green-eyed young lady who lives with her parents at their home in Brooklyn.
One of a series. Facts on radio listening in the Intermountain West

Intermountain Network Delivers 40.7% of the Audience

FOR GROVE LABORATORIES

(11.0 Hooperating at 1 p.m.)

The Winter, 1947 Hooper reveals that the “Intermountain News”, aired at 1 p.m., had 40.7% of the audience and a rating or 11.0 in 14 intermountain network cities including Salt Lake City. Grove Laboratories had a participating spot in this program for 4-Way Cold Tablets. Here is the Hooper report:

URBAN AUDIENCE MEASUREMENTS

Winter, 1947
Monday thru Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>INTER-MOUNTAIN NETWORK</th>
<th>A Network</th>
<th>B Network</th>
<th>C Network</th>
<th>All Others</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m.</td>
<td>27.0</td>
<td>11.0</td>
<td>2.1</td>
<td>1.8</td>
<td>9.5</td>
<td>2.6</td>
<td></td>
</tr>
</tbody>
</table>

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

What the Intermountain Network has done for Grove Laboratories, Intermountain can do for you, too. See Avery-Knodell!

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Las Angeles — San Francisco — Atlanta
Here's a nice example of the extra values that are always available in “national spot”.

In the Washington State Grange's most recent survey of its 47,000 farmer members to determine the relative popularity of all stations heard in the State, KIRO, Seattle, had 3 1/2 times more Grange listeners than its next competitor and more Grange listeners than all other Seattle Stations combined!

The heart of KIRO's farm programming is a 7:15-7:30 a.m. daily feature called “Farming With KIRO”—a spot availability, and the best farm program in the Pacific Northwest.

Let us show you what Bull's-Eye Radio can do for you—in Seattle or any of the other top markets shown at the right.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Petrillo In Court as Musicians Strike

By EDWIN H. JAMES

JAMES C. PETRILLO, unquestioned boss of 105,000 U. S. musicians, last week made good his threat to pull his boys out of the recording and transcription studios.

At midnight Dec. 31 his American Federation of Musicians imposed its long-heralded policy of refusing to work; about 770 recording and transcription companies were affected.

The AFM president was undeterred by embarking on his severe course of action despite his 1948 conviction for violating the Lea Act. Mr. Petrillo was engaged in defending himself in federal court (see separate story) when his musicians, following his command, quit the recording and transcription business.

Mr. Petrillo's flat prohibits his musicians from playing for any recording or transcription, including recorded or transcribed radio shows.

For a few hours Wednesday it was feared that Mr. Petrillo had broadened the original scope of his ban to include all recorded or transcribed repeat broadcasts on networks.

A blanket order issued by the AFM covering the work stoppage for recordings and transcriptions indicated that such broadcast repeats were included. The union chief, however, quickly clarified this situation to permit recorded and transcribed repeats in those instances where they are performed because of time differentials in various zones.

A day before the imposition of the AFM recording ban, counteraction by all broadcast companies and recording began to crystallize with the appointment by the Industry Music Committee of legal and public relations counsel to serve as special advisors to the inter-industry group in the coming trial against Mr. Petrillo.

Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc. and leading strategist in the radio campaign against (Continued on page 14)

Backlog of Transcriptions Will Continue One to Two Years

EFFECTS of Mr. Petrillo's ban against recording of instrumental music were not expected to be discernible immediately to the public. Virtually every transcription and recording firm has been producing at top capacity since the AFM announcement of a year-end deadline. It is estimated backlogs of master records will provide enough "new" music to last from one to two years.

Harry S. Goodman Radio Productions, New York, spent $1,000,000 in a single month—December—producing musical spot announcements, a company spokesman said. Much of this volume originally had been scheduled for 1948 production but instead was compressed into December to get under the wire.

The musical ban will not affect programs of the Charles Michelson Co., New York, whose A Date with Judy has 130 broadcasts in storage and Smilin' Ed McConnell 78, a representative stated.

World Broadcasting System is preparing to record jingles with single voices and a capella choirs, Herb Gordon, production head of the company, reported. He said World has cut more than a year's supply of its transcribed shows and a similar supply of library selections of recorded music.

Transcription experts pointed out that the ban affects only instrumental music and that commercial spot announcements and dramatic shows will be recorded as usual. When instrumental music is necessary it can be dubbed from existing recordings with no noticeable difference to the radio listener.

Disc Firms Ready

Kermit-Raymond productions reported that its Hollywood Open House had 53 broadcasts in stock, Hobby Lobby 26, and the Eddie Bracken Show 26. All other properties have been cut for more than two years in advance.

ABC's two major transcribed network programs—the Bing Crosby and Abbott & Costello shows—were reported to have a sizeable

(Continued on page 85)

Conviction Is Asked In WAAF Case By Kerner

WHETHER James C. Petrillo, AFM president, will pay a penalty for violation of the Lea Act which calls for a maximum sentence of a year in jail and a $1,000 fine was in the hands of Judge Walter LaBuy, of U. S. District Court in Chicago, as BROADCASTING went to press.

Charged with attempting to coerce WAAF Chicago into hiring unneeded musicians, the music czar heard Otto C. Kerner Jr., U. S. District Attorney representing the government, demand his conviction in closing argument Friday morning. Judge LaBuy had previously ruled in favor of Mr. Petrillo on the question of constitutionality of the Lea Act. The U. S. Supreme Court reversed this decision, remanding the case to trial.

The Chicago trial developed into a series of forensic and legal moves by opposing counsel after Mr. Petrillo had pleaded not guilty. Both Mr. Kerner and Mr. Carmell, counsel for Mr. Petrillo, agreed at outset of the trial to waive materiality of government exhibits until later in the trial, speeding proceedings.

Mr. Petrillo did not testify on his own behalf during the trial, chief defense witness being Richard Gilbert, economist, who testified as to decreasing work opportunities for musicians.

Mr. Carmell moved that the court enter a not guilty verdict.

In his Friday argument Mr. Kerner claimed the AFM head had purposely violated the Lea Act and was subject to the maximum penalty. Mr. Carmell argued that the union's activity against WAAF was "in keeping with normal labor activity" and that the station should have hired extra musicians as ordered by Petrillo in order to provide jobs for musicians.

As predicted by BROADCASTING [CLOSED CIRCUIT, Nov. 10] Mr. Petrillo waived jury trial after being informed of his constitutional rights by Judge LaBuy. Mr. Kerner, in a 10-minute opening statement

(Continued on page 84)
Canned Music or Canned Petrillo

NOW AND FOR the foreseeable future James Caesar Petrillo is front page news. He is out to assert full dominance over radio and related fields. His ban on recordings is effective. He is standing counsel to both sides in Chicago's fight for violation of the Lea Act written to end his terror reign over radio. Next week he will probably appear before the House Labor Committee, bent upon tightening up the Taft-Hartley Act which Jimmy has been flouting to force radio to acquiesce to the very things which the law asserts he can't have.

Left no alternative as Jimmy stalls, dawds and threatens, broadcasters are prepared to operate without live musicians now that Jimmy's dictatorial control. Advertisers are cooperating. Program formats will change when the survival battle begins Feb. 1. Musicians will go on the AFM relief rolls, whacking up the money pot Jimmy has stowed away since his 1942 victory over recorders and transcribers forcing payment of royalties on each record produced.

In Chicago court, Jimmy found himself eating his words again. His ludicrous contention that he had not intentionally violated the Lea Act as a legal test certainly is at variance with what almost everyone in radio understood. This claim is made at the second trial, and after the Supreme Court has upheld the constitutionality of the Lea Act.

Another aspect of the Chicago trial is worthy of note. The key AFM witness was Richard V. Gilbert, a consulting economist, and former adviser to Secretary of Commerce Harry Hopkins and his successor, Jesse Jones. Mr. Gilbert relied upon the FCC Blue Book and perhaps the more recent Lemon Book to support the contention that the FCC expected station to provide "more live than canned and more local than network music." It is refreshing to find Petrillo, who has been sharply condemned by all FCC chairmen since James Lawrence Fly for impeding radio progress and more particularly FM and television, through his arbitrary bans on duplication and use of music, should turn to FCC documents for solace. The court might well take judicial notice of past utterances by the FCC on Petrillo.

It is interesting in another light too. It proves how mischief might be wrought through use of discarded and extra-legal documents of the FCC. The Blue Book, even in the eyes of its numerous creators, is something of unpleasant memory. And the Lemon Book, dealing with the sheet-war, is admittedly conclusive of nothing. There was radio before James Caesar Petrillo became the AFM boss. And there was music before the time another Caesar became boss of Rome. There'll be radio and music for all facets of radio—live, transcribed, and by the sheet—long after JCP sounds that last sour note on the trumpet of his craft.

Musicians Strike

(Continued from page 13)

ASCAP a decade ago, was appointed by the Lea Act, the industry music committee had several times crossed trails with its adversary, Mr. Petrillo, who reportedly is bent on unrivalling a publicity man at least in what doubtlessly will become tumultuous months ahead.

Whether Mr. Petrillo had thus far succeeded in hiring a public relations man was unknown. One source in the committee reported that the union chief had proposed qualifications which would be difficult for an ordinary publicity man to meet.

Members of the Industry Music Committee did not minimize the complications of future dealings with the AFM, inasmuch as Mr. Petrillo has not only insisted on record order, against the entire re- cording industry but also is engaged in what thus far have been totally unproductive negotiations for renewals of network contracts.

Some Doubted Words

Some doubted, however, that Mr. Petrillo, who has repeatedly announced that his union would never again work for recordings, was as good as his word. The union chief, it was said, had intimated in private conversations that he would be willing to talk with the recording firms after his issues with the networks and with FM and television broadcasting had been resolved.

This confirmed earlier reports that Mr. Petrillo was anxious to seek a way to settle his recording problems within which the Taft-Hartley law, a piece of legislation which led to the present stalemate, and without losing face with his rank-and-file musicians.

Industry sources guessed that if a means could be found to assure the AFM of continued income from recordings matching the not inconsiderable royalties which the union has received under the contracts that expired Dec. 31, the way would be cleared for settlement.

Mr. BURNETT

This problem, however, was delicate indeed, they admitted, since the Taft-Hartley law prohibits contractual arrangements like that under which the AFM has received royalties ranging from a quarter-cent to 5 cents on every record sold.

Study Royalty Question

Meanwhile, attorneys were still studying the question whether payments of royalties on records made during the life of the AFM contracts would be legal after next July when the section of the Taft-Hartley Act covering that procedure becomes effective. Mr. Petrillo has decided [BROADCASTING, Dec. 22] that such will be the case, and he estimated his union might realize a total of $10,000,000 from royalties on records sold after the deadline but made before it.

The union president's negotiations with the networks were in abeyance while Mr. Petrillo concluded his business with Federal Judge LaBuy in Chicago. It was thought possible that negotiations might not be resumed until after a meeting of the AFM executive board, scheduled in New York for mid-January.
Number of U. S. Stations Up 60% in Year

Fiscal 1947 Shows Big Gains in AM, FM and TV

By RUFUS CRATER

(See Text of Report’s chapter on “Radio Broadcast Services,” this page.)

FISCAL 1947 brought an approximately 60% gain in the number of U. S. commercial AM, FM, and television stations, FCC declared Sunday in its 19th annual Report to Congress.

Covering the period from July 1, 1946, through June 30, 1947, the Report recognized “an increasing demand for radio facilities of all types,” and, conceding that “electronic and other developments are so fast moving” that mid-1947 statistics “have altered considerably,” offered a brief summary of subsequent events.

Although the Report gave no statistics on new-station grants made during the latter half of 1947, obligations established by previous-year-end the number of commercial AM, FM, and TV stations had gained approximately 80% over the totals of July 1, 1946. Unofficial compilations in late December indicated 1,964 AM, 1,049 FM, and 72 video stations either operating or authorized [BROADCASTING, Dec. 29].

Commission Highlights

Highlights of the July-December 1947 period as reported by the Commission included: (1) signing of a new international radio communications treaty at Atlantic City on Oct. 5; (2) decision to call a hearing, now set for March 1, on the advisability of relaxing the 1941 Mayflower Decision’s ban on editorialising by radio stations; (3) issuance of FOC’s Advisory economic study on Nov. 4; (4) simplification of broadcast and other FCC application forms; (5) hearing on FCC plan to allocate Television Channel No. 1 to other services.

The Report noted that “fall estimates by radio manufacturers indicated that 12,000,000 broadcast receiving sets in this country by the close of the calendar year 1947, or 12,000,000 more than at the start of the year. Of the anticipated new sets, nearly 2,400,000 would be FM and 3000,000 television.”

The 18-month period from July 1, 1946, brought several changes in FCC policy. Mr. Paul Denny, who had served as acting chairman since the resignation of Paul A. Porter, was named chairman on Dec. 4, 1946. On April 10, 1947, E. M. Weller took leave to serve out Mr. Porter’s term. Ray C. Wakefield was nominated to succeed himself but the nomination was withdrawn and Robert F. Jones was named in his stead, winning Senate confirmation on July 11 and taking office Sept. 5. Chairman Denny resigned effective Oct. 31 to become vice president and general counsel of NBC. E. K. Jett retired effective Dec. 24, effective Dec. 24, to become vice president and director of radio of the Baltimore Sunpapers, and on the same day W. K. Towner of the Washington Post stations assumed the tit of FCC Chief Engineer George E. Sterling was chosen to succeed Mr. Jett.

FCC had 32 cases in the courts during the 1947 fiscal year, including eight as yet unsettled appeals by clear-channel stations in protest against FCC grants for daytime use of their respective channels.

5,336 Applications

During the fiscal year FCC received 5,336 broadcast applications (1,268 for new stations) and disposed of 5,037 (1,112 for new stations). On June 30, a total of 2,209 were pending (1,146 for new stations).

In all fields of FCC activity—all of which were covered in the 100-odd page report—114,437 applications were received (not counting 27,000 tariff fillings and petitions and other papers relating to 125,588, disposed of, bringing the June 30 pending total to 6,106 as compared to 18,256 a year earlier.

At the end of the 1947 calendar year stations had been licensed and other radio authorizations were outstanding. These included approximately 4,000 broadcast stations, 40,000 nonstandard broadcasting stations (900,000 amateur and 100,000 special amateur operators); 940,000 commercial radio operators, 85,000 amateur operators, and 30,000 special aircraft authorizations.

The Commission had 1,328 employees at the close of the fiscal year (840 in Washington and 488 in the field). Engineering Dept. personnel included 272 engineers and scientists, 620, 161; law, 100, and secretary, 248, and 100 others were engaged in administrative duties. Appropriations for the year aggregated $40,436,800 including $26,050 for printing and binding.

Radio Aids in Snow Storms, Tornadoes Throughout Country; Antennas Topple

TORNADEOES and snow storms New Year’s day, causing havoc over wide areas, found broadcast stations providing storm warnings, informing the public of developments and taking part in relief work. In several cases station towers were toppled or power failure interrupted programming.

Heavy rain followed by low temperatures brought damage in Illinois, Missouri, Iowa and Michigan. New York City streets were found nearly impassable but low temperatures covered the area with ice. Five states were hit by southern tornadoes, accompanied by a cold wave. The states were Louisiana, Tennessee, Mississippi, Arkansas and Alabama.

The midwestern storm played havoc with Chicago stations New Year’s day, blowing over towers and effecting failures. Hardest hit were WGES (all of whose four towers toppled) and WAIT (which lost its tower near Elmhurst, Ill.). Both went off the air. WGNIN, which implicated others damaged, operated for a time on reduced power.

WLS, off two hours, was operating on its diesel emergency generator, while companion station WEAR was out for an hour. NBC owned and operated station (Continued on page 8b)

Text Portions on Broadcast Services

1. Broadcast Stations Soar in Number

At the close of the fiscal year the number of authorized stations in the United States was 3,351, as compared with 824 in the year previous. This increase of 2,527 stations represented 266% growth. About 122 stations were deleted during the year. Most of the new stations were FM and TV in these two general categories were non-commercial and FM in frequency modulation (FM) broadcast stations.

In July 1947, applications for new stations reached a peak of 1,964. Though standard broadcast stations established a numerical record with 1,795 stations licensed or authorized at June 30, 1947, FM grants had dropped to 918. It is noteworthy that in 1947 station authorizations for the year nearly equaled the number of license already granted.

Authorized commercial television stations increased from 22 to 45 during the fiscal year. Experimental television stations from 83 to 81. Non-commercial educational station authorizations dropped from 24 to 11.

2. Multiple Ownership

Following oral arguments in February 1947 on rules and regulations concerning multiple ownership of broadcast stations (Docket 8800), the Commission announced that “public interest would not be jeopardized if the proposed conditional rule defining the extent of control of broadcast service areas or the degree of competition between stations that would be deemed to be in competition” to its rules covering standard broadcast, FM and television stations.

The rule banning operation of more than one station in the same area by the same interest group remained unchanged, also the rule prohibiting the operation of television stations which can be operated in the same area.

3. Blue Book Changes

Pursuant to suggestions made by interested parties, the Commission on July 19, 1946, approved a report of changes in the meaning of types of programs referred to in that so-called Blue Book.

4. Standard Broadcast Service Demand for Facilities Continues

The fiscal year saw a continued, and perhaps even increased, demand for standard broadcast facilities. Engineering considerations involved in these applications are increasing in complexity as more assignments are made and more applications are filed. The ingenuity of applicants and their engineers has been taxed to the utmost in their attempt to squeeze into the congested standard broadcast band. The Commission, as its part, has streamlined and expedited the procedures to a large extent consistent with essential engineering, legal and administrative requirements in keeping with the requests for new or increased facilities.

Licensed Stations Pass One-Third Million Mark

In line with the demand for standard broadcast facilities, the Commission licensed 36,000 new stations during the fiscal year, including 36,000 commercial and 65,000 non-commercial stations. Thus, the number of licensed standard broadcast stations rose from 16,100 at the close of the year previous.

More Small Local Outlets

Of significance in connection with the

CHICAGO TO NEW YORK RELAY CHAIN BEGUN

A NEW 250-foot tower, Chicago terminal of a chain of relay stations stretching to New York to provide radio telephone communication and a television circuit between the two cities as a part of the newly developed Mid-Continent Network, is under construction on the roof of the New Congress Street Exchange of the Illinois Bell Telephone Company.

Tower repeater stations, spaced 30 miles apart, will be built for the relay chain to New York, according to A. C. Carlson, building engineer. The radio telephone service is planned as “an auxiliary means of communication in the event of emergency,” he said.

The new system, which ultimately will include several channels in both directions, is expected to be ready for service late in 1949. Each channel will be capable of carrying 4 telephone circuits or, alternately, for hundreds of telephone circuits. Mr. Carlson added.

Work is underway on a Chicago-New York coaxial circuit, and the radio telephone system is expected to provide clearer transmission for television. Such a system already is in use between Chicago and South Bend.
Four ABC Executives Elected To Vice Presidential Positions

THE ELECTION of four ABC executives to vice presidencies was announced last week by the network.

They are Ivor Kenway, vice president in charge of advertising, promotion and research; Frank Marx, vice president in charge of general engineering; Robert Saudek, vice president in charge of public affairs, and Thomas Velotta, vice president in charge of news and special events. The appointments were effective Jan. 1.

Mr. Kenway joined ABC in January 1944 after serving as advertising manager of Devoe and Reynolds Co. He is a graduate of Princeton U. and is an officer in several national youth organizations.

Mr. Marx, for 13 years chief engineer of WMCA New York, joined ABC in 1943. He is a member of the Institute of Radio Engineers.

Test's Success Prompts John Hancock To Raise Radio Budget to $800,000

AFTER an original 13-week test in only two states, Texas and California, the John Hancock Mutual Life Insurance Co., Boston, has budgeted approximately $800,000 for next year in order to increase sponsorship of its program, Point Sublime, from 18 stations to 73 stations across the country in 27 additional states on ABC.

The show has proven to be such a boon to the insurance company's agents in assisting them to sell insurance in the area that by the close of the 13-week run the company decided to expand, it was reported.

Influencing that decision also was the fact that booklet offer (made for two successive weeks in a hitchhike on the show) pulled approximately 4000 requests. The booklets, incidentally, were to be delivered by the insurance agents themselves.

On a national scale this would mean that approximately 40,000 requests would be made, it was estimated by the company's advertising agency, McCann-Erickson, New York.

Another factor in the success of Point Sublime was the Hooper rating. The agency had a special Hooper rating taken during the 15-week test. After the third program the show was rated 3.5 but after the fifth show the rating had risen to 5.5.


ABC's Billings Up For First Quarter

11% Increase Noted for First Period in 1948

A ROSEY future in the time sales department is anticipated by the American Broadcasting Co. for January and the first quarter of 1948, according to figures showing business booked to date for those periods, ABC announced last week.

An 11.5% increase in gross billings for the first quarter of the new year, involving a total of $11,575,000, has been figured against last year's total of $10,387,004. Billings for January, mirroring the 206 weekly quarter-hours of commercial time booked on the network, are expected to be an 11% increase over January 1947. The comparative totals are approximately $3,965,000 for this year, as against $3,577,008 reported for January 1947.

The network also said the number of weekly daytime quarter-hour periods sold this January indicates a 10% increase over last year's billings, with 152 periods booked between 9 a.m. and 7 p.m., Monday through Sunday. This tops last year's 138 periods. And commercial evening quarter-hour periods show a similar increase of 10%.

Weekly blocks of five shows, when considered as one program in the calculation, total 59, sponsored by 49 advertisers, as compared with 56 programs and 48 sponsors a year ago.

Falstaff Placing

FALSTAFF Brewing Corp., St. Louis, Mo. (beer) Feb. 5 begins Music From the Heart of America, musical variety program, on 31 midwestern and southern NBC stations, Thursday, 8:30-9 p.m. (CST). Contract is for 52 weeks. Agency is Dancer - Fitzgerald-Sample Inc., Chicago.

Ayer Plans

N. W. AYER & Son, New York, is planning a new U. S. Air Force show to be heard on MBS. Full details will be revealed soon, the agency said.

WHITEHALL DROPS MBS SHOW; TO USE SPOTS

WHITEHALL PHARMACAL Co., New York, will convert its 1948 yearly budget of $350,000 for sponsorship of Real Stories From Real Life five times weekly on MBS to a spot announcement campaign covering the same markets, effective Jan. 1.

Company's contract for sponsorship of the network show in eight major market cities was scheduled to terminate on Jan. 1 and the firm through its agency, Dancer-Fitzgerald-Sample, New York, decided to experiment with the same budget in spot advertising.

It was also reported that Real Stories From Real Life, which is produced by Air Features, will continue on Mutual sustaining.

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FCC Again Operating at Full Strength

Willoughby Named Acting Chief Engineer

FCC was operating at full strength again last week, after Wayne Coy assumed office as the Commission’s first broadaster-chairman and Chief Engineer George E. Sterling took over the commissionhip vacated by the resignation of E. K. Jett [Broadcasting, Dec. 29].

John A. Willoughby, senior assistant chief engineer, who has concentrated on broadcast work since he joined the old Federal Radio Commission in 1930, was designated acting chief engineer pending selection of a permanent successor to Mr. Sterling, and appeared to be in a strong position for unqualified appointment to the post.

While rumblings of Republican opposition were heard from Capitol Hill, Mr. Coy, Indiana Democrat, former radio director of the Washington Post’s WINX and WINX-FM and previously experienced in Federal administration, took the oath of office Monday morning and stepped immediately into his new duties, winning high staff commendation for his handling of his initial sessions.

Mr. Sterling, Maine Republican, was sworn in Friday, following the Dec. 31 effective date of his resignation of Mr. Jett, who departed after 37 years of government service to become vice president and director of radio of the Baltimore Sunpapers.

Both Chairman Coy, who takes over the post vacated when Charles R. Denny resigned Oct. 31 to become vice president and general counsel of NBC, and Mr. Sterling assumed office as recess appointees, subject to confirmation by the Senate.

President Truman is expected to send up their nominations early in the Congressional session which reconvenes tomorrow (Tuesday).

Messrs. Coy and Sterling conferred briefly with the President on Wednesday. The new chairman introduced Mr. Sterling. It was understood the discussion centered around the desirability of having career men in key government posts.

The choice of Mr. Coy for chairman, subject to confirmation by the Senate, is expected to send up their nominations early in the Congressional session which reconvenes tomorrow (Tuesday).

FCC as it looks following last week’s addition of Messrs. Coy and Sterling: Seated (1 to r) Vice Chairman Paul A. Walker, Chairman Wayne Coy, Comr. Clifford J. Durr; standing, Comrs. E. M. Webster, Rose H. Hyde, George E. Sterling, and Robert F. Jones.

Durr Scores Truman Loyalty Program

Says Anti-Red Tactics Are Communist In Themselves

FCC Comr. Clifford J. Durr, who once before questioned the President’s loyalty program, charged last week that it employs Communist methods.

In a speech Tuesday at the annual meeting of the American Political Science Assn., held in Washington, he declared that although the U.S. had come out of the war victorious, “a strange and unaccountable fear seems to have crept over us.”

Fresh from his controversy with the FBI over the Bureau’s submission of reports to FCC—which led the Commission to repudiate his criticisms of FBI [Broadcasting, Dec. 8]—Mr. Durr said with scarcely veiled sarcasm that, through the loyalty program, “we are going to safeguard our liberties by giving our secret police the power of surveillance over the speech, writings, affiliations, and even the social life of our citizens.”

In the same vein, he asserted: “We seem to have lost our faith in the strength of our democratic institutions, notwithstanding the repeated demonstrations of that strength in the immediate, as well as the distant, past.

So two million government employees may have their liberty checked, and be assured that the overwhelming majorities of them are completely loyal, but we can afford to take no chances.

Even a few might breathe the breath which will blow our institutions down.

We are going to experiment in the field of politics and try to make all the employees by streamlined methods which will be fair, without recourse to the safeguards which we had previously thought essential to fairness.

We are going to enquire into the political philosophies of these employees, without in any way impairing their freedom of conscience or beliefs.

We are going to determine the truth of any charges that may be made against them without inquiry into the basis of the accusation or the responsibility or even the identity of the accusers. We are going to elevate to a new level of dignity informers, stool-pigeons, and gossips, a class which since the days of Leviticus we have been taught to regard with suspicion and scorn.

We are going to promote human dignity by shielding these informers, stool-pigeons and gossips from public scorn and seeing other individuals with the brand of disloyalty on the basis of their accusations.

We are going to make our country strong by eradicating disloyalty and distrust between man and his fellowman.

We are going to fight Communism by employing the methods upon which we profess to base our adherence of Communism.

Mr. Durr said loyalty programs have been tried “in other times and in other places . . . with tragic consequences,” and declared that “I see no wisdom in repeating experiments which have failed, particularly when the consequences of failure may be disastrous.”

Mr. Durr conceded that “certainly disloyal employees should be removed from the government if we can surely identify them. But what is the test of disloyalty?” he asked. “Can it be ascertained by men’s beliefs and sympathies, independently of their actions; can we avoid confusing loyalty to particular economic, social, or even religious institutions, or political parties or factions, with loyalty to country?”

Speaking to a church press group in New York last spring, he had raised similar questions, also asking: “If our freedoms are in fact endangered, do we endanger them even more by the methods employed to defend them?” [Broadcasting, April 31]. Much of last week’s speech was in the same vein as the New York discussion.

Comr. Durr also developed some of the ideas he originally advanced, with respect to the duties of administrative agencies, in his (Continued on page 78)

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Network Business Topped by Local Sales in '47
By J. FRANK BEATTY

A NEW ERA in broadcasting's 27-year history—the Community Era—has returned to the industry. Vast sources of commercial life-blood are opening to hundreds of new stations. Authority for the historical evaluation is Frank E. Pellegrin, NAB director of broadcast advertising.

Signifying the arrival of the new Community Era, he said, are four important developments:

1. Local time sales in 1947 exceeded network business for the first time since records were begun a score of years ago.

2. New outlets, lagging in number but soaring to over half a billion dollars, have successfully broken into the half-billion dollar retail field, opening the way for new business that can surpass the entire 1947 broadcast industry revenue.

3. New outlets, fighting for survival, have speeded the successful battle to turn the tide of retail advertising dollars into radio.

4. Their battle for listeners and revenue is giving radio a much stronger community aspect than ever before.

Yet results of these developments will be an economically-sound station structure and widespread listener loyalty that will insure continued freedom of radio, in Mr. Pellegrin's opinion.

Local Time Increase

Preliminary estimates of 1947 broadcast income, he said, show that local time sales increased some 17 percent last year, carrying them well over the total network business. A substantial increase in national spot, another revenue source capable of further development, occurred last year (see story page 69). This increase was a little under 10 percent.

The estimates indicate network sales were off about 0.7 percent, with regional sales down about 8.4 percent. Overall industry gain was estimated at 8.2 percent.

Transition of broadcasting to its strong community position signifies a milestone, Mr. Pellegrin believes. In the past broadcasting has been identified by most listeners as an enterprise comprising Bob Hope, Fred Allen, news broadcasts, quizmasters and assorted artists. These personalities, he said, Mr. Pellegrin, dominated the public conception of broadcasting.

The high standard of network programming is commended this year by the rapid growth of its popularity with the public, he observes. Able to provide the best in programs, networks at the same time were staffed by high-caliber administrative, sales and promotional executives. Thus they maintained a high level of sales, service and performance in developing accounts and pleasing listeners.

Similar progress occurred in national spot, where many of the top salesmen in the business are found. Combined, they carried broadcasting well ahead of newspapers and even with magazines as national medium, according to Mr. Pellegrin.

In a continuous growth, unprecedented in advertising history, national radio sales outstripped local sales by a wide margin. This trend continued through the war period, when licensing of new stations was suspended.

Came the peace when a rush of new stations—more stations, in fact, than even daring prognosticators had foreseen, despite FCC invitations to eager applicants. The rush became a flood, and only last November FCC issued its famed Lemon Book, with dire warnings about the pitfalls facing new radio entrepreneurs.

Hundred of these new stations, lacking network-affiliation opportunities for the most part, performed as "community" stations, programmed almost entirely with a strong local flavor in news, coverage of local events, and entertainment, giving radio an appeal to the community's own tastes.

Many stations had been doing this same type of community job for years past and with conspicuous success. The new stations followed their lead. The preponderance of numbers, when the new were added to the old, began to have a toppling effect on the public's basic conception of radio.

Community Service

The network programs featuring the world-famous stars that have lost none of their glitter, but alongside them in the public's appraisal of radio has come the added concept of "community" service of the medium. Helping radio's development of new local trade and simultaneously new stations, including television and FM, is the decline of the community newspaper, says Mr. Pellegrin. Broadcasters are moving in to fill the void, developing day by day a greater community identity.

Mullen Sees Nationwide TV by '50

Will Become $6 Billion Industry, Says NBC

Video Director

FRANK E. MULLEN, NBC's executive vice president who is directing the network's television effort, has predicted that video will become a $6 billion dollar business this year, reviewed NBC's active part in what he called "television's first big year."

With 19 video stations on the air and the number of receivers in operation increasing from 12,000 to 175,000, Mr. Mullen said that television might well prove a "shock absorber" for the entire American economy, and that coast-to-coast television might become a reality by 1950.

In 1948, Mr. Mullen declared, NBC's East Coast video network will include Washington, D.C., Baltimore, Philadelphia, New York, Schenectady and Boston. Income from video is expected to reach $1,000,000 in 1948, he said.

Other highlights of 1947 were reviewed in NBC's year-end report, which showed record high time sales, the inauguration of a new administrative reorganization, and an expansion of broadcast facilities all along the coast.

Urgent Need

As a leader in battle for an industry code, NBC will "continue to urge the adoption of a code in 1948," in words of its president, Niles Trammell. He declared such a code "is the best means of improving our radio service to the public . . . it may be that NBC will find it expedient to establish its own set of standards, so urgently do we feel the need of one."

Due in part to additional business, but principally because of expanded use of the network by many advertisers, NBC's time sales revenue was at the highest level in the company's history, the report showed. While the average daytime commercial network in 1946 was 127 outlets, the average jumped to 119 in 1947. In the evening, the average was 127 outlets in 1946 and reached 134 in 1947. Ninety-three per cent of NBC's advertised spots were on their 1946 contracts for 1947.

NBC's service was expanded to eight new outlets, bringing it to a total of 167. Sixty new stations were operated this year, and another 60 plan FM for 1948. NBC Thesaurus, the musical program service, boasts a list of more than 400 stations throughout the U.S., Canada and foreign countries.

Executive Staff Changes

In mid-summer, NBC realigned its executive staff, placing Harry C. Kopf as administrative vice president in charge of network news, national spot sales, owned and operated stations and station relations. Ken R. Dyke was named administrative vice president in charge of programming, public affairs and education. John H. MacDonald was made administrative vice president in charge of treasurers, controllers, public accounting and general guest relations. Former FCC Chairman Charles R. Denny Jr. became NBC vice president and general counsel.

Newspapers now get over a half-billion dollars a year from retailers, NAB's advertising specialist notes. Even with the surprising 17 percent gain in radio's 1947 local business, the revenue amounted to only 136 million dollars. The new business is peak.

"Peanuts," says Mr. Pellegrin. "Local business in 1948 should go higher—much higher. It can go almost as high as broadcasters want it to go. If stations make as big strides in 1948 as they made in 1947 the possibilities are unlimited. There is room, plenty of room," Mr. Pellegrin believes, for improvement in the methods stations use in selling and servicing retail accounts.

"Some stations still are backwater, but stations that progress has been made by broadcasters in selling goods for stores, and by stores in learning how to use the newest and most effective sales weapon."

"New stations can use such new developments as the 'beamed-program technique' by which specific items are advertised to specific audiences."

"With newspapers leading radio 5-to-1 in retail advertising, new developments are sure to follow."

(Continued on page 68)
Widespread 'Co-ax' Expansion Approved

Links Are Extended South and West Under Plans

A $76,130,000 American Telephone & Telegraph Co. 1948 expansion program which would extend coaxial cable circuits as far south as Charlotte, N.C., and as far west as Chicago and St. Louis was approved by FCC last week.

The Commission also approved a $17,943,000 construction project of the Pacific Telephone & Telegraph Co. and the Bell Telephone Co. of Nevada which included a coaxial cable link between Los Angeles and San Jose, Calif., which also could be used for intercity video relay purposes.

Additional program channels for other broadcast service also would be provided.

AT&T officials said their major 1948 program given FCC approval would:

- Provide two additional circuits to the present two-circuit New York-to-Washington cable; and
- Provide two circuits between Washington and Charlotte;
- Provide two between New York and Albany;
- Provide two between Philadelphia and Chicago;
- Provide two between Chicago and St. Louis;
- Permits origination or reception of television programs at Baltimore, Richmond, Pittsburgh, Cleveland and in addition to the above cities.

In addition, Boston may be tied in by means of the existing microwave relay circuits between Boston and New York.

It was pointed out that the construction program does not call for installation of terminal facilities, which makes the cost of the new line so much lower than the cost of the one-circuit line which was installed last year.

Officials of the telephone company did not attempt to break down the estimated cost of coaxial cables in the overall 1948 construction program, nor would they estimate the possible dates when the cables might be available for television.

It appeared certain that laying of the cables would be undertaken in 1948, though it was considered unlikely that the project would be completed before the end of the new year.

AT&T officials pointed out that the demand for service would play a large part in determining the extent to which work on various sections would be rushed, and that need and demand applied to both television and telephone service since the coaxial cable could be used for both services.

Some sections of the cable, authorities felt, might be completed during 1948 if sufficient demand develops.

After the cable is laid, appropriate equipment must be installed before it can be used to relay TV. There are now two circuits between New York and Washington, capable of carrying programs in either direction. With appropriate equipment, the two projected new circuits would permit the transmission of two additional programs simultaneously from New York or Washington, or simultaneous transmission either way.

Of the cities which could be linked for television under the FCC-approved program, 10 already have television stations or grants for stations—New York, Washington, Philadelphia, Chicago, St. Louis, Boston, Baltimore, Pittsburgh, Cleveland, and Richmond.

In line with its plans to provide television network facilities according to need, AT&T said that video circuits are most likely to be needed first along the routes covered in the FCC authorization, and that “until such time as the circuits are required for commercial use they will be available for gaining experience in operating long-distance television circuits and for training personnel along the routes involved.”

Combined TV Console, Record Cabinet, Radio Phonograph in 3 Units Introduced

MATCHING television consoles, radio-phonograph combinations, and record cabinets, which may be bought separately and assembled at any time, were introduced last week by Admiral Corp., Chicago.

The television console section is quoted at $299.95. This is $140 under the lowest-priced console set now on the market, according to Ross D. Siragusa, president of Admiral. A complete ensemble, including Admiral's radio-phonograph (with FM), also listed at $299.95, costs less than $600.

Admiral points to these advantages, among others, in buying its “matched” sets:

(1) The family with moderate income can plan on both a radio-phonograph and a television set by buying them one at a time to distribute the over-all cost and still have matched units.

(2) Families that have hesitated about adopting a three-way set for fear that future developments in television might make that part of the set obsolete, can now protect their investment by buying the radio-phonograph and television units separately.

(3) The radio-phonograph and the television receiver may be used together, separately, or even in different rooms.

(4) The television receiver will be easily portable so that it can be moved to the most suitable spot.

Other television stories in this issue:

Chicago to New York Relay Work Begun

Mullen Sees Nationwide TV by 1950

RCA to Expand Million to Speed TV Tube Production

Agency Study Points to Video's Failures

New-Type Crosley TV Set Introduced

New RCA Video Magnifier

FCC Extends Video 26-Hour Rule

Rose Bowl Video Use Prompts Some Unrestfulness

WCBS-TV Issues Commercial Rate Code

Philko Head Sees Fast Development of Television

Five Television Applications Received by FCC

WAGA Given First Atlanta TV Grant

Pro Playoff Telecast Almost Kept Off Air

For video personnel changes, programs, etc., see note departments

INS-INP, Telenews Plan News Service

Daily Packages to Be Given Starting Feb. 1

INTERNATIONAL News Service, International News Photos, and Telenews Productions, Inc., last week jointly announced what they described as the first “complete” television news service.

Starting early in February, according to Seymour Berkson, INS-INP general manager, the three organizations will produce respectively a daily service of television news, still news photos, and newssheets, specifically tailored for television.

INS-INP is the picture subsidiary of INS, the Hearst news service; Telenews, an independent firm, operates a large chain of newswire theatres and produces a weekly international newswire.

The three-in-one package will be offered to video stations, networks, and sponsors, Mr. Berkson said.

Sales will be handled by the INS-INP television department in New York. Telenews will offer the first daily American and worldwide newswire coverage ever-attempted, according to the announcement. This will be supplemented by spot news photos transmitted over INS-INP's transcontinental leased wire system.

The video news packages will be made up "with the utmost flexibility," Mr. Berkson said, to simplify programming by the television station, network, or advertiser.

Herbert Scheftel, president of Telenews productions, and Mr. Berkson said in a joint statement accompanying the announcement:

"We believe that by this significant alliance of know-how and experience in our respective fields, we will be able to furnish television with the finest and most interesting pictorial news programs ever conceived. This undertaking has been carefully planned and projected not merely for the present status of television but also to anticipate the future growth and reach of the television public, the networks, individual stations, and advertisers."
ABC Cuts Clients' Protection Period
New Policy Effective Feb. 1; Follows Others' Example
ABC last week followed the example of NBC and CBS in reducing its protection period on rate increases from one year to six months. The policy is effective Feb. 1.

In a letter sent to advertisers and agencies, the network said it hoped that "economic conditions will permit us to maintain our network rates at their current low levels," but it pointed out that "due to the increased difficulty of long-range planning, it has become necessary to reduce our period of rate change notification from one year to six months."

Contract Protections
Advertisers who sign new facilities contracts beginning on or after Feb. 1 will be protected against changes in rate or discounts for six months; those on the air prior to Feb. 1 will receive rate protection on existing contracts and renewals to Feb. 1, 1949, against any increase announced between Feb. 1 and Aug. 1, 1948. Six months protection to all advertisers will be allowed on any increase announced after Aug. 1, 1948.

The network said no general rate increase was contemplated at this time.

RCA to Spend $1 Million To Speed TV Tube Output
EXPENDITURE of more than a million dollars in stepping up television picture tube production at its Lancaster, Pa., plant is contemplated by Radio Corp. of America, L. W. Teegarden, vice president in charge of the RCA Tube Dept., announced last week.

The expansion program, calling for construction of a new building to provide an additional 40,000 square feet of space, will include installation of a large number of automatic machines for mass-production of the television tubes similar to equipment now in use at the plant, Mr. Teegarden said. Installation of the new machinery will begin as soon as possible in existing plant space and will continue through the year, and the plan is to let the contract for the additional building at an early date so that construction can begin about April 1, Mr. Teegarden added.

About 1,600 people are employed at the Lancaster plant turning out tubes for both the transmission and reception of television, as well as power and other special types of tubes for communications and industrial use, D. Y. Smith, plant manager, disclosed. Production of television tubes is now running on a two- and three-shift basis for most operations, he said.

Well Done
KENNETH D. FRY, who is stepping down Jan. 16 as head of the "Voice of America," received high praise last week for the job he has done. William T. Stone, director of the OIE, under which the "Voice" operates, told Mr. Fry in a letter, "You have shown great patience and understanding in dealing with the complex problems of maintaining the 'Voice of America' broadcasts with the limited facilities available to the Department. I appreciate above all your fine spirit of cooperation, which has won the respect and confidence of all of us who have worked with you."

THAYER NAMED CHIEF OF 'VOICE' DIVISION
NEW HEAD of the "Voice of America" broadcasts is Charles W. Thayer, a career Foreign Service officer, who was named last week as chief of the International Broadcasting Div. of the State Dept.'s OIE. He replaces Kenneth D. Fry, who announced his resignation a fortnight ago [BROADCASTING, Dec. 29] to return to commercial radio work.

In another top level change, Land Barrows, currently assistant commissioner in charge of administration of the Public Housing Administration, was appointed deputy director of the OIE, succeeding C. Stewart Brown, who announced his resignation last week effective Jan. 9.

Chief reason for both resignations is said to be the inadequate salaries possible under Government limits as compared to those in private enterprise. In addition, Mr. Fry and his department had experienced difficulty with appropriations, which economy-minded Congressmen were bent on slashing.

Mr. Brown will become chief of public relations for Standard Oil Co. of California. Mr. Fry has not yet announced his plans, but it is believed that he will join a network in an executive capacity.

Five P&G and One GM Shows Renewed on CBS
SIX full network program renewals were announced last week by William C. Gittinger, CBS vice president in charge of sales. Five of the renewals were for Procter & Gamble Co. daytime serials, including Big Sister, Young Dr. Malone, and The Guiding Light, through Compton Advertising; Rosemary and Ma Perkins, through Dancer-Fitzgerald-Sample.

The General Motors Corp. (Frigidaire Division) has renewed The Man Called X on CBS, through Foote, Cone & Belding.
Cool your heels!

That’s the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with “cool your heels.” It’s this:

The fight for sales is coming. And if you don’t want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country’s 6th largest city, it’s the independent Radio Station W-I-T-H that delivers more-listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is a big town . . . and the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!

WITH AM and FM
Baltimore 3, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
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FM in Autos
FIRST FM auto radio in Ohio is the claim made by Robert F. Wolfe, owner and manager of WFRO-FM Fremont, Ohio, for a new setup on dash of his car. Pilotuner was hitched onto the car radio by W. Swartzlander, chief engineer, Ed Wheeler, manager of WEAW Evans- ton, Ill., also has rigged up an FM tuning for his auto. Both declare reception is fine.

Two New Alaska Outlets About Ready to Take Air
TWO NEW Alaskan stations, KFRB Fairbanks and KIFW Seward, are virtually completed, according to word received from William J. Wagner, owner and operator of the Alaskan Broadcasting System, by his New York representative, Pan American Broadcast- ing Co.

KFRB will go on the air shortly, KIFW soon after, joining ABS which now comprises KFQD Anchorage, KINY Juneau and KTKN Ketchikan. Stations are also CBS affiliates. Marty Nieman, formerly handling press releases for Gen. Eisenhower’s headquarters in the ETO, is now in charge of Alaskan sales for Pan American.

MOSS LEAVES FCC POST TO JOIN E. C. PAGE FIRM
ROBERT WILLIAM MOSS, of the FCC Engineering Dept.'s Hearing Section, has resigned to become associated with the firm of E. C. Page, consulting radio engineers, Bond Bros., Washington, D. C. He joined the firm Dec. 26.

Mr. Moss, on active duty with the Navy from April 1943 to August 1946, joined FCC in September 1946, assigned to engineering work at the FCC’s offices in Processing Lines One and Two until last May, when he was transferred to the Hearing Section.

He was born at Providence, R. I., spent most of his early life at Bridgewater, Mass., and graduated from Northeastern U., Bos- ton, in 1943 with a BS degree in electrical engineering. In college he was associated with the Boston Edison Co. as student radio and electrical engineer.

In the Navy he rose to the rank of full lieutenants, serving with the Electronics Offices at the New York Naval Shipyard and later at the Pearl Harbor Naval Shipyard.

AGENCY STUDY POINTS TO BRIGHT TV FUTURE
"EACH WEEK sees some new development and progress in television," according to Geyer, Newell & Ganger, New York advertising agency, which has just about completed a comprehensive analysis of the current and potential use of television as an advertising me- dium. The agency predicts that "this increased momentum may well catapult television into the field of truly national advertising far ahead of the time that any such development was expected."

The study covers video set makers, video stations now on the air or under construction, and television networks, programs and commercials. It points out that video commercials must be correctly spotted "so the whole show moves along without jarring.

Unlike sound broadcasting, which involves only program and time costs, television involves program, transmitting time and studio re- hearsal and shooting costs.

"The major problem plaguing the advertisers in television is what to do about programs," the agency states. "In many program categories costs run very high; in others, union restrictions hamper production."

FOOTE, CONE & BELLING, New York and Los Angeles, has appointed United Productions of America, commercial manufacturer of films, to produce four television shorts, from one to three minute commercials, on film for Union Oil Co., to be used during Pasadena Tournament of Roses on New Year's Day. Union Oil Co. will sponsor the telecast of the football game.
ANOTHER ZIV HIT YEAR!
Favorite Story
Radio's most brilliant dramatic half-hour show, with M. Ronald Colman as host and narrator. All music cues, Claude Swensen directs the symphonic orchestra.

The Guy Lombardo Show
The greatest name in popular music brings you radio's greatest half-hour musical show featuring the Royal Canadians in "The Sweetest Music This Side of Heaven". David Ross, narrator.

"Boston Blackie"
The top half-hour mystery show of radio, starring Richard Kollmar. Higher ratings everywhere... Louis Stock, 22, 23... Toronto, 21-5... Chicago, 21... Nashville, 21-9... Cincinnati, 16-9... M some.

Additional Current Ziv Hit Shows: Songs of Good Cheer • Pleasure Parade • Manhunt
Sincerely, Kenny Baker • Calling All Girls • Lightning Jim • Old Corral • Philo Vance
AMERICAS FUNNIEST HUSBAND AND WIFE IN A THREE OR FIVE A WEEK STRIP.

A LEADING ARTWORK SHOW FOR YEARS, WITH GREAT RATINGS EVERYWHERE.

“EASY ACES”

A smooth-as-silk quarter-hour. Singing host, Barry Wood ... with Margaret Whiting, the Winkies, Maids and brilliant orchestra of Frank Sylvester and his orchestra.

BARRY WOOD SHOW

A smooth-as-silk quarter-hour. Singing host, Barry Wood ... with Margaret Whiting, the Winkies, Maids and brilliant orchestra of Frank Sylvester and his orchestra.

MAKE A DATE FOR '48
WITH THESE GREATEST OF TRANSCRIBED SHOWS!

Year after year, “Transcribed by ZIV” has meant “the greatest in radio shows”. Now, ZIV offers you the top-rated shows for 1948. Here are the proven network-type programs, offered at a fraction of their production cost... that sponsors prefer when seeking to dominate highly competitive local markets. Greater listener-interest is spelling the difference between mediocre and outstanding results. Consistently higher Hooper ratings indicate that ZIV programs are today’s greatest dollar-for-dollar buy.

WRITE FOR AVAILABILITIES

DANIELS, DIARY
KORN KOBBLERS

WORLD-WIDE

ZIV COMPANY

Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
CHICAGO
HOLLYWOOD
LISTENERS APPRECIATE ACCURATE, ROUND-THE-CLOCK REPORTING DURING MAINE'S GREAT DISASTER*

From Tuesday, October 21, through Sunday, October 26, the entire staff of the Guy Gannett Broadcasting Services, WGAN in Portland and WGUI in Bangor, and the Guy Gannett newspapers of Portland, were on the job as a team—and on the air 24 hours a day—reporting the worst fire disaster in Maine's history. Broadcasts from Gannett planes and from mobile units at fire fronts kept Maine listeners informed of every development and warned of new outbreaks.

"THANK YOU" from the people of MAINE
FROM A FEW OF THE HUNDREDS OF LETTERS WE RECEIVED...

"I don't know what I would have done without your announcements."

"I have near relatives and friends in many of the areas burned over, and my only source of information was through you."

"From my heart I thank you for your hard day and night."

FRANK STANTON, President of CBS, to WGAN,

"Not only is CBS grateful for the fine cooperation it has received from you in its news coverage of the fire, but reports of your contribution to the welfare of the devastated communities reaffirm the traditional role of the broadcaster in the face of disaster."

*It should be noted that although the fire disaster was extremely serious, it affected only a small segment of the State.

GUY GANNETT BROADCASTING SERVICES

WGAN
PORTLAND, CBS AFFILIATE, 5,000 WATTS, 560 KC

WGUI
BANGOR, ABC AFFILIATE, 250 WATTS, 1450 KC

Slight Error on the part of a baker resulted in some unsolicited publicity for WRFD Worthington, Ohio, when a 150-pound cake—a replica of a modern farm—was displayed at the National Assn. of Radio Farm Directors' recent convention in Chicago. A&P Bakers, which presented the cake to the rural radio men, sent one of its cake-baking specialists by plane from New York to Chicago to bake the cake, and he decided to add an authentic radio touch by making the initials on the cake's candy radio tower WRFD (inlay picture). Offending "W" was hastily removed, but not before WRFD cashed in on the episode. Serving the cake is Nina Herzan (center), Miss Pennsylvania Agriculture, and her pieces are Layne Beatty (!), WBAP Fort Worth, and Charles (Chuck) Worcester, WMT Cedar Rapids, Iowa.

Top Rating in Radio Acceptance Poll Goes to Fibber McGee and Molly Show

Cumulative ratings in the Radio Acceptance Poll, blanketing the first eight-week period of its operation, has ranked the Fibber McGee and Molly Show first with 77.5, Henry Morgan second with 70.5 and Burns and Allen third with 66.0, qualifying their comedy programs as the most "acceptable" thus far.

Of the top three, only the McGee and Molly program fell into the "highly acceptable" category. Next seven ranking shows in the list of 19 include, in the order listed—Jimmy Durante, Jack Benny, Baby Snooks, Charlie McCarthy, Red Skelton, Fred Allen and Duffy's Tavern. Least "acceptable"—but still in the "acceptable" category—were the Bob Hope and Jim Backus shows.

In the individual performer classification of the cumulative ratings, the character of Molly topped all others with 87.0, while Vera Vague, Jerry Colonna and Bob Hope fell into the "barely acceptable" grouping with ratings of 5.0, 9.0 and 15.5 respectively.

James V. Malone, public relations director of the Chicago office of St. Joseph's of Indiana, explained that trophies will be awarded to both the most and least "acceptable" programs and/or radio comedians at the end of the spring radio season.

One of the trophies will be initiated "R. A. P.," and will be presented to the program and/or personality "who most consistently violates good entertainment standards."

Chicago club of the school also announced last week that it conducted a "listening demonstration" of the RAP in action Sunday, Dec. 28 at the Morrison Hotel in connection with its holiday dance. Chicago newspaper, radio and trade press editors and representatives of the four networks were invited to attend the demonstration as guests of the school. Demonstration showed actual polling of the Fred Allen program that evening.

Sudden 'Hush'

PROCTOR & GAMBLE CO., Cincinnati, has started a new contest on its Saturday evening NBC program, Truth or Consequences, with intimations that the prizes may even exceed those given on the program's recent "Miss Hush" contest. Contestants will be required to identify "The Walking Man," said to be too famous to permit the use of his voice in giving clues to listeners. Series advertisements, Duz, is placed by Compton Adv. Inc., New York.

Super-'Hush'

Page 26 • January 5, 1948
Resolved!

that I will be ever-vigilant in the

guardianship of my priceless heritage

... the American Way of Life—

WJR

CBS

50,000 WATTS

THE GOODWILL STATION FISHER BLDG. DETROIT

G. A. RICHARDS Pres.

HARRY WISMER Asst. to the Pres.
Gleaned From BROADCASTING...

Top Radio News Stories During Past Year

JANUARY
CBS announces financial report, showing gross billings of $60,063,905 for 1946, a drop of 8.7% for the year. Young & Rubicam leads agencies; Procter & Gamble tops sponsors. Jan. 6, Page 8.

ABC gross billings announced, totaling $40,617,130, up 1.4% from previous year. Dancer-Fitzgerald-Sample is top agency; General Mills heads sponsors. Jan. 6, Page 70.

NAB opens first meeting of new "area" plan, designed to bring key NAB officials to district meetings. Jan. 6, Page 18.

First general meeting of FM Assn. elects Roy Hofheinz president; J. N. (Bill) Bailey executive director. Mr. Hofheinz is operator of KTTH-KOPY (FM) Houston; Mr. Bailey is former associate editor, BROADCASTING. Jan. 6, Page 17.

Mutual 1946 billings announced, with total time sales of $25,933,651, up 25.7% for the year. Coca Cola is top client; Erwin, Wasey & Co. heads agency list. Jan. 15, Page 18-A.

Texas Quality Network upheld by FCC in "Rainey Case." Dr. Homer P. Rainey had charged that the four TQN stations—three of them affiliated with newspapers which had opposed him editorially—limited their political broadcast time in order to defeat his candidacy for Democratic nomination for Governor of Texas last July. Jan. 27, Page 17.

EMA announces production of radio receivers for 1946 exceeded 15,000,000 units. Jan. 27, Page 85.

FEBRUARY
AFRA and four major networks sign two-year contract providing 20% to 30% salary increases for actors, singers, announcers and sound effects men. Feb. 8, Page 17.

NBC and CBS decide to become NAB associate members instead of participating on an active basis. Feb. 10, Page 18.


FCC three-month freeze of AM applications for new or changed facilities goes into effect. Action taken to clear away backlog of applications on hand. Feb. 17, Page 20.

Report on Stratovision tests completed showing experiment is feasible, according to Westinghouse Electric Corp. Feb. 24, Page 15.

MARCH
FCC asks Congress for $7,500,000 budget, its largest in peacetime. March 10, Page 18.

Commander Edward M. Webster nominated to FCC. Mar. 10, Page 16.

Fifth Annual duPont Awards go to WGO Des Moines, WKY Oklahoma City and Elmer Davis, ABC commentator. Mar. 10, Page 18.

NBC and DuMont begin experiments with Zoomar Television lens, an optical device to keep images in focus while the viewer gets effect of camera panning or drawing away from...ect. Mar. 17, Page 41.

International Broadcasting Foundation plan sent to Congress, proposing that the government enter the international broadcasting field on a permanent basis, while at the same time broadening the base of private participation. Plan was developed by Assistant Secretary of State William Benton. Mar. 31, Page 18.


Net time sales figure totals $325,890,900 in 1945, a rise of 7.2% over 1945. Mar. 31, Page 18.


APRIL
Radio ownership in U. S. homes hits 35,800,000 and radio listening reaches 150,500,000 hours a day, both all-time records. Figures reported by CBS as result of surveys made for the network by Market Research Co. of America and by A. C. Nielsen Co. April 7, Page 38.

Carl Haverling, vice president in charge of station relations of Mutual, appointed first paid president of BMI. April 7, Page 18.

FCC issues new FM allocation plan, employing four-channel minimum separation for assignments in same area. April 14, Page 15.

FCC sends Comm. Rosel Hyde and K. Neal McNaughton, chief of FCC Standard Allocation Section to Havana and Mexico City to work out new uniform standards of potential interference for AM stations. April 14, Page 94.

Major Peabody Awards winners are William L. Shiner, WOW Omaha, WELL Battle Creek, Mich. April 21, Page 15.

FCC hands down proposed decisions in hotly-contested New York area FM-TV grants. TV proposed grants go to: WOR WJZ WAAT and News Syndicate Co. FM proposed grants go to: WMCA WFAT ABC and Unity Broadcasting Corp. April 21, Page 18.

FCC tells U. S. District Court the Blue Book is not an order and is not reviewable by any court. Declaration was made in connection with WBAL Baltimore case. April 28, Page 16.

President Truman writes letter to Advertising Council lauding organized use of advertising in helping to solve national problems. April 28, Page 17.

FCC denies renewal of WORL Boston on grounds of concealment of ownership. Decision expected to be appealed. April 28, Page 18.

MAY

FCC grants record-breaking total of over 200 AM cases by May deadline, heralding end of its three-month "temporary expediting procedure." May 5, Page 13.

AFM negotiates agreement for one-year contracts with four major networks covering musicians employed in New York key stations, with contracts providing wage increases averaging 20%. May 12, Page 15.

Senate votes 48-40 to ban all union-controlled "slash funds" in an amendment to the Labor Bill intended to prevent development of "rackets." May 12, Page 17.


FCC grants WGR Cleveland's application and denies that of WADC Akron for 1220 kc, to be used as a low (directionalized). Observers felt it was a step toward court test of FCC's right to decide applications for station programs. May 26, Page 18.


NAB reports, Jr. Assistant Secretary Miller releases 14-point reply to FCC Blue Book, in which he charges the Blue Book is illegal, punitive and improper. May 26, Page 15.

NEW YORK
New Hearing Division is formed by FCC to be composed of examiners responsible only to Commission. June 2, Page 4.


Canadian Assn. of Broadcasters (Continued on page 29)
...WHERE
99 MILLION
PEOPLE
GATHER
EVERY
WEEK

For the special significance of
this audience to advertisers today,
see back page of this insert...
### COMPARATIVE NETWORK PROGRAM SPONSOR SCHEDULES

#### SUN DAY

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### Headline Stories

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- "Vivien Leigh's (387)"
- "Myer's "(387)"
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- "Barnes & Noble's (166)"
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### Advertisements

- "Sterling Drug Co." (261)
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**MONDAY - FRIDAY**

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**SATURDAY**

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  - "To Be Announced"
  - "To Be Announced"
Major advertisers know there are more customers today in all parts of the country than ever before. They must reach as many of them as they can—or competition will sell the markets they miss.

But with today's rising cost of doing business, they must reach these customers at a competitively economical "cost-per-thousand"—they can't afford to let competition buy customers for less than they do.

The facts show that the top two U.S. networks:
a. not only deliver largest audiences in all parts of the country;
b. but also deliver them at a "cost-per-thousand" consistently lower than the other two networks.

And the cold arithmetic demonstrates that in this working relationship between size and cost of audiences actually delivered to advertisers...

CBS is the most effective of ALL the networks.
Top Stories of '47
(Continued from page 28)

recommends complete overhaul of Canadian radio legislation, establishment of an independent regulatory body responsible directly to Parliament, and correction of "subsidized competition." June 8, Page 42.

Daytime Skywave hearings begin in FCC, with CCBS asking more protection for the "clears." June 9, Page 19.


FCC announceschartedrule allowing assignment of...
Top Stories of ‘47
(Continued from page 29)
job he did as head of Information and Cultural Affairs, including “Voice of America” broadcasts. Sept. 29, Page 82.

OCTOBER
National Assn. of Radio Station Representatives formed in New York in meeting called by Paul Raymer and Edward Petry. Oct. 6, Page 17.
Representatives of 78 nations sign two basic agreements in field of international communications: Treaty of the International Telecommunications Convention, and an agreement covering technical and operating aspects of international radio communications, the International Radio Regulations. Both signed at Atlantic City. Oct. 6, Page 15.
Mexico’s demands involve drastic reallocations at Narba conference, would imperil U. S. channel rights. Oct. 6, Page 15.
National Assn. of Radio Station Representatives, formed Sept. 26, files complaint with U. S. Attorney General and FCC against CBS, charging network has illegally encroached on their business by taking over non-network time sales of several CBS affiliates heretofore represented by members of association. Oct. 6, Page 4.


Federal Trade Commission refuses to rule on complaint of WWDC Washington against WARY Arlington, Va. and WGAY Silver Spring, Md., holding that the matter comes under FCC jurisdiction. WWDC charged that the two stations are engaged in unfair competition by broadcasting horse-racing results and “lottery broadcasts.” Oct. 20, Page 20.

Clear Channel hearings resume for final sessions after lapse of over a year. Oct. 20, Page 15.


SEC Thomsacolor Probe ends after five weeks of hearing. Inquiry was into the proposed $10,000,000 public stock sale by Thomsacolor Inc. Oct. 20, Page 20.

Independent stations draft own code. The 12-man committee of independents names Ted Cott, WNENW New York, as chairman. Oct. 27, Page 15.

NOVEMBER
Democratic National Committee follows Republicans in choosing Philadelphia for convention, with television the deciding factor. Nov. 3, Page 15.

Radio Writers Guild ratifies six and a half year contract with four major networks, dating from Nov. 15. Pact covers: Authors’ rights, air credits, abandonment of “release form,” establishment of joint adjustment board, and minimum fees. Nov. 3, Page 20.

FCC releases Economic Report, estimating that there will be 2,260 AM stations in 1948, with almost half of them located in hard-time belts. Nov. 10, Page 15.


Mutual Network subscribers to BMB, automatically bringing into BMB NBC, ABC and CBS, whose contracts were provisional upon network unanimity. Nov. 10, Page 18.

FCC issues Report on Broadcast (Continued on page 34)

One Solution
WBKB, Chicago TV station, will introduce live music on a telecast which will not violate the ban laid down by James C. Petrillo, the station announced this week. Effective Jan. 12, WBKB will schedule a full-half-hour barn dance sponsored by New Era Potato Chips, through Tom Schroeder Advertising, Detroit, and Squirt, through Ruthrauff & Ryan Chicago. Program will feature the following non-unison musical instruments: Washboard, automobile horn, musical comb, jewsharpp and ukulele.

DAYTIME COVERAGE

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<th>AMERICAN</th>
<th>MUTUAL</th>
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5,000 WATTS
980 KC

BMB

Map and Tabulation Based on BMB Audience Study No. 1
March, 1946

WSIX gives you all three:
MARKET . . . COVERAGE . . . ECONOMY!

Represented Nationally by
THE KATZ AGENCY, INC.

DAYTIME COVERAGE

BMB COUNTY UNITS

1946 RADIO FAMILIES

47,850

39,810

36,810

39,810

BMB STATION AUDIENCE FAMILIES

67,950

47,850

36,810

47,850

Complete BMB County and City Data available on request.
There's a lot more to it than this...

The man behind the pen is signing a contract for Spot Radio — one of the most profitable of all forms of advertising. But the signing of the contract means more than that — a lot more. It means that plenty of hard work has been done — somewhere, by someone.

Yes — there's a lot more to it than fountain pens — or contract forms, or sales charts, coverage maps and station lists.

There's training and experience, timing, associations, persistence — maybe even a little luck. But primarily... it's a simple matter of knowledge and hard work... the two factors that produce most of the results most of the time... the two factors that make Weed & Company service so valuable to any advertiser.
THE OUTSIDE AUDIENCE WANTS TO BUY ON THE PACIFIC COAST, TOO!

The outside Pacific Coast market is the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. It contains over 4.5 million people, who have a yearly buying income of over 5.5 billion dollars. A C. E. Hooper 276,019 coincidental telephone-call survey proves only Don Lee completely covers this outside market. (Thousands of high mountains)


The Nation's Greatest Regional Network
make long-range broadcasting on the Pacific Coast unreliable or impossible, but Don Lee has a local station in every one of the 44 important Pacific Coast markets . . . two and three times as many stations as any of the other networks.)

Don Lee delivers the inside market plus the exclusive Don Lee outside market at a lower cost per thousand radio families. Get the better buy in Pacific Coast radio . . . Don Lee.

* 5515 MELROSE AVE., HOLLYWOOD 38, CAL. * Represented Nationally by John Blair & Co.
There are no "Bums" in BROOKLYN (IOWA)...

but most of its population (1406, including the new schoolteacher) teams up to play ball with WMT for good radio listening! Like a thousand other communities, Brooklyn listens to WMT more than any other Eastern Iowa Station.

WMTland's twin markets—rural and urban—deliver the highest per capita income audience in the U.S.A. Last year Iowans garnered close to $2 billions from farming—and nearly as much from manufacturing.

Reach both these potent markets on WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

Top News of '47
(Continued from page 30)

Revenues and Income for 1946, showing 7.6% total time sales increase over 1945, but income drops 8.2% below 1945. Nov. 17, Page 20.


NAB completes industry wage study showing broadcast staff and freelance personnel receive the highest average weekly and annual income per employe of any American industry. Nov. 17, Page 18.

Boston-Washington coaxial cable opened by AT&T. Nov. 17, Page 100.

CBS President Frank Stanton announces Instantaneous Audience Measurement Service (IAMS), whereby radio audiences are measured by radar. Nov. 24, Page 18.

DECEMBER

Trouble starts after FBI Chief J. Edgar Hoover takes exception to a speech made by FCC Commissioner Clifford J. Durr, in which he took FBI to task for submitting "unsolicited reports on individuals connected with radio." FBI head notifies Commission he will withdraw all reports. Dec. 1, Page 15.

New York Daily News charges FCC Chairman Denny's participation in FM decision against station is "unlawful," and thus invalidates decision. Charges are based on the fact that Mr. Denny at the time had already become NBC vice president. Dec. 1, Page 15.

James Petrillo, AFM head, re-elected president—with no opponents listed on ballot. Dec. 8, Page 15.

Sen. Homer Capehart (R-Ind.) calls for congressional investigation of Commissioner Durr, based on his FBI dispute. Dec. 8, Page 15.


Subcommittee of Senate Interstate and Foreign Commerce Committee approves redraft of controversial White Bill (S-1333). Dec. 15, Page 13.

Networks and stations prepare to fight Kentucky's suit for back franchise, gross receipts and income taxes. Dec. 15, Page 14.

Five-point legislative program to stop "abuses" and "monopolistic practices" of AFM drawn by up House Committee on Education (Continued on page 74)

CLEAR-CHANNEL BRIEFS

DEADLINE is EXTENDED

DEADLINE for briefs preliminary to oral argument in the clear-channel and daytime-skywave cases was extended by FCC last week from Jan. 5 to Jan. 12.

The action was taken on petitions filed independently by Clear Channel Broadcasting Service and NBC. The Jan. 12 starting date for oral argument itself, which will be held before the Commission en banc, was not affected by the order.

The two cases—one to decide the fate of clear channels and determine whether power above 50 kw should be permitted, and the other relating to formulation of rules concerning daytime skywave transmissions—were consolidated early last month [BROADCASTING, Dec. 8].

Officials said no briefs had been received late last week and that they expected most participants to wait until the date due.

N. Y. Case Jan. 12

FCC REFUSED last week to postpone the scheduled Jan. 12 reargument of the New York FM cases, but agreed to delay the deadline for filing briefs from Jan. 6 to Jan. 9. The New York Daily News, one of the losing applicants whose protests were instruments, in having the decision set aside [BROADCASTING, Dec. 1, 15, 22] had asked for postponement of oral argument. The case involves some 17 applicants for five channels in the area.
Leading drug and grocery firms (names sent on request) in growing numbers are turning to the rich Ark-La-Tex to test their new products. Here in North Louisiana, East Texas and South Arkansas are nearly 2,000,000 people with more than $1,000,000,000 effective buying income. Shreveport is the distribution center for, and KWKH is the only station that influences all the industrial, agricultural and petroleum wealth of this great tri-state area. Big, 50,000-watt KWKH is the Number One station in a Number One market.

* 11 counties in Arkansas, 12 counties in Texas and 26 parishes in Louisiana (1946 BMB—50%-100%), served exclusively by Shreveport and KWKH.
NRDGA 1947 Promotion Award Judges Named

A FIVE-MEMBER judges' panel for the 1947 radio promotion awards of the National Retail Dry Goods Ass'n. was announced last week by Howard Abrahams for the association.

The committee is headed by Arthur Stelzer, president of McCrery's, New York department store, who will serve as non-voting chairman. Other members are Prof. Isabelle Wingate, of the New York U. School of Retailing; Thomas Connolly, CBS promotion manager; Allan T. Freyer, Advertising Federation of America chairman, and Bruce Robertson, senior associate editor of Broadcasting.

The final judging will be held at the WOR New York studios on Jan. 7, following a meeting of the NRDGA screening committee today (Jan. 9), according to Mr. Abrahams. The winners are to be notified before Jan. 14, at which time they are scheduled to appear at the NRDGA convention to be held Jan. 12-17 at Hotel Pennsylvania, New York, to explain their prize-winning radio promotion material was planned.

New 'Suspense' Series

ROBERT MONTGOMERY is starred in a new Suspense series which began on CBS Jan. 3, 8-8:55 p.m. and is to be heard weekly thereafter. The dramatic series replaces the Bill Goodwin Show formerly heard at that time. CBS said a new program is being prepared for Mr. Goodwin, who is still under contract to the network.

Radio Shows Are Feature Of Chicago Science Meet

SCIENTISTS from the Midwest and other parts of the country were featured guests on many Chicago-originated network and local programs during the recent International Science Exhibition which closed in Chicago Dec. 31.

The programs which devoted broadcasts to topics of scientific interest and included guest scientists were: Mutual's Northwestern University Reviewing Stand of the Air and Meet the Press, NBC's University of Chicago Roundtable and Quiz Kids, ABC's Headline Edition, Welcome Travelers, and Breakfast Club, and CBS-WBBM's daily broadcasts conducted by Quincy Howe, news analyst. WIND Chicago presented guest scientists on its Midwest Forum while WLS transcribed daily highlights of the convention for airing at 6:15 p.m. CST. In addition, WBKB carried a television show during the week.

Five-Day Deer Hunting Trip in Northern Michigan Nets One Deer for Bensness

Michael Bensness, New York, who made the kill, I. E. Showman, manager of NBC Central Division, and George D. Lindenthal, manager of WDBC Escanaba, Mich.

New York Stations Lauded by O'Dwyer During Snowstorm

THE 22 stations which serve Metropolitan New York got a hearty, "Well done", last week from New York's Mayor William O'Dwyer, for their tireless public service activities during and after the Dec. 26 snowstorm, worst in the city's history.

WNYC New York, the city's municipal station, served as a clearing house for the other network and independent outlets in New York during the snow emergency, which continued for several days after the record snow stopped falling. Seymour Seigal, WNYC director, sat in on conferences of the mayor's committee on planning and control as the snow removal campaign was mapped, and shared his information with other broadcasters.

Extra Time

WNYC obtained from FCC permission to remain on the air after its normal 10 p.m. sign-off time the night of the storm to broadcast emergency messages and weather bulletins. WHLI and WHNY (FM) Hempstead, Long Island, got similar permission.

An 11-minute message from Mayor O'Dwyer to the people of New York was taken live by WNYC and several other New York independents, and recorded for later rebroadcast by other outlets.

Each New York station, like everyone else in the snowbound city, had its saga of the storm to tell. Saul Osias, WNEW engineer, walked for seven hours through the snowdrifts of Kearney, N. J. to relieve the men on duty at the station's transmitter. WNYC was credited with recruiting within an hour 550 volunteer "Fire Buffs" to help clear the city's streets. Another WNYC emergency announcement brought relief to the automats, which reported that food was spoiling because they had run out of nickels, ordinarily delivered by armored car. The armored cars were not operating because of a city edict that only "essential traffic" would be permitted on the streets. WNYC broadcast the news that armored cars had been reclassified as essential and the nickels went through.

'Mirror' Sponsors News On WGYN; Swap Basis

ONE-YEAR contract has been signed by the New York Daily Mirror with WGYN (FM) New York for the sponsorship of 15 five-minute newscasts daily and Sunday which started Jan. 1, according to an announcement last week by Ralph Brent, WGYN manager.

The news itself is fed to the station from the Mirror by tele-type, Mr. Brent said. This coverage will be augmented by the Mirror's transmitter-equipped station wagons for remote pickups of spot news stories.

Arrangement with WGYN is on a reciprocal basis, according to a Mirror official, with the station swapping time for news and additional advertising space in the Mirror. A facsimile arrangement may be worked out later, a spokesman for the newspaper said.

The contract was signed by Palmer Lieberman, WGYN president, and Charles B. McCabe, Mirror publisher. The newscast series constitutes the Mirror's only regularly scheduled radio presentation.

BUREAU of BROADCASTING, Toronto, announces 12 new applications for membership in December, bringing total to 98 members among Canadian broadcasting stations, two-thirds of all Canadian stations.

Good Neighbors

RADIO and the press in Mobile, Ala., certainly don't lack any Christmas spirit and they proved it by coming to the aid of a competitor in distress. WMOB engineers encountered a little difficulty in moving the transmitter to a new site and were forced to remain off the air all day Dec. 20. So that morning Manager H. L. Long called WALA, WKRG, and WKAB, to arrange for the purchase of time to explain WMOB's silence. The stations all refused to sell time—instead they carried the spots free of charge. And the Mobile Press Register, likewise helped notify the radio audience.
Heavenly going?

Double your Horse Power! Get a TEAM!

For REAL pulling-power in the $Billion$ Dallas-Ft. Worth market, get TWO 5,000-watt stations for a SINGLE price—with simultaneous or separate schedules! WRR—Dallas and KFJZ—Ft. Worth.

WRR - KFJZ AREA
(100 Mile Radii)
*Population ... 1,898,300
*Buying Income . $1,890,148,000.00
Bank Deposits . $1,904,769,000.00
*Retail Sales . $1,239,913,000.00
*Wholesale Sales $1,662,055,000.00
Auto Regis. . . . . . . 498,255
†Radio Families . . 410,033

*Sales Management, 1947
†B.M.B. Area Survey, 1946

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD
FCC ISSUES TEMPORARY EXTENSION OF LICENSES

WRDW Augusta, Ga., has been granted further extension of authority by FCC to operate for two months subject to condition that station make required adjustment to its directional array within 30 days. WRSW's facilities had been found out of order and are being replaced. WRDW license renewal request is pending.

Licenses for the following stations also were extended on temporary basis until March 1, 1948, pending determination on their renewal applications, for reasons shown:

MONTREAL TELEPHONE LINES

THE HERTZ AMERICAN, Chicago, which last April received a protest from the NAB for attempting to offer a transcribed series of comic strips from Puck, the comic weekly, has now signed with WMAQ Chicago for Sundays, 8:30-9 a.m. CST. The 13-week series will be paid for at the card rate, a WMAQ spokesman said. The NAB protest [BROADCASTING, April 14] came as a result of offers made by the Hearst newspaper to radio stations.

Mr. Koop is now a writer and producer for CBS News. Mr. Sevareid is the managing editor of the Philadelphia Daily News.

Comics on WMAQ

GE'S FM Radio Workshop

is Attended by 10,607

Mr. Markward, WCAM, Dies at His N. J. Home

SUCCEEDS COY IN EXECUTIVE

WARREN, PA., GETS FM CONDITIONAL GRANT

ONE NEW FM conditional grant and eight FM construction permits were issued by FCC last Tuesday, while eight permittees received new construction permits "in lieu of previous conditions."

The conditional grant, subject to future review, included approval of engineering details, went to WNAE Warren, Pa., for a Class A station with tentative assignment of Channel 221 (92.1 mc). The station is licensed to Northern Allegheny Broadcasting Co.

Agricultural & Mechanical College of Texas, licensee of WTAU College Station, received a conditional grant.

HAYES SUCCEEDS COY AS WINX EXECUTIVE

Mr. Koop is 58 years old and has been in the newspaper business for 24 years. He was graduated from the U. of Iowa as a Phi Beta Kappa student in 1928. He held various positions with Associated Press from 1928 to 1941, when he became special assistant to Byron Price, director of the Office of Censorship. He remained with Censorship until January 1946, serving successively as assistant director in charge of the Radio and Press divisions and deputy director, rejoining National Geographic on his departure from the government agency.

Mr. Koop was graduated from the U. of Iowa as a Phi Beta Kappa student in 1928. He held various positions with Associated Press from 1928 to 1941, when he became special assistant to Byron Price, director of the Office of Censorship. He remained with Censorship until January 1946, serving successively as assistant director in charge of the Radio and Press divisions and deputy director, rejoining National Geographic on his departure from the government agency.

Mr. Markward has been in ill health for some time, but was able to pursue limited duties.

In addition to serving as general manager of Camden's municipally-owned station, Mr. Markward continued to be a working newspaperman and as such he was known throughout the South Jersey and Philadelphia areas. He covered Camden for the Philadelphia Daily News.

He became station manager of WCAM three years ago after having been with the outlet 16 years. He is survived by his widow, Rebecca; two sons, Robert, 10, Frank, 3, and a daughter, Patricia, 2.

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Heavy going?

Double your Horse Power! Get a TEAM!

For REAL pulling-power in the $Billion$ Dallas-Ft. Worth market, get TWO 5,000-watt stations for a SINGLE price—with simultaneous or separate schedules! WRR—Dallas and KFJZ—Ft. Worth.

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WRR - KFJZ AREA
(100 Mile Radii)

*Population . . . 1,898,300
*Buying Income . $1,890,146,000.00
Bank Deposits . $1,904,769,000.00
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†Radio Families . 410,033

*Sales Management, 1947
†8.M.B. Area Survey, 1946

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NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

BROADCASTING • Telecasting

January 5, 1948 • Page 37
STORY OF A MYSTERY THEATRE ★ When the Mystery Theatre curtain first went up on NBC in September, 1943, it was on a radio version of Edgar Allan Poe's "The Tell-Tale Heart." It had been decided that the Mystery Theatre would feature classic midnight thrillers along with especially written chillers and adaptations of current short stories, novels and Broadway plays of the macabre.

There were endless archives of dark literature from which to choose. Conan Doyle, Mary Roberts Rinehart, S. S. Van Dine and countless other top-notch writers have been at work for years skillfully tangling skeins of intrigue into fascinating tales that have held readers' interests long past many a witching hour.

An expert in eeriness was needed to select material and guide the series. That pointed the bony and taloned finger straight at Geoffrey Barnes. Sherlock Holmes himself scarcely possessed more varied knowledge than Barnes who had been an experimental chemist, occultist, psychologist, opera singer, criminal investigator, author
of a book on voice culture, poet and radio actor. Hidden away in his eyrie, somewhere at the stroke of midnight, Barnes finds time to select stories for the Mystery Theatre. On this Friday night program Barnes is portrayed in the role of host and narrator by Bernard Lenrow, outstanding young actor.

How to stage a mystery? Ransack the great literature of past and present for the most baffling chillers ever written. Dramatize them in the most outre fashion on the powerful facilities of the NBC Network—(at an hour when the children have been tucked into bed). Let them stalk the airways in the company of other great shows heard on NBC. Let the vast NBC audience shiver in pleasurable concert. Letter the curtain of the Mystery Theatre with the message of the sponsor, Sterling Drug, telling listeners how to shave—without horror. The result: Friday night becomes the eeriest night in the week on NBC with a show that holds the breath of America for thirty minutes while suspense and spine-tingling thrills drift hauntingly from loud-speakers from coast to coast.
FCC ISSUES TEMPORARY EXTENSION OF LICENSES

WRDW Augusta, Ga., has been granted further extension of authority by FCC to operate for two months subject to condition that station make required adjustment to its directional array within 30 days. WARDW license renewal request is pending.

Licenses for the following stations also were extended on temporary basis until March 1, 1948, pending determination of their renewal applications, for reasons shown:

KGBZ Long Beach, Calif. (pending receipt of information requested under Sec. 308(b)); KILO Grand Forks, N. D. (pending consideration and action on application for assignment of license); KNEW Spokane, Wash. (pending consideration and action on application for transfer of control); KPRM Pomona, Calif. (pending consideration of information received under Sec. 308(b) and action on application for assignment of license); WALB Albany, Ga. (pending consideration and action on application for transfer of control); and WHEC Canton, Ohio (pending further study of information received under Sec. 308(b)).

GE’s FM Radio Workshop Is Attended by 10,607

General Electric’s traveling FM radio workshop has been attended by 10,607 people, according to R. D. Payne, who was in charge of the tour. The workshop has just concluded a trip of over 10,000 miles, lasting almost three months. There were 850 who saw and heard the demonstration in Minneapolis, 725 in New York City, 600 in Cleveland, 600 in San Francisco, and 570 in Boston, in addition to those who visited it in many other places.

The workshop consisted of alignment procedures in regard to FM receivers, various FM circuits, and blackboard instruction. It was of special interest to radio servicemen and distributors. It is expected that similar non-commercial tours like the FM workshop will be projected by GE in the future.

WARREN, PA., GETS FM CONDITIONAL GRANT

One new FM conditional grant and eight FM construction permits were issued by FCC last Tuesday, while eight permittees received new construction permits "in lieu of previous conditions."

The conditional grant, subject to further review and approval of engineering details, went to WNEB Warren, Pa., for a Class A station with tentative assignment of Channel 221 (92.1 mc). The station is licensed to Northern Allegheny Broadcasting Co.

Agricultural & Mechanical College of Texas, licensee of WATA College Station, received a conditional grant for a Class A station to replace its existing Class B authorization. The new proposed assignment is Channel 252 (98.3 mc).

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

Batastia Boat. Corp., Batastia, N. Y. - Class A; 94.3 mc (No. 232); 310 w; 775 ft.

Wolverine State Boat. Service, Detroit, Mich. (WDWP-FM) - Class B; 105.9 mc (No. 260); 26 kw; 465 ft.

Hearst Boat. Co., San Antonio, Tex. (KSET-FM) - Class B; 94.7 mc (No. 204); 47 kw; 950 ft.

E. Ogden Drugge, Berkeley, Calif. (KSET-FM) - Class A; 99.3 mc (No. 257); 140 w; 600 ft.

Campbell & Steffal, Clarksville, Tenn. (WZRM-FM) - Class B; 101.9 mc (No. 270); 15 kw; 320 ft.

Fayette Boat. Co., Lexington, Ky. (WRLC-FM) - Class B; 92.9 mc (No. 295); 25 kw; 500 ft.

Bernardino Valley Boats, Coosan, Calif. - Class A; 94.3 mc (No. 253); 335 w; 390 ft.

Racoul A. Cortez, San Antonio, Tex. (KDCR-FM) - Class B; 96.3 mc (No. 242); 36 kw; 350 ft.

The following were authorized construction permits in lieu of previous conditions:

Liberty Boat. Corp., Atlanta, Ga. (WAGA-FM) - Class B; 100.3 mc (No. 277); 50 kw; 500 ft.

Gazette Co., Cedar Rapids, Iowa (KCRK-FM) - Class B; 96.9 mc (No. 245); 75 kw; 310 ft.

Westinghouse Radio Stations, Portland, Ore. (KKEK-FM) - Class B; 93.3 mc (No. 222); 56 kw; 550 ft.

Potomac Boat. Cooperative, Washington, D. C. (WCMP-FM) - Class B; 99.9 mc (No. 228); 20 kw; 485 ft.

Wilson & Cope, Atlanta, Ga. (WPFWM) - Class B; 99.9 mc (No. 261); 15 kw; 510 ft.

Clinton Boat. Corp., Clinton, Iowa (KROB-FM) - Class B; 98.1 mc (No. 241); 14 kw; 400 ft.

Public Radio Corp., Tulsa, Okla. (KAKC-FM) - Class B; 99.5 mc (No. 238); 9.5 kw; 385 ft.

Goodyear Renews Goodyear Tire & Rubber Co., Akron, Ohio, has renewed Greatest Story Ever Told, award-winning religious drama on ABC Sundays, for an additional 62 weeks, effective Jan. 25. Goodyear has sponsored the broadcast on ABC since January 1947. Agency is Kidner Agency Inc., New York.

Ziv Sales SALES by the Frederic W. Ziv Co., Cincinnati, for 1947 were estimated at $10,000,000, it was announced last week. Ziv owns and distributes 24 programs which are sponsored by 816 local and regional advertisers on about 1,000 stations.

Page 40 • January 5, 1948

BROADCASTING • Telecasting
100,000 VISITORS EYE LIVE SHOWS!
NEW ATTENDANCE RECORD AT WFBR!

Loyalty Factor means WFBR is Baltimore's "PLUS" Station!

Here's a statistic: Every year, ten per cent of the population of Baltimore visits the studios of WFBR! They see one or more live broadcasts, visit modern studios in action, view product displays (yours can be one!) and take home "Let's Listen"—house organ of WFBR. These visitors are a real loyalty factor—WFBR is radio to them!

Next time you're looking over your Baltimore radio budget, make a thorough check on

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Koop to Join CBS Washington Staff

Sevareid to Drop News Director Duties, Become Correspondent

THEODORE F. KOOP, presently on the executive staff of the National Geographic Society, becomes director of CBS News, Washington, on Jan. 15, 1948, replacing Eric Sevareid, who becomes chief correspondent of CBS News in Washington on that date, David- son Taylor, CBS vice president and director of public affairs, announced last week.

Mr. Sevareid, who has had writing, broadcasting, and executive responsibilities, found his heavy broadcasting schedule left him too little time for executive duties, so he elected to devote full time to his air work. Mr. Sevareid has a 15 minute news show, 6-6:15 p.m. EST, Mon.-Fri., sponsored by Metropolitan Life Insurance Co.

Wm. Markward, WCAM, Dies at His N. J. Home

WILLIAM H. MARKWARD, 39, general manager of WCAM Camden, died December 22 at his home in Berlin, N. J., after a heart attack.

Mr. Markward had been ill health for some time, but was able to pursue limited duties.

In addition to serving as general manager of Camden's municipally-owned station, Mr. Markward continued to be a working newspaperman and as such he was known throughout the South Jersey and Philadelphia areas. He covered Camden for the Philadelphia Daily News.

He became station manager of WCAM three years ago after having been with the outlet 15 years. He is survived by his widow, Rebecca; two sons, Robert, 10, Frank, 3, and a daughter, Patricia, 2.

HAYES SUCCumbs COY AS WINX EXECUTIVE

JOHN S. HAYES, former station manager of WQXR and WINX (FM) New York, last Monday became executive vice president, secretary and a director of the Washington Post's WINX and WINX-FM, succeeding Wayne Coy, new FCC chairman.

His appointment coincided with Mr. Coy's assumption of the FCC chairmanship and was announced as such it has been the effective date of his own appointment as station manager of WINX and WINX-FM. (Mr. Coy became a director, Dec. 13.) However, in view of the immensity of the selection of Mr. Coy for the FCC post, it has been thought that Mr. Hayes was being groomed to take over the direction of the Post radio properties.

Mr. Hayes, 37, was associated with WIP Philadelphia and WOR New York for several years before entering the Army in 1941. He became affiliated with the then new American Forces Network two years later and was made AFN chief in early 1944 with rank of lieutenant colonel. For his work with AFN and Troop Broadcasting Services, of which he was assistant director under Gen. Eisenhower for five months, he received the Legion of Merit, Bronze Star, French Croix de Guerre, and Order of the British Empire. He joined WQXR upon completion of his Army service.

THE BRANHAM COMPANY

representing

WMOB Mobile, Ala.
WLAY Muscle Shoals, Ark.
KTHS Hot Springs, Ark.
KFMF San Diego, Calif.
WGMA Columbus, Ohio
WKGA Atlanta
WRBC Shreveport, La.
WCPO Cincinnati, Ohio
KBYE Amarillo
WTJS Oklahoma City, Okla.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRKC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corpus Christi, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBHK Charleston, W. Va.
WSAZ Parkersburg, W. Va.
WPAR Huntington, W. Va.

THE BRANHAM COMPANY

MANAGEMENT

A D N A H. KARNS, manager of WIZE Springfield, Ohio, also has been appointed manager of WINX Dayton. He succeeds FLORENCE G. DYKSTRA, who has been WINX station manager for past two years. Miss Dykstra is now in charge of national sales for both WINX and WIZE. In addition to managing WINX and WIZE, Mr. Karns is executive vice president of Transcription Sales Co., New York.

HARRY G. BRIGHT, for six years general manager of WGBH Boston, N. C., until he resigned last year because of ill health, is now a patient at U. of Virginia Hospital, Charlottesville.

ED R. CRANEY, president and general manager of the "KL" stations in Montana, Washington and Idaho, and former director of Pacific Northwest Broadcasters, has married MARRIET REGAN, traffic manager of KXLF Butte.

CARL H. HUTH, general manager of WIBB Appleton, Wis., has been awarded first place in recent advertising and merchandising competition sponsored Nationally by Coca-Cola. He was presented with a wrist watch.

EDWARD C. O'BRIEN, general manager at WPEN Philadelphia, has been elected vice president of Fourth Estate Square Clubs, organization composed of news men who are members of Masonic Order.

WORLD-FAMOUS Mummer's Parade of Philadelphia, annual New Year's Day spectacular, was scheduled for telecasts by WFIL-TV Philadelphia, WMAR-TV Baltimore and WMAL-TV Washington, with WFIL-TV remote crews making the pickup.
DON MITCHELL, BILL HICKOK, LOCKWOOD DOTY, AND BEN GUNN IS SHO' MAKING A BIG NOISE IN OUR NECK OF DE WOODS

YASSUH! AND ALL DESE ATLANTA BUSINESS MENS IS SHO' BUYIN' DE TIME!

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

THE ATLANTA CONSTITUTION STATION
5000 WATTS 550 KC
National Representatives HEADLEY-REED COMPANY
Dear Time Buyer:

The first Pulse report for Cincinnati has been released. If interested, call collect Ralph E. McKinnie at WCKY's New York office, Eldorado 5-1127, or Charles H. Topmiller, Cincinnati, Cherry 6565.

High ratings and low cost give the Time Buyer the lowest cost per thousand listeners, when he buys WCKY for the great Cincinnati market.

Besides ratings in Cincinnati, WCKY today receives more mail than any other station in the U.S.A.—so our mailpull time buyers say.

INVEST YOUR AD DOLLAR WCKY'S-LY
Here are the latest Hooper ratings September thru November 1947
8 AM to 8 PM Monday thru Friday:

<table>
<thead>
<tr>
<th>Sets in Use</th>
<th>WCKY</th>
<th>NETWORK STA A</th>
<th>NETWORK STA B</th>
<th>NETWORK STA C</th>
<th>NETWORK STA D</th>
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<tbody>
<tr>
<td>8.00 AM to 6.00 PM</td>
<td>18.6</td>
<td>3.3</td>
<td>3.3</td>
<td>3.4</td>
<td>5.9</td>
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<td></td>
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<td>17.7</td>
<td>17.5</td>
<td>18.3</td>
<td>31.7</td>
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<tr>
<td>6.00 PM to 8.00 PM</td>
<td>28.9</td>
<td>6.4</td>
<td>4.4</td>
<td>5.7</td>
<td>8.5</td>
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<td></td>
<td></td>
<td>22.0</td>
<td>15.1</td>
<td>19.8</td>
<td>29.5</td>
</tr>
<tr>
<td>8.00 AM to 8.00 PM</td>
<td>20.9</td>
<td>3.8</td>
<td>3.5</td>
<td>3.8</td>
<td>6.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18.7</td>
<td>17.0</td>
<td>18.7</td>
<td>31.1</td>
</tr>
</tbody>
</table>

For this same period, here are the Hooper ratings on WCKY’s Daily Hit Parade—just one of WCKY’s topnotch block programs:

<table>
<thead>
<tr>
<th>Time</th>
<th>WCKY</th>
<th>NETWORK STA A</th>
<th>NETWORK STA B</th>
<th>NETWORK STA C</th>
<th>NETWORK STA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.15 PM</td>
<td>7.4</td>
<td>4.8</td>
<td>3.8</td>
<td>5.7</td>
<td>2.3</td>
</tr>
<tr>
<td></td>
<td>7.0</td>
<td>5.5</td>
<td>5.0</td>
<td>7.9</td>
<td>3.2</td>
</tr>
<tr>
<td>6.45</td>
<td>7.0</td>
<td>4.2</td>
<td>6.6</td>
<td>8.0</td>
<td>2.9</td>
</tr>
</tbody>
</table>

S. L. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
A. C. NIelsen Co. has reversed its longstanding policy against publication of program audiences as measured by Nielsen Audimeters, and now is releasing its own ratings for top programs. The fact that there were now two published ratings instead of one and the further fact that the Nielsen and Hooper ratings were somewhat different seemed very disturbing to the country's radio critics, most of whom rushed into print dolorous pieces of the "what are we to believe now" species. Those rarest of radio critics to have been at the broadcasters' boards of directors found it was a new battle of the ratings reminiscent of that of many years ago when the Cooperative Analysis of Broadcasting stopped its so-called "Crossley" ratings, leaving the field to Hooper.

Actually, there is nothing too upsetting in the differences between the Hooper and Nielsen ratings. What would be alarming would be an exact duplication of the two. They are both measures of a aura of the audiences to various radio programs. The similarity stops right there.

Hooper ratings are based on information about radio listening collected by Hooper interviewers in 5,000 homes, a few of the nation's 10 million homes, while the Nielsen ratings are the result of a mail survey of 200,000 homes among the nation's 10 million.

In the latter 20's Mr. Haase moved over into the broadcasting side of the radio business, and he moved steadily up to his present position as station manager of the same WDRC. Today he knows just about every angle of a radio station.

Thorntn not an engineer, he is thoroughly trained in that side of the business, too, through his association with Mr. Doolittle. WDRC President Doolittle has cooperated with Professor Armstrong on several FM experiments. Through the years Mr. Haase has had a standing invitation to speak at the annual conference of Mr. Doolittle and Chief Engineer T. A. Martino, and has come away knowing more about FM than many an FCC ticket holder.

Walter Haase has been an announcer, too. He has arranged programs, worked in the control room and at the transmitter—in the old days—and has written commercials and promotion spots. He has long been the "idea man" at WDRC, and in his present capacity, spends a great deal of his working and leisure time in thinking up new programs and promotion twists for the "brains trust" at the station.

For ten years Mr. Haase was an announcer, and for a long time he got up at 5 a.m. daily to open the station. He was announcer for several years on the Loopers' Special program, which is still one of WDRC's top morning features.

WDRG and Walter Haase can claim quite a few firsts by virtue of their long history of broadcasting. Mr. Haase laughingly claims that he was probably the first to broadcast a performance on the radio by Rudy Vallee, since Walter Haase announced at football games in the Yale Bowl when Rudy Vallee was indeed the leader of the Yale Band. He was also the announcer at rallies remote from the radio station. Rudy Vallee played the saxophone in a New York orchestra—in the days when no one would ever let him sing.

Other personalities who went on the air for the first time while Mr. Haase was announcing include Charles Kullman, now of

(Continued on page 48)
TAKE THE GUESS OUT OF BUYING
WITH WOV’S 5 Audited Audiences

WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO.
Not from a crystal ball, but from sound, basic facts—known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV’s 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to “TAKE THE GUESS OUT OF BUYING.”

WOV’s Pantry Survey…new, accurate, informative…shows you where you and your competitors stand in the New York Market.

★ WAKE UP NEW YORK with Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.

WOV NEW YORK
Respects
(Continued from page 46)

the Metropolitan, and Tony Pastor, who used to have a small orchestra in Hartford which broadcast over WFDT.

Walter Haase hired Ted Steele of Novachord fame for one of his first radio jobs at 50c an hour.

An amusing incident occurred in a broadcast 20 years ago when the station had a coloratura soprano broadcasting. At that time the transmitter was located right in the studio. Mr. Haase was announcing and was running gain. On an extremely high note, which was held for some time, the transmitter began to smoke, there was a sharp cracking discharge, a great burst of smoke exploded from an over-loaded condenser. Of course the program went off the air. Equipment and lights were turned off and everybody went home. It was just another incident that couldn’t be helped and couldn’t be remedied, so such things were accepted calmly.

In 1930 WDRF moved to Hartford and became basic CBS for Connecticut. Of course, Mr. Haase moved with it. He became program director, and then, during the war, station manager. All the promotion, publicity, program, public service and all operations other than engineering are under Mr. Haase’s supervision.

WDRF had one of the first FM stations on the air. Now Mr. Haase’s main effort is channeled into television. WDRF has applied for a local channel and the Hartford hearing is scheduled for this month.

Among his extra-station hobbies, the just-turned 40 Walter Haase includes woodworking, photography, and fooling around with home improvements—both on his suburban Wethersfield home and on the summer one in Branford.

Married to the former Marguerite Reichel, Mr. Haase’s pride and joy is a seven year old son, Richard.

Mr. Haase’s clubs are Hartford Club, Advertising Club of Hartford and the U. S. Power Squadron.

NEW TYPE CROSLEY TV RECEIVER ANNOUNCED

QUANTITY production of a new type of television receiver featuring a “Swing-a-View” picture tube which can be turned from side to side over a 60-degree angle is under way in the Cincinnati plant of the Crosley Division of Avco Manufacturing Corp., Stanley Glaser, Crosley manager of radio and television, has announced.

The new receiver, which was placed on the Cincinnati market the day before Christmas, is scheduled for early distribution in all areas.

The “Swing-a-View” picture tube mounting enables viewers to swivel the screen so that they may watch the picture directly from any point in a room within a 60-degree arc in front of the receiver, thus eliminating necessity for jockeying of furniture into position or moving of the receiver itself to meet varied conditions, Mr. Glaser explained.

The receiver is an all-purpose instrument with FM, shortwave and automatic phonograph with an album storage compartment, in addition to television. Retail price is $795.00.

Something to Crow
WHAT WAS supposed to be only a 1/4-minute newscast for Pathe News turned out to be an additional ten-minutes report for the movie industry through the efforts of KVOO Tulsa and Sam Schneider, the station’s farm director. The event was the Oklahoma Poultry Show held in Oklahoma City last month and Mr. Schneider was publicity chairman. On hand to select a new rooster for the introduction of the newscasts was Norman H. Moray, president of Warner Bros. Distribution Corp. Paying tribute to the station, Mr. Moray, in letter to KVOO Manager William B. Way, complimented station for its work and called Mr. Schneider “the spark plug which has made this thing tick and develop into a major performance.”

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* Period. Summer, 1947

COMMERCIAL

CARLETON E. COVENY, with John Blair & Co., station representative since 1927, has been appointed vice president of that firm. In radio for 20 years, Mr. Conen since joining the Blair organization has been manager of the Los Angeles office, which he established for the firm. Prior to joining Blair he was associated in sales management capacities with KGW and KJBS San Francisco.

BOB LAWRENCE, announcer at KTPS Texarkana, Tex., has been transferred to station’s local sales department.

KETELL-CARTER, Boston, has been appointed regional representative for WBDI Montpelier-Barre, Vt. Appointment was effective Jan. 1.

ROBERT T. FIDLAR, commercial manager of WIOD Miami, Fla., has been named second vice president of Exchange Club of Miami.

DONALD COOKE Inc., New York and Chicago, and GENE GRANT & Co., Los Angeles and San Francisco, have been appointed exclusive national representatives for KEBI Alice, Tex.

JOHN J. CAROL, CBS network sales manager, is scheduled to address New England meeting of Public Utilities Advertising Assn. in Boston on Feb. 4.

JAMES TURGEON has joined radio recording sales of NBC Central Division.

TRACY MOORE & Assoc., Los Angeles, has been appointed Pacific coast representative for KSTO Yakima, Calif.

KEITH PACKER, sales manager of CPCH North Bay, Ont., was re-elected to Peiris Township council for Hailey and GORDON BURNETT, CPCH salesman, was elected in North Bay council for 1948, in annual municipal elections.

WILLIAM G. RAMBEAU Co. has been appointed national representative for WMCD (FM) Baltimore, new station scheduled to begin operations Feb. 1.
On November 8th—all Chicago sat on the 50-yard line at South Bend! Two micro-wave relay towers, the first at New Carlisle and the second at Michigan City, Indiana, picked up the Army-Notre Dame game from cameras in the stadium, and relayed it electronically across Lake Michigan to television station WBKB. The station then broadcast the line bucks and end runs to football fans in Chicago and the suburbs beyond.

General Electric designed and built the electronic equipment for this micro-wave relay. It is the most economical intercity television connection yet developed.

A similar relay—also by G. E.—is in operation between New York City and the upstate Troy—Albany—Schenectady area. Here, in 3 split-second jumps, television programs are sent over mountains, valleys, rivers and towns to an audience 150 miles from New York.

Are you in step with the great new medium of television? Insure a successful start in the industry. General Electric has everything you need to go on the air—whether you plan to rebroadcast network programs or originate your own. Pioneer in television, G. E. for years has operated a full-scale television station—WRGB, Schenectady—where every equipment has been tested and proved in actual station performance before it is offered to you.

A G-E representative is ready to help you. Call him or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, N. Y.

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**Telegram**

SRYR10 PD=Syracuse NY NOV 10
DR WRG BAKER VICE PRES GENERAL ELECTRIC COMPANY=
ELECTRONICS PARK SYRACUSE NY=

NOTRE DAME ARMY TELECAST USING GENERAL ELECTRIC MICROWAVE RELAY EQUIPMENT COMPLETE SUCCESS THANKS TO YOU AND YOUR GANG FOR EXCELLENT COOPERATION REGARDS=
BILL EDDY DIRECTOR OF TELEVISION WBKB CHICAGO.

---

**Start right in Television**

**PLAN, then BUILD**

—with General Electric

---

**GENERAL ELECTRIC**

LEADER IN RADIO, TELEVISION AND ELECTRONICS
1948 will be a
Happy New Year
for Washington Televislon Set Owners

BEGINNING JANUARY 1st
THE EVENING STAR TELEVISION STATION

WMAL-TV
Washington's most powerful television station

CHANNEL 7 becomes Washington's FIRST and ONLY 7
DAY-A-WEEK STATION telecasting
TOP TELEVISION ATTRACTIONS EVERY NIGHT in 1948

UNDER SPONSORSHIP of Shotwell Manufacturing Co., Chicago candy firm, the full MBS network will carry True or False beginning Feb. 7 on behalf of Hi Mac and Big Yank candy bars. Byron S. Curry, (seated), company president, is shown completing arrangements with MBS executives. L to r, standing: C. Wendel Muench, president of Chicago agency bearing his name; DeWitt Mower, Mutual's Midwestern sales manager; Ben Lothridge, network account executive; A. N. (Ado) Hult, MBS vice president in charge of Midwest operations. Contract marks first use of network radio by Shotwell.

CHARLES P. TYLER, former executive on Ford and Lincoln-Mercury accounts and acting manager of Detroit office of J. Walter Thompson Co., has joined Irwin Co., New York, as senior account executive on Philip Morris account, formerly with Kudner Agency, New York, has been named junior account executive on Philip Morris account.

F. J. McCollum, account executive with Kelly, Nacon Inc., New York, has been named vice president of that agency. He has been with the firm for four years.

THADDEUS (Ted) KELLY, timebuyer for BBDO New York, effective Jan. 12, joins Ceci & Presnay, New York, in same capacity. Mr. Kelly's position at BBDO will be filled from within that organization.

SI NELSON, vice president and partner, Peck Adv, New York, with agency since 1945, resigned effective Dec. 31. Mr. Hess formerly was vice president and

Former La Guardia Radio Manager Invited on Tour
THE ONE WORLD Award Committee has decided to send a commission of four persons to the 20 countries the late Fiorello La Guardia was invited to tour as winner of the One World Award. Those invited by the committee to take the trip were Morris Novik, radio consultant, who was closely associated with the late New York mayor as his radio manager, Mrs. La Guardia, Miss Emily Green Balch, Nobel prize winner of 1946, and Iris Garber, founder of the Silent Guest Commit Mr. and Mrs. Novik were originally scheduled to tour the world in Mr. La Guardia.

Sarnoff at REC Lunch
BRIG. GEN. DAVID SARNOFF, president of Mutual and board chairman of NBC and RCA, will be among those at the head table when David Lilenthal, chairman of the Atomic Energy Commission, addresses the Radio Executives Club of New York Jan. 8 at the Hotel Roosevelt. Others at the table, according to William Hedges, REC president and NBC vice president, will be Frank Stanton, CBS president; Edward J. Noble, ABC board chairman; Niles Trammell, NBC president; Brig. Gen. Julius Ochs Adler, New York Times vice president and general manager; Monsignor James H. Griffith, representing Cardinal Spellman; Roy Howard, Scripps-Howard president; Seymour Berken, INS general manager; Edward R. Murrow, CBS commentator. Mr. Murrow will introduce Mr. Lilenthal, whose speech will be heard on WNBC New York 1:30-2 p.m.
In the WVJS case...

SEEING IS NOT BELIEVING!

-because from the appearance of the Board of Directors in the above picture, you might think we're a bunch of

"FUDDY DUD Dys" at WVJS OWENSBORO, KENTUCKY

But HEARING IS BELIEVING!

WHEN YOU HEAR THESE FINE VOICES...

LEE MEREDITH CECIL H. DODD JACK McLEAN LUROY WOODWARD TONY GUMMINGS PETE DOOLEY PLATTERS JOHNT. RUTLEDGE SPECIAL EVENTS BETH LEE WOMEN'S PROGRAMS

and the other grand folk who go to make up this truly GREAT STATION!

You'll know it's MODERN in every respect

TUNE TO 1420 SERVING THE of the RICH OHIO VALLEY..

1,000 WATTS A.M. 45,000 WATTS F.M.

REPRESENTED BY RAMBEAU
NEW VIDEO MAGNIFIER IS DEVELOPED BY RCA

Located in the hub of a TWO BILLION DOLLAR MARKET, the leading station in Memphis and the Mid-South has coverage in 137 counties.

WMC-FM, the first FM broadcasting station in Memphis and the Mid-South
OWNED AND OPERATED BY THE COMMERCIAL APPEAL

National Representative:
THE BRANHAM CO.

SINDEY V. STADIG, with engineering degree from WGB Boston, since 1940, has been appointed technical supervisor of RCA TV. The new video station expected to begin operations in March, Mr. Stadig acquired special television instruction with WNET New York, and also trained at RCA's television laboratories in Camden, N. J.

WILLIAM J. LUDERS and CLEMENT E. NACE, formerly with WPEN Philadelphia, have joined engineering staff of WCAU Philadelphia. Mr. Luders will specialize on newfacilite maintenance, while Mr. Nace will work at WCAU-FM transmitter.

JOHN SPENCER AULD, former radio technician for RCA Communications in New York, has joined engineering staff of WELI and WHNT (FM) Hemetbed, Long Island.

WBC CENTRAL DIVISION has made available to its employees a lending library of technical books on all phases of radio and television. A number of volumes for lending will be augmented monthly by purchase of new books. Use of library is free to networx's Chicago employees.

CARLTON Dahlen has joined engineering staff of WHFY Appleton, Wis.

H. H. LANCE, transmitter designer at WAMX Nanaksis, has returned from deer hunt in Upper-Michigan, and reports very successful results — his party nestled four deer.

Allied Arts

ALVIN E. UNGER, who has been with Universal-Fox Co. since 1928, has been named vice president in charge of sales for the firm. He will make his new headquarters in Cincinnati, home office of the transcribed radio programs company.

H. WARD ZIMMER, former vice president in charge of radio tube division of Sylvania Electric Products Inc., has been appointed vice president in charge of all manufacturing for that firm and its divisions. Mr. Zimmer joined the firm in 1948 as purchasing agent, and served as general manager of radio tube division during recent war.

Andrew W. Johnston has been appointed vice president of Brunswick Radio Corp., wholly-owned manufacturing subsidiary of Decca Records Inc. Mr. Johnston formerly was general production manager for Decca, and has been with the firm since 1930.

HENRY V. EBBEN, assistant general manager of Alexandria, Va., General Electric Co., has been elected a vice president, and general manager of that department. He succeeds Roy C. MUIR, who has retired after more than 42 years service. JOHN D. LOCKTON, president, has been elected treasurer, succeeding JESSE W. LEVAY, who retired after 37 years service.

INDUSTRIAL TELEVISION INC., Nutley, N. J., has announced signing of a long-term lease for two-story building at 50 Lexington Ave., New York, formerly of CBS "Cinderella Inc.," to produce and market "Sextet Spectacles," "Who's Speaking?" "Chet L. SWITAL AFFILIATES, Los Angeles, has announced formation of a public relations office, in addition to other services of firm.

ENTERtainMENT ENTERPRISES Inc., radio producer and artists representa- tive, has announced the occupancy of new office at 38 Central Park South, New York. GLENN BEVON, INC., and Denes AGAI head the company.

SAUL KRIEG, director of Saul Krieg Assoc., New York, has announced formation of a public relations office, in addition to other services of firm.

WIRE RECORD Corp. of America, maker of "Wireway" combination electronic recorder and phonograph, has appointed Doriand Inc., New York, as advertising agent.

SHEP CHARTOC, partner in Chartoc-Coleman Productions, Chicago and New York packaging firm, is the father of a girl, Leslie Ann.

AgrICulture

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka

Broadcasting • Telecasting
The Sun never sets on Presto Recording Equipment

- There is hardly a spot on the globe that isn't within hearing distance of transcriptions recorded and reproduced on Presto equipment and discs. Presto's leadership as manufacturers of fine products for stations and studios is the logical result of dependability, progressive engineering, and world-wide distribution.

- The record of Presto firsts in the recording field is long and imposing. Presto's creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Engineers prefer Presto for performance.
OPENING THE WAY for individuals as well as businesses to use radio as a means of advertising, WHHM Memphis has introduced Want Ads on the Air as a special department. Shelby T. Springer, with 18 years experience handling classified advertising for local newspapers, was hired to manage the program.

Rates for individual radio want ads are five cents a word, with a minimum of a dollar for an ad. There is a 50-word limit on each ad. The program is aired morning noon and night for fifteen minutes, with alternating voices reading the want ads. Similar advertisements are kept as far apart on the program as possible.

In newspaper fashion, ads are accepted by phone, mail or in person. Each ad is broadcast once—and the important information is stressed for the listener by repeating the box number, telephone or address of the person placing the ad.

The station reports that the lost and found department is one of the most popular—people being what they are. The quickest response to an advertisement was that received by a dog breeder, who, ten minutes before broadcast, had two trained bird dogs stolen. During the broadcast, immediately after his want ad had been read, he was notified by telephone of the whereabouts of his dogs.

WANT ADS OF THE AIR is publicized by direct mail, through newspapers, billboards, and WHHM broadcasts, and gains repeat business from successful advertisers. Ads for the WHHM program are also solicited by the station's regular sales staff.

Mr. Springer handling a want ad call.

Jack Hill, former producer for NBC News in New York and Detroit for eight years, has been appointed production manager for the station. Prior to joining NBC, Mr. Hill had been with WXYZ radio staff from 1935 to 1942.

Howard R. Malcolm, formerly with H-M Radio Productions, Cincinnati, has been appointed program director of WLEX, Lexington and the Bluegrass State Network. Mr. Malcolm formerly was program manager for WKIP Topeka, Kansas, and was with announcing staff of CBS Chicago for two years.

NORMAN MESSER, formerly with WHOB Gardner, Mass., has joined announcing staff of WXKL Concord, N. H.

Mr. Malcolm handling a want ad call.

PAT FAY and ROBERT BLUM have been appointed joint account coordinators in charge of control and production of WABC New York. Dubmont television outlets. Mr. Fay joined the staff last June as announcer, then became assistant coordinator. Mr. Blum, who joined WABC in 1946 as a page, also served as staff continuity writer, announcer, assistant producer and assistant coordinator before his recent appointment.

JERRY ARTHUR, program director of WLAD Danbury Conn., is hospitalized in New York City from injury received from fall during city's recent snow storm.

BILL ROSS, formerly with WBRW Coral Gables, Fla., has joined announcing staff of WIOD Miami.

BOB WHYTE, new to radio, has joined announcing and copy departments of KTPS Texarkana, Texas.

MIRIAM DIEBOLD, member of WCAU Philadelphia program department for six years, is resigning to marry John McGillin on Jan. 10.

PHILLIES SUDLOW has joined WCAU Philadelphia, replacing NANCY DAMON, resigned to become production manager at RELSON BUNCK in transcription department.

NORMAN LUCAS has been appointed program director at CBS studios. Win- nipeg, being transferred from production department, Toronto.

AL JASPAN, announcer at WTMJ Trenton, N. J., and Jacqueline Konkin have announced their engagement.

VICTOR MOORE, movie actor, will join cast of "Jiminy Durante Show" for forthcoming cross-country tour on behalf of 1946 March of Dimes campaign, effective Jan. 14 on NBC. Show is spon- sorced by Rexall Drug Co. through W. Ayer & Co. of New York. ROB HOPE was awarded Good Neighbor TV show while attending the International Affairs by Gov. Clarence W. McCallum of Va., during the comedian's NBC broadcast last Tuesday at Pennsylvania College, Calif.

BEN GRAUER, former announcer with WFFS Grand Rapids, has joined announcing staff of WABC Chicago.

John LAKE has replaced BURRIT WHEELER as Hollywood announcer on NBC "Amos 'n' Andy" show.

Tom SWAFFORD, former production manager of WCKW Portland, Ore., has joined KAPE Portland, as program di- rector. Prior to joining KAPE where he was served as production manager for three years, Mr. Swafford was assistant producer for NBC, and had been production manager of KOB San Diego.

Mr. Swafford.

REED HADLEY has replaced JERRY MOHR on Mutual Don Lee Broadcast- ing System's "Two Sleepy People." Jack PACHE, producer of International Service of CBC, Montreal, has been appointed United Kingdom supervisor of CBC international Service. C. R. DELAFIELD, supervisor of international exchange programs of CBC, Toronto, has been appointed assistant supervisor of CBC International Service at Montreal.

RA-1107 Replacement THE ELECTRICAL Research Products Division of the Western Electric Co., New York, has an- nounced a new system for the measurement of distortion caused by inter-modulation. Although designed to determine optimum processing conditions in variable densities sound on film recording, the system is expected by Western Electric to prove valuable in many other applications where audio frequencies are used. It replaces the earlier RA-1107 system.
Want one of these famous AM transmitters?

You can get it... pronto... from stock

We're all caught up on back orders for these popular AM transmitters. So you can order yours today with assurance that you'll get it as soon as you want it!

The 1 KW, 5 KW and 50 KW all have the famous Doherty High Efficiency Amplifier Circuit that has saved untold thousands of operating dollars for broadcasters.

For details about the quality, dependability and economy that have made these Western Electric AM transmitters so popular in so many stations—and for information on the complete line of audio facilities and accessory antenna equipment—call your Graybar Broadcast Representative. Or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

Western Electric
— QUALITY COUNTS —
Commersials Dropped

EIGHT ABC programs eliminated their commercials on Christmas Day, the network announced last week. The National Broadcasting Co. cancelled its commercials Christmas Eve and presented Lionel Barrymore as Scrooge in Dickensen's A Christmas Carol instead of its usual program. Mayor Barrymore was in Charleston. He will continue his duties with WINKA in addition to his new post.

Republican Policy Show Planned for MBS Today

The Republican Congressional leadership will review the record of the 80th Congress and present the Republican viewpoint for 1948 in a half-hour coast-to-coast Mutual broadcast today. (Jan. 5) 10:30-11 p.m. (EST).

The Republican show follows by three days the Democratic presentation planned in the form of a radio rally [BROADCASTING, Dec. 22]. Coming as it does on the eve of the next Congressional session and featuring some of the top party leaders, the program is expected to contain some major policy pronouncements.


Christmas Day commercials were Breakfast in Hollywood, Betty Crocker, Ted Malone, Welcome Travelers, Nancy Craig, Paul Whiteman Club, Terry and the Pirates, and the Willie Piper Show.

Text of Report (Continued from page 15)

standard broadcast station grants and applications being the fact that the smaller towns and communities have become stationary in large small local outlets. In consequence, a large percentage of the licenses in towns with populations under 5,000.

Daytime Stations Increase

The Commission's rules have always provided for the operation of daytime stations and, from an engineering point of view, a large number of assignments are still available. Applicants in the past, however, have used the unlimited time operation was more commercially successful stations have been particularly interested in daytime stations. Reality is, to a great extent, short on interference problems involved in night-

Temporary Expediting Procedures

During the 4-month period from July 1946 until December 1946 applications for 110 new stations in facilities that were being released at an average of about 160 per month and grants were being made at an average rate of about 50 per month.

In January 1947 the Commission announ- ced the adoption of a temporary expediting procedure for processing an accumulation of complicated applications. It had become almost impossible to date to determine the outcome of this group because of the continuous changes that have been in those pending. It was finally de- cided that only one application per day would be allowed to be recognized for the so-called "freeze" period for daytime stations ending May 1, during which no new applications in facilities would be given consideration and time would be allowed to process, about 500 appli- cated channel studies showing in- terferences between potential applicants on the same and adjacent channels. The purpose of this proceeding was to provide a means whereby the Commission could expedite applications for channel assignment in daytime stations.

The Commission provided a means whereby the broadcast cooperated on channel allocation standards, the interference problems involved with their applications being made up. In such applications the Commission would be responsible for the applications in which it was possible for the Commission's engineers to deal with the problem and the application would be expedited in a manner which would more or less result in the expedited processing of the applications.

Announcements of this policy resulted in a last-minute rush of applications which complicated the procedure. The applications were received from the December 1, 1946 hearing and reached a record high of 982 proposals. The peak of the proposed rate of filling of applications dropped to 20 per month in April but was up approximately 60 per week. The peak in handling applications was expected to come at the last month of the freeze period, when a large increase in the applications was to be expected.

An all-time high of 1,277 applica- tions were granted due to the temporary expediting procedure in February 1947 but, as a result of the proposed increase, applications were reduced to about 925 in April.

Hearings

From September 1947 to February 1947 between 35 to 70 applications were designated for hearing by month. Here again the peak during the temporary expediting procedure was reached in the total of 220 designated for hearing by month in February.

Applications granted as a result of the proposals were at a fairly constant level of about 20 per month from September 1947 to April 1947. The number of applications in hearing by month dropped to about 500 up until March 1947 and on June 1, 1947, to 200. Clear Channel Study

The clear channel hearing, begun in January 1947, was supposed to have been concluded in October 1947. The technical and engineering work connected with the hearing was completed and it remained to make an analysis of the service and interference possible as the basis of establishing standards.

Some of the determinations of inter- ference would be incorporated as amendments to the existing standards. Standards Engineering Practice just before the hearings ended, however, pro- vided a somewhat significant change involved the adoption of a standard for the transmission of nighttime propagation characteristics of ra- dio waves in the standard broadcast band. These curves are based on the analysis of data accumulated over the past 10 years. They provide a more accurate statistical determination of the areas and interference. Other changes include the adoption of less stringent standards with respect to interference between stations on adja- cent channels.

North American Regional Broadcasting Conference

The North American Regional Broad- casting Conference, meeting in December 1946, was superseded by a temporary arrangement among the signa- tories concerning a portion of the regulations and standards concerning daytime stations.

It was decided that the signatories will commence work on drafting new standards. The Com- mission plans to incorporate these changes in its proposal for revision of the treaty. It has been suggested that clear channel hearing affects clear channel allo- cations such changes will have to be provided for in the new treaty.

General Interference Consideration

In granting applications, the Commission, particularly for nighttime operation, the Commission's engineers "freeze" was established, where lines or interference or opening to already existing stations even though the proposed station is subject to interference from other lines. In the letters and standards concerning daytime stations is established at any time in the freeze or freeze period, interference will be given consideration, in accordance with their proposal for revision of the treaty.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

SERVES A $450,000,000 MARKET

Day 60-100%: 21 counties 10 counties 10 counties 7 counties 10 counties Total BMB Radio Family: 115,000

WBDB Penetration: 25% - 50%: 21 counties 10 counties 10 counties 7 counties 10 counties New BMB Coverage Map Now Available

WBDB ROANOKE, VA.

FREE & PETERS/WSH Whiteman Club, New York, is making the second of his yearly appearances in the town.

Daytime Stations Increase

The Commission's rules have always provided for the operation of daytime stations and, from an engineering point of view, a large number of assignments are still available. Applicants in the past, however, have used the unlimited time operation was more commercially successful stations have been particularly interested in daytime stations. Reality is, to a great extent, short on interference problems involved in night-time operation, which indicates willingness on the part of the Commission to authorize daytime facilities when nighttime operation is refused. Throughout the period the new stations have been for daytime operation only.

ON RECEIVING END of congratulatory kiss after he won two tickets for the Rose Bowl game (plus round-trip air tickets) at the annual Christmas party of the Radio Executives Club, New York, was Ralph Foote, advertising manager of the Beechnut Packing Co. The kisser is Reggie Schuebel, radio director of Duane Jones Co. and operational and newscast engineer, American Forces Net- work, due back to New York, Nov. 30.

As a member of the broadcast team, Foote has served with distinction in the Pacific, India, Africa, and South America. He is a graduate of St. Lawrence University, Syracuse, N.Y., majoring in economics.

On a leave of absence from the New York office, Foote was assigned to the Pacific Command. He has been with the company since 1931.

North American Regional Broadcasting Conference

The North American Regional Broad- casting Conference, meeting in December 1946, was superseded by a temporary arrangement among the signatories concerning a portion of the regulations and standards concerning daytime stations.

It was decided that the signatories will commence work on drafting new standards. The Commission plans to incorporate these changes in its proposal for revision of the treaty. It has been suggested that clear channel hearing affects clear channel allocations such changes will have to be provided for in the new treaty.
number of standard broadcast stations caused the Commission in March 1947 to consider a more comprehensive arrangement that field, which was still in progress at the time, is not now completed, and many of these new stations, under the direction of the Federal Radio Station Advisory Board, are now operating. The Commission has no intention of abandoning the development of new VHF stations, and it is expected that a number of them will be available for operation in the near future.

FM broadcast service is between 88 and 108 MHz, and has been assigned by the Commission since 1939. With the assignment of new frequencies to the existing 100 stations, the Commission has announced plans to increase the number of FM stations to 200 by the end of 1947. The new frequencies, Channel 71 for the upper half and Channel 72 for the lower half, will provide a total of 96 new frequencies.

FM broadcast service, like AM broadcast service, is limited to the use of a single channel per station. In some cases, the use of a single channel per station may be desirable, but in other cases it may be necessary to use two or more channels per station. In order to accommodate the use of a single channel per station, the Commission has established the following rules:

1. All stations must be spaced at least 2,000 miles apart, with a minimum separation of 500 miles between any two stations.
2. The maximum frequency difference between any two stations must be 200 kHz.
3. The maximum frequency difference between any two stations must be 200 kHz.
4. The maximum frequency difference between any two stations must be 200 kHz.
5. The maximum frequency difference between any two stations must be 200 kHz.

The Commission has also established a set of rules for the operation of VHF stations, which are designed to ensure the proper use of the VHF band.

As of March 1947, there are 100 FM stations on the air, and the Commission has announced plans to increase the number of FM stations to 200 by the end of 1947. The new frequencies, Channel 71 for the upper half and Channel 72 for the lower half, will provide a total of 96 new frequencies.
December 29 Applications . . .

ACCEPTED FOR FILING

WJRD Tuscaloosa, Ala.—Mod. CP, as mod., which authorized change frequency from 1560 to 1590 kc, and change location. Authorized to change location and to specify studio location.

WNER Macon, Ga.—Mod. CP which authorized new standard station location and to specify studio location.

WBCST Columbus, Ohio.—Mod. CP which authorized new standard station location.

AM—1260 kc

WART Est. St. Louis, Ill.—CP change frequency from 1490 to 1560 kc. Increase 250 w to 1 kw, install new trans. and DA-DN and change trans. and make changes in ground structure.

AM—920 kc

KVEC San Loco Obispo, Calif.—CP install new trans. Modification of CP

WHIO Dayton, Ohio.—Mod. CP which authorized new standard station location. For approval of ant. and trans. location and to specify studio location.

WHJZ Chicago, Ill.—Mod. CP which authorized increase power, change hours, increase in the frequency from 1220 to 1230 kc, change location, to make changes in DA-AM, WCDT Winchester, Tenn.—Mod. CP which authorized new standard station for approval of ant. and location and to specify studio location.

WBOB Cincinnati, Ohio.—CP which authorized new standard station to change type location. For approval of ant. and trans. location and to specify studio location.

WCSB Cleveland, Ohio.—Mod. CP, which authorized increase power, install new trans. and DA-trans. and change trans. site, for extension of completion date.

WRSU Lancaster, Pa.—CP which authorized new standard station for extension of completion date. Modification of CP

DBBLE WRIST LOCK demonstrated by two wrestlers is explained for W8XCT Cincinnati viewers by Red Thornburgh, director of operations for the station, owned by Crosley Broadcasting Corp. W8XCT is the experimental transmitter of WLWT, Crosley’s commercial station, which will begin operations next month. Prior to televising of sports events when WLWT takes the air, Mr. Thornburgh has been giving instruction in rules, plays and penalties in basketball, football, bowling, boxing and wrestling.

Modification of CP

WRCN-MC Farmington, Conn.—Mod. CP which authorized new standard station for extension of completion date.

WERE Columbus, Ohio.—Mod. CP which authorized new FM station to change trans. site, change trans. type, ERP to 12 Kw, height above average terrain to 617 ft, make changes in antenna system and change commencement and completion dates.

WMMR-FM Marion, Ohio.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KEDA-FM Pittsburgh, Pa.—CP which makes changes on new noncommercial educational station as mod., for extension of completion date.

APPLICATION DISMISSED

FM—Unassigned

Lewis College of Pharmacy and Technology, Chicago—CP which new noncommercial educational FM station on frequency to be assigned by FCC, power of 55.2 kw.

ACCURATE, RELIABLE

STOP WATCHES

by CLEBAR

When unpredictable accuracy in timing is required, you can rely on CLEBAR precision timers. They have proved their dependability in leading sports, international contests, and have been made by one of the finest watch makers. Accuracy and workmanship is guaranteed.

A Timer for every purpose electronically set and tested.

No. 605 CLEBAR TIMER

1/2 second, 30 minute register, football timer. Start, stop, stop again, count down; plus ten ten ten. $7 jewel non-magnetic movement; nickel chrome case...Each $18.50

No. 654 CLEBAR TIMER

1/2 second, Long hand registers fifths of seconds; small hand minutes up to 30. Start, stop and fly back from crown. Nickel chrome case; 7 jewel non-magnetic movement. Each $17.50

No. 652 CLEBAR TIMER

Same as No. 650 but with time-out feature. Each $18.50

Send for illustrated Catalogue

CLEBAR WATCH CO., Inc.

551 FIFTH AVE., NEW YORK 17, N. Y.

January 5, 1948 — Page 59
DULUTH, MINN. — "Gosh what a surprise," says Otto Mattick, "I whiz back to Duluth on my flicock tubulator set to give a startling report on the terrific listening audience KDAL has in the north country, but do I get a chance? No, everyone is talking about the latest Hooper."

And no wonder, according to the Hooper report for October-November, KDAL has 40% more morning and afternoon listeners in Duluth and Superior than any other station.

Don't wait to hear Avery-Knodel knocking on your door with the KDAL story, contact them and hear it in facts and figures.

**Television Reception**

**KDAL**

KDAL is a full-service station, but it is not as well known as, say, WHO in Des Moines, or KBLE in St. Paul. Its programming is a cross between the standard and the experimental, with a strong emphasis on educational and cultural fare.

The station's studios are located in an old warehouse building, with a state-of-the-art control room and a large studio where live broadcasts are recorded. The station's transmitter is located on a hill overlooking the city, with a powerful signal that reaches most of the Duluth area.

The station's programming includes news, talk shows, music, and public affairs programs. It also airs a variety of shows from other networks, including CBS and NBC.

KDAL's news department is small but efficient, with a team of journalists who cover local and national news stories. The station's news program is broadcast several times a day, with a national news summary included.

KDAL's music programming includes a mix of genres, with a focus on popular music and classical music. The station also airs specialty shows, such as a jazz program and a classical music program.

KDAL's public affairs programming includes a variety of shows, such as community events and public service announcements. The station also airs specialty programs, such as a program for seniors and a program for children.

KDAL's studio facilities are well-equipped, with a control room, a large recording studio, and a small news room. The station's transmitter is located on a hill overlooking the city, with a powerful signal that reaches most of the Duluth area.

KDAL's programming is available on a variety of platforms, including online, mobile, and satellite. The station's website features a variety of content, including news, music, and public affairs programs.

KDAL is a community-oriented station, with a focus on providing high-quality programming to its listeners. The station's staff is dedicated to providing excellent service to its audience, and the station's facilities are well-equipped to meet the needs of its listeners.

**Conclusion**

KDAL is a well-known and well-respected station in the Duluth area. Its programming is diverse and includes news, talk shows, music, and public affairs programs. The station's facilities are well-equipped, and its staff is dedicated to providing excellent service to its audience. KDAL is a valuable resource for its listeners and is an essential part of the Duluth community.
When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.
The new Collins FM Ring Antenna scores on five points

Simple Construction—By virtue of its simplicity, the new Collins FM ring antenna offers a new and heretofore unavailable ease of installation and adjustment. Light enough to mount on most existing towers, this antenna consists of only three parts—1. supporting mast, 2. center conductor, 3. radiating rings. There are no complicated structures, no matching sections, no critical adjustment, and no troublesome end seals. Full wavelength spacing is used between rings to provide economical construction, low coupling between rings, and low angle radiation.

High Gain—Proper Impedance Match—The power gain of this antenna is slightly more than one per ring—eight rings increase the effective radiated power by a factor of 8.5. Each ring is tuned to resonance at the desired frequency. The load resistance can be chosen between 50 ohms and 600 ohms; thus a proper impedance match between a multiple ring antenna and the transmission line is accomplished without the use of tuning stubs.

Wide Range—It is possible to tune a range of 10 mc to 15 mc with any one antenna. A safety factor of about 200 kc each side of resonance is provided for variation in tuning and to allow for temperature effects on the rings and supporting pole.

This new antenna has been proved by extensive field tests. It is in actual operation at several FM stations. Plan now to use it in your installation. Write for complete information. You will be pleased with the excellent performance and low price.
Win Client and Customer Goodwill...this Xmas Give CALIFONE New Low-Cost Professional Portable Transcription Playback

Ad Essay Contest

ESSAY CONTEST is being held by WFEN Philadelphia and Poor Richard Club, organization of advertising men, for high-school boys to win scholarship to receive $500 scholarship to Charles Morris Price School of Advertising and Journalism. Contest which will be on what would be Benjamin Franklin's recommendation on an American policy toward Europe, is open to high school students. Numerous prizes will be given in addition to scholarships. Each teacher of prize-winner also being given prize. To promote contest, WFEN has enlisted support of area schools, distributing handbills to students. Spot's are used throughout day and 15-minute segment of "50 Club" show is used to tell news and rules of competition.

WDNC Firecracker

FIRECRACKERS are being used by WDNC Durham, N. C. as latest gimmick in its series of promotional cards anunciing increase in power and change of frequency. Small imitation firecracker is attached to card with copy reading, "Hot as a firecracker." That is WDNC Durham, N. C., With its 5000 watt station, WDNC is a powerhouse in this area. Mr. F-M Contest

PRIZES totaling $4,000 will be awarded in contest being conducted by WWDFC-Dallas, Tex. Mr. F-M Contest. Both WDNC and WWDFC WM are carrying special announcements referring to the contest, which started Jan. 22. Cues to identity of Mr. F-M are given on FM station, only, nightly, from 8:30 to 9:30 P.M. Listeners who correctly identify Mr. F-M and his best work on subject of frequency modulation will receive prize. Winners list will be announced Jan. 22. Each, when station opens its full-power 20-kw FM station with grand opening, WDNC is urging radio dealers to use stores exterior to hold contest and is also plugging the competition in newspaper ad.

Code Reprints

REPRINTS of "Code or Creed" double truck and distribution is being conducted by RCA Corp., N.Y. This is accordance with issue of BROADCASTING have been mailed by KVOO to all of its stations, executive branch of FPC and NAB, executives of NBC, and many leading stations. Code "R" is one of list of standards by which KVOO conducts its policy.

'Whistler' Discs

PRESSINGS of "The Whistler Song" are being used by KSYK-Okla., in its series of records. "The Whistler Song," prepared Belonoan Music and Finance Corp. Stunt took shape recently when the Dickinson of The Dallas Aire's vocal group, used original score of program's theme and composed the song. CBS is mailing the discs in cooperation with LeVally Inc., Chicago, agency for House of Finance.

KSD Quiz Ad

CARICATURES of NBC Parade of Stars is being used by KSD. Lists basis of full-page quiz ad run in pictorial section of recent issue of B. L. Post-Dispatch. Page was lined with 26 caricatures of stars with center copy reading: "How many of these well-known radio favorites...can you identify? (Without looking at the answers at the bottom of the page)." Identification of a genus was started along with time each is heard on KSD-NBC.

FM Takes a Bow

TWO-PAGE pictorial layout featuring new station "FM Takes a Bow" appeared in Dec. 21 issue of Springfield (Mass.) Publishing. Article was titled "FM Modulation Takes a Bow" appeared with nearly complete lineup and new station's frequency. Photo of FM broadcasting and reviewing construction activities of WAMAS-PM are featured. "FM Takes a Bow." HF, Colorado and WACE-PM Chilcope. All three stations licensed to carry FM program's theme and station's name is "FM Takes a Bow." This is a new station for Springfield, Two-page layout presented pictures of the transmitter, equipment and personnel of the three stations.

November Penals

CALENDAR PENCILS for 1948 hearing station's call letters have been distributed by WDAY-Minneapolis, Minn. N. D. With each pencil, Tom Barnes WDAY sales manager, attached letter explaining that pencil is "educated." The red tip will light up and say: "thank you" each time you put you on a WDAY schedule." Letter is further than "light is derived from reflection of beam of pleasure on line of a New Year" to Free & Peters of NBC; the "thank you" is also of our treasurers' squeal of delight.

TNT Cards

POSTCARDS and "The Breakska Patrol" program have been distributed to the trade by WHPE High Point N. C. Stunt consists of 1,000 cards which show picture of program, announcer's caption "The TV Program," standing for Time, News and Talk." No. One, "Em With a Smile...With Huges as the Fuse..." WKNB Baby

FIRST BABY born in Connecticut Hartford County in 1948 received list of presents and gift certificates a result of promotion of WHPK, West Hartford. WHPK's sales staff line merchants who pledged gifts to child whose birth marked New Year. Gifts range from one dozen roses to landscape nursery, plus several gift certificates.

Mid-Day Plugs

SERIES of two-column advertisement in five local newspapers is currently being used by WMAG Chicago. Ad, based on "middle-of-the-day" plugs, shows WMAG and "promote listening period from 11 a.m. to 1 p.m. (CST).

Price Tags

AS SPECIAL promotional tie-in, KSYT, Yreka, Calif., has distributed to it sponsors price tag to be attached to any merchandise, displayed in windows, etc. Price tags is printed in variety of colors and read: "As advertised on KSYT, 145 kW." Room is left on tag for merchant to write in his price.

Sample Discs

AS AID in selling of "Pilgrim Wind Music" program, promotion gimmick has been devised by Finley Transcription Inc., Chicago. Standard three-quarter-disc containing brochure and compact disk of 35 minutes demonstrates content and stars transferred to disc.

Reprints from 'Fortune'

PREPRINTS of three-page ad run b WBEZ Chicago had previously been used by WMEJ-Philadelphia, ahead, of the recent issue of Fortune Magazine appear as advertisement. Feature, cover of folder is reproduction of 60,000 words, with inset of magazine. Announcement reads: "How many times have you asked yourself, 'do you know?' is subject of this ad, which discusses market data of the six West household studies.

CKNW Album

PICTORIAL album of staff members CKNW New Westminster, B. C. was prepared by that station as Christmas gift for its employees. Album, "TWO - PAGE, published in "1947," album contained cartoon drawings and head-shots of member shown.

ABC-SPG Contract

ABC Hollywood has reached net agreement with Screen Publicist Guild calling for increases retroactive to Dec. 15 among its publicist members. Arrangement would give the guild's members $200 to $250 per month while those who previously started at $300 for first year retroactive to Dec. 15, will start at $500 for first six months progressing to $325 for second six months; thereafter seniors are to receive $350.

Charlie F. Field, former manager of WPGC Portland, Me., has been appointed head of ad sales promotion department of WGRR Portsmouth, WGLC Concord and WENF (FM) Portsmouth. Mr. Field first joined WGRR six years ago. He returns since 1941 with WENF Endicott, WGOO Oneonta, New York and WPGC. He replaces Dallas F. WYANT, who has joined WBEW Boston. CARL BEEH, formerly with Beacon Publishing Co., also has joined WERF promotion department.

CHARLES F. PFECK Jr. will return to CBS as assistant to GEORGE CRANLALL, director of press information, on Jan. 5. Mr. Pekor joined CBS in 1944 handling special press assignments in various parts of country, and left the network June 24.

LES RADATY, NBC Western Network publicity director, is the father of a boy, Mark Edward, born Dec. 22.
Our specialty

BEAM POWER TUBES

- These are beam power tubes built for reliable broadcast station operation. Like all RCA beam power tubes, they have high-power sensitivity, high-cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section AP36, Harrison, New Jersey.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA BEAM POWER TUBES FOR BROADCASTING

<table>
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<th>Tube No.</th>
<th>Heater (or Fill) volts</th>
<th>Plate Diss. watts</th>
<th>Max. DC Plate volts*</th>
<th>Max. Freq. at max. ratings (Mc)</th>
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*class Dialphone (CCS)

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.
Help Wanted

Situations Wanted

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch olds, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Box 128, Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

CLASSIFIED ADVERTISEMENTS

CIRCULATING

New station-manager. Established com-

munity. Salary and commission. Write

Box 292, BROADCASTING.

Vet. Radioman, repairman, graduate radio
tech. Know how to sell radio. Deals with

experience, broadcast or service. Will travel.

Manager, Available soon. Ten years' broad-

casting. Experienced every depart-

ment. Well qualified to assume charge of

Naval officer. Now successfully man-

aging station.

Program director, 12 years' experience.

network, local. Announcer background.

Call local. Excellent opportunity. Interested

station having definite purpose eager to

build. New owner. High and increasing.

Box 294, BROADCASTING.

Announcer.—Experience, topnotch sales

voice, trained in news and announcing

at NBD and Northwesterners, univer-

sity degree. Impeccable character, relia-

ble, conscientious worker. Looking for

permanent staff position with southeast-

ernmost metropolitan regional. Disc,

partner, and photo if possible. Box 295,

BROADCASTING.

Announcer—Experience, topnotch selling

voice. Excellent record. Will travel.

Box 296, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, first phone, beginner, single, CRRI student. Available now, desire position in the midwest. Box 297, BROADCASTING.

Engineer, first phone, beginners, single, CRRI student. Available now, desire position in the midwest. Box 297, BROADCASTING.

Engineer, first phone, beginners, single, CRRI student. Available now, desire position in the midwest. Box 297, BROADCASTING.

New station-manager. Established com-

munity. Salary and commission. Write

Box 292, BROADCASTING.

Vet. Radioman, repairman, graduate radio
tech. Know how to sell radio. Deals with

experience, broadcast or service. Will travel.

Manager, Available soon. Ten years' broad-

casting. Experienced every depart-

ment. Well qualified to assume charge of

Naval officer. Now successfully man-

aging station.

Program director, 12 years' experience.

network, local. Announcer background.

Call local. Excellent opportunity. Interested

station having definite purpose eager to

build. New owner. High and increasing.

Box 294, BROADCASTING.

Announcer.—Experience, topnotch sales

voice, trained in news and announcing

at NBD and Northwesterners, univer-

sity degree. Impeccable character, relia-

ble, conscientious worker. Looking for

permanent staff position with southeast-

ernmost metropolitan regional. Disc,

partner, and photo if possible. Box 295,

BROADCASTING.

Announcer—Experience, topnotch selling

voice. Excellent record. Will travel.

Box 296, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, first phone, beginner, single, CRRI student. Available now, desire position in the midwest. Box 297, BROADCASTING.

Engineer, first phone, beginners, single, CRRI student. Available now, desire position in the midwest. Box 297, BROADCASTING.

Engineer, first phone, beginners, single, CRRI student. Available now, desire position in the midwest. Box 297, BROADCASTING.

New station-manager. Established com-

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ment. Well qualified to assume charge of

Naval officer. Now successfully man-

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Program director, 12 years' experience.

network, local. Announcer background.

Call local. Excellent opportunity. Interested

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Announcer.—Experience, topnotch sales

voice, trained in news and announcing

at NBD and Northwesterners, univer-

sity degree. Impeccable character, relia-

ble, conscientious worker. Looking for

permanent staff position with southeast-

ernmost metropolitan regional. Disc,

partner, and photo if possible. Box 295,

BROADCASTING.

Announcer—Experience, topnotch selling

voice. Excellent record. Will travel.

Box 296, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, first phone, beginner, single, CRRI student. Available now, desire position in the midwest. Box 297, BROADCASTING.
Situations Wanted (Cont'd)


Almost more listeners, more big advertisers. Features Kansas City Ramblers. Started music school, boy, good comp. Phil Edwards, 1 133 North Blvd., Dade, Florida.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 45th St., N.Y.C. Longacre 4-0340.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran who has been thoroughly grounded for eight or more months by newspaper professionals in announcing, newscasting, control operation and commercials. Write Hal Styles, Hal's 'School of Radio, 8800 Winshire Blvd., Beverly Hills, Calif.

Commercial-continuity writer. Basic network experience, experienced announcer. College grad, Prefer eastern seaboard, Norman Greene, 10 Hillside Ave., New York 34, N.Y.

Technician. RCA phone, Vet. Ph. 29, Edward Petraske, 318 Baker, Newark 2, New Jersey.

Projective psychologist director wants job with progressive station. Not afraid of thing, Army veteran. Box 296, BROADCASTING.

Announcer—Commercial and news a specialty. Good, all-around QM. Available immediately. Box 316, BROADCASTING.

Continuity, Traffic. Three years experience in college stations. Available immediately. Prefer southern or eastern. Box 507, BROADCASTING.

Announcer—One year commercial experience. Looking for competitively new progressive community station, East or southwest. Art Kellar, 393 Stanhope Br, Brooklyn 12, New York.

Manager—sales manager. Now employed seeks change. Ten years successful radio sales career with both large and small stations. Will arrange personal interview at own expense. References from industry top executives. Long range opportunity more important than immediate compensation. Box 307, BROADCASTING.

Announcer-coproprieter. Experienced, one year Florida station, two years college, sings, 25, wife, good, good voice. Will travel. Available one week notice. Box 280, BROADCASTING.

FOR SALE
TENNESSEE 250 WATT STATION $35,000

Located in a desirable Tennessee market that has attractive living conditions and a constantly good business. This is a fulltime station with one man, but profits can be definitely increased.

Write exclusive representatives

BLACKBURN-HAMILTON CO.
Radio Station Brokers
WASHINGTON, D. C. SAN FRANCISCO
James W. Blackburn Ray V. Hamilton 1011 New P. 235 Montgomery 36th & National 7405 Ebensburg 2-5672

CANADA FEES

RATES for Canadian music copyright fees to be paid Composers Authors Publishers Association of Canada (CAPAC) and BMI Canada Ltd., will be set for 1948 by the Canadian Copyright Appeal Board, which meets at Ottawa, December 7.

The Canadian Assn. of Broadcasters has a five-year agreement with CAPAC and BMI Canada, and Canadian Broadcasting Corp. is expected to make a similar arrangement as it did in 1947 on findings of the Copyright Appeal Board [BROADCASTING, Sept. 22]. Rates will be set according to radio broadcasting receiving licenses issued at the end of the fiscal year March 31, 1947.

CONTRACT for FM live symphony series on KRON San Francisco, said to be largest pact for such performance in that area, is approved by R. J. Hemming (r), sales manager of General Electric Supply Corp., sponsor, under observation of Norman Louvau (l), KRON commercial manager, and Al Constant, KRON program director. To feature light concert, symphonic and operatic selections, program will be heard Sun. 3:30-4 p.m. and will feature 15 string musicians of the San Francisco Symphony under direction of Ervin Mautner. Firms chose series to demonstrate true quality of FM broadcasting using live talent.

Radio-Electronics School Enrollment Now Past 400

MORE THAN 800 students are enrolled in the Radio-Electronics School of New York, recently formed by a group of radio and television executives. The school, which offers four courses in AM, FM, and TV, including an advanced course in FM-TV, is expected to supply much of the demand for training new and old radio manufacturing concerns throughout the country.

R. L. Duncan, former president of RCA Institute and William Campbell, until recently executive director of Press Wireless, are directing the training program while Ed Kirby, WMK Nash- ville, serves as vice president in

FOR SALE

Absolutely new Winchurch type 300, 360' tower including: A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6-bay FM antenna. Also, new General Electric type BY-6-A, 6-Bay FM antenna complete for installation atop Winchurch type 300 tower. Tower, FM antenna stored and ready for immediate delivery at cost price of $11,413.50.

BOX 282, BROADCASTING

January 5, 1948 • Page 67
New Jury-Listeners

FROM PROSECUTOR to broadcaster overnight is the story of Bernard G. Peter, who has resigned as Atst. State's Attorney for Baltimore City to become general manager of WMCP, new FM outlet in Baltimore. Mr. Peter had held the government position for the past nine years and before that he was engaged in the newspaper and publishing business in Baltimore. WMCP expects to take the air about Feb. 1, 1948 with 20 kw on channel 294, 94.7 mc.

KCRG, CEDAR RAPIDS AM OUTLET, LAUNCHED

LAUNCHING of the Cedar Rapids (Iowa) Gazette's new AM station, KCRG, on Dec. 20 followed by approximately one month the start of operations of the Gazette Co.'s FM station, KCRK. The AM outlet on 1600 kc with 5 kw, is operating from 5:30 a.m. to midnight, while its sister FM station, which took the air Nov. 16, operates seven and a half hours daily with 18 kw radiated power on 96.9 mc (Channel 245).

Dedicationary programs on KCRG were broadcast 9-10 p.m. on Dec. 20 and 8:30-10 p.m. on Dec. 21. They featured, in addition to orchestral and vocal numbers, greetings from executives of MBS, with which KCRG is affiliated, from personalities heard on Mutual and from national, state and local political figures. Cedar Rapids' mayor, Frank K. Hahn, and numerous local civic, religious and educational leaders appeared personally on KCRG during the dedication.

Several Middle West stations sent verbal and musical salutes, the station reports. Programs on KCRG's first day of operation also included an interview with Henry Ford II.

General manager of KCRG-KCRK is George C. Biggar. Other personnel includes: Neil C. Conklin, commercial manager; Wayne L. Babcock, chief engineer; Wade Patterson, program and news director; Edna A. Herbst, promotion-publicity manager; Jack Paulsen, continuity editor; Wally Pearson, chief announcer; Emmett Hassett, sports director; Mrs. Margaret Ramion, traffic manager; Phyllis Raftery, music librarian, and Roger Sherman, office manager.

Rural programs are in charge of Rex Conn, Gazette farm editor, assisted by Dan Jackson, farm announcer.

The KCRG-KCRK transmitter and towers are eight miles east of Cedar Rapids and studios and offices in downtown Cedar Rapids. Colina Radio Co., a Cedar Rapids concern, built and installed practically all of the technical equipment.

FINANCIAL WRITER HITS KAL Tenborm's Stand

H. V. KALTENBORN, NBC news commentator, has again been taken to task for his criticism of the Chicago Board of Trade. Phil Hanna, financial editor of the Chicago Daily News, in his Dec. 22 column, chided Mr. Kal- tenborn for remarks the commentator made in last week's speech.

"One would think from Mr. Kal- tenborn's remarks that all any man had to do to make money in the grain exchange was to have money with which to speculate. By implication every trader on the exchange was raising the price of wheat against the user of bread," Mr. Hanna wrote.

In defense of grain speculators, the financial writer said it was the "short seller" who exerted a depressing influence on prices. He called on Mr. Kaltenborn's sponsor, the Pure Oil Co., to give a spokesman from the Chicago Board of Trade in time to which to defend its business practices.

Leo Burnett Co., Inc., Chicago agency representing the oil company had indicated Dec. 22 it would ask the commentator to answer Mr. Hanna's comments but said Mr. Kaltenborn's remarks on stock market speculation were not directed "specifically" against the Chicago Board of Trade.

KWAD Towers Up

WITH ERECTION of two towers completed, KWAD expects to be on the air within two months at Wadena, Minn., H. G. Alexander, general manager of Associated Broadcasters Inc., the KWAD committee, announced. KWAD will be a 1-kw unlimited time operation on 920 kc. Studios will be in Wadena's First National Bank Bldg.

New KURV-FM Edinburg, Operates Sunrise-9 p.m.

KURV-FM Edinburg, Tex., took the air Christmas Day, operating on 104.9 mc. (channel 285) with effective radiated power of 1000 w. Program schedule of the AM daytime station, KURV, is duplicated on the new FM affiliate from sunrise to sunset, after which time KURV-FM programs local talent until 9 p.m.

Louis Aiken, general manager of both stations, has announced that until further notice, present AM sponsors will get FM as a "free bonus."

Mr. Aiken also announced the following changes in the stations' staff: Jane Trimmer, formerly with WARL Arlington, Va., promoted to manager of station operations; Marylouise Graymount, formerly with WIXN Washington, director of women's activities; and Dorothy Qualls, previously with KNOW Austin and WBWO Fort Worth, continuity editor.

Foyee & Co. represents both KURV and KURV-FM nationally.

KENNETH SICKINGER (I), advertising manager of the radio division, and Samuel Insull Jr., vice-president and radio division director, arranging a display for the Stewart-Warner Corp. open house held in Chicago last month. Event, celebrating firm's 38th anniversary, drew 15,000 people comprising employees, their families and friends.

TORRINGTON STATION OPERATING ON 1 kw

WLCR Torrington, Conn., new daytime on 990 kc, 1 kw, began operations Jan. 1, it was announced by Frederick E. Bieber, general manager.

WLCR is owned by The Litchfield County Radio Corp., of which J. Richard Dobkins is president. General Manager Bieber, formerly assistant manager of WHTF Hartford, supervised all phases of the construction of the new station.

Program department personnel of WLCR includes Bob Shields, formally with WDRX Hartford, and Hal Kose, previously with WLIB New York.

Two New FM Stations Go on Air in Alabama

TWIN DEBUT of WSGN-FM Birmingham and WHBS-FM Huntsville, Ala. took place Dec. 21. The former, owned and operated by the Birmingham News Co., operates with 2900 w effective radiated power on 95.7 mc. (channel 229), and the latter, owned by the Huntsville Times, broadcasts on 95.1 mc. (channel 236).

Outstanding features of FM were explained in WSGN-FM's initial broadcast, also carried over WSGN. Taking part were Henry F. Johnston, executive vice president of The Birmingham News and managing director of the two stations; Gene Plumstead, program director of WSGN and WSGN-FM; Jimmie Willson, program manager of WAFM (FM) Birmingham; Craig Lowe, WSGN announcer, and Mrs. Johnston, formerly featured on WSGN.

"TOYS For Tots", a drive which will become an annual promotion by WSGN-New, resulted in the collection of hundreds of toys that were distributed at Christmas time to needy children. Daily announcements urging radio listeners to contribute the toys were aired on WWRL during December.
Car Radio Increase
EIGHT out of every 10 new passenger cars will be equipped with a radio, according to Sylvania Electric Products Inc., New York. Only slightly fewer passenger cars will be produced in 1948 as compared to 1941 production, the firm said, and 84% will be equipped with radios. That means a total of about 2,860,000 units and a gain of approximately 295,000 over the 1941 record.

Community
(Continued from page 18)
stations must get their main revenue from stores. Therefore they must learn how to service retail advertisers.

"Fortunately, research and development work have brought amazing advances in radio-retail techniques. National Goods Assn. has stimulated thousands of stores radiowise by its annual broadcasting contests. Retailers are learning from each other that when advertising consists of more than merely filling white space with drawings and prices, they are discovering the powerful impact of the spoken message.

"NAB opened the way originally for retail development with its 1945 retail promotion plan, which led to the 1946 Joske clinic in San Antonio, and intensive follow-up ever since. The association maintains a special division to advise stores and stations in use of the medium. It is directed by Miss Lee Hart, who succeeded to the director position of Joske's during the 1946 clinic.

Allied Stores' Research
"Radio development by retail organizations kept pace. For example, Allied Stores Corp., nationwide organization operating department stores, maintains an operating and experimental unit for the development of radio techniques. Joske's of Texas is an Allied store. The research includes special studies in use of television, a promising medium for retail selling.

"Successful radio selling by stores can have an important influence on further growth of network and spot advertising, since suppliers with closely enough new wrinkle in advertising and retailing. During the Joske clinic, to cite one example, sales of a cosmetic line jumped amazingly through use of the broadcast program technique. The president of the cosmetic company flew to San Antonio to find out what was going on, and soon became a radio convert on a national basis. Manufacturers understand that language of sales increases.

"Food, along with drugs and toiletries, comprise the chief sources of broadcast income. They are things people need every day. "Least progress has been made in the soft lines—clothing, textiles and accessories. Radio is short in these categories, with black-and-white getting the bulk of the business. Network and spot have never made important progress in cracking these lines. Shoes seldom use radio nationally.

"Now look what retail stores use radio on a local basis effectively to sell such products, the natural development will be for those same retailers to ask for national advertising support on the radio. National manufacturers who have been putting their appropriations into space media because that's white space advertisers demanded, can shift appropriations as the retailers swing to radio.

Other Types
"Many other types of products and services are open to the enterprising broadcaster. Effects of the long-range industry campaign to develop broadcast advertising are just being felt. The snowball is starting to roll. If stations sell and service retail advertising intelligently, more advertising money will be available than they can possibly use.

"There's room for many hundreds of new stations—AM, FM and television. They will take nothing away from network and national spot, but build the special types of business suited to their special performance. "The new era—the Community Era—has arrived in radio at last. Its progress should amaze the optimists and confound the pessimists."

Preston New Commercial Program Director of WGN
APPOINTMENT of Walter J. Preston as commercial program director of WGN Chicago effective Jan. 5 (today) was announced last week by Frank F. Schreiber, station manager.

Mr. Preston, who has been active in an executive radio capacity since 1925, will have charge of program development for WGN, devoting his time to building new programs and strengthening those currently on the air. Buckingham Gunn continues as program director.

Mr. Preston entered radio in 1925 when he was appointed manager of WIBO Chicago. Shortly afterwards, he held executive positions with WBBM Chicago, WINS New York and Gowes Iowa Network. In 1937 he returned to WBBM as retail manager, a position he resigned a few months ago [BROADCASTING, Sept. 22].

WCHS
Charleston, W. Va.

NAB Estimates 1947 Gross Is $357,296,000, Up 8.2%

GROSS broadcast time sales in 1947 (actual sales minus frequency and promotional discounts) were estimated last week at $357,296,000 by Dr. Kenneth H. Baker, NAB Director of Research. This represents an increase of 8.2% over 1946.

Using a sample which Dr. Baker says is projectable to the entire broadcasting industry, the estimates show an increase of $20,000,000 in local advertising, bringing the total above network advertising for the first time since records have been kept.

A report by Dr. Baker [BROADCASTING, Dec. 1] showed station sales up about 8% in 1947, with operating expenses up 9%. [It is understood the latest survey covered 50 stations.]

In compiling the latest estimates, NAB said the arrival of new stations was taken into account, with 1,062 licensed stations, including CPs) as of Jan. 1, 1947, and 1,150 licensed stations (about 2,000 including CPs) as of Jan. 1, 1948. All estimates of 1946 local advertising "were seriously under the actual figures," says NAB, "especially those for local retail advertising, as revealed by the FCC recently."

Local revenue rose 17% in 1947 over 1946, NAB found; national spot rose 9.7%; national network was off 0.7%; regional was off 3.4%.

NAB did not touch FM time sales in its survey.

Correcting for underestimating of 1946 revenue, and adding the expected increase for 1947, NAB showed these increases and decreases:

GROSS Revenue
1947 1946
National net... $135,796,000 $122,729,000
Regional net... 5,500,000 5,728,000
National spot... 90,000,000 82,917,000
Local retail... 126,000,000 118,380,000
Total......... 337,296,000 324,744,000

NAB estimated gross billings (based on one-time rate for comparison with other media using the gross billing formula) at $500,900,000. This compares to $485,000,000 in 1946, as computed in NAB's annual "Charts and Tables" for network broadcast advertising.

Stations participating in the NAB computation were asked their percentage change in the four categories of time sales. All were on the air Jan. 1, 1946. New stations are estimated to have developed $14,000,000 in local business during the year, with spot sales of $1,500,000 to $2,500,000.\n
HON. TOM KISIAN
George Hartman Co.
207 N. Michigan Ave.
Chicago, Illinois

Dear Tom:

You've heard about our Salvation Army Christmas basket show, raised $7,109.50. Then after about 8 hours of broad-

casting this special show which was all—just a full 'o' special requestin', denatin' an' carryin' on —the broadcast crew made a remote of a 300,000 dollar fire,orenton Simla, Virgil Salins, Moe Cohn, Bill Dillow and Bob Morris were the principals ... best part of it was that they took Major Ward of the Salvation Army along to pass out coffee an' donuts to the fowmen ... a nice even' work — but, what else would you except o' 5000 people.

WCHS
Charleston, W. Va.

FM STATION W...CAPITAL OLD DOMINION
NOW OPERATING
18½ HOURS DAILY
47,000 WATTS AUTHORIZED POWER

IN THIS MAJOR MARKET
REPRESENTED BY JOHN BLAIR & CO.
5000 WATTS

January 5, 1948 • Page 69
FCC Actions

(Continued from page 59)

Applications Cont.: Assignment of License

KFPA Naco, Ariz.—Consents to assignment of license to Naco (Comrs.) Broadcasting Co. Inc.

AM—1390 
Radio Delano, Delano, Calif.—CP new standard station 1350 kc 1 kw D.

December 30 Decisions . . . . . BY COMMISSION EN BANC

FM Grants

Authorized two conditional Class A FM grants, one in lieu of previous renewal of CPs three Class A and five Class B stations and seven Class A CPs in lieu of previous conditions.

Hearing Designated

Whitney Best, Co., Whitfield, Calif.—Designated for hearing application for Class A FM station, in consolidated proceeding (Dockets 8231 et al.) upon issues 1 and 2 inclusive as set forth in FCC order of April 23, scheduled to be heard in Los Angeles Jan. 21.

TV—74-53 mem. Liberty Best Co., Corpus, Atlanta, Ga.—Granted CP new TV station, Channel 5, AM-950 kc, 0.87 w. power, ant. 55 ft.

Waiver Extended

Aired order extending from Dec. 31, 1947 to March 31, 1948, waiver of requirements that TV stations in any given broadcast day and not less than 28 hrs. per week.

Request Denied


Action Withheld

KIRO Grand Forks, N.D.—Held in abeyance on condition of license, pending securing of further information, and present license was extended on temporary basis only to March 19, 1948.

KFJM Grand Forks, N.D.—Held in abeyance on KFJM’s application for renewal of license, pending securing of further information, and present license was extended on temporary basis only to March 1, 1948.

Assignment of License

KDDO Colorado Springs, Colo.—Granted assignment of license from Pikes Peak Broadcasting Co., Inc. to Pikes Peak Best Co., Inc. corporation.

Relinquishment of Control

KFAX Los Angeles, Calif.—Granted consent to the relinquishment of control over KFAB Best Co, by Stidley Co. to Star Printing Co.

Transfer of Control

WGSC Elberton, Ga.—Granted voluntary relinquishment of control over WGSC Best Co. from John L. Barnesy to Harry G. Throgmorton and Garland T. Frank, each of whom own now 33 1/3% stock interest.

Hearing Designated

Marion Best Co., Marion, Ill.—Designated for hearing application for new station 1150 kc 250 w D.

F. G. Smith, Bishop, Calif.—Designated for hearing application for new station 550 kc 250 w D.

AM—1390 
Tri-County Best Co., Rock Hill, S. C.—Granted CP new station 1150 kc 1 kw D, engineering cond.

Modification of CP

KSBW Salinas, Calif.—Granted mod. CP for approach of system and to specify studio location: Sec. 3.33 warred. KSDC Corpus Christi, Tex.—Granted mod. CP to make changes in DA and change type trans.; engineering cond.

WMBT-Barnes, P. M.—Granted mod. CP to change main studio location of WMBT from Fremont of Puerto Rico, to Stop 29, Ponce de Leon Ave., San Juan.

Petition Granted

Turlock Best Co., Turlock, Calif.—Granted petitions for the following: Granting that application for new station 1180 kc 1 kw shall be designated for hearing in consolidated proceeding with Frank M. Helm et al Dockets 7380 et al., scheduled Jan. 13, 1948.

Petition Denied

Columbia Best Co., Service Inc.—Adopted memorandum opinion and order denying petition requesting reconsideration of Commission action of Oct. 10, 1947, denying petition of Clear Channel Best, Service requesting certain information concerning FM.

Extension Granted

Clear Channel Best Co., Service and National Best Co.—Granted requests for extension of time to file briefs in Dockets 841 and 5027 extended time from Jan. 5 to Jan. 12, 1948.

License Term

Adopted order directing that license term for every international broadcasting station presently licensed shall end at earlier of following dates: (a) March 31, 1948, or (b) first day on which its operations are controlled, by agreement or otherwise, by Department of State, Office of International Information and Cultural Affairs, or other government agency supervising operation of international broadcasting; provided, that this station without prejudice to consideration of appropriate application filed by any station for authority to operate otherwise.

December 30 Applications . . . . ACCEPTED FOR FILING

AM—1339 
Turlock Best Co., Group, Turlock, Calif.—CP new standard station 1350 kc 20 w D, 10m wD, 100 kw D broadcast ant. 764 ft. height above average terrain 352 ft.

Modification of CP

WCOL FM Columbus, Ohio—Mod. CP which authorized new FM station for extension of term on Channel 36.

WGBK Shelbyville, Ind.—Mod. CP which authorized new FM station for extension of completion date.

FM—1784 
Boston Radio Co., Inc.—Boston—CP new FM station (Class B) on Channel 200, 105.9 mc, 10 kw, 50 kw peak, 7.6 kw D broadcast ant. height above average terrain 352 ft.

Modification of CP

WCOL FM Columbus, Ohio—Mod. CP, as mod. which authorized new FM station for extension of term on Channel 36.

WAPM FM Potomac, Ohio—Mod. CP, which authorized new FM station for extension of completion date.

FM—885 
The County of Los Angeles, Calif.; Mt. Wilson, Calif.—CP new FM station on non-commercial on 88.5 mc, Channel 203, power of 1 kw. AMENDMENT correction resolution.

TENDERED FOR FILING

AM—760 
Arvo Haapana, Aratta, Calif.—CP new standard station 1400 kc 250 w D.

KCOL Fort Collins, Colo.—Application for authorization to transfer control of license to J. J. H. Half of Lic. to Herbert Hollis, (38 sh. capital stock).

Modification of CP

WAKR FM Canton, Ohio—Mod. CP to make changes in DA.

Assignment of License

WKRC WCAT-FM Cincinnati, Ohio—Consent to assignment of license of standard station WABC and FM station WCATS to Cincinnati Inc.

Jack Ceele, Midland, Tex.—CP new standard station 650 kc 250 w D.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: standard stations—1,518 licensed, 450 construction permits, 263 applications in pending file, 374 applications in hearing; FM—84 licensed, 293 conditional grants, 745 CPs (of which 286 are on air under special temporary authority), 58 applications pending, 84 applications filed; television—six licensed, 66 CPs (of which 11 are on air), 66 applications pending, of which 33 are in hearing.

December 31 Decisions . . . . . DOCKET CAR ACTIONS (By the Commission)

Announcement of decision granting application of Lee-Smith Best Co., Inc. for new station Fairbanks, Minn., 1200 kc 1 kw un. DA-IN, subject of approval of trans. site, and site and antenna system by CAA; and denial of application of KPRP Inc. for CP change trans. site of KPRP Shangrila, Iowa, IN, subject of approval of trans. site, antenna system and increase D power to 5 kw (present power 1 kw, D power 1 kw w w D), without prejudice to immediate filing of application specifying operation which will provide operation of Lee-Smith Best Co., Inc. and others.

Adopted order granting petition filed by Jack Josephs in limbo as it requests record and accept into record additional evidence; and in record is being reopened and affidavits are James T. Duffy Jr. and Patrick Joseph J. Best, dated Oct. 3, 1947, and Oct. 8, 1947, respectively, and testimony concerning proposed and existing stations with protest in accord with consolidated proceeding (Dockets 167, 210). (Conns. Coy, Jett and Jones not participating).

Adopted order granting petition filed by Patrick Joseph Janis in limbo as it requests record and accept into record additional evidence; and in record is being reopened and affidavits are James T. Duffy Jr. and Patrick Joseph J. Best, dated Oct. 3, 1947, and Oct. 8, 1947, respectively, and testimony concerning proposed and existing stations with protest in accord with consolidated proceeding (Dockets 167, 210). (Conns. Coy, Jett and Jones not participating).

Adopted order granting application of Citizens Best Co., Inc. for new station at Atlantic City, N. J. 1430 kc 250 w un., subject to condition that applicant file within 60 days from grant application for mod. CP specifying trans. site, and subject to approval of construction requirements of Commission’s standards. Application of Abilene Best Co. for same facilities is denied. (Conns. Coy, Jett and Jones not participating).

BY COMMISSION EN BANC

AM—1310 
Four States Broadcasting Co., Joplin, Mo.—CP new station 1310 kc 2 kw D, 2 kw un., subject to approval of DA-IN un. and DA-IN. (Docket 137). (Conns. Coy, Jett and Jones not participating).

AM—1390 
LAN Radio, Inc.—Adopted order granting petition of Peoples Best Co. for leave to amend its application by
submitting additional engineering data; reconsideration of Commission's action of April 30, 1947 in designating said application for hearing, as well as the grant of said application, Commission accepted said amendment, removed application from hearing docket and granted CP to change frequency from 1320 to 1390 kc. D to untl. Install DA and change trans. location, subject to approval of proposed trans. site and ant., subject to acceptance of whatever interference might be received from proposed operation of WIRA, Springfield, Va.

Order to Show Cause

KSWY Emporia, Kan.—Adopted order to show cause at hearing on Feb. 7, 1948, in Washington, D.C., whether transfer of control of Emporia Bestg. Co. to R. J. Laubengayer, Sidney F. Harris and John F. Harris, acting jointly and by agreement, written or oral, was authorized or not. Said order was unamended on or before July 15, 1946; (2) whether Emporia Bestg. Co. and J. J. Laubengayer, Sidney F. Harris and John F. Harris, have violated Sec. 310 (b) of Act and Sec. 1.321 of Commission's rules by failing to file an application for transfer of control of Emporia Bestg. Co. to J. J. Laubengayer et al. By failing to comply with provisions of Sec. 310 (b) of Act and rules.

BY THE COMMISSION

Motion Denied

The Four skillet Co. Inc., Hagerstown, Md.—Denied without prejudice to filing of motion at later date requesting suspension of proceedings in light of Sec. 1.314 of rules on prehearings concerning petition of Four Skillet requesting advancement of hearing date scheduled Feb. 23, 1948, to as early as possible; and further requesting denial of said application for hearing in Commission's order of Aug. 28, 1947.

Hearings Before FCC

JANUARY 5

AM—Further Hearing

WDZ Bestg. Co., Decatur, Ill.—CP 1050 kc 1 kw D.

AM—Further Hearing


AM—Further Hearing


Intervenor: WLOK Detroit.

AM—Further Hearing


JANUARY 5-6

AM—Hearing


To be held Jan. 5 in City Hall, Springville, and Jan. 6 in City Hall, American Fork.

AM—Hearing

Blackhawk Bestg. Co., Sterling, Ill.—CP 1390 kc 250 w. untl. WTAX Springfield, Ill.—Same.

Party respondent: WBDG Chicago; WDOD Chicago; WCGB Chicago; WDIA Detroit, Ia; KEQI Owatonna, Ia; KFWL Decorah, Ia; KEDE Dubuque, Ia; KBAD Payette, Wis.; WHIP Rock Island, Ill.; WJBC Bloomington, Ill.; WALT Cape Girardeau, Mo.; WBRH Harrisburg, Ill.; JWQO Jefferson City, Mo.

To be held Jan. 5 in City Court Room, Sterling and Jan. 6 in Room 314 Federal Bldg., Springfield, Ill.

JANUARY 6

AM—Further Hearing

Coastal Bestg. Co., Lakeland, Fla.—CP 1230 kc 250 w. untl. WSRM Winter Haven, Fla.—Same.

Intervenor: WDAE Tampa, Fla.

JANUARY 7

AM—Hearing


Greenfield B. C.—CP 1440 kc 5 kw untl. DA—N.

Brunswick Bestg. Corp., Brunswick, Ga.—CP 1460 kc 1 kw. untl. DA—N.

JANUARY 8

AM—Hearing

KOS Coos Bay, Ore.—CP 630 kc 1 kw untl.

Petition to intervene pending by KOH Sacramento.

AM—Hearing

KOFY Phoenix, Ariz.—CP 550 kc 5 kw D 1 kw untl.

AM—Hearing


WSWZ Inc., Trenton, N. J.—CP 1260 kc 5 kw untl. DA—N.


JANUARY 9-10

AM—Hearing

Oral J. Wilkinson, Murray, Utah—CP 1230 kc 250 w. untl. Weber County Service Co., Ogden, Utah—CP 1240 kc 250 w. untl. To be held Jan. 8 in County Court House, Murray, and Jan. 9 in Federal Court Room 210 in Ogden.

Party respondent: KVOO Provo and KVGU Logan.

JANUARY 9

AM—Hearing

Metropolitan Housing Bestg. Co., Houston, Tex.—CP 1060 kc 1 kw N 5 kw DA untl.

AM—Hearing


Feature

(Continued from page 10)
ments brought to the doors of the Farley Co. was too large for the store to handle, and in the first day's sale, there were so many that it was impossible to stay open as late as 9 p.m., the originally announced closing hour.

Two boulots of out of town customers and 1500 local residents tried to get in after the store closed the first day. Later spot announcements corrected the closing hour.

C. J. Farley, owner of the dry goods concern, expressed astonishment and complete satisfaction with the response to his advertising by radio and newspapers. He said that previous experience with other media had never produced as excellent results.

SANTA CLAUS makes his last visit. Doug Silver (at mike), is recording the event on tape recorder while Reba Nell Bowman lies surrounded by presents and letters she received from listeners.

COURTESY OF WIRA

7-Year-Old Invalid Showered With Gifts

WHEN DOUG SILVER, manager of WIRA Ft. Pierce, Fla., found that a little girl in his town was dying of cancer, his station went into action.

Mr. Silver learned on Dec. 15 that Reba Nell Bowman, who would be seven years old Dec. 18, might not live until Christmas. He suggested a combination Christmas-birthday party, and her parents and the doctor heartily agreed.

The first appeal went out over WIRA's antenna Dec. 16 on Mrs. Doug Silver's morning show, Join the Ladies. For two days a procession of townspeople filed into the WIRA offices bearing toys for the little girl's early Christmas.

Organizations pitched in—the Elks club would bring a roat turkey; the Ft. Pierce Police Dept. sent blue silk dress; Jack Harris, a local real estate man, promised to play Santa.

On Thursday morning Dec. 18 Santa came to Reba's house.

The kids from Reba's fourth grade class sang Christmas carols, and the WIRA tape recorder preserved the whole thing and broadcast them to the townspeople that night. The next day, by popular request, the broadcast was repeated, and the principal of the elementary school, C. W. Isbell, had the broadcast time announced in all classrooms so all children could hear it.

47.7% of all Iowa radio families

"LISTEN MOST" to WHO

(during daytime) 8.9% to Station B!

50,000 Watts DES MOINES

Free & Peters, Inc.

Representatives

DYKE AT WHITE HOUSE

KEN R. DYKE, NBC administrative vice president, was a White House caller last Tuesday as member of a committee representing a United Nations group sponsoring juvenile relief. President Truman was invited to deliver an address on behalf of the movement

January 5, 1948 — Page 71
WFIL-FM Begins Regular Fax Service With 2 Editions Daily

RACE TO BE THE FIRST station to start a regular and permanent facsimile service apparently was won last Monday (Dec. 29) by the Philadelphia Inquirer station, WFIL-FM, which has begun sending two editions daily.

First broadcasts were received at 12:15 p.m. at the start of the annual conventions of the American Assn. of Teachers of Journalism and the American Assn. of Schools and Department of Journalism, both held at the Warwick Hotel.

Next day the station started sending two facsimile editions of The Inquirer daily, an eight-pager at 2:15 and a four-pager at 5 p.m. This schedule will be maintained daily, Mondays through Fridays.

Formal announcement of the inauguration of the service was made by Roger W. Clipp, general manager of The Inquirer stations. He also announced that only a limited number of recorders were in operation, but others will be installed at various points in the city this month as they are received from the manufacturer.

The first recorders were installed in the Widener Bldg., where WFIL has its station, and in the Bellevue-Stratford Hotel in downtown Philadelphia. Other demonstration sites will be announced, and demonstrations also are being scheduled before large groups by the station.

WFIL has indicated that it expects to have 30 recorders in the near future. The models now being put into use were constructed by the General Electric Co. in accordance with specifications set by Radio Inventions Inc., the firm conducting facsimile research and development for the Broadcasters’ Facsimile Analysis group.

Pages of the facsimile edition sent by The Inquirer measure 8" x 11" and contain many of the regular features of a daily newspaper—news, features, pictures, cartoons, women’s pages and crossword puzzles. The edition is written and edited in The Inquirer’s facsimile news room. The pages are placed on a scanner and carried over an equalized telephone line to the WFIL-FM transmitter in the Widener Bldg. four blocks away.

The FM station broadcasts on 102.1 mc and is on the air daily from 3-10:05 p.m. but regular FM transmission is interrupted only from 5-5:15 for the late facsimile edition.

The Inquirer has been experimenting with facsimile broadcasting since 1939, when the front page of the newspaper was transmitted from RCA laboratories in Camden to the studios of WCAU Philadelphia. The war interrupted such experiments but in 1945 The Inquirer joined with other newspapers and radio interests in forming the Broadcasters’ Facsimile Analysis group to forward research and development in the field.

In May 1947 The Inquirer and WFIL-FM gave Philadelphians a preview of their facsimile newspaper, broadcasting daily editions for one week with demonstration recorders set up in large department stores and other public gathering places. In September they set up a facsimile news room in Allentown City and broadcast daily editions during the NAB convention.

FCC AGAIN EXTENDS VIDEO 28-HOUR RULE

ANOTHER three-month extension of the waiver of television’s “28-hour rule” was ordered by FCC last week, the waiver to extend to March 31, 1948.

The rule would require television stations to operate a minimum of two hours daily and not less than 28 hours a week, but has been consistently waived. Had it not been extended, the last waiver would have expired Dec. 31.

The Commission’s order explained that “the continued existence of construction difficulties and operating problems,” and the pendency of the proposal to reallocate Television Channel 1 to other services and eliminate the sharing of other video frequencies made it desirable to continue the waiver.

GREENBACKS that helped to send the U. of Kansas band to Miami, Fla., for the Kansas-Georgia Tech New Year’s Day football game in the Orange Bowl are turned over to Gov. Frank Carlson of Kansas (center) by Ben Ludy (r), general manager of WIBW Topeka.

The greenbacks represent part of the money raised by the WIBW staff to help finance the band’s trip. Russell Wiley, director of the band, is at left.
Promoters’ Use of Rose Bowl TV Prompts Some Uneasiness

VIDEO was a sure ticket to the Rose Bowl game on New Year’s Day for a Los Angeles television audience estimated variously between 60,000 and 100,000 persons. And it was a solid boost for the medium, most observers agreed. In addition to some 8,000 sets in homes and bars, several promoters had it via large screen showings at the show. Although no direct comment was available there is an uneasiness among radio stations that the program appropriation in this manner, since it is not utilized in the telecast as is, is not legal for action particularly in the case of a one-time shot.

The most ambitious large screening was at the Los Angeles Shrine Auditorium where something more than 5,000 non-ticket holders saw the game at the following prices: $2.40, $1.80, and $1.20.

RCA Viewers Used

Utilizing an RCA-Victor screen measuring a reported 12 x 16 feet, the event was promoted by Bert D’Orsay who earmarked profits for purchase of theatre size television screens and sets at veterans hospital. Similar showings utilizing smaller seating capacities and smaller screens were available at the Hollywood Athletic Club ($3.50). Each of these showings attracted approximately 500 viewers. Taking the longest view possible, industry observers feel that the appropriation of program fare being telecast by an individual station will not remain a wide-spread attraction for promoters when ample money is available.

Regarding the interim preceding set saturation, none of the Los Angeles licensees cared to go on record. One observer pointed out it would seem unfair that a promoter should avail himself of an event without any expense in the production; yet it felt there was no legal basis for restraining this form of program appropriation.

Another pointed to possible precedent in standard broadcasting between Muzak and CBS in 1941. In this case Muzak was intending to air an MBS broadcast of the World Series and the network sought an injunction. The court issued a temporary restraining order on grounds that Muzak was seeking to appropriate MBS programming for commercial gain to itself (Muzak). Yet the temporary ruling was never taken as far as the New York Appellate Court and its precedent value is considered flimsy.

Prospets for increased production of radio sets with AM-FM circuits, along with a report on 1947 products will be presented at a joint meeting of the liaison committees of the Radio Manufacturers Assn. and FM Assn., to be held Jan. 9 at the Statler Hotel, Washington.

Substantial boost in FM output is expected by RMA in 1948. Preliminary estimates for 1947 indicate the year’s production will exceed 1,000,000 units.

Attending the luncheon meeting will be RMA President Max F. Balcom, Sylvan Electric Products, and FMA President Everett L. Dillard, WASH, WASH WASHINGTON.

RMA liaison members are:


FMA members include:

Thomas F. McNally, WMHP Baltimore; Sol Charn, WBAB-FM New Haven; George W. Arnold Jr., WTAG-FM Quiney, Ill.; Elam Godofsky, WHNY-FM, Hempstead; P. A. Jankus; Earl Jenkins & Bailey; Ben Strode, WWDC-FM Washington; Matthew H. Bontenbrooke, KOCY-FM Oklahoma City; Leonard H. Marks, FMA general counsel; Bill Bailey, FMA executive director.

Sports TV Favorite

SPORTS events are the favorite type of program of New Yorkers who buy television receivers, according to results of a survey announced last week by the Allen B. DuMont Laboratories. The survey was made for DuMont by the market research service of New York. Of 1200 persons queried about their favorite video shows, 69% preferred sports, 43% dramatic shows, and 40% movies, according to DuMont. Special events, news, and other types of programs trailed.

The Spartan Women and the Chambray

Jane Dalton, Women’s Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. Wasn’t there enough left to make a doll’s dress?
Kaltenborn Plans 'Pioneer Network'

Would Start Subscription Program Project

In 10 Cities

NEW subscription network project, Pioneer Network, under which the public would foot the bill for program service, was proposed last week by Dr. Rolf Kaltenborn, writer, lecturer and son of NBC Commentator H. V. Kaltenborn.

Dr. Kaltenborn told Broadcasting Thursday he has at his disposal $35,000 from funds left to write initial developmental costs and that he hopes to launch the project with ten stations in key cities. "All I can say now," he added, "is that my lawyers currently are working out legal aspects for the network. No date has been set for actual operation nor will there be for some time." Dr. Kaltenborn sent a form letter to stations all over the country in which he endeavored to arouse their interest "in converting their facilities to subscription radio."

Last week Dr. Kaltenborn was contacted by Broadcasting and announced the subscription idea in November. At that time he said that if FCC approved he would launch the plan over a Chicago AM station to be bought for him by a financial backer, but thus far he has not announced acceptance of the idea in that city.

Among first station replies to

Top News of '47

(Continued from page 34)


Program to broaden recording standards begun by NAB units. Dec. 15, Page 5.

Midwest to get television coverage of Republican and Democratic Conventions in Philadelphia by film next summer as plans for direct TV service are abandoned. Dec. 22, Page 4.


Stations should have editorial rights according to 83% of Broadcasting Trends respondents. Dec. 22, Page 15.


ABC gross billings up 7.2% for year. Dec. 22, Page 20.


Softened White Bill is released. Dec. 29, Page 17.

Dr. Kaltenborn was that of Walter J. Damm, vice president and general manager of radio, the Journal Co., Milwaukee (WTMJ and affiliates). Mr. Damm wrote that FCC rules "do not permit the giving of any program service unless there is an agreement made in writing by the public service operators. Licenses for such service are not in any way provided for under the Commission's rules and regulations and until such time as we have such definite information as to the Commission's proposals for this type of service we are not in a position to make a decision."

Anticipates No Objections

Dr. Kaltenborn said he had contacted the FCC, "anticipating no objections." He recalled that in the past the Commission had given temporary license for subscription experiments to William Benton, former Assistant Secretary of State, and James Lawrence Flye, ex-FCC Chairmen.

Dr. Kaltenborn was contacted by Broadcasting at 349 Seaview Ave., Palm Beach, Fla., from which address he sent his letter to stations. Discussing his project he said:

"Absence of necessary capital and nothing else has kept subscription service from getting under way. The recent FCC economic report indicates the Commission is aware of financial difficulties ahead for radio dependent on advertising. It is unlikely the Commissioners would discourage subscription radio which would provide more secure and stable financing for radio."

"We are now planning to use wire lines similar to those in operation. Scrambling will be done by individual stations. As to program plans, subscription stations will completely break from traditional type programs. Today under the advertising system every program is designed to appeal to a mass audience. Subscription stations will provide service which will appeal to the masses by offering programs catering to individual and different tastes."

"Subscription radio will free broadcasters from bondage to advertisers. As Goethe said, 'Who offers much brings something unto many.' Through subscription service, audience will have the choice to the public than is possible or ever will be under advertiser domination."

In his letter to stations, he described the Pioneer Network in some detail. He wrote:

"As you doubtless know, under this system the broadcast station will be required to adopt the idea (i.e. a whistle blanket the programs) and only those set owners who rent an 'unrembrailer' (i.e. a device which permits the listener to scramble his set) will be able to hear the programs. The rental fee which set owners pay for use of the 'unrembrailer' pays the cost of programs. In this way, radio stations are relieved from total de-
WCBS-TV New York Issues Rate Card Replacing Facilities Charge System

WCBS-TV New York, CBS television station, last week issued a new schedule of rates, effective Jan. 1, in which air time charges are included for the first time. CBS has made no change for air time since 1945, charging only for the use of facilities, George L. Moskovics, WCBS-TV commercial manager said. Under the new plan $400 per hour will be charged for air time, in addition to other service charges.

The new rate schedule, which will remain firm until June 1948, is based on realistic calculations of current television values evidenced in a steadily-mounting circulation and proved impact of the medium as an advertising force," according to Mr. Moskovics.

Under the new setup air time charges are divided into the following eight units: One hour, $400; 40 minutes, $320; 30 minutes, $240; 20 minutes, $160; 10 minutes, $80; 5 minutes, $40; and one minute (including use of film facilities), $100.

Use of film facilities, other than during actual air time, follows this schedule: One hour, $125; 40 minutes, $105; 30 minutes, $85; 20 minutes, $75; 15 minutes, $65; 10 minutes, $55; five minutes, $45. (These rates are for sound film and include the cost of the broadcast run-through used in normal procedure.)

In addition to the rates already mentioned, WCBS-TV levies a facilities charge of $100 an hour for remote reel pickups, requiring remote equipment and crew, including minimum rehearsal time at remote locations, listed at a standard $700. Rates for remote requiring additional rehearsal time or equipment are available from the station on request, Mr. Moskovics said, as are charges on other services such as packaged shows and sporting events.

Time signals, averaging 28 seconds on sound film, including use of film facilities, are listed at $50 each. All charges for air time and use of facilities are subject to 15% commission to recognized advertising agencies.

WGN Bars Wallace Talk; Schreiber Tells Reasons ALTHOUGH Mutual carried the Henry A. Wallace third party speech last Monday night, Chicago listeners had no opportunity to hear it until Tuesday morning when WJJD carried a transcription. WGN, Chicago Mutual outlet, did not air the speech because its "political nature was in conflict with the station's policy governing broadcast of political speeches.

Frank P. Schreiber, WGN manager, said the station has a well-established policy of granting equal time to both sides of controversial questions. "If we were to broadcast Mr. Wallace's political talk, we would be obligated to grant time to persons desiring to answer Mr. Wallace," he said. "This would be further violation of our policy on political broadcasts."

WORD PLANS $50,000 IMPROVEMENT IN '48 WALTER J. BROWN, president and majority owner of WORD Spartanburg, S.C., last week announced expansion plans and addition of new personnel. More than $50,000 is to be invested during 1948 in FM and technical improvements.

James G. Thomason, who for the past year has handled radar and television installation for Philco Corp., has been named WORD transmitter supervisor. He will assist in the FM and video development program of The Spartan Radiocasting Co., WORD licensee, Mr. Brown said. Station has been assigned Class B FM facilities of Channel 287, 105.3 mc, and 14 kw effective radiated power.

Frank Lokey, formerly with WCRS Greenwood, S.C., has joined WORD's announcing staff and Mrs. Jerome McAbee, who was Mr. Brown's secretary at WFSA Spartanburg, is now in charge of secretarial work at WORD.

Mr. Brown also announced WORD ownership has been broadened to include J. W. Kirkpatrick, station manager; John Carrington, commercial manager, and Sterling Wright, director of programs and promotion.

Vast Television Growth Foreseen by Ballantyne PHILCO Co. for the 17th consecutive year produced more radio sets than any other manufacturer, John Ballantyne, president, declared Friday. He predicted 1948 will be another outstanding year for radio, with greatest expansion to be expected in television.

"As one of the leaders in television development," Mr. Ballantyne said, "Philco has invested millions of dollars in research and in plant facilities to help launch this great new industry. Over the next several years the spread of television promises to become one of the outstanding accomplishings of the United States."
Recomendations for Peabody Awards
Made by New York Listening Committee

OUTSTANDING New York broad-
casts and broadcasters, including
networks and independent stations,
were recommended last week by the
New York Listening Post for George Foster Peabody Awards.

Seven classes of honors were made
according to the type of program.
Their names were as follows:

The American Family, a WOV
Networks series, won recognition for
its "outstanding service to the
controversial subjects dealing with
family life and current social
problems." The award was for the
nightly feature service, "UN Today,
also on WMCA, and Lisa Sergi on
WOR for "golden voice and
pleasant manner of rendition."

For its "unparalleled coverage of
proceedings of all morning and
afternoon United Nations sessions
direct from Lake Success and
Flushing Meadows while in pro-
gress," the committee recommended
WNYC, the New York municipal
station. Special commendation also
was given to that station for its
"transit of broadcast events.

Newscasters Cited

Larry Leseur, CBS newscaster
for As Others See Us, was cited for
"outstanding reporting and in-
terpretation of the news." Other
columnists cited were Edward
Murrow, CBS, and Caesar Search-
inger and Morgan Beatty on NBC.

The Studio One series on CBS
was commended for two of its pre-
sentations, "Don't Fence Me In" and
"Let Me Do the Talking," for
"demonstrating an excellent choice
of vehicles and a fresh approach
unusual in dramatic show program-
ing for radio."
The Greatest Story Ever Told over
ABC was also recognized for its
"excellent characterization and pro-
duction throughout."

For its "outstanding entertainment
in music," the NBC Symphony's
presentation of "Othello," under
the direction of Arturo Toscanini,
won first place, and the Boston
Symphony Network over ABC was
also cited, as was the Fred Waring
Show on NBC.

The "outstanding educational
program" citation was given to
American's Town Meeting of the
Air, an ABC series. A single broad-
cast, Name Your Poison, carried
over WOR, was given special recog-
nition for "on the spot recording,
effectively blended with dramatic
scenes and statements by authori-
ties."

The last recommendation for
Land of the Lost, as the outstanding
children's program, and special
recommendation was made for the
network's Children's World, and Youth Forum heard on
WXR.

New Classification

The New York Listening Post
Committee recommended the crea-
tion in 1949 of a new classification
in recognition of programs origin-
ated in the U.S. and intended to be
heard by listeners abroad, and of
foreign programs rebroadcast
over American stations. The "main
criterion should be their contribu-
tion to better understanding of peace."

Harold V. Milligan of the
American Cancer Society is chair-
man of the listening committee.
USNAR Offering Discs For New 26-Week Series

Mr. Ameche (standing) and Miriam Ewen confer.

U. S. NAVAL AIR Reserve is currently presenting a new 26-week public service series of quarter-hour transcriptions starring Jim Ameche, other entertainers and guest talent. The program, titled Naval Air Reserve Show, is produced by Lient. Comdr. Walt Kimmell, USNR, radio director for Naval Air Reserve Command in Chicago, under the supervision of Rear Adm. Edward C. Ewen, USN, Command chief.

As “Skipper” of the show, Jim Ameche is presenting as guest talent, The Harmonicats, Curley Bradley, Ellen White, Kay Armstong, Jack Smith, Patti Page, Mel Torme and others.

Naval Air Reserve copy is institutional, presented in narrative form, and is limited to one spot per show. The series is built open-ended with musical fill for local tie-ins. First release date was Dec. 26.

Developments in the receiving Naval Air Reserve Show series may write to Naval Air Reserve Command, U. S. Naval Air Station, Glenview, Ill.

Club to Re-Transmit TV Shows in Lancaster, Pa.

ARRANGEMENTS have been completed between WFIL-TV and Conestoga Television Assn. in Lancaster, Pa., for the latter to pick up and re-transmit all of WFIL-TV’s television programs.

The Lancaster organization, an amateur, non-profit club composed largely of RCA engineers, was granted permission to re-transmit WFIL-TV programs by Roger W. Clipp, general manager of the WFIL stations.

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might be renewed by additional recess appointments.

Democratic leaders tended to discount the reports that the GOP might decide to bottle up appointments, contending that Republicans had called upon the White House to make specific nominations. It was also pointed out that repeated recess appointments of the same person have been made in a case where confirmation was withheld.

Though most members of the Senate Commerce Committee were unavailable for comment, there appeared to be no organized opposition to Mr. Coy. Sen. Edwin C. Johnson (D-Colo.) was openly for confirmation, and it was known that Sen. Homer E. Capehart (R-Iowa), another influential member of the committee which must pass initially on FCC appointments, does not intend to oppose his fellow Indianan. Other committee members contacted said they were "undecided."

**Appointments Balance**

Since Sen. Wallace H. White Jr. (R-Me.), Senate Majority leader and chairman of the Commerce Committee, and Comr. Sterling are both Maine Republicans, and since the Coy and Sterling nominations presumably will be sent up together, many observers felt the appointments would serve to balance out each other—Republican vs. Democrat—so far as Sen. White's own important reaction is concerned.

Top-level FCC staff members present at Mr. Coy's first session as chairman reported unqualified praise for his grasp of the problems involved and his conduct of the meetings. Instead of merely observing while others directed operations, as other new chairmen have frequently done, Mr. Coy took over from the start and, according to observers, handled the entire agenda with efficiency and dispatch.

When the discussions turned to non-routine subjects, such as policy matters and report forms which broadcasters are required to submit annually, observers said that by virtue of his broadcast experience and his service as head of an industry advisory committee, he was able to maintain his leadership although still giving other members full opportunity to present their views.

The Commission meanwhile adopted a statement (last on this page) praising retiring Comr. Jett's 37 years of Government work in radio and declaring that he "has shown executive ability and a widespread knowledge of the field, born of long and intimate association with it."

**Sworn In**

Mr. Coy was sworn in by Miss Pansy Wiltshire, FCC placement officer and assistant to the personnel officer. It was the 17th oath of office she has administered, having previously sworn in Comrs. Norman S. Case (for second term), T. M. Craven, James Lawrence Pfy. Frank R. McNinch, Frederick J. Thompson, Paul A. Walker (for second term), and E. M. Webster. On Friday Mr. Sterling became the ninth she has sworn in.

With Messrs. Coy and Sterling's assumption of office, the Commission became one of the youngest in several years in point of service. Of the seven members, all but Vice Chairman Walker and Comrs. Clifford J. Durr and Rosel H. Hyde have taken office since the start of 1947.

It does not appear likely that any permanent appointment to the chief engineering to succeed Mr. Sterling would be made until after Mr. Sterling had been confirmed by the Senate. Mr. Willoughby emerged as a leading contender for that post, though other assistant chief engineers and executives now on a lower level were not ruled out of the running (BROADCASTING, Dec. 29).

Mr. Willoughby, named acting chief engineer, is 54 and a native of Florence, S. C. He has been associated with FCC and its predecessor Federal Radio Commission since August 1930, when he joined FCC's Broadcast Division as assistant radio engineer. His experience in radio dates to 1916, when he began a six-year period of service with the National Bureau of Standards.

He has several inventions to his credit, including a submarine loop antenna for transmission and reception of signals on surface or submerged, which was adopted by all U.S. submarines during World War I. In 1923-24 he was with the Army Air Corps at McCook Field, Dayton, where he developed the "Miami" and "Sterling" system which was the predecessor of the present high-frequency system employed by government airways and commercial liners. His work on high-frequency and high-power transmissions with the Naval Research Labs from 1924-28, and also received several patents relating to anti-fading systems.

After joining FRC he became assistant chief of the Broadcast Division in December 1941 and held this post until August 1944, from which time until October 1944 he was acting chief of the division. Last July he was promoted to senior assistant chief engineer responsible for engineering matters relating to broadcast stations and applications, and, particularly, engineering liaison with the Civil Aeronautics Administration in clearance and marking of radio towers for all radio services.

**The Text of Jett**

Resignation Statement

"TEXT of FCC's statement on the resignation of Comr. E. K. Jett (see story page 17), as presented by Vice Chairman Paul A. Walker on Dec. 30 and adopted unanimously by the Commission:"

I think the record of this meeting shows that we would not have arrived at this action without a high degree of appreciation on behalf of the Commission and the Commission for Comr. E. K. Jett. Commissioner Jett has been a member of our Commission, both here in Washington, and prior to that time was a member of the Federal Radio Commission, the predecessor of the Commission. He has been with the field of radio dates back to 1917, when he entered the service of the United States. Thus, his entire career in the service of this Nation has been devoted to work in the radio field. And as a pioneer in the field, and a tireless worker, he has contributed to its development, and to the Commission's activities in keeping abreast of a rapidly expanding field. During the period when he was in the Navy, and to a substantial contribution, as Chairman of the Communications Committee of the Board of War Communications in organizing the wartime efforts of the communications field.

"In the performance of his duties on the Commission, as a member of the Commission's staff, he has always shown executive ability and a widespread knowledge of the radio field, born of long and intimate association with it. And those who have been closely associated with him know and appreciate the warm personal qualities and working with him a pleasant association. We are certain that in his new endeavors as a private citizen he will continue to contribute to the field to which he has devoted all of his official efforts, and send to him our best wishes in his new activities."

"I move that these remarks be incorporated in the minutes of the meeting, together with our expression of appreciation of his service to the Commission and our best wishes for the future."

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**FCC CHAIRMAN** Wayne Coy takes the Commissioner's oath from Miss Pansy Wiltshire, FCC placement officer. He was the eighth Commissioner from whom she had administered the oath, and George E. Sterling on Friday became the ninth sworn in by her.

**5 TV Applications Received by FCC**

**Estimated Investments Total $1,200,000 Commission Says**

APPLICATIONS for five new commercial television stations, representing estimated investments totaling $1,210,874.46, were reported filed by FCC last week.

Wow Omaha has requested Channel 6, 88.8-88.9 MHz, with 3 kW effective radiated power of 16.16 kW visual and 8.64 kw audio. Cost is approximated as $204,675.

Donroey Broadcasting Co., San Diego, Calif., has been granted for Channel 18, 180-186 mc, and ERP of 3 kW visual and 1.5 kW audio. Cost is estimated as $66,625. Donroey is a co-partnership of Don K. Hanney and Leo Roy Hillman, who together equally own California Rent Car, auto rental agency. The application indicated the auto firm is a radio advertiser.

Clark Assoc., Inc., licensee of WNBW and WNBW-FM Binghamton, N. Y., has filed for Channel 12, 204-210 mc, ERP 16 kW visual and 8.5 kW audio. Investment is given as $207,500.

**Vindicator Seeks**

Channel 13, 210-216 mc, is sought by Vindicator Printing Co., Youngstown, Ohio, publisher daily Youngstown Vindicator. ERP of 23.6 kW visual and 26.2 kW audio is sought. Estimated cost is $335,074.46 and $100,000 additional is expected to be spent for land. Chief stockholder among 22 persons is William F. Maag Jr., vice president, general manager and 26.1%, who also is vice president, general manager and majority stockholder of WMJF that city.

WCPG Cincinnati licensee, Scripps-Howard Radio Inc., has filed for Channel 17, 174-180 mc, in that city. ERP asked: 29.8 kW visual and 10.4 kW audio. Scripps-Howard has WEWS (TV) Cleveland under construction and is TV permittee in Memphis, Tenn., where it owns filed for WMC through Memphis Pub. Co.

Cost for the proposed Cincinnati video outlet is given as $299,000.
Lee-Smith, Citizens Grants Final; Abilene, KFNF Denied

FINAL DECISIONS, supporting previous proposed findings, were adopted last Wednesday by FCC to grant application of Lee-Smith Broadcasting Co., Fairbault, Minn., for 1 kw fulltime on 920 kc, directional, and request of Citizens Broadcasting Co., Inc., Abilene, Tex., for 250 w unlimited on 1340 kc.

The Commission denied the request of KFNF, Shreve, Iowa, to switch from 1 kw to 5 kw daytime on 920 kc (500 w night) and the application of Abilene Broadcasting Co., for the same assignment awarded Citizens Broadcasting.

Chairman Wayne Coy and Comrs. E. L., Jett and Robert F. Jones did not participate in the vote.

FCC last July granted both Lee-Smith and KFNF requests, as well as that of Associated Broadcasters Inc. for 1 kw fulltime, directional night, at Wadena, Minn. However, following petition by Lee-Smith objecting to the KFNF grant and seeking issuance instead a grant to KFNF with condition of modification which would afford daytime protection to petitioner, the Commission vacated its July decision and severed the Wadena request from the proceeding. Subsequently a proposed decision was issued to grant Lee-Smith and deny KFNF.

The final ruling provides that the denial to KFNF was without prejudice to the immediate filing of an application specifying operation which will provide Lee-Smith and other proposed and existing stations with service consistent with FCC standards. Lee-Smith was preferred over KFNF since Fairbault receives no primary nighttime service.

In the Abilene case FCC considered the continued cooperation in Abilene Broadcasting by Gene Cagle, Texas State Network president, general manager and 10% owner, would not effect full competition in the public interest regarding the Rule of BC Co., Inc., is an affiliate. Mr. Cagle up to June 1946, time of the original hearing, was advisor and consultant to KRBC, FCC's report stated. He still holds stock in Abilene as secretary-treasurer.

This was the first instance that a network connection was held to be unnecessary in a comparative hearing, FCC said in its proposed decision in the case, issued last March. The proposed findings further favored Citizens Broadcasting because of local residence and civic identification. A subsequent petition by Abilene for amendment by severance of Mr. Cagle from ownership participation was denied by the FCC.

Ownership of the grantees:
Lee-Smith Broadcasting Co.—Co-partner: Herbert H. Lee, proposed general manager; Palmer Dragseth, proposed business and promotional manager, and John E. Hyde Jr., proposed chief engineer. Each have one-third interest.

Associated Broadcasting Co.—Principals: W. P. Wright, 10% owner KTLQ Odessa, and 40% owner of WOUI-Omaha; Pontic Co., Abilene distributor for Gulf Oil Co., president and 20%; O. D. Dillingham, owner Banner Creameries Wadena, Minn., 20%; Builder Development Lumber Co., vice president and 20%; K. F. Head, head Monds Bakery Inc. of Texas, Oklahoma and New Mexico, 20%; Mrs. Creighton R. Hong, 15%; J. J. Yontes, auto agency owner, director and 20%; E. L. Thornton, attorney and 20%. Thomas's Dept. Store, director and 20%; his son, Eugene Thornton, director and 15%.

KCOL and WMLK

14 Non-Monetary Transfers Sought; Shifts Also Asked

APPLICATIONS have been tendered for filing at FCC for acquisition of control of KCOL Fort Collins, Col., by J. Herbert Holllister for $25,800, and for assignment of WMLK Norwalk, Conn., to Norwalk Broadcasting Co. Inc. for a consideration of $28,000 plus.

At the same time the Commission has received applications for transfers of nine other AM stations and five FM outlets, all of which involve no monetary considerations.

Mr. Holllister, owner of KBOL Boulder, Colo., is 20% stockholder in KCOL and purchases the 38% interest of Wilbur E. Rochoch. Rochoch's 42% is equally shared by Douglas D. Kahle and John L. Hitchcock. KCOL is assigned 250 w on 1400 kc.

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The Norwalk transfer, co-partners Samuel B. Sallick, Lillian K. Johnpoll, Melvin Dreher and Dr. Benjamin Ginsburg sell to a new corporation composed of Dr. Ginsburg as general manager at $8,500 per year; five year contract with United Press at $30 per week; contract for construction at 10% of equipment costs; reimbursement of further expenses to date of FCC approval.

STANTON ISSUED FM CP IN PHILADELPHIA

In VIEW of new evidence affirming financial support in behalf of Patrick Joseph Stanton, Phila- delphia Class B FM applicant, FCC last Wednesday and Frank- lin Broadcasting Corp. last June proposed to grant Stanton, WHAT and Franklin, to dismiss WDAS and to continue Mr. Stanton's request in hearing. Subse- quently the proposed grants were severed and granted and WDAS on its own motion amended its ap- plication and removed from hearing.

Mr. Stanton's request was heard in consolidated proceeding in Sept- ember 1946 with the Class B re- quests of WHAT and WDAS Phila- delphia and Unity Broadcasting Corp. last Wednesday and Frank- lin Broadcasting Corp. FCC last June proposed to grant Unity, WHAT and Franklin, to dismiss WDAS and to continue Mr. Stanton's request in hearing. Subse- quently the proposed grants were severed and granted and WDAS on its own motion amended its ap- plication and removed from hear- ing.

Kilo, KFJM Renewals Await New Information

ACTION on two license renewal applications, those of KILO and KFJM Grand Forks, N. D., was held in abeyance last week by FCC pending receipt of further information. Present licenses of the stations have been extended on temporary basis until March 1, 1948.

KFJM, a noncommercial educational station licensed to the U. of North Dakota, and KILO, licensed to Dalton LeMasurier, share hours and are assigned 1,000 w daytime and 500 w nighttime on 1440 kc. The Commission did not indicate the nature of the additional information which it seeks.
RESPONDING to an FCC request for information on its programs offering horse-race information, WGAY Sports, Springfield, Ill., has reiterated its contention that the broadcasts fill a definite public-service requirement.

The request was made Dec. 1 to WDEL Washington, which had asked the Commission for a declaratory ruling on whether or not its own AM and FM licenses would be in jeopardy if WWDC also carried race results. [Broadcasting, Jan. 22]. WDEL is located in Springfield, Ill., a century-old city also noted for its racehorse industry.

Presented Analysis
Joseph L. Brechner, WGAY manager and part owner, told FCC that an analysis of the station's programming shows that the racing data is given a definite public-service role in Springfield, a city of 55,000. He cited the large number of people who rely on his station's horse-race analysis.

In the Springfield area, he said, there are over 500 radio receivers in operation 24 hours a day. Mr. Brechner said that the horse-race program has been on the air since April, is built around recorded music, and is carried from 1 to 5 p.m. daily except Sunday. Mr. Brechner pointed out that no record is ever interrupted or faded for sports results or other announcements, and, with respect to horse-race information, said the results were broadcast (according to the Dec. 3 analysis) about 10 minutes after the race was completed and the prices whenever available thereafter.

Race information used on the program, Mr. Brechner said, comes from Statewide News, Hyattsville, Md., and is transmitted to the station by Western Union wire lines. WGAY's statement was presented to the Commission by Mr. Brechner in a letter prepared by himself and Leonhard H. Marks, station attorney. The letter pointed out that WWDC previously sought from the Federal Trade Commission a complaint charging WGAY with unfair competition because of its use of racing data, and referred to the Silver Spring station's reply memorandum outlining the origin of its use of these programs.

It was pointed out that WGAY officials checked with the county police chief and the State Attorney's Office "and found that [the programs] were neither illegal nor contrary to the public interest." Mr. Brechner said that after the programs were carried for a month a check was made again to determine whether gambling elements were using the information illegally. Official FCC officials were advised that "no such complaints had been received by the authorities nor had any criticism been directed against the program." Mr. Brechner asserted.

CITES NEWSPAPER POLL
He said that a poll taken by the Maryland News on July 18 in Montgomery County, where WGAY is located, "indicated that a majority of the residents were in favor of establishing horse-racing facilities in the town."

He pointed out that racing and pari-mutual betting are permitted in Maryland at duly-licensed tracks, and submitted newspaper clippings indicating that there are nine of these tracks in the state. Quoting from the station's memorandum to the FCC, he subsequently disclaimed jurisdiction over WWDC's contentions [Broadcasting, Oct. 13], Mr. Brechner said:

"Station WGAY is advised that residents of the Silver Spring area frequent these tracks and place bets on the races. When these tracks are not open it is believed that these and many other people follow horse racing in Springfield. It may be appreciated of the record of performance of the horses. The broadcasting of these events is thus a matter of continuing interest to listeners who constitute a substantial part of the community, and which is not unlike the interest which baseball, football, hockey, and other sports follow. It is in the interest of their home teams, but also in other communities.

"Assuming that WGAY "has had a substantial number of other sports programs," Mr. Brechner argued that the omission of the results "would be comparable to the omission of the final baseball score, the number of hits and errors," and that WGAY therefore contends that the broadcasting of racing results is an integral part of the broadcasting of the horse-racing event.

AMA Hears Likert Appraise Research
Says Faulty Samples May Cause Inaccurate Measurements

USE OF POOR SAMPLE designs in every kind of measurement on advertising effectiveness is laying open the tests to inaccurate computations, Rena L. Likert, director of the Research Center, Michigan University, told the members of the American Marketing Assn. at its winter conference in Chicago last week.

Appearing on a panel discussion on "Advertising Research in the Future," Dr. Likert cited an illustration recalling two nation-wide studies in the past two years which used the quota method in the sampling of the proportion of farm families owning radios in working order.

"These studies obtained data with a sampling error of 6% of these families owned radios in working order," he said. "Both of these studies employed samples which numbered in the thousands. Almost the same time . . . other studies using carefully designed area samples (seeking the same information) indicated that 66% of farm families had radios in working order."

1940 Census Base
Using the 1940 census data as a base, Mr. Likert contended that the difference in the results resulted in a variance of more than "the usual 3% for such samples."

Maintaining that the comparative studies occurred soon after the war when no new substantial number of radios was available, he concluded—"It is clear from the comparison with the census data that the results from the surveys using smaller samples are much more likely to be correct than the data from the quota samples."

The two-day sessions were devoted to discussions of areas of development. Appraising the efficiency in distribution, the use of research in sales and management, and marketing research techniques.

Attending the conference were representatives of Lever Bros., Pillsbury Mills Inc., General Mills, McKesson and Robbins Inc., Standard Oil Co., U. S. Department of Agriculture, American Meat Institute, Quaker Oats, Armour and Co., and many various agencies and universities. Ross M. Cunningham, its president, presided.

Applies for TV
WILT GUNZENDORF, general manager of KROW Oakland, Calif., announced Dec. 26 that his station has applied to the FCC for construction permit for a television station. Site of the new station will be on the top of Vollmer Peak, in the Berkeley Hills. The peak is 2280 feet above sea level.

News is News
NEWS IS NEWS, regardless of where it happens. That's the philosophy of the news room at WILM Wilmington, Del., ABC and Mutual Affiliate. On the broadcast of Cavalcade of America, an NBC show carried over WDEL Wilmington and the coast-to-coast NBC network, Walter S. Carpenter Jr., president of the duPont Co., in which Mr. Carpenter's remarks were made, pointed out that duPont had made more news in the past year than any time in its history. In Wilmington what duPont does is always big news, and Bill Frank, WILM news editor, concluded that Mr. Carpenter's remarks were still news even though they had been carried on a rival station and network. Of the 22 programs broadcast over WILM Mr. Frank not only gave a resume of the speech but said it had been presented over WDEL and NBC!

Licenses Extended
CUSTOMARY three-month license renewal for international broadcasting stations were authorized by FCC last week to extend to March 31 if it is shown that control of its operations is released by the State Department's Office of International Information and Cultural Affairs "or other government agency supervising the operation of international broadcasting."

Officials said the extension was in line with those previously granted and was without prejudice to the consideration of appropriate application filed by the licensee of any such station for authority to operate otherwise.

50,000 WATTS CLEAR CHANNEL
The Most Powerful Advertising Influence in the Southwest
LOYAL KANSANS

WREN TELLS FANS WHY IT COULD
Not Air Orange Bowl Game

WREN Topeka, Kan., placed ad-
vertisements in all Dec. 31 ed-
tions of Topeka's daily papers, the
Capital and the State-Journal, and
in the Lawrence (Kan.) Journal-
World to explain why the station
would be unable to broadcast the
New Year's Day Kansas-Georgia
Tech football game in the Orange
Bowl.

Advertisement stated that "ex-
clusive rights for broadcast priv-
ileges in this Bowl game are
granted many months before New
Year's Day, and Orange Bowl
rights are held by the Gillette
Safety Razor Co. WREN, an
ABC affiliate, explained that
Gillette was sponsoring the Orange
Bowl game, and that the station
would not be able to air the game
covered by the Kansas-Georgia
Tech game.

Realizing that there would be
more local interest in participa-
tion of the Kansas U. team in the
Orange Bowl than there would be
in the Texas-Alabama Sugar Bowl
game, WREN invited K. U. foot-
ball fans to tune to WIBW, CBS
outlet in Topeka, to hear the Kansas
football game.

"When the K. U. game is over," the
advertisement said, "we invite you to
tune in WREN for the re-
mainder of the Sugar Bowl game.
WREN sportscaster Max Falken-
stien will attend the Orange Bowl
game; he'll have plenty of inter-
resting sidelights for you K. U.
fans when he returns to his night-
ly 10:15 sports round-up on Mon-
day, Jan. 5." There was a post-
script which read: "We'll be listen-
ing to the Orange Bowl game our-
selves."

TEACHERS' INTERNSHIP
ENDORSED BY COUNCIL

INTERNERSHIP for radio teach-
ers in stations has been a success-
ful plan of the Council on Radio
Journalism and that body on Mon-
day recommended its continuance
at its semi-annual meeting held at
the 31st convention of the Ameri-
can Assn. of Teachers of Journal-
ism in Philadelphia.

Under the plan, teachers of ra-
dio in schools and colleges work in
radio stations during summer va-
cations to learn the current station
practices. Since the plan was first
put into effect in 1944, more than
20 instructors have served as in-
terns, acquiring a greater knowl-
edge for the classroom.

Also recommended by the coun-
 cil was an effort to reach agree-
ment among teachers and schools
on terminology used in courses and
actual course content. Returns
from a questionnaire sent out by the
council to 200 radio teachers re-
vealed a great divergence in use of
terms and course content.

Mitchell Charnley, U. of Minne-
sota, was named chairman of the
Radio Interns Committee, and the
plan was accepted by the council.

FM Station of Oswego's
'Paladum-Times' Starts

WOPT, new FM station at Oswego,
N. Y., wholly owned by Paladum-
Times Inc., publisher of Oswego's
daily Paladum-Times, held its in-
augural broadcast New Year's Eve.
Among those participating were
Harvey M. Rice, president of
Oswego State College, and Com-
modore John M. Gill, U.S.N. (re-
tired).

New station is operating on
104.7 mc (Channel 284) with 3 kw.
A new building houses the trans-
mitter, studios and offices. Station's
342-ft. tower is located on the
highest ridge between Lake On-
tario and Oneida Lake.

Robert E. Russell, formerly of
KMBC Kansas City, is WOPT sta-
tion manager, and E. M. Water-
bury, treasurer of Paladum-Times
Inc., is general manager. Other
staff members include: Ralph Re-
aud, of Syracuse, chief engineer;
Cyril Edmunds, formerly of WNDR
Syracuse, assistant engineer; Rog-
er Stebbins, previously with WENY
Elmira, N. Y., announcer, and
Paul Abbott, formerly of WMF
Plattsburg, N. Y., news editor.

Ernest A. Barbeau of Schenectady,
who has had experience with the
General Electric Co., is consulting
engineer.

Radio-Electronics School
Enrollment Now Past 800

MORE THAN 800 students are en-
rolled in the Radio-Electronics
School of New York, recently
formed by a group of radio and
motion picture engineers and
executives. The school, which
offers four courses in AM, FM and
TV, including an advanced course
in FM-TV, is expected to supply
many of the de-
mand for trained
men in radio
manufacturing
and sales.

Backers of the school are: Her-
bert L. Petrey, executive
director, WHN
New York; William B.
Dolph, executive vice
president of
American
Broadcasting
Stations, New York;
Eotya Culp Hobby,
vice president, KPBC
Houston; Hamilton
Hoge, president, U. S.
Television Mfg. Corp.; John She-
bard and 3rd, Yankee Network
chair-
man; Harry C. Wilder, president,
Central New York Broad-
casting Corp.; Harold Hogencamp, presi-
dent, Television Projects Inc.;
William M. O'Neil, president, WJW
Miami; Ralph Bruntun, presi-
dent, KQW San Francisco; John De
Witt, president, WSM Nash-
ville.

BROADCASTING • Telecasting

Yes, '48 will be prosperous
at WSNW
BELLE GLADE, FLORIDA

"THE LITTLE STATION WITH THE LONG REACH"

BROADCASTING didn't quote us in last
week's look into the new year's business, but
with a 1000-watt minimum cost coverage of
165 thousand radio families in 18 South Florida
counties, we're looking for more and more business from dollar-wise national
advertisers. So add this forecast to last week's
selection:

TOM WATSON, JR.
Manager WSNW, Belle Glade, Fla.

WE ARE PROVIDING South Florida with one of
those mystifying signals which reach out
far beyond the anticipated coverage and sell
hundreds of thousands at
rates designed for tens of
thousands. The local
advertisers have sold themselves
on WSNW. Now starts the rush of National Accounts
to this station that hands
out the most for the least.

Yes, 1948 will be prosperous
at WSNW too. We'll
welcome your inquiry for
rates that are rock-bottom; for availabilities
that are top-notch.

GET IN ON the ground floor at the station
that's delivering munificent South Florida at
only a fraction of what you pay for advertising
elsewhere . . .

WSNW

Dial 900, Belle Glade, Fla.

January 5, 1948 - Page 81
WAGA Given First Atlanta TV Grant

FIRST television station for Atlanta, Ga., and the third for the George B. Storer radio interests, was authorized by FCC last Tuesday in a grant to WAGA Atlanta for use of Channel 5 (76-82 mc) with 17.768-kw visual power, 9.37 kw aural, and antenna height of 555 feet.

Fort Industry Co., headed by Mr. Storer, also has television grants for WVTV Toledo, where it operates WSPD, and for WTVO Detroit (WJBK), and has an application pending for Miami (WGBS). WAGA, another of the Fort Industry stations, is licensed to Liberty Broadcasting Co. and has an FM affiliate as well as the new television grant.

Two other Atlanta television applications are pending for the three remaining channels. One was filed by WSB Atlanta and the other by the Atlantic City-Gloucester's WCON Atlanta. Both were filed in the last few weeks.

PRO GAME TELECAST ALMOST KEPT OFF AIR

CHICAGO almost didn't get its television broadcast of the National Football League pro championship game between the Chicago Cardinals and the Philadelphia Eagles Dec. 28.

Until late on the evening preceding the game Bert Bell, NFL Commissioner, refused his consent, declaring television would reduce the gate at Comiskey Park, home field of the Cardinals.

Advance ticket sales for the contest were so poor, however, that Commissioner Bell yielded to requests by Edmund I. Eger, partner in the Chicago advertising firm of Cruttenden & Eger, and Richard Graver, vice president of Admiral Radio Corp. in charge of television, and signed a contract for an undisclosed sum which permitted the game to be broadcast by WBKB Chicago under Admiral's sponsorship.

'Democracy' Essay Award Luncheon Set for Jan. 28

NATIONAL awards luncheon at which four high school students will receive $500 scholarships for their winning essays in "I Speak for Democracy" contest conducted in connection with National Radio Welfare Week will be held at 10 a.m. Jan. 28 at the Statler Hotel, Washington.

The contest was co-sponsored by the NAB, Radio Manufacturers Assn., and U. S. Junior Chamber of Commerce, and endorsed by the U. S. Office of Education and Dr. John W. Studebaker, Commissioner of Education.

The board of national judges is hearing five-minute transcriptions of the competing broadcasts.

Over 20,000 students entered the contest in 500 communities. Thirty-nine state winners, including one from Alaska, are participating in the finals.

Regional News Clinics Resume in Mid-February

SERIES of regional news clinics for broadcast stations will be resumed in mid-February under the direction of Arthur C. Stronger, secretary of the NAB News Committee. The clinics were started two years ago.

Campbell Arnoux, WTAR Norfolk, Va., NAB District 4 director, last week announced that three clinics will be held in his district. According to Dr. Stronge, the program manager of WCHS Charleston, will be in charge. The clinics will be held Feb. 16 at Richmond, Va., for Virginia and District of Columbia stations, with Charleston as the site. Bert Sonis, program manager of WCHS Charleston, will be in charge. The clinics will be held Feb. 18 at Charlotte, N. C., for the Carolinas. Harold Essex, manager of WSJS Winston-Salem, will be in charge.

Administrative Changes Initiated by FCC Units

BRINGING the organization plan into line with that of the Engineering Dept., to facilitate intra-agency work on common problems, FCC last week reorganized the "branches" of its Accounting Dept. as "divisions," and consolidated the Economics Analysis and the Statistics divisions. Officials said no job or personnel changes are involved.

The units of the department henceforth will be known as Accounting Regulations Division, Broadcast Division, Field Division, Rates Division, and Economics & Statistics Division. In addition to the Broadcast Division, the Economics & Statistics Division will have a Broadcast Section, along with Common Carrier and Special Studies sections.

WAGE-HOUR HEARING INCLUDES 7 RADIOMEN

CLARIFICATION of the Fair Labor Standards Act as applied to radio station personnel will be asked Jan. 7 by seven industry spokesmen at a hearing before the Wage and Hour Administrator. Hearings will be held in the Interdepartmental Auditorium, Washington.

Representing the industry will be Frank P. Maloney, NAB director of employer-employer relations; J. Allen Brown, assistant director, NAB Dept. of Broadcast Advertising; R. T. Mason, WMIR Manager, New York NAB board member; Marshall H. Pengra, WATO Oak Ridge, Tenn.; Merrill Lindsay, WSOY Decatur, Ill.; Prof. Fred S. Seibert, U. of Illinois School of Journalism; a network representative not yet named.

Revision of the law to provide overtime payments based only on regular salary in lieu of pay for overtime, a standard work weeks as defined in union contracts or employee agreements was asked by NAB at a Nov. 5 hearing before the Wage and Hour Education & Labor Committee. NAB also asked clarified exemptions covering executive, administrative and professional personnel.

New 'Listenability' Study Ready in 60 Days-Kobak

EDGAR KOBAK, president of Mutual, last week said network's preparation of its nighttime "listenability" study of the four major networks revealed to its daytime study which caused a furor several months ago—would be completed within 30 to 60 days.

Mr. Kobak said that Mutual was entitled to some recognition among the networks according to the preliminary phases of the study completed to date.

Upcoming

Jan. 19-20: General Managers of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augustana.
Jan. 27: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB Headquarters, Washington, with Voice of Democracy luncheon.
SPONSORS SWAP and remain friends. When Hale Bros., San Francisco department store chain, recently decided to drop Hour of Melody which it sponsored for five years on KSFO that city, J. E. French Co. (Dodge, Plymouth dealers), took over. James E. French Jr., vice president of automotive firm, accepted program from Francis C. Hale, vice president. Celebrating following ceremony are (seated, 1 to r): Junius C. Smith, advertising director of Hale Bros.; Mr. Hale; Mr. French; (standing, 1 to r), George Taylor, head of San Francisco advertising agency bearing his name and servicing J. E. French Co. account; Keith Kerby, KSFO program manager, and Philip G. Lasky, vice president and general manager of station.

GE Price Cuts from 3-10% Will Save Consumers an Estimated $50,000,000

PRICE REDUCTIONS ranging from 3 to 10% in home radios and television receivers as well as other appliances were announced last week by Charles E. Wilson, president of the General Electric Co.

The reductions, according to Mr. Wilson, will save consumers approximately $50,000,000 in 1948. No lowering of prices for broadcasting transmitters or studio equipment was reported.

Mr. Wilson said GE hoped to be able "to extend such action to other product lines, as similar action is taken by our suppliers and material manufacturers."

In addition to home appliances, the company reduced prices on component parts, including fractional horsepower motors, timers and ballasts for fluorescent lighting, which GE supplies to other manufacturers.

In a statement explaining GE's new price policy, Mr. Wilson said it was the company's conviction "that voluntary action and self restraint by individual citizens and companies do most to reverse the tide of inflation."

The GE apparatus department which produces most of the company's capital goods, including turbines and generators, earlier had announced a price protection policy providing for variations of 20% up or down.

Congratulations on the company's action were dispatched to Mr. Wilson on Wednesday by President Truman and Secretary of Commerce W. Averell Harriman.

WCAU-TV WILL BEGIN TESTING ON JAN. 15

WCAU-TV Philadelphia is slated to go on air with its first test patterns about Jan. 15, according to Dr. Leon Levy, president and general manager. Owned by Free-Press Bulletin, the station is on Channel 10.

Tower will be the highest structure in Philadelphia when it is completed. It will be 737 feet above the street, a 256-foot tower stop the 481-foot Philadelphia Savings Fund Building. Most of the girders and the framework have been hauled up to the roof by ingenious use of freight elevators, although some of the larger girders have been hoisted into place by the riggers. One of the most ticklish jobs foreseen by the riggers is the raising of the two one-ton pylons used for FM to the top of the tower. The project was planned and is supervised by Robert D. Compton, who participated in the planning and construction of NBC television and FM facilities in the Empire State Building in cooperation with Maj. Edwin H. Armstrong. Mr. Compton has been with The Bulletin since May 1945.

When WCAU begins operating its TV station, it will be the third Philadelphia video outlet. Already furnishing in that city are WPTZ and WFTL-TV.

KCOL and WMAK

Gray to a partnership in which capital has been contributed as follows: Mr. Gray, $254,648.45; his brother Bowman Gray, assistant sales manager, Bank and Trust Co., $2,000; his mother, Nathalie T. Bernard, $5,000; and Carolyn A. Bennett, vice president Wachovia Bank and Trust Co., $5,000. Gordon Gray is to be managing partner, Jane C. Gray, wife of Gordon, and Elizabeth C. Gray, wife of Bowman, may become partners through investment of monies at some future date according to the provisions. Gordon Gray is owner of Piedmont Broadcasting, license WGBA that city.


KSFA Nacogdoches, Tex.—Assignment of license from Wilbur C. Fouts to Nacogdoches Broadcasting Co. to new corporation of same name of which Mr. Fouts is president and 51% owner. Other officers: Morris E. McKnight, station manager, vice president and secretary, 54%, and Lucille E. Fouts, 10%. KCHS Middletown, Tex.—Assignment of license and construction permit from Millard Sauther, independent and executor of estate of Clarence Scharbauer, deceased to Mrs. Ruth Schaubauer, wife of the deceased, and Clarence Scharbauer Jr. Each receives 50%.

WJIN and WLMC-FM Muncie, Ind.

NBC

(Continued from page 18)

activities, announced that the signature of the advertising campaign was "that it marks the end of the 'wailing' period in television."

"We have the goods," said Mr. Mullen to everybody—the viewers and the future viewers, the telecasters and the future telecasters, the advertisers and future advertisers, know it."

The NBC television advertisement follows a theme not unlike that in radio advertisements placed in major dailies by RCA Sept. 13, that NBC offers the public the greatest broadcast, and asserts NBC's belief that "within a few years more than a quarter of a million people will be employed in the manufacturing and installation operations of the business alone."

"Available estimates point television as a half-billion dollar business by the end of this year," the ad says.

The ad will run in all New York dailies including the Journal of Commerce and the Wall St. Journal, and in dailies in the following other cities: Chicago, Washington, Cleveland, Baltimore, Schenectady, Albany, Los Angeles, Hollywood, Detroit, Philadelphia, St. Louis, Milwaukee, Troy, New Haven and Salt Lake City.

TALKS ARE RENEWED IN N. Y. RDG FIGHT

STRONG possibility of peaceful settlement was evident between Radio Directors Guild WNYL New York local and CBS, NBC, ABC and WOR New York aso Friday when negotiations were resumed through the intercession of the State Mediation Board. Negotiations will be resumed today (Monday). "We are in the area of agreement . . . There still remains the possibility of a settlement . . . without calling a strike," RDG said.

Hope of peaceful settlement in the dispute over New York Tuesday when a three-hour negotiation meeting arranged by the State Mediation Board broke up in disagreement. The RDG's contract with the broadcasting companies expired with the old year.

Reports of dissension within the union on the strike issue were nul- lified by an announcement that "a committee of the whole of the agency and freelance directors" had approved a recommendation in the local's leadership and any strike action it might take.

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Conviction Asked
(Continued from page 18)
mament, charged Mr. Petrillo with violating the Lea Act by attempting to force and coerce station WAAF Chicago to employ three additional AFM members as librarians by ordering three regularly employed librarians to walk out of the station.

This act, which took place May 26, 1946, resulted in the station management calling on the U. S. Attorney General's office to prosecute Mr. Petrillo on charges of willfully violating the Lea Act. He described the station's history, dating from 1922 when it went on the air, broadcasting stock market reports up to the date of the union conflict. (The station is owned by Drovers Journal Publishing Co., a farm publication.)

Mr. Carmell admitted all portions of the Government's bill of information pertaining to telegrams sent to various employees of the station, but denied all charges made by the prosecution. He took even less time to summarize the defense. Every act by Mr. Petrillo in negotiations with WAAF, he declared, was legitimate and involved no violation of either the Lea Act or the Constitution.

Claims Union Right

Mr. Carmell charged that after negotiations between a union and a contracting party fail, the union has a right to strike and that such rights are guaranteed by the U. S. Constitution.

First witness for the government was an FBI agent, Peter P. Schneider, who identified 12 government exhibits as pictures taken by himself of WAAF's record library on the 24th floor of the Palmer House.

The government's next witness was William E. Hutchinson, Drovers Journal's revolver who testified that in that capacity he had supervised the operation of WAAF since it was licensed to go on the air. After cross-examination by Mr. Carmell, he admitted that a letter sent May 18, 1946, by Bradley Eidmann, station manager, to Mr. Petrillo stating that the demands made by Mr. Petrillo for three additional librarians would be made known to Mr. Hutchinson later in the week. Actually, Mr. Hutchinson testified, he had instructed Mr. Eidmann to refuse to accept the additional AFM librarians prior to the date the letter was mailed. Any objection to this by Mr. Kern was overruled.

Mr. Hutchinson also admitted under cross-examination that the three AFM librarians were employed in that capacity although in the station's renewal for a license before the FCC, their employment had been set forth as "operators of mechanical devices." Mr. Hutchinson said the description of the librarians' duties was not intentional. The questioning of Mr. Hutchinson was halted at 12:45 when court recessed until 2 p.m.

Judge LaBuy is not expected to hand down a decision for at least two weeks following end of the trial.

Mr. Petrillo paused during his court appearance to lay at rest rumors concerning effect of his Dec. 31 ban on all recordings and transcriptions.

"It means just what it says," he growled. "Anything they used to get paid for is out.

Repeats Permitted

Mr. Petrillo said transcriptions could be made of local or network shows for the purpose of repeat performances or playbacks in time zones or on stations which were unable to carry the original live broadcast.

"Like say the Jack Benny show. They can't carry it in Hollywood at 3 p.m. when the program is aired to New York. So they play the transcription of the show for the West Coast only at 6 p.m., Pacific Coast time. That's OK. The boys don't get no pay for that. Everything else is out.

Asked to confirm a rumor that he would permit musicians to continue to play for the networks after Feb. 1, should the pending negotiations between himself and the four network heads fail to renew contracts, Mr. Petrillo said, "How do I know what we'll do on Feb. 1. It's a long way off. Do you know what the networks will do if I refuse to accept their terms. May-be we'll refuse to work and maybe we won't. I ain't saying."

Mr. Petrillo said he would concern himself with industry problems "when the time comes."

"Right now I gotta make a speech," he said, nodding toward Judge LaBuy's courtroom.

A "HIXUATION" developed in Tulsa when C. A. Donovan, executive of KVNO, chanced upon a Salvation Army band doing its Christmas cheer on a street corner with the Tulsa representative of AFM hovering in the background. Remembering the chuckles at the BROADCASTING Dec. 15 cartoon of Sid Hix (at left), arrangements were quickly made with the station's promotion department for pictorial record of the coincidence.

The government's case against Petrillo swiftly evolved itself as District Attorney Kerner interrogated other government witnesses. These included Mr. Eidmann; the station's legal counsel, William J. Freidman and Harry Schulman, and the three discharged WAAF librarians. From the attorneys Mr. Kern sought to establish that despite many attempts to obtain a personal interview with the AFM president, Petrillo stubbornly refused to negotiate and when and refused his demands that WAAF employ three additional musicians, which the station contended were not needed, had ordered a walkout. In questioning the former librarians, Mrs. A. B. Egan, of Kansas City, Mo. (formerly Miss Helen Cohen), Arthur John Ray and Miss Marguerite L. Frye, Mr. Kerner drove home that all three employees worked only 30 hours per week, that they did not consider themselves overworked and that they had no complaints to the station management regarding hours of working conditions. Petrillo's lawyers made no objection to these questions but on cross-examination asked each to identify photostats of contracts signed by the men and the station management which identified their employment as "operators of mechanical devices."

Mr. Carmell, by this line of questioning, made plain the defense's campaign—that all three AFM members were required to do duties other than those stipulated by contract and that Petrillo is asking for additional employees in order to prevent duplication of employment.

Others Testify

All the discharged musicians admitted that they had not been ordered to return to WAAF by Petrillo following receipt of telegrams from him authorizing the walkout, or that they had received any orders that Petrillo had made any special effort to obtain employment for them. The district attorney's point was that Petrillo, by cutting into their method of livelihood, actually exercised greater control over his own members than the station and that his act had worked to their disadvantage.

After Jack Gould, radio editor of the New York Times, and tw St. Petersburg, Fla., newspaper reporters who left the Eugene, Independent and George Bartlet of the Times—had testified they heard Petrillo say he intentionally violated the Lea Act, the government rested its case.

Defense Attorney Carmell promptly moved that the court enter a not guilty verdict on the grounds that there was not "sufficient evidence to warrant Petrillo's conviction and that a conviction upon the evidence adduced by the prosecution contravened an unconstitutional application of the Communications Act of 1934." The government has failed to prove facts sufficient to convict him of a crime or the crime alleged in the information, or any crime at all," he said.

"The government has failed to prove that the defendant willfully did attempt to coerce, compel, or constrain WAAF to employ or agree to employ any persons in excess of those stipulated to perform actual services."

He added that a conviction upon the evidence would be "repugnant" to the Thirteenth Amendment of the Constitution. "It would impose involuntary servitude, to the First Amendment as abridgment of freedom of speech, press and assembly, and to the due process clause in that it would impose involuntary servitude."

"It's a deprivation of liberty and property without due process of law."

U. S. Attorney Carmell moved that the motion be denied, but Judge LaBuy withheld a decision pending "further study."

Chief defense witness was Mr. Gilbert, former Harvard eco-
Admittedly leaning on FCC's Blue Book and a transcript of the congressional hearings which preceded enactment of the Lea Act, Mr. Gilbert declared FCC expects tations to provide "more live than anned—and more local than network markets.”

He observed that opportunities or musicians started decreasing in the late twenties when technological developments, notably the motion picture sound track, came to be more.

"Within a relatively short period, a half dozen stations with 50 musicians may satisfy music demands of the whole world if the present trend continues," he said.

Asked by Mr. Kerner if it were true that a general depression started shortly after the late twenties, suing widespread unemployment, he witnessed replied in the affirmative.

Mr. Gilbert also admitted under oombox-examination that record inners are not "live musicians". He asserted that application of the Blue Book to practical broadcast in a strict sense would "put the industry out of business."

The witness also divulged he would receive a "fee from Mr. armell" for preparing in defense of Petullo and that he has always been a champion of AFM.

Closing Argument
Mr. Kerner, in his closing argument, Friday, January 20, concluded for rejection of Mr. Carmell's motion that the court enter a noti verdict and asked for content. Judge LaBuy indicated he did not intend to rule on it, preferring as he had said earlier last week, to withhold a decision pend ing "further study."

When he does render a decision, he will either reject Mr. Carmell's option, or accept it, the latter tantamount to acquittal.

The U. S. District Attorney cited evidences of "wilfulness" on the part of Mr. Petullo in his union by and that six musicians were employed in all, as contained in his ay 11, 1946, letter to WAAF; 3) four telephone calls were made station officials reiterating his demands; (3) refusal to sit down amicably settle the dispute, though WAAF officials offered to come on scene and negotiate for renewal of contract with six musicians, and pointed out that the union had a "contractual entitle to continued use of the studio equipment in the normal routine of work." (4) public statement by Mr. Petullo at AFM convention in t. Petersburg, Fla., in June 46, that "I have intentionally violated the rules and am waiting for the U. S. Marshal to pick me up now."

Mr. Kerner contended the AFM had instilled fear in the musicians employed at WAAF, reminding them of the Union by which state that "anyone lbsheh the orders of the president will be punished."

He recalled that Illinois and Wisconsin courts both have held that "coercion is as easily accomplished without the force or violence as with violence through fear of loss of business, which is as acute as fear of bodily harm." Contending that WAAF was employing 12 times the number of musicians required at the time the FCC Blue Book study (regarding musicians) was made, Mr. Kerner took vigorous exception to previous contention of Richard Gilbert, defense witness, that more musicians should be hired "just because the station is making large profits."

Defense Attorney Carmell who promised a lengthy closing talk, later subject to rebuttal by Mr. Kerner, prefaced his Friday morning appearance by reading a paragraph from the Supreme Court majority opinion handed down in the Petullo case, to the effect that an employer's statement is not sufficient to determine how many employees are hired. He emphasized his belief that the station was in no way inconveniently as evidenced by testimony of its own personnel.

"You can't shoot a dead corpse," he insinuated.

He discounted the U. S. District Attorney's claims that Mr. Pe- tullo had refused to talk things over with the station officials and alluded to Mr. Kerner's reference to union methods on making its demands known. He remarked, "phone calls, letters and telegrams are accepted methods of communication in union matters."
At Deadline...

CBS STAFF REALIGNMENT

DUE WITH WHITE SHIFT

PROMOTION of Frank White, CBS vice president and treasurer, to presidency of Columbia Records [BROADCASTING, Dec. 29] last week opened way for realignment of several executive positions in network.

S. R. Dean, assistant treasurer, will probably become treasurer, although not vice president, it was reported. James M. Seward, assistant secretary, will assume expanded duties in network operations.

Howard S. Meighan, CBS vice president in charge of station administration, will be given additional duties in network policy matters, it was believed. Howard Hauman, director of personnel relations, who in past has assisted Mr. White in labor relations, will probably be given greater duties in this field.

NAB COMMITTEE TO STUDY

REVWRITTEN WHITE BILL

PROVISIONS of new version of White Bill to amend Communications Act (S-1338) will be studied today (Feb. 5) by NAB Legislative Committee, meeting at NAB headquarters in Washington. Committee chairman is J. Harold Ryan, WSPD Toledo.

Other members are Joseph C. Burwell, WMBS Uniontown, Pa.; William B. Dolph, WMTC Cedar Rapids; Don S. Elias, WLCN Asheville; Wilf Gunzendorfer, KROW Oakland; E. K. Hartenbower, KCMO Kansas City; Paul Miller, Gannett Newspapers; Glenn Snyder, WLS Chicago. Board liaison members, Clair R. McCoullough, WGL Lancaster, and C. Bruce McConnell, WISH Indianapolis.

RAY FADEL, office manager of KLO Ogden, Utah, before discharge from Army after five years' service, named assistant general manager of KUTA Salt Lake City.

MBS, CBS Criticize White Bill Redraft

ADVANTAGES of redrafted White Bill to amend radio law (S-1338), "such as they are, are far outweighed by its deficiencies," particularly sections giving program powers to FCC, Mutual said Friday in statement sent Senate Commerce Committee's radio subcommittee, which has bill under study.

CBS meanwhile filed comments suggesting several "minor" changes but, it was understood, centering major objection on provision giving FCC right to consider programs when passing on renewals. CBS statement reportedly urged that present law on censorship be allowed to stand.

Proposed section giving FCC right to review programming at renewal time "is by far the most alarming feature" MBS declared in analysis prepared by Louis G. Caldwell, Washington counsel, in response to request for comments when redraft was released [BROADCASTING, Dec. 29]. Other program portions termed objectionable: (1) proposed prohibition against false accusations or charges knowingly made (on grounds it would put excessive liability on broadcasters); (2) expansion of "equal opportunities" provision, particularly inclusion of "controversial" questions ("no substantial evil" exists for giving FCC this "regulatory weapon of formidable potentialities"); (3) identification of editorial and interpretative comment as "commentary.

As "practical" matter, statement contended, "to the extent that members of the Commission attempt to study and regulate broadcast programs, they fail in their duties in technical and economic fields which desperately need their constant attention both in broadcasting and in the many other communications services.

Mutual considered redraft "improvement" over original bill and said "to some extent" it offered "meritorious amendments" to existing law. But "most of these changes . . . are to the advantage of the larger interests," statement asserted, citing protection against "double jeopardy" under anti-trust laws, omission of limitation on number of stations one person may own, and abandonment of original plan to write FCC's network regulations into law. Network suggested changes in number of sections relating to FCC organization and procedure, opposed several new features (including division of Commission into panels, and new restrictions on employment of Commissioners and staff members leaving FCC), found other provisions "commendable" (including pay raises for FCC members).

PETRILLO TRIAL ADJOURNED

BY COURT TO JAN. 14

TRIAL of James C. Petrillo, AFM president, on charge of Lea ACT violation adjourned Friday afternoon in U. S. District Court, Chicago, following Jan. 14, when decision is expected by Judge Walter J. LaBuy. Court heard closing arguments by Otto Kerner Jr., U. S. District Attorney, and Daniel Carmell, defense attorney (early story, page 13). Mr. Kerner charged defense counsel was attempting to “whitewash” actions of defendant through use of word “withdrawal” in referring to strike at WAAF Chicago. He said employees were satisfied with jobs until pulled off by AFM czar. He said Mr. Petrillo purposely caused trouble to set stage for high argument at AFM convention last year.

NAB CONVENTION PLANS

CRYSTALLIZE ON COAST

ARRANGEMENTS for NAB convention week of May 16 in Los Angeles discussed last week by C. E. Arney Jr., NAB secretary-treasurer, with KDKA, KFRC, and California Broad- casters Assn. Mr. Arney due back at NAB headquarters this week.

Convention to be confined to top-level management and engineering problems, he said, local sales, programs and other topics going to district and area meetings in late summer and early fall. Understood change is possible in original Monday-Tuesday engineering meeting, open Wednesday, and Thursday-Friday management convention, with exhibits open all week.

SAM HENRY JR., formerly of World Broadcasting System and pre-war NAB broadcast advertising director, named U. S. advertising manager for Trans-World Airline, headquartered in Kansas City.

FCC Extends

(Continued from page 4)

izng by radio stations will rob the people of their last fair source of information.”

Elias I. Godofsky, president and general manager of WHLI and WHNY (FM) Hemp sto, said: “When faced with a morandum from the Commission, I feel personally that Radio is recognized and accepted as a primary new medium; principles of free speech and press apply to radio; presently practices are effective in the free exchange of communications; frequency limitation no longer sound basis for control, and editorializing is requisite in serving public interest.

Those who propose to appear include:

M. S. Novik, New York public service radio consultant; S. A. Stelter, chairman, Dept. of Communications in Education, University of Chicago; George W. Simmons, president, IBERWOF, Iowa; D. Stephen R. Wise, president, American Jewish Congress; Howard Hausman, director, Committee on Civil Rights, New York; Ray Sawyer, national legislative director, AMVETS of World War I; E. G. Keith, E. B. Tyler, director, Institute for Education by Radio; Ohio State U.; A. N. O'Malley, President Committee; Glenn Chester, assistant professor of speech, Cornell U.; A. F. Garside, NAB convention editor, Russell B. Block, legislative secretary, Farmers Educational and Cooperative Union of America; Cooperative League of the U. S. A.; APL; WGN Chicago; Nathan Straus; WMCA New York.

NAB: KOB Albuquerque: WANN Annapolis, Md.; WQPA Bethlehem, Pa.; WWDJ Washington, D. C; WATTV Watertown, N. Y.; WQX Toledo, Ky.; WBBM Chicago; WMIL Milwaukee; WHN New York; WJSU Denver; WQAD Davenport, Ia.; WSM Nashville; WTOP Washington, D. C.; WFTY Fort Myers, Fla.; WYUM Houston; WAFS Atlanta; WSB Atlanta; WGTW Columbus; WBCN Cambridge; WSSC Alexandria; WOGP San Diego; WATU Miami; WBT Baton Rouge; WNYC New York; WRGB Albany; WCAH Allentown; WNYA New York.

Robert D. Leigh, chairman, Public Library Inquiry of the U. S. Senate; Thomas R. Keating, director, 3rd, Yankee Network; Mark Woods, ABC; CBS American; John McAdoo, director, Michigan Educational Radio Commission; Mark W. Holley, President and CEO of Associated Press; William M. Fugate, general manager, WRCU; James M. Kerner, program director, WABC; C. C. A. Day, president of ABC; Almila Kerner; Charles F. Smith, vice president of ABC.

Cranston Williams, general manager, American Newspaper Publishers Assn., stated i reply to FCC's invitation to appear that "that content of a newspaper and the content of the radio program are two entirely different things and it should be decided later that an association cares to say anything you will be advised."

Eric Johnston, president, Motion Picture Assn., stated he expects to be in Europe by will file statement. George N. Shuster, Hunt College president, cannot appear but con- tented FCC's stand is "wholly proper."

WBAL HEARING TO RESUME

LONG-DRAWN hearing WBAL Baltimore license-renewal application and competing bid of Drew Pearson and Robert S. Allen for WBAL's clear-channel facilities (1090 kc, 5 kw) to be resumed at 10 a.m. today (Mor day). Last session was Dec. 16.

BROADCASTING • Telecastin

Page 86 • January 5, 1948
Look at the figures in that headline again.

They reveal the tremendous impact of The Nation’s Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3½ million radio homes within the area, between 6 AM and midnight. That’s coverage!

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of all listening to all stations. That’s dominance!

How much did these homes listen? Taking all 3½ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. That’s penetration!

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.
What every Advertiser wants to know!

The Oklahoma City Consumer Panel has been set up on a continuing basis and financed by WKY and the Oklahoma Publishing Company to give advertisers and manufacturers the most perfect picture of product behavior modern research methods can devise.

The method, the products covered and the sampling were adopted after consultation with the country's leading agencies, advertisers and research men.

Four hundred families, selected for perfect representativeness of the Metropolitan Oklahoma City area, maintain a day-by-day purchase record for some 40 commodity classifications, recording brand, size, number of units, price paid and place of purchase.

Tabulations are issued quarterly, but special reports for longer or shorter periods are available at cost covering any phase of activity possible to obtain from correlation of the detailed purchase records and biographical information available.

Nowhere in the U. S. today is there available to advertisers a more sensitive thermometer and more accurate recording of product behavior. Write today, letting us know how the Oklahoma City Consumer Panel may assist in solving your particular problem.

What You Can Find Out About Your Product

1. The number and percentage of families buying your product in Metropolitan Oklahoma City.
2. The comparative standing of your product with competitive brands.
3. The number of units, price and weight of all brands purchased.
4. The time and place of purchase; grocery or drug store, independent or chain, department store, house-to-house distributor, or other.

This information on products in 40 odd classifications is available quarterly. In addition special reports are available at cost. Write today for the reports covering the specific products in which you are interested.