fish story:

the kind that can pay off in chips

A man from the Fishery Council dialed us the other day. "Thought you might like to know," he said, "that one WOR woman's service show offered some of our pamphlets on fish cookery—and we were swamped with requests! Almost 7,000! I tell you, every time we make an offer on WOR, we start worrying about how to handle all the mail. Never get such action elsewhere."

Made us feel all glowy, that compliment; made us sort of just want to say, "Gosh." But, on second thought, it's a rather routine occurrence here at WOR. For more than a quarter-century WOR's had an amazing ability for reaching more people and making more people reach for what advertisers have to sell than probably any other station in the United States.

And the cost? Why, sir, for the breathtaking sum of 1/12th of 1-cent per impact per week, one WOR advertiser told his message in 422,755 homes with radios.

Pretty amazing, isn't it? But it's the sort of thing that happens regularly at our place. Little wonder, when WOR is heard regularly by 34,057,161 people in 18 states.

Like some profitable proof? Just call or write...

wor

heard by the most people where the most people are

mutual
SINCLAIR Implement Company, occupying three store fronts, is one of the largest businesses in Martinsville, Illinois. W. T. Sinclair, a farmer all his life, founded it eleven years ago, now operates it in partnership with his son, Dale. Mr. Sinclair still owns two nearby farms, each operated by a daughter and son-in-law.

Dale, a recent graduate of the University of Illinois College of Agriculture, says his contacts there convinced him that WLS is the best farm station. He already knew it, for he says, “All the farm folks around here listen to WLS—especially at noon.”

Mr. Sinclair, interested in the Clark County Fair Board, for years has been instrumental in featuring WLS talent at the fair. Disappointed last year with someone else, he says for 1948 they’re going to get WLS National Barn Dance acts again: “They’re always a good drawing card.”

Martinsville has a population of 1,296; Clark County population is 18,812—with 72% rural. It’s a rich market: 14½ million dollars effective buying income, 6½ million gross farm income; 8½ million dollars retail sales (1946). WLS is the leading radio station, according to BMB: 90% days, 85% nights. In 1946, listeners in the county’s 4,340 radio homes sent WLS 3,570 letters, an 82% response!

Just as Clark County is typical of rich Midwest America, the Sinclairs are typical of its merchants. They know their customers personally—know they are listening to and being influenced by WLS. We know these folks, too—meeting them personally at fairs and celebrations, learning what they want to hear from their radios. That’s why, for 24 years, WLS has been able to broadcast the information they need, the entertainment they want—making them loyal listeners. And on loyal listeners depend advertising results.
One of a series. Facts on radio listening in the Intermountain West

In the Mornings

THERE'S DOUBLE THE TUNE-IN outside of Salt Lake City

... and the Intermountain Network delivers 42.2% of this huge audience

The Winter, 1947 Hooper reveals that there are 28.3% of the sets in use between 8 a.m. and 12 noon in 13 Intermountain Network cities outside of Salt Lake City—or more than double the Salt Lake Tune-in. And, in these 13 cities, Intermountain Network stations deliver a 42.2% of the audience with a Hooperating of 11.9.

MORNING HOOPERATINGS
Monday thru Friday—Winter, 1947

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets-In-Use</th>
<th>Rating</th>
<th>Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.-12:00 N</td>
<td>28.3</td>
<td>11.9</td>
<td>42.2</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m.-12:00 N</td>
<td>14.0</td>
<td>2.8</td>
<td>19.9</td>
</tr>
</tbody>
</table>

*Comprised of the following 13 cities: 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.

NOTE THIS! Retail sales in the home counties in which the above 13 cities are located total $328,218,000 compared to $218,650,000 for Salt Lake County. In other words, retail sales of these 13 counties are once and one-half again the Salt Lake County sales. And you cover all 14 counties—plus a total market of three-quarter billion dollars in retail sales—when you buy Intermountain.

Closed Circuit

WITH AN EYE to TV future, CBS has quietly acquired about 3% of Madison Square Garden stock, and may buy more. Placing emphasis on sports, network understood to be interested in assuring Garden telecasts but not necessarily on exclusive basis. Amount unknown.

BROADCASTER PRESSURE for realignment of wire-line rate structure foreseen with imminence of AT&T rates for television use of coaxial cable (story, page 19). Feeling prevalent among some AM and FM operators that line rates should be reflected in relation to whatever charges are used for television, in logical ratio to communications space each displaces. They figure sizable reductions would result.

PROJECT of Rep. Kearns (R-Pa.) to have copyright law amended to legalize AFM royalties on commercial use of recorded music hasn't chance of proverbial snowball, according to informed House leadership. There's even doubt about hearing this session. Sentiment is strongly against reinstating AFM's "welfare fund," outlawed under Taft-Hartley Law, through legislative subterfuge.

LYDIA E. PINKHAM Medicine, Lynn, Mass., through Erwin Wasey & Co., New York, looking for live hill-billy programs.

ROUGHING-UP given NAB Standards of Practice at 9th District meeting in Chicago Thursday may augur trouble as document approaches final revision. Though opponents have been silent for weeks, Windy City session apparently indicates it's only pre-storm calm.

MAIN code opposition at Chicago centered around commercial time limits and contest clauses. Anti-coders tried to rush through resolution before discussion started but were voted down 3-1 (story page 20).

FIRST INDICATIONS of broadcast support of pending White Bill (S-1333) developed last week with inquiries to Senate Interstate Commerce Committee from legislators who had been asked by stations about "status" of far-reaching measure. Letters, which fitted CBS position and originated with CBS affiliates, urged support, but with no further power to FCC beyond that in present law as to programs, implying opposition to proposed Section 326.

KAISER-FRAZER Corp., Willow Run, considering sponsorship of It's a Great Town packaged by Martha Rountree. Program would feature different city each week.

CBS HAS MADE overtures to Los Angeles Times on possibility of newspaper station being network video outlet.

PROJECTED study of non-listening may be revived when NAB board meets next week. (Continued on page 80)

Upcoming

Feb. 16-17: Trans-Canada and Dominion networks conference with CBC, Toronto.
Feb. 18: FMA Region 4 meeting, Sheraton Hotel, Chicago.
Feb. 18: NAB Radio News Clinic, Hotel Charlotte, Charlotte, N. C.
Feb. 20-21: South Dakota Broadcaster's Conference, U. of South Dakota, Vermillion, S. D. (Other Upcomings on page 85)

Bulletins

NAB District 9 members in Chicago Friday voted 24-0 in favor of code, answering question, "Are you in favor of Standards of Practice for the radio industry?" Vote was 16-15 on question, "Are you in favor of any limitations whatsoever in a Standards of Practice?" Attending stations were predominately independent. Meeting was told by Hugh Felts, BMM president, that BMM hopes to announce lower fees at Los Angeles NAB convention provided 160 more stations subscribe. (See early District 9 story page 20.)

WAVE GETS TV GRANT
COMMERCIAL TELEVISION construction permit awarded Friday by FCC to WAVE Louisville, for Channel 5 (768-82 mc), power 16 kw visual, 10 kw aural, antenna 355 ft. Eighty-one CPs now outstanding. Both TV channels allocated Louisville now assigned; Channel 10 (192-198 mc) earlier given WHAS that city. WHAS had sought to modify its permit to request Channel 5, but withdrew voluntarily so that both parties Jan. 30 were removed from hearing on matter.

NAB to Ask Uniform Time Legislation

ELEVENTH-HOUR request to have Congress proclaim uniform time to be submitted by NAB this week, it was indicated Friday, with expectations of strong Congressional and general industry support. Planned meeting Monday, March 5, 9:00-10:00 a.m., for televisions. 

All NAB districts as well as board and conventions have unanimously urged uniform time for years but implied opposition of farm organizations has slowed down legislative process. Railroad, airlines, shipping lines and most other common carrier operations favor uniform daylight time. NAB expected to advocate uniform time, without recommending either standard or daylight. Uniform time bill is reported in House by Rep. Joseph O'Hara (R-Minn.).

All four networks are perfecting plans to bring uniformity in schedules by use of transcriptions. ABC successfully used delayed programming last summer.
5000 WATTS DAY AND NIGHT

HIGH LISTENERSHIP SELLS

WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

STEINMAN STATION
Represented by
ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles
All Over The Nation

PEPSI COLA

Hits the Spot*

In Memphis—WHHM Hits the Spot, So hit Mem-
phis with spots on WHHM. Use the direct route
in Memphis with the station that delivers

MORE LISTENERS PER DOLLAR IN MEMPHIS

That's the proud record of WHHM—the station
that rings the register for local and national ad-
vertisers.

Agency after agency is awakening to the fact
that the station in Memphis with the High
Hoopers and the active audience is the one
for sales results.

"Hit the Spot" of sales the WHHM way.

Member

WHHM

WHHM's Best Reference
is Public Preference

MEMPHIS, TENN.

Pott McDonald, General Manager


* With a "spot" of thanks to

PEPSI COLA
Columbia Broadcasting System’s

MOST POWERFUL

GEORGIA STATION

WMAZ—MACON

Now 10,000 WATTS

RCA BTA-10F TRANSMITTER—E. F. JOHNSON PHASING

940 KC

MAJOR MARKET TRIO

National Representative:
THE KATZ AGENCY
monogram program releases sell to the sponsor because they sell for him at common-sense costs

MONOGRAM program releases are selected for showmanship that builds and holds audiences plus salesmanship that causes repeated sponsor renewals. MONOGRAM program releases are built for high ratings on the only practical rating basis: the sponsors' charts on sales volume and sales costs.

MONOGRAM PROGRAM RELEASES ARE ADVERTISED TO PROSPECTIVE SPONSORS IN SALES LANGUAGE THAT MAKES SENSE TO SALESMEN

These Monogram ads translate local radio advertising into tangible selling action. They reach prospective sponsors through business and trade publications in your best potential trade classifications. National and local advertisers will read them in:

TIME • BUSINESS WEEK • FOOD FIELD REPORTER • DRUG TRADE NEWS • BREWER'S DIGEST • BAKERS' HELPER • NATIONAL BOTTLERS' GAZETTE • MERCHANDISER TRADE JOURNAL • THE MILK DEALER • FEEDSTUFFS • SUPER SERVICE STATION.

ASK YOUR LOCAL STATION FOR AUDITIONS
WNEW HASN'T STOPPED MAKING RECORDS

More advertisers bought more time.... and reached more listeners on WNEW in 1947 than ever before!

more than ever... NEW YORK'S No. 1 BUY!

WNEW 1130
ON THE AIR 24 HOURS A DAY

ON YOUR DIAL

Represented by John Blair & Co.

BROADCASTING • Telecasting
Feature of the Week

BRACE YOURSELF if you have occasion to telephone KDKA Pittsburgh, for you will not be suffering delusions but will actually be hearing the squeaky voice of Henry Aldrich, the nasal response of Fred Allen or greetings from a number of other famous NBC stars. It is all part and parcel of a promotion stunt launched by the Westinghouse station three weeks ago to stimulate interest in its network programs.

First victim of KDKA’s mystic switchboard was a woman. With no reason to expect hoodooism she dialed Grant 4200 and to her utter amazement heard a familiar male voice telling her:

“KDKA... This is Archie, the manager, speaking. Be sure to hear my program tonight at nine. Now just a minute, please...”

The conventional, business-like voice of KDKA’s telephone operator was then heard saying:

“KDKA, may I help you?”

At times one is greeted by Mr. District Attorney. Salutations are also offered by Perry Como, Amos ’n Andy, Jimmy Durante, Bill Stern, Al Jolson, Ralph Edwards, Red Skelton, Frank Sinatra, Charlie McCarthy, Dr. I. Q., Milton Berle, Burns and Allen, Art Linkletter, and Garry Moore.

Success of the promotional scheme is clearly indicated by the flood of calls jamming the switchboard, KDKA reports.

The stunt was a brain child of KDKA’s promotion director, David Lewis, who started preparing plans last fall. Some 20 of NBC’s luminaries were asked to make a recording, patterned after the Archie script. Each recording, as it was received by the station, was transferred to an in-

Behind scenes with mysterious switchboard which furnishes those calling KDKA with messages from NBC stars are Edith Hingley, regular operator, T. C. Kennedy, KDKA chief engineer, and J. E. Boudino (r), station general manager.

(Continued on page 74)

On All Accounts

The first job of Thaddeus (Ted) Stephen Kelly, young timebuyer for Cecil & Presbrey, New York, was that of messenger for the shipping department of BBDO, New York. But shipping proved to be not a career but a destiny with Ted, for in less time than it takes to say Batten, Barton, Durstine and Osborn, he had joined the Army and shipped overseas for a three-year, four-battle-star hitch with the Pacific forces of the U. S. Army.

But even in the brief period before his entry into the Army Ted Kelly had established himself in the firm, and Induction Day found him leaving the organization as a highly-rated assistant to the timebuyer, Gertrude Scanlan.

With the war’s end, Ted returned to the Battle of 383 Madison Ave. in his former capacity as assistant timebuyer, but in a few months the retired Signal Corps sergeant had won his field promotion to the rank of Timebuyer, First Class in charge of a battery of accounts which included: The Reader’s Digest, Wildroot Hair Oil, Chrysler (DeSoto Division), Pecnick Ford Inc., and Waitt and Bond (Blackstone Cigars).

His reputation preceding him, Ted Kelly moved to Cecil & Presbrey Jan. 12 as timebuyer for several accounts, including Philip Morris, Block Drug and Ronson Lighters.

Still only 24, Ted’s entire civilian life has been more or less wrapped up with the agency business and quite logically it was there that he found romance, too. On March 10, 1947, he married the former Ann Fisher, then secretary to Eleanor Scanlan of BBDO. The young couple have an apartment in Rockaway Park.

Mr. Kelly is a baseball and basketball fan. In fact, he plays basketball himself with a local team in New York City.
Another Nation-Wide FIRST for KXEL

KXEL's "Neighbors' News"

3 National FIRSTS Within One Year

**"NEIGHBORS' News"**
6:15 to 6:30 a.m., Monday through Saturday. Features Carl Roth, KXEL Farm Director. Sponsored by James Black Dry Goods Company.

1948 Champion Farm Service Show—NRDGA National Contest

**"R.F.D.-1540"**
12:45 p.m., daily except Sunday. Also features Carl Roth, KXEL Farm Director. Sponsored by James Black Dry Goods Company.

1947 Grand Champion—NRDGA National Contest

**"MUSIC for MODERNS"**
A teen-age feature broadcast from 6:30 to 7:00 p.m. Thursdays. Sponsored by James Black Dry Goods Company.

1947 Champion Teen-Age Show—NRDGA National Contest

KXEL 50,000 WATTS
Josh Higgins Broadcasting Co., Waterloo, Iowa
Represented by Avery-Knodel, Inc.
Covering KXEL's "GREAT RURAL CITY."

February 16, 1948 • Page 11
Now that disc jockey shows have climbed into the big-time and won the regard of even the greatest advertising moguls, it seems fitting to point out that this type of attraction originated as "local programming". And that today as always, lots of stations still cater to enormous audiences with their own individual disc shows.

"The Mail Bag" aired by Station KXYZ, Houston, from 3:45 to 4:45 p.m. Mon. thru Fri., is a beautiful example. It consistently shows Hoopers between 6.0 and 7.0, and during one typical recent 30-day period also pulled mail from one hundred and fifteen "outside" towns in Texas and Louisiana!

If you want to capitalize on the high efficiency and low cost of Bull's-Eye Radio, Free & Peters can build a campaign of just such popular and proven programs for you, in one or all of the important markets at the right. Shall we start?

**FREE & PETERS, INC.**

Pioneer Radio and Television Station Representatives

Since May, 1932

---

**EXCLUSIVE REPRESENTATIVES:**

- ALBUQUERQUE: KOB
- BEAUMONT: KFDM
- BOISE: KGSH
- BUFFALO: WGR
- CHARLESTON, S. C.: WCSC
- COLUMBIA, S. C.: WIS
- CORPUS CHRISTI: KRIS
- DAVENPORT: WOC
- DES MOINES: WHO
- DENVER: KVOD
- DULUTH: WDMN
- FARAGO: WDAY
- FT. WORTH-DALLAS: WEAP
- HONOLULU-MIL: KGMB-KHBC
- HOUSTON: KXYZ
- INDIANAPOLIS: WISH
- KANSAS CITY: KMBC-KFPM
- LOUISVILLE: WAVE
- MILWAUKEE: WMAY
- MINNEAPOLIS-ST. PAUL: WCCN
- NEW YORK: WMCA
- NORFOLK: WGH
- OMAHA: KFAB
- PEORIA-TUSCOLA: WMBD-WQDZ
- PORTLAND, ORE.: KEX
- RALEIGH: WTPF
- ROANOKE: WDBJ
- SAN DIEGO: KSDJ
- ST. LOUIS: KSD
- SEATTLE: KIRO
- SYRACUSE: WFRB
- TERRE HAUTE: WTIC

**TELEVISION:**

- ST. LOUIS: KSD-TV
AGENCIES FOR CODE

TRENDS Poll Shows 87% Want Standards

Responsibility for maintaining standards should be vested in:
(See Table I on page 14.)

45% of the agency executives who believe there should be a code feel that responsibility for its maintenance should be vested in the ANA-AAAA-NAB jointly (the tripartite principle in effect for BMB)—twice as many as feel it should be NAB's sole responsibility. 12% would place responsibility on individual broadcasters; 7% on the FCC. Among the miscellaneous answers were various combinations of five major groups.

Should there be time limits on commercials? (See Chart III.)

Only 5% of the panel believe that no time limit on commercials should be set. The overwhelming majority (94%) agree that there should be limitations.

Asked what limits should be set, those who agreed that there should be limitations proceeded to show considerable variety of opinion.

What time limits should there be on commercials? (See Table II on page 14.)

Agency respondents revealed that there was little consensus on what limitations should be set.

For 5-minute programs, daytime, major votes were cast for 1:00 and 1:15 minutes of commercial time, with 1:30 not far behind (Continued on page 14).

CHART I:
Should broadcasting stations and networks work under industry-wide standards of practice?

- 87% YES
- 12% NO
- 1% NO ANSWER

Only 1% of the panel reported no opinion.

What group or groups should set the standards? (See Chart II.)

Seven out of ten agency executives who feel there should be a code believe standards of practice should be set jointly by advertiser, agency and broadcaster. 24% would have the broadcasting industry set its standards alone. 4% feel standards should be set jointly by government-broadcaster-advertiser-agency; 2% by government and broadcaster. No one was of the opinion that the government alone should set radio's standards.

CHART II:
What group or groups should set the standards?

% of all who believe radio should operate under an industry-wide code

<table>
<thead>
<tr>
<th>GROUP</th>
<th>% Believing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser-agency, broadcaster jointly</td>
<td>69</td>
</tr>
<tr>
<td>Broadcasting industry alone</td>
<td>34</td>
</tr>
<tr>
<td>Government + broadcaster + advertiser + agency jointly</td>
<td>4</td>
</tr>
<tr>
<td>Government + broadcaster</td>
<td>2</td>
</tr>
<tr>
<td>Government alone</td>
<td>0</td>
</tr>
<tr>
<td>No answer</td>
<td>1</td>
</tr>
</tbody>
</table>

CHART III:
Should there be a time limit on commercials?

- 94% YES
- 5% NO
- 1% NO ANSWER

(Continued on page 14)
**WHAM-WHFM Million Dollar Home Opens**

ROCHESTER Radio City, new million-dollar home of WHAM and WHFM (FM), Stromberg-Carlson stations in Rochester, N. Y., was opened to the public Feb. 14. Structure is 292 ft. wide and 150 ft. deep. The largest of its six studios, 42 x 46 ft., has an auditorium that can accommodate an audience of 400. Other features include 24 individual offices, four staff and public lounges, a deluxe clients' lounge, a sponsors' lounge, news rooms and transcription and music libraries. WHAM, operating with 50 kw on 1180 kc, was acquired by the Stromberg-Carlson Co. in 1927. WHFM operates on 98.9 mc (Channel 255).

The second portion of the Trends survey on Code is scheduled to appear in a forthcoming issue.

**TABLE II**

<table>
<thead>
<tr>
<th>What time limits should there be on commercials?</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of all who believe there should be time limits on commercials</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5 MINUTES</th>
<th>No. of commercial time</th>
<th>Daytime</th>
<th>Evening</th>
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<tbody>
<tr>
<td>Less than</td>
<td>1:00</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>1:15</td>
<td>26</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>1:30</td>
<td>19</td>
<td>12</td>
<td>12</td>
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<tr>
<td>More than</td>
<td>1:30</td>
<td>4</td>
<td>4</td>
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<td>No answer</td>
<td></td>
<td>8</td>
<td>8</td>
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<tr>
<td>10 MINUTES</td>
<td></td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>Less than</td>
<td>2:00</td>
<td>22</td>
<td>28</td>
</tr>
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<td>2:15</td>
<td>40</td>
<td>41</td>
<td>41</td>
</tr>
<tr>
<td>2:30</td>
<td>21</td>
<td>17</td>
<td>17</td>
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<tr>
<td>More than</td>
<td>2:30</td>
<td>8</td>
<td>8</td>
</tr>
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<td>No answer</td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>15 MINUTES</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Less than</td>
<td>3:00</td>
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<td>21</td>
</tr>
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<td>3:15</td>
<td>33</td>
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</tr>
<tr>
<td>3:30</td>
<td>26</td>
<td>21</td>
<td>21</td>
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<tr>
<td>More than</td>
<td>3:30</td>
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<td>100</td>
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<td>Less than</td>
<td>4:00</td>
<td>9</td>
<td>14</td>
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<td>4:15</td>
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<td>4:30</td>
<td>23</td>
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<td>More than</td>
<td>4:30</td>
<td>9</td>
<td>9</td>
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<td>11</td>
<td>9</td>
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<td>60 MINUTES</td>
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<td>100</td>
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<td>Less than</td>
<td>6:00</td>
<td>16</td>
<td>21</td>
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<tr>
<td>6:15</td>
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<td>6:45</td>
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<td>7:00</td>
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<td>14</td>
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<td>More than</td>
<td>8:00</td>
<td>9</td>
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</tr>
<tr>
<td>No answer</td>
<td></td>
<td>11</td>
<td>10</td>
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</tbody>
</table>

**THE CODE TREND .......... An Editorial**

ADVERTISING AGENCY executives, sometimes cast as bogey men under the bed during code discussions, reveal themselves as moderate and highly intelligent men who think very much the same way as the majority of broadcasters in the accompanying BROADCASTING TRENDS poll.

The poll shows:

1. 51% of agency executives think there should be industry-wide standards.
2. A smaller, but still heavy majority—40%—think the standards should be drawn up jointly by broadcasters, advertisers and agencies.
3. 45% think the ANA, AAAA and NAB should jointly administer the standards.
4. And, most significant, 94% believe a time limit on commercials is necessary. In reply to the 19% who say overall the time limits proposed by agency executives are nearly the same as those proposed by the NAB board on Nov. 15.

The results are not too surprising when it is realized that the success of all agencies is as inextricably dependent on the acceptance of radio as is that of the broadcasters themselves. The similarity of their conclusions to those of the NAB committees which have drawn up the code is a testimonial both to their own astute evaluation of the problem and the sincerity and acumen of the writers.

Comparing the time limits suggested by the agencies (Table 2) with the proposed time standards adopted by the NAB board one finds:

<table>
<thead>
<tr>
<th>Length of Program</th>
<th>NAB Board</th>
<th>Agency</th>
<th>Evening</th>
<th>NAB Board</th>
<th>Agency</th>
<th>Day</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-minute</td>
<td>1:15 min.</td>
<td>1 min.</td>
<td>1 min.</td>
<td>1 min.</td>
<td>1 min</td>
<td>15 sec.</td>
<td>Less Same</td>
</tr>
<tr>
<td>10-minute</td>
<td>2:10</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10 sec.</td>
<td>Less Same</td>
</tr>
<tr>
<td>15-minute</td>
<td>3</td>
<td>2:30</td>
<td>2:30</td>
<td>2:30</td>
<td>2:30</td>
<td>30 sec.</td>
<td>Less Same</td>
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<tr>
<td>30-minute</td>
<td>4:15</td>
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<td>3</td>
<td>3</td>
<td>3</td>
<td>15 sec.</td>
<td>Less Same</td>
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<tr>
<td>60-minute</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>1 min.</td>
<td>Less Same</td>
</tr>
</tbody>
</table>

While these do not take into consideration the various provisions for station-breaks or frequency of announcements they do indicate the feeling of the majority of agency executives that the commercial provisions in the proposed NAB code are adequate. In fact in every case where there is a difference the agencies have asked even less commercial time than is provided for in the code.

Probably most surprising of the recommendations is that the ANA and the AAAA not only join the broadcasters in desiring a part in writing the code but in administering it as well.

This agency reaction is a long stride in the right direction. Many advertisers—we think the majority of them—will go along. The responsibility for code compliance rests with the broadcaster but is dependent upon the cooperation, good will and team-work of the advertiser and his agency. Once that support is assured, the recalcitrant will think twice before attempting to evade any duly promulgated standards of practice.
Problem of Space Impends

By RUFUS CRATER

THE RUSH for television stations, particularly in the East but spreading steadily westward, poses for FCC and broadcasters a fundamental problem which they hadn’t expected so soon.

The basic question: Where does television go from here?

That is the consensus, and it is spreading rapidly as broadcasters, established and potential, virtually fall over themselves to get into the field while there is still room.

For the moment, it is conceded that:

- Television’s No. 1 problem today is the shortage of spectrum space.
- The only foreseeable solution lies above 400 mc, in the area set aside for television experimentation.
- FCC and television industry leaders have long insisted that television’s ultimate home is one that can begin to accommodate a nationwide competitive service—in the upper band, now lying between 480 and 890 mc.

It has been generally expected that several years would pass before commercial operations are undertaken in that band. To a great extent the same feeling still prevails. But the obviously underestimated demand for television channels has led authorities to revise their private time schedules with respect to the date when the “upstairs band” may be essential for commercial use. Some are wondering outspokenly whether it wouldn’t be better to start now to consider the necessary for early operation in that band.

This feeling is becoming more prevalent despite the realization that a number of today’s applicants apparently have failed to recognize the full financial demands of television and, unless they secure more capital, may have to drop out of the field.

Emphasizing the shortcomings of the present allocation—which the FCC recognized almost three years ago as “insufficient to make possible a truly nationwide and competitive television system”—a roundup last week showed that in 24 cities there are already more applications than channels.

In these 24 there are 37 channels available for assignment under the present allocation plan. For these 37 channels there are 83 applicants. Ten of the 24 cities have no television stations, operating or authorized, and in at least eight of these ten the fight is for the only channel which the allocation plan provides. In two the allocations table shows no channels left. In Boston there are 10 applications but only two channels.

Assuming that Empire Coil Co. will be granted its petition to withdraw its applications for Boston, Waterbury, Buffalo, and Pittsburgh—in order to concentrate on its grant for Cleveland—and assuming also that WISH Indianapolis will be granted its request to reinstate its application—the situation last Thursday was as follows, with respect to cities where applications outnumbered availabilities:

<table>
<thead>
<tr>
<th>CITY</th>
<th>CHANNLES AVAILABLE</th>
<th>APPLICATIONS MOUNTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron</td>
<td>1 1</td>
<td>2 2</td>
</tr>
<tr>
<td>Allentown, Pa.</td>
<td>1 1</td>
<td>2 2</td>
</tr>
<tr>
<td>Atlanta</td>
<td>1 1</td>
<td>2 2</td>
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<tr>
<td>Buffalo</td>
<td>1 1</td>
<td>2 2</td>
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<tr>
<td>Chicago</td>
<td>1 1</td>
<td>2 2</td>
</tr>
<tr>
<td>Cleveland</td>
<td>1 1</td>
<td>2 2</td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>1 1</td>
<td>2 2</td>
</tr>
<tr>
<td>Detroit</td>
<td>1 1</td>
<td>2 2</td>
</tr>
<tr>
<td>Fall River, Mass.</td>
<td>1 1</td>
<td>2 2</td>
</tr>
<tr>
<td>Hattiesburg, Pa.</td>
<td>1 1</td>
<td>2 2</td>
</tr>
<tr>
<td>Houston</td>
<td>1 1</td>
<td>2 2</td>
</tr>
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<td>Indianapolis</td>
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<tr>
<td>Miami</td>
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<td>Philadelphia</td>
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<tr>
<td>Pittsburgh</td>
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<tr>
<td>Reading</td>
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<tr>
<td>San Francisco</td>
<td>1</td>
<td>2 2</td>
</tr>
<tr>
<td>Scranton-Wilkes Barre</td>
<td>1 1</td>
<td>2 2</td>
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<tr>
<td>Terre Haute</td>
<td>1</td>
<td>2 2</td>
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<tr>
<td>Waterbury, Conn.</td>
<td>1</td>
<td>2 2</td>
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<tr>
<td>Youngstown, Ohio</td>
<td>1</td>
<td>2 2</td>
</tr>
</tbody>
</table>

*Channels may be “squeezed in” or reassigned from other communities.

Unless there are enough dropouts, hearings must be held in each of these cases. In addition, there are several communities where availabilities exactly equal the number of applications, so that one more bid in any city would precipitate a hearing. These include Springfield and Worcester, Mass., Bridgeport, Conn., Canton, Ohio, and Louisville, Ky., which have one channel and one application each; and Cincinnati where the situation now stands two for two.

430 Stations Provided

On the basis of 13 channels—the first of which may be lost by television through FCC’s proposal to reassign 44-50 mc to other services—the existing allocations scheme provides for approximately 430 stations in the top 140 markets.

Commission engineers have extended this plan by making specific channel allocations to lesser markets, carrying it down in some instances to cities of about 10,000 population. Thus the number of potential stations would be double.

(Continued on page 80)

Libel Bill Reported

LIBEL bill relieving broadcast stations from liability for defamatory statements made by candidates for public office or on their behalf was favorably reported last Monday by the Virginia Senate General Laws Committee. The bill previously had been approved by the House. Committee Delegate G. Edmund Massie, of Richmond, stated that under Massie’s revisions the right to censor addresses and therefore should not be held liable.

WAYNE COY, FCC chairman, as seen by KGW Portland’s spaghetti and meatball artist, Basil Wolverton. The drawing, gift of Arden X. Pangborn, business manager of The Oregonian, which owns KGW, and H. Quentin Cox, general manager of station, was presented to Chairman Coy at an informal dinner attended by members of the press, engineering and FCC’s Ad- visory Council on Federal Reports, ex-colleagues of Mr. Coy from the Bureau of the Budget, and guests. Ben Strouse, vice president and general manager of WWDC Washington, succeeds Mr. Coy as chair- man of the committee.

February 16, 1948 • Page 15
Joint Group Plans

(See editorial, page 48)

INDUSTRY groups taking part in the united front campaign against AFM President James C. Petrillo last week settled down to a long battle against anticipated demands of the musicians’ union.

Convinced that the two parties are further apart than ever, despite the 60-day truce effective Feb. 1, the Industry Music Committee is working on legal steps to be taken should the union head use expected harassing tactics.

Closer Than Ever

The committee is expected to explore the Lea Act, Taft-Hartley Act and National Labor Relations Board regulations for every possible avenue of relief. The study is expected to come a series of definite measures, along with other strategic steps to meet Petrillo strategy as it develops.

Puck, in his dual role as vice president of radio, and as head of the music division, also was helping to tie under the united front committee members based in New York last week.

The committee heard reports from Sydney M. Kaye, special counsel, and Verne Burnett, public relations counsel.

Proposal to exhaust all legal remedies available in the negotiations was based on statements by members of the House Education & Labor Committee during the recent Petrillo investigation. On a number of occasions members of the committee criticized broadcasters for asking Congress to help them when remedies appeared to be open under existing legislation and regulations.

Right Questioned

For example, it has been suggested that the AFM president’s right to represent many band leaders is questionable under the Taft-Hartley Act. These leaders in many cases have the right to hire and fire, and may be construed as supervisors rather than employees subject to Petrillo dictates.

Management thus would have the right to ask NLRB if band leaders are supervisors. If that were found to be the case, management would not be required to bargain with the union and leaders could make their own deals. Control of name bands by the union president is considered one of the most vital aspects of the union.

Union shop rules of the Taft-Hartley Act and NLRB regulations covering platter turners and disc jockeys also are said to offer approaches to the music negotiations. Under the Lea Act, the union may request an employer to hire more musicians, but if steps are taken to force management to hire them a case arises within the scope of this legislation.

Feeling was apparent among committee members that the 60-day truce in no way is a favorable portent of peaceful settlement. They are preparing for a series of stiff contract battles once Mr. Petrillo is able to make up his mind as to the employment possibilities in television, FM and interrelated groups.

Hathaway for Connolly

At CBS; Puck to Leave

TOM CONNOLLY, CBS director of program promotion, was due to leave the network last week, and Larry Puck, talent scout and director of the network’s popular music division, also was understood to be leaving CBS.

Both have been with the network for about ten years. Mr. Connolly has been a large share of the credit for developing the CBS technique of promoting network programs through its affiliates. Mr. Puck, in his dual capacity as popular music director and talent scout, helped to nurture Arthur Godfrey, Perry Como and many others as network personalities.

It was understood that Mr. Connolly’s duties will be taken over by Neil Hathaway, veteran member of the CBS promotion staff. Sydney M. Kaye, who is leaving Young & Rubicam to join CBS in March, is expected to inherit Mr. Puck’s popular music responsibilities with the network. Future plans of Messrs. Connolly and Puck were not announced.

LONG MUSIC FIGHT

As Negotiations Near

TV LEGAL THREAT

NBC Warning Defends KRO

INTRODUCTION of “giant screen” television to the movie-going public, scheduled for last Monday at the RKO 58th Street Theatre in New York, has been indefinitely postponed by NBC’s threat of legal action to protect its rights. Action was indicated if RKO theatres proceeded with plans to add a pickup of NBC’s telecast of the boxing bouts from the St. Nicholas Arena to the regular film program.

Two days before the proposed demonstration, RKO theatres had wired radio editors invitations to “sit in on this history making event,” which the telegram said, “marks the first time a New York motion picture theatre has combined television broadcast with regular screen show.” On Monday morning a second wire reported that “due to reasons beyond our control” the idea had been postponed until further notice.

Castor’s Rights

NBC, which had not been consulted in advance, said that it had served notice on the theatre company not to include the video sports show sponsored by Gillette Safety Razor Co., in its theatre program in accordance with its belief that a broadcaster has a property right in the material he broadcasts which enables him to restrict its reception. Each NBC television schedule signs on and off with a statement to the effect that the programs are not to be rebroadcast in places where NBC’s admission is charged without specific permission of NBC.

This legal theory is as yet untested in the courts, although a similar report in the Los Angeles Times last week on Paramount Pictures was considering asking for an injunction against the Pantages Theatre in Los Angeles which regularly picks up new shows a few weeks after their NBC telecast.

While everyone agreed that the outcome of the suit to settle the question of rights in a video broadcast is through a test case, no one last week seemed anxious to initiate such action. Paramount’s primary interests lie in the motion picture field. NBC’s parent company, RCA, counts the picture producers and exhibitors as among its good customers. As long as a suit can be avoided without an outright sacrifice of rights, it seems likely that it will be.

Redmond Rejoins CBS

RICHARD J. REDMOND, onetime member of CBS Promotion Dept., has rejoined the network as assistant to Lawrence W. Lowman, vice president in charge of television. He will handle special assignments in this department as well as relieve Mr. Lowman of administrative details. In radio sales promotion and research for nearly a decade before the war, with CBS from 1934 to 1938 and for three years with MBS, Mr. Redmond served with the Air Transport Command in Africa for three years. On his discharge in 1945 he went into private business by taking over a Muzak franchise in Columbus, Ohio, in which he retains an interest.
DuMont Head Says Firings Not for Sale

CATEGORICAL denial that Allen B. DuMont, Laboratories chief, or any part of firm's manufacturing or broadcasting setup is for sale was issued last week by the company's president, Dr. Allen B. DuMont.

"DuMont in both the manufacture of television receivers and in television broadcasting," he stated. "We have been in television since the beginning and we emphatically intend to remain in television. The five divisions that comprise Allen B. DuMont Labs — cathode-ray tubes, cathode-ray oscillographs, television receivers, television transmitters and the DuMont Television Network— are not for sale nor will be offered for sale."

The rumors that DuMont was on the block may have originated "on the premise that Paramount may have received offers for their stock holdings in DuMont," Dr. DuMont said [BROADCASTING, Feb. 9]. He added that these do not represent a controlling interest. Explaining that Paramount holds less than 3% of the DuMont Class A stock, which comprises 72% of the total issue. Class A stockholders elect the president, vice president and five directors, controlling the board and the executive direction of the company's affairs. B stockholders elect the secretary, treasurer, assistant treasurer, and three directors.

"The B stockholders can prevent but cannot compel action wherever stockholder action is necessary," Dr. DuMont concluded. "Any sale of Paramount over B stock would not affect the measure of control now held by the A shareholders."

He confirmed the report of an agreement between the Crosley Corp., whereby Crosley will manufacture sets under DuMont patents, adding that the company has also extended licenses to other major video manufacturers.

Daily Transmissions

To Run 30 Days

Robert Simpson (I) of Times staff, editor of the facsimile edition, and Frank Lauden, makeup editor, on loan to Times from Newspaper Publishers Facsimile Service.

Robert Palmer, chief artist, and Frances Clark, copy production manager, both on loan to Times from NPFS.

Woodrow Wilson (I) of Times art department and Mr. Palmer working on shadow box makeup tables. Boxes are topped with transparent material lined so that makeup man pasting down copy can follow spacing exactly and produce neat copy for transmission.

R. D. Valentine, chief engineer, WQXR and WQXQ, putting copy on the scanner.


Technical phases of the Times' facsimile are being watched by the industry.
A NEW TYPE of metal lens for focusing radio waves in radio relay systems—one theoretically capable of handling 50 to 100 television channels or tens of thousands of simultaneous telephone messages—is under development at Bell Telephone Laboratories.

Engineers plan to use the new lens in a proposed radio relay system intended to link New York and Chicago. An experimental operation with a shorter but basically similar system between New York and Boston was recently initiated.

The new broadband lens is being developed by Dr. Winston E. Kock of the laboratories technical staff and his associates, who also developed the earlier type being tested over the shorter distance. Such lenses focus very short radio waves in the way an optical lens focuses light, permitting engineers to direct radio waves from one relay station to the next in a slender ray not unlike a searchlight beam.

Based on Light Theory

Operation of the new lenses is based on theories of light transmission through atomic and molecular structures. One new type resembles illustrations of a crystalline molecule in physics textbooks.

One such lens consists of an array of metallic spheres. Radio waves, passing through the lens, set up electric currents in the spheres which produce the same effect on the radio waves that molecular lattices of glass or crystaline lens produce on light waves. The new lenses are built by scaling up the molecular lattice structure of a non-conductor, such as glass, and then substituting electrically conductive elements for the molecules. These elements are not necessarily sphere but may, instead, be small strips of conducting material, such as aluminum or copper foil.

Capacity of Lens

Earlier metallic lenses were constructed with rows of conducting plates and operate on wave-guide principles, speeding up radio waves passing through the lens. The wave is slowed down by the new type lens as in an ordinary glass lens, permitting a much wider band of wave lengths. One lens, for example, could be effective at all microwave lengths between a half-inch and four inches. It could, theoretically, handle 50 to 100 television channels. Available techniques limit present lenses to only eight such programs in the relatively narrow wave length band between three and three and three-fourth inches.

Among the transmission advantages offered by the microwave regions, in which such lenses are used, are freedom from static and most man-man interference, according to Bell engineers. A major problem in developing such communications, however, has been that of transmitting and receiving the wave energy in the form of a narrow beam like a searchlight. The very short waves used in microwave communications, unlike commercial broadcasting waves, do not follow the earth's curvature but tend to veer off at the bottom.

Communication over longer distances requires the use of relay stations so the ultimate distance is traversed by a series of intermediate transmissions. New York to Boston transmission is accomplished in eight jumps. To obtain short-range transmission with peak efficiency and minimum interference between successive relay stations, the wave energy must be focused into a narrow beam. This problem has been solved by the metallic lenses which can focus radio waves into the sharpest beam of its kind ever produced, thus giving tremendous impetus to development of microwave communications, Bell officials say.

Size Deemed Impractical

It has been recognized that glass lenses could focus microwaves as they focus light waves, but such lenses would be so large and heavy as to be impractical for radio relay applications. Engineers claim glass lenses for this purpose might be 10 feet in diameter and weigh several tons.

The thought occurred to Dr. Kock that if the lattice structures, such as were believed to constitute atoms and molecules, could focus light waves, a scaled-up version of such a structure would also focus electromagnetic waves or radio waves of correspondingly scaled-up wave lengths.

Since even the very short radio waves are 100,000 times longer than light waves, a scaling-up of the molecular model by that ratio produces a lens capable of focusing microwaves.

The advantage gained is that the individual elements can now be made lighter in weight. This is because the radio waves induce currents on the surface of the metallic elements substituted for atoms in the scaled-up lens and thus can be reduced by making these elements very light and thin. For very light structures, metallic foil dots are employed and held in place by layers of lightweight polystyrene foam. In theory, such a lens might be only one-thousandth the weight of a glass lens of equal size. Actually the new lenses are made heavier than this to insure greater strength, but are still far lighter than an equivalent glass lens, laboratory officials report.
'DODGERS' VIDEO

P. LORILLARD & Co., New York, maker of Old Gold cigarettes, and Ford Motor Co., Dearborn, will co-sponsor telecasts of the 77 home games of the Brooklyn Dodgers during the coming season on WCBS-TV New York. Two-thirds of the games will be sponsored by Lorillard, Ford, both companies sharing in the opening and closing announcements of the first game on April 23, between-inning commercials, and also deserving to be awarded by the toss of a coin.

Signing of Lorillard-Ford sponsorship for the Dodgers WCBS-TV telecasts certifies that all three New York baseball teams will have their 1948 home games televised and that all telecasts will be sponsored. Liggett & Myers Tobacco Co., New York, will sponsor the New York Giants telecasts on WNBT for Chesterfield cigarettes [BROADCASTING, Jan. 26]; P. Ballentine & Sons, Newark, will sponsor the New York Yankees telecasts on WABD [BROADCASTING, Dec. 15]. This alone is ample testimony to the growth of television as an advertising medium since last summer, when the same stations telecast the home games of the same teams but only WCBS-TV sold theirs (to Ford and General Foods Corp.) The companies, which own a 50-50 basis) WNBT and WABD carrying their baseball broadcasts as sustainers.

Commenting on Old Golds' entry into television via the baseball routes, Al Cahn, Lorillard advertising director, said: “We've been broadcasting baseball play-by-play on radio quite successfully for some time. We plan to continue it. At the same time, we'd like to accommodate the steadily climbing audience reached by television, hence the expansion.”

Through Red Barber, who with Connie Desmond commentates on the Dodgers' daily games on WIN New York for Old Golds, is sports director of CBS, he will not take part in the 1948 season, a split comment will be provided by Bob Edge, performing this chore for the third successive summer on WCBS-TV.

The attitude of this sponsor, that separate announcers should be used for the sound and television broadcasts, differs from that of Chesterfield's predecessor to have Mel Allen and Russ Hodges do the talking for both the telecasts on WABD and the sound broadcasts on WIN New York, and of Chesterfield, whose commentary on TELEVISION CITY proposed for Chicago would overlook Illinois System tracks on lake front east of loop (Chicago's downtown business area). The property of Joseph Raspay. Occupying 30-acre space would be a central television building said to provide ample studio space for all Chicago video broadcasters, a 70,000-seat sports palace and convention hall.

Lorillard, Ford Will Sponsor Games

the Giants will be handled by Frankie Frisch on both WNBT (TV) and WMCA (AM) New York.

Nor will Old Golds duplicate Chesterfield in buying all the space on the fence inside the ball park to insure that no other advertised product gets a free plug with the television audience via its video broadcasts. The Chesterfield advertising executives felt it worth while to spend $25,000 for the boards at the Polo Grounds to protect their $250,000 investment in telecasting the games from there, but the makers of Old Golds did not think the like space at Ebbets Field worth the $40,000 asked, on top of their video expenditures, which are estimated to total $150,000 and $175,000.

With R. J. Reynolds Tobacco Co., Winston-Salem, set to sponsor a daily video newsreel on NBC's Television Network for Camel [BROADCASTING, Feb. 2] and Old Golds, and Chesterfield wooing smokers via baseball telecasts, the tobacco merchants bid to become as important in television as they have long been in sound broadcasting. American Tobacco Co. New York, which last fall sponsored collegiate football telecasts on the NBC Eastern network and on WBKB Chicago for Lucky Stripes, also has video plans in the making which have not yet been divulged. Negotiations for the Dodgers' broadcasts are handled by Alden James for P. Lorillard & Co., and John R. Davis, vice president in charge of sales and advertising, for the Ford Motor Co. with Leonard Hole and George Moskovits, associate director and commercial manager, respectively, of CBS Television. Agency personnel represented in the deal included Tom Dougherty, Larry Lennen & Mitchell, for P. Lorillard & Co., and Paul Defur, J. Walter Thompson Co., for the Ford Motor Co.

Lorillard, Ford Will Sponsor Games

RATES FOR TELEVISION SET BY WATV NEWARK

WATV NEWARK has set base rates of $450 an hour for video time between 7 and 11 p.m. and of $360 an hour between 3 and 7 p.m., according to the station's first rate card, effective March 1. The video rates at WATV, the NBC affiliate of WAFT Newark, WATV, is nearing completion and expects to begin broadcasting test patterns this week. It will be the first television station in New Jersey.

Class A time—7 to 11 p.m. Rates are: One hour program once a week, $450; three a week, $1,250; six a week, $2,630. Half-hour program once a week, $350; three a week, $1,000; six a week, $1,800. Quarter-hour program once a week, $350; three a week, $700; six a week, $1,600. Ten-minute program once a week, $100; three a week, $360; six a week, $600.

Class B time—3 to 7 p.m. Rates are: One hour program once a week, $350; three a week, $1,060; six a week, $2,120; a week, $2,900. Half-hour program once a week, $250; three a week, $712; six a week, $1,350. Quarter-hour program once a week, $170; three a week, $484.50; six a week, $918. Ten-minute program once a week, $96; three a week, $288; six a week, $576.

Discounts of 5% for 26 consecutive weeks and 10% for 52 consecutive weeks will be allowed on the above rates.

One-minute announcements are priced at $80 in Class A time, $70 in Class B time. Twenty-second announcements are $60 in Class A time, $50 in Class B time. Discounts of 5% for 100-250 times, 10% for 251-500 times and 15% for 501 or more times will be allowed on announcements.

Rates, commissionable to recognized agencies, are guaranteed for six months from the station's official opening. In addition to the time charges, WATV has live studio fees of $50 for the first half hour, $25 for each additional hour or fraction, film studio fees of $25 per hour or fraction.

February 16, 1948 • Page 19
NBC Reorganizes Washington Staff

Duties of McAndrew, Cooper, Glascock Expanded

REORGANIZATION of the Washington operating structure of NBC, with appointment of William R. McAndrew, assistant to the vice president, as general supervisor over operations, was announced Friday by F. M. Russell, NBC vice president in charge of the Washington division.

Simultaneously, Mr. McAndrew announced elevation of Mahlon A. Glascock, sales manager, to director of sales of NBC's Washington stations—WRC, WRC-FM, and WNOE (520). George Y. Wheeler was raised to director of programs for the stations and Donald Cooper was named chief engineer of station operations.

In the recent reorganization, was entailed by transfer of Carleton D. Smith, general manager of the Washington stations, to New York as manager of NBC's television operations [BROADCASTING, Feb. 9]. Mr. McAndrew, as assistant to the vice president, has specialized in news and special events. His new assignment will be with emphasis on network operations.

Mr. Glascock, a native of Washington, D. C., and Yale University graduate, was associated with three advertising agencies, R. D. Wyley, Robert N. Taylor and Lewis Edwin Ryan, before joining WRC as sales promotion manager in 1942. He was subsequently promoted to sales manager of the station.

Determined to enter the radio

HOOPER STORM

WNOE Stunt Prompts Recall

A PROMOTIONAL campaign by WNOE, which C. E. Hooper Inc. claimed distorted Hooperatings in New Orleans, last week prompted the rating firm to cancel its fall-winter New Orleans city report and to withdraw permission for advertising, promotional, selling and publicity use of station listening indexes for that city.

The audience measurement firm notified subscribers that the action had been taken "in the light of continuation of the WNOE promotional campaign involving a cash award to anyone who responds to a telephone call by saying 'WNOE' instead of 'Hello.'"

The Hooper firm's move prompted field after graduation from Princeton University, Mr. Wheeler accepted a job as page boy with NBC and moved through the ranks of sound effects and announcing divisions. As an NBC announcer during the war he is credited with going ashore in France on D-Day with Ernie Pyle, General Omar Bradley and two photographers. He returned after the war as assistant program director of WRC and was later named director of programming. His wife, Jane, is active in television and conducts her own show on WNBW Washington.

Mr. Cooper, also a native of Washington and a graduate of the Loomis Radio School in that city, on Jan. 26 rounded out his 20th year with WRC, which he joined as an operations supervisor. Prior to his service with WRC he was with the USA Marine division at Norfolk, Va. He was active chief engineer of WRC during the war.

James E. Gordon, vice president and general manager of WNOE, to issue a statement explaining the station's position in the matter and declaring that station's promotional programs do not interfere with the Hooper surveys in New Orleans.

Hooper Inc. asserted that percent of respondents in New Orleans claiming to be listening to WNOE but unable to identify what program had jumped from 25.7% before the station began its campaign to 52% after it was in full swing.

The 25.7% figure was registered in June and July last year and represented those persons who, telephoned by Hooper interviewers, said they were listening to WNOE but neither could name the program they were "hearing" nor would volunteer a general identification such as news, music, etc., the Hooper firm asserted. The 52% figure was registered in October and November.

The notice to subscribers said: "This is notification of our cancellation of the October 1947 through February 1948 (fall-winter) New Orleans city Hooperating report and the withdrawal of all promotional, presentations, publicity and other uses of Hooper station listening indexes which have been published monthly beginning with the September-October 1947 New Orleans index."

It then explained that the WNOE "continuation" of its promotion had motivated the Hooper decision and quoted the figures on WNOE programs' identification.

The company said that "appropriate adjustment" would be made to the various accounts of New Orleans subscribers for the affected period.

The decision, by C. E. Hooper Inc. to take strong action in New Orleans recalled earlier statements by C. E. Hooper, president of the firm, inveighing against give-away promotions aimed at "buying listeners."

The statement by Mr. Gordon of WNOE said, in part:

"Since Mr. Hooper has withdrawn from New Orleans it is only fair that we should give our side of the story. Hooper came to New Orleans at the request of WNOE many years ago. On his first visit he was unsuccessful in selling other New Orleans stations this service and the cost was too much to be borne by WNOE. On a second visit, however, two other stations came in on the deal and Hooper began rating New Orleans. From that time on Forrest, and now my wife, because he claims that WNOE's promotional programs are interfering with his surveys. This is not so in our opinion . . . ."

Says Claim 'Absurd'

It is absurd for Hooper to assume that our high ratings are due to one promotion—the Don't Say Hello program. WNOE is a leader in public service broadcasts. It gave away in 1947 714 hours of program time plus 4,985 special free to matters of public interest.

"Hooper places us fourth in the evening which ratings have steadily dropped since last August. If these evening ratings are correct, then our morning rating of 34.8 is certainly correct. We are fourth in the evening, although promotional activities that Hooper objects to are in progress. We are second in the afternoon with 28.7 and are in second place on Sunday afternoon with 18.9 when no promotional programs are in progress.

"Figures quoted are from the November-December 1947 New Orleans Hooper survey . . . ."

WEATHER AGAIN STOPS WCAU-TV'S LAUNCHING

FOR THE THIRD TIME, bad weather has postponed the start of telecasting over WCAU-TV Philadelphia, The Philadelphia Bulletin video station, which was scheduled to begin operations today (Feb. 3). The new target date is Feb. 25 next Monday.

Decision to postpone the opening was made Wednesday morning when snow flurryes caused iron workers to stop the Philadelphia Saving Fund Blvd., where the WCAU-TV antenna is being erected, to come down. Snow and bitter cold had caused a previous postponement of station's opening date.

Page 20 • February 16, 1948

CODE SESSION

Dist. 9 Independents Critical

A CLOSED-SESSION discussion of the proposed new Standards of Practice, spiced with agency and station representatives criticisms of the code, marked the opening day of the program of the NAB District 9 meeting Feb. 12-13 at the Palmer House in Chicago.

While the entire session was "off-the-record" by Charles C. Caley, of WMBD Peoria, District 9 director, in line with policy formulated for other similar meetings, feeling among the independent representatives against the proposed code—chiefly that portion restricting commercial time—was said to be "running high." Agency and station representatives were invited to air their views in a special afternoon hour-long session.

Code discussion, a member later told BROADCASTING, was said to have centered around these issues:

- Stress on the length rather than quality of a commercial. "If a long commercial is bad and a short commercial is good, then no commercial is the best commercial. Therefore, why shouldn't we emulate the BBC?"

- Basing of NAB commercial standards on supposed wrongs listed in the Blue Book as being possibly tantamount to an admission that the Blue Book was right and also possibly an infringement upon the liberties and responsibilities of the industry.

- Equal application to all stations, without respect to size and localized problems.

- Possibility that polls and pressure groups calling attention to commercials are not as representative as actual buyer resistance which can be levied at against any one advertiser's product.

- Move for standards may have been pushed by newspapers and magazines, all competing with radio for the advertiser's dollar, and later the networks.

Attending the sessions was A. C. Fair, NAB Program Dept. director, who presented the proposed new standards as revised. Approximately 60 members from District 9 were present, with agency and station representative participation swelling the number to 100.

Two-day session ended Friday with a report on the AFM music situation by Richard Doherty, director of NAB Employee-Employer Relations Dept., of a BMM presentation by Norwalk (Conn.) station and a radio station sales talk by Frank Pellegren, who will leave his post as director of broadcasting at NAB on March 1 [BROADCASTING, Feb. 9].

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Missed the turn!

That bridge carries the tracks of the Toledo, Peoria and Western R.R. over the Illinois River at Peoria.

That's no place for an auto!

It seems the driver missed a turn in the road, drove out over the bridge... and was finally towed out by a locomotive. The driver was lucky.

There's a lesson in this story for time buyers; that is, it's so easy to miss the turn when it comes to selecting stations. Many times there's no chance of rescue!

To get on and stay on a straight road down here in Baltimore radio... pick the station that delivers more listeners-per-dollar-spent than any other station in town. That would be W-I-T-H, of course. W-I-T-H is the successful independent that puts curves on a sales chart... all up!
EQUIPMENT ON ORDER FOR WHIO-TV DAYTON

RCA EQUIPMENT now on order for WHIO-TV Dayton is expected to be installed shortly, according to James M. Cox Jr., president of the Miami Valley Broadcasting Corp. Station will have 568-ft. tower on WHIO’s Wilmington Pike site. Both television and FM antennas will be mounted on the new tower.

J. Leonard Reinsch, managing director of Cox-owned stations, has announced that WHIO-TV will use an RCA mobile unit equipped with two cameras to train personnel beginning next summer.

Robert H. Moody is general manager of WHIO-TV. Ernest L. Adams, chief engineer of WHIO and WHIO-TV, will supervise the new installations and subsequent maintenance. Leser G. Spencer, program director of WHIO, will be in charge of programming on WHIO-TV.

SIGNUM FIDEI MEDAL, presented annually by LaSalle College, Philadelphia, to person who has made an outstanding contribution to Christian principles, is awarded to Dr. Max Jordan (r), NBC's Middle European correspondent, by Andrew Kemper Ryan, editor of the Philadelphia Catholic Standard and Times, at recent luncheon. Dr. Jordan was recognized for his efforts against Nazi totalitarianism.

WSIX holds volume

Competition is keen in the drug field with many products trying to get a share of each drug dollar. And one leading product—almost a household word—has used quarter-hour shows on WSIX for more than five years. They count on WSIX to hold this dominant position in Nashville’s 51-county retail trade area. If your problem is building volume, holding volume or developing a new market, WSIX can help do the job! Just call your nearest Katz representative for complete facts and figures.

5000 WATTS • 980 KC
AMERICAN

Coming Soon!

WSIX — FM

Represented Nationally By
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

STATIONS BY STATE

CALIFORNIA leads all states in number of broadcasting stations, with an AM, FM, and TV total of 225, Texas is second with 223, and Vermont is last with 7, according to a compilation issued by FCC last Wednesday.

The list showed 3,119 stations authorized or operating—1,969 AM, 1,063 FM, and 87 television. The figures include stations in Alaska, Hawaii and Puerto Rico.

Behind California and Texas in the overall list come, in order, Pennsylvania, New York, North Carolina, and Ohio, with more than 100 each.

Texas tops the AM list with 153 stations or grants, followed by California, Pennsylvania, New York and North Carolina. California is ahead in FM authorizations with 87, with Pennsylvania, New York, Ohio, and Texas following in order. California also leads in the television division with 12.

The list follows:

<table>
<thead>
<tr>
<th>State</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>Total</th>
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<tr>
<td>Iowa</td>
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<td>Va.</td>
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<tr>
<td>N. C.</td>
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<td>Vt.</td>
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<tr>
<td>Wyo.</td>
<td>6</td>
<td>0</td>
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FCC MONTHLY REPORT

Jan. 31 Figures Show 1,662
AM Stations on Air

MONTHLY report of FCC for January 1948 shows that as of Jan. 31 there were 1,662 standard stations on the air of which 1,548 were licensed and the rest operating under construction permits. CP's for 356 additional AM stations were outstanding. During the month one AM license and 10 CP's were deleted. At month’s end there were 1,587 AM applications pending. Included among these were 589 requests for new stations and 281 for changes of existing facilities.

The FM tabulation shows 395 outlets on the air—95 under license, 29 under conditional grant and rest under CP. Additional 619 FMs were authorized, including 193 CAs and rest CPs. During January nine FM CP's and one CA were deleted. Pending were 596 applications, including 335 for new stations (FCC includes CAs as applications) and 10 for changes of existing facilities.

On Jan. 31 there were 19 commercial television stations operating of which seven were licensed. There were 67 more CP's authorized. One CP was deleted in January. Of total 121 applications pending, 103 sought new stations.
Now, more than ever before, when they think of radio... they think of WHAM

Rochester and Western New York's outstanding station has done it again... another one of those pace-setting strides that keeps WHAM out in front.

This week... marks the opening of the new million dollar home of WHAM—WHFM... Rochester Radio City.

For more than 25 years the favorite visitor in the homes of this widespread area... WHAM now becomes the place to visit. Here, in these ultra-modern studios, among the finest in the country, the 3,000,000 listeners in WHAM's 43-county primary area see again the WHAM leadership they have learned to expect.
A. Carman Smith, Head Of Coast Agency, Dies

A. CARMAN SMITH, 62, head of A. Carman Smith Inc., Los Angeles, died of a stroke at his home Feb. 6. Mr. Smith was born in Wyoming, Ont., Can., in 1884, and attended College Institute, Petrolia, Ont. For the past 42 years he had been associated with advertising agencies, forming his own agency last year following the dissolution of Smith & Drum, in which he was co-partner.

Mr. Smith was one of the founders and charter members of the Los Angeles Advertising Club, of which he was twice president; a former director of the Los Angeles Chamber of Commerce, and a member of the Rotary Club, Wilshire Country Club, Pentalitha Lodge and Al Malekiah Shrine. He is survived by his wife Elizabeth Ann.

Burial services were held Feb. 9 at Los Angeles.

ASCAP

WASHINGTON STATE ASSN. WANTS STATUS QUO RETAINED

AUTHORIZATION of a special committee to maintain the present status quo of the State of Washington's law governing ASCAP copyright controls, was voted Jan. 27 at a special meeting of the Washington State Assn. of Broadcasters, meeting in Seattle. The committee, which has been empowered to employ counsel if necessary, includes O. W. Fisher, president, KOMO Seattle, as chairman; Rogen Jones, president, KVOS Bellingham; Bruce Bartley, owner of KBRO Bremerton, and Harry Spence, president, KXRO Aberdeen.

The 38 broadcasters from all parts of the state who attended the meeting expressed concern over the implications of the recent State Supreme Court decision declaring that ASCAP had not complied with the law. If the stations pay ASCAP under present agreements, they fear that they may be violating the law in turn; while if they do not pay, there is a possibility that ASCAP will cancel the agreements and sue for infringement of contract.

An informal poll at the meeting last week indicated that while a few broadcasters are continuing the ASCAP payments, most are holding the funds in escrow until the issue is decided. The consensus of the group was that it's now ASCAP's move.

The broadcasters also took action to insure better radio coverage of the locally popular High School Basketball Tournament. It was decided to transmit to the

Monopoly

KBOL Boulder, Col. now has a 52-week contract for six 30-minute programs weekly for Brooks-Fauber Inc., local department store. Contract was signed by J. Herbert Hollister, store president. It was submitted for approval by Herb Hollister, station representative. And it was accepted at KBOL by Herb Hollister, KBOL president.

A station president who also owns majority interest in a department store is a surefire answer for retail contracts, KBOL finds.

Associated Students of the U. of Washington, the U. of W. Board of Regents, and the Washington State High School Athletic Assn., a request for space and "reasonable facilities" for the free broadcast of tournament games by such stations as request the right at least 15 days before the competition starts.

A committee consisting of Sol Haas, vice president, KIRO Seattle, as chairman, Henry Owen, manager of KING Seattle, and Rogen Jones of KVOS, was also appointed "to make a study of all kinds of insurance policies necessary for radio station operation."

Final action was creation of a committee to work with the Washington Public Opinion Laboratory, recently set up under the joint auspices of the U. of Washington and the State College of Washington. The Laboratory will conduct public opinion polls throughout the state on topics of current general interest. Named to the group were J. A. (Arnp) Morton, manager, KJRE Seattle, as chairman; Sidney G. McArdle, general manager, KXIA Seattle, and Arthur W. Lindsey, general manager, KBBB Walla Walla.

H. J. Quillian, president, KTBI Tacoma, is president of the Washington State Assn. of Broadcasters, and Robert E. Friese, general manager, KRRC Seattle, is secretary.

MCA Puts Foot Into TV Picture on West Coast

MUSIC CORPORATION OF AMERICA put an obvious foot into the Los Angeles television picture as agent for the Bobby Riggs-Jack Kramer tennis matches Feb. 16-17 sponsored by Standard Oil of California and Ford Motors for a price of more than $1,200. KTAL Hollywood will carry the telecasts.

Cost of purchase caused split of price tab between two sponsors, with Ford having first night's matches and Standard Oil the second. J. Walter Thompson Co., Los Angeles, represented the former and BBDO the latter.
The new

RAYTHEON
FM ANTENNA

Tops everything for

- HIGHEST GAIN. 2.15 for 10' 6", single section* compared with nearest competitive gain of 1.5 for 13' 6" section.
- LOWEST COST. Less than anything approaching its performance and features.
- EASY TO INSTALL. Shipped pre-tuned to your frequency — no field adjustments — only one, simple, coax feed connection.
- PERFECT RADIATION. New "waveguide" radiation principle for perfect circular radiation — horizontal polarization.
- NO ICING PROBLEM. Feed elements completely enclosed by weather-proof radome — no de-icing equipment needed.
- FULL POWER. A single section will handle 10KW — available in single, double and four-section assemblies.
- NO OBSOLESCENCE. Add new sections for increased gain.
- LOW WIND LOADING. Simple, open, self-supporting structure — no protruding elements — offers lowest wind resistance.
- PLUS MANY OTHER IMPORTANT FEATURES
  The new Raytheon Type RFW Antenna is your idea... built to answer countless requests for a better, less expensive, trouble-free FM antenna. It's available now! Get the whole story from your Raytheon representative today.

*RFW = A (88 — 97 MC.) — single section 11' 6".
  RFW = B (97 — 108 MC.) — single section 10' 6".

RAYTHEON MANUFACTURING COMPANY
COMMERCIAL PRODUCTS DIVISION
WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories

BOSTON, MASSACHUSETTS
Chris P. Brunkoek
1124 Raytheon Street
KE 6-1264

CHICAGO 6, ILLINOIS
Warren Cozzens, Ben Farmer
COZZENS & FARMER
222 West Adams Street
Rut 5457

DALLAS 8, TEXAS
Howard G. Case
414 East 15th Street
Tel 21904

LOS ANGELES 15, CALIFORNIA
Emile J. Rome
1205 South Flower Street
Rich 77955

NEW YORK 17, NEW YORK
Henry J. Geat
60 East 42nd Street
Nu 2-7440

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

SEATTLE, WASHINGTON
Adrian Van Santen
135 Harvard North
March 3037
Committee Praises Joint Music Action
NAB Group Urges Continuation Of Cooperative Campaign

UNITED approach to the overall industry music problem by broadcast groups, recorders and others must be maintained in working out a long-term solution, the NAB Employee-Employer Relations Committee declared last Monday after a one-day meeting at the Mayflower Hotel, Washington.

Under Chairman John Elmer, WCBM Baltimore, the committee went into all angles of the music situation and reviewed progress of negotiations. The "amity displayed and progress made" by both industry and union negotiations is a "significant forward step," in the committee's opinion. It attributed this progress largely to the coordinated efforts of all industry elements in the Industry Music Committee.

Many of the music labor problems have not been solved, but merely deferred, the committee noted in calling for continued unity by the industry. Only by this means, it was stated, can sound, long-term solutions of all phases of the music problem be worked out.

Other industry employment problems were taken up by the committee, including NAB proposals to the National Labor Relations Board for revision of its rules covering exemption of professional employees from overtime regulations.

Taking part in the committee's meeting were Richard P. Doherty, NAB Director of Employee-Employer Relations, and David J. Farber, his assistant. Committee members included liaison representatives from the networks. (See photo this page for list of those who attended meeting.)

WBRC to Consolidate Housing for FM and TV
VIDEO plans of WBRC Birmingham, Ala., have been announced, following receipt of a TV construction permit a fortnight ago [BROADCASTING, Feb. 9]. Station will operate on Channel 4, 66-72 mc. Licensee of the station, which will have 14.5 kw visual power and 7.7 kw sound transmission, is Birmingham Broadcasting Co., Inc.

The telecasting transmitter has been purchased and will be housed in the same building with the new WBRC-FM station now under construction atop Red Mountain, three miles from the heart of Birmingham, according to Eloise Smith Hanna, president and general manager of WBRC. Operation of WBRC-FM, with a power of 50 kw and effective radiated power of 546 kw, will probably commence early this summer.

New highs in audience ratings*
New highs in advertising results

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

One year under new ownership has added 67.7 per cent more daytime listeners and greatly "upled" many nighttime standings for Buffalo's first station.

Basic Columbia WGR Broadcasting Corporation

LABOR PROBLEMS of stations and networks were discussed at first 1948 meeting of NAB Employee-Employer Relations Committee, held Feb. 9 at Mayflower Hotel, Washington. Taking part were (seated, l to r): O. L. (Ted) Taylor, KGNR Amarillo, Tex.; Michael R. Hanna, WHCU Ithaca, N. Y.; John Elmer, WCBM Baltimore, chairman; Richard P. Doherty, NAB; Leslie C. Johnson, WHBF Rock Island, Ill. Standing, l to r: David J. Farber, NAB; Charles C. Crutchfield, WBT Charlotte; Ernest de la Ossa, NBC; C. L. Thomas, KXOK St. Louis; Howard Haasman, CBS; W. A. Wilson, WOP! Bristol, Tenn.; Joseph McDonald, ABC; William Pabst, KFRC San Francisco; Thad Holt, WAPI Birmingham. Cooperative approach of all industry elements in the Industry Music Committee was approved by the committee, which adopted a resolution in which continued joint action was advocated.
THE ROYAL CANADIANS
with Guy, Carmen, Lebert Lombardo.

DAVID ROSS, NARRATOR
Poet-Laureate of the air.

THE TWIN PIANOS
with Fred Kreitzer, Paul Rickenback.

LOMBARDO VOCAL TRIO
Three voices blended in harmony.

THE LOMBARDO MEDLEY
A sure-fire audience builder.

LOMBARDO VOCALISTS
Don Rodney and Kenny Gardner.

THE FAMOUS LOMBARDO
PICTURE STORY
A tapestry in story and song.

More than a band, here's a star-studded half-hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship.

TRANScribed BY ZIV MEANS THE GREATEST IN RADIO SHOWS
TAKING TIME OFF at conference of officials of the three G. A. Richards stations—WJR Detroit, WGAR Cleveland and KMPC Hollywood—at Beverly Hills Hotel, Beverly Hills, Calif. [Broadcasting, Feb. 2], is this group, caught in a jocular mood, they include (l to r): R. Morris Pierce, vice president in charge of engineering for WJR, WGAR and KMPC; Robert O. Reynolds, vice president and general manager of KMPC; Harry Wismer, assistant to Mr. Richards; Mr. Richards, president of the three stations; John Patt, vice president and general manager of WGAR; F. M. Thomas, secretary-treasurer of WJR and WGAR; and George Cushing, WJR news director.
You can't cover California's Bonanza Beeline without on-the-spot radio

To knock over a big market, you need the right weapon, too. And in the Bonanza Beeline, the right weapon is on-the-spot radio. That's because this part of California and Nevada is surrounded by mountains... natural barriers that block outside radio signals.

Yes, the five BEELINE stations belong on your California schedule. With all five you blanket the whole 2 Billion Dollar market... because the BEELINE stations are strategically located right in the five major selling centers.

Typical of such inside coverage is KERN, the Beeline station in Bakersfield. BMB audience reports for the city show KERN daytime 81%, at night 94%! Check Raymer for more on all five.

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It's a 21-jewel market located in a rich dairying and poultry-raising area... home of the Capper Hatchery (one of Iowa's largest, and a WMT client of long standing).

Though more than 100 miles distant, Elgin's No. 1 station is WMT. Though its population is only 600, Elgin typifies the hundreds of prosperous WMT towns that add up to an impressive total (within our 2.5 mv. line: 1,131,782 people!)

Folks in Eastern Iowa always know what time it is — it's WMT time, day and night. Ask the Katz man for details.
Remember this ad? Most people in the television business do because it told the story of how six budget programs for Max Rusoff, Inc., on WPTZ brought in $11,020 worth of direct sales.

The other day we discovered that there was a lot more to the story. Rusoff's continued their record keeping and from September 1st to December 31st, sixty-eight more people came into the store as a direct result of the television programs broadcast in August. Moreover, of these 68 prospective customers, thirty-one purchased merchandise to the tune of $13,485! Instead of $11,020 in sales as a result of this test as originally reported, the figure actually was $24,505!

If nothing else, it proves that television must carry the sales impact of a short piece of lead pipe. It also proves that television can pay its own way right now as an advertising medium over WPTZ.

If television is on your agenda for 1948 you'll want to get the story on the Philadelphia audience and the unusual experience, facilities and trained personnel available at Station WPTZ.

Communications are vital. Meeting the high standards of this field is our business—our only business. For coaxial transmission lines and related accessories that are service-tested and proven dependable, follow the leaders using CP equipment.

Sold by RCA and GENERAL ELECTRIC. Distributed nationally thru 98 service stations of GRAYBAR ELECTRIC COMPANY and distributed internationally by WESTREX CORPORATION.

*Trade Mark Registered
...with installation-proved SEAL-O-FLANGE®
Coaxial Transmission Lines for
AM, FM and Television

WABD—New York, N. Y.
WACE—Waco, Texas
WAAM—Anderson, S. C.
WAJE—Morgantown, W. Va.
WAKR—Akron, Ohio
WATG—Ashtabula, Ohio
WBGE—Atlanta, Ga.
WRNY—Buffalo, N. Y.
WBOC—Salisbury, Md.
WRRE—Williams Barre, Pa.
WBTM—Danville, Va.
WCB—Springfield, Ill.
WCLL—Carbondale, Ill.
WCOA—Pensacola, Fla.
WCOM—Forked River, W. Va.
WCBC—Johnstown, Pa.
WCSC—Charleston, S. C.
WCTS—Cincinnati, Ohio
WWDF—Kansas City, Mo.
WDDE—Charleston, Tenn.
WDFP—Panama City, Fla.
WDNC—Durham, N. C.
WDDC—Chattanooga, Tenn.
WEBB—Deluth, Minn.
WEB—Buffalo, N. Y.
WEEX—Eaton, Pa.
WEWS—Cleveland, Ohio
WFAX—Dallas, Texas
WFAM—Allentown, Pa.
WFAX—Erie, N. Y.
WFLB—Fayetteville, N. C.
WFMR—Taunton, Mass.
WFRO—Fremont, Ohio
WGAL—Lancaster, Pa.
WGGM—Gainesville, Fla.
WGBC—Miami, Fla.
WGNI—Wilmington, N. C.
WPGA—Bathlehem, Pa.
WGYN—New York, N. Y.
WHAM—Rochester, N. Y.
WHBC—Canton, Ohio
WHCU—Ithaca, N. Y.
WHDK—Boston, Mass.
WEBC—Rochester, N. Y.
WHEL—Cleveland, Ohio
WHMH—Anniston, Ala.
WHNF—High Point, N. C.
WHVY—Ypsilanti, Mich.
WHYN—Holyoke, Mass.
WIWA—Madison, Wis.
WIBW—Topeka, Kan.
WIBX—Utica, N. Y.
WINX—Washington, D. C.
WITH—Baltimore, Md.
WJAS—Pittsburgh, Pa.
WJBF—Detroit, Mich.
WJDX—Jackson, Miss.
WJEJ—Hagerstown, Md.
WJHP—Jacksonville, Fla.
WMJC—Rice Lake, Wis.
WJNO—Palm Beach, Fla.
WJSW—Altoona, Pa.
WJY—Cleveland, Ohio
WKAT—Miami Beach, Fla.
WKBK—La Crosse, Wis.
WRY—-Oklahoma City, Okla.
WLAW—Lawrence, Mass.
WLBS—Bingham, Me.
WMA—Washington, D. C.
WMAZ—Macon, Ga.
WMBR—Jacksonville, Fla.
WMNY—Watertown, N. Y.
WNAO—Releigh, N. C.
WNBF—Binghamton, N. Y.
WNDR—Syracuse, N. Y.
WNYE—Brooklyn, N. Y.
WONS—Hartford, Conn.
WOR—New York, N. Y.
WOW—New York, N. Y.
WOWC—Omaha, Nebr.
WPGR—Pittsburgh, Pa.
WQAM—Miami, Fla.
WQXI—New York, N. Y.
WRK—Richmond, Va.
WRRC—Washington, D. C.
WRVA—Richmond, Va.
WSAN—Allentown, Pa.
WSB—Atlanta, Ga.
WSFA—Montgomery, Ala.
WSSI—Jackson, Miss.
WSPA—Spartanburg, S. C.
WSFD—Toledo, Ohio
WTAR—Norfolk, Va.
WTIC—Hartford, Conn.
WTVI—-Milwaukee, Wis.
WTOC—Savannah, Ga.
WTOP—Washington, D. C.
WTVN—-Ashville, N. C.
WTVU—Watertown, N. Y.
WVP—Miami, Fla.
WABS—Alexandria, La.
KARM—Fresno, Calif.
KARV—Moab, Ariz.
KBMT—San Bernardino, Calif.
KBMA—-San Bernardino, Calif.
KCMC—-Texas, Texas
KCN—-Tucson, Ariz.
KCRA—Sacramento, Calif.
KCV—-Los Angeles, Calif.
KDFN—-Denton, Texas
KDSH—Boise, Idaho
KENI—-Anchorage, Alaska
KINO—-Las Vegas, Nevada
KFAC—-Los Angeles, Calif.
KFAM—-St. Cloud, Minn.
KFDA—-Amarillo, Texas
KFDF—-Wichita Falls, Texas
KFDN—-Beaumont, Texas
KFMB—-San Diego, Calif.
KPER—-Fresno, Calif.
KFSF—-St. Smith, Ark.
KFKX—-Boise, Idaho
KG—-Spokane, Wash.
KGFN—-Grass Valley, Calif.
KGSH—-Tyler, Texas
KGO—-San Francisco, Calif.
KJEM—-Eureka, Calif.
KIV—-Hutchinson, Kansas
KLO—-Jacksonville, Fla.
KMC—-Kansas City, Mo.
KMOX—-St. Louis, Mo.
KNJX—-Grand Fork, N. D.
KOC—-Ontario, Calif.
KOCF—-Oklahoma City, Okla.
KOIN—-Portland, Oregon
KOC—-Provo, Utah
KOF—-Los Angeles, Calif.
KPRC—-Houston, Texas
KPU—-Bellingham, Wash.
KKB—-Lufkin, Texas
KBC—-Abilene, Texas
KBE—-Berkeley, Calif.
KH—-Odessa, Texas
KTRC—-McAllen, Texas
KRD—-Dallas, Texas
KROC—-Rochester, Minn.
KSD—-St. Louis, Mo.
KSDN—-Aberdeen, S. D.
KSEI—-Porcello, Idaho
KSG—-San Jose, Calif.
KSTP—-St. Paul, Minn.
KTEM—-Temple, Texas
KYF—-Twin Falls, Idaho
KTKO—-Oklahoma City, Okla.
KTVY—-Yakima, Wash.
KVCV—-Redding, Calif.
KVC—-Ventura, Calif.
KWMA—-Elburn, Wash.
KWII—-Weiser, Idaho
KWIX—-Burbank, Calif.
Herbuveaux Heads Midwest NBC TV

Radio Veteran Takes Over New Post in Central Division

JULES HERBUVEAUX, program manager of NBC's Central Division since 1939, was named director of television of the network's Midwest region last Monday.

In announcing the appointment of Mr. Herbuveaux, who has been in radio for 26 years, I. E. Showerman, manager of the division, predicted Chicago will have 50,000 video receivers by fall. WNBY, NBC's Chicago television station, is scheduled to take the air Sept. 1.

"We expect network television, before the end of the year, to help us materially," Mr. Showerman said. "The Chicago-St. Louis coaxial cable already is in [Broadcasting, Feb. 9], and Chicago will be linked with Milwaukee and Detroit before long. We will jump into the swim with a fairly substantial rate."

Mr. Showerman explained that the rate would be "somewhere in-between" the $500-an-hour figure WBKB, the Balaban & Katz station, plans to put into effect next month and the $1,000 hourly rate WBKB expects to charge in 1949 [Broadcasting, Feb. 2].

Radio Pioneer

The Central Division's new television director has been identified with radio from the days when a receiver was a crystal set and a pair of headphones. In 1922 he conducted the first orchestra ever to play over KFYW, then in Chicago. A year later he was musical director of WTAS, broadcasting over one of radio's first remote pickups—between Chicago and Elgin, Ill.

Mr. Herbuveaux also was first musical director of WJJD Chicago.

When NBC's first program from the International Livestock Show was presented in 1927, he was the conductor. The program was fore-runner to NBC's National Farm and Home Hour. In 1931, Mr. Herbuveaux became musical director of the network's Central Division, three years later he was named production director, two years later assistant production manager, and in 1939 production manager.

During World War II, Mr. Herbuveaux programmed numerous broadcasts for the Navy and was cited by Vice Admiral Louis Denfield, wartime chief of naval personnel at the U. S. Naval Air Station, Glenview, Ill.

Mr. Herbuveaux disclosed that for some months NBC in Chicago has been hiring producers with experience in visual shows in anticipation of television. Six out of a staff of eight have produced shows for visual audiences, mostly in "little theatres," he said.

DOUBLE EXPOSURE

New Idea in Retail Programs

Makes Hit on WDIA

THE PROGRAM with "double exposure" is what they call the musical Weona Hour on WDIA Memphis. As the program goes over the air it is also beamed direct to shoppers in the 140 Weona stores of Memphis and Shelby County. Series will run a year—it stated last month—a full hour in the morning and another in the afternoon, 10 a.m. and 3 p.m., Monday through Saturday.

The series is sponsored by the Weona Food Stores Inc. with manufacturers and distributors as co-sponsors. Programming and production are under Bill Trotter and Ernest Cummings, of Cummings Advertising Co. Frank J. Keegan, director of the School of Radio Broadcasting of Memphis, is master of ceremonies.

"There will be more than 600 full hours each year," says Frank A. Gain, of the food stores. "Many features of audience participation will be used which will embrace the air listeners and the store shoppers, and in some instances, at the same time, which is something new in radio programming. One of the first big prizes will be free groceries for one year, for a family of four persons, which carries a value of $1,750."

This style of radio reception at the point of sale has been copyrighted by Mr. Trotter and the Cummings Advertising Co. to inaugurate the same type of program in other cities.

When farm and small town people of Kansas and adjoining states have a problem, they just naturally turn to WIBB for help.

A quarter-century of sound advice, workable suggestions, and dependable service—both on the air and in person—has made WIBB tightly into the daily lives of millions of families.

It is these strong ties of confidence and acceptance that cause WIBB listeners to respond so wholeheartedly to our advertiser's messages that make WIBB a "must" on your station list.

Mr. HERBUVEAUX

* * *

HELP! HELP!

Serving the First Families of Agriculture

WIBB, Topeka, Kansas

CBS


VALUE CAR

20 MILES FROM DELTA

Programs presented by remote control from studio built in display windows of Delta County Independent, Delta, Col. newspaper, are featured daily by KFXJ Grand Junction, Colo., bringing local news to listeners of Grand Junction, 40 miles from Delta.
"Gordon Fitzgerald speaking. You are listening to '570 Matinee,' a transcribed and recorded hour, featuring 'no jazz, no jive, no hillbilly'—just pretty good music." This was the modest beginning of a WBAP experiment in good music.

Here are a few examples of the landslide of fan support that have followed this unusual program's premier 10 months ago:

1. A newspaper ad featuring "570 Matinee" placed and paid for by a fan without WBAP's knowledge.
2. A chain letter promoting listener interest in "570 Matinee" was started by another.
3. One fan canvassed hands for listeners of the program during a church social.
4. Still another had a school principal call about getting the program on the school public address system.
5. Numerous civic clubs have requested Fitzgerald as a speaker, plus a sample transcription of his show.
6. Hundreds of letters thanking Fitzgerald for a restful, hour of good music and requesting that the program be longer.

This kind of support is no accident. It comes from an established audience of 507,230** families. It comes from alert programming. It comes from lasting production. WBAP-570 can do the job for you in the rich Ft. Worth-Dallas market area.
PLANS for use of an FM radar signal on Chicago's elevated system have been submitted to the city's Transit Authority committee by Capt. William C. Eddy.

The WKBK Chicago director has been working closely with CTA engineers, who conceived the idea, and experts from RCA laboratories where the idea has been worked out. Installation of system would save about $6,000,000 of the reported $10,000,000 necessary for a signal setup.

Actual distance between trains is computed by the method.

Audio for McCann-Erickson, New York and Daniel O'Shea, movie executive.

**FM RADAR SIGNAL**
Use Suggested by Capt. Eddy
For Chicago's "L"

---

**WELCOME IN**
**414,700 RADIO HOMES**

At 5000 watts, WSBT is now reaching the largest audience in its 26-year history. BMB shows 414,700 radio homes in WSBT's new primary area, which covers 26 northern Indiana and 6 southern Michigan counties. And this is primary coverage only!

Listeners old and new welcome WSBT in their homes as a trusted friend. People like this station, listen to it faithfully, write to it frequently. These are listener-loyalty facts which WSBT advertisers know from experience.

**WSBT SOUTHBEND**
**5000 WATTS**
**960 KILOCYCLES**
**COLUMBIA NETWORK**

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**TV Extension Requests Are Set for Hearings**

TWO REQUESTS for extension of television station completion dates have been designated for hearing by FCC. Stations concerned are Raytheon Mfg. Co.'s WRTB Wal-tham, Mass., and King-Trendle Broadcasting Corp.'s WDLT Detroit, companion of AM station WXYZ.

In both designations the Commission indicated it wished to inquire whether permittees have been "diligent" in pursuit of station construction.

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**CKVL VERDUN, Que.**
Montreal suburban station, with exception of one afternoon program, has switched to all-French programs during daytime. Decision to delete English-language programs was made by owner Jack Tietolman, following surveys which showed that CKVL has a larger French audience than English.

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**WXXW SET TO BEGIN WITH TOP OFFICIALS**

FCC has approved the change of call letters from WRWR to WXXW Albany, scheduled to commence broadcasting in the near future. Licensed to Champlain Valley Broadcasting Corp., the station will operate on 850 kc, 10 kw full time. According to Stephen F. Rintoul, president, the call letters stand for 10 (roman numeral X) kilowatts (kw). The station's FM affiliate, WXXW-FM, operating with 1 kw, is expected to be on the air in the latter part of this month.

Mr. Rintoul has been with World Broadcasting System, the Katz Agency in New York, and was sole owner of WSRR Stamford, Conn., until his resignation to become WXXW president. Vice presidents include: Trell W. Yocum, former executive vice president of Compton Advertising and Young & Rubicam, New York; Edward S. Rooney, president of the First Trust Co., Albany; and B. Jermain Savage, chairman of board of First Trust Co.

Carlos Franco, secretary of WXXW, is media director of Young & Rubicam. General manager is Harold H. Meyer, former general manager of WSUN St. Petersburg, Fla.; KYA San Francisco, and WSKR.

**March 30 Ad Symposium Slated for Brand Names**

A SYMPOSIUM on how to make the advertising dollar most effective is tentatively planned for the second annual Brand Names Day, to be held March 30 in New York. H. Ford Perine, merchandising director of "Life" magazine, is program chairman, with the following on his committee: Jack Denove, assistant to the president, BBDO, New York; George W. Potis, director of sales promotion of Remington-Rand Inc., New York; Maurice Mermey of Baldwin & Mermey, New York; John K. West, director of public relations, Radio Corp. of America, New York, and Russell Ziegler, director of public relations, Cluett, Peabody & Co. Inc., New York.

**NBC Gets Two Packages For East-of-Denver Use**

TRANSCRIPTION sale of Aunt Mary and Dr. Paul east of Denver is now underway by NBC Radio Recording Division, following recent purchase of package rights from C. & F. Radio Productions Inc. Network, which has acquired complete rights to two programs in addition to recording of all past broadcasts of the strips, currently airs them live in west under sponsorship of Safeway Stores. Effective Feb. 15, Safeway dropped the programs and Albers Milling Co., Seattle, took over Aunt Mary, 3:30-3:45 p.m. (EST). Sponsorship of Dr. Paul is not yet known.
You just can’t beat beam power tubes for efficiency. Their low drive requirements mean less space taken up by the driving stages, and a substantial saving in power. Builders and operators of mobile-radio and other communications equipment know this; they choose beam power tubes for a clear, reliable signal with minimum drain on the battery or other source of transmitter supply.

General Electric offers a complete line of beam power (and other) tubes designed to meet the full range of power outputs and frequencies in communications work. If you are a designer or builder of apparatus, G-E tube engineers stand ready to work closely with you in selecting the right tubes for circuits on your drawing-boards.

If you are an operator of police, taxicab, or ambulance radio equipment—of a ship-to-shore, airport, or other communications system—same-day, often same-hour replacement service on tubes is available from your nearby G-E tube distributor or dealer.


### Ratings (ICAS) for typical operation, Class C plate-modulated

<table>
<thead>
<tr>
<th>Type</th>
<th>Plate voltage</th>
<th>Plate current</th>
<th>Driving power</th>
<th>Power output</th>
<th>Freq. at max ratings</th>
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<tr>
<td>GL-2226</td>
<td>500 v</td>
<td>54 ma</td>
<td>0.15 w</td>
<td>18 w</td>
<td>125 mc</td>
</tr>
<tr>
<td>GL-807</td>
<td>600 v</td>
<td>100 ma</td>
<td>0.4 w</td>
<td>42.5 w</td>
<td>60 mc</td>
</tr>
<tr>
<td>GL-829-B</td>
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<td>0.9 w</td>
<td>70 w</td>
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<td>GL-813</td>
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<td>600 ma</td>
<td>4.3 w</td>
<td>300 w</td>
<td>30 mc</td>
</tr>
</tbody>
</table>

GENERAL ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS

BROADCASTING * Telecasting

February 16, 1948 * Page 37
Council of Dixie FM Network Plan Meeting
A SIX-MAN program council, appointed at the Feb. 6th meeting of the Dixie FM Network stations to study means of developing regional program features for the Carolinas and improving network programming, will meet in early March.

The committee selected by Fred Fletcher, network president, is composed of three station managers and three program directors. Managers are represented by E. Z. Jones, WBBB-FM Burlington, N. C.; Pat Beard, WSTP-FM Salisbury, N. C.; and Gaines Kelley, WFM Y Greensboro. Program directors are Vassie Balkcum, WGBR-FM Goldsboro, N. C.; Steve Fischer, WHPE-FM High Point, N. C.; and H. W. Maschmeier, WRAL-FM Raleigh, N. C. As chairman, he will head the council.

PROGRAMMING

FURTHER RECOGNITION of radio’s importance as a farm merchandising medium is evidenced by the election of a radio man as president of the Oklahoma Agricultural Council. Sam Schneider, chief of the farm department of KYOO Tulsa, was named at a meeting in Oklahoma City last week to head the council, composed of 42 Oklahoma non-governmental agricultural organizations. Schneider analyzes requirements of the state’s agriculture and formulates recommendations for its improvement and promotion.

Chief duties of Mr. Schneider will be the production of state agricultural events and programs and the overall promotion of Oklahoma farming products. The council president also represents agricultural interests in the Oklahoma Writers Asso.

Large-Scale Video Use Begun by VA

FIRST large-scale use of television by a governmental agency has been started by Veterans Administration. Following its successful use of a transcribed series on 1,400 stations, VA will send video stations weekly inserts carrying a message to veterans.

Charles E. Dillon, VA Director of Radio and Television, said the broadcast campaign acquainting veterans with their rights and means of obtaining them had cut the mail load from 250,000 to 100,000 letters a week.

VA already has produced five 16-millimeter film shorts for TV stations. They range from one to three minutes and use a cartoon technique to deliver their messages. Prints will be distributed from the 15 VA branch offices. Cost of production has been kept within budgetary limits by use of laboratory facilities at the Dept. of Agriculture, which has been experimenting with live television programming.

William W. Brander of VA, is cartoonist for the films, with one insert drawn by George Baker, creator of Sad Sack. Hernaldo Silva, Mr. Dillon’s assistant, is producing the series, with Ben Rogers as narrator.

No music is used in the films, though VA employs music with AFM permission on its transcribed series, titled Here’s to Veterans.

WJO C IN OPERATION AT JAMESTOWN, N. Y.

WJO C Jamestown N. Y. commenced broadcasting Jan. 26 with 1 kw daytime on 1470 kc.

The regional independent is owned and operated by Air Waves, Inc. Officers are Robert L. Bla- lock, president; Mrs. Stella Mae Layman, vice president; and Harry E. Layman, secretary-treasurer and general manager. Studios and offices are located at 415 West Fourth St., transmitter in Bost, N. Y.

Staff appointments include: Arthur J. Borgesen, formerly with WOR WNYC and WJW New York, program director; Miss Mary O. Sampson, formerly with WHCU and WICR both at Ithaca, N. Y., director of women’s programs and head of continuity department; Bill Kirby, who started his career at WESG and WENY Elmira, N. Y., chief of announcing staff; Ray Martin, previously an announcer in Marine Corps at KTOH Hawaii, announcer; Norman Burdick, formerly on sales staff of WJTN Jamestown, commercial department; David E. Berg, formerly with Young & Rubicam, New York, commercial department; Wilbert L. Gladd, former engineer at WJEL and WJE M (FM) Springfield, Ohio, and Leonard E. Johnson, Navy veteran who served as aviation electronics technicians mate, engineering department.
Three Beauties of the Deep South


2. **INTERNATIONAL HARVESTER PLANT**
   planned for New Orleans. Another Southern industry, another reason why this area continues to forge ahead — exceeding the national average in increased income, increased buying power, and general prosperity.

3. **WWL’s COVERAGE OF THE DEEP SOUTH**
   50,000 watts—high-power, low-cost dominance of this new-rich market.

   The Greatest-SELLING Power
   in the South’s Greatest City

---

**WWL**

NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

---

**WWL PRIMARY NIGHT-TIME COVERAGE**

2,000,000 RADIO HOMES

---

50,000 WATTS  -  CLEAR CHANNEL

CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
By JAMES MONTAGNES

TOP OFFICIALS of Canadian Broadcasting Corp. are hard at work on technical problems of starting television in Canada, according to A. D. Dunton, CBC chairman. No decision has been reached as to when Canada will have its first television station, but there is a possibility that something may be done this year. Technical difficulties and cost factor are main problems, Mr. Dunton explained.

An engineering conference, sponsored by the Radio Branch, Dept. of Transport, was held recently at Ottawa to outline specifications for television station applicants. No Canadian stations have as yet applied for video permits, though some years ago a number had shown an interest.

Canada is behind the United States in development of FM stations, and FM receivers are not yet on the market in great numbers, while less than a dozen FM transmitters are in operation across the country, Mr. Dunton said. Canadian broadcasters who might have applied for TV stations, now are in the process of building FM stations and increasing power of AM stations, he added. No television equipment of any kind is being made in Canada, although Canada had big radar and television tube plants during the war.

Effect of Ban

With complete ban on importation of receivers from anywhere because of the Canadian dollar shortage, Mr. Dunton said it is not likely that any video receivers will be available to Canada for $600,000, and with no TV stations in Canada, Canadian manufacturers have no immediate plans to build TV receivers.

Discussing television fortnight ago, before the Toronto Advertising and Sales Club, Mr. Dunton stated that "in thinking of television you must smack against rugged Canadian facts and conditions. They were there in sound radio and moulded the kind of system we had to have if we wanted real Canadian broadcasting at all. With television the troubles are multiplied many times over. . . . Television costs all along the line are far higher than for sound broadcasting. That makes it right away more difficult for us with our smaller national income and our scattered population centers.

"It is quite possible to envisage television in one or two large Canadian centers with connection by coaxial cable or ultra-shortwave radio links to American networks. But if television is to mean anything worth while for this country there must be a Canadian development primarily on a Canadian basis."

CBC is keeping in close touch with video developments. Its engineers and program-production executives attend. American TV conferences and visit television stations and production centers. Last summer CBC sent two top men to Great Britain to study developments there. Until recommendations of the Parliamentary Radio Committee reversed the policy, CBC had not allowed private interests to enter the television field. Result is that interests which had shown an interest in TV have been discouraged and CBC lacked the money to start TV.

So Canadians will not likely see television as a nationwide development for some time, and if stations are built or licensed this year, they will be in Montreal or Toronto only. With no equipment available in Canada, and U. S. dollars for capital expenditures hard to obtain, TV stations in Canada are a 1949 possibility only, provided CBC announces its entry into the field this year and some private interests in eastern Canada apply for licenses.

Problem of Sales

CAB's Chief Topic

Canadian Broadcasters Convene

At Quebec March 8 to 11

SALES PROBLEMS will be main feature of 14th annual convention of Canadian Assn. of Broadcasters at Chateau Frontenac, Quebec, March 8-11. Public relations and forthcoming North American Regional Development Agreement meeting also will be discussed.

Tentative agenda calls for rate structure panel discussion at opening session, followed by reports on problems such as price mentions, give-aways, agency franchise, and statistics for advertisers. Luncheon on opening day will be addressed by R. A. Hackebush, representing Canadian Radio Manufacturers Assn., who will discuss FM and television problems and probable audience growth.

Afternoon of March 8 will be devoted to annual meeting of Bureau of Broadcast Measurement, which will be addressed by Horace N. Spence and John Churchill of Broadcast Measurement Bureau, New York.

Tuesday morning session will be devoted to sales relations, including transcription regulations, censorship, free time policy, news services, joint committees and plans for Parliamentary Radio Committee. CAB business session, changes in constitution, and report on music copyright fees will feature afternoon meeting. CAB hopes to have a Canadian cabinet minister as guest speaker Tuesday evening, March 9.

Wednesday morning session will include election of officers, discussion of CAB policy regarding the August meeting of NARBA at Montreal, and a report on the music union situation. During the afternoon segment will see a ski jumping exhibition at Lac Beauparl.

Standing committees will be appointed. Tuesday morning session business left over from previous meetings will be finished. The new CAB board will meet at luncheon to appoint a president and board chairman.

While not on the agenda, one of the major pieces of business expected at the business session is appointment of a successor to Harry S. Dawson, retiring manager of CAB. Mr. Dawson is returning to engineering work with a Canadian equipment manufacturer.

Off Air 1-3/4 Hours

KJBS San Francisco on Jan. 30 was put off the air for an hour and 45 minutes through a short circuit, when a $500,000 fire destroyed Autumn's Automotive Service, which adjoins the station. Water was from three to six inches deep on the ground floor, where studios and offices are housed. There was no damage to the station from fire.
American Indians really had a way of saying things... SHISHIGN-MENINKING, for example, was their way of saying "place of the soft maples." The name SHISHIGNMENINKING, however, being a little rough on the average vocabulary, was subsequently modified to a mere SHIAWASSEE, which then made it feasible to use as a suitable area name. Thus was Shiawassee County, in the good state of Michigan, born.

And what is our interest in this particular county, over 200 miles from Chicago... well, to be perfectly honest, we're proud to be the only Chicago station that covers the 41,000 or so folks in Shiawassee County, and we cover them at over the 30% level both day and nite*... proud, yes, but not particularly amazed since we have exclusive Chicago radio coverage in several other Michigan counties as well.

From an advertiser's standpoint the interesting thing about all this is the terrific "extra" circulation obtainable for his message only over WGN.

*Authority: Broadcast Measurement Bureau

A Clear Channel Station... Serving the Middle West

MBS
MANAGEMENT

Mr. Jordan, Mr. Drake

succeed Mr. Jordan at WRR. Mr. Jordan who has been with WRR 20 years, will continue his sponsored broadcasts of Southwest Conference football events. Mr. Drake joined WRR in 1952, left in 1935 to go into advertising agency business and returned to WRR in 1939 as commercial manager.

TOM M. KRITSER, former salesman for KTSA San Antonio, has been named manager of KDDD, new station under construction at Dumas, Tex. Prior to war, Mr. Kritser was with Harry Armstrong Amatilie, which had radio operations in April.

ALAN L. TORBET, former general manager of Coos Bay Times, Coosbay, Ore., and before that of Vancouver Sun, Vancouver, B. C., has been appointed general manager of KALE Portland, Ore.

CHARLES B. JORDAN has resigned as managing director of WRK Dallas, municipally owned station, to become vice president and assistant general manager of Texas State Network, effective March 1. DALE DRAKE, WRK commercial manager, has been appointed to

Ebron Buys Show

CBS Hollywood has announced sale of "The Argyle Album" to Ebron Productions as result of network's policy to sell library of scripts acquired over 20 year period. "Album" was originally presented on "Suspense" series and was written by Cyril Endfield. Movie version is scheduled to start production late this month.

National Representatives

GEORGE R. HOLLINGSWORTH CO.

Southeast Representative

HARRY E. CUMMINGS

JAMES M. LOCATE, General Manager

5,000 WATTS • 610 KC • NBC

CBS Suit

CASE against CBS and Ed Jacobs over alleged plagiarism involving program known as Money On The Line was disposed of Feb. 9, in ruling by U. S. District Court Judge William Mathes. Action brought by William H. Barr contained that Money On The Line was a plagiarized piece. Judge Mathes held the plaintiff had no case since, in effect, he was claiming a monopoly on an idea.

WBNX New York has received plaque from U. S. Marine Corps in recognition of station's contributions to Marine recruiting.

BROADCASTING • Telecasting

DEMOCRAT COMMITTEE POST GOES TO SAUER

JAMES SAUER, president of Air Features Inc., New York radio production firm, has been appointed chairman of the Stage, Screen, Radio and Television Div. of the Democratic National Committee for the 1948 campaign, it was announced last Thursday by Sen. J. Howard McGriff (D.-R.), chairman of the committee.

Mr. Sauer has worked for the committee in a liaison capacity on national campaigns since 1936. He is now a director of camp shows for Veterans Hospitals and is also Deputy Commissioner of Commerce for New York City.

The new chairman has had a big part in the past in providing entertainment for servicemen and veterans. During the war, he served as executive director of the United Theatrical War Activities Committee, chairman of the entertainment committee for the American Theatre Wing Service, Inc., the entertainment industry division of the War Finance Committee for New York State and the American Red Cross in New York. He was also a director of USO Camp Shows Inc.

MILWAUKEE POLL

"Family Theatre" Tops 'Radio Theatre' as Favorite

PROGRAM, Family Theatre, was given a six-to-one edge as 1948's favorite program over last year's winner, Radio Theatre, in the Milwaukee Journal's 18th annual radio poll, announced this month.

Fibber McGee and Molly maintained their 1947 rating as the listeners' favorite comedians, and Bing Crosby still rates tops among male singers, but Jo Stafford edged out Dinah Shore to become leading woman vocalist.

Fred Waring Show repeated as the most popular daytime program, Bob Heis, Milwaukee favorite, topped announcers for the second straight year, and Walter Winchell again won first prize as the most popular news commentator. In the favorite newcomer category, no name included on last year's ballot, Jack Paar, protege of Jack Benny, edged out Danny Thomas and Al Jolson in that order.

Red Skelton polled more votes than Bob Hope, who placed second among comedians in 1947, and Perry Como repeated in No. 2 position among male singers. Arthur Godfrey, ninth among daytimers last year, moved into fourth place, and Paul Skinner again proved Walter Winchell's hottest competition.

They're Here

BY THE THOUSANDS!

The concentration of winter visitors from all over the nation -- plus our year 'round residents -- with their "above-the-average-buying-power", make Miami a premium market. And, with the NBC Parade of Stars and the top local shows, too -- we get 'em coming and going! WIOD is the station most people listen to most!
PROMOTING consumer acceptance for your show and your product with thousands of "direct-to-listener" mailing pieces every month.

PROMOTING dealer acceptance of your show and your product with personal calls, direct mailing pieces and newspaper ads every month — plus thousands of window cards and window displays.

PROMOTING jobber acceptance of your product and your show through constant personal contact plus generous air promotion announcements and regular newspaper ads.

IT'S THE EXTRA PROMOTION YOU GET FROM KMAC AND KISS THAT MAKES US THE BEST BUY! SEE PEARSON!

KMAC 1240 G.M. ON YOUR DIAL
HOward W. Davies owner

KISS 99.5 F.M. CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.
FIRST FIFTEEN PACIFIC HOOPERS—January 1948

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper Rating</th>
<th>Year Ago</th>
<th>Pos-ating + or — Ion</th>
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<tr>
<td>John Wayne *</td>
<td>6</td>
<td>American Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
<td>35.9</td>
<td>28.1</td>
<td>—2.4 1</td>
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<td>Red Skelton</td>
<td>6</td>
<td>President Dir-Lever</td>
<td>Foote, Cone &amp; Belding</td>
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<td>23.4</td>
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<td>B. &amp; W. Tobacco</td>
<td>Russell M. Seeds Co.</td>
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<td>Andrew Jergens</td>
<td>Robert W. Orr &amp; Assoc.</td>
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<tr>
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<td>Charlie McCarthy</td>
<td>6</td>
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<td>J. Walter Thompson</td>
<td>24.1</td>
<td>19.8</td>
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<td>Bandwagon</td>
<td>6</td>
<td>F. W. Fish</td>
<td>L. W. Ramsey</td>
<td>21.9</td>
<td>19.5</td>
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<td>6</td>
<td>Procter &amp; Gamble</td>
<td>Compton Adv.</td>
<td>20.1</td>
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<td>6</td>
<td>Wildroot</td>
<td>BBDO</td>
<td>18.3</td>
<td>19.1</td>
<td>—0.8 14</td>
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<tr>
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<td>BBDO</td>
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<td>19.8</td>
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<tr>
<td>Take It or Leave It</td>
<td>6</td>
<td>Pabst Sales</td>
<td>Warwick &amp; Legler</td>
<td>17.8</td>
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<td>+1.5 17</td>
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</table>

* Includes first and second broadcasts.

MYSTERIES

EVIDENCE that wild horses, let alone despairing parents, can't pull adolescents from their radio sets when favorite mystery programs are on the air was produced in an unsettling report issued last week in New York.

A survey conducted among teenagers by the Metropolitan Youth Survey Co. for Benton & Bowles, New York, found the youngsters unanimous in saying that if their parents objected to their listening to mystery shows, they listened anyway. This attitude, which traditionalists might regard as bordering on the rebellious, was one of several turned up in the survey, which was conducted on behalf of the agency's House of Mystery program (MBS, Sundays 4:40-5:30 p.m.).

The study learned that surprisingly few parents (5.6%) objected to their children's tuning to crime shows, but their objections apparently are disregarded.

The most appealing elements in mystery programs, according to the adolescents, between the ages of 14 and 18 interviewed in the study, are, in order: Suspense, adventure, blood and thunder, and helpful information.

Of the youngsters interviewed, 88.5% said they listened to mysteries and 11.5% said they did not. Listeners, asked about their favorite programs of this kind, named House of Mystery as their 12th choice, a statistic which Benton & Bowles released in a fit of unbridled honesty.

Commercial

JOHN CUMMINGS, former station manager of WWOY at Punta Gorda, Fla., has been named commercial manager of WYES, Miami Beach, Fla. He will handle all local and regional sales.

MARTIN F. KATZ, former advertising manager of News Reel Laboratory, Philadelphia, has joined sales staff of WCAU-TV Philadelphia.

BILL EWING, former eastern sales representative for Arthur Church, has been appointed to productions, has joined sales staff of KLX Oakland, Calif. In his 11 years in radio. Mr. Ewing also has been with ABC, Columbia, and NBC, New York, and pot sales radio representatives.

W. J. SYLVESTER, local sales manager of WJW Cleveland, has announced his resignation, effective March 1, 1948, and forming a new partnership in advertising to the national advertising division of WJW.

MALCOLM KENNEDY and PERRY BARCOM have joined sales department of WIP Philadelphia.

JOHN E. PEARSON Co. has been appointed independent representative for KHAS, Hastings, Neb.

KAY HARRIS, formerly with new to commercial radio, has joined Friedenberg Agency, Chicago. Mr. Rosenblack served as production manager for Fox for 12 years, and for 2 years was in charge of programming and coordination for Army in Atlantic City, where he worked closely in putting programs on WPPD Atlantic City.

GLEN GILBERT, formerly with sales staff of Ohio Bell Telephone Co., has joined sales staff of WJW Cleveland, as manager.

J. MILTON SEROPAN, formerly with KNBC San Francisco, has joined KNX Los Angeles as local and ABC spot sales representative. He replaces DICK SPROTT, resigned.

EUNICE (Scotty) FISHER, recently returned from Japan where she was a civilian employee of Army of Occupation, has joined auditing department of KGO San Francisco. She replaces JANE MASTERS, resigned.

GEORGE BARBOUR, salesman with KGW Pittsburgh, has been elected to Pittsburgh branch of National Assn. of Mfg. Representatives.

TOM WIECHERT has joined KROI El Paso, as sales management contact.

RUSSELL BURROUGHS, commercial manager of KMBB San Bernardino, is newly elected president of Santa Barbara Ad. Club.

ALBERT SANDERS, member of commercial department of WMAZ Macon, Ga., has been elected to board of directors of Macon Junior Chamber of Commerce.

HOWARD L. EMICH, commercial manager of WLMN Moline, Ill., and FLORENCE MEYERS, station's women's director, were married. Congratulations to newlyweds MARY KAY, were married Feb. 9.

Hat Foundation's '48 Ad Campaign Goes to FC & B

HAT RESEARCH Foundation, New York, has appointed Foot, Cone & Belding, effective Feb. 1, to handle its 1948 advertising campaign. Grey Advertising Agency Inc., also New York, formerly handled the assignment.

A seven weeks seasonal campaign started last week in 22 leading markets, on a total of 83 stations. A minimum of 24-15 and 20-second spots are scheduled for each station, publicizing the "Scopet," a new-style hat for men. Cyrus Nathan is account executive.

Children Listen Despite Parental Objection

LIFE-SAVING qualities are contained in broadcasts by KDON Monterey, Calif., which has been approved by the Civil Aeronautics Administration to provide a danger-free path for planes to travel in to the airport.

Listeners recognize the identification signals only as highpitched notes causing minor and momentary broadcast failure. However, it is a welcome sound to Southwest Airline pilots. Using the radio compass, pilots approach KDON's transmitter on Monterey's Municipal Airport, circle over the bay, turn in on a predetermined course on to the station's 1240 kc beam, which they ride in for a perfect approach to the airfield.

Capt. R. C. Cook, ground operations officer for the airline routed between Medford, Ore., and Los Angeles, describes the plan as "revolutionary. The air navigation plan, stations officials say, was planned by Reed Pollock, KDON manager, George Ross, commercial manager and airline officers.

NEW COURSE in Radio Announcing has been added to the radio curriculum at Ithaca College, making total of nine courses now required for a major in radio leading to degree of Bachelor of Fine Arts.

KTRÉ
LUFKIN, TEXAS
MARKET FACTS
PRIMARY COVERAGE
Based on 0.5 WYV/M Coverage, KTRÉ will serve 95,500 Citizens . . .
36,900 total families.
22,400 Radio Families.
$101,030,000.00 . . . 1946 income.
$37,452,000.00 . . . 1946 local.
$21,000,000.00 . . . 1946 retail.
33,501 1946 auto registrations.
1420 K. C.
1000 WATTS

Now on the Air!
KTRÉ
LUFKIN, TEXAS

AERIAL SIGNS
KDON Signals Provide Path
For Incoming Planes
"Always giving something extra!"

*Just ask your Raymer representative*
Lady Macbeth needed more than all the "perfumes of Arabia" to put it out. We, too, should put out Spot as a misleading name for one of the greatest advertising mediums ever known. What kind of radio is Spot Radio? Seven out of ten advertising people don't know. Moreover, they believe it to be something it isn't.

Spot Radio is a system of doing business—an advertising medium that compares in size and quality with the greatest in the field—network, newspaper and magazine. For radio stations AM, FM or TV, it offers the greatest potential for new income. Yet its name is lost in a maze of confusion.

The extent of this confusion was established by a recent survey of advertising managers. These men—and there are thousands like them—are the most logical sales prospects for Spot Radio. To buy it and use it they should first be able to name it. To seven out of ten of them Spot Radio business is "spots"—announcements, chainbreaks, jingles, "nuisance" advertising, or something that is left over and can be fitted in between "regular" program broadcasting. "Spot Radio" now means "announcement radio" to the advertising world. For all practical
purposes "national non-network" — a clumsy, awkward and negative phrase known only to insiders—is just as useless.

Radio stations have here a $100,000,000 a year business. It is their most profitable kind of business and the type of business with the greatest potential for development, and yet it is struggling under an ambiguous, misleading name. Like Topsy, this business has grown to this truly amazing size without direction, promotion or national coordination. But, at least, Topsy had her name. With a little cooperation and a correct name — how much further and faster might it grow! From the vast field of national and regional advertisers we should have many program advertisers on transcriptions using big name talent with big Hoopers.

With this great medium, an advertiser can select his station, select his markets, select his program, select his time. One name, National Selective Radio, or just Selective, has been proposed. It has a dignity worthy of the medium; it is descriptive and appropriate. Can you propose a better one?

Let's give this business a name.

Inc. * Radio Advertising

CHICAGO • LOS ANGELES • SAN FRANCISCO
Editorial

Not Forever Amber

ALL IS tranquil on the music front. It has been hearts and minds since James Caesar Petrillo made his grandiose appearance before the House Labor Committee and "capitalized" on FM duplication and secondary boycott.

What goes behind the musical Iron Curtain?

The Executive Council of the American Federation of Labor met in Miami a few days ago in annual super-strategy conclave. Mr. Petrillo was there, as were the heads of other major unions — IBEW, AFRA and the others.

The Industry Music Committee met in New York last week preparatory to resumption of negotiations with Mr. Petrillo in March. Undetermined are such issues as music for television, pay scales for network musicians, permanent settlement of FM duplication and AFM unionization of platter-turners.

Basic in all discussions has been the Taft-Hartley Bill repudiation of the welfare fund principle. Mr. Petrillo's overweening wish is to get that money, by whatever name it is called. Amend the Copyright Act of 1909 to cover royalties for recording recordings, but amend it to get the money for the AFM. Thus, Jimmy really wants to ASCAP-ize his AFM.

We can only wonder what happened in the supreme AFL councils. But we base it on something more than scuttlebutt.

Here's the Miami drift: All recordings would carry labels (in addition to that legend "Not for broadcast use"). An IEBW engineer, or AFRA announcer wouldn't handle a transcription or record unless the station is persona grata with AFM. If a station didn't pay a royalty on each record rendition, the recording might not be touched by other union members. If AFM platter-turners were not hired, the "goods" might not be handled. The Allied Printing Trades follow a similar practice and nonunion plates are not handled, plated copy must be reset by hand, then thrown in the hellbox.

At the Industry Music Committee session, broadcasters stood resolutely against a performance fee for AFM. Recording companies, which capitulated in 1942 to Petrillo demands, aren't so determined. Their stake is different. They get it back on the record sales.

AFM's willingness (and we mean Jimmy's) to lift the FM ban on duplication certainly doesn't mean that he applauds complete duplication. It probably means that he wants, because radio would then present to him a silver platter his most potent argument — that no musicians are being hired for FM. With Petrillo gusto, he would beat to the heavens that radio is trying to kill his union.

FM will put its best foot forward by presenting different program services. At this late date static-free reception and full frequency response isn't enough. New programming is a factor, if audience is to be attracted.

There's a stiletto up the AFM sleeve. Those who don't think so just haven't read the record. The slightest break in radio's solid front can be disastrous. We hope the record firms, with all in radio, will view the music situation as an amber light likely to turn red any minute.

Log-Rolling

SOUND and fury aplenty has been expended since the Miami Herald and Daily News started charging for publishing program logs.

That we have contributed our bit to the uproar we would be the first to admit. Our editorial stand was and is that "selling program log listings is tantamount to placing a price tag on legitimate news."

Those editorials aroused comment. One was by Editor Robert U. Brown, of Editor and Publisher. Editor Brown devoted considerable space to one editorial — probably about as much as it would take to print three program logs.

Then Mr. Brown's paper ran an article by Lee Hills, able managing editor of the Miami Herald. His article denies newspapers are "penalizing" radio but admits there is "no question about the public interest in radio news."

One of the most articulate comments since then was from Sydney H. Eiges, vice president of NBC in charge of news. He said:

"...difficult as it is, the problem is capable of mutually beneficial solution and not by the method propounded by Mr. Hills ... if he (the editor) believes radio log listings are news in the commonly accepted definition of the word he should print them, others don't then he shouldn't. To attempt a partial subsidization of what we in radio consider first-rate news, which is what the Miami newspapers are attempting, will eventually bring economic forces to play upon the free exercise of editorial judgment and impair the editor's essential freedom. What looks so glitteringly attractive to Mr. Hills today may some day become the flaw which binds the hand that wields the editor's blue pencil.

Who is to say where the practice shall stop?"

While charging for station logs is by no means common, it has been recently attempted in one or two new cities. In Spartanburg, S. C., the papers suddenly stopped printing logs. Walter J. Brown, president of WORD, and veteran Washington editor, called the publisher. He was told there would be a charge for logs. Manager Brown refused to pay and pointed out that newspapers, as well as radio stations, have an obligation to the public and that the publication of program schedules renders a service to the reader which he has a right to expect.

What will be the next step? Some stations, abhorring a quarrel, may pay under protest. Others may publish their programs in magazine form and sell advertising to pay the expense. In Britain, as Mr. Eiges pointed out, the Radio Times which carries BBC programs, is a highly successful advertising medium. Some station papers already operating in this country, as a department.

Another very real possibility is offered by facsimile, a radio medium. FCC hearings on commercial Fax allocations are set. Stations will be able to offer by facsimile the electronic newspaper of the future, with logs emblazoned on page 1!

Necessity has always mothered invention. In Chicago, in spite of the ITU strike, all six papers for 12 weeks have published, and haven't missed an edition or a feature (including radio logs).

Can there be any doubt about the same ingenuity latent in a broadcasting art that in 25 years has vaulted to front rank against what was initially potent newspaper opposition?

Arthur Frederick Harre

W HEN THE Class of 1923 at Chicago's Hyde Park high school marched down the aisle for commencement, a couple of 6-foot-2 lads brought up the rear. One was barrel-chested Richard Howell, greatest swimming star in Hyde Park's history. The other was Arthur Harre, rangy end on the school's football team.

Dick Howell went to Northwestern U. and won many Big Ten and Olympic honors. Art Harre went to U. of Chicago, but, after winning radio's number one, forsook the gridiron to work toward a degree in philosophy. Maybe this was because Chicago already was starting to de-emphasize football, but Mr. Harre has no regrets. Today, he is general manager of WJJD, Marshall Field's live-wire 50-kw Chicago independent.

Arthur Frederick Harre, unlike most radio men, has a warm spot in his heart for the newspapers. One reason is because his boss is a big-time publisher (Chicago Sun and Times). Another is because he got his start in radio by answering an ad in a Chicago daily.

After working part-time during college in the marketing, statistical, and survey departments of the W. D. Boyce Publishing Co., he became a full-time employee after graduation, travelling throughout the United States gathering economic, recreational, and domestic data on small town and rural community life. From 1931 to 1933, he was western advertising manager for Boyce.

In 1933, he joined WAAF Chicago as a salesman (the want ad, remember!), and four years later was promoted to commercial manager. In addition to supervising sales activities, he developed programs and program schedules; obtained a news service and developed a news department for the station; wrote continuity for sustaining and commercial programs; supervised the production of programs; and hired all staff personnel.

He resigned from WAAF in 1941 to become local commercial manager of WIND Chicago, and after six months became commercial manager of WIND's sister station, WJJD. He was named general manager of WJJD in July 1944, when the station was purchased by Mr. Field, and shortly after when the publisher bought WSAL Cincinnati, Art Harre was chosen to supervise transfer of the station from Crosley Square to its present Cincinnati location.

(Continued on page 50)

Our Respects To

Broadcasting • Telecasting
Dear Jon...

34,441 times!

Boy! Do They Love Me!

Count 'em! 34,441 letters during 1947 addressed to Jon Farmer or his programs.

Women! Men! Girls! Boys! They all love Jon! By the hundreds come letters from all over the 112 counties* reached by WAGA. And 34,441 means listeners are getting what it takes to make them come back for more. Yep, that's Jon, alright.

And that's every man and woman at WAGA... that's why advertisers get results when they beam their messages via WAGA to these 112 counties* where 64% of Georgia's radio homes and 61% of its buying power are concentrated.

Let Avery-Knode tell you more.

*BMB Coverage: 50% to 100%, 36 counties - 25% to 50%, 39 counties - 10% to 25%, 37 counties

Atlanta's WAGA

National Representatives—AVERY KNODEL, INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA

5000 WATTS DAY and NIGHT • 590 KILOCYCLES
Respects
(Continued from page 48)
location on Fourth Street. For six months, he managed both WJJD and WSAI by commuting between Chicago and Cincinnati.
Morale is tops at WJJD because of Mr. Harre's "open door" policy. "Anyone can come in the 'front office' and bat the bones," he says.
As a result, he knows his associates intimately and is sure "no one needs a straw boss."
"Everyone at WJJD has a sense of responsibility. We have no need for double-checking here," he points out.
Youthful, well-groomed and with a disarming smile, Art Harre might have broken into broadcasting through the talent door. At 14, he gave a piano recital in Chicago's famous Orchestra Hall. In high school, he dabbed in theatricals as well as athletics.
"I was the tallest Chinaman the Mikado ever had," he recalls. (Val Sherman, WBBM Chicago's program director, played the title role.)
Mr. Harre married the former Wilhelmina Alberta Meyer, a classmate at Hyde Park. Despite the fact Mrs. Harre's grandfather invented one of the first all-metal plows to be manufactured by the old Deering Harvester Co., none of the younger generation takes to the soil "except in a Victory Garden way."

One of Mr. Harre's big interests last fall was to watch the progress of 16-year-old Art Jr., on the gridiron. Playing fullback for the Harvard School for Boys, young Art made Chicago's all-city high school team. He was elected captain of the 1948 Harvard eleven. Two other sons, Richard, 11, and James, 7, attend Kenwood Grammar School on Chicago's South Side.
For recreation, Art Sr., "fools with motor boats" at the Jackson Park Yacht Club, does a lot of sailing on Ralph Atlass' yacht "WIND" (named for the station founded by Mr. Atlass), and plays badminton at the Chicago Athletic Association. He also belongs to the South Shore Country Club. Professionally, he is a member and former treasurer of the Chicago Radio Management Club and is affiliated with the New York Radio Executives Club.
While at U. of Chicago, he participated in interfraternity activities as a member of Delta Tau Delta.

MILK FIRM IN PHILLY ENTERS SPORTS RADIO AMBITIOUS ENTRY into sports radio has been made by Supplee-Wills-Jones Milk Co., Philadelphia, which will sponsor play-by-play broadcasts of American and National League baseball this year at Philadelphia's Shibe Park in a joint undertaking with the Atlantic Refining Co.

Sponsorship of the milk company's "Athletics" and Phillies' games will mark the first time they have had a local sponsor. Atlantic's co-sponsor of these games in its present year has been the Wheeling (W. Va.) Division of General Mills. Arrangements for Supplee to team up with Atlantic were made by N. W. Ayer and Son Inc., advertising representative of both companies.

The baseball broadcasts, originating from WIBG Philadelphia, will be carried over a network of stations at Ann Arbor, Pennsylvania; Delaware and New Jersey. Handling the play-by-play description will be Byron Saam, who has been the game caller for WIBG for the last ten years. He will be assisted by Chuck Thompson, with whom he worked during the 1947 season.
Supplee and Atlantic will split the approximately 160 games to be played at Shibe Park during the coming season, with each sponsoring about 80 contests.

Wm. Jenkins of Ferris Co.
Dies at New York Home
WILLIAM H. JENKINS, executive vice president of the Earle Ferris Co. Inc., New York, public relations firm, died of a heart ailment at his home in New York City last Wednesday. Mr. Jenkins, who was 56, had been associated with the Earle Ferris Co. for the past year. Prior to that he was director of publicity for Young & Rubicum New York for 18 years. While there he established the Industrial Relations Bureau. Before that he was manager of the publicity depart-
ment of N. W. Ayer & Son in Phila-
delphia.
Surviving are his wife, Dorothy Liberton, who is an executive with the Kudner Agency, and a son, Wil-
liam H. Jenkins Jr.

MEASURE RADIO NOISE
6-Months African Expedition
Elaborately Equipped

THE HALLICRAFTERS Co., Chi-

cago radio equipment manufacturer, is sponsor of an expedition into Africa, which will undertake, among other things, measurement of radio noise throughout the entire communications spectrum from sea level to heights of 40,000 feet in the Ruwenzori range of moun-
tains.
Equipment, costing $280,000, in-
cludes air conditioned trailers (with electrolyzed screens that kill mosquitoes and other insects), and mobile photographic and sci-
entific laboratories. Motor genera-
tors supply electric power not only for camp equipment but for short-
wave transmission of radio signals so that community is maintained daily with the Hallicrafters shortwave station, W9CCG, in Chicago.

Moon and midnight noise mea-
surments will be made in the Mountains of the Moon area for six months.

OUR CROWNING GLORY
WRNL'S new and magnifi-
cent Radio center, now under construction, crowns 10 years of achievement for progressive WRNL.
This station proudly serves the Old Dominion from the State's capital, RICH-
MOND—and its vital voice is heard in the powerful buying and selling markets of the great, productive South!... For crowning achievement in your own business—for your products, place your advertising with powerful, listened-to WRNL!

RICHMOND, VIRGINIA
5,000 WATTS
WRNL
EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

WILL L. WILLIS Jr., former general manager of WSB Farmville, Va., has joined new WATC, Richmond. Mr. Willis formerly was publicity director of WBS and is planning to establish WATC's special bureau, the "Farm News Wire.""
YOU MIGHT WALK A MILE IN 6½ MINUTES*—

BUT . . .
YOU'LL NEED WKZO-WJEF TO REACH WESTERN MICHIGAN!

The quickest, most effective and most economical way to get your message to the people of Western Michigan is through WKZO-WJEF. First, because local reception is really unsatisfactory for outside stations, due to the wall of fading that surrounds this part of the State; second, because this CBS combination is by far the most popular of any of the thirty stations to which the people of Western Michigan ever listen!

One glance at the Spring, 1947 Hooper Report will convince you. It shows, for instance, that from 12 noon to 6 p.m. WKZO-WJEF’s Share of Audience is 6.7% or more higher than all the stations of any other network, combined!

Would you like to see the Hooper Report? We’ll be glad to send you one, if you’ll write us. Or just ask Avery-Knodeel, Inc.

---

*Michael Pecora walked one mile in 6 min. 27.4 sec. in New York City, Feb. 22, 1932.
Laurance K. Marshall, president of Allied Arts Enterprises, Inc., has been elected chairman of the board of directors. Mr. Marshall has been with the company since 1921, when it was founded. He is succeeded as president by Charles H. Landers, attorney and member of the firm. He has been with the firm since 1921. The executive committee of the firm will meet in New York City on Wednesday, March 15, at 10 a.m. at the American Hotel. The meeting will be open to the public.

WMOB's New Facilities

Laurence K. Marshall, president of Allied Arts Enterprises, Inc., has been elected chairman of the board of directors. Mr. Marshall has been with the company since 1921, when it was founded. He is succeeded as president by Charles H. Landers, attorney and member of the firm. He has been with the firm since 1921. The executive committee of the firm will meet in New York City on Wednesday, March 15, at 10 a.m. at the American Hotel. The meeting will be open to the public.


David Friederick, formerly manager of Allied Arts, Inc., has been named managing editor of Allied Arts, Inc., Chicago.

Harry Jacobs Productions, Hollywood, has closed its offices with shift to New York at 1311 W. 36th St., Hollywood. Lampe heads Spot Special, separate unit of Mr. Jacobs operations at same address.

John F. Gilbert, former sales manager of Allied Arts, Inc., has been named president of Allied Arts, Inc., Chicago.

Allied Radio Corp., 6926 Melrose Ave., Hollywood, has opened Pacific Coast School in Rodeo Drive Bldg., 6926 Melrose Ave., Hollywood. Franklin Hals, director of operations, will personally manage the West Coast branch. Handling public announcements, traffic, and other correspondence is Mr. Hals.

John Holly, former New York television producer, has been appointed assistant director of operations for Allied Arts, Inc., Chicago.

SOUTHERN CALIFORNIA RADIO & APPLIANCE ASSN. has announced ten-day "All Electric Exposition," to be held at the Pacific Auditorium, Los Angeles, Smith, Burbank, La Cienega and La Brea. Exhibitors will handle radio and general advertising and Jim Bishop & Assoc., that city, will handle public relations.

Robert Lawrence, former assistant manager of Allied Arts, Inc., has been named design engineer for Allied Arts, Inc., Chicago.

Harry Jacobs Productions, Hollywood, has closed its offices with shift to New York at 1311 W. 36th St., Hollywood. Lampe heads Spot Special, separate unit of Mr. Jacobs operations at same address.

School of Radio Technique, New York City, is now established in Chicago, at 59 E. 111th St., Chicago.


David Friederick, formerly director of sales promotion and advertising of CBS, has joined Crockett Co., New York market and opinion research organization, as vice president of the firm.
WHBF Leads ALL Stations, Day and Night, in Quad-Cities!

(November - December Hooper)

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<tr>
<th>(Weekdays)</th>
<th>WHBF</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
<th>Station &quot;D&quot;</th>
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<td>53.5</td>
<td>21.6</td>
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<td>Afternoons</td>
<td>37.3</td>
<td>18.8</td>
<td>13.4</td>
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<td>Afternoons</td>
<td>28.8</td>
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<td>14.6</td>
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</table>

Located 180 miles from Chicago - 250 miles from St. Louis - 320 miles from Omaha - 346 miles from Minneapolis. No outside station adequately covers the Quad-Cities.

Les Johnson, V. P. and Gen. Mgr. Affiliate of Rock Island Argus
Production

Cop M.C.

SLEUTH TURNED MUSICIAN
when Los Angeles patron
Larry Casady invaded the
airwaves recently (Feb. 2) with
his "Dixie Raiders" on KFVD Los
Angeles. The full-time policeman
is featured conducting a part-
time five-week half-hour pro-
gram of western music on the Los
Angeles station.

KEYN SWEENEY, assistant general
manager of CBS Housewives Protective
League unit, headed by FLETCHER
WILEY, has resigned without disclosing
future plans.

DON FISHER, formerly with WGT, Fort
Wayne, has joined announcing staff of
WOWO Fort Wayne. He previously
was with WBOY Decatur, Ill., WBOK
Rockford and WBAM Chicago. JAMES
NEWMAN also has joined WOWO announ-
cing staff.

IRVING SMITH, announcer and fea-
tured newscaster at WEUX Reading Pa.,
resigned Feb. 13 to become program
director and chief announcer of WBUX,
new station to begin operations soon
in Doylestown, Pa.

WILLIAM TRAVIS, graduate of Na-
tional Academy of Broadcasting,
Washington, D.C., has been appointed
announcing staff of WTUX Wilmingtom, Del.

TOM MAHONEY, formerly of CBS
when Los Angeles department,
has been transferred to WCBS-
NY, New York. He will be in the
production staff of "Mussio Goes A-Shopping"

JOHNNY MERCER has been signed for
a "Dixie Shore-Harry James Show" (Philip Morris) which started
Feb. 13, according to officials of Bowl
Co., Hollywood agency handling ac-
count. Under agreement terms, Mr.
Mercer will continue on program after
four weeks' commitment period if it
does not conflict with his recording,
stage or film activities.

EDDIE CHASE, disc, m.c., of "Make Re-
views Balloon" on KFVD Los Angeles,
is making daily half-hour trans-
scriptions of program for use in
most stations, including Chicago.

JACK PYLLE has joined announcing
staff of WABD-Baltimore, M. D.,
graduate of National Academy of Broad-
casting, Washington, D.C.

JACK ENO, announcer at WKBW Buf-
ralo, recently announced his
resignation.

WARREN JOHNSTONE, announcer at
CKXTW New Westminster, B. C., has been
appointed head of staff.

LITTLE GEORGE THOMAS, whose
84' frame is the smallest on announc-
ing staff of WCAU Philadelphia, has
to have plenty of amplitude to reach
the attitude of his co-workers, 67"
Harry Fleetwood (l) and 69' Bill Hart
(r), two of the tallest men in the radio
business. WCAU's eight-man announcing
staff averages 6'7". be-
lieved to be among the country's tallest
announcing staffs.

Production

Miss Ross

KATE CLINCHES OUR
COVERAGE CLAIMS!

Kate Smith (bless her big heart!) helps prove that
KQV's new daytime signal has big muscles too! When
Kate made a calendar offer on her Mutual show at 12
noon recently, we were flooded with replies from 373
nearby communities! That's the tailored, waste-proof
coverage you're looking for in the rich Pittsburgh
industrial market.

KQV PITTSBURGH'S AGGRESSIVE
RADIO STATION
Basic Mutual Network • Natl. Reps. WEED & CO.

Page 54 • February 16, 1948
PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Make Each Record a

"Personal Appearance!"

—with precision control of recording quality

Listen critically: Your station is on the air. There's your announcer's voice... the opening music... the song... the chatter. Is it a 'live' or a 'recorded' program? Not even your trained ears should be able to tell!

Today, truly professional recording reproduces all of the quality and natural beauty of music or speech with full naturalness. It keeps the original sound alive.

You can sum up the reasons for the unexcelled 'live' performance of the Fairchild Unit 523 Studio Recorder in one simple statement: It provides a maximum flexibility of mechanical operation that permits the operator to secure unexcelled quality of reproduction. Fairchild provides instant, infinite variation of pitch from 80 to 160 lines-per-inch by means of a unique planetary-driven lead screw. Operation is controlled by a single, easily accessible knob, as illustrated at the left. This makes it possible to record a very loud passage at 90 lines-per-inch and to follow it with soft passages at 120 or 130 lines-per-inch without dial twisting or the danger of overcutting the next groove.

Timing is accurate to a split-second. Operation is 'WOW'-free. Turntable noise, rumble and vibration are non-existent. And the performance of the Fairchild Unit 541 Magnetic Cutterhead—which is standard equipment on the Unit 523 Studio Recorder—has been engineered for full dynamic range; minimum distortion content and broad frequency range. Want more details? Address: 88-06 Van Wyck Blvd., Jamaica 1, N. Y.

Fairchild CAMERA
AND INSTRUMENT CORPORATION
JOINT PROMOTION
WPEN and Its Owner, Sun Ray

Drug, Launch Big Drive

WPEN Philadelphia has started an ambitious campaign to tie in promotionally with its owner, Sun Ray Drug Co. First move in the campaign is the placing of colorful TV identification posters in the 140 Sun Ray stores.

The signs are prominently featured on Sun Ray counters and in windows. Beneath them are the products advertised over WPEN.

The station announced it has undertaken the merchandise-poster stunt with the aim of attracting new sponsors.

Other joint WPEN-Sun Ray promotions include the preparation of 400 full-color posters advertising programs. The posters, also displayed in the stores, feature pictures and “come-on” copy on eight WPEN shows. In addition, stories and pictures on station personalities will be printed in the Sun Ray house organ, which is read by more than 3,000 employees.

ATTENDING a reception given in her honor, Joan Davis, screen actress and radio star of her own program, Joan Davis Time, cuts up with Lou Terry, sales manager of Canadian Ace Brewing Co., Chicago, sponsor of CBS co-op program. Reception for Miss Davis was held at Chicago’s Seneca Hotel in conjunction with her recent broadcast from Chicago.

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I'M WORTH A COOL

Three Billion
in effective buying income

You’re face to face right now with one of the two and a half million people who live in the area covered by WGAR's 50,000 watts power.

Proud? Sure they are. And why not? Their effective buying income is more than three billion dollars! They are alive to what’s going on, active in their reactions, quick to do something about it.

Your advertising message will bring rich returns when it reaches this audience... an audience earning enough and yearning enough to want the things you are selling... an audience most economically and effectively covered by WGAR, the station which reaches 40% of Ohio's buying power.

50,000 WATTS
BASIC CBS
CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION in Cleveland... in Akron... in Canton

Represented Nationally by EDWARD PETRY & COMPANY
When 1948 brings important events...

Get long-period coverage with a "MAGNETONE" Magnetic Recorder

To cover the news-making events of '48, or to develop special programs for rebroadcast, the "MAGNETONE" is unequalled. This highly professional magnetic recorder has been especially designed for quick, accurate and controlled recording and playback.

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire re-used any desired number of times.

"Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in \( \frac{1}{2}, 1, 2 \) and 3 hour periods are available. The "MAGNETONE" is portable, durable, in attractive metal or black leathertone case.

Outstanding characteristics of the Model BX-303 "MAGNETONE" are its fast rewind, fast forward speed, and constant recording speed which permits any section of a recorded program to be spliced into any other section without impairing the faithful reproduction. See and hear the "MAGNETONE"... compare it with any magnetic recorder in America.

Write today for complete specifications
Yes, they're making a hit... these seven prominent independent stations. They're conducting their own private campaign and demonstrating the impact of radio performances in making song hits. And they're doing it with a record!

Working as a team, these seven broadcasters selected a song popular in 1940 — a song that hadn't been performed to any great extent for more than seven years. The song: "THERE I GO"—by Hy Zaret and Irving Weiser—Recorded for RCA Victor by Vaughn Monroe.

WNEW, New York conceived this idea of proving radio’s effectiveness in making popular song hits thru independent stations’ programs. Five to ten performances of this Vaughn Monroe record each day, for a period of several weeks, by each of these seven indies, brought about these

**RESULTS**

1. Dealer demands for the record convinced RCA Victor that "THERE I GO" should be re-pressed and re-issued.
2. **Within three weeks** more than 100,000 records were sold in the market areas of these seven stations.
3. Growing public demand is evidenced by more and more performances in juke boxes.
4. Name artists are filling numerous requests with performances of the song on their network shows.

BMI, original publishers of "THERE I GO," extends to WPEN, WJJD, WSCR, WWSW, WHDH, WWDC and to WNEW its appreciation and thanks for demonstrating THAT RADIO CAN WORK FOR RADIO
T. HARRISON MOONEY, former sales promotion man with Dun & Bradstreet Inc., has joined WPEN Philadelphia, in beginning of expansion of the outlet's advertising, promotion and merchandising activities. Mr. Mooney, who will work under WILLIAM B. CASKEY, WPEN's promotions manager, will specialize in preparation of ads and brochures on WPEN programs and personalities. He also will work with Mr. Caskey on other phases of WPEN promotion and advertising activities.

IMOGNE STANLEY, former feature writer in State Dept. Office of Inter-American affairs, motion picture scripter, and New York Daily News reporter, has joined WOAI San Antonio, as publicity director, replacing YOLANDA TEAGUE, resigned.

RAY STARR, announcer and record m.o. at KAYX Waterloo, Iowa, has been appointed to newly-created position of director of publicity.

WNAO Daisy

WHITE DARLIES are being distributed to the trade by WNAO Raleigh, N. C., as lesser campaign for story "Come." Single, white daisy in cellophane package has attacked card reading: "The story on WNAO-Radio Raleigh is coming! Get us all—it's a daisy!" Card is signed by Dudley Tichenor, general and commercial manager.

WBGO Brochure

SOUVENIR brochure has been prepared for promotion of WBGO Newark, by WBC and WBGO-FM Salisbury. Money Talks—Our Top Radio Voice,” book presents picture of station's audience, transmitter, facilities and offices, and two-page spread of individual shots of staff members. Back section of album contains names of national personalities heard on station.

Advance Bulletins

AS ADDITIONAL promotion for programs heard weekly on WLAG Lawrence, a four-page advance bulletin to 300 members of Senate members in Massachusetts is available. Feature story and picture, Program features top news developments of the legislative session, is prepared by people active in field. Bulletin is sent to state congressmen containing names and topics of speakers appearing on the WLAW show.

PART of taxis in Tulear, Calif., line up before beginning the day's run to display wide acclaim of KCOR, Mutual. Don Lee outlet in Tulear, Station arranged to use promotion material on largest fleet of local cabs and reports that campaign has been effective means of covering the area.

"This Is WGA"

PICTORIAL album of staff members, facilities and activities of WGA Cleveland has been prepared by that station in answer to listeners' requests. Some 150,000 copies of the 16-page book have been distributed in Greater Cleveland and to the trade. Blue-toned cover, "This Is WGA—Going Forward With Radio," presents drawing of station's studios and towers. Portraits of station employees appear throughout and center spread displays two-page picture of entire staff. Section marked "This Was Only the Beginning," shows scenes in station's studios in 1930, and is followed by shots of WGA's modern operating facilities. National stars heard on WGA are also pictured along with scenes of special events and local-originated programs.

Katz Report

FOUR-PAGE summary of women's participation in Katz represented stations has been prepared and mailed by Katz. Memo reads, "This report to help timebuyer. Summary gives at a glance the basic facts about the Katz stations—the program format, talent, network, unit of programming, broadcast, treatment of commercials, and rates on the Katz represented stations.

First Milestone

BIRTHDAY announcements have been sent out by WSAW(WF) Fraternal, Ill., on occasion of its first anniversary. Two-fold sheet announces "It's Our Birthday!" WSAW(WF) has finished its first year "serving the North Shore and Metropolitan Chicago." Accomplishments of station are listed in statements under heading, "A Year of Progress." Enlarging, installing new equipment, working off hour, setting new records, and the large number of WSAW's radio awards are some of the things that make up the station's progress.

"KFWJ 'Smile Song"


SEBAC Valentine

TRYING to decide what to give your station for Valentine's Day? SEBAC advertising agency in its latest addition of "SEBAC Music" by suggesting to broadcasters what has been long desired has been received a SEBAC transcribed library—program service sent out will be shipped with a complete package for the heart of your program—music in "SEBAC Music" cut is featured on front of bulletin holding Valentine package. Not only are all verses included and current selected publications are presented in four-page issue.

"CORKING Good News"

ANNOUNCED by WDNJ, Durham, N. C., with its change of frequency and increased power. Continuing its series of promotion cards, station has distributed a postcard-size ad featuring a corkscrew, with small cork attached, headed: "Corking Good News" are engineers busy testing WDNJ's new 500 watt transmitter equipment. First step before actually un corking that higher power is "Good News" and greater power. . . .

Winning Hand

FIVE ACES and KBLY, Milwaukee have made another win in the CBS Rodeo, and KLZ Denver is capitalizing on the trend in its latest promotion gimmick. Seven cards, all marked ace of clubs and printed together as a suit, have been distributed to the trade by station. Top card, marked "Jack," has added so to the others. Cards are black of clubs, and distributed with the suits of reds and yellow. The Jacks, now one of the top cards in the deck, has been distributed to the trade by station. Top card, marked "Jack," has added so to the others. Cards are black of clubs, and distributed with the suits of reds and yellow. The Jacks, now one of the top cards in the deck, form a winning hand, "consist of national recognition in all fields of radio living deal," the station maintains, and results for the sponsor."

MBS Report

SOME 2500 copies of "Report for 1947 of Outstanding Broadcastings in the Public Interest" have been distributed by MBS. The 30-page report is the result of inquiry by MBS president Edgar Ro- berts, who has commissioned a 25-year-long research and trade papers, business and radio editors, trade associations, trade associations, and congressmen.

"Travelers' Contest"

DESIGNED to entertain home listeners and enable them to share in program's profits has been launched by ABC's "Travelers' Show." Each station is to have separate prize winners selected in each city. "Ivy Snow Traveler" and "Crisco Traveler," representing two products advertised, select random list of 25 telephone numbers in local di- rectories. If person called answers "Welcome Traveler," question is asked of the person, "What is this program about?" If person answers, "It is about travel," he is then asked another question similar to those put out on broadcast concerning telephone sub- scriptor. Each correctly responding sub- scriber wins the prize advertised.
For Truly Fine Recording and Reproduction

Professional Recordists Use—
Professional Recordists Recommend—

Audiopoints

THE NEWLY EXPANDED LINE of Audiopoints now covers the full range of recording and playback needs. There are Audiopoints that fully meet the requirements of the most exacting professional recordists. There are also Audiopoints which these engineers unhesitatingly recommend to the non-professional and the general public.

RECORDING AUDIOPORTS
Sapphire #202. A fine quality brass shank stylus, ideally suited for those recordists not requiring the super quality of Sapphire Audiopoint #14.
List price $5.25.
Stellite #34. Favorite with many professional and non-professional recordists. Though moderately priced, it is the very best stellite stylus produced.
List price $1.75.
Diamond-Lapped Steel #30. Most practical stylus for home recordists when "first cost" is important. Being diamond-lapped, it cuts a quiet, shiny groove.
List price 3 for $1.00.

PLAYBACK AUDIOPORTS
Sapphire #113. Materials, workmanship and design make this playback point the finest made for original recordings and vinyl transcriptions. For years the outstanding choice of professional recordists.
List price $6.50.
"Red Circle" Sapphire #103. With straight dural shank and fine polished jewel point. Excellent for original recordings, vinyl pressings and phonograph records.
List price $2.00.
"Red Circle" Sapphire #303. Bent dural shank sapphire needle that is tops for phonograph records. For the first time a phonograph needle with a resharpenn feature.
List price $2.00.
Steel Transcription Needle #151. The ideal all-purpose transcription needle for original recordings, vinyl pressings and phonograph records. Quality performance is assured since each point undergoes a shadow-graph test.
List price 20 for 25c.

RESHARPENING SERVICE
Established years ago, our reshaping service gives real economy in the use of Audiopoints #14, #202, #34, #113, #103 and #303.

Write for new dealer discount and our folder "Audiopoints."

Audiopoints are a product of the manufacturers of Audiodiscs.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N. Y.
A SURE-FIRE METHOD of securing the lion’s share of an advertising campaign budget for radio promotion is to draft it yourself, according to a formula successfully followed by WLOW Norfolk, Va., officials during a brief excursion into the agency field.

Sol Halpern, owner of the H.E.P. Food Store in Norfolk, asked officials at WLOW, 1-kw independent station, last month if they would assume responsibility for preparation of a two-week campaign designed to switch his regular retail grocery store to a limited subscription establishment operating as a co-op. Under the plan, the radio station was to be commissioned for the preparation of all copy for newspapers, radio programs, circulars, posters, and for the distribution of the printed matter. Yes, and it was given allocation authority for radio time and newspaper space. WLOW accepted, laid its plans and commenced the campaign.

The station, given a free hand in expending the $1,600 budget for all media, allocated $800 for time on two stations, $350 for newspaper space, $100 for printing and distributing throw-aways and $115 for display signs in its efforts to secure the desired number of subscribers.

WLOW carried two programs each day, Monday through Saturday and ten half-minute spot announcements daily. Bob Drepper, chief announcer of WLOW, handled the two daily H & P Jamboree shows, originating from the grocery store. Mr. Drepper, while interviewing shoppers, selected items from their baskets and offered them free if the patrons could quote the correct price of the items. A morning and evening announcement was carried by WGH, 250-w ABC affiliate in Norfolk, with WLOW dis-covered the tributed 10,000 circulars and ran 600 inches of advertising in two Norfolk newspapers and posters were placed.

At the close of the first week more than three-fourths of the subscriber quota had been reached. The full quota was attained on Wednesday of the second week. Mr. Halpern directed Station Manager W. M. Carpenter to use the remaining time in expressing the store’s gratitude to subscribers and in encouraging patrons who had failed to sign up before the limit was reached to enter their names on the waiting list pending vacancies.

Germans Used Television in Missle Experiments

TELEVISION techniques were used experimentally by the German military in connection with guided missiles, according to a report on TV progress by the Office of Technical Services, Dept. of Commerce. Civil television had been at a standstill during the war though programs had been supplied military hospitals until the transmitter was bombed.

A report based on investigation of German factories and laboratories contains technical data on German television. The report (81 pages, PB-75819, Television Development and Application in Germany) may be obtained from the Office of Technical Services, Dept. of Commerce, Washington 25, D. C., with check or money order for $2.25 payable to the Treasurer of the United States.
Who, Me a "Firebug"?

- if you design or build an apartment that turns into a blazing firetrap
- if you let faulty heating or cooking equipment breed fiery death
- if you fail to enforce the fire laws
- if your smoking habits let loose a holocaust...then plead guilty.

70,000 fires kill nearly 1000 human beings every month! It is a national disaster!

Don't be an unwitting firebug!...You needn't.

You can help stop fires—if you start now!

Support the Nationwide Program...Your President's Conference on Fire Prevention has found a crying need for passage and enforcement of modern fire prevention building codes. It is now working with state and local officials to meet this need.

Work with Your Community...If the program is to succeed, your community must back it up. Promote fire prevention through your schools, your clubs and other organizations. Let your authorities and builders know you want fire laws that really protect you—buildings that are safe.

Reduce Fire Hazards at Home...But nowhere is cooperation more essential than in the home. Follow these simple rules and you'll stop 3 out of 4 fires before they start:

1. Be careful with matches and smoking.
2. Use only wiring and appliances bearing the Underwriters' Laboratories seal.
3. Avoid misuse of flammable liquids.
4. Repair faulty heating and cooking equipment promptly.

Take this Action Now—We spend more than two-thirds of our lives in buildings. Let's make them fire-safe. The report on "Building Construction, Operation, and Protection" shows how. Interested local authorities and citizens are invited to send for a copy. Address: The President's Conference on Fire Prevention, Washington, D.C.

This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!
February 6 Decisions...

By COMMISSIONER EN BANC

License Renewal

WJPA Washington, Pa.—Granted renewal of license for period ending Feb. 1, 1951.

Acquisition of Control

KVVC Ventura County, Calif.—Granted voluntary acquisition of control of Ojai Broadcasting Co. by William H. Haupt and Marian Louise Haupt, present minority stockholders, by purchase of certain stock from James C. Harris and S. H. Frowein for $18,000.

AM-1570 kc

Houston County Broadcasting Co., Crockett, Tex.—Granted CP new station 1370 kc 250 w; engineering cond.

Abolishment

Proposed to change rules so as to abolish special temp. authorizations for standard stations, effective April 15. STA's developed when AM stations were only broadcasting media and few daytime or limited time stations were in existence. Today growing numbers of authorizations for operation in hours is having detrimental effect on regular nighttime broadcast service in many areas. Some requests are so recurring as to constitute series of broadcasts beyond hours for which stations are licensed. Commission sees no further need for such STA's in view of opportunities for full-time FM operation, especially where several stations on one frequency are concerned. Commission rules Sec. 1.324 of its rules accordingly.

Written comments from persons who have been so opposed will be received on or before Feb. 28.

By THE COMMISSION

Waivered

WRGK Inc., LaGrange, Ill.—Granted CP new station 960 kc 500 w for operation as Class B station at LaGrange pending operation at LaGrange.

FM—CGs Vaced

Dairylands Bus. Supply Inc., Wis., and Wisconsin Rapids and Steven Point, Wis.—Authorized AM STA's at these points, and grants for Class A stations at these points.

Petition Denied


Petition Dismissed

UAM-CIO Best. Corp., of Ill., Chicago.—Denied petition requesting reconsideration of Class B FM channel assignments to petitioners and others made in Commission's order of June 14, 1947, in re CPs for Class B stations in Chicago.

FM CPs Granted

Commission granted CPs for three Class A and 15 Class B FM stations, including CPs for Class A and seven Class B stations. See story BROADCASTING, Feb. 9, page 44.

TV—82-88 mc

Stromberg-Carlson Co., Rochester, N. Y.—Granted CP new station 204-210 mc (Channel 6), 5 kw, for operation at Rochester.

Clack ASSOC. Inc., Binghamton, N. Y.—Granted CP new station 204-210 mc (Channel 12), 4.5 kw, for operation at Binghamton.

Hearing Designated

United Best. Corp., Pittsburgh.—Designated for hearing TV application in consolidated proceeding designated on application for TV stations in Pittsburgh area.

February 10 Decisions...

By THE SECRETARY

KGO Mandan, N. D.—Granted license for increase in D power to 1 kw and increase in E power to 1 kw.

KFXF Wichita Falls, Tex.—Granted license for new station 990 kc 1 kw D(1) 2 kw L US (1)

KSLO Opleouac, La.—Granted license for operation of station 1490 kc 2 kw.

KIND Independence, Kan.—Granted license for new station 1019 kc 250 w D.


KFYB Bonham, Tex.—Granted CP new station 1490 kc, 1 kw, for operation at Bonham.

KHIT Lampasas, Tex.—Granted CP new station 1490 kc 30 kw for operation at Lampasas.

KFMB San Diego, Calif.—Granted CP new station 1490 kc 2 kw for operation at San Diego.

KHTL Temple, Tex.—Granted CP new station 1490 kc 2 kw for operation at Temple.

KWLA Riesel, Texas.—Granted CP new station 1490 kc 2 kw for operation at Riesel.

WVFB Providence, R. I.—Granted CP new station 1520 kc 3 kw for operation at Providence.

KFQZ New London, Conn.—Granted CP new station 1520 kc 1 kw for operation at New London.

WSOX Springfield, Ill.—Granted license for new station 1520 kc D(1) 2 kw, and for station location.

KPOL Dallas, Tex.—Granted license for new station 1520 kc D(1) 2 kw, and for station location.

WTMJ Milwaukee, Wis.—Granted license for new station 1520 kc D(1) 2 kw, and for station location.

KWOA Botkins, Ohio.—Granted CP for new station 1520 kc D(1) 2 kw, and for station location.

WITP Des Moines, Iowa.—Granted license for new station 1520 kc D(1) 2 kw.

KQTY Springfield, Ill.—Granted CP new station 1520 kc, 1 kw, for operation at Springfield.

WTBC Chicago, Ill.—Granted license for new station 1520 kc D(1) 2 kw, and for station location.

KUSN Boulder, Colo.—Granted license for new station 1520 kc D(1) 2 kw, and for station location.

WBNJ Manchester, N. H.—Granted license for new station 1520 kc D(1) 2 kw, and for station location.

KDFJ Houston, Tex.—Granted CP new station 1520 kc, 1 kw, for operation at Houston.

KBST Big Springs, Tex.—Denied petition for extension of time for hearing in proceeding based on proposed findings of fact and conclusions in proceeding in Dockets 7353 et al to Feb. 16, 1948.

WWVA Wheeling, W. Va.—Denied petition for change of call sign of station WVSU from Fort Worth, Tex., to Wheeling.

Evans Radio Co., Stevens Point, Wis., and William M. Gies, Sparta, Wis.—Denied petitions for change of call sign of station WSPR from Sparta, Wis., to Stevens Point, Wis., to WSPR, and to WPDR, respectively, and to WSPR for new call sign of station WSPR, for change in location.

Valverde Best. Co., Oxnard, Calif.—Denied petition for change of call sign of station WPDR to WDVR from WSPR, for change in location.

KORE Eugene, Ore.—Denied petition for extension of time for hearing in proceeding based on proposed findings of fact and conclusion in proceeding in Dockets 7353 et al to April 2, 1948.

RCCB Portland, Ore.—Denied petition for change of call sign of station WCCB from Portland, Ore., to WQBR, for change in location.

WPEN Philadelphia.—Denied petition for extension of time for hearing in proceeding based on proposed findings of fact and conclusion in proceeding in Dockets 7353 et al to March 20, 1948.

KZTV Des Moines, Iowa.—Denied petition for extension of time for hearing in proceeding based on proposed findings of fact and conclusion in proceeding in Dockets 7353 et al to March 20, 1948.

KOMU Sacramento, Calif.—Denied petition for extension of time for hearing in proceeding based on proposed findings of fact and conclusion in proceeding in Dockets 7353 et al to March 20, 1948.

KLLJ Long Beach, Calif.—Denied petition for extension of time for hearing in proceeding based on proposed findings of fact and conclusion in proceeding in Dockets 7353 et al to March 20, 1948.
The new CHARLES MICHELSON INC. AC-DC PORTO-PLAYBACK is a boon to advertising agencies, radio stations, transcription companies and schools. Completely new in every respect, this compact, lightweight machine is designed to faithfully reproduce your program or presentation on 16" transcriptions at 33 1/3 r.p.m., or 10" and 12" phonograph records at 78 r.p.m.

The permanent sapphire nylon shank stylus that will not scratch your record—the ease of operation—the clarity and quality of tone—the handsome, sturdily built case, are but a few of the outstanding features incorporated in this latest AC-DC PORTO-PLAYBACK.

To tell and sell your sales story better, order yours NOW.

Specifications and Features

- **Weight:** 24 lbs. complete.
- **Case:** Attractive, sturdy, light, 5 ply Weldwood case. Brown outside, cherry red inside. Finished in fine grain water repellent fabric with non-rust brass fittings.
- **Size:** 16½" x 16½" x 8".
- **Speaker:** Latest design 6" permanent magnet Jensen speaker with special oversized magnetic field.
- **Equalizer:** Correct equalization network for shellac, NAB standard, ortho-acoustic and flat recordings. (EXTRA—one special position for low level recordings.)
- **Pick-up:** Latest model true tangent Acoustic transcription pick-up with permanent sapphire nylon shank stylus.
- **Motor:** Dual speed 33 1/3 and 78 r.p.m., with improved heavy duty motor sealed in oil, operating on either AC or DC current.
- **Controls:** Separate tone, equalizer and volume controls.
- **Price:** $140. Net F.O.B. New York.

Gentlemen:

Please enter our order for immediate delivery of your new AC-DC PORTO-PLAYBACK at $140 each, F.O.B. New York.

☐ check enclosed
☐ Ship C.O.D.

NAME
ADDRESS
CITY ZONE STATE

CHARLES MICHELSON INC.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 WEST 44th STREET, N.Y. 18 • PHONE MURRAY HILL 2-3376
February 10 Applications

ACCEPTED FOR FILING

Assignment of License

KLKN Fairbanks, Alaska—Voluntary assignment of license from Royal Gorge Broadcasting to Royal Gorge Broadcasting, Inc.

February 10, 1948

FM-82.3 m.

Fairmont Bcstg. Co., Fairmont, W. Va.—Mod. CP, as mod., which authorized new standard and station to be operated on Channel 222, 92.3 mc., ERP of 1 kw. from tower 63 ft. height above average terrain 220 ft.

Fall River Herald News Publishing Co., Fall River, Mass.—CP for new commercial television station to be operated on Channel 180, 180-186 mc., ERP of 1 kw.

Modification of CP

WBTW Waltham, Mass.—Mod. CP, as mod., which authorized new standard and station to be operated on Channel 6, 107.9 mc., ERP of 1 kw.

License for CP

WCLF Clinton, Ala.—License to cover CP, as mod., which authorized new standard and station to be operated on new tower and new station.

Modification of CP

KYSQ Merced, Calif.—Mod. CP, which authorized new standard and station to be operated on new and new station.

License for CP

KGAR Garden City, Kan.—License to cover CP, as mod., which authorized new standard and station to be operated on new tower and new station.

ACCURATE, RELIABLE STOP WATCHES

by CLEBAR

For unfalling accuracy in timing, you can rely on CLEBAR precision timepieces. They have proved their dependability in leading studios, laboratories and colleges.

For shipment, address:

CLEBAR WATCH CO., INC.
551 FIFTH AVE., NEW YORK 17, N. Y.
Simple New Solderless Couplings
Maintain Constant 51.5 Ohm Impedance

ANDREW
Flanged COAXIAL
TRANSMISSION LINE
FOR FM-TV

Offering the dual advantage of easy, solderless assembly and a constant impedance of 51.5 ohms, this new ANDREW FM-TV line is available in four diameters. Each line fully meets official RMA standards. It also is recommended for AM installations of 5 Kw or over.

Fabricated in twenty foot lengths with brass connector flanges silver brazed to the ends, sections are easily bolted together. A circular synthetic rubber "O" gasket effectively seals the line. Flux corrosion and pressure leaks are avoided. A bullet-shaped device positively connects inner conductors.

Close tolerances are maintained on characteristic impedance in both line and fittings, assuring an essentially "flat" transmission line system.

Mechanically and electrically better than previous types, this new line has steatite insulators of exceptionally low loss factor. Both inner and outer conductors of all four sizes are of copper having very high conductivity.

Flanged 45 and 90 degree elbow sections, and a complete line of accessories and fittings available.

Better be safe, than sorry. Avoid costly post-installation line changes. Get complete technical data, and engineering advice, from ANDREW now.
A U D I E N C E  participation program, "Surprise Package," has been started on WMBD Atlantic City under sponsorship of 30 local merchants who have organized group known as Uptown Shopping Assn. Each sponsor merchant contributes gift or service as "give-away," ranging from article of ladies' wear to saving account with starting cash deposit. Tickets to broadcast, which originates in local hall seating 1000 persons, are distributed through sponsor's store, Johnny Mack & Bernie Rubin of WMBD conduct show with format that avoids quiz presentation. Participants are called guests instead of contestants. All participants receive gifts. Children are given candy during show.

Hardest avoids quiz.

District Consulting

CONSULTING RADIO ENGINEER

820 68th St., Elmhurst, Ill.

or "How Long Is a Honeymoon?"

Terminal reports very enthusiastic response to series.

T A S T E N I N G  Atlantic Meeting for the second time in ten months, KYW Philadelphia and the British Broadcasting Corporation (BBC) will present Atlantic "Junior Town Meeting of the Air" on Feb. 13. Six secondary school students from Philadelphia and London will discuss topic, "Can Food Win the Peace?" Moderator of Philadelphia end of program will be Dr. Alexander J. Stoddard, superintendent of Philadelphia Public Schools. In London, H. Roome Pelletier, BBC will present three British students. New York will be represented by steering committee composed of representatives of public, private and parochial school systems.

"Gold Nugget Baby" MOTHERY EXCITING was the recent semi-annual Southern page interview when KXBO Stockton. Can"s special events crew tracked down brand new father of San Joaquin County's "Gold Nugget Baby." Observation of California's Gold Centennial Celebration will be just where on the anniversary marking the first gold to occur to commemorate the Centennial, the special events crew arrived by Newmarket Bert Winn and Chief Engineer Walter Bergen. Included through five hours of "false alarms" before finally look- ing rewarded at Mason Hospital, Lodi. Recording was made of inter- view between Mr. Winn and the father and mother aired on KXBO "Open House." show.

"For the Boys"

RECORD REQUESTS from disabled veterans in Vavao hospital, Washington, D.C., will be the basis of new program, "Something for the Boys," on WMAQ Chicago, Mon.- Fri., 11:45-12 noon. Plans are being considered to record requests on tape recorder at various hospitals and feature them as the theme of the program. Furniture Exhibition

FULL-HOUR on-the-spot broadcast from 11:30 a.m. to 12:30 p.m. at High Point, N. C., was fed via network by WBRC High Point. Feature of broadcast was AMVETS Coronation Ball, including crowning of Season. Observation was made of a furniture queen who was selected from 21 entrants. Steve Picker, who is director of the show, will be the host of the program. New Airline special events, an- nounced by WHBQ, Atlanta, included special program for Sen. George T. Faun, Georgia, and interviews with Carolina veteran of Marine Corps who is the recipient of the Presi- dential Medals of Valor, having re- ceived medal at age of 16.

Audition Ambition

AMATEURS 18 years old or over are given opportunity for radio experience on new program heard over WHOER Cleveland, Ohio, under the title "Do you want to get into radio?" Applicants are picked from written applications to ap- pear for radio show. Group of professional advisors, consisting of Zion C. Lawrence, special events man, announces show. Additional feature included by State Senator George T. Faun, Georgia, and interviews with Carolina veteran of Marine Corps who is the recipient of the Presidential Medals of Honor, having received medal at age of 16.

Daily television "audition" is scheduled to begin at 11 a.m. through the week. Arrangements are being made to have the show on the air by 11 a.m. on the first day of each week.

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Daily television "audition" is scheduled to begin at 11 a.m. through the week. Arrangements are being made to have the show on the air by 11 a.m. on the first day of each week.
Salesman wanted for new 500 watt station in New England.

Good salaries.

All replies confidential.

Write

BOX 673, BROADCASTING

Help Wanted

SALES ENGINEERING—Your Opportunity For The Future

Several Positions Open For Energetic Men

- Here is your chance to do the kind of work you like, be associated with a major manufacturer in the broadcasting equipment field and make a good income at the same time.

Experience in the radio broadcasting field and enough technical knowledge to make intelligent equipment recommendations is essential.

Positions open are in Midwest and Southeast. Would prefer men living or willing to live in Cleveland, Cincinnati, Ft. Wayne or Atlanta areas, although this is not mandatory. Necessary to have good car as travel is extensive.

In reply give age, past positions, business experience, education, marital status.

Reply care of BOX 626, BROADCASTING

Help Wanted (Cont'd)

COMPLETE PERSONNEL for new 500 watt station in New England.

Good salaries.

All replies confidential.

Write

BOX 673, BROADCASTING

Help Wanted (Cont'd)

Wanted—Chief announcer who can do some programming; write commercial copy; have good voice and appearance. Must be able to close 

opportunities. Send complete background and salary expected to Box 63, BROADCASTING.

Wanted—Engineer KVBF, Santa Fe, New Mexico. Prefer experienced E.W. Doeherty man.

Experienced radio salesman wanted for Mutual New York office of 350,000. Excellent opportunity for producer. Draw against 35% and bonus. Rates, packages, Box 670, BROADCASTING.

Salesman—15% commission. 1000 watt region. Only experienced man considered. Good drawing account, sample copy and references to KNIT, Tribune Bldg., Des Moines, Iowa.

Wanted—Engineer for 500 watt AM and 15,000 watt FM. Excellent opportunity for young man. Box 54, BROADCASTING.

Wanted—Engineer with first class license. Must have car. Contact Box 570, BROADCASTING.

Wanted—Engineer with 5000 watt AM and 15,000 watt FM. Excellent opportunity for young man. Send complete background details, references and recent picture to Box 648, BROADCASTING.

Announcer who knows traffic to direct programming. Send complete background details, references and recent picture to Box 571, BROADCASTING.

Intermountain, MBS outlet needs good commercial manager and a program man with ideas, good salaries in live wire market. Box 724, BROADCASTING.

Wanted—Two announcers for a progressive station. Must have good voice and be able to operate controls. No license. Prefer single men or veterans married but no children. Send radio school certificates as evidence of good standing. Box 765, BROADCASTING.

Nineteen two opportunity program director. Send complete background and salary expectancy, Box 592, BROADCASTING.

Operator for Texas station. Permanent position. Tell all you know about yourself. Box 594, BROADCASTING.

Texas station will train salesman under GI Bill. Give qualifications. Box 595, BROADCASTING.

Wanted—Program director wanted for 500 watt station in opening on March 1st. Excellent opportunity, plus experience and salary expectancy. Box 592, BROADCASTING.

Consider the value of a radio man who has been a network announcer, a news editor, and general executive in a 50 kw station for five years. Experience with hundreds of stations and special events. First letter to state complete background and salary expected. Radio Station WWCO, Worcester, Conn.
Situations Wanted (Cont'd)

Commercial manager, available, 15 years experience—all phases. Excellent sales record. Top reference. Stable family man. Write or wire Box 671, BROADCASTING.

Situations Wanted (Cont'd)

Available—Experienced radio programmer. Additional experience in management. Excellent experience in medium and small stations. Top参考. Box 639, BROADCASTING.

Program director—First year manager with excellent experience desires permanent position as manager of medium size station in good market. Box 642, BROADCASTING.

Available—Experienced engineer, Desires position in small aggressive station. 12 years broadcasting experience, with at least $65 per week to start. Box 644, BROADCASTING.

Situations Wanted (Cont'd)

First class engineer, 6 years experience, AM, FM, experience in studio, control, and transmitter work thoroughly experienced control room and transmitter man. Excellent written and verbal, reference, college, job. Now available in New York, will travel anywhere. Box 697, BROADCASTING.

Combination man, now employed in Florida. Desires position with established operators, good conditions or my employer, just as quickly possible. Experienced engineer's position in small aggressive station. 12 years broadcasting experience, with at least $65 per week to start. Box 697, BROADCASTING.

Chief engineer—Commercial studio work desired. Prefer announcing. Fitting radio voice. Available with little notice. All references, excellent, available immediately. Box 666, BROADCASTING.

Anouncer, 8 years experience. Let disc and letter talk. Desires position in medium or small station. Good voice, good all-around knowledge. Attractive exterior. Box 667, BROADCASTING.

Anouncer—Available—reasonably priced. Will work any time. Box 668, BROADCASTING.

Situations Wanted (Cont'd)

Account executive—local and network. Excellent sales background in daily newspapers and other media. Excellent references. Box 654, BROADCASTING.

Box 655, BROADCASTING.

Staff anouncer, experienced, reliable, family man. Presently employed-network job, wishes to travel and settle. Box 664, BROADCASTING.

Anouncer—8 years experience. Desires position in medium size station. Desires same sex marriage. Box 665, BROADCASTING.

Anouncer, Desires position in medium size station. Wife prefers same sex marriage. Box 666, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer 50 kw desires progressive position in local and network station. Ideal for experienced broadcast engineer. Strong background in studio engineering and audio-visual organization. Experienced in high grade recording equipment, UHF transmission, stereo development, allocations, high technical ability, etc. Box 665, BROADCASTING.

Hunting nest—Local and net anouncer with Gold Disk voice willing to travel and settle. Board operation. Box 664, BROADCASTING.

Anouncer—Desires position in medium size station. Desires same sex marriage. Box 665, BROADCASTING.

Situations Wanted (Cont'd)


Commercial manager available. Excellent experience in local and national and network. Ten years in radio, family and sales. Prefer permanent position, but will consider other. Available immediately. Box 665, BROADCASTING.

Situations Wanted (Cont'd)

Hit song-writer, music director and arranger, solo pianist (popular and commercial experience), many years specializing in creative programming spot with responsible family man. Preferred area. England area. Details on request. Box 666, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer, construction, combina - tion man. 25 years experience. Will work only. Available March fifteenth, 1948. Excellent references. Box 651, BROADCASTING.

Manager—Can organize and meet stiff competition. Ten years in radio. Seven years in management. Excellent references. Large competitive market in south or southeast. Immediate. Box 652, BROADCASTING.

Situations Wanted (Cont'd)


Successful salesman—Qualified national representative. More than 12 years experience. Excellent references. Box 656, BROADCASTING.

Situations Wanted (Cont'd)

Experienced radio writer. Emphasis on commercial copy. Know production techniques. Requirements: Family man, available immediately, top market, desirable family man, vet eran, sold advertisements. Box 666, BROADCASTING.

Situations Wanted (Cont'd)

Engineer. First name. Would welcome opportunity to hear announcing, adaptable to anything, 250 miles radius New York, radio engineering. Box 658, BROADCASTING. Good technical FM technical director—Develop your CP to full potential. Top location. FM director. AM experience plus 6 years experience in FM, seeks new outlet. Will work 3 with pioneer FM outlet. Box 661, BROADCASTING.

Situations Wanted (Cont'd)

Experience an announcer-operator-sales man, capable newspaperman now employed. Available immediately, any area except New England area. Details on request. Box 661, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—24, married. One year experience, Chicago, IL, but set preferred. Box 662, BROADCASTING.

Situations Wanted (Cont'd)

Announcer and newspaperman seeks position to build broadcast and newspaper experience on stations from 250 to 50 kw. 3 years experience on live, disc, and news shows. 5 years in building a voice. Family man, willing to travel. Good family man, will arrange live audition. Box 663, BROADCASTING. Will write Box 630, BROADCASTING.

Situations Wanted (Cont'd)

49%, discount. Money isn't everything! Desires steady year round job with good retirement package, plus sales, program, management experience with top New York agencies, station and network selling, management. Box 661, BROADCASTING. Will write for right spot. Box 662, BROADCASTING.

Situations Wanted (Cont'd)

Program director. Fifteen years experience—programming, production, writing, announcing. Excellent credit. Desires network affiliation in west. Permanent, full time. Excellent references. Wire, phone or write. Morrison Farnsworth, 14250 Ridgeway St., Van Nuys, Cali.

Situations Wanted (Cont'd)

Engineer—Recent 1st phone license, single. Desires opportunity to make a start. Concerts organizer and an "eager beaver." Louis Hennes, e/o R. I. C., 185 N. Michigan Ave., Chicago 2, III,

February 16, 1948 • Page 71
BROADCASTING  

Temco, 8503.

Radio Station.

Temco, 8503.

Radio Station.

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Radio Station.

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Radio Station.
KTSW's Principals Petition on Order

KTSW, Emporia, Kansas, have petitioned the FCC to dismiss the pending show cause order involving their acquisition of control [Broadcasting, Jan. 5]. and filed simultaneously a petition covering the transfer in question.

The petition concedes that a transfer of control did occur on July 15, 1946, without an application for Commission consent. But it insists there was never any intention to deceive the Commission and that actually when FCC granted KTSW its renewal last July the Commission already had "full knowledge of the facts set forth as its premises for issuing" the subsequent show-cause order.

FCC's order grew out of an application filed last July for transfer of the combined 74% interests of R. J. Laubengayer and Sidney F. and John P. Harris to Gervais F. and Robert B. Reed for $40,942 [Broadcasting, July 21]. The order conceded that the various purchases of KTSW stock by Messrs. Laubengayer and Harris had been appropriately reported to FCC but pointed out that no transfer application had ever been filed.

The transfer of application in question..."If an error has been committed," said the petition, filed by John F. Carr of the Washington law firm of Dow, Lohnes & Albertson, "it has been one of judgment on the part of the counsel for the parties. This counsel assumes full responsibility for all errors of omission or commission on its part. The records... will show that the counsel for the parties at that time was Dow, Lohnes & Albertson.

The transfer of application in question in the show-cause order, as filed simultaneously with the petition, is for FCC consent to transfer of control to Messrs. Laubengayer and Harris and others from J. J. Hovorka, Ike Newton, J. J. Kowalski and J. Nelson Rupard. Asking waiver of the Avero bidding rule, the petition noted that the pending sales to Messrs. Reed would result in a $7,350 profit, but said this difference is "so insignificant as to warrant a waiver of the requirement for further advertising." The petition noted also that the proposed transfer to the Reeds has been properly advertised but that no competitive bids had been received.

Messrs. Laubengayer and Harris also are associated in ownership of KSAL, Salina, Kansas, and with other associates have an application pending for acquisition of KFBI, Wichita for $350,000.

KTSW operates on 1400 ke with 250 w. KFBI is on 1070 ke with 10 kw day and 1 kw night.

COMEDY SHOWS

"THERE'S no doubt about it, radio comedy programs are cleaning up..." That was the conviction recently expressed at St. Joseph's of Indiana, tabulation headquarters of the Radio Acceptance Poll, which has completed its 14th week of operation. According to the last two weekly reports, "college students of all creeds think that back alley barbarisms and double-meaning jests are on the way out..."

For the third time in the past four weeks, all comedy programs monitored were generally "acceptable" or better from a good taste viewpoint—none was "barely acceptable" or offensive," Reports revealed the opinions of 446 college student listeners across the nation after they had heard four comedy shows during the weeks beginning Jan. 4 and 11.

Topping the lists again were Fibber McGee & Molly, whose highly "acceptable" percentage won them that distinction for the 13th time in 14 weeks. Red Skelton and Fred Allen also ranked in that classification (for Jan. 4 and 11 respectively). Cumulative ratings, based on 9700 program ballots and 35,048 individual performer votes covering 14 weeks, indicate rankings in this order: (Programs) Fibber & Molly, Burns & Allen, Jack Benny, Red Skelton and Jimmy Durante. (Individual Performers) — Molly, Harry Wilcox, Fibber, Mr. Wimple and Dennis Day.

Three individual performers—Vera Vague, Lou Costello and Lulu McConnell—received "barely acceptable" ratings for the week of Jan. 11-17. RAP headquarters listed students score-card comments as:

"Vera is just a little too immodest... too bad that Hope—who has done much for radio and the boys overseas—must tell off-color jokes... characters lead Costello into many low..."

Cumulatively both Vera Vague and Bob Hope held "barely acceptable" positions.
FCC Actions
(Continued from page 88)

Applications Cont.:"thorized increase power, change type and change in DA-N to make changes in FAT.
AM—1400 kc
Leader Pub. Co., Guthrie, Okla.—CP new standard station 1400 kc 320 w un.
AM—1400 kc
All-Okahoma Broadcasting Co., Tulsa, Okla.—CP new standard station 740 kc 25 kw 1000 w, DA-N, to change power to 10 kw 50 kw D, change DA-N, to make changes in 10 kw., change transmission, AMENDED re change in corporate structure.
AM—1200 kc
WERC Erie, Pa.—CP install new vertical antenna, 10 kw and change tower on top of AM tower and change transmission location.
License for CP
WCCE Charleston, S. C.—License to cover CP, as mod., which authorized increase power, install new trans., and change FM ant. on No. 2 tower and authority to determine operating power by direct measurement of ant. power.
Modification of CP
KIKF New Falls, S. D.—Mod. CP, as mod., which authorized new standard and new location and authorized new transmission, CP.
AM—700 kc
WMC Memphis, Tenn.—CP make changes in DA and to mount transmission FM ant. on No. 2 tower and authority to determine operating power by direct measurement of ant. power.
Modification of CP
KNTK Kingsville, Tex.—Mod. CP, which authorized new standard station, for approval of ant. and trans. location, and to specify studio location.
Modification of CP
WYPT Weather Falls, Tex.—Mod. CP, as mod., which authorized increase power, change DA-N and to mount FM ant. on No. 2 tower, authority to make changes in FM and change tower on top of AM tower.
AM—1450 kc
WLPM Suffield, Va.—Authority to determine operating power by direct measurement of AM.
AM—1300 kc
Lake States Broadcasting Co., Milwaukee—CP new standard station 1520 kc 5 kw DA un. AMENDED to change officers, directors and changes in DA-N.
Modification of CP
KEMY-FM Marysville, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.
KVME Merced, Calif.—Same.
KUGM Los Angeles—Mod. CP which authorized new FM station for extension of completion date.
KGO San Francisco—Mod. CP, as mod., which authorized new FM station for extension of completion date.
WDAK-FM Columbus, Ga.—Mod. CP, which authorized new FM station, for extension of completion date.
WSOY-FM Decatur, Ill.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

Feature of Week
(Continued from page 10)
dividual strip of magnetic tape. Then T. C. Kenney and J. E. Baudino, chief engineer and station manager, respectively, busied themselves devising plans to complete the operation. A tape recorder was set up on the switchboard and synchronized for automatic and continuous operation. The machine then was connected to the switchboard. When a switch was thrown the operator presses a button to bring the caller a greeting from one of NBC's stars, before responding with the customary salutation.

Why the Mid-South is Convinced
Year after year, WMC has given the Mid-South radio audience the kind of listening pleasure they like. It is this policy of "personalized" programming and top NBC and local shows that has created a large and faithful audience for the leading station in Memphis and the Mid-South.

First in Memphis after year according to Hooper
WMC
"the station most people listen to most"
MEMPHIS = 790 KC = 5000 WATS D & N
in the first FM station in Memphis and the Mid-South
WMCF
WMCT
WMCS with television coming soon
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
National Representative: THE BRANHAM CO.

ASH Towns

INVEST YOUR AD DOLLAR

WCKY
50,000 WATS OF SALES POWER

L.B. Wilson

WCKY

s-ly

February 16, 1948

Page 74

AUTHORIZATION CANCELED

AM—1270 kc
WESL Eastern Shore Bost. Co., Preston, Md.—1370 kc 1 kw D.

PETITION FOR REINSTATEMENT

AM—1450 kc
WERC Presque Isle Bost. Co., Erie, Pa.—CP change frequency from 1230 kc to 1250 w un. to 1250 kc 5 kw un. D-A.

APPLICATION DISMISSED

AM—1350 kc
Capital Bost. Corp., Indianapolis, Ind.—CP for new commercial television station to be operated on Channel 3, 66.0-72.0 kc un. 1350 kc.

APPLICATION RETURNED

AM—1340 kc

LICENSE TO COVER

WATO Oak Ridge, Tenn.—License to cover CP, as mod., which authorized new standard and authority to determine operating power by direct measurement of ant. power. Returned Feb. 9, 1948.

APPLICATION DISMISSED

AM—1340 kc

APPLICATION RETURNED

AM—1340 kc

APPLICATION DISMISSED

AM—1340 kc

APPLICATION RETURNED

AM—1340 kc

APPLICATION DISMISSED

AM—1340 kc

APPLICATION RETURNED

AM—1340 kc

APPLICATION DISMISSED

AM—1340 kc

APPLICATION RETURNED

AM—1340 kc
FM BOX SCORE

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,561 licensed, 413 construction permits, 221 applications in pending file, 350 applications in hearing; FM—99 licensed, 203 conditional grants, 711 CPs (of which 306 are on air under special temporary authority) 52 applications pending, 61 applications in hearing; television—seven licensed, 85 CPs (of which 12 are on air), 119 applications pending of which 61 are in hearing.

TV—186-192 mc
WSOC Inc. Charlotte, N. C.—CP for new commercial television station to be operated on Channel 9, 186-192 mc, ERP of 88 kw., 1960 dB.

TV—76-82 mc
Texas Beasts, Houston, Tex.—CP for new commercial television station to be operated on Channel 5, 76-82 mc, ERP of 17.4 kw., 1960 dB.

AM—490 mc
Robert Dolph and M. McCollum and J. T. Price Jr. d/b as The Longmont-Longmont Broadcasting Co., Longmont, Colo.—CP new standard station 690 kc 1 kw D.

Reassignment of Control
WILX New Wilkesboro, N. C.—Acquisition of control by Briley Riddle through purchase of stock of Hayley Hayes and Carrie Brewer Hayes.

Assignments of License
KBRO Berston, Wash.—Conceit to assignment of license to Bruce Barton by B. B. as Bremerton Broadcast Co. due to death of P. L. Pruitt.

FM—98.9 mc
Thomas H. Todd, Bertram Bank, Lamar Branscomb and Jeff Coleman d/b as Tuscaloosa Best Co., Tuscaloosa, Ala.—CP new FM station, Channel 250, 98.9 mc.

FM—92.3 mc
Fairmont Best Co., Fairmont, W. Va.—CP new FM station, Channel 222, 92.3 mc.

FM—92.3 mc
WBHY Inc, Appleton, Wis.—CP new FM station, Channel 222, 92.3 mc.

Modification of CP
WRTB Waltham, Mass.—Mod. CP to change aur. power from 30.7 kw. to 26.8 kw., change type trans. equipment and make changes in ant. system.

FM—54-90 mc
WMIN Best Co., St. Paul, Minn.—CP new commercial television station on Channel 2, 54-90 mc.

Ohio—CP new commercial television station on Channel 11, 186-204 mc, ERP vis. 17.6 kw., aur. 8.8 kw.

TV—180-186 mc

Susquehanna Best Co., York, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 0.73 kw., aur. 0.38 kw.

February 11 Applications...

APPLICATION FOR FILING
License for CP
KCOH, Tulare, Calif.—License to cover CP which authorized change type trans.

License for CP
WFOR Terrington, Conn.—License to cover CP, as mod., which authorized new standard station and change studio location.

WGGG Gainesville, Fla.—License to cover CP, as mod., which authorized new standard station.

Modification of CP
Radio Athens Inc, Athens, Ga.—CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

License for CP
WBIV Pelkin, Ill.—License to cover CP, as mod., which authorized increase power, install new trans. and change station location.

Modification of CP
WIBC Indianapolis, Ind.—Mod. CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

License for CP
KWDM Des Moines, Iowa.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

License for CP
WWPS New Orleans, La.—License to cover CP, as mod., which authorized new standard station.

AM—1430 kw
WIBM Jackson, Mich.—Authority to determine operating power by direct measurement of ant. power.

License for CP
KWOS Jefferson City, Mo.—License to cover CP which authorized changes in vertical ant. and mount FM ant. on top of AM tower.

Modification of CP
KRTN Raton, N. M.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

License for CP
WPAQ Mount Airy, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for CP
WCOJ Columbus, Ohio—License to cover CP, as mod., which authorized install FM ant. on AM tower.

Modification of CP
WVAM Altoona, Pa.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1280 kc
Hanover, Pa.—CP new standard station 1280 kc 200 w. unii. AMENDED to change frequency from 1450 to 1280 kc. change power from 5 kw. to 1 kw., change hours from unii. to D and change type trans.

License for CP
WEMB San Juan, P. R.—License to cover CP, as mod., which authorized new standard station.

Modification of CP
KELO Sioux Falls, S. D.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. and studio location, for extension of completion date.

License for CP
WJLG Tallahassee, Tenn.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KUA-AM Simms Springs, Ark.—License to cover CP, as mod., which authorized new FM station.

FM—Unassigned
School of Radio Arts, Beverly Hills, Calif.—CP new FM station (Class A) frequency to be assigned. AMENDED to change type trans., change trans. site, ERP from 200.4 w. to 1000 w, and make changes in ant. system.

Modification of CP
KOMB Los Angeles—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KVOE-FM Santa Ana, Calif.—Same.

WBB-FM Atlanta, Ga.—Mod. CP which authorized new FM station for extension of completion date.

WBGE-FM Atlanta, Ga.—Same.

WQAAM Cedarburg, Wis.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WHBF-FM Rock Island, Ill.—Same.

WCNB-FM Connerville, Ind.—Same.

WTRC-FM East Chicago, Ind.—Same.

KBBS Kansas City, Kan.—Mod. CP which authorized new FM station for extension of completion date.

WBMN-FM Bay City, Mich.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WNJL Jackson, Miss.—Same.

WXY-FM Oklahoma City, Okla.—Mod. CP which authorized new FM station for extension of completion date.

KLJF-FM Galveston, Tex.—Mod. CP which authorized new FM station, for extension of completion date.

FM—107.3 mc
Wayland Baptist College, Plainview, Tex.—CP new FM station (Class B) on 107.3 mc, ERP 280 w. aur. 140 kw., change to change frequency to Channel 297, 107.3 mc.

Transfer of Control

License for CP
General Electric Co., Syracuse, N. Y.—License to cover CP which authorized new developmental station WIXXO.

(Continued on page 78)

WHO is "Listened-to-Most" in 71 of Iowa's 99 Counties (during daytime) • Write for complete facts! 50,000 Watts Des Moines FREE & PETERS, Inc. Representatives
The Texas Rangers transcriptions of western songs have what it takes! They build audiences... they build sales... the price is right — scaled to the size of the market and station, big or little, standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.

WIRE OR WRITE FOR COMPLETE DETAILS.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL KANSAS CITY 6, MO.

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
ABC

1964/02/01
Page 76

FCC Actions
(Continued from page 75)

Applications Cont.:
Modification of CP
KSLH St. Louis—Mod. CP which authorizes new non-commercial educational station, for extension of completion date.
KBEA-TV Los Angeles—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.
AMENDED to extend completion date from 10-15-48 to 12-31-48.

TV—180-186 mc
Radio Station WSOC Inc., Charlotte, N. C.—CP new commercial television station, Channel 11, 210-216 mc, ERP vis. 25.3 kw, aur. 12.8 kw unil.

TV—191-194 mc

WJAR-TV Providence, R. I.—Mod. CP, as mod., which authorized new commercial television station, to change studio and transmitter locations, for extension and make antenna changes.

TENDERED FOR FILING
AM—1060 kc
Edgar B. Stern, Edgar B. Stern, Jr. and Philip M. Stern d/b as Mississippi Valley Bcstg. Co., New Orleans—CP standard new station 1006 kc 5 kw N 10 deg. unil. DA:IN.

Assignement of License

TV—210-216 mc
Voice of Alabama Inc., Birmingham, Ala.—New commercial television station, Channel 13, 210-216 mc, ERP vis. of 26 kw, aur. not stated.

Kentucky d/b as General Bcstg. Co., Atlanta, Ga.—CP new commercial television station, Channel 13, 210-216 mc, ERP vis. 36.8 kw, aur. not stated.

TV—54-56 mc
The KCKN Bcstg. Co., Kansas City, Kan.—CP new commercial television station, Channel 2, 54-60 mc, ERP vis. 15.4 kw, aur. not stated.

TV—192-198 mc

TV—180-186 mc
Triangle Publications Inc. (The Philadelphia Inquirer Division) York, Pa.—Resubmitted CP new commercial television station, Channel 12, 180-186 mc, ERP vis. 28.4 kw, aur. 14.2 kw unil.

KTRH Bcstg. Co., Houston, Tex.—CP new commercial television station, Channel 11, 19-69 mc, ERP vis. 17.9 kw, aur. 8.95 kw.

February 12 Applications

ACCEPTED FOR FILING
AM—1340 kc
WBBQ Augusta, Ga.—CP to change trans. and studio location. Resubmitted.

Modification of CP
WKZB Oil City, Pa.—Mod. CP which authorized new vertical antenna FM ant. on top of AM tower and change of studio and trans. location, for extension of completion date.

Assignment of License
WNEL San Juan, P. R.—Voluntary Assignment of License from Juan Flor to Station WNEL Corp.

Modification of CP
KFLW Kansas City, Mo.—Mod. CP, as mod., which authorized new standard station to make changes imm. ant. and for extension of commencement and completion dates.

AM—400 kc
KBCV Richfield, Utah—CP change of type trans.

Modification of CP
WATK Rolling, Wis.—Mod. CP, as mod., which authorized new standard station, to change type trans.

TV—210-216 mc
Twentieth Century-Fox New England Inc., Boston—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 33.6 kw, aur. 16.28 kw unil.

TV—180-186 mc

TV—74-82 mc
Texas Bcstg. Houston, Tex.—CP new commercial television station on Channel 3, 74-82 mc, ERP vis. 17.4 kw, aur. 8.72 kw unil.

FM—82.3 mc
WHBY Inc., Appleton, Wis.—CP new FM station (Class B) on Channel 222, 92.3 mc, ERP 4.56 kw and ant. height above average terrain 333 ft.

APPLICATION REJECTED
AM—1496 kc
WEAR Pensacola, Fla.—Authority to determine operating power by direct measurement of ant. power. Returned Feb. 16.

APPLICATION DISMISSED
AM—1340 kc

Hearings Before FCC...

FEBRUARY 16
AM—Further Hearing

To be held in Baltimore, Appraisers St. Bldg.

AM—Hearing
WPAT Paterson, N. J.—CP 936 kc 5 kw unil.

WFMQ Frederick, Md.—CP 930 kc 1 kw unil.

FUN AT L. A.

PLANS for entertainment of delegates to the NAB Convention in Los Angeles during the week of May 17 were developed at a Feb. 12 meeting of the Southern California Broadcasters Assn., held in Los Angeles.

As now set up the program includes a cocktail party Sunday, May 16, at the home of Awtsater Kent. Production of a musical comedy under joint auspices of AFRA, Radio Writers Guild and Radio Directors Guild is proposed for May 17, taking the form of a "monster program" presenting many top radio personalities, according to William Beaton, KWKW Pasadena, SCBA president.

Limited number of tours through major film studios will be arranged by Harry Maiish, KFWE Hollywood, chairman of the Entertainment Committee. In addition special entertainment will be provided for women under direction of Ethel Bell Mack, SCBA executive secretary and head of women's activities for the convention.

SCBA committee chairmen will meet Feb. 16 to develop the entertainment program. Scheduled to take part are Mr. Maiish, entertainment; Lawrence W. McDowell, KFOX Long Beach, transportation; Robert O. Reynolds, KMPC Hollywood, accommodations; Thelma Kirchner, KGJF Hollywood, finance; Pat Campbell, Don Lee, complaints; Jennings Pierce, NBC, publicity; Miss Mack.

IT'S NO SECRET...

Time Buyers with vision have discovered that

delivers more listeners per dollar in the third largest city in New England...

WORCESTER MASSACHUSETTS

Represented By:
Adam J. Young, Jr., Inc. and Kettell-Carter

BROADCASTING • Telecasting
EXECUTIVES of KNEW Spokane, Wash., and KVNI Coeur d'Alene, Idaho, Mutual-Don Lee affiliates, and a representative of the George F. Hollingbery Co., Chicago, examine a contract under which the Hollingbery firm became national sales representative for the stations, effective Feb. 1. Seated, l to r: Knox LaReau, from the Hollingbery office in San Francisco; Harry Lantry, KNEW general manager; Burc C. Hagadone, president of KNEW and KVNI. Standing: Paul Crain (l) and William Rhodes, program director and sales manager, respectively, for KNEW.

FCC Reiterates Its Stand On Engineering Evidence

FCC reiterated last week that engineering evidence in broadcast hearings must be presented in Washington even though the non-technical testimony is taken in the field, but provided that under certain circumstances no strictly engineering session may be necessary in simpler cases. Reserving the right to request additional technical data and testimony if that appears necessary, the Commission said in a published notice Thursday:

"In those proceedings held both in Washington and in the field involving less complex engineering problems, such as competitive problems in the same community for Class 4 operations which appear to involve no engineering conflicts except with each other, the engineering data contained in the applications may be incorporated into the record upon stipulation of counsel for the applicants and the acquiescence of counsel for the Commission and the hearing officer. Accordingly, where it appears that a record in such a case is complete, the hearing officer may at his discretion close the record in order to avoid the need for reconvening the parties. . . ."

WIRE AND TAPE DEVICES TO BE STANDARDIZED

Steps to bring about interchangeability of equipment used in wire and tape recording were taken Wednesday at a meeting of a subcommittee of the American Standards Assn., held at the Hotel Cleveland, Cleveland.

K. Neal McNaughten, NAB assistant director, Engineering Dept., represented the broadcast association. Among those represented in the standardization project are Society of Motion Picture Engineers, Radio Manufacturers Assn. and the Navy. The subcommittee is attempting to bring about uniformity in parts used in wire and tape devices. If standardization is not attained as a result of the Wednesday session the subcommittee expects to hold further meetings.

Gammons' Name On Lobbying List

CBS Executive Registers, Files Explanatory Statement

EARL H. GAMMONS, CBS Washington vice president, will be named to the lobby list in the House and Senate last week, thus becoming the fourth radio figure to register under the 1946 Lobbying Act [BROADCASTING, Feb. 9].

Frank M. (Scoop) Russell, NBC Washington vice president, and A. D. Willard Jr. and Don Petty, NAB executive vice president and general counsel, respectively, previously had registered. The latter two, in complying with the law, attached protesting riders in which they claimed that any activities relating to legislation by Congress were "incidental" to their regular duties.

The CBS vice president filed an attached statement in which he described his duties as follows:

(1) Supervision of CBS contacts with federal agencies, Army, Navy and Air Forces (2) making arrangements for broadcasts featuring the President, Congressmen, and government officials, (3) general supervision of all network shows, including news which originate in Washington, (4) general supervision of WTOP, CBS-owned 50-kw outlet in Washington, (5) assisting the CBS affiliates in their contacts with federal agencies and (6) occasional discussions with congressmen in connection with legislative matters which might affect CBS operations.

Added to the list of duties was a statement that "no part of registrant's salary has been allocated to this last-named activity." Other radio executives who might be subject to the law were believed waiting for conclusion of hearings on the act which were scheduled to start tomorrow (Feb. 17). Sen. George D. Aiken (R-Vt.), chairman of the Senate Executive Expenditures Committee, had called the inquiry in view of what he called "considerable confusion" in the law [BROADCASTING, Feb. 9].

First witness is expected to be Irving R. Kaufman, who is conducting an investigation of the law and compliance with it for the Justice Dept.

Calif. FM Group

NORTHERN California FM broadcasters will hold an informal dinner in San Francisco Feb. 17 to discuss mutual problems. Guest speakers will be Herbert Nelson, chairman of board of governors of Northern Calif. AAAA chapter; Al Meyer, president of Leo J. Meyer Co., RCA distributor; W. J. Lee, merchandising manager of radio department of Sherman & Clark Co.; Frank Speckman, radio editor and columnist of San Francisco Chronicle; Lon Hughes, member of Fred Eldean, San Francisco public relations firm.
TV Rates
(Continued from page 19)
casters against other broadcasting services."

Heretofore the cable link has been made available to television stations along its route on a free basis. It was opened to television in early 1946.

The Commission's order—and the rates which AT&T will file in accordance with it—apply only to the cable between New York and Washington, whereas the rates the company originally proposed would have been applicable to future cable links as well.

The intercity rates originally filed for television were as follows (monthly basis): For an interchange channel per circuit mile per month, $40 for eight consecutive hours or fraction thereof per day, and $2 for each additional consecutive hour or fraction per day; for each station connection per month, $750 for eight hours or fraction per day, and $50 for each additional consecutive hour or fraction.

On this basis it was estimated that an eight-hour daily hookup between New York and Philadelphia would cost about $6,000 per month.

The proposed FM 15,000-cycle rates are based on a monthly air-line mile cost of $10 for 16 consecutive hours, plus $300 monthly connection charges (two stations).

HALF-MILLION dollars' worth of television equipment will be supplied by RCA to the Crosley Broadcasting Corp. for video installations in Columbus and Dayton, Ohio, under terms of contracts negotiated in Cincinnati this month by (1 to r) James H. Keachie, manager, Engineers Product Sales, RCA, and James D. Shouse, president, R. J. Rockwell, vice president in charge of engineering, and Elmer J. Boos, vice president and treasurer, respectively, of Crosley. WLWT, Crosley's Cincinnati television station, and the proposed installations in Columbus and Dayton represent an investment of approximately $1,000,000 [BROADCASTING, Feb. 9].

Crosley also has a television application pending for Indianapolis.

‘CHICAGO TRIB’ HITS RADIO
Newspaper With Heavy Radio Interests Calls
Network and Stations ‘Tools’

CHICAGO Daily Tribune, which owns WGN Chicago, a 50-kw clear channel MBS outlet, plus about 18% of the stock in the Mutual Broadcasting System, lashed out last Monday at radio in general and the networks in particular, as "tools of propaganda."

Basis for this particular whipping was an experience of Rep. Max Schwabe (R-Mo.) which the editorial describes. Mr. Schwabe, according to the Tribune, set out recently to find out why the great majority of radio speakers supported the Marshall Plan when the majority of listeners with whom the congressman was acquainted were against it.

His inquiry was started, the paper said, after a purported poll of Mr. Schwabe's district found the voters three to one against it, and six to one against it if it meant rationing and price controls. On checking the networks, the Missouri Republican reportedly was advised that they (the networks) presented both sides of any controversial matter which they carried. But by making his own check, Mr. Schwabe reportedly found that debate "was loaded six to one in favor of the Marshall Plan."

"This is nothing new," asserted the Tribune, "it has been going on since the inception of the New Deal." The editorial then went on to explain that "every radio station, because of the arbitrary power of the FCC to put it out of business, is subject to political pressure." "The networks," it added, "are most vulnerable to bureaucratic blackmail."

The Tribune's recommendation is to grant permanent titles to individual stations, revocable only upon proof of abuse. "This," according to the paper, "would free the stations from intimidation designed to make them follow the line of the party in power. This would help correct such "abuses" as Mr. Schwabe uncovered, said the editorial, but it would not wholly solve the problem.

The further suggestion is that made after freeing the stations "from FCC blackmail," they should be encouraged to originate a large share of their programs and "thus reduce the networks to their proper status of service agencies for stations, instead of being dictators of the industry." Thus, the paper maintained, "both radio and the public would benefit."

Winding up on a final note of warning, the Tribune declared, "To allow four networks, all with headquarters in New York, to originate and dominate about 90% of all the radio discussion of political policy is a dangerous thing for the nation."

40 AFFILIATES ATTEND NBC NEW YORK CLINICS
NEARLY 150 representatives of 40 NBC Eastern stations attended program, promotion, engineering and press clinics conducted by the network at the Waldorf-Astoria Hotel, New York, last week.

The clinics, lasting Monday through Wednesday, featured NBC executives speaking and leading discussion in the various fields. Niles Trammell, president of NBC, addressed a luncheon meeting Tuesday.

Monday's clinic dealt with programs and production and was presided over by Thomas C. McCray, NBC national program manager. The Tuesday session was concerned with promotion and advertising and was under the chairmanship of James H. Nelson, NBC director of promotion and advertising. On Wednesday an engineering round-table was held and simultaneously the subjects of press relations and publicity were discussed at another meeting under the chairmanship of Sydney H. Elges, NBC vice president in charge of press.

KMPC Drops 3 Newsmen,
Names New Ad Manager
IN PERSONNEL shuffle at KMPC Hollywood last week four men departed and one joined. Three members of the news department resigned and one rejoined. Clete Roberts, director of public affairs, George Lewin and Maury Starrels. Eddie Lyons takes over as news supervisor.

Although Robert O. Reynolds, vice president and general manager of KMPC, declined to comment, it is understood that the departure of Mr. Roberts resulted in part from a clash on news policy.

C. G. Renier, program director, resigned and Al Wixson, assistant manager in charge of sales and programs, takes over active direction of department. Joining staff as a checking and promotion manager is Michael Watson, formerly with Steve Hannegan Hollywood office. Betty Hudson will continue as his assistant, according to Mr. Reynolds.
ABC Gives Report On WOOD Profits

Eventual Owner of 5-kw Station
To Get $143,074, FCC Told

WOOD Grand Rapids, being held in trust by ABC pending FCC approval of its resale, has accumulated $143,074 to be turned over to the eventual owner, the network told FCC last week. Two applications for purchase of the station for $850,000 are pending before the Commission.

In a letter to FCC, Andrew G. Fallek, Washington attorney for ABC, quoted Nicholas Priault, vice president and treasurer of the network, as saying:

As of Dec. 31, 1947, the amount due to the prospective purchaser of WOOD was $143,074, representing net profits from . . . . from July 1, 1946, to Dec. 31, 1947, of $130,945 plus $12,129 for an amount equal to the decrease in net carrying value of property, plant, and equipment of such station subsequent to July 1, 1946.

The July 17, 1946, reference was to the date when FCC approved ABC’s acquisition of WXYZ Detroit and WOOD Grand Rapids from King Trendle Broadcasting Corp. for $3,650,000 [Broadcasting, July 22, 1946]. FCC stipulated that ABC hold WOOD and its subsequent net profits in trust for the ultimate owner.

The station, on 1300 kc with 5 kw, has been sold to Harry M. Bitterer, Indianapolis broadcaster, and his family for $850,000 subject to FCC approval [Broadcasting, Sept. 1, 1947]. A rival application under the Avco open-bidding procedure is pending for acquisition at the same price by Liberty Broadcasting Co., which once was approved as purchaser of the station but whose purchase was never consummated.

ABC’s letter followed an amendment by Liberty in which the ABC treasurer was represented as saying that profits from WOOD from July 17, 1946 to July 31, 1947 amounted to $125,000 after taxes, that the rate of net profits after taxes is about $10,000 a month, and that the total as of Feb. 1 would be $190,000.

Nielsen Radio Index Top Programs
FOR THE WEEK OF JAN. 4-10, 1948

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ACADEMY HEARS TALK BY OFFICIAL OF NBC

NBC television network will have a relay system of its own operating south from New York to Washington, D. C., Hanson, network's vice president in charge of engineering, revealed to The Academy of Television Arts and Sciences, in Hollywood on Feb. 10.

This, he explained, was necessary to make additional facilities available at times when the coaxial cable between the two cities was otherwise being used.

Nominations of new officers were a highlight of the meeting and the following slate was selected with elections to come at the next monthly meeting of the group:

Listeners Get Choice

MIDWEST RADIO audiences had choice of AM, FM, and TV on same program Tuesday night when WGN Chicago, WEAW Evanston (III), and WBKB Chicago were simulcast simultaneously the Illinois Republican Day Dinner from the Stevens Hotel. Senator Edward Martin (R-Ih.) was the principal speaker. Twelve downtown Illinois stations rebroadcast WGN's program.

Fire-Gutted WANN Gets Re-Equipped in 10 Days

EFFORTS of the U. S. Navy and the Raytheon Manufacturing Co., Operator WANN Annapolis, Md., to get back in operation within 51 hours after it had been completely demolished by fire—believed to be one of the shortest re-equipping jobs on record.

Sunday morning, Feb. 1, the transmitter building of WANN burned to the ground as a result of a fire caused by a defective electric heater. Station Manager Morris Blum telephoned news of the disaster to Henry Geist, Raytheon regional sales engineer. The Raytheon plant at Waltham, Mass., was opened by 9 that morning to assemble equipment, and by afternoon a 1-kw station, inclusive of all components, was ready. True to tradition, the U. S. Navy answered a call to duty, and the Naval Academy at Annapolis lent mobile unit to transport the equipment.

From the time of the unit's arrival until Tuesday morning telephone crews and electricians installed the new equipment, and at 9:30 a.m. WANN resumed normal operations.
or even triple the number provided in the major-market allocation plan—though in actual operation it's not expected that there will be any demand for facilities in many of the smaller cities because of video's high cost.

This smaller-city allocation plan was drawn up primarily to assist FCC's engineering staff in meeting inquiries about availabilities in communities not covered in the major-market tableau. It has not been released and probably won't be until the Commission has decided the Channel 1 question.

If Channel 1 is deleted from television, there must be some revisions in both the original and the secondary allocations plans to make up for the loss. Though FCC officials say that few cities will lose availabilities even if Channel 1 is taken away, admittedly many stations would be faced with greater coverage limitations.

Many industry leaders regard the pending Toledo situation as a test case on the possibility of "squeezing" additional channels into areas where the master plan makes inadequate provision. In Toledo, where the only allocated channel has already been assigned, four applications are pending along with a plan for moving one channel from Flint to Toledo and substituting another channel at Flint.

Its advocates say this proposal would work without creating objectionable interference and suggest that the same sort of juggling could make additional channels available in other areas. Similar shifts have been made occasionally in FM.

Other potential solutions—or partial solutions—have been advanced. One would involve the use of directional antennas. But it was pointed out that this is largely an unknown quantity in television, and that FCC authorities have insisted that they do not contemplate extensive use of directionals in either television or FM.

Time-Sharing Plan

Another plan is time-sharing, which might help satisfy the demand for channels and at the same time soften the financial blow that comes from allocation operation. FCC's rules permit sharing, but thus far there has been no indication that any applicant wants to take advantage of it. The closest approach was in Philadelphia, where WIBG and the Philadelphia Daily News, both desirous of getting into the field, joined forces and applied as a single entity.

Television Broadcasters Assn. and independent video interests have emphasized to FCC that television needs at least three more channels immediately. Authorities, however, feel that there is little chance of getting more space below 400 mc.

The 4-mc band starting at 216 mc, where the television allocation ends, is assigned to government services, 226-225 mc is an amateur band, and the rest up to 400 mc is assigned almost solidly to government. Though industry spokesmen have insisted repeatedly that efforts should be made to pry away some of government's space, there have been no indications that this would be accomplished.

Meanwhile, more and more applicants—particularly in cities where there aren't enough channels.

ATTENDING the annual MBS Board of Directors meeting at Washington's Carlton Hotel Feb. 6 were this trio of top executives. L to r: Robert D. Sweczy, vice president and general manager of the network; Lewis Allen Weiss, chairman of the board; and Edgar Kobak, MBS president. Meeting was one of a series of weekend events for MBS directors, including a visit to the White House [Broadcasting, Feb. 9].

- sawed

...better than ever!

Soon 1000 watts on 550 kc

Remember! More power means more sales to more people...

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO

Page 80 • February 16, 1948

HOW MANY?

Over a half million people live in Southwest Networkland. ... More than in Dallas, Houston, Kansas City, Denver, Atlanta or any but the first 25 cities in America. These people are excellent prospects for your products. Get the facts.

THE SOUTHWEST NETWORK

KSTV, 11er City, N. M. • KAVG, Carlsbad, N. M. • KOSA, Odessa, Tex. • KYVE, Amarillo, Tex. • KFRL, Lubbock, Tex. • KADB, Pampa, Tex. • KNOO, Odessa, Tex. • KNOX, Amarillo, Tex. • KNPV, Pampa, Tex. • KJTP, San Angelo, Tex. • KSAT, San Antonio, Tex. • KTLM, Laredo, Tex. • KSAT, San Antonio, Tex. • KLBZ, Lubbock, Tex. • KNOO, Pampa, Tex. • KJTP, San Angelo, Tex. • KSAT, San Antonio, Tex. • KLBZ, Lubbock, Tex. • KNOO, Pampa, Tex. • KJTP, San Angelo, Tex. • KSAT, San Antonio, Tex. • KLBZ, Lubbock, Tex. • KNOO, Pampa, Tex. • KJTP, San Angelo, Tex. • KSAT, San Antonio, Tex.

BROADCASTING • Teletcasting
New Code

(Continued from page 15)

Public Relations Executive Committee as well as the Program Executive Committee which originally undertook the code project.

NAB President Justin Miller and others active in the standards have consistently maintained that the undertaking is a long-range, legislative project. Even when it goes into operation, frequent revising and interpreting are anticipated in line with industry and national developments.

When the board meets at Hot Springs Tuesday of next week each member will have a copy of the new and old standards, with parallel provisions on facing pages for easy comparison. The new paragraphs were worked out by the board's special code committee in cooperation with Harold Fair and Ben Miller, director and assistant director, respectively, of the Program Dept.

Final decision on the code is up to the board who will act on its By-Laws. The board, however, has been tapping industry sentiment to keep abreast of station thought, apparently in the belief that an unpopular code, followed by most of the industry would be worse than no code at all. That explains the plan to give the membership another chance to discuss its provisions at open convention sessions.

International broadcast problems will occupy much of the board's time at its Hot Springs meeting. These issues have become so important that the board's special International Advisory Committee devoted three days to them at a meeting held early last week in Washington. Creation of a new International Dept. within NAB has been proposed.

Attempts by Mexico and Cuba to acquire additional facilities in the broadcast band are causing growing concern. At the NARBA engineering meeting held last November in Havana the two countries submitted demands for more clear channels. Decision is up to the third NARBA meeting to be held next August in Canada. The NAB board likely will decide if the association is to be represented at the High-Frequency Broadcast Planning Group in Geneva, March 22-May 22. The Provisional Frequency Board is now functioning at Geneva. President Miller was host Tuesday at a dinner for the U. S. delegation to Geneva.

Copyright problems have assumed greater importance from the international angle, with widespread pressure for automatic copyrights on the part of many nations.

Copyright also is important from the domestic angle as time approaches for renewal of ASCAP contracts, expiring next year, with Rep. Kearns (R-Pa.) planning to introduce in a few days a bill amending the 1969 copyright law to permit assessment of fees against broadcast stations for performance of phonograph records.

The music situation is quiet during the early part of the 60-day AFM truce, but will become acute when network-AFM negotiations are resumed March 1. The NAB board will be given a review of music developments along with a report on the cooperative Industry Music Committee project.

Problems on Agenda

Legislative and regulatory problems will be studied by the board. Main legislative interest centers around the Kears plan, the pending White Bill (S-1335) to amend the Communications Act and the Lott Bill (HR-1578) which would give FM part of the 50 mc band.

Effect of the recent WHLS Port Huron, Mich. decision of the FCC against broadcast station for political broadcasts, will be discussed. Also on the agenda is the pending March 1 hearing by the FCC on the 1941 Mayflower decision. NAB last week asked postponement of the hearing (see story page 89).

Association budget problems will get their usual attention. The Finance Committee is to meet a day ahead of the board. An annual budget of $735,000 was adopted for the year at the November board meeting, compared to about $700,000 in 1947. Current running expenses are understood to be close to budget limitations.

The board will have a chance to study effect of the increased dues schedule adopted in November. About a dozen stations are said to have resigned with adoption of the new rates, but some of these were caused by a new rule preventing owners of more than one station from enjoying the rate applying to the smallest unit in the group.

Reports will be received by the board from standing committees, most of which have held meetings since the first of the year. Among projects to be considered is a proposed industry promotion campaign to be built around a motion picture. Three of the four major networks already are proceeding with production of such a film, but should the third band and its support the project will be enlarged [BROADCASTING, Feb. 9]. The Sales Managers Executive Committee has approved the idea [BROADCASTING, Jan. 12].

Among purely organizational matters is the plan for election of new directors by mail ballot, as provided in the new By-Laws adopted last year [BROADCASTING, Feb. 9]. Nominating ballots are to be mailed early this week by Ernst & Ernst, accountants.

Directors will be nominated by even-numbered districts, with 191 member representatives certified in District 2, 237 in District 4, 139 in District 6, 83 in District 8, 103 in District 10, 88 in District 14, 72 in District 16. Directors-at-large will be nominated as follows: 72 member representatives certified for large stations; 565 for medium; 626 for small; 57 for Class A FM; 580 for Class B FM.

Membership is at an all-time rec-
AK RIDGE, Tenn., fabulous home of atom bomb ingredients, has had no unemployed, and no radio station up until now. The lack of unemployment will continue; when an Oak Ridge resident quits work, he is removed from the reservation.

But the lack of a radio station was remedied Feb. 1 when a new station—WATO—took the air in the nation’s newest city. Even so, this home of 36,000 (of whom 21,000 are gainfully employed) still has no daily newspaper.

Call letters WATO for the new 250-w fulltime outlet on 1490 kc were adopted a few weeks ago after the Atomic Energy Commission objected to the original WBOM. The Commission objects to any sort of explosive reference to a vast project that is expected to provide the developmental facilities and basic materials for an entirely new source of peacetime energy.

The tale of WATO’s conception and pre-natal trials will stand on end the hair of the most calloused broadcasters, steeped in the ordeals of private and public rigors and red tape.

The germ of an Oak Ridge radio enterprise developed in the active mind of Frank E. Pellegrin, shortly after he returned to his prewar post at the NAB as director of Broadcast Advertising in September 1945, and shortly after two atom bombs were detonated over Japanese cities. (Mr. Pellegrin leaves NAB March 1 to head a new daytime in St. Louis.)

Receives Grant

With Homer Gruenther, Washington businessman and friend, he applied to the FCC Jan. 23, 1946 for an Oak Ridge grant. He got it, without hearings, on April 3, with Mr. Gruenther turning over his interest to Carlin French, former owner of WTMV E. St. Louis and now radio director of Lorenzen & Thompson, station representative.

There was nothing to do but get the equipment, set it up, arrange studio facilities and book big shots for the debut.

Marshall H. Pengra, general manager of KRNR Roseburg, Ore., was induced to leave his 12-year post to manage the Oak Ridge enterprise.

One sultry day early last September Mr. Pengra arrived at the closely-guarded Oak Ridge gate, armed with his CP, and after customary routines simplified by advance preparation was escorted to a prepared room in the Guest House. Before he could open his suitcase, the phone rang and he was invited to a conference with officials of Roane-Anderson Co. (subsidiary of Turner Construction Co., New York), the project concessionaries.

“We didn’t invite you,” he was courteously informed by officials, who didn’t seem too much impressed but were willing to go along with the project for a while.

Then he encountered the first of a series of details that no person unfamiliar with the requirements of an atom factory could conceive. The Instruments Branch, of course, would have to be cleared. That took 30 days, giving Mr. Pengra a chance to go back to Roseburg for his family.

Suppose the Branch would decide it didn’t like 1490-ke radio-
APPLICATION, each tion preferred named, basic counters with equal no Mr. FCC ship energy. He considered the station as a "significant event."

With Mr. Pengra slated to become a partner, the station ownership will become a three-way operation, each partner having a third. Application is to be filed with the FCC in the near future.

What headaches lie ahead for Mr. Pengra nobody can guess. But no matter how badly his cerebral cavity throbs, the agony will never equal that endured in his first encounters with atomic life.

RESUMPTION OF LEMKE BILL HEARING DELAYED
FCC's "congressional situation" remained static last week as the House Interstate & Foreign Commerce Committee, which had heard from Lemke Bill proponents Feb. 3-4 (Broadcasting, Feb. 9), continued to spend full time on oil and gas shortage problems.

When the hearings are resumed FCC will lead the opposition to the bill, which calls for a return to FM of the 44-50 mc band. Comr. GeorgeSterling, who sat as an observer throughout the proponents' testimony, will probably lead the presentation of the FCC case.

Meanwhile, Rep. Richard B. Wigglesworth (R-Mass.), chairman of the appropriations sub-committee which handled FCC's budget, indicated that he would not press his request for an investigation of FCC until the House Commerce Committee had opportunity to act.

BILL GOODWIN, comedian, has been set to feature in new CBS-built program based upon the "Alexander Botta" series.

CONFERENCES by the dozen with Oak Ridge officials were necessary to get the first radio station under way in the atomic energy center. Front row (1 to r): WATO Manager Pengra and J. C. Franklin, manager, office of Oak Ridge operations. Standing, R. W. Cook, deputy manager of office; C. O. Robinson, chief, public information office; L. R. Maeneal, project manager, Roane-Anderson Co.; L. Z. Dolan, Oak Ridge city manager. (See story page 82.)

ERMA PROETZ AWARD WILL BE MADE JUNE 1

THE FOURTH ANNUAL Erma Proetz Award, sponsored by the Women's Advertising Club of St. Louis, will be presented to the successful candidate June 1 according to Mrs. Robert A. Willier, of Robert A. Willier and Assoc., chairman.

Awards are given in recognition of the most outstanding creative advertising work in art, research, radio or other fields, produced by a woman from the period March 1, 1947 to April 1, 1948. Competition is open to any woman in the United States, Canada, Mexico or Cuba, who is engaged in advertising. She need not be a member of an advertising club.

Cash prizes of $200 and $100 will be presented winners, together with suitably-inscribed plaques, at a luncheon meeting held jointly with the Men's Advertising Club of St. Louis on June 1 in the Hotel Statler. Contest deadline is April 10. Inquiries may be addressed to Mrs. Willier at the club's headquarters, 706 Chestnut St., St. Louis 1, Mo.

WOW Will Teach Ad Personnel TV

Agency and Store Advertising Staffs Invited to School

DETERMINED to reap the fullest possible harvest from advertising budgets, WOW Omaha is cultivating video fields even before its TV affiliate commences operation by acquainting advertising personnel in the area with television through a special training school.

John J. Gillin, Jr., president and general manager of WOW-TV, in letters to local advertising agency executives and top advertising personnel in the Omaha area, offered to "share our television knowledge" through an intensive training school for professional men and women.

WOW Inc., was recently granted a CP on Channel 6 and plans to be transmitting by the end of the year. The station staff has been studying television since the close of the war.

Sessions will be held for the staffs of local agencies and members of special retail store "television committees" on March 12, 19 and 26 St. Creighton, W University auditorium. The first session is designed to bring those attending up to date on television activities and future plans of WOW-TV. Charts, movies and mimeographed study sheets will be provided by the station. The training school during the second and third session will deal with equipment, its uses and limitations and terminology. Projected plans call for individual instruction for representatives of leading retail outlets and agencies and development of a series of actual programs for clients on an experimental basis.

PUBLIC SERVICE Award has been presented to EMOX St. Louis by Greater St. Louis Salvation Army in recognition of station's dedication and sponsorship of "Tree of Lights" project for Salvation Army's Christmas campaign.

WOV SALE CONTRACTS SIGNED IN NEW YORK

SALE of WOV New York to Herman Bess, Richard E. O'Dea, and Harry R. Reichenthal (Feb. 9) was consummated last week, subject to FCC approval. Contracts were signed in the offices of Harold S.J. Donald, in charge of Bulova radio interests.

The new transaction is understood to entail a cash consideration of $300,000 plus 10% interest of Mr. O'Dea in WNEW New York. Mr. O'Dea is believed to have relinquished his ownership of 20% of the Class B stock and 50% of the Class A stock he held in WOV, plus the 10% interest in WNEW for one-third of the common stock and all of the preferred stock in a new corporation controlling WOV to be known as General Broadcasting Co. He also would, under reported terms, be retained in an executive capacity for approximately $15,000 per year.

Mr. Bess, formerly sales director of WMCA New York, severed his connection with that station effective Feb. 15 to become president of WOV. Nathan Straus, WMCA president, said he accepted Mr. Bess' resignation "with real regret." The latter's successor as WMCA sales director has not yet been named.

CONSTRUCTION of new building for KROD El Paso's new 5,000 w transmitter is underway.

THE TELEVISION RACE IS ON!!!

Television is going places, and Central Schools is going places with it! So, if you are in need of first phone men with advanced training in Television, write, wire, or call Ralph Hinkel, HA5852, Kansas City, Missouri. We should be pleased to send you an illustrated prospectus telling you about the training advantages our men have had.

Wattage now 5000. Day and Night!

Complete coverage in Northwest Florida!

ONLY NBC Station in Northwest Florida!

Audience, over 507,000 listeners!

National Representatives
JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta
PROGRESS of radio courses and school broadcasting was discussed Feb. 3-4 at meeting of NAB Educational Standards Committee in Washington. Taking part were (l to r): Dr. Kenneth Bartlett, U. of Syracuse, Syracuse, N. Y.; R. Russell Porter, U. of Denver, Denver; Dr. Willis Dunbar, WKZO Kalamazoo, Mich.; Hazel Kenyon Markel, WTOP Washington; Ralph W. Hardy, KSL Salt Lake City, chairman; Armand Hunter, WFLI Philadelphia; Judith C. Waller, NBC Chicago; F. C. Sowell, WLAC Nashville; Thomas D. Rishworth, U. of Texas, Austin; C. E. Arney Jr., NAB. Plans for a training project will be submitted to the NAB board, meeting Feb. 24-26.

WBAL HEARING

Heast to Testify in Writing

By LARRY CHRISTOPHER
WRITTEN INTERROGATORY deposition of William Randolph Hearst was ordered last Friday by FCC Comr. Rosel H. Hyde after hearing argument by counsel for Hearst’s WBAL Baltimore and Drew Pearson and Robert S. Allen’s Public Service Radio Corp. The latter sought to rescind the Commission’s hearing of the WBAL license renewal application and its own competitive request and recon- vence in California about the first of March to examine Mr. Hearst.

Presiding Comr. Hyde indicated a fortnight ago he would consider either open or interrogatory deposi- tion if Public Service insisted on Mr. Hearst’s testimony [BROAD- CASTING, Feb. 9].

Comr. Hyde also ruled Friday that he would hear further proof by Public Service Radio in be- half of its new financial plan which he had ruled out earlier in the week. The additional evidence would be reviewed by the Commission as it considered the full record, the Commissioner indi- cated, but he still would not receive the plan except as an offer only.

Sought Reconsideration

The new qualification came as Public Service sought reconsideration of the ruling—which also had denied a surprise motion by WBAL to dismiss the Public Ser- vice application because of the new financing—or alternately to strike allegedly similar WBAL evidence. The further proof by Public Ser- vice will consist of re-examination of Messrs. Pearson and Allen as to their financial abilities to meet new, additional stock subcriptions. The date has not been set.

Rebuttal witnesses in behalf of WBAL are to be heard in Balti- more today (Feb. 16). Engineer- ing testimony is to be taken in about a week.

Last week’s earlier session, held Tuesday with Mr. Pearson on the witness stand, was highlighted by WBAL’s motion to dismiss its com- petitor’s application. WBAL claimed Public Service improperly sought to better its financial po- sition with doubled stock subscrip- tions and a greater bank loan commitment.

Tuesday’s session opened with production by WBAL of the full version of the Hearst organization voting trust agreement for inspec- tion by Pearson-Allen counsel. The order for its production had been issued at the previous session upon insistence of Public Service.

Mr. Pearson, vice president, treasurer and 35¾% owner of Public Service Radio, testified that “Radio on the average in the United States has been for profit and for entertainment, to the exclusion or perhaps neglect of education” and “moral uplift.” He indicated his proposed station would reverse this situation.

Pearson’s Experience

In his testimony concluding the direct presentation by Public Serv- ice, Mr. Pearson predicted his interest in the potentials of radio by relating his early experience with the chautauquas or summer out-of-doors assemblies which had some entertainment but emphasized educa- tion and moral leadership.

Mr. Pearson stated he has wanted to get a small town station for years but that it was Col. Allen’s desire rather to operate a big-town outlet and “do it in a big way.” Mr. Pearson indicated he has thought that in a radio sta- tion “there might be a wheel of an opportunity to see what you could do to a community, build it up, and help make up for the fact that the churches have slid backward, unfortunately, in recent years.”

He continued: “The schools are having a hard time keeping up with the tremendous advance of technical and industrial life, and perhaps we can supply through radio what they have lacked to some extent in those other mediums of influence in American life.”

The commentator-columnist testi- fied that Baltimore was “gradually decided” as the place “to do the job.” He said Washington was ruled out as not a typical American community whereas the people of Baltimore have roots there. Asked why Public Service had filed for WBAL’s facilities, Mr. Pearson re- ported it had been decided to do the job right or not at all and that power was needed.

In his opinion WBAL was not doing the job, “so we were just audacious enough to think we could do a better job.” He said about six to eight months intervened from the time of decision to time of filing for WBAL’s assignment.

Mr. Pearson testified that in seeking Baltimorians who would be willing to go in on the venture he found many who were, “to put it mildly, worried about the fact that they had to live with the News-Post,” Hearst’s Baltimore daily paper. Not able to enlist any active participants at that time, Mr. Pearson said he and Col. Allen decided to “break the ice” and file alone.

He continued that after filing it wasn’t hard to get backers as they knew somebody was going to have the guts to buck WBAL, and we didn’t have any trouble after that.”

Mr. Pearson’s financial state- ment, introduced as an exhibit, showed that as of Nov. 1, 1947, he claimed a net worth of $214,292.50.

Program Plans

The witness outlined in detail his proposed University of the Air pro- gram series, a venture in adult education which would feature lect- ures by outstanding educators and would be heard week nights during a prime period. Part of the period would be lecture with remainder audience participation. Mr. Pear- son stated he hoped college or high school credits could be obtained for persons regularly present in the studio audience or listening.

Page 84 • February 16, 1948
BOND DRIVE

Anti-Inflation Fight Enlists Radio Aid

RADIO STATIONS will be asked to participate in a peacetime Treasury Dept. "fight inflation" Security Loan Drive—comparable in scope to the war loan campaigns—it was indicated last week by chairman Truman and Secretary of the Treasurer Snyder solicited national support of the April 15 through June 30 effort.

Radio should shoulder a substantial share of the promotional load is seen in a report given Secretary Snyder on Tuesday that 2,017 stations are now ordering and supposedly using the weekly quarter-hour Treasury disc, Guest Star Parade, modern version of the original Treasury Star Parade series. A Treasury spokesman indicated this represents 96-97% station saturation, highest attained at any time. The discs are sustaining.

Treasury stated that the drive will emphasize sales of Series E Bonds, "people's bond," which will be termed "Security Bonds" during the drive. No quota has been set to date. Secretary Snyder stated the purpose is to encourage Americans to build greater security for themselves through greater savings" and "to relieve inflationary pressures."

The President at his Thursday news conference spoke considerably on the subject, holding that despite current commodity market drops prices are still up on No. 1 problem. He urged that the drive would stress and bring about family participation.

Nathan P. Colwell, radio chief of the Treasury's Savings Bond Division, left for Hollywood Thursday to line up top flight radio talent for participation in the campaign. A three-day conference March 18-20 at the Hotel Statler in Washington of radio, press, industry, labor and government representatives is set to decide sales goals and work out other final problems for the campaign. The first day's session, to be attended by about 800 invited cross-section representatives, is expected to be addressed by the President and a number of high ranking "news" figures. Radio-press coverage of this event is under consideration.

The other days of the March session would be business meetings of state and regional workers. Four regional meetings of Treasury workers is slated late this month to prepare for the March session.

Jacob Mogelever, Savings Bond Division press chief, told radio announcing last week that the Security Loan Drive would be generally approached on the local level through committees at this stratified level that broadcast promotion would center on local station activities. A radio announcement and information kit is in preparation and it is expected that allocations under The Advertising Council will stress the drive. He stated certain networks and stations presently are devoting programs to savings bond promotion.

A kickoff broadcast is planned as in past drives and it is probable that The President will speak and four-network facilities will be requested for the event as in the past.

The Savings Bond Division is directed by Vernon L. Clark with Louis Carow, director of press, radio and advertising.

KENYON & ECKHARDT

ADDING SIX TO STAFF

THREE COPYWRITERS, two sales promotion men and an account manager have joined Kenyon & Eckhardt, Inc. Personnel additions are all part of the agency's expansion due to the acquisition of the Lincoln-Mercury account [BROADCASTING, Feb. 2].

Fred Schrimaier, former assistant promotion manager of The Indianapolis Star, Allen S. Tolchard, formerly in the BBDO Buffalo and Cleveland offices and T. F. MacMaus, formerly with Des Moines, John & Adams are the new copywriters. 'Mr. MacMaus will be located in the agency's Detroit office; the others in New York.

Paul Baur, formerly with General Electric and J. Walter Thompson, and Douglas Keys, formerly with Sperry Gyroscope Co., have joined K&E as members of the sales promotion department in New York.

Frederick J. Roth who was account manager with McCann Erickson, New York, joins K&E in a similar capacity.

Upcoming

Feb. 23-24: Western stations Trans-Canada and Dominion networks meet with CBC, Hotel Palliser, Calgary, Alta.
Feb. 27-28: AWR 12th District meeting, Biltmore Hotel, Oklahoma City.
March 6-11: Canadian Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.
March 14-15: CBC Board of Governors 38th meeting at Ottawa.
March 23-25: NAB 14th District meeting, Brown-Palace Hotel, Denver.

Four Stations Order RCA Television Transmitters

SALE of 5-kw television transmitters and associated equipment to WMC Memphis, WCON Atlanta, WAVC Louisville and WJAR Providence, had been announced last week by the RCA Engineering Products Dept.

Besides the video equipment, WAVE ordered a 10-kw FM transmitter while WMC will get a 50-kw FM unit and a triplexer which will permit the station to use its superturnstile antenna to transmit television while at the same time transmitting a separate FM program.

Radio Design-Peoria, Ill., will design and build the antenna and developing the equipment.

SPARHEADING THE PROGRESS OF FM

Kensington, D.C.

WASH.

EVENET L. DILLARD

GEN. MGR.

1315 F STREET, N.W.

SPEARHEADING THE PROGRESS OF FM

WASH.

RADIO'S BEST BUY

IN THE NATION'S CAPITAL

BROADCASTING • Telecasting

February 16, 1948 • Page 85
TRANSMISSION of network programs on a high-fidelity 15,000-cycle AT&T line will be tested for a 30-day period by Continental Network (FM), according to Everett L. Dillard, president. Tests will mark the first commercial use of such a leased line, he said.

The service will start Feb. 19 over a high-fidelity line from WASH Washington to W2XMN and W2XEA Alpine, N.J., pioneer FM stations operated by Prof. Edwin H. Armstrong. Twenty of the 27 Continental stations taking the network's service by pickup of the Alpine broadcasts will carry the high-fidelity signals, according to Mr. Dillard.

Prof. Armstrong is paying for the cost of leasing the experimental circuit, which will be operated 16 hours a day during the test period. The line will be checked for stability, noise, distortion, crosstalk and program fidelity.

First program to be networked over the high-fidelity line will be a special concert by the U. S. Air Forces Concert Orchestra. Program will be carried to the WASH studios and then to Chesapeake & Potomac Telephone Co. for transmission over AT&T lines.

Test of the circuit will mark the first time Continental has been able to network its service with more than 8,000-cycle fidelity.

Mr. Dillard said that stations along the AT&T Washington-Alpine line would be able to pick up 15,000-cycle service, as well as those taking it direct from the Alpine FM broadcasts. Continental serves 12 Dixie Network stations in North Carolina in addition to its 27 affiliates. Nearly 200 other FM stations are understood to desire affiliation with Continental.

WLAD and WCFC Join

Two new FM stations joined Continental last week — WLAD Danbury, Conn., and WCFC Beckley, W. Va. Lifting of the AFM ban on FM duplication Feb. 1 removed seven stations from Continental but five new ones have joined. The other three are WMCP Baltimore, WFMR New Bedford, Mass., and WKNB (FM) New Britain, Conn. [Broadcasting, Feb. 9.]

AT&T some years ago operated experimental 15,000-cycle transmissions between New York and Raleigh, N. C., to observe effects of wind-band telephonic service, according to Mr. Dillard.

TELEVISION

TELEVISION Film Coordinating Committee, at its first meeting Feb. 10, discussed proposals for (1) obtaining and coordinating all available information on film rental practices, distribution methods, clearance procedures, technical standards, film needs, etc., and (2) studying ways to keep film production costs in line with television's present limited budgets.

Chester Kulesza of BBDO was named chairman of the committee at large; Melvin L. Gold, National Screen Service, will head the film companies' sub-committee; Robert Paskow, WATV Newark, will be chairman of the station group. Subcommittees are to meet by Feb. 24 and to report back to the general committee on March 2. Subcommittee findings will be correlated by Thomas A. Wright, BBDO.

The following topics were referred to the film panel of the Third Television Institute to be held April 19 at the Hotel Commodore, New York.

- To poll the country's video stations and film companies as to the desirability of a code to govern film rental policies.
- To study ways and means of "reemaing" millions of old film, now kept out of television channels.
- To consider desirability of creating a permanent organization representing the three great Tele-cine interests... film companies, television stations and advertising agencies.
- To consider creation of a sub-committee to hear the complaints of TV stations and film companies, with a view to improving relations between them when necessary.

MUTIVISION VIEWER

New Large-Screen Device Made by ITI May Be Used

In Connection With Standard TV Set

INDUSTRIAL TELEVISION Inc., which has produced mainly large-screen direct-view video sets for barroom use, last week demonstrated a new device, the multivision viewer, a large-screen unit which may be operated in connection with a standard video set. The multivision viewer has the same cabinet and the same 15-inch tube as the ITI Essex receiver, but is priced at $645 as compared with $1,145 for the Essex.

Horace Atwood Jr., ITI president, said that the multivision viewer was created especially for the tavern owner who wanted television, bought a home-type receiver and then found it too small for his needs. By putting this set behind the bar and installing the multivision viewer at another strategic location, he can accommodate all his customers.

As many as three multivision viewers may be attached to the receiving set by the ITI adapter connections, Mr. Atwood said. All tuning and focusing is done at the original receiver, he added, giving the proprietor or employee control of all viewing screens with no worries about customer interference.

ITI also announced that installations of the "guest television" sets for use in hotels, hospitals and other institutions would commence shortly in the New York area. In this system, all tuning is done in a central room, the guest getting his program selected by pushing a button which plugs his set into the correct channel.

The company, organized last year, has sold about 500 15-inch and 20-inch direct-view receiving sets to date, largely in northern New Jersey, according to Edwin Hinck, sales manager. ITI is producing about 150 15-inch sets a month, he said, will add 20-inch units as soon as tubes of that size are again available.

Philly Investment House

Sponsoring TV Program

REYNOLDS & CO., Philadelphia investment house, has taken to television and is sponsoring Leaders of Industry on WPTZ Philadelphia Tuesdays, 8:30-10 p.m. Series was placed through Philip Klein, Philadelphia.

 Clarence Tolan Jr., president of the Philadelphia Chamber of Commerce, led off last week; Walter D. Fuller, Curtis Publishing Co. president, will appear tomorrow (Feb. 17); John Stevenson, head of Penn Mutual Life Insurance Co., is next week's interviewee. John A. Murphy, partner in Reynolds & Co., participates in each telecast.

Program is believed to be the only video show currently on the air sponsored by a member of the New York Stock Exchange, although Merrill Lynch, Pierce, Fenner & Beane, New York firm, last year sponsored a tickertape news series on WABD New York, as well as a telecast of a film depicting Stock Exchange operations.
FMA REGION 3 Meeting Wednesday in Chicago

By JOHN OSBON

PROGRAMMING FM stations from a community viewpoint will be discussed Wednesday at the first meeting of Region 3, FMA Assn., at the Sheraton Hotel, Chicago.

Since network musical programs became available to FM affiliates Feb. 1, the FMA Assn. has received several complaints from member stations that if FM is to command the major networks, they will be deprived of the privilege of programming FM stations for a local appeal, said Bill Bailey, FMA executive director.

"Whether the FMA will take any steps depends upon the wishes of the membership," said Mr. Bailey. "So far, we have adopted a policy of waiting to see how the duplication of network programs works out."

Mr. Bailey said several FMA members have complained that their respective networks permit the broadcast of network programs on FM stations only if the FM outlet carries the same scheduled program as the AM affiliate.

Programming Problem

In several instances FM broadcasters have built local-interest programs and in many cases have sold them," the FMA executive director said. "If they were to carry the full network schedules it would mean throwing out such community-interest programs as high school basketball games, forums and local choral and glee clubs. On the other hand the FM broadcasters who are attempting to build good local-interest programs say they cannot do it if they are required to take all of the network schedule or nothing.

"One broadcaster told us it is a case of giving his listeners either all network programs or all local programs. He said he felt balanced programming could be accomplished only if licensees are permitted to balance network programs with local-interest productions."

Several FM broadcasters from Iowa, Illinois, Wisconsin, Michigan, and Northern Indiana, comprising FMA Region 3, plan to air their views on duplication at the meeting Wednesday, Mr. Bailey stated.

"The FMA Assn. took an active lead in obtaining network musical programs for FM stations and we are inclined to see how the duplication as offered by the networks develops before we make any comments officially," said Mr. Bailey.

Proposed dual promotion meeting, which was to have been co-sponsored by set manufacturers and the FMA at Medinah Temple, Chicago, Wednesday night, was cancelled, Mr. Bailey said.

With an advance registration of 110—the largest advance registration for any FMA regional meeting—Marion Claire, director of WGNB Chicago and temporary chairman of Region 3, predicted an attendance of 300 or more at Wednesday's meeting.

"I believe that 1948 will see radio's greatest expansion in a single year," Miss Claire said, "and it will be due almost entirely to FM.

Now that network musical programs may be broadcast by FM stations, interest in FM is increasing. Since we started carrying the Chicago Theatre of the Air and the Chicago Philharmonic orchestra on WGNB, we have received more than a thousand additional requests for program schedules."

Permanent officers for Region 3 will be elected at the Wednesday meeting.

Advance registration included:


PACIFIC THEATRE TV CODE TO BE EVOLVED

LOS ANGELES Area theatre operators are meeting Feb. 17 to evolve a code of practices concerning the filming of video presentations for later presentation at their theatres, according to J. H. Nicholsen, television committee chairman of the Southern California Theatre Owners Assn. At that meeting, it is also planned to set a date for a meeting with station and advertiser-agency representatives. Such a later meeting would be concerned with discussion of a code and a demonstration of the latest results obtained in filming video fare directly from a television tube.

Mr. Nichol, who has led the experimentation in this direction, advised Broadcasting that the obtainable quality has resulted in formation of a company to be known as Television Relay Co. It will sell the film to Los Angeles theatres, selected, according to Mr. Nichol, in line with the uniform code to be adopted.

PEEKING!

DULUTH, MINN.—If this man shows up in your office some morning, don't give him the quick brush, take a peek at what he has.

It isn't the design of Otto Mattick's twin-erol tubulator, it's a picture of the blanket with which KDAL's new 5000 watts, and sweet and low 610 frequency covers the north corner market. (Quite a blanket!).

Otto's tubulator is very fragile and he may land in dry dock not your office, so contact Avery-Knodel Inc. and let them give you the facts on KDAL's selling power.
13 ASK FOR TV

The Coming of World Religion

The relationship between religion and science has been a complex and evolving one throughout history. It is fascinating to explore how religious beliefs and scientific understanding have coexisted and influenced each other. The relationship between science and religion is not limited to historical events; it continues to shape our modern understanding of the world around us.}


can be used to facilitate discussions and explore the depth of the topic.
NAB to Study How Much Retailers Spend

BUDGET figures which for the first time will tell the story of how much large retail stores spend on radio and newspaper advertising will be compiled by the NAB Dept. of Broadcast Advertising, working in cooperation with National Retail Dry Goods Assn.

Present "national average" figures are compiled on an imprecise percentage basis for radio because they are computed from data covering both radio and non-radio using stores, according to NAB. In collecting figures, NAB and NRDSA will send questionnaires to more than a hundred stores entered in the 1947 NRDSA Radio Program Contest for retailing.

Case histories telling how retail stores budget their advertising dollars also are being assembled by NAB. These case histories will show information on type of store; approximate budgets; approximate percentages for radio then available; the form of newspaper-radio budget being spent in radio; name and title of store person supplying budget information.

Encourage Planning

When the survey is complete NAB expects to have data which will encourage more retailers to plan their radio advertising on a basis of a job to be done for a given store. Supporting this technique is Walt Dennis, radio and television director, Allied Stores Corp. Mr. Dennis contends Allied planning is based on a determination of what radio can do for a particular store, and then to lay out a definite plan.

Lee Hart, NAB retail coordinator, will give a series of talks on radio research in large and medium-sized cities. Miss Hart will address the Advertising Club of Worcester, Mass., Feb. 18. The next day she will speak at a retail luncheon in Keene, N.H., by WRK, that city. In addition she has scheduled a Feb. 17 talk to advertising students at Babson Park. Participating in the Keene and Babson Park sessions will be Harold E. Fellows, WEEI Boston, NAB District 1 director. They will conduct informal discussions on radio advertising.

In discussing Allied Stores' radio budget policies, Mr. Dennis said: "There are two concepts of budgeting to do a job. One is to plan the job to be done in the best possible manner and then appropriate what it takes to do it. The other concept is to plan the job and then to apply what money is available to do the whole job. That's fine, but if not, then we must do as much of the job as we can.

Determines Effectiveness

"In applying radio advertising planning to Allied Stores, our thinking has been to determine what radio can do most effectively and to lay out a plan. There is a governing rule that all factors fall pretty well into line and we have been able to obtain the appropriations necessary to cover the various radio plans in the several stores.

"And it is plain, of course, that we draw our radio plans fairly close to what we know we can earn through the expenditures, and then develop a plan that it is possible to cover by the money available, we achieve the most important segments of that plan first. As the building is proved, we take more of it."

"We have paid no attention whatsoever to so-called 'national averages' of expense of radio to newspapers or to overall, etc. In some stores our radio budget is nearly half the entire direct advertising budget. In other stores we use radio in three or four advertise segments. As the building is proved, we take more of it."

FCC ASKED TO PUT OFF
MAYFLOWER HEARINGS

POSTPONEMENT of FCC hearing on the Mayflower decision limiting broadcasting by stations was asked Thursday in a petition filed by the NAB. April 15 hearing was requested instead of the March 1 date as now scheduled. The FCC has indicated informally it is willing to consider petitions to defer the hearing.

NAB informed the Commission that several key witnesses will be unable to take part in the hearing if it is held starting March 1. Cited by the association are AFM negotiations resuming March 1; ASCAP negotiations, however, NAB personnel will be devoting their time to the other negotiations, which cannot be deferred, and will be unable to attend or to prepare NAB's case. Signing the NAB petition were William Miller, president; Don Pretty, general counsel; Breysee Jr. and Ivar Peterson, attorneys.

FCC first scheduled the Mayflower hearing to start Jan. 12. The hearing was deferred at NAB's request. Original call for the Jan. 12 hearing was issued in mid-September.

Audiometer Showing BMB Technicians

POTTER Radio Audience Meter was demonstrated before the BMB technical committee in New York last week by its maker, Jack Potter, head of the Potter Instrument Co., New York.

The technical committee's evaluation of the device will be heard at the next BMB board meeting on Feb. 20, according to a Bureau official. The demonstration was repeated for the press later the same afternoon. Mr. Potter said that while his device produces basically the same information as the Nielsen meter he was not bearing down on the competitive angle. The Potter firm, he continued, is not interested in competitive radio research field but intends merely to produce the meters, or let other manufacturers produce them, since it holds the patents.

Operation of Meter

The Potter meter is housed in a metal box 8 inches square and 6 inches high. It is connected to the home set by connecting a ground wire and sliding a metal plate under the radio. Thirty days of continuous record as to what radio stations are listened to and how long, is impressed electronically on standard 16 millimeter film. The Potter meter can be used with any superheterodyne receiver but is not for FM or television use, according to its maker. It is 99% accurate, Mr. Potter said, and can be adapted readily for multiple set installations in homes having more than one radio. In lots of 500 the meters cost about $80 each to produce, he said.

Mr. Potter has worked in the past on engineering matters with the Hooper and Crossley organizations, he said. C. E. Hooper inspected the Potter meter the week before the BMB demonstration, and was presumably the first radio researcher to see it in action. The demonstration was held "as a matter of course," a BMB official said, adding that the bureau is interested in all such devices.

Radio to Support Red Cross Drive

Truman's Broadcast to Open
1948 30-day Campaign

THE ENTIRE radio industry is gearing its activities to the 1948 Red Cross Fund Campaign, March 3-31. Effective and successful nationwide coverage, Red Cross National Headquarters in Washington announced today.

Practically every known type of aural entertainment is contained in the campaign designed to carry the Red Cross story to more than 100,000,000 potential donors. Cooperating with the organization are the Advertising Council, NAB, networks, local stations, AFM, AFRA, Radio Writer's Guild, Hollywood Coordinating Committee, BMI, ASCAP and SESAC.

Hundreds of top ranking radio stars, in cooperation with the Advertising Council, will be heard. The Red Cross has produced six 15-minute transcribed versions of outstanding currently popular network programs carrying the label "It's Red Cross Time;" a doublefaced platter containing three 4½ minute dramatic skits and a group of 45 second station break announcements, all featuring Hollywood personalities. Special announcements for use on domestic foreign language stations; live announcements, dramatic, musical, speech, music, and music/news, will be provided by local stations by Red Cross chapters.

More than 1,000 stations have agreed to carry the quarter-hour drive, according to advance orders received from local chapters. Drama and spot announcements, mailed through the NAB, direct to both member and non-member stations, have been delivered to 1,623 AM stations and 337 FM outlets, making a total of 1,860 stations scheduled to carry the shorter programs and announcements.

The whole-hearted support of the four major networks has been registered and they will launch the March campaign by broadcasting President Truman's address which will herald the official opening of the annual Red Cross appeal at 11:10 p.m. (EST), Sunday, Feb. 29. The Chief Executive will be picked up direct from Key West, Fla., and introduced in Washington by Basil O'Connor, president of the American Association. Again this year, "Red Cross Radio Day," will be observed Monday, March 1.

Lighting Hits

LIGHTNING-stymied video operations of KTLA Hollywood as well as W6XAO Ashland, Calif., lighting struck KTLA antenna atop Mt. Wilson 15 times, destroying telephone and power lines. W6XAO sufferer claimed $10,000 power transformers when hit. KTLA and W6XAO both returned to air next day, effecting a minimum of program cancellations.

Abelson's Spots

ABELSON'S INC., New Jersey (chain of jewelers and opticians), has appointed the Sawdon Ad-\n
Co., New York, to handle all its radio advertising. Plans call for increased advertising in both New York and New Jersey stations. Spot announcements will start March 1 for 52 week campaign on three or four independent stations in each area.

BROADCASTING • Telecasting

February 16, 1948 • Page 89
At Deadline...

NAB PETITION TO POP POSTPONE MAYFLOWER HEARING DENIED
DENIAL of NAB petition for postponement of FCC's March 1 "Mayflower hearing" on station's (WNBW) (89) was announced by Commission Friday. At same time FCC released list of 60 witnesses showing order in which they're to be heard. Several days, perhaps weeks, expected to be required for complete hearing.

FCC understood to feel it could not postpone start of hearings since participants have been notified of March 1 date, but reportedly is disposed to give NAB leeway in selecting time for its own presentation. Leader in fight for stations' right to editorialize, NAB had asked continuation because other pressing activities would prevent its completing preparation by March 1.

Order of appearances follows (requests for changes in time or order of testimony, and for addition of witnesses, should be directed to General Counsel Benedict P. Colton).

ABC: CBS; NBC; Yankee Network; Nathan Straus (WUBA Newark; WOGA Columbus, Ohio); Robert Mason (WMWN Marlon, Ohio); Chicago (WGRX-FM); WOC (Des Moines, Iowa; WMT Cedar Rapids, Iowa); Robert Durban (WOCY Syracuse); Frank Laudermark.

Closed Circuit (Continued from page 4)

existing surveys dissembling in detail those who listen, however, on those who don't listen, and why. Study needed because total listening hasn't increased as fast as arrival of new stations.

THERE'S SOMETHING stewing in anti-trust circles of Dept. of Justice on diversion to private companies of war-developed radar and other electronic aids to navigation. Several companies may be asked to explain. Proceedings may pop within fortnight.

NAB DON'T INTEND to let FCC's widely opposed interpretation of law on political broadcasts pass unchallenged. Its first problem is how to oppose "dicta" enunciated in decision without jeopardizing or delaying renewal grant to WHLS Port Huron, station whose case FCC used as springboard for its dictatorial dissertation. (Broadcasting, Feb. 2) FCC authorities have hinted they would be receptive to move to get radio's views on record.

FCC beseeched with inquiries and complaints from members of Congress since it unloaded WHLS Port Huron decision decreeing that political broadcasts may not be censored. Refusal of stations to sell or allocate time for campaigning may stir swift reconsideration.

CBS RADIO SALES aiming at several stations including WDL New Orleans, WCAU Philadelphia, KQW San Francisco, WBZ Pittsburgh, would round out desired total of 15 stations.

APPONTMENT of successor to Harry S. Dawson, retiring manager of Canadian Assn. of Broadcasters, will be left to incoming board.

MANY RADIO EYES cocked toward FCC on momentous clear channel case. It is thought FCC is taking up matter issue by issue in hope of decision in advance of May 1 deadline on proposals for upcoming NARBA conference. If FCC deviates sharply from proposals of either principal contention (clear-channel group for 20 station, 750 kw power plan; regional group (petition for breakouts of all channels) rearguard again is expected by April 1. But it's premature to speculate.

ONE PRACTICE which Wayne Coy intends routing out as FCC chairman is that of discussion of pending cases with Commissioners by parties in interest just in advance of Commission action. He feels position of Commissioners should be as sacrosanct as that of judges who would not think of talking with opposing parties in advance of trial.

DILLARD TO ADDRESS CLUB
EVERT DILLARD, president of FM Assn., will discuss "Current Problems and Future Prospects of FM as an Advertising Medium" Feb. 19 at luncheon meeting of Radio Executives Club of New York at Hotel Roosevelt.

WING DAYTON GETS FM
GRANT OF WING Dayton's Class B FM application approved Friday (180,850 kw; with assignment of Channel 236 (95.1 mc), 19.5 kw effective radiated power, and antenna height 500 feet above average terrain.

NEW YORK TIMES FM station, formerly WQX, now WQXR-FM conforming with AM affiliate, WQXR, returned to air Feb. 13 after shutdown to install new 10 kw transmitter.

Page 90 • February 16, 1948

POOL OF 4 TV CAMERAS TO BE USED AT CONVENTIONS
ONLY four cameras to be used in Philadelphia's Convention Hall instead of eight originally planned for video coverage of political conventions, it was decided last week in New York by national committee in charge.

Committee, headed by J. R. Poppele, Bamberg vice president, discussed reports of technical, traffic and finance subcommittees. Members discussed location of pool cameras and individual studios to be built by ABC, CBS and DuMont for exclusive programs when intercity connections are not in use for pooled telecasts, and similar matters.

MEXICAN OUTLETS MAY RETURN
DEATH of Mexican Interior Secretary Hector Perez Martinez early Friday may prompt early return to air by Mexican Government's XEDP and XECA Mexico City, which have been closed since Feb. 1, pending reported reorganizations of Interior Dept., according to Mexico City radio authorities. Delay in reorganization attributed to his illness. XEDP on 1060 kc with 80 kw; XECA on 6175 kc with 100 kw.

THREE A, NINE B PERMTS FOR FM STATIONS GRANTED
THREE Class A, nine Class B FM construction permits authorized by FCC Friday. Five Class A and four Class B CPs issued in lieu of previous conditions. Commission also granted requests to delete three Class B authorizations.

THERE were (continued from page 3) requested modification of conditional grant for Class B instead of Class A outlet at Merrill, Wis. Channel 284, 106.7 mc. Reference section of FCC's (IT) and WTVI, Asheville, N. C., authority to delete Class B FM station WNNC Asheville, N. C., given authority to delete Class B FM station WOCY (FM); WIST, Birmingham, Ala., given authority to delete Class B FM station WNTW Atlanta; WHOW, Nashville, Tenn., to receive Class B FM station WNCB Nashville, Tenn.


Following Class B allocation plan changes approved: Channel 55--WTOH-FM Minneapolis; Channel 57--Sunbury, Pa.; Channel 295--Green Bay, Wis.; Channel 321--Appleton, Wis.:

NEW 250-W AM STATION ON 1340 KC FOR MURRAY, KY.
FINAL DECISION issued by FCC Friday granting Murray Broadcasting Co.'s application for full-time station on 1340 kc at Murray, Ky. FCC action applies to full-time Class A broadcasting Co.'s application for same facilities at nearby Paris, Tenn.

FCC deferred applicant's petition to reopen record, reaffirming earlier ruling that comparison with non-confronting applications for that area (since granted) would not be justified and that availability of Class B FM station Murray broadcasting should not be considered. As in decision on (Feb. 2), Commission felt Murray with no existing station would need one, but which has two Class B broadcasting owned by 11 local business and professional people headed by George W. ("Gus") Young, would not be eligible for consideration. Mrs. Clara Griffin (5%) to be program manager. If she doesn't wish to continue, may have another bidder, but Commissioners will judge programs in their particular fields include William G. McMillan (bit); David R. McAfee and William L. Epperson (15% each); A. G. Gibson and Mrs. Gladys Driscoll; Harry Greig and 0. W. Parker; L. C. Stubblefield Sr., Dr. Hugh L. Houston, and Max D. Daves, but indications were Modern, acting as head of WAPD Paducah, to be general manager.

COWLES, WHB ASK TV
COWLES BROADCASTING Co. applied Friday at FCC for television Channel 9 (186-192 mc) at Des Moines. WHB Broadcasting Co. asked Channel 5 (76-82 mc) at Kansas City, Cowles newspaper-radio group through Northern Broadcasting Co. earlier filed for Minneapolis (Broadcasting, Feb. 12). Cowles asks power of 25.5 kw visual, 12.75 aural at Des Moines. Initial cost estimated at $300,000, with first year expenses $120,000. WHB asks 18 kw visual, 7 kw aural, $135,000; monthly operating cost, $10,000, revenue, $3,000.

WJBW PETITION DENIED
DENIAL issued Friday by FCC to petition of Charles C. Carlson, operator WJBW New Orleans, seeking to reopen record to show proposed changes would make it technically possible of operation if Commission should renew WJBW license.
It's small wonder that hundreds of sick children in the WLW-WINS area become confused about Santa Claus.

For again this year, it was Ruth Lyons who visited their hospitals to preside over the gala Christmas party made possible by the loyalty, generosity and charity of her "Morning Matinee" listeners.

Even after four years, it's still a heart-warming thrill to witness the eager, whole-hearted response to Ruth's annual campaign to raise Christmas funds for the five Children's Hospitals in Cincinnati, Louisville, Indianapolis and New York.

Early in November, Ruth began her appeal for contributions to alleviate the pain and suffering of the small patients in those hospitals. She promised to send a colorful "Morning Matinee" calendar to each listener contributing $1.00 or more. Here's what happened:

Long before the calendars were off the press, contributions were rolling into Crosley Square—and they continued coming long into January. Thirty-five thousand calendars were distributed and nearly $40,000 was received—over $5,000 more than last year. And, as usual, every cent above the nominal cost of the calendars was used to provide the huge Christmas parties and much-needed equipment for the five hospitals.

"Morning Matinee" is but one of the many WLW-originated programs designed to provide top entertainment for the thousands of listeners who depend upon our clear channel facilities. To serve an area in which 9.5% of all the people in the United States live, makes satisfactory programming a serious and difficult responsibility... one which we have dedicated our resources and efforts to fulfil.
OKLAHOMA CITY CONTINUING CONSUMER PANEL

Reports issued quarterly on day-to-day purchases of 400 representative families in Metropolitan Oklahoma City covering 40 different food and drug classifications. Regular reports for each classification cover:

1. Brands Purchased
2. Number of Families Buying
3. Number of Units Purchased
4. Weight or Size of Units
5. Dollar Volume
6. Place of Purchase

In addition, special analyses making use of the complete biographical material and purchase records are possible. Full details on request.

Every time a food or drug item is purchased in Oklahoma City, a "detective" picks up the trail and shadows it constantly.

The 400 families composing the Oklahoma City Continuing Consumer Panel are the "detectives." They were chosen with such representativeness that they actually form a perfect miniature of Oklahoma City's quarter-million-person metropolitan area.

That's why today in Oklahoma City food and drug advertisers know exactly who is purchasing what, where they buy it, how often they buy, how much they buy and what they pay for it. Furthermore, they can, if they wish, secure almost any kind of special information concerning a product's behavior from the moment of purchase.

This kind of information is available to you now on a continuing basis. Send today for the Quarterly Report of the Oklahoma City Consumer Panel covering your product classification, together with particulars concerning the wealth of special product information obtainable from the day-by-day family purchase records.