IT TAKES MORE THAN POWER (which we have!) to attract and hold an audience!

TAKE THESE 39 IOWA COUNTIES, FOR INSTANCE

IN RADIO as in everything else, skill, showmanship and know-how must be coupled with power.

Take the massive block of 39 Iowa counties at the right—nearly 40% of all counties in the State. It is "served" by dozens of stations. Yet the 1947 Iowa Radio Audience Survey shows that in those 39 counties, from 5:00 a.m. through 6:00 p.m., WHO's average percentage of listening is actually 62.2!

There is only one answer to such listener-preference. That answer is Top-Notch Programming—Outstanding Public Service. Write for Survey and see for yourself.
In Detroit...it's

WWJ — The Detroit News

TOPS in TALENT . . . with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FIRST in PUBLIC SERVICE features for more than 27 years... tirelessly working in the public interest, constantly retaining community confidence.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers... adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT . . . OWNED AND OPERATED BY THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

AM-FM

AM-980 Kilocycles—1000 Watts
FM—Channel 296-97.1 Megacycles

ASSOCIATE TELEVISION STATION WWJ-TV
The Yankee Network helps in launching

The Yankee Friend Ship

OF THE BOSTON CHAMBER OF COMMERCE

With a gigantic one-hour and forty-five minute air rally — 11:15 P.M. to 1:00 A.M. — January 2, The Yankee Network was instrumental in loading the Boston Chamber of Commerce sponsored Yankee Friend Ship with food, clothing and supplies (from tea bags to Ocean Spray Cranberry Sauce... from cigarettes to lumber) for the needy people of Scotland.

The clergy of all denominations participated in the rally, with Yankee's headline entertainers putting on a rousing Scotch program.

From all New England and as far as Newfoundland, Yankee's good neighbors responded immediately to the appeal on behalf of their neighbors across the sea, flooding Yankee's switchboard with offers of food, clothing and household goods.

The extra cargo, received from this radio rally, carried with it the goodwill and friendship of the vast listening audience of The Yankee Network's 23 home-town stations.

On January 7, when the Friend Ship sailed for Scotland, Yankee aired the sendoff, including interviews with Governor Robert F. Bradford of Massachusetts, and Michael T. Kelleher, president of the Boston Chamber of Commerce and leading promoter of the Yankee Friend Ship plan...

And then, on February 3 — in a special program featuring Sir Harry Lauder, Arthur Woodbury, Scotland's Secretary of State, W. Nelson Bump of American Airlines, and Kelleher — Yankee broadcast the entire ceremonies, with on-the-spot commentary by Arthur Mann, Yankee-Mutual overseas correspondent, as the Yankee Friend Ship docked at Glasgow.

Acceptance is The Yankee Network's Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
NAB's Standards of Practice may emerge from board meeting this week with entire first section missing. Section covers general standards for all programs. In its place would be brief creed and preamble, should board accept proposal of its code subcommittee.

NBC PRELIMINARY feelers to affiliates propose TV option time segments on same basis as regular network: 10 a.m. to 1 p.m., 3 to 6 p.m., and 7:30 to 10:30 p.m., local time. Stations would get 30% of their TV network rate, whether film or coaxial, with network and stations splitting transmission costs.

NBC has commitments for network affiliation with more than 40 television applicants.

BY MARCH 1 FCC's new chief engineer should be on job. Absence of Comr. E. M. Webster, who returns this week from London safety conference, delayed naming of successor to George E. Sterling, who was elevated to Commissioner last month. New chief may be selected from among: Acting Chief Engineer John A. Willoughby; A. L. McIntosh, 33-year-old chief, Allocation Treaty Division; Assistant Chief Engineer Marion H. Woodward (Common Carrier Division); Curtis B. Plummer, Chief, Television Broadcast Division, and Col. Edwin L. White, Chief, Aviation Division. If fight develops, FCC may go outside Engineering Division for new chief.

MORE AND MORE thought is being given by FCC to the possibility of a temporary basis, in TV to alleviate congestion already evident [BROADCASTING, Feb. 16]. Telecasters in major markets don't like it but some apparently are becoming reconciled until "upstairs" channels, above 400 mc, become workable. No applicants yet filed for sharing, and FCC probably won't act until specific proposal is advanced.

FORD MOTOR Co. and Wisconsin and Milwaukee Ford dealers will jointly sponsor Milwaukee Brewers' 77 home games over WTMJ-TV. Transaction, now in final stages, involves about $275,000 for video time and facilities alone. Figure does not cover announcers or construction costs for pickups.

NOV. 14-20 likely date for National Radio Week, right after election and before Thanksgiving holiday. NAB and RMA Joint Committee slated to confirm date at mid-March meeting in Washington. Surprising success of high school Voice of Democracy contest insures repetition of event on larger scale.

DON'T BE surprised if NAB shortly unveils plan to aid members in tapping rich new source of revenue. Underway for some time, program involves big business use of radio as public relations medium on community level. Possibilities for time sales in both local and national field will be worked out in detail with

(Continued on page 90)

Upcoming

Feb. 23-24: Western stations Trans-Canada and Dominion networks meet with CBC, Hotel Paliser, Calgary, Alta.


Feb. 27-28: AWB 12th District meeting, Biltmore Hotel, Oklahoma City.


(Other Upcomings on page 81)

Bands Assigned for Intercity TV Relays

FIRST PROVISION for operation of intercity television relay system by broadcasters was made by FCC Friday in allocations report specifying three bands to be used—temporarily and secondarily—for that purpose.

Bands are 1990-2110 mc; 6875-7125 mc; and 12,700-13,200 mc. They were allocated "primarily for television pickup and television STL purposes and secondarily for intercity television relaying purposes on a basis of non-interference to the primary service." Their use for relaying will be "purely temporary," until "such time as permanent common carrier facilities are generally available."

FCC reaffirmed its belief that "requirements for theatre television are still not sufficiently clear to indicate the need for a specific allocation for its exclusive use at this time." FCC voiced opinion, "from information now available to it, that a large part, if not all, of the functions required for theatre television should be handled by stations authorized to operate on frequencies allocated to the use of communications common carriers."

Commission also rejected Raytheon Mfg. Corp.'s proposal that 3700-3750 mc or 6500-6550 mc be allocated non-exclusively for FM studio-transmitter links.

Several television broadcasters have advocated allocations to permit private intercity video relaying, and retention of relaying and pickup systems operating between 1295-1435 mc; 1480-1540 mc and 1600-1675 mc; 1780-1850 mc; and 1990-2110 mc. Two companies, General Electric and Philco, have systems in operation under experimental grants. GE is relaying programs from New York to Schenectady using 1800-me area; Philco is operating New York to Philadelphia in 1900-me band. FCC authorities said they will be required to shift to newly designated frequencies "in due time."

FCC said "amount of intercity television relaying that may be accomplished [under new allocations] will be largely upon the ingenuity and cooperation of the television industry in making the most effective use of frequency space available." It said that "to the extent there may be frequency time available for such non-common carrier intercity relaying on a basis of non-interference to pickup and STL service, the Commission intends to assure that an equitable apportionment of such frequency time will be made available to each of the television broadcasters desiring such service."

Report cautioned that "broadcasters who venture into the business of relaying television programs in these frequency bands should plan to amortize their investment at the earliest possible date."

BROADCASTING...at deadline

Closed Circuit

BROADCASTING

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(Other Upcomings on page 81)

Business Briefly


SEES MARKETS Bristol-Myers, New York (Sal Hepatica) looking for availabilities in four or six major markets for 26-week campaign starting in March through Young & Rublema, New York.

SPOT SERIES Rosedale Knitting Co., Reading, Pa., through Duane Lyon Inc., New York, to use three pre-sold spots on network for sales on women's programs in 16 cities, for 13 weeks starting March 1.

WSIX does the job

Sales results are usually the final proof of correct media selection. So it's natural that one leading packer would renew a strip of quarter-hour shows on WSIX, only if sales justified it. And one leading meat packer has used WSIX for effective coverage and sales in Nashville's 51-county retail trade area for over nine years. And dozens of other national, regional and local advertisers have been counting on WSIX year after year. That's proof enough that WSIX does the job!

5000 WATTS · 980 KC
AMERICAN

Coming Soon!
WSIX – FM

Represented Nationally By
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
BOOK OF THE MONTH
IN Indianapolis

"Hooperalings"

- In Mr. Hooper's 1947 telephone contest—
  WFBM emerged unbeatenn in any of the twelve
  monthly Station Listening Index reports.

In Total Rated Time Periods, WFBM led
the other three network stations in Indianapolis by
wide margins most of the time. That's month
after month—season after season—winter, spring,
summer and fall ... a complete YEAR!

Of course, Mr. Hooper polled only Indiana-
apolis. But—if you'd dig for facts about the rest
of the Central Indiana audience, you'd find—
among reported Indianapolis stations—Broad-
cast Measurement Bureau gives WFBM the lion's
share of that, too!

If you're after EARS—we think you'll get two
on more heads in central Indiana if you radio-
advertise on WFBM.

PLUS FACTORS are low-cost-per-listener, intensive
promotion, consistent merchandising and dependable performance.

WFBM is "First in Indiana"—any way you look at it!
MORE NETWORK PROGRAM HOURS THAN ANY OTHER STATION IN HAWAII!

And that's important because people listen to programs... not to stations!
This means people listen to network programs for they are the finest productions. KULA leads the field in network hours in the Hawaiian market with a total of ninety-three outstanding, A.B.C. programs... a total of forty three and one-half hours weekly! Through quality programming KULA has gained listener confidence... a relationship that will sell your product quickly... economically.

KULA
10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE ABC or AVERY KNODEL, Inc., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
THE LISTENER WITH THREE EARS
What does "the best" in Radio mean to you?
Well...with which ear do you measure Radio: with a listener's? an advertiser's? a critic's?

TO THE EAR OF A LISTENER the best in Radio is—simply enough—programs that please most.

TO THE EAR OF AN ADVERTISER it's programs on the network reaching audiences at low cost.

TO THE EAR OF A CRITIC it means programs of the greatest public good.

It is with these three ears that America has judged Radio from the beginning.

And to all three... CBS CLEARLY IS THE MOST EFFECTIVE NETWORK IN RADIO TODAY.

In programs that please most...
The NEW YORK TIMES tells the story in ten words: "In original programming, CBS is far and away the leader..." Certainly, anyone looking for a better program finds the new CBS-produced popular programs like Arthur Godfrey's Talent Scouts, My Friend Irma, Abe Burrows, Suspense, Studio One already in the record—with many more available from the CBS Program Department: largest in all Radio, acknowledgedly most successful.

In programs that deliver most...
The most comprehensive audience-measurements in Radio show that CBS delivers its large audiences to advertisers at LOWER costs than ANY other network. In the last full season of broadcasting, the other three networks averaged only 82% of CBS' efficiency in the evening and 77% of CBS' efficiency in the daytime in delivering audiences for each dollar of time AND talent costs. (Full details are available.)

In programs that serve most...
CBS leadership is found in the creative vigor of its Documentaries like "The Eagle's Brood," "CBS Is There," "Fear Begins at Forty"... in the maturity and scope of its News broadcasts... in the complete range of its Public Affairs broadcasts.

Here CBS again, in making great Radio out of great subjects, is "far and away the leader"—just as CBS leads all networks in advertising efficiency.

COLUMBIA BROADCASTING SYSTEM
—where 99,000,000 people gather every week
THE MERGER of the managers of WING Dayton and WIZE Springfield, Ohio, will take place on Feb. 23. Application for license already has been filed by Ad Kearns, manager of WING. He made it official by posting a diamond ring with the manager of WIZE, Flo Dykstra, last Christmas Eve.

And to top the proposal offer, on the first of the year Mr. Kearns took over Miss Dykstra's job as manager of WIZE. He also retains managership of WING. Miss Dykstra, however, in addition to taking over new duties as Mrs. Kearns as of Feb. 23 has been named national sales representative for both stations.

Now that Ad Kearns has taken over Flo Dykstra's office, a notable change has taken place in the interior of the office. A picture of Ad which was prominently displayed has disappeared and in its place there is an even larger picture of Flo.

On All Accounts

JOHN SCHNEIDER, account executive with the Kudner Agency, New York, has been described as a man who, if you give him an inch, will take a yard-stick. At any rate, it was his brilliant talent for measuring and analysis that turned his career into its present channel.

However, Mr. Schneider's early career gave little evidence of the direction it was to take later. When he was an undergraduate at Dartmouth he had occasion to measure the distance between the kitchen and dining room of the local inn where he worked as a waiter. Upon graduation he took away, besides a pair of dishpan hands, a degree in sociology and numerous credits in journalism.

Obviously a diploma fitted him for other things than a job as a waiter, so he took a position as delivery boy in a grocery store after a brief wrestle with insurance. It was a large chain store and Mr. Schneider soon bucked his way to clerk and was gunning for a post in product merchandising when drama entered in the form of a drama critic—John Anderson, of the New York World Telegram, a friend of Mr. Schneider who introduced him to Arthur Kudner, then president of Erwin, Wasey & Co.

Mr. Kudner was looking for a bright young lad to formulate a comparative analysis survey for the Goodyear Tire & Rubber Co. The survey and Mr. Schneider proved so successful that when Mr. Kudner left Erwin, Wasey to organize his own agency in the fall of 1935, Mr. Schneider went along as assistant account executive on the National Distillers account.

His rapid rise there may be gauged by the accounts he was quickly called upon to assist in handling. These included the Assn. of American Railroads, Litt Industries, Pan American Coffee, Fisher Body and many others.

With the start of the war Mr. Kudner loaned his young protégé to the New York War Bond Drive where, with two other advertising men, he conducted the entire campaign. But in 1942 he forsook his blue serge for a herringbone twill and buck private in the U.S. Army. At his separation in 1946 he was captain and senior aide to Maj. Gen. John L. Homer, deputy commander of the Panama Canal Dept.

After the war Mr. Schneider returned to the agency and soon was named account executive on the Texas Co. account. The radio billing of that account is said to be over a million and a half a year. Advertiser is currently sponsoring the Tony Martin show on ABC and the Gordon MacRae program on CBS. In addition to handling the radio advertising of the Texas Co., Mr. Schneider is account executive on Swank Inc.—men's accessories.

John Schneider, blue-eyed, blonde and husky 37-year-old bachelor, lives with his family at Bedford Park, N. Y. He is a member of the New York Athletic Club, where he indulges in handball and squash. He plays golf in the 90's and is a theatre fan.
WISH MERCHANDISING BUILDS LISTENERS TO YOUR PROGRAM

This 8-point WISH merchandising program is complete. Built to build listeners for your programs, it is in operation 52 weeks each year and it works regularly for WISH time buyers for the full life of their contracts. That it has paid off for both station WISH and its clients is proved Hoppe-wise by the fact that our LOCAL ratings on ABC shows are consistently higher than national ratings on the same programs.

Regular brochure reports of what is being done continuously throughout the year to promote the program are sent regularly to the client or advertising agency to complete the WISH merchandising plan.

OUT-SHOPPES BUT ALWAYS OUT-PERFORMS
He'll “buzz you”, sure—

**John A. Grandland!**

After you've spent eight years in airline management work, handling every kind of emergency from ground loops to air-sick royalty . . . well, Bud, after that you can handle anything! So when John Grandland told us he wanted to get back into advertising, we grabbed him with a whoop and a holler.

Yes, because every day brings our emergencies, too. Prospective radio advertisers who need complete station comparisons in perhaps a dozen cities—yesterday; agencies who must clear time on a big station list by tomorrow noon; customers who want to know what competition did today in every market we serve. . . .

Emergencies are our dish because we have the men and the facilities to handle them. What can we do for you? Whatever it is, we'd like a chance to prove our competence, here in this group of pioneer station representatives.

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**FREE & PETERS, INC.**

*Pioneer Radio and Television Station Representatives*

*Since May, 1932*

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**NEW YORK:** 444 Madison Ave. **CHICAGO:** 180 N. Michigan Ave. **DETROIT:** Penobscot Bldg. **FORT WORTH:** 406 W. Seventh St. **ATLANTA:** Palmer Bldg. **HOLLYWOOD:** 6331 Hollywood Blvd. **SAN FRANCISCO:** 58 Sutter Street

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February 23, 1948


2% BATTLE FLARES

LONG-RANGE radio-agency battle over the 2% cash discount, quiet for nearly a year, broke out again last week.

The fight was revived when American Assn. of Advertising Agencies, which last year conducted an intense campaign throughout the industry for its 2% discount, charged that refusal of a majority of stations to grant it is "the principal danger spot in the advertising picture."

This loading of all blame for advertising ills on radio's shoulders brought quick reply from the industry.

Eugene S. Thomas, chairman of the NAB Sales Managers Executive Committee and sales manager of WOR New York, declared the situation doesn't warrant any such severe terms. The committee, along with the NAB board, has declined for many years to endorse the AAAA 2% discount plan.

"The SMEC carefully studied the AAAA proposal in January 1947," Mr. Thomas said. "After hearing the AAAA delegation for a half-day, the committee went into every angle of the situation. It failed to see any need for the discount and declined to grant the AAAA request that a favorable recommendation be made to the NAB board. The committee did not feel a 2% discount would be to the best interests of the broadcasting industry.

"The committee has received no communication from the AAAA that it desires to discuss further the matter of the 2% discount."

Frank E. Pellegrin, NAB Director of Broadcast Advertising, said the committee and board have felt that the relation of the agency to its client is their business, and not that of the station, referring to the AAAA argument that the agency needs the discount in collecting from the client.

He said the board definitely turned down the AAAA appeal two years ago and added that nothing has occurred since that action to create need for a change in policy.

"Some stations have pointed out that if they gave away 2% of everything, there wouldn't be any profit," he said in reviewing a station survey on the subject taken about a year ago by NAB. "Many of the NAB district and area conventions and the Small Market Stations Executive Committee also have opposed the discount."

Informal comment among broadcasters revealed resentment that AAAA had placed on radio's shoulders all the blame for any soft spots in the advertising financial structure.

"I don't see any shaky situation," said one broadcaster who preferred not to be quoted. "Relations between sponsors and broadcasters have been most healthy. Why should we grant a discount merely so an agency can have an easier time collecting from its client? The agency tells us it is the principal in the contract, so we must surrender our right of subrogation and cannot collect from the sponsor if the agency goes broke. Yet the agency then comes to us and asks for the discount, with all its bookkeeping difficulties."

"When AAAA claims that it has overwhelming majorities in other media paying a 2% discount, it should break down the figure by billings. In newspapers, for example, the overwhelming majority only comprises half the total billings."

Gamble Statement

Statement that radio is the principal danger spot was made by Frederic R. Gamble, AAAA president, in a report to the association's Feb. 17 board meeting.

The reason for this, Mr. Gamble said, is that "so many broadcasters have still made no move to endorse the (2%) discount." He added that they have been leery of taking credit losses in radio recently, notably in southern California.

The board, he said, reviewed cash discount developments during

Libel Clarity Asked

A GENERAL HEARING on stations' responsibility under the law on political broadcasts—Sec. 315 of the Communications Act—loomed last week as a likely development in FCC's widely challenged "Port Huron decision."

That course was proposed to the Commission by NAB as a substitute for the proposed decision in which FCC wrote its views on the vital political question while passing on the renewal application of WHLS Port Huron, Mich. [BROADCASTING, Feb. 8].

Under the NAB recommendation, filed Wednesday, WHLS would get the renewal anticipated in the proposed decision. But the grant would be issued by simple order rather than a decision containing findings and conclusions applicable to all broadcasters.

First reaction of FCC authorities favored this plan, which reportedly was the subject of advanced discussions between NAB and FCC counsel. Commission officials had indicated earlier that they would be receptive to suggestions whereby broadcasters in general might offer their views on the political question [CLOSED CIRCUIT, Feb. 16].

Mayflower Hearing March 1

If FCC grants NAB's petition, it will face two major hearings on essentially programming questions which originated by issuance of so-called dicta in favorable decisions.

Already scheduled for March 1 is the hearing on the seven-year-old Mayflower decision, which forbade stations to editorialize. It did not appear likely that a general hearing on the principles of the Port Huron decision, if one is called, could be held before late spring. That it should come in time for a decision well in advance of the November elections was emphasized particularly by broadcasters who have professed consternation as a result of FCC's proposed decision.

The Mayflower hearing with some 60 witnesses already scheduled, will run March 1-5, inclusive, according to present Commission plans, and then will be recessed to resume probably on April 8 or 15.

"Arrangements will be made to accommodate NAB witnesses thereafter," FCC said in explaining its inability to grant the NAB petition for continuance of the hearing from March 1 to April 15 [BROADCASTING, continued on page 48]

Radio Snaps Back at 4A Charge

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"Arrangements will be made to accommodate NAB witnesses thereafter," FCC said in explaining its inability to grant the NAB petition for continuance of the hearing from March 1 to April 15 [BROADCASTING, continued on page 48]
CBS is beginning construction “immediately” of the “largest television studio plant in the United States—and I guess with American leadership in this field, that means in the world.” CBS President Frank Stanton announced last week to a gathering of some 75 reporters in the network’s video studio quarters at 15 Vanderbilt Ave., New York. Move is a major step toward the CBS goal of building a nationwide video network, he said.

Total layout of studio and associated space will comprise more than 700,000 cubic feet, will cost CBS “several hundred thousand dollars” to construct, Mr. Stanton said, declining to make the estimate any more specific. Plans call for two master studios, each 85 by 85 feet with potential ceilings of 45 feet for flying scenery, props, etc. Each studio will have its own control room, to measure about 35 by 50 feet, “larger than most full television studios today,” he added.

Space Involved

The new studio space will embrace that used by CBS up to last spring when the network discontinued all studio video shows to concentrate on “actuality” broadcasts of sports and special events from Madison Square Garden, Ebbets Field and other pickup points away from the studios. It will also include the offices of the network’s video executive personnel which now fringe the studio space, which will be moved to other quarters. CBS hopes to begin televising programs from one of the new studios in April, while construction is still under way, Mr. Stanton said, adding studio programs of all types to its present “actuality” schedule and expanding its operating schedule from five to seven days a week by midsummer.

Describing the creation of a nationwide video network as the CBS

CONTROL ROOM (left picture) of one of the projected CBS television studios has tiered operating functions for optimum visual, audio and video supervision. Elevated and at the rear are “sponsors’ seats” with full view of the studio floor, the operators and the “as broadcast” show on a large screen.

OTHER END (right picture) of the studio (looking toward the control room) completes artist’s sketches of CBS video studios now under construction in Grand Central Terminal Bldg., New York, where network has 700,000 cubic feet of space under long-term lease for studios and associated equipment, more under option if needed. First studio is expected to be usable by April, with all work completed by summer.

“primary television interest,” Mr. Stanton said: “The new CBS studio facilities are intended to increase the scope and variety of programs to be fed to its television affiliates so that those stations in communities with limited sources of television talent and program material may benefit from the vast entertainment, cultural and news resources of the New York area.

“We believe,” he continued, “that helping new stations to build their audiences more quickly will shorten their period of financial loss and television will thereby achieve a sound economic status more rapidly than would otherwise be possible.

“As broadcasters in both radio and television since their earliest days, we are fully aware that technical facilities alone will not produce interesting programs. It is Columbia’s tradition to pioneer in programming, and we intend to maintain that creative leadership in television. Our new facilities will provide freedom for the creative effort in studio programming which is generally accepted as one of television’s most urgent needs.”

Cost of Service

Commenting on the cost of this service, Mr. Stanton declared: “We mean to be tops in television and you can’t do that with jelly beans.” Expressing no doubt that it will be years before television will begin to pay its way, he said that every effort is being made to find new means of revenue to offset this additional expense. The recent expansion of Radio Sales operations to serve stations other than those owned and operated by CBS is one way, he said, adding that Columbia Recording Corp., a CBS subsidiary company, is also expected to increase its activities and profits. The recent transfer of Frank White, formerly CBS vice president and treasurer, to president of CRC is a step in this direction, Mr. Stanton said.

He described the new studio plans as combining the Hollywood “movie lot” principle with the advantages of a centralized location, adding that even if the future calls for “additional facilities outside the congested midtown area, we feel these Grand Central quarters will serve for such programs.”

FRANK STANTON, CBS President, addressing the news conference in New York last Tuesday at which he outlined his network’s plans to build the nation’s largest video studios.

as can best be produced in the heart of the city.”

As the network is seeking to extend its reach beyond the nation’s top markets and into fringe areas, the new network will be a joint undertaking by all New York video broadcasters, Mr. Stanton emphatically replied, “not at all.” CBS is still very much interested in such a project he stated, but he pointed out that even if the details were settled to everyone’s satisfaction, which is not the case, it would take several years to develop such a property and get it ready for use. CBS would have to go ahead with its own studios for the time being in any case, he added, again stressing that “this plan does not stretch the other one at all.”

CBS video network plans are limited to the eastern seaboard for the immediate future, Mr. Stanton said, with programs fed from WOR-TV New York to WCAU-TV Philadelphia, WMAR-TV Baltimore, WMAL-TV Washington and WNAC-TV Boston. First is the Yankee Network video station, due to take the air this spring, carrying 15 programs under a cooperative

(Continued on page 81)

WLWT, Crosley’s TV Outlet, Lists Rates

RATES of $250 an hour for weekday evening hours (6:30-11 p.m.) and all day Sunday and of $187.50 an hour for all other hours have been announced by WLWT, Crosley Broadcasting Corp. television station, which began commercial operation this month. For times shorter than an hour between 6:30 and 11 p.m. and on Sundays the rates are: One-half hour, $200; quarter hour, $150; ten minutes, $100; five minutes, $50, and one minute, $25.

During all other hours the rates for periods shorter than an hour are: One-half hour, $150; quarter hour, $112.50; ten minutes, $75; five minutes, $37.50, and one minute, $18.75.

BROADCASTING • Telecasting
DuMont Addresses ATS Sessions

A PREDICTION that television will be the largest growing industry in the country this year and that within five years it will be among the ten first American industries was delivered last week by Allen B. DuMont, president of Allen B. DuMont Laboratories, last week in an address before a luncheon session of American Television Society.

The economics of network television is the biggest problem now confronting the industry, Dr. DuMont stated, declaring that the technical problems of intercity video transmission have been solved, with either coaxial cable or radio relay providing satisfactory service. Whether AT&T's rates, to be announced April 1, will be as satisfactory as their technical service remains to be seen, he said. He cited the General Electric relay for New York and Schenectady and the Philco New York-Philadelphia relay that are examples of networks operated by television broadcasters themselves and predicted that this practice may spread if the AT&T rates are too high.

Where network program service is available a broadcaster can enter television at a cost of around $5,000 and as little as $1,000 for some stations that are ones available. Dr. DuMont stated. He can start with a DuMont "aorin" package, so called because it can be expanded as the needs of the broadcaster and his community require. This unit, including a 500 w transmitter and slide and movie projector, needs only two operators and can be supported from the revenue from the commercial network programs, plus local advertising on slides or film. By adding a double-camera chain for covering local sports and other events, the broadcaster with network programs can provide service without himself going into the expensive part of television, the production of studio shows, Dr. DuMont said.

Discussing video network economics, Dr. DuMont reported that in 1947 his organization lost roughly $1,000,000 on its broadcasting operations—WABD New York, WTIG Washington and network programs to those stations and sometimes to stations in Philadelphia and Baltimore with an occasional program feed to Schenectady. He added that the DuMont manufacturing divisions showed a profit of about $1,750,000 for the year, more than offsetting the loss on the broadcasting operations. He cited a growth in advertising revenue from $7,000 last June to $50,000 in December and said that the broadcasting operations may begin to break even in the latter part of 1948. Dr. DuMont passed a question on whether video programs would ever be priced comparably with sound broadcasting shows to John L. Morris, vice-president of the DuMont network, who answered with a flat no. The greater impact of television on the viewer, he said, should make video advertising worth the extra cost to the advertiser.

Stating that reductions in video receiver prices had come from sacrificing screen size, selectivity or other qualities rather than from any real economies in manufacturing, Dr. DuMont was asked to make some view on the whole foundation of the industry. Dr. DuMont warned the set makers against making price their sole guide. If the pictures received by the public are not satisfactory, it is not going to be good for either the industry or the advertisers, he declared.

Dr. DuMont said his views were much the same as a year ago when the subject was a matter of intense industry controversy: That no satisfactory system has been developed and that even if there were a satisfactory color system there is no place in the spectrum for it and the costs would make it economically impractical. The wideband requirements of color transmission would force it into the very high frequencies, he said, whose characteristics are such that good reception would be limited to 15 or 18 miles in contrast to the 45-mile dependable service area around a video transmitter in the present frequency band.

(Continued on page 74)

**L&M VIDEO**

LIGGETT & MYERS Tobacco Co., New York (Chesterfield), has advertised that it is to be the same announcer for its telecasts of the home games of the New York Giants on WNB New York as for its aural broadcasts of the same games on WMA New York.

Cigarette firm has signed Frankie Frisch and Maury Farrel to handle the WMA assignment and Steve Ellis for the oral commentary on the video coverage.

Mr. Frisch, one-time star second baseman for the Giants and later a noted baseball manager, announced the Giants' games last year for Chesterfield on WMA with Mr. Ellis, sports director of that station. Mr. Farrel has covered Southern Association baseball, among other sports, during a ten-year stint as sports director of WAPI Birmingham, where he also did two daily sports shows and a disc jockey program.

Mr. Ellis, in addition to his duties at WMA, has broadcast the Monday evening fights sponsored by Gillette Safety Razor Co. on WNN New York and some of

**NEW YORK BASEBALL FORMAT CHANGED**

Gillette's Friday night fight broadcasts on ABC. For a two-year period he handled the same shows for the broadcast telecasts sponsored by Gillette on WNB New York, so he is no novice in covering sports for the viewer as well as for the listener. Newell-Emmett Co., New York, Chesterfield agency, made the arrangements for the telecasts as well as for the aural broadcasts of the Giants' games.

The Brooklyn Dodgers' aural broadcasts on WHN New York are to be done by Red Barber and Connie Desmond, and the WCBS-TV telecasts of the home shows by Bob Edge—audio for Old Golds only; video divided between Old Golds and Ford [BROADCASTING, Feb. 16]. New York Yankee games will be handled by local advertising nuncios—Mel Allen and Russ Hodges—for both the aural broadcasts on WINS New York and the video broadcasts on WABD New York. P. Ballantine & Sons, New York, will sponsor all the telecasts of the Yankees, and will divide sponsorship of the aural broadcasts with General Cigar Co., New York (White Owls).
By FLORENCE SMALL

AFTER 10 years of investigative advertising, the Piedmont Shirt Co. newest product, WINGS Shirts, has dropped all other media to concentrate its $800,000-a-year advertising budget exclusively on radio.

The firm becomes the first shirt manufacturer to undertake a network campaign.

In explaining consolidation of the entire appropriation on sponsorship of the William L. Shirer program, Sun., 1-1-15 p.m. on 270 MBS stations, Bernard Aron, sales manager of the shirt company, declared that "we are using radio to reach millions of people who otherwise would never have heard of us."

Already indications of the potency of the medium have been manifested. In Washington, D. C., on Feb. 1, the local 25-second cut-in of the William Shirer broadcast announced the availability of WINGS Shirts at the Lansburgh Bros. store. The next day, WINGS Shirts at Lansburgh's entirely sold out.

In Geneva, N. Y., a retail store, Casey & Son, wrote to the shirt manufacturer that "we think radio advertising is much more effective than magazines." In New York the conservative Franklin Simon Store ran an ad in The New York Times on Feb. 15, tying the advertisement of WINGS Shirts with the Shirer broadcast and running a picture of the commentator and a drawing of the shirt, with a description of the latter and the program.

Retailer Tie-In Aim

The objectives of the manufacturer in retail merchandising is to stimulate the retailer to tie-in and cooperate. By using radio the Piedmont Shirt Co. first attracted nationwide attention and followed it up with a merchandising plan for individual stores.

The kickoff of that merchandising campaign actually started prior to the sponsorship of the program, when the company sent its sales staff of 31 men to retailers across the country armed with a brochure that explained the "dynamic retail sales building program." The brochure indoctrinated the retailers with a half dozen reasons why they could profit by WINGS radio advertising: (1) Retailers are the largest users of radio, proving the power of this medium, (2) The WINGS program will sell the whole family at home—and at leisure, (3) In WINGS radio ads will provide impact, helping to sell the shirt, (4) The first shirt manufacturer to harness the power of national radio, (5) That consumer "impressions" will be on any other shirt advertising and (6) That consistent advertising pre-sells WINGS shirts for retailers week after week.

With the innovation of its radio program, on Jan. 4, the shirt company supplied its retailers with window displays including broadcast tie-ins, mats for newspaper advertising with the Shirer show worked into the copy, and counter cards. In addition, the company instituted another brochure which included "suggested radio commercials" to be used by the local stores on their program. The same brochure advises retailers to "link your own local radio advertising with William L. Shirer, Peabody-to-coast on Mutual Network."

Special Promotion

Another feature of the shirt manufacturer's merchandising plan is its "radio flashes" sent in the form of a wire issued periodically to keep the retailers informed on specific WINGS shirts and pajamas featured in radio commercials.

Retailer reaction to Piedmont Shirt Co.'s innovations in radio advertising has been great, Shepard Saltzman, president of the firm, revealed. In explaining the company's stand on radio advertising he said: "We wanted to reach the people on an exclusive basis. We wanted consumers' exclusive attention and in radio we have that; nothing else interferes."

Cooperation

Mr. Aron, the sales manager, also pointed out that the company is recycling "merchandising cooperation from the station that you can't get out of the newspapers."

The radio program is handled through the firm's agency, William H. Weintraub Co., New York, which has consistently recommended radio for men's apparel clients. The agency handles such high successful programs as Drew Pearson on ABC for Lee hats and Sherlock Holmes on MBS for Clipper Cloth Crafts. Harry Trenner, vice president in charge of radio for Wm. Weintraub Co.

Why, Mr. Kerner?

Hoffman Questions Petrillo Acquittal

REPRESENTATIVE CLARE HOFFMAN (R.-Mich.) asked the direct question—Why was there no conviction in the Petrillo-WAAF case—when he met U. S. Attorney Otto Kerner, Jr. at a parole hearing in Chicago last Monday.

When Mr. Kerner, who recently prosecuted the A.F.M. case on a charge of violating the Taft-Hartley Act, appeared before a Congressional group investigating parolees, Rep. Hoffman seized the opportunity to inquire.

Why No Conviction?

"Why was there no conviction when Petrillo never denied attempting to force WAAF to hire needed musicians and stated deliberately that he had violated the law in order to make a test case?" is what we wanted the prosecutor to reply. We produced witnesses who said Petrillo told a labor convention that he intentionally violated the law. The case seemed to hinge on the fact that nobody at WAAF testified that three additional employees (which Petrillo demanded be hired) were not needed.

"We proved that the additional employees were not needed, but the judge (Federal Judge Walter J. La Buy) said we had failed to prove that Petrillo knew they were not needed."

"Nobody ever could make a case against anybody, unless the judge's conclusion is correct," Rep. Hoffman rejoined.

He then asked Mr. Kerner why he had waived a jury trial in the Petrillo case and permitted it to be decided by Judge La Buy alone. The prosecutor replied that it was his policy to waive jury trials in cases involving defendants requesting such action. He added that he had "confidence in Judge La Buy's integrity."

Canada Sends Invitation

To 3d NARBA Conference

INVITATION to the third NARBA conference in Montreal commencing Aug. 2, 1948, was extended last week to Secretary of State George C. Marshall by Mr. Arthur عبدالرحمن, Canadian Ambassador to the U. S.

Other nations belonging to the organization besides the U.S. are Canada, Cuba, Dominican Republic, Panama, Newfoundland and Mexico. Members of the American delegation have not yet been named by Secretary Marshall.
BUS RIDES TO MUSIC

VISIONS of a multi-million-dollar radio advertising industry, based on use of FM in transit vehicles, are appearing with the completion of preliminary plans by Transit Radio Inc. for installation of service in a half dozen important markets.

With Cincinnati busses and trolleys already successfully tested, steps were under way last week to broaden the service to include a number of other cities. In each instance, licensees of FM stations are collaborating in the Transit Radio Inc. project, developed largely by Hubert Taft Jr., president of the national organization and managing head of the Cincinnati Times-Star stations, WKRC and WCTS (FM).

At the call of Mr. Taft, a half dozen well known station executives met in Cincinnati last Tuesday for indoctrination on projected operations, based on the Cincinnati experiment. Among those present were E. K. Jett, former FCC commissioner and now vice president of the Baltimore Sunpapers in charge of radio operations (WMAR-TV, WMAR-FM) and the upcoming operations (WMAR), William M. O'Neil, WJW Cleveland; his brother Tom O'Neil, vice president Yankee Network; Jack Harris, KPRC Houston, Chet Thomas, KKKK St. Louis, and R. C. Crisler, executive vice president of Transit Radio.

It was reported that conversations are going forward in each of these cities with transit lines looking toward establishment of the FM service, which is particularly suited to transit operations because of static-free and noise-free reception. Arrangements with the transit companies involve payment by the station of a monthly fee for each vehicle, following the pattern of field advertising in the form of instant and roll along programming by the FM stations would be entailed, with music predominating.

Mr. Taft has completed the Cincinnati negotiations, whereby bus and trolley riders will roll along between shop, office and home, enjoying the specialized program fare.

The Cincinnati service was assured early this month when the Cincinnati, Newport and Covington

OPINIONS of bus riders concerning popularity of FM music provided passengers during recent tests in Cincinnati are solicited by Nancy Vickers, merchandising director of originating stations WKRC-WCTS. Ninety-five per cent liked it.

TIDEWATER

EXECUTIVE TALKS FOOTBALL PLANS

BROADCAST rights to Pacific Coast Conference football games are still "wide open," according to Al Masters, Stanford U. athletic director and Radio Committee chairman. CBS and NBC have been mentioned as possible bidders for the games, who have been carried many years by Tidewater Associated Oil Co.

Harold Deal, Associated advertising and sales promotion manager, indicated the company "would endeavor to do as much as it had ever done before," provided the games do not reach Coast listeners by other facilities. He refused to say whether the prospective of Frank Bull as a basketball announcer meant an impending shakeup in announcing personnel.

Asked if Tidewater intended to increase its sportscaster budget, Mr. Deal said only one announcer had ever refused to accept the company's figure. AFRA rates are paid, it is understood. As a result of complaints last autumn about its announcers, Tidewater conducted a poll, with results not announced.

$75,000 - PLUS BRACKET HAS 8 WITH RADIO TIE

EIGHT individuals whose radio of or radio sponsorships were included last week in supplementary Treasury list of those $75,000 in 1945 or 1946.


Multi-Million FM Advertising Potential

POWER from customarily 12-volt DC bus or trolley battery runs Transit Radio's crystal-controlled superheterodyne FM receiver designed to operate in high band. This receiver, used in recent tests by Cincinnati transit company, is 19-5/4" long, 5" wide, 7 1/4" high. It is usually installed on floor under driver's seat and can be easily controlled by bus or trolley operator.

FIVE-YEAR contract granting Transit Radio and WCTS Cincinnati rights to broadcast FM programs to public vehicles of the Cincinnati, Newport and Covington Railway Co. is concluded. Completing negotiations are: P. G. Vondersmith, president of the transit company (seated, r.), Hubert Taft Jr. (seated, l.), president of Transit Radio and managing director of WKRC-WCTS, and (standing, 1 to r.) - R. C. Crisler, executive vice president; Transit Radio; Stephens L. Blakey, secretary and general counsel of transit firm and David L. Ringo, firm's manager.
Wilson Is Elected President of AT&T

PASSAGE of legislation to insure uniform time within the time zones, eliminating the semi-annual juggling of programs by networks, was favored Friday by NAB President Justin Miller in a letter to Sen. Charles W. Tobey (R-N.H.), acting chairman of the Senate Interstate & Foreign Commerce Committee.

The eleventh-hour statement on behalf of relief from the time-change mix-up [BROADCASTING, Feb. 16] was made because of pendency before the Committee of the Overton Bill (S-2041) which would proclaim uniform standard time.

Judge Miller wrote that broadcasting operators and listeners are among those who suffer most acutely from the semi-annual time switching.

The statement came as networks continued work on plans to use transcription techniques for extensive adapting of schedules to the time changes in states and cities.

These methods, Judge Miller wrote, will be expensive. He pointed to the difficulty of anticipating how successful or permanent they will be.

Broadcasters are “almost unanimously” in favor of legislation which would prevent the semi-annual changes by requiring observance of uniform time, he told Sen. Tobey.

Miller’s Views

They are divided “practically half and half” on the question whether such legislation should require uniform observance of standard time, or of daylight saving time, he added. He explained the division “corresponds, pretty closely, with the location of their stations in rural or urban areas.”

Judge Miller said it was his personal opinion “that most broadcasters would be happy to see the take positions contrary to that of the people whom they serve in each community, in the process of solution.

“Because the sources of almost all network programs—now carried on approximately one-half, i.e., 1-000, U. S. radio stations—are in cities and states which annually change to daylight saving time in the spring and return to standard time in the fall, these nationwide network programs are, of necessity, originated on daylight time.

“This year, for the first time, the four nationwide networks will make an effort to solve the problem with the cooperation of their stations. Plans to permit recording and delayed broadcast of network programs, in whole or in part, have been proposed. To the extent that this effort succeeds, the confusion will be eliminated. However, the proposed solution will be an expensive one and it is difficult to question resolved either way, provided they were not required to say, either how successful or how permanent, it may be.

“If you, or your committee, can devise a legislative method of insuring uniform time within the respective time zones, the broadcasters, as well as their listeners, and many others adversely affected by the present semi-annual time changes will, I am sure, be very grateful.”

With only about two months remaining before the usual time switch, chances for early legislation were not considered too favorable. In addition to the Overton Bill a bill has been introduced in the House by Rep. Joseph O’Hara (R-Minn.).

For more than two decades NAB districts, along with boards and conventions, have called for uniform time on a national basis but their efforts have been unsuccessful. Attempts by railroads, shipping lines, airlines and other business interests to obtain uniform daylight time also have failed.

NAB Head Asks Action on Uniformity

Steel Firm Builds It By Using Radio

at an “open house.” The company estimated 90% of the visitors had heard about the event via WPAY.

Last September Portsmouth Steel asked WPAY to repeat the performance on a commercial basis, buying 16-minute programs and 32 announcements. Attendance increased to 12,000, with an advertising cost of two cents per visitor.

Thousands of others heard the ceremonies over WPAY as the company management called attention to achievements during the year.

When the Community Chest Drive approached, the company and its union chose radio as the primary medium.

A program developed between President Elmer A. Schwartz and other officials of the company and station officials, including Manager Gerald F. Boyd and Rusty Marshall, news and sports editor. A few days after the campaign Mr. Schwartz and Vice President Harold J. Ruttenberg discussed the idea of a company broadcast on WPAY. They wanted a program that would maintain a (Continued on page 85)

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Rominees for Ad Award

May Be Women in Radio

WOMEN in the radio field are eligible for nomination for the annual award to women, to be presented at the Advertising Federation of America convention June 13-16 in Cincinnati.

The woman of the year will be selected from written nominations submitted between March 1 and April 15 to the Council on Women’s Advertising Clubs, Advertising Federation of America, 330 W. 42nd St., New York.

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FM Executive Says That AM Is 'Deteriorating'

Attending FM Ass'n's Region 3 meeting Feb. 18 at Sheraton Hotel, Chicago, a group of speakers gathered around FMA President Everett L. Dillard (front row, center), who looks over agenda. L to r: Ed Wheeler, president and general manager, WEAW Evanston, Ill.; William E. Ware, general manager, WFXM Council Bluffs, Iowa; Marion Claire, director, WGBN Chicago; Joseph B. Elliott, vice president, Home Instrument Div., RCA-Victor; Mr. Dillard; Thomas F. McNulty, president, WMCP Baltimore; J. N. (Bill) Bailey, FMA executive director; David S. Ballou, vice president, FM Reps Inc., and E. J. Hodel, FMA secretary.

Region 3 Wants FM in All Sets

By Bill Thompson

Resolutions urging manufacturers to include the FM band in all radio sets, asking FCC to consider engineering standards for multiplexing FM and AM, and urging FCC to keep the fee for measuring FM audiences low adopted at the first meeting of FMA Region 3 Wednesday in Chicago.

Marion Claire, manager of WGNB Chicago, was elected chairman of the region, which comprises Illinois, Wisconsin, Iowa, Michigan, and northern Indiana. The meeting, held in the Sheraton Hotel, was FMA's third regional convention. Members of Region 1 met previously in Albany, N. Y., and Region 2 in Cincinnati.

Wheeler Named Secretary

Ed Wheeler of WEAW Evanston, Ill., was named regional secretary at the following session and continued to operate "when the audience is smallest and the competition greatest." He said many 250-watt stations have been dropped from the top ten places and continued: "The quality of radio today is so high, and the competition so great that we must operate when the audience is smallest and the competition greatest.

Directional patterns at night also limit metropolitan coverage of stations, including those with higher power, Mr. Dillard argued, in noting that agencies buy on rates based on watts and frequency. "Only and until you know all of these facts can you accurately compare time rates and give the advertiser a full dollar value," he said.

He reviewed the growth of FM stations in the nation and pointed out that 75% of FM stations are owned by AM stations.

"A matter of power," Mr. Dillard said, AM is a "piker" with over 28 FM stations to operate with power over 100,000 w and a few close to 500,000 w. Describing increased production of FM sets, he said, "I have always maintained that 99% of the economic problems confronting the FM broadcaster will be solved when sufficient sets are available.

"Ratings are low and commensurate with the other AM stations."

(Continued on page 88)
UNESCO REPORT

Methods to Implement Plan Discussed

REPORT of the U. S. delegation on last winter's UNESCO session in Mexico City and methods of carrying out the program proposed in that report were discussed last Tuesday and Wednesday at a meeting of the U. S. National Commission on UNESCO in Washington.

In his account, William Benton, chairman of the American delegation and former Asst. Secretary of State, cited the progress UNESCO was making. He admitted that there were elements of "suspicion and misunderstanding" and that there were those who regarded proposals for the use of mass media and the unobstructed flow of information as a "threat to the dominance of their own cultures in their own lands."

Yet in the end, said the U. S. chairman, the conference unanimously agreed to intensify efforts to remove obstacles to communications and to promote "through a dynamic program" the use of press, radio, and films to fulfill UNESCO's purposes.

Speaking of next year's "modest" budget, Mr. Benton said the organization will spend less than $8,000,000, about 40% of which the U. S. will contribute.

Provision was made for a radio program committee, a council for educational broadcasting and a production unit. It was agreed that UNESCO would cooperate in any world network set up by UN, or, failing that, would reconsider the possibility of setting up its own network.

A meeting is tentatively planned for later this year of a radio program committee selected from some 12 countries, including the U. S.

At Wednesday's session, Mr. Benton brought up the old feud between educators and proponents of an intensified propaganda program and accused educators of pretending that propaganda was absent from the scholar exchange program.

In answer to the argument that the informational and educational programs be separated, Mr. Benton said the educational activities, as sponsored by governments, "not only are designed for the same purpose as the information activities but in many ways it is inevitable that their procedures are often more questionable than those in the informational field."

This, he explained, was because they're "hidden rather than out in the open for all to listen to, or to see and police each day."

The information program, he added, would be necessary even if "the Pacific opened up and swallowed Russia and every Communist party tomorrow morning."

Duron Paint Assn. Starts Campaign

DURON PAINT Assn., Chicago, which is planning to branch out to 25 independent paint manufacturers over the country within the next 12 months, will launch its largest selling campaign in history to include regional use of radio and other media.

While trade copy is expected to precede actual use of radio, preliminary discs of a musical show, packaged by Don Ward, Chicago producer, currently are in the production stage for testing in several regional markets, according to Myron S. Lewis, vice president of Davis-Fisher-Kayne, Chicago agency for the association.

With national distribution and approximately $40,000,000 in combined annual volume, national advertising in both trade journals and consumer magazines will be used.

CITATIONS for "contributing immeasurably to the success of the U. S. Navy recruiting program" are awarded to (l to r) Dave Driscoll, director of news and special events at Mutual's New York outlet, WOR; Jack Paige, MBS director of special events, and A. A. Schechter, vice president in charge of news, special events and press of the network, by Capt. A. E. Mack, Chief of Staff to the commanding officer of Third Naval District, Rear Admiral Monroe Kelly.
“Montaldo’s of Richmond”

Vivid... alive... interesting... clever... that’s Lillian Montaldo, creator of the Montaldo’s shops known importantly to women in a number of American cities.

She is a constant source of inspiration to those whose creative talents have played a major role in achieving for the American woman the distinction of being the best-dressed in the world.

... And that describes Montaldo’s of Richmond a dream of a shop... very French in its appointments... very choice in the clothes it offers to Virginia women. And what station does Lillian Montaldo choose to cover Richmond? Listen:

Montaldo’s has just renewed Agnes Moyler Jones in “What’s Going On Around Town”—over WLEE, of course!

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

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

Represented by Headley-Reed

BROADCASTING • Telecasting

February 23, 1948 • Page 21
**Portrait of a Great Radio Station**

**MOST MODERN BROADCAST FACILITY INTRODUCED**

This week in Washington State, KOMO, NBC affiliate for Seattle and the Puget Sound country, opened the doors of its new studios to greet press, trade, and public. Visitors found the most completely functional radio facilities ever built.

Conceived more than three years ago by O. W. Fisher, long-time president and general manager of the station, and built by the Austin Company, the NEW KOMO embodies every known artistic and technical development for the production of radio programs and high fidelity reproduction of sound.

Not surprising to advertising-wise was the new KOMO installation. They had watched KOMO lead all competitive stations for more than 20 years, observed its high audience ratings, programming know-how, alertness to public service opportunities. Based upon past performance they expected KOMO to point the way to radio progress for the area.

Said Fisher at week's end, "We are gratified at the reception of our new studios, but expect to make an even further contribution to radio, when we start operation of our new 50,000 watt RCA transmitter, most advanced installation of its kind, now in the test stage."

**INFORMATION DESK** and telephone switchboard, in the main lobby.

"Across Horizons," famed KOMO mural by E. T. Grigware in background.

**STUDIO G** provides stage and audience for local dramatic group; is also equipped for cooking school, audience participation broadcasts.
STUDIO B from Sponsor's booth. For realistic reproduction, B, like C and G, combines polycylindrical construction and splayed perforated Transite.

THE PACIFIC NORTHWEST SYMPHONY rehearses in main floor Studio C, one of three engineered for musical broadcasts at the new KOMO.

SPONSOR'S AUDITION ROOM. Acoustics, furnishings, subdued colors, encourage concentrated attention on program audition, without distraction.

DOWN OPERATIONS CORRIDOR to KOMO's nerve center. Operations Control. Building brings "working radio" out where public can see it.

KOMO'S NEW 50,000 WATT TRANSMITTER building and three 500 foot antennas, located on Vashon Island, 15 miles southwest of Seattle.

MASTER CONTROL ROOM, center of technical operations. It handles switching functions of six studios. Operator can see into three studios.

NBC FOR SEATTLE-TACOMA AND THE PUGET SOUND COUNTRY—KOMO
Advertising Course Being Held at KQW

STUDIOS OF KQW San Francisco are being utilized as schoolrooms for the first session of a course in "Advertising Campaigns and Media" sponsored by the San Francisco Advertising Club through the Golden Gate College School of Advertising.

Stanley G. Breyer, commercial manager of KJBS San Francisco, is in charge of the radio advertising section of the course, which has among its instructors:

David H. Sandbergen, Pacific Coast manager, Louis H. Avery, Inc.; Beth Norman, account executive, Sineus Advertising Agency; Fred Ruegg, program director, KQW; Grant Holcomb, special events director, KQW; Frank Michugh of ABC-KGO; John W. Davis, media director, Boning-Cooper Co.; Morris Benatar, owner, Benatar's Drug Stores; Walter Gull, partner, Garfield and Guild Advertising Agency; Burton Griswold, account executive, McCann-Erickson, Inc.; Norman E. Mork, man-

WESTERN MEET

A WESTERN RADIO conference, sponsored by networks and local stations and educators in the nine Western states, will be held in the Marines Memorial Building, San Francisco, March 20 and 21.

Keynote of the two-day conclave will be: "Development of the Responsible Use of Public Interest Broadcasting."

James Day, public service director, NBC, San Francisco, is acting chairman and John Crabbe, director of radio, College of the Pacific, conference program chairman.

Delegates of the Parent-Teacher Association, American Association of University Women and other state and civic organizations, are serving as members of the arrangements committee.

Speakers from the broadcasting industry and educational field will discuss radio as a medium of communication of education and time will be given to general discussion. The Western Section, Asn. for Education by Radio, will hold its annual meeting and election of officers during the conference.

Open house will be held by San Francisco stations.

Broadcasters to Confer With Educators

No—not one advertiser. But roon the looks of things in time such a claim would be true.

Here are some major San Antonio advertisers. They know the San Antonio market and media. Their combined program and spot schedules represent 105 years of selling on San Antonio's CBS station.

- KALLISON'S FARM AND RANCH STORE
- H AND H COFFEE COMPANY
- SHAW JEWELRY COMPANY
- HANDY ANDY SUPER MARKETS
- LONE STAR BREWING COMPANY
- BORDEN'S OF SAN ANTONIO
- GUNTER HOTEL
- INTERSTATE THEATRES
- KAROTKIN FURNITURE COMPANY
- O. R. MITCHELL MOTORS

Join those who linger longer because KTSO pays off. "CBS IN SAN ANTONIO FOR 19 YEARS"

City College Conference Scheduled for April 14

FOURTH ANNUAL radio and business conference sponsored by the Evening and Extension Division, City College School of Business, New York, is scheduled for April 14; it was announced last week.

Winners of radio awards will be honored at a luncheon in Hotel Biltmore, after which a panel session is planned. The evening meeting will be held in the college, under the direction of Joseph C. Beal, public relations director of the host group.

2-STATE BROADCASTER MEET AT NEW ORLEANS

JOINT MEETING of the Louisiana Assn. of Broadcasters and the Mississippi Broadcasters Assn. is to be held Feb. 27-28 at the International House, New Orleans.

The Louisiana group will be host, and entertainment is being arranged by a committee composed of executives of seven New Orleans stations: Fred Weber, WDSU; Harold Whelan, WSM; Howard Summerville, WWL; Stanley Ray, WJXM; Charles C. Carlson, WJBF; Henry Wehrman, WTPS; and Joseph Oswald, WEEZ.

Reservations to date indicate the meeting will be well attended by broadcasters from both states, according to James E. Gordon, president of the Louisiana group. The networks and NAB also have been invited to send representatives, Mr. Gordon said.

S. D. BROADCASTERS HOLD 2-DAY SESSION

IMPROVED TRAINING for radio students was the object of the first South Dakota Broadcasters' conference called Feb. 20-21 by Irving R. Merrill, director of KUSD, official station of the U. of South Dakota.

Broadcasters were asked for suggestions on realizing the university radio training to conform with standards of commercial broadcasting. Speech, radio and dramatic art were scheduled for discussion the first day. The second day's session dealt with the NAB code and commercial broadcasting problems.

Featured speaker at the conference was John P. Megher, general manager of KYSM Mankato, Minn., who discussed "Small Station Operation During 1948" in a banquet address Feb. 20. That evening broadcasters were guests of the university at the U. of South Dakota-South Dakota State basketball game.
Looking for an unusual Morning Program in the Cleveland Market?

Look at...listen to...Koffee Korner...a working program over WJW 8:05 to 8:25 AM across the board...or talk to your nearest representative of the Headley-Reed Company.

- In the popular whodunit tradition...producer and announcer do a daily comedy strip called Trick Dacey.
- Brisk, bright music...sound effects for mood and contrast...that's what the band tries for and gets!
- Jane Steven's cheery comment and light touch with weather reports and time signals highpoint Koffee Korner.

BILL O'NEIL, PRESIDENT

WJW

BASIC
ABC Network

CLEVELAND
850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
ABC topped its previous records in the number of advertisers of co-op programs and the number of network affiliates having one or more such programs on a commercial basis, the network announced last week.

Advertisers sponsoring the 14 programs number 753, as compared to 579 for 12 programs in February 1947, and 505 for 12 programs in February 1946. This year 205 ABC affiliates air one or more of the co-op programs on a sponsored basis, as compared to 175 the previous year, and 142 in 1946.

The automobile industry and auto supply dealers, with 125 advertisers, are the leading industrial classification, with the department and clothing store group placing second. The industries were reversed in position last year.

Martin Agronoff leads in the number of sponsors with 104, followed by Baukhage with 100. In both 1947 and 1946 Baukhage led in this classification with 102 and 98 sponsors respectively.

BUFFALO HOOPER
Survey Reveals Added Listeners

A SPECIAL SURVEY of “second set listening” in Buffalo, N. Y., has revealed that the C. E. Hooper Inc. coincidental telephone method somewhat understates true listening, it was learned last week.

The survey, conducted by the C. E. Hooper firm in Buffalo, indicated, however, that the difference in sets in use computed on the basis of the usual telephone inquiry and those computed on the basis of a newly expanded technique “is not substantial,” C. E. Hooper, president of the firm, reported.

Following the asking of the usual questions, Hooper interviewers then asked: “Is someone else in your home listening to a second radio?”

If the answer to this question were affirmative, identifications of the program and station being received on the second set were sought. The survey was conducted between the hours of 1 and 7 p.m. on a Saturday.

The hours when the greatest difference between the sets-in-use figures obtained by the regular questioning and those obtained in the expanded interviewing prevailed were from 5 to 6 p.m. and from 6 to 7 p.m. when children’s shows are on the air, Mr. Hooper said.

Sets-in-use figures hour-by-hour are shown as follows, with figures obtained by the ordinary questioning under the column headed “regular” and those by the expanded questioning under “extra.”

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<tr>
<th>HOURS</th>
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<th>EXTRA</th>
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<td>1-2</td>
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<td>5-6</td>
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<td>6-7</td>
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<td>30.9</td>
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Mr. Hooper explained that the Buffalo survey was conducted as part of the general preparation for the publication of U. S. Hooperatings [Broadcasting, Feb. 9] but by no means represented the final figures which the U. S. Hooperatings would eventually turn up.

SAN FRANCISCO’S new mayor, Judge Elmer E. Robinson (r), receives an album of recordings of his inauguration ceremonies from Philip G. Lasky, general manager of KSFO San Francisco. KSFO broadcast the inauguration from rotunda of San Francisco City Hall. Ceremonies were transmitted and the mayor’s recording dubbed off by station’s transcriptions.

Ferry in New Firm
ROBERT R. FERRY, executive vice president of Ridgeway, Ferry & Yocum, has disposed of his interest in the agency and has joined LaRoche & Ellis, Inc., New York in an executive capacity. During the war Mr. Ferry served as assistant director of the Office of War Information in charge of domestic operations and as a consultant to the War Shipping Administration. Previously he was associated with Geyer, Cornell and Newell and Young & Rubican, serving in both as account executive and in creative capacities.

STOP ORDER ON FIGHT BROADCAST IS DENIED
JUDGE Frank J. Murray of the Superior Court in Boston on Feb. 16 denied an injunction sought by Al (Red) Priest of Cambridge which would have prevented the broadcast by WLAW Lawrence of a ten-round bout at Boston Garden between Mr. Priest and Charlie Fusari of Irvington, N. J. The judge ruled that WLAW could broadcast the Feb. 16 bout as scheduled.

In petitioning for the injunction, Mr. Priest, and his manager, Johnny Buckley, contended that when they signed for the match with Mr. Fusari they were unaware of the contract the promoter, The Callahan Athletic Club, had with WLAW, and further contended the broadcasting resulted in personal enrichment of the defendant.

Judge Murray’s action on the petition came after Attorney James A. Donovan, appearing for WLAW, said that no money was paid to the promoter for the privilege of broadcasting the bout. Counsel stated that the cancellation of the program would hurt the station’s efforts to increase its listening audience. Mr. Priest and his manager were allowed 20 days in which to file further pleas.

TWO TREASURE MAPS

It’s simple to find the treasure chest—if the old, faded map is correct. Just so many paces from the tree stump, to the hill crest, to the boulder, etc. And then ... gold doubloons, rubies, diamonds, pieces of eight ...
WCON'S 7-WAY PROMOTION PLAN

1. OUR OWN NEWSPAPER — THE ATLANTA CONSTITUTION — Editorial Promotion is heavy and consistent and Display Advertising is continuous.

2. OUR OWN AIR — Intelligent planning and consistent plugging feature promotion programs over WCON's own air.

3. BILLBOARDS — Nine permanent boards located on main arterial highways. Boards are equipped with reflectors to do a day and night job.

4. WCON NEWS PICTURES — 200 attractive display pieces featuring news and WCON promotion. 100 in Atlanta — 100 in trading territory.

5. WCON CONTEST—An outstanding audience participation contest will be announced shortly.

6. SPECIAL EVENTS PROMOTION—WCON personalities, presented on a continuing basis, before social, civic and school groups with entertainment and informational features.

7. TRANSITADS—Car cards are employed each month; a full showing, reaching approximately 300,000 commuters daily.

The Way To Get Results In Atlanta!

Every effort is made by WCON personnel to cooperate fully with national and local advertisers — to secure top return on every advertising dollar spent on this station. We are the heirs of eighty years prestige and goodwill established by The Atlanta Constitution. We strive to deserve it — to carry over this valuable asset to advertisers who use our station. We believe WCON will produce best results in Atlanta and Georgia — try us!

WCON
ATLANTA

THE ATLANTA CONSTITUTION
STATION
5000 WATTS

550 KG

Affiliated
American Broadcasting Company

National Representatives HEADLEY-REED COMPANY
WHAT'S THE DIRT ON POTATO HILL (Ky.)?

There's plenty of hills in Kentucky, scattered all over the State. Plenty of little towns like Potato Hill, too—but all of them, piled together, wouldn't make a very sizable mound. Or have much buying power, either!

Most Kentucky buyers live in the Louisville Trading Area. They even buy more “spuds” (yams, Irish—and yes, the mentholated ones!) than all the balance of the State! Or anything else you've got to sell—unless, of course, you're selling exclusively to farmers. When you advertise on WAVE, you really cover the Louisville Trading Area, and at moderate cost.

It's business we want to dig up for you—not potatoes. So give us a try. You'll find that with the audience WAVE brings you, your sales are practically in the bin!

Louisville's WAVE

4A's Examinations Planned for April

ANY PERSON not now employed by an advertising agency will be eligible for the second annual examination of the American Assn. of Advertising Agencies, April 17-24.

Established to test entrants for specific types of work in the industry, the examination will be held in at least 10 cities. While no candidate can be guaranteed a job, the AAAA pointed out that distribution of the examination records to agencies, advertisers, publishers, radio stations, and other employers in advertising should result in an increased number of job interviews and may bring newcomers into the industry.

Cities offering tests last year were Boston, Cleveland, Los Angeles, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Ore., and Seattle. The AAAA said that regional councils and chapters will probably sponsor the examination in additional cities this year.

The fee for candidates taking the test is $15.

Ford Will Be Cardinals' Games Telecast Sponsor

FORD MOTOR CO. and Ford dealers of St. Louis have contracted to sponsor telecasts of the St. Louis Cardinals' baseball games from Sportsman's Park this year.

An agreement to telecast the games for the second year was announced Feb. 12 by Robert E. Hannegan, president of the Cardinal organization, and KSD-TV.

Mr. Hannegan, former Postmaster General of the United States, confirmed arrangements in a letter to the St. Louis Post Dispatch television station. Present plans call for a considerable increase in the number of baseball games from the 34 made last year, but the exact schedule is indefinite. Arrangements for television coverage of the St. Louis Browns' games, which were also telecast by KSD-TV last season, have not been completed.

Deadline for AER Script Contest Set for March 30

THE NATIONAL Radio Script Contest, sponsored by the Assn. for Education by Radio, closes March 30. Scripts are already arriving from all parts of the U. S., according to Sherman P. Lawton, U. of Oklahoma, chairman of the AER contest.

Prizes totaling over $800 are being offered by Alpha Epsilon Pi, Blazer Divers Inc., General Electric, NAB, Encyclopedia Britannica Inc., Newark News and Oklahoma City Oklahoman and Times. Any student in an accredited college or university in the U. S. is eligible. Contest rules may be obtained from Dr. Lawton.

Proof Positive

WHEN WTTG, DuMont's Washington TV station, wanted to find a garage for its two mobile units it turned to the best medium available for advertising—television, of course. WTTG scheduled a spot five times daily during the Feb. 2-8 period. The spot was a picture of all sides of the mobile unit truck, with a girl's voice speaking for the truck in the first person, describing its plight, and that of "a buddy of mine, named 'Suburban.'" By Feb. 10 WTTG had a lease which provided exactly the facilities required. And real estate brokers had been working on the need for several months.

'CHARLIE MCCARTHY' IS FIRST IN CANADA

NINE OF TEN first evening network shows heard in Canada in January were American originations, according to national program rating issued by Elliott Haynes Ltd., Toronto. First was Charlie McCarthy with rating of 39.1, followed by Fred Allen, 37.7; Radio Theatre, 36; Fibber McGee & Molly, 33.6; Amou 'n' Andy, 27.5; Music Hall, 24.2; NHL Hockey (Canadian program) 22.4; Meet Corliss Archer, 21.6; Ozzie & Harriet, 21.6 and Album of Familiar Music, 20.7.

Daytime English language programs for January were led by The Happy Gang (Canadian program) 17.2; Ma Perkins 16.9; Pepper Young's Family 16.9; Claire Wallace (Canadian program) 16.7; and Big Sister 16.5.

French language evening programs for January were led by Un Homme et Ses Chefs 41; Radio Carabins 36.7; Ralliement du Rire 35.8; Metropole 34.8; and Enchanteur dans le Vieuvo 32.8. Most popular daytime French language programs were Jeunesse Doree 27.7; Rue Principale 27.5; Tante Lucie 21.9; Les Joyeux Troubadours 19.7; and Grande Source 19.6.

Show in Rhyme

KASPER-GORDON, Inc. of Boston, Mass., is offering a new half-hour musical variety transcribed program, The Spice of Life, written completely in rhyme. Distribution of the show will be limited to one sponsor in each town. Cast of the program includes Virginia Hauer and Dave Ballantine, singers; "Men of Melody," novelty quartet, Al Navarro, saxophone and clarinet player; Lee Daniels, pianist; Eddie Kasper, m.c. and Sammy Eisen and his band.

RADIO CLUB OF AMERICA will hold its annual spring convention at New York, April 6-8. Program includes an "All American" song writing contest, held on Fri. Feb. 27, in the Western Union Auditorium, 160 W. Broadway, New York, at 8 p.m.
Above is the Gates BF-3A, 3-kilowatt FM transmitter. The 250 watt cabinet on the left is a complete transmitter and can be used alone if desired and the 3-kilowatt amplifier added later.

Above is a rear view of the 3-kilowatt amplifier, BF-3A. Information on the complete transmitter is available for the asking.

This Year is G-Year ----
The Swing's to GATES ---- in '48

Have you ever been in an ice storm, when the power lines are dragged to the ground and poles snap off like matchsticks under tons of ice load,— huge trees are stripped of branches?— And then in restoring power to your radio station an accident happens and many times the proper voltage comes into your transmitter and burns out the main power transformer?

This happened to one of our customers out in Kansas. He sure was in trouble but he knew he could depend on Gates.

A few hours later the Gates Sales Manager with the transformer was on the road to a half-way meeting point and next morning the station was back on the air,— at least a day sooner than if usual forms of transportation had been used.

Sales Managers don't generally do this. But when one of our customers is in trouble we will do anything possible to give the necessary service. It's one of the unseen things you get when you buy Gates.
A MOVEMENT is underway in Chicago among video personnel in agency, network, station and other related fields to found an independent organization designed to further civic welfare of television, it was learned last week.

The proposed organization would be comparable to the American Television Society in New York, after which it would be patterned, but would operate without affiliation to ATS, it was indicated. Objectives would be generally similar to those of ATS but amenable to the particular needs and demands of members of the Chicago counterpart. Chapter also would serve as a kind of coordinating group for civic TV activities, as well as endeavor to promote Chicago as a television center.

Two meetings already have taken place, according to Fran Harris, video director of Ruthrauff & Ryan, one of the prime supporters of the movement. Another is scheduled for this week, with prospects of between 50 and 60 interested parties attending. Discussions will center chiefly around specific objectives, a proposed charter and possible steps looking toward election of officers. Name for the organization also remains to be chosen.

Those attending one or both of previous meetings included Fred Kilian, ABC; Jules Herbuveaux, NBC; Ross Littig, J. Walter Thompson Co.; George Rich, Ollan Advertising Co.; Art Holland, Malcolm-Howard Agency; Arden Rodner and Norman Lindoel, Television Advertising Productions; Reinald Werrenrath, Don Meier, and Ralph Liddel, Commonwealth Edison Co.; Gibson Franks, Electric Club, and others.

Present movement reportedly grew out of two separate groups whose purposes in establishing such an organization were basically similar. Originally spearheading the other group, plans of which were in the discussion stage, were Mr. Rodner and James Stirton, newly-appointed general manager of ABC, it was disclosed.

Thanks to JCP

"BAN LIFTED ON FM" was the headline of full page newspaper ads recently placed by Gross Distributors Inc., exclusive Stromberg-Carlson distributor in New York, New Jersey, Connecticut and Western Massachusetts. The ads appeared in New York Herald Tribune Feb. 6 and New York Times Feb. 3. The firm exhausted its supply of 2000 circulars on the story of FM as a result of the promotion.

Chas. Stuart Sells His Radio Holdings

Chas. Stuart

SALE of his stock interest in Stuart Investment Co., holding company for KOIL, Omaha, KFOR Lincoln and WDGY Minneapolis and other properties, to the company, was announced last week by Charles T. Stuart, president of the investment company and of the radio properties. Simultaneously, Mr. Stuart announced his resignation as president and the elevation of his brother, James Stuart, from vice president and secretary to president.

Following the transaction, which entailed 49% of the parent company's stock, and which gives James Stuart 90% ownership, the latter announced that the operating companies would remain intact. Melvin Drake, vice president and director of WDGY, who is resident in Minneapolis, will continue in that capacity along with his directorships in the Omaha and Lincoln stations. W. J. Newens, manager of KOIL, was elevated to a vice presidency and directorship, as was Harry Peck at KFOR.

Plans Not Announced

Charles Stuart has not announced future plans but is expected to return to business in the Middle West. He has been president of the Stuart operations since 1939, succeeding his father, the late Charles Stuart. James Stuart served as a captain in the infantry in the European theatre of operations in World War II and returned to the Stuart organization in 1946, assuming a vice presidency.

The Stuart business was established in 1880 by the grandfather of Charles and James, James Stuart. Properties in addition to the stations include substantial real estate holdings and an insurance agency.

In the transaction, Charles Stuart retained his stock interests in the First National Bank of Lincoln and in the Lincoln Telephone and Telegraph Co., as well as substantial real estate holdings.

KXLL to Join NBC

KXLL MISSOULA, Mont. will join NBC Feb. 29 as the network's 169th affiliate. The station will operate unlimited time with 250 w on 1450 kc.
1. THE BLANC HOUSE, New Orleans. One of the famed picturesque homes 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.
A NEW DEVICE to check the linearity and speed the precise alignment of television picture tube circuits has been announced by the RCA Test and Measuring Equipment Section.

The mechanism, called the RCA Grating Generator (Type WA-3A), is said to be the first commercial instrument of this type. It is designed to provide both TV set manufacturers and TV broadcasters with a means for determining the correct linearity alignment of deflection circuits for receiver picture tubes and camera pickup tubes.

The generator produces on the picture tube a pattern, consisting of crossed horizontal and vertical bars, similar to a lattice or grating.

This television test pattern is produced by the RCA Grating Generator. Equal spacing of the horizontal and vertical lines, as shown, indicates correct alignment. Improper alignment would result in crowding or spreading of the bars.

The horizontal bars are used for checking vertical alignment, and the vertical bars for checking horizontal alignment. Equal spacing between bars indicates perfect linearity.

FACSIMILE EQUIPMENT PROVIDED UNIVERSITY
LABORATORY EQUIPMENT capable of transmitting a daily facsimile newspaper is being installed at the U. of Missouri School of Journalism through arrangements with the St. Louis Star-Times Publishing Company.

The company, which owns KXOK and KXOK-FM St. Louis and KPHU in Columbus, where the university is located, has offered the equipment for a period of two years with provisions allowing extension requests at the end of that period, according to Frank L. Mott, dean of the School of Journalism.

Dean Mott said that facsimile will be made a course of study with a series of scientific studies contemplated to explore its relation to the field of journalism.

Atlantic Region Problem Concerns CBC Conference

PROGRAMS, commercials and internal operating problems of the Trans-Canada and Dominion networks were discussed by stations and Canadian Broadcasting Corp. management at Hotel Brunswick, Moncton, N. B. Feb. 9 and 10. No decisions were arrived at, but sessions were round-table discussions to air difficulties of individual network stations and problems of the CBC in supplying the Atlantic region stations, except for CBH Halifax, and CBA St. John's, which are CBC-owned, all stations on networks in Atlantic region are independently owned.

Attending the meetings were: Maj. Wm. Borrett, CHNS Halifax; Charles McLeay, CBC Sydney, N. S.; Malcom Nelli and Austin Moore, CFNB Fredericton, N. B.; George Greenwell, CBH St. John; Laurie Smith, CJLS in Charlottetown; CJCB Campbellton; Norm Botterill, CBCH St. John; Fred Lynde, CRGW Moncton; Bob Later, CFCY Charlottetown; Ralph Ricketts and Clyde Nunn, CFFX Antigonish, N. S. Representing CBC were A. D. Dunton, chairman, Ottawa; George Young, stations relations, Toronto; Austin Weil, commercial manager, Toronto; Bud Walker, Dominion network supervisor, Toronto; Harry Devine, Trans-Canada network supervisor, Toronto; W. E. S. Briggs, Maritime region representative, Halifax; R. R. Kennedy, CBH Halifax; and H. M. Smith, regional engineer, CBA Sackville.

CBC Board Meeting In Ottawa March 19

APPLICATIONS FOR four new AM stations and one new FM station were scheduled for hearing at 58th meeting of the Canadian Broadcasting Corp. board of governors at Ottawa, March 19-20. Louis Rahey has applied for 1 kw station on 670 kc at Sydney, N. S.; L. W. Flett has applied for 250 watts on 1340 kc at Newcastle, N. B.; B. Allen Heaney has applied for 250 watts on 1240 kc at Geraldton, Ont., and Department of National Defence has asked for 100 watt station at Dawson, Yukon. New FM application is by W. C. Moorhouse for 250 watts at Chilliwack, B. C.

CHGB St. Anne de la Pocatiere, Que., has applied for 250 watt shortwave broadcasting station. A number of stations have applied for emergency transmitter licenses, including CFOS Owen Sound, CKBI Prince Albert, and CJLS Yarmouth. Transfer of control of licensee has been requested by CJIB Vernon, B. C., with original owners selling out. Other stations have applied for share transfers and change in company name.

Agencies Network

SOUTHWEST members of Affiliated Advertising Agencies Network held a two-day regional meeting in Fort Worth Feb. 14 and 15. W. I. Brockson, of Gebhart and Brockson, Inc., Chicago, national director of AANA, attended. The host member agency was Advertising Business Agency, Fort Worth.

Bank on KFH to carry your sales message to folks who can buy and "silver plate" your profit statement. We've been putting products on top in this rich market for 25 years. Ask any Petry office.
Fattened by a LISTENER TO WNAX
(Karl Hoffman, Ida Grove, Iowa)

Fed a Product ADVERTISED ON WNAX
(Cudahy's All Purpose Mineral Feed)

Sold at a Market ADVERTISED ON WNAX
(Sioux City Central Public Market)

Unusual, yes, but it illustrates clearly the cash Big Aggie farmers are making. (Mr. Hoffman grossed $6,003.85 on this one sale alone.) Farmers in this richest agricultural region in the world are making money—a lot of it. Write us or see Katz for details on a WNAX program that will tap this "fat" market for your product.

On December 31, 1947, Karl Hoffman, Ida Grove, Iowa, brought 15 fat yearling steers to the Sioux City Market which sold to the Cudahy Packing Company for $41.65 per hundredweight, an all-time high. Mr. Hoffman is an outstanding feeder, having won grand championship hon-ors at every major livestock show in the United States for the past six years. Mr. Hoffman is a WNAX listener, as are many thousands of successful farmers in Big Aggie Land.
**WJBW CONFLICT**

A QUESTION of the effect of the Louisiana community property law on FCC's disposition of the pending WJBW New Orleans conflict was raised last Tuesday in oral argument before the Commission. The case involved:

FCC has proposed to deny
Charles C. Carlson's application for renewal of the WJBW license and to grant the application of his divorced wife, Mrs. Louise C. Carlson, for a new 250-w station on WJBW's 1230-kc frequency.

Harry Hill, New Orleans attorney for Mr. Carlson, told FCC during oral argument that even with this disposition Mr. Carlson would still have a half interest in the WJBW property under the state's community property law, and that the Commission would be powerless to prevent it.

Claims Share

Even if Mrs. Carlson should set up an entirely new station, as she proposes, Mr. Hill said, her former husband would be entitled to a share of the net profits through Louisiana law's recognition of such intangibles as "good will" and "going concern."

Vincent B. Welch, Washington attorney representing Mrs. Carlson, denied the Louisiana statutes would lead to such a result. He quoted a law partner of Mr. Hill as testifying, during the hearing in 1946, that Mrs. Carlson was "in no sense a partner" of her former husband at that time.

Mr. Hill maintained that Mrs. Carlson had offered Mr. Carlson a "sweat equity." Mr. Welch countered that the offer had come from Mr. Carlson and had been rejected by Mrs. Carlson on his (Mr. Welch's) advice.

FCC's proposed denial of license renewal was based largely on technical violations. Mr. Hill insisted that the public was "more than satisfied" with WJBW's operation under Mr. Carlson, who has been licensee for almost 22 years, and that complaints have come "only from employees of this Community property law involved."

He said that wartime conditions were responsible for Mr. Carlson's failure to meet standards in many instances, that he "did everything in his power" to abide by FCC's rules, and that to revoke a license after 20 years would be, under these circumstances, like "meting out the death sentence for stealing a loaf of bread after a spell of hardship."

Mr. Welch noted that more than 100 separate citations had been issued against WJBW and contended that there had been violations both before and since the war. He claimed WJBW's 1948 payroll totaled $3,300. After the station employed a "good engineer," he said, Mr. Carlson ordered him off the property at gunpoint. To Mr. Hill's plea that Mr. Carlson is not an engineer, Mr. Welch contended the record shows him as chief engineer and that part of his salary is for that position.

**WXKW Plans to Take Air About March 1 at Albany**

WXKW Albany, N. Y., owned by the Champlain Valley Broadcasting Corp., plans to go on the air about March 1, the station management has announced. It will be a 10-kw fulltime ABC outlet operating on 850 kc. Studios occupy the fifth floor of Albany's First Trust Co. Building.

Stephen R. Rounton is president of the licensee and Harold H. Meyer is general manager of the station. Arthur Schoенfuss is chief engineer.

Most recent appointment to the WXKW staff is that of Gren Rand, former assistant manager of WOKO Albany, as sales manager. Mr. Rand, before becoming WOKO assistant manager, had been an announcer and education director of WOKO and WABY Albany.

**KAKE Wichita, Kan., has received certificate of appreciation from War Dept. officials for station's presentation of Air Force program, "Flight Into the Past."**

**Checking Equipment** as KRAM Las Vegas, Nev., took the air in January are (1 to r): Truman B. Hinkle, station general manager; Roy Rockstrom, chief engineer; John Scales, engineer for Weldon & Carr, equipment firm, and Edward J. Jansen, president of Boulder City Broadcasting Corp., licensee. Station is a 1-kw daytimer on 920 kc.
You know the statistics—you know that the farm families in WDAY's fabulous Red River Valley have more money to spend this year than ever before—on luxuries as well as necessities.

But do you know WDAY's hold on those rich farm people? Do you know, for instance, that one Fargo store recently sold $6,500 worth of $125 oil heaters from one 100-word announcement on WDAY?

Ask your local representative about radio—and WDAY—in the Red River Valley. He knows!
To reach the profitable market in Utah (and in most other western states, for that matter) you don't need to cover every square mile, many of which are quite lonely. Most Utahns are concentrated within the rich 9-county oval centered at Salt Lake City.

Here's the breakdown in percentages:

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<th>In KDYL 9-County Oval</th>
<th>In the Remainder of Utah</th>
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<tr>
<td>Population</td>
<td>78.67%</td>
<td>21.33%</td>
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<tr>
<td>Retail Sales</td>
<td>84.25%</td>
<td>15.75%</td>
</tr>
<tr>
<td>Buying Income</td>
<td>86.62%</td>
<td>13.38%</td>
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The significant point is that throughout this populous 9-county area KDYL is the popular station.

Tennessee Ad Firm Praises Efficiency

EDITOR, Broadcasting:

Broadcasting has become one of our most reliable information services. It would seem you render efficient service far beyond worth of annual subscription.

The news makeup appears improved. Captions are easy to spot. Better order to FCC reports would be our only constructive comment, and guess the time factor prevents this.

Wm. Pence
Pence & Co. Advertising & Public Relations
Johnson City, Tenn.

Agency Head Offers 'CARE' Gift Idea

EDITOR, Broadcasting:

Here's an idea that might be worth passing on to other advertising agencies via the pages of Broadcasting.

Every year at Christmas we pull our hair out here at Lindsay Advertising wondering what we can give our good customers and trade friends that they can use and appreciate and yet won't seem like a bribe. This year we hit on an excellent solution and sent each of them a letter saying that a CARE package had been sent by the agency in their name.

Merrill K. Lindsay
Lindsay Advertising
New Haven, Conn.

St. Louis U. Video Plea

EDITOR, Broadcasting:

In reading your story on Page 93, issue of February 3 of Broadcasting where reference is made to St. Louis U. filing TV application, you have erroneously listed application as non-commercial.

This is very much in error as our application for CP is definitely for a commercial television station. In fact, in the same issue of the magazine on Page 79, under FCC Actions, our application is listed as commercial.

Nich Pagliara
General Manager
WEW St. Louis

World Audience Need Held Vital

EDITOR, Broadcasting:

Congratulations on your recent editorial "Are There Ears to Hear?" Our country needs desperately, a mass audience in the rest

(Continued on page 88)

WBOV WCHS WMBD Given Contest Plaques

FOR THEIR SKILL in promoting the daytime serial, Linda's First Love, WBOV Terre Haute, Ind.; WCHS Charleston, W. Va., and WMBD Peoria, Ill., have been awarded plaques by the Ralph H. Jones advertising agency. Winning station promotion personnel handling the campaign received RCA portable radios. The promotion took place last fall in connection with the 60th anniversary of the Kroger Co., sponsor of the program.

Four additional stations receiving honorable mention certificates were: WLW Cincinnati; WBNM Columbus, Ohio; WOOD Grand Rapids, Mich.; WOWO Ft. Wayne. The five-week station promotion contest was planned by the agency to intensify the big advertising campaign launched by Kroger.

STATION AWARD cocktail party at which plaques were given included this group gathered around a certificate (l to r): Kathryn M. Hardig, radio timebuyer, Ralph Jones Agency; Stan Barnett, WOOD manager; Lenore Lill, WOOD promotion director; James M. Nelson, agency vice president and Kroger account executive; Helen Kennedy, assistant advertising director of the Kroger Co.
WMT has the BIG audience out front when the curtain rises on The Lux Radio Theater

Another CBS Hooper-rated "First" keeps WMT delivering more important listeners at less cost

When it's Lux Radio Theater time in WMTland, top hats are scarce in the first-night audience. The prosperous theater-goers till the rich farmland and operate Eastern Iowa's humming industries. Though far from top hats and Hollywood, they're near the top of the income brackets. And WMT keeps them informed, amused, and entertained. Tell your sales story to this important market* on Eastern Iowa's important, economical station. The Katz Agency man has complete details.

*1,131,782 persons within WMT's 2.5 MV line.
FCC Rejects Roanoke Plea; Maintains WSLS Grants

FCC last week rejected Virginia Broadcasting Corp.'s efforts to get a non-hearing grant for a new 250-w station on 1240 kc at Roanoke or to upset the 610-ke, 1-kw grant issued five months ago to WSLS Roanoke.

The Commission also refused to modify the interference conditions imposed on WLVA Lynchburg's grant for 590 kc with 1 kw, describing the Lynchburg station's arguments as being "without merit in that they presume that the Commission will not exercise its licensing function in a manner designed to serve the public interest, convenience, and necessity."

Virginia Broadcasting and WSLS originally competed for the 610-ke assignment. WSLS won, but in the proposed decision FCC suggested that it would give Virginia Broadcasting the 1240-ke spot vacated by WSLS. Then another applicant, WROV Roanoke, filed for 1240 kc. FCC's final decision then denied Virginia Broadcasting's 610-ke bid but left the way open for the firm to compete for 1240 kc [BROADCASTING, Sept. 15, 1947].

Virginia Petition

Virginia Broadcasting contended, in a petition filed Oct. 1 for reconsideration or rehearing, that it had not been in a position to oppose the proposed decision, since it stood to win 1240 kc, and that actually it seemed obvious from the wording of the proposed decision that the company had received a grant for that frequency.

FCC replied, in its opinion and order last Monday, that WROV's application for 1240 kc had made it impossible to carry out the original proposal to grant that frequency to Virginia Broadcasting without comparative consideration of the two applications. Further, the Commission insisted, the proposed decision was clearly a proposal, "not final action."

Virginia Broadcasting is owned largely by Roanoke business and professional men with Carleton D. Smith, manager of NBC television, owning 15% interest. Randolph G. Whittle, Roanoke attorney, is president and owns 22½%.

WLVA Case

In the WLVA case, which was part of the proceeding involving WSLS, Virginia Broadcasting, and other applicants for 590 and 610 kc, the Lynchburg station objected to FCC's requirement that it take its 590-ke grant subject to any interference that may be received in event of grants of pending applications of WARM Scranton and WBAX Wilkes-Barre. WLVA claimed the language was so broad that it could result in ruinous interference and conditions harmful to public interest.

FCC, dismissing the arguments as being "without merit," noted that it had refused WARM's plea for comparative consideration with WLVA. The conditions involved, FCC said, were designed to permit "such minor interference as may be imposed" without making a competitive hearing necessary.

PHILLY OUT-OF-TOWN LISTING PLAN ENDED

PHILADELPHIA Broadcasters Listing Service terminated its service Feb. 17.

The listing service, operated for the past 11 months by Si Shaltz, head of Adelphia Assoc., Philadelphia publicity firm, had fed to 15 daily newspapers in a 60-mile radius the broadcast schedules of Philadelphia's KYW, WCAU, WFIL and WIP. In addition, the service also wrote a radio column for the Wilmington (Del.) Star. This, too, was discontinued.

According to Mr. Shaltz, withdrawal of WFIL and WIP meant that the service could not continue. These stations felt that the service, operated on a daily basis without charge to the newspapers, had outlived its usefulness.
EDITORIAL

How Listening Habits Have Changed in IOWA

HERE'S WHAT'S HAPPENED in Just Eight Counties of KXEL's GREAT RURAL CITY

Exhaustive Telephone Survey* (14,083 telephone calls) reveals that KXEL's Voice of Agriculture dominates listening homes in Iowa's richest Industrial and Agricultural area of "The KXEL Rural City." At the hub of this "rural metropolis" is Waterloo and Black Hawk County, where over $100,000,000 in manufactured goods is produced annually.


DAY TIME LISTENING
Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning</th>
<th>Afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>38.7</td>
<td>30.4</td>
</tr>
<tr>
<td>Station A (Des Moines 50,000 Watt NBC outlet)</td>
<td>20.8</td>
<td>32.0</td>
</tr>
<tr>
<td>Station B (Cedar Rapids 5,000 Watt CBS outlet)</td>
<td>16.8</td>
<td>13.3</td>
</tr>
<tr>
<td>Others (Over 18 stations)</td>
<td>23.7</td>
<td>24.3</td>
</tr>
</tbody>
</table>

NIGHT TIME LISTENING
Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

<table>
<thead>
<tr>
<th>Station</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>32.1</td>
</tr>
<tr>
<td>Station A (Des Moines 50,000 Watt NBC outlet)</td>
<td>36.6</td>
</tr>
<tr>
<td>Station B (Cedar Rapids 5,000 Watt CBS outlet)</td>
<td>20.7</td>
</tr>
<tr>
<td>Others</td>
<td>10.6</td>
</tr>
</tbody>
</table>

TOTAL OF ENTIRE SURVEY

<table>
<thead>
<tr>
<th>Station</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>32.9</td>
</tr>
<tr>
<td>Station A (Des Moines 50,000 Watt NBC outlet)</td>
<td>31.5</td>
</tr>
<tr>
<td>Station B (Cedar Rapids 5,000 Watt CBS outlet)</td>
<td>17.1</td>
</tr>
<tr>
<td>Others</td>
<td>16.5</td>
</tr>
</tbody>
</table>

In the 8 counties tested, KXEL listening ran as high as 3.3 TIMES THE LISTENING AUDIENCE OF ANY OTHER STATION. In prosperous Chickasaw County KXEL dominated with 32.4% of the morning listening homes, 37.2% of the afternoon listening homes, 30.6% of the evening listening homes.

KXEL's superb programming not only wins a new and ever-increasing listening audience, but also LEADS ALL RADIO STATIONS IN NATIONAL FARM SERVICE PROGRAM AWARDS WITHIN THE LAST TWELVE MONTHS.

These are just a few of the facts contained in the Conlon Survey. Complete details on KXEL's Great Listening Audience can be obtained by writing Josh Higgins Broadcasting Company, Waterloo, Iowa, or contacting your nearest Avery-Knodel representative.

50,000 WATTS

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by

avery-KnodeL, Inc.

COVERING THE GREAT

"KXEL RURAL CITY"
Million-Dollar Studios Dedicated This Week

KOMO SEATTLE, NBC affiliate, this week will formally open new studios, which engineering experts and veteran broadcasters have called the most modern and functional in the Pacific Northwest.

Representing an investment in excess of $1,000,000, the new facilities at Fourth Avenue and Denny Way will be launched Wednesday with an international formal opening and dedication, to which Washington's Governor Moe C. Wallgren, Seattle's Mayor William F. Devlin, and officials of other cities in Washington and British Columbia have been invited. Over 1000 have been invited to the week-long festivities, which were scheduled to start yesterday (Sunday, Feb 22) with a preview for KOMO employees and their families.

Planned for more than three years, the newly completed studios reflect the engineering ideas of O. W. Fisher, KOMO president and general manager. The building was designed in collaboration with the station's engineers, headed by F. J. Brott, chief engineer, and was erected by the Austin Co.

Sanctum Sanctorum

Perhaps the most spectacular innovation is the "thinking room." Isolated from operational, administrative and public traffic lanes, the "thinking room" is intended for creative writers, producer, directors and other creative workers.

United Press regional headquarters staff is located in three offices on the main floor. The station's own news-gathering and editing operations supplement dispatches from other wire.

Isolation of sound was a special problem since the building is located on a major traffic artery. To achieve 100 decibels of sound isolation, it was necessary to begin with the reinforced concrete outer wall of the building, and to filter out the sounds with air pockets, fiber glass, cork and pumice block in addition to the latest type of studio wall sound-proofing.

Each studio unit, including the control booths, is installed on the "room within room" principle. Air conditioning filters the air but controls the humidity to achieve maximum acoustic consistency.

Major items in KOMO's new studio equipment were custom built by RCA to the station's specifications, including the five booth control consoles and the master control console, coordinating and interlocking the several studio controls.

Each of the five control-booths is equipped with RCA turntables, of

FCC Cuts Renewal Data Requirements

May 1 Group Only Told to Omit Commercial Continuity Data

RECOGNIZING that "various problems have arisen," FCC last week told stations whose licenses expire May 1 that they may disregard the new renewal form's request for data on "commercial continuity.

The "various problems" were not officially enumerated, but were understood to center on the fact that stations hereafter have not had to report on "commercial continuity" and apparently do not have adequate records on the subject. Also, it was pointed out, the term has never been formally defined and has been given divergent interpretations by broadcasters.

The question arises in the newly adopted renewal application form No. 303, in Paragraph 3(a) of Part I, Section IV, where stations are told to show the number of

WPIX (TV) in New York Adds Four to Its Staff

WILLIAM SLOAT, formerly technical consultant for WEW and WEW-PM St. Louis and previously a member of the CBS television department, has joined the engineering staff of WPIX New York, now under construction. John Merry, for the past six years transmitter and studio engineer for KKOK and KKOK-PM St. Louis, also has joined the engineering department of the New York Daily News television station.

Rudolf Bretz, ex-CBS film editor, and Alice Cooke, former executive assistant to Paul B. Mowrey, ABC director of television, have joined WPIX as assistant manager of news and special events, and coordinator of programs, respectively.

Robert L. Coe, WPIX manager, said last week that surveys for the installation of steel for the transmitter and 307-ft. tower are under way. First segment of steel for the prefabricated tower was scheduled for Feb. 21. Opening date is approximately June 15.

WJOB Hammond to Build New Studios for AM, FM

SOUTH SHORE Broadcasting Corp., operating WJOB, 250-w full-time outlet on 1230 kc at Hammond, Ind., plans to erect new studios and offices to house WJOB's AM facilities and its new 20-kw FM transmitter.

Plans were announced earlier this month as the corporation completed a reorganization following purchase of the interest of O. E. Richardson, former WJOB manager. The new 400-ft. steel tower will be northern Indiana's tallest structure, according to WJOB. Construction of the new plant is expected to be completed by year-end.

Direction of WJOB's affairs, it was announced, is now in the hands of Robert C. Adair, manager.
Omaha, the HUB of the Middle West, is the BIGGEST butter producer in the U. S. Pictured above is a section of the C. A. Swanson and Sons butter churn room, the BIGGEST in the world! Butter making is a BIG industry, in a BIG community, covered by the BIG station KFAB. For the BEST coverage and the BIGGEST results in this BIG market, use the BIG station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
KOMO

(Continued from page 40) which there are fifteen in all. KOMO’s Home Economics Department, whose director, Katherine Wise, broadcasts each morning, Monday through Friday, will have its own test kitchen.

The station’s new 50-kw transmitter, located 15 miles southwest of Seattle on Vashon Island, stands at an elevation of 300 feet with vertical radiators 500 feet high.

When KOMO goes to 50 kw, a development expected in the near future, the station’s radiated signal will be increased tenfold.

Other plans for the future include installation of television facilities, as well as FM which has already been authorized by the FCC. Installation of FM equipment in the master control room has been completed, O. W. Fisher revealed last week, and an FM tower and antenna have been ordered, to be erected north of the studio building.

Owned since Dec. 31, 1926, by Fisher’s Blend Station, KOMO joined NBC as a network affiliate April 5, 1927. The station remained in its original studios in the basement of the Cobb Building until July, 1933, when it moved to the Skinner Building studios, which it occupied until completion of the present facilities at Fourth Avenue and Denny Way. The Fisher interests, active in Fisher Flouring Mills Company, also owned KJR Seattle until an FCC decision resulted in sale of KJR to Marshall Field in the fall of 1946.

Staff Setup

Present officers and department heads of KOMO include: O. W. Fisher, president and general manager; D. R. Fisher, vice-president and treasurer; R. D. McCannick, assistant to the president; Ray Baker, commercial manager; Richard E. Green, manager, national sales and service, public relations and station promotion; B. I. Fisher, operations director; W. W. Warren, program manager; F. J. Brett, chief engineer, and S. D. Bennett, development engineer. Directors of the corporation are D. R. Fisher, O. D. Fisher and O. W. Fisher.

SBA Dinner

SPORTS Broadcasters Assn. will hold its annual dinner Feb. 24, with Harold E. Hoffman, former governor of New Jersey, as toastmaster and James A. Farley and New York’s Mayor William O’Dwyer among the speakers. A 12-inch DuMont television set will be given as a prize at the dinner.

Optical Illusion?

Worcester County Average Income

----------------------- --------------- -------------------------- ------------------------ --------------------------- ----------------------------
Robert Smith           018-17-6512     $9,650.00                  $850.00                   $7.50                       $2.00                       $59.23

You CAN believe your eyes when buying power figures prove that Central New England’s average income is 13% higher than the nation’s per family average. Nor is it an illusion that this gain over the nation applies to more than half a million people in the trading area of WTAG — the one station which completely and effectively covers all of the prosperous Central New England market.

National and local WTAG advertisers are quick to recognize that their advertising, aimed at this $549,083,000 income, brings profitable returns.

Sales Management Survey of Buying Power

WTAG

500 KC  5000 Watts

PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.

Page 42 • February 23, 1948

Management

L. ROGERS, program manager of WVLK, Winton Woods, Ky., has been appointed acting manager, following resignation of D. McCANNISH. Rogers joined WVLK last August, going from WIXS, Washington, D.C.

ROBERT E. RIVES has been appointed general manager of KROG Odessa, Tex. A. A. Fisher, former vice-president in charge of news, promotion and publicity, is in Hollywood for 12 days.

HUGH ROWLANDS, former member of continuing staff of NBC Central Div., has been appointed program manager of WXRK Murfreesboro, Tenn.

JAMES L. STIRTON, newly-appointed general manager of ABC Central Div., has been named vice chairman of Red Cross drive for stations-and-representatives committee. He has appointed HAROLD SMITH, WMAG Chicago sales promotion manager, and KARL BUTZ, ABC promotion manager, as captains.

JOHN J. GILLIN, president and general manager of WOW Omaha, underwent surgery for removal of his gall bladder last Tuesday and was reported convalescing.

BLACKBURN HAMILTON Co., station broker, will open Dallas office to serve Southwest, firm has Washington and San Francisco offices.

ARTHUR H. HAYES, general manager of WCBS New York, is the author of an article, "The Place of the Audience in Radio." In February issue of Catholic Mind, Hayes tells of recent visit to Vatican where audience, he wrote, "is a problem of the immediate future of the Press."

MAURICE MITCHELL, manager of WTOP Washington, has been appointed chairman of radio division of 1948 Red Cross campaign in Washington.

TED DEALEY, president of WPAI Dallas and TOM GOOCH, president of KBLD that city, have been named members of an enlarged Dallas Symphony Orchestra Board.

WILF GUNZENDORFER, KROW Oakland, general manager, is conducting 16-week course in "Radio Advertising and Selling" at the Extension Div. of U. of California, Berkeley.

FLOYD CARB, San Jose general manager, has been appointed to public relations committee of Chamber of Commerce, that city.

IVAR H. PETERSON, attorney, has returned to the NAB legal office in Washington following an appendectomy.

HOBART STEPHENSON, owner and manager of WCNT Centralia, Ill., has received a certificate of merit and lifetime membership in local Jaycees for outstanding service to community of Centralia.

WALTER HAASE, manager of WDRC Hartford, has been appointed public chairman of fund drive of the Hartford Rehabilitation Workshop.

Lingle Manager of New P & G Overseas Division

PROCTOR & GAMBLE Co., Cincinnati, has created a new overseas division, with W. L. Lingle Jr., as manager. Harold H. Staff, director of advertising, and Morton P. Woodward director of manufacture. The new division will be responsible for all phases of the operations of the company's foreign subsidiaries and the marketing operations outside of the U. S., except for the operations of the P & G Trading Co. and the Hawaiian and Alaskan operations of the P & G Distributing Co.

Additional personnel changes announced by P & G include the appointment of J. H. Taylor as director of industrial relations.
Engineering Advances
(on the Westinghouse Radio Bulletin Board)

To serve advertisers well, radio stations must be ever on the alert for improvement in programming, in promotion, and in engineering. At this moment, Westinghouse stations are in the midst of a program of engineering advances which will even increase Westinghouse acceptance, by more people, in more places, than ever before. Noted here are a few projects either completed or in progress—projects in the forefront of broadcasting technology, in its several phases.

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>Boston</td>
<td>Scheduled for early opening, Boston’s new Radio and Television Center... ultra-modern studios for production of WBZ’s AM, FM, and Television programs. Also, a new 650-foot tower for new television and improved FM transmission.</td>
</tr>
<tr>
<td>KYW</td>
<td>Philadelphia</td>
<td>A new antenna system soon to be in operation... substantially increasing KYW’s standard-band coverage of the nation’s third market. Also, atop a tall downtown Philadelphia building, a new 245-foot FM tower, with new transmitter equipment throughout.</td>
</tr>
<tr>
<td>WOWO</td>
<td>Fort Wayne</td>
<td>New FM antenna on WOWO’s 450-foot tower and new FM transmitter equipment throughout. New Diesel system for emergency standby power... enabling the station to serve the public even when severe storms interrupt city power supply.</td>
</tr>
<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>New, base-insulated, 500-foot FM tower at one of Pittsburgh’s highest points... with provisions for Television antenna and for emergency use in transmitting standard AM broadcasts. At the KDKA studios, new Scully disc recording apparatus.</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>Scheduled for April 4, a power increase from 5 kw to 50 kw... offering advertisers coverage of all of populated Oregon and much of Washington. New, up-to-the-minute Westinghouse 50-HG1 transmitter with directional antenna system. Also new, an FM tower reaching skyward from lofty Healy Heights, near Portland’s population center.</td>
</tr>
<tr>
<td>WBZA</td>
<td>Springfield</td>
<td>Currently planning entirely new FM installation, replacing present station... to furnish FM coverage to Western Massachusetts and to parts of New York, New Hampshire, Vermont, and Connecticut.</td>
</tr>
</tbody>
</table>

WESTINGHOUSE RADIO STATIONS Inc. • National Representatives, NBC Spot Sales Except for KEX • For KEX, Free & Peters
Potency of Video
As Ad Medium Told

Phillips of DuMont Calls It 'Greatest Mover of Goods'
"AS AN ADVERTISING medium, television promises to be the greatest mover of goods ever," Lawrence Phillips, director of the DuMont Television Network, said last week in an address to the Advertising Women of New York.

Tracing the growth of video advertising from the "handful of advertisers" who were "making more or less experimental use of the medium" a year ago to the 181 major advertisers who last month were "making regular use of commercial television facilities—both network and local," Mr. Phillips predicted "increased commercial activity, more and better programs" in the year ahead.

"It is only a matter of time before—if you're not already involved in it—television will begin to be a large factor in your own business lives," he said. "I think you will find television an exciting challenge to your imaginations, to your skill and ingenuity in the adaption of your proven sales techniques to the requirements of this new advertising medium. And in television—in this single medium—which offers all the plus factors you've used so successfully in the past—the visual appeal of spoken advertising, the oral appeal of radio, the graphic immediacy of the daily newspaper and the additional factors of animation and demonstration of your products, ideas and services—you'll find opportunities of expression never available before."

"I hope you all are television conscious," he continued, "and I shall hope to be actively engaged in television before very long. I believe that television—like radio—will get its greatest impetus, as radio did not many years ago, by the addition of your varied skills and creative imaginations, both in programming and planning, to our own efforts."

JOHN R. SCHMUNK, formerly in sales department of WOAR Cleveland for three years, has been appointed advertising-sales manager for combined WOAR and WEWS Cleveland. Prior to joining WOAR, Mr. Schmunk had been in advertising department of Cleveland Press and Cleveland News.

TOM CAREY, formerly a partner and account executive with Burke Advertising Adams Agency, Montclair, N. J., has joined WAAT-TV New Haven, Conn., as an account executive. He previously was with international division of NBC as news editor and program director of English hour shortwave broadcasts.

IRVING WAUGH, who has been with WSM Nashville since 1941, has been appointed commercial manager of that station. He previously was with WTAM Cleveland, WOH Norfolk, and WSHU Bosto. During war, Mr. Waugh was WSM's Pacific correspondent, covering the Far East. As WSM commercial manager, he succeeds WINSTON (RED) DUSTIN, resigned.

Mr. Waugh, formerly with Wichita Eagle, has joined sales department of KAMF Kansas City, Mo.

ALAN L. TORBERT, formerly with KYAN Vancouver, B. C., has been appointed commercial manager of KALK Portland, Ore. Mr. Torbert, previously with KBOO in Portland, Ore., has been with that station for eight years, first as advertising and commercial manager and later as general manager.

EDWARD F. DARRELL has resigned as national sales manager of WNLJ New York, Conn., to manage family interests. Mr. Darrell previously did public relations work with W. N. A. and with the radio advertising agency, and MARGARET M. GALLAGHER, has joined sales staff of WORC Boston.

DANIEL C. PARK, general sales manager, WCVB Boston, has resigned. He was appointed sales manager of WORC Boston for the DuMont Television Network.

Mr. Park replaces HOWARD K. DAVIS, who was appointed commercial manager of KMAA-N Chicago, Monday.

Mr. Park, formerly with WNCR-MT New York, has been with the advertising agency, and MARGARET M. GALLAGHER, has joined sales staff of WORC Boston.

BOSTON—(Bill) JONES, formerly commercial manager of WQHC Vicksburg, Miss., for 17 years, has joined commercial department of R.K.M. and KBIS San Antonio, Tex.

RALPH JUDGE, salesman of H. N. Bovin & Co., Toronto station representa- tive firm, has been appointed manager of company's Montreal office, succeeding RALPH HOWARD, resigned.

ROBERT ROCKWELL, formerly with Standish & Padovan, B. I., advertising agency, and MARGARET M. GALLAGHER, has joined sales staff of WQON Boston.

A. N. ARMSTRONG Jr., national sales manager of WQOC Buxton, N. C., has been ap- pointed to executive committee of St. Sebastian Assn., Newton, Mass.

BILL KELCHNER, commercial department of WKXK Seguin, Mich., has been named publicity director of local Naval Reserve unit. Mr. Kelchner served five years in the Coast Guard during World War II.

CAROLINE ATKINSON, traffic manager of WBBB Canton, Ohio, and Richard Raboch, assistant traffic manager with wedding plans for autumn.

PUBLIC service announcements on KNX Hollywood totaled 5,004 during 1947, according to compilation recently announced. In addition, 1,166 hours were devoted to public affairs programs, breakdown disclosed.

FOR MORE LISTENERS PER DOLLAR
IN NEW ENGLAND'S 3rd LARGEST CITY
it's

WNEB

WORCESTER

Massachusetts

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

BROADCASTING • Telecasting
of the families in this 5-Port Area listen regularly to KPRC

And here's 100 million dollars plus extra spending money your client probably doesn't even know exists

In addition to the vast wealth of the great Southwest, you put your client in touch with a 100 million dollar plus bonus. That's what the transient officers and sailors of Houston-docked ships alone spend in the market each year, according to port officials. These transients do not show up in population figures. But that 100 million dollars plus certainly does show up in purchasing power.

Obviously your best radio buy in this opulent market is KPRC, the one station that blankets all five ports ... the one station that talks to well over three-fourths of all the families, in this area regularly.

Yet KPRC is not the most expensive station, KPRC costs much less per listener.

First in listeners, second in price is a winning combination. For availabilities call Petry or write us. We'll act fast.

KPRC
HOUSTON

950 Kilocycles  5000 Watts

*It's true. KPRC reaches five of America's greatest shipping ports. One station delivers all five.
*It's true. These are all big-money ports. Houston, alone, is America's fourth largest. Beaumont exceeds Boston in tonnage. Port Arthur exceeds Los Angeles.

According to official independent survey.

National Representatives, Edward Petry and Company - Affiliated with NBC & TON, Jack Harris, General Manager
## HOOPER STATION LISTENING INDEX

**City Zone**

Total Coincidental Calls—This Period  16,251

### SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets-In-Use</th>
<th>WAGA (Network)</th>
<th>E (Network)</th>
<th>C (Network)</th>
<th>F (Network)</th>
<th>B (Network)</th>
<th>A (Network)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEEKDAY MORNING</strong>&lt;br&gt;Mon. thru Fri.&lt;br&gt;8:00 A.M.—12:00 Noon</td>
<td>19.9</td>
<td>18.3</td>
<td>6.7</td>
<td>6.9</td>
<td>19.0</td>
<td>2.4</td>
<td>17.1</td>
</tr>
<tr>
<td><strong>WEEKDAY AFTERNOON</strong>&lt;br&gt;Mon. thru Fri.&lt;br&gt;12:00 Noon—6:00 P.M.</td>
<td>24.0</td>
<td>16.3</td>
<td>7.2</td>
<td>2.0</td>
<td>10.3</td>
<td>2.5</td>
<td>20.4</td>
</tr>
<tr>
<td><strong>EVENING</strong>&lt;br&gt;Sun. thru Sat.&lt;br&gt;6:00 P.M.—10:30 P.M.</td>
<td>35.2</td>
<td>11.7</td>
<td>5.4</td>
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<td><strong>SUNDAY AFTERNOON</strong>&lt;br&gt;12:00 Noon—6:00 P.M.</td>
<td>25.7</td>
<td>18.5</td>
<td>12.9</td>
<td>7.8</td>
<td>13.8</td>
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<td><strong>SATURDAY DAYTIME</strong>&lt;br&gt;8:00 A.M.—6:00 P.M.</td>
<td>18.6</td>
<td>22.4</td>
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<td><em><em>TOTAL</em> RATED TIME PERIODS</em>*</td>
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*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-

+ Adjusted to compensate for the fact that Station F signs off at local sunset.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STAS...”
January Hooper share of audience ratings show WAGA leading two Atlanta network stations, morning, afternoon and night...first in the field on Saturday—and leading three network stations on Sunday afternoon! Call Avery-Knodel for the complete story on Atlanta's best buy!

Atlanta's

WAGA

5000 WATTS • 590 KILOCYCLES

NATIONAL REPRESENTATIVE - AVERY-KNODEL, INC.  
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA
Life Can Be Horrible

LAST WEEK, as it must to all men, death came to the pages of Life magazine, seeing eye of the Lucempiere. Life, which in its fre-netic time has printed such graphic pictures as a thousand human skulls stacked neatly in a Chinese field, discovered to its sudden horror there was murder on the air.

Commissioned by Luce's Life to draw his impressions of Sunday evening crime programs was Charles Addams, famed for his unsettling cartoons of twisted minds. Said Life, recollecting at the thought:

"U.S. radio, which, to the despair of many parents, churches, and civic groups, is at least 80 programs of horror and bloodcurdling adventure at its listeners every week, really masses its guns on Sunday. Into five hours on that evening three networks have packed nine mystery shows... total carnage for the night: at least a dozen violent deaths with the victims being stabbed, strangled, blown up, and thrown out of windows, plus one exceptionally messy suicide."

The Adams drawing illustrated this violence. Let Luce's Life open its myopic eyes. Murder flourishes no more virulently on the air than elsewhere. The popularity of crime stories in literature is a well-known fact in publishing circles. Was bush-browed, balding Henry Luce deprived, in his dimming youth, of the capers of Nick Carter or the horrors of Edgar Allen Poe? Or are his frus-trated network ambitions spawning his tirades?

Well known to Life and its worldly side-kick, Time, is the public's bemusement by crime and violence, else how would both explain their astounding rise to new highs? And in the case of the commentary on radio mystery shows, the facts of Life are not the whole story.

Tough or Timid NARBA

LAST WEEK Canada dispatched formal invitations for the next NARBA to be held in Montreal beginning Aug. 2 and to run about three months. There will be no AM broadcasting on this continent will be determined.

At almost every past NARBA the United States has yielded to international suasion. Channels have been bartered and deterioration of engineering standards agreed to with reluctant curtailment of good service to our listeners. Current demands of our neighbor nations, notably in the south, are in the usual vein. Little Cuba, surfeted with facilities, helplessly seeks a dozen additional big-station (1-B) assignments. Mexico would rebuff allocations to snap more clear channels and would swap a couple of high ones for more low frequencies. They say we have FM to fall back on, but they do nothing about FM themselves. Or television.

Interwoven in NARBA is the settlement of the hoary clear channel issue, now in the FCC bosom. It is generally agreed, irrespec-tive of the NARBA determination, that the Texas problem—whether clear channels are retained in whole or in part; whether there should be power greater than 50,000 w—that these channels should be reserved for citizens of the United States and not for the citizens of other nations. The FCC should leave no loopholes through which other nations can wheedle more of our present facilities.

That is because we now have fewer standard facilities in relation to population and dollars spent for radio production than any of the other nations on the continent. We have yielded in the past, not because of technical considerations, but by dint of diplomatic pressures and State Dept. intru-sions. That was notoriously so two years ago when we handed to Cuba a king's ransom in channels because of whispered talk about our imports of Cuban sugar being at stake.

The President soon will name our NARBA delegation. It should be the strongest possible team. We should like to see FCC Chairman Cox and Comras. Hyde and Sterling on it; the latter two because of their experience in NARBA procedures. The team should be strongly backed by industry advisors.

More than that, we should like to see as the delegation head one of important stature in our American diplomacy—one who can deal with heads of government, and not merely with the communications ministries.

Such a man as, for example, Ambassador R. Henry Norweb, our envoy to Cuba. He held similar positions during the NARBA—most successful to date. He is a radio ham. He has the confidence of the Latin nations. He deals at the top diplo-matic echelon.

There's talk that the U.S.S.R. won't sign the International conventions of the Atlantic City conferences of last summer. That would have no direct bearing on NARBA, though that it may affect us throughout the communications world. And it would affect international shortwave allocations.

That is all the more reason why we should have a strong delegation at NARBA.

Why NAB must become international in scope and must be ready whenever our private communications are threatened to be impinged upon, ever so lightly.

We hope the State Dept. and the FCC will urgently recommend that a diplomat of the caliber of Mr. Norweb (or more recently recruited from private industry) be named to head our inter-American and international communications delegations. This time we must be resolute. There's little potentially more important to national welfare than communications.

(Continued on page 50)

FRANK ALEXANDER PITTMAN

S NOW was falling steadily as Frank Pittman, traveling salesman, was motoring from Asheville to Nashville on New Year's Day 1936. The futility of it all was re-solved for him by his car radio when Don Wil-son, speaking from the site of the annual Rose Bowl game, described the warmth and bright-ness of the California day.

Repeatedly, he had to stop and remove the ice which was hampering the wind-shield wiper. Accepting such climatic discomfort when it was possible to enjoy sun in California seemed ridiculous. And California became his objective.

Though it was climate alone which brought Frank Pittman to California, it was radio which kept him there. And a combination of the two have provided Needham, Louis & Broby with its Hollywood vice president. In addition to producing NBC's Fibber McGee & Molly, he oversees The Great Gildersleeve on the same network.

Opportunity always has a figurative gate of entry but for Mr. Pittman this gate has a very literal connotation. His first job in radio was as gate-man at the NBC Hollywood artists entrance. That was in March 1937.

Six months later, he was shifted to the sound effects department. While serving up the sound, he worked an audition for a program which was to be called The Great Gildersleeve. When it became a program reality he continued to work at it. In 1941 he became its network pro-ducer. In addition he worked on such other programs as those of Durante-Moore and Red Skelton.

When Cee Underwood, then head of Need-ham, Louis & Broby, was casting about for an agency producer of The Great Gildersleeve, Frank Pittman was a logical candidate. That was February 1944.

Little more than a year later when Mr. Underwood left the agency, Mr. Pittman took over the production reins on Fibber McGee & Molly as well. For the next eight months, he continued to produce the two programs. In October 1945, when help was needed he yielded the production reins on Gildersleeve to Fran Van Hartesveldt.

But Frank Pittman still keeps a proud eye on "Gidy" because of his constant association with it from audition record. On in addition to his production duties, he has served Need-ham, Louis & Broby as Hollywood vice presi-dent.

(Continued on page 50)
all stars come to

**WJJD** Chicago...for

"The Old Gold Variety Show"

![Signature page](image)

this is only a sample of the many stars who have appeared on

"The Old Gold Variety Show"

with

**Bob Elson and Ernie Simon**

11 A.M. MONDAY THRU FRIDAY...ON

**WJJD**

CHICAGO

50,000 WATTS

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL
Respects

(Continued from page 18)

dent since October 1946.

He was born in Jackson, Miss., Nov. 23, 1914. All told, he attended nine public schools in such cities as Gulfport, Biloxi, Pass Christian, New Orleans, and Atlanta before the family settled in Greensboro, N. C. in 1929. Football was a starring sport for him, earning All-State honors for the Greensboro High School half-back in '29 and '30.

This athletic prowess made him an attractive prospect for the U. of North Carolina where he enrolled in the fall of '31. He had barely matriculated when it struck him that if football was the only reason he was attending college, he might just as well forget it. And he withdrew before the first semester was even concluded.

He joined the Paramount-Publix Theatres chain as an assistant manager in November 1931. Starting in Greensboro, he also served the chain in Durham and Burlington as theater manager as well, before resigning in 1933.

At this point, he decided to join his father as a traveling salesman.

Then on New Year's Day he started out on the snow road which was to lead him to California. Although he had made up his mind on Jan. 1, 1936, it took him until June to clear up his business.

Arriving in Los Angeles on the evening of July 4, 1936, he had reached his goal. Having had previous movie theatre experience, that seemed like the logical type of job to seek and he held several such jobs. In February 1937, the lure of the South Seas got him.

Ryan James, scientific writer and novelist, was readying for a year's cruise to film the islands and write. Having had considerable sailing experience on the Gulf Coast, Frank Pittman was on as a member of the crew. Three shake-down cruises had been made when illness in Mr. James' family ultimately caused postponement of the trip.

One of the crew members gave Mr. Pittman a letter of recommendation to a friend at Paramount Pictures. But he couldn't get past NBC and inquired about a job. Thus he entered radio, instead of a movie career.

When Helen Germaine Lewis came to Hollywood on Columbia Concerts business in summer of 1938, she met Frank Pittman. Small talk uncovered the fact that she had also lived in North Carolina as a Duke University student. And the small talk became big talk when the wedding followed on Aug. 1, 1940. The Pittmans are at home in suburban Brentwood with Germaine, 5.

Most men have their basic beliefs and Mr. Pittman is no exception. Briefly stated, it's "Be serious about work without taking it seriously."

When the hours arrive for "not taking it seriously" it's flying and he has logged more than 200 hours.
N.R.D.G.A. Gives Big Hand to WSYR's 'Curtain Time'

A NATIONAL FIRST AWARD for distinctive merit in the family program class goes to WSYR-created “Curtain Time,” sponsored by Chappells, Syracuse department store.

Here’s a good example of WSYR’S belief that it takes good local shows as well as good network shows to keep an audience alert to your message.

WSYR has raised the curtain on a big 1948
...get your product into the act.

WSYR
SYRACUSE
570 kc—5000 watts—NBC Affiliate in Central New York
Headley-Reed, National Representatives
NEW RCA Victor hits for your turntables

OLD-FASHIONED scavenger hunt has been adapted for television as theme for the telecast weekday on WTTG Washington, D.C., next week. This edition, under auspices of George's Record and Television Club of Washington, is open to all RCA dealers. Contestants and studio audience are to go from one Federal Government bureau or agency in cooperation with Federal Recreation Committee of Federal Personnel Council, to seek while watching and participating in a television program. Viewers were invited to create commercial copy for sponsors with winning combinations chosen each week for performance as part of weekly commercial feature Motorola radio receivers. And grand winner at end of 13 weeks will win new Motorola model television receiver. Each week's winning commercials table Motorola radio, and grand winner at end of 13 weeks will be awarded Motorola table model television receiver. "Did You Find It?" is produced by June Harleson and directed by Roger M. Coeles. Agency is Noyes Advertising, Washington.

WJKB Musical Features

DESIGNED to please all music lovers, viewers awoke this morning to the opera music show, "Dr. Heeke and Mr. Jive," which started on WJKB, Detroit, Sun. 2-3 p.m. Dr. Heeke, played by Mr. Strad of WJKB, is a long-haired lover of classics, while Mr. Jive, Bob Murphey, is on the other side of the musical fence, promoting program. Selections on show vary from Bach to Beethoven. Another musical feature at WJKB is "Musical Mailbox," early morning feature, which is a showcase of show is two-way musical request feature. Listeners can make their dedications and requests to their hearts' content, and the show will broadcast a selection each night.

In the Detroit area, WJBK is "Musical Mailbox," a program that is a musical request feature. Listeners can make their dedications and requests to their hearts' content, and the show will broadcast a selection each night.

Charlie Spivak

Now Is the Hour

and Who Are You

RCA Victor 20-2704

TONY MARTIN

For Every Man

There's A Woman

and What's Good

About Goodby

RCA Victor 20-2687

YOUTHFUL, nonprofessional musicians will be given opportunity for professional appearance on the NBC television program, "The Hollywood Bowl," which will be telecast over NBC television network, starting July 30. In the three weeks of the summer season, "The Hollywood Bowl" will feature such major orchestras as the Los Angeles Philharmonic Association, the Philadelphia Orchestra, and the New York Philharmonic. The program will be broadcast each week at 8:30 p.m. on NBC network.

"It Happened In Brooklyn" is a half-hour television series produced by Eddy Arnold, to be telecast over WOR television station, New York, each week. The program will feature the life and career of Eddy Arnold, who has been in the entertainment industry for more than 20 years. The program will include interviews with Eddy Arnold and other celebrity guests, as well as musical performances. It will be broadcast on Tuesday evenings at 8:30 p.m. EST.

"The Edgar Rice Burroughs Show" is a half-hour science fiction program that will be telecast over NBC television network. The program will feature the adventures of Edgar Rice Burroughs' characters, including John Carter and Tarzan. It will be broadcast each week at 8:30 p.m. on NBC network.

"The Mickey Mouse Club" is a half-hour children's variety show that will be telecast over ABC television network. The program will feature musical numbers, skits, and other entertainment for children. It will be broadcast each week at 7:30 p.m. on ABC network.

"The Adventures of Superman" is a half-hour superhero series that will be telecast over CBS television network. The program will feature Clark Kent/Superman, who battles villains in a variety of settings. It will be broadcast each week at 8:00 p.m. on CBS network.

"The Andy Griffith Show" is a half-hour comedy series that will be telecast over CBS television network. The program will feature Andy Griffith, who plays the part of a small-town sheriff. It will be broadcast each week at 8:30 p.m. on CBS network.

"The Man from U.N.C.L.E." is a half-hour espionage series that will be telecast over NBC television network. The program will feature the adventures of secret agents working for the U.N.C.L.E. (United Nations Conference for Law Enforcement). It will be broadcast each week at 9:00 p.m. on NBC network.

"The Perry Como Show" is a half-hour variety show that will be telecast over NBC television network. The program will feature musical performances and other entertainment. It will be broadcast each week at 8:30 p.m. on NBC network.

"The Honeymooners" is a half-hour sitcom that will be telecast over CBS television network. The program will feature Ralph Kramden, his wife Alice, and their friends Ed and Audrey. It will be broadcast each week at 8:30 p.m. on CBS network.

"The Twilight Zone" is a half-hour science fiction anthology series that will be telecast over CBS television network. The program will feature a variety of stories with fantastical elements. It will be broadcast each week at 9:00 p.m. on CBS network.

"The Carol Burnett Show" is a half-hour variety show that will be telecast over CBS television network. The program will feature sketch comedy, musical numbers, and other entertainment. It will be broadcast each week at 8:30 p.m. on CBS network.

"The Dick Van Dyke Show" is a half-hour sitcom that will be telecast over CBS television network. The program will feature Rob Petrie, his wife Laura, and their friends. It will be broadcast each week at 8:30 p.m. on CBS network.

"The Mary Tyler Moore Show" is a half-hour sitcom that will be telecast over CBS television network. The program will feature Mary Richards, who works as a news producer. It will be broadcast each week at 8:30 p.m. on CBS network.

"The Bob Newhart Show" is a half-hour sitcom that will be telecast over CBS television network. The program will feature Bob Newhart, who is a therapist. It will be broadcast each week at 8:30 p.m. on CBS network.

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Why is the Western Electric 25B the most popular speech input console in broadcasting?

To date, more than 225 FM, AM and TV Stations have installed the 25B. Here are reasons for such popularity:

**General Advantages**

1. It provides highest quality studio control for AM and FM at their best.
2. It's versatile... handles two studios... has two main channels for simultaneous operation.
3. It's easy to operate, because all controls are functionally located.
4. It's a complete unit with its own table... attractive, sturdy, well designed... and it's moderately priced.

**Technical Advantages**

1. It covers complete FM frequency range. Has exceptionally low distortion and high signal-to-noise ratio.
2. It is easy and economical to install... plug-in cables carry all external leads to wall boxes.
3. It's designed for complete accessibility... see how it opens up to expose all components.
4. It includes... 7-position mixer; line and microphone transfer keys; dual volume indicators; separate built-in tube check meter; regulated power supply; and many other important features.

What about deliveries? 25B's are being produced in large quantities. You can get delivery immediately. See your Graybar Broadcast Representative about it.

Western Electric
Q U A L I T Y  C O U N T S

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Page continues

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Have you an advertiser with a "hard and fast policy"?

Like Harper's client, for instance:

He sold livestock feed, wanted to reach more farm families. He upped his radio budget, told Harper to find an early-morning program. "But," he added, "I have a hard and fast policy. I won't buy anything before 6:30 in the morning." One station offered news at a quarter of seven. Another—represented by Radio Sales—proposed a farm program at 6 A.M.

Harper studied the early-morning audience analysis submitted by Mr. Holmes of Radio Sales. It showed the Radio Sales station with almost twice as many farm listeners at 6 A.M. as the other station could offer at a quarter of seven. Harper put the facts before his client. The hard and fast policy went by the board.

When Radio Sales shows you an audience, you see far more than an inside-the-city rating figure and some data on sets-in-use. Often (like Mr. Harper) you will see the special values of inexpensive early morning or late evening time periods. Or data on audience composition, audience flow from program to program, listening habits throughout rural and village areas may point the way to a more profitable audience. This is information to make your radio dollars more efficient... in any or all of the wealthy markets served by Radio Sales stations.

Radio Sales

Radio Stations Representative... CBS

WCBS
50,000 watts
New York City

KNX
50,000 watts
Los Angeles

KMOX
50,000 watts
St. Louis

WBT
50,000 watts
Richmond

WEVA
50,000 watts
Charlottesville

WCCO
50,000 watts
Minneapolis-St. Paul

WMMS
50,000 watts
Columbus

WEEI
5,000 watts
Boston

WTOP
50,000 watts
Washington

WAPI
5,000 watts
Birmingham

KSL
50,000 watts
Salt Lake City

WCBS-TV
CBS Television
New York

Columbia
Pacific
Network

California
Network

February 23, 1948 • Page 55
JOE MIMBRO, continous editor of CKWX Vancouver, has been appointed promotion manager, succeeding DON McKEW, who has moved to Toronto to take a similar post with All-Canada Radio Facilities Ltd.

MRS. JOAN EDSON PALMER, formerly with Benton Jacobs Inc., Miami Beach public relations and publicity firm, has been appointed promotion director of WJHP and WJHF-FM Jacksonville, Fla. She previously was with AP and UF in North and South Carolina as news reporter and women's feature writer.

TED WORNER has joined WMCA New York as special publicity representative for all station's disc jockeys.

BETTY FOULK, of NBC New York news department, has been named special publicity representative for all Michigan stations of NBC'S "Bride and Groom" program to qualify for $1,000 grand prize and valued prizes.

LEVITT N. Y., has been sent letters to all members of the United Nations by the network. Described as first map published by WJHP Radio.

The radio industry's response to "Our Daily Bread" has been gratifying, according to Ted Woytak, public relations director of WJHP Chicago, who announced that three winners have been selected in the station's contest.

"DDN" is the schedule name for the new Wonderful and Marvelous network, as announced by Wilson Broadcasting, Inc., New York. It was also announced that the list of broadcast stations will be distributed to the trade by Fred H. Fishbein, Whoili Broadcasting Co., New York, and that the weekly "DDN" will open with a full page of "radio news" and "radio talk".

Early Bird show during severe winter conditions has been an outstanding success, according to John Moore, m.c. of WVST Rochester, N. Y., of makers of Radio Pontiac. The show was started on January 1, 1949, by shaving the Pontiac name off the Pontiac radio, the station's new sales promotion manager.

MORRIS FUGLESTAD, of WJHP Rochester, N. Y., has been appointed director of special publicity.

"DDN" will be divided into two sections, one containing "radio news" and the other containing "radio talk". The "radio news" section will include news of radio stations, networks, and other similar organizations, while the "radio talk" section will contain an analysis of the radio industry's activities, and an analysis of the radio industry's public relations activities.

The "DDN" will be a weekly feature, and will be distributed to all member stations of the Wonderful and Marvelous network.
G-E VARIABLE RELUCTANCE PICKUP
NOW WITH DIAMOND STYLUS!

Virtually banishes Needle Scratch, Needle Talk, and Distortion! Rides lightly in the grooves, responding only to lateral motion. Rugged mechanically... built to stand abuse... practically unaffected by temperature or humidity. Available with the long-wearing Diamond Stylus with either of 2 Stylus radii—2.5 & 3 mil. (G-E Sapphire Stylus pickups are all 3 mil). Net to broadcasters...$29.63.

G-E TRANSCRIPTION TONE ARM

Especially adapted for use with the G-E Pickup. Newly designed in strong, feather-light magnesium, this low mass tone arm is easily mounted on a standard turntable. Offered now by General Electric at an economical price to broadcasters...$35.00.

G-E TRANSCRIPTION EQUALIZER

For use with your present unequalized pre-amplifier. This equalizer is expertly engineered to complement present record and transcription frequency characteristics when used with the G-E Pickup mounted in the G-E Tone Arm. Extra magnetic shielding reduces hum pickup. Price net to broadcasters...$45.00.

USE THIS CONVENIENT COUPON TO ORDER THIS G-E AUDIO EQUIPMENT TODAY!

If you want further information, consult your nearest General Electric transmitter representative, or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, N.Y.

LEADER IN RADIO, ELECTRONICS AND TELEVISION

GENERAL ELECTRIC

BROADCASTING • Te lecasting

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February 16 Decisions... BY COMMISSION EN Banc

VA. Bestg. Corp. of Roanoke, Va.—Adopted opinion and order denying petitions for rehearing or reconsideration directed against the Commission’s decision of Sept. 3, 1947, denying its application for new station on 670 kc. or, in the alternative, grant to it of the frequency 1250 kc. to Roanoke.

WVLW Lynchburg, Va.—Adopted opinion and order denying petition for mod. of Commission’s final decision insofar as that decision imposes a condition on the license to grant to it, the effect that that grant is subject to any interference of the type of that found to exist in many cases of the granting of the pending applications of other WGMZ Scranton, or WBAE Wilkes-Barre, and granted mod. CP to modify frequency of 590 kc, change of trans. and trans. location, and for approval of DA.

WLAD Danbury, Conn.—Granted consent to transfer of control of New Berkshire Bestg. Corp., permitted of AM station WLAD and WLAD-FM, through sale of 75.9% of the voting stock of the permittee corporation for a total consideration of $29,000.

KVNI Couer d’Alene, Idaho, and KNEW Spokane, Wash.—Granted consent to transfer to control of New Berkshire Bestg. Corp., from Titan Newspapers, Inc. to Buri C. Bagadone and Barry Henke Jr., conditions.

KBCB Des Moines, Iowa—Granted assignment of license for AM station KBCB from Central City, Iowa (Corp.) to Capital City Bestg. Co., Delaware Co., for a consideration of $133,788 plus certain liabilities and obligations (Comrs. Hyde and Dunn for hearing).

Texas Star Bestg. Co., Harlingen, Tex.—Granted petition for new station on 1520 kc with 50 kw un., except for time between local events at Cincinnati, Ohio and Sacramento, Cal., DA, for non-commercial use for news, 1520 kc with 50 kw, un. for time between local events at Cincinnati, Ohio and Sacramento, Cal., DA, for non-commercial use.

WCKY Cincinnati, Ohio—Adopted an order dismissing as moot petition re-questing the Commission designate for hearing the above application of Texas Star Bestg. Co.

Besty Imes Jr., Grenada, Miss.—Adopted an order granting petition to waive Sec. 1236 of the rules to permit filing of an application for CP for new station to operate on 1460 kc 250 w un. INK DeKalb, Ill.—Granted license for new station to operate on 1360 kc 500 w D.

WADZ Albeemarle, N.C.—Granted consent to assignment of license of station WABZ from Albemarle Bestg. Co. to Radio Station WAKZ Inc.

Hearing Designated


Petition Denied

WJBW New Orleans, La.—Denied petition to postpone oral argument scheduled for February 17.

ACTIONS ON MOTIONS

By the Commission

Petition Denied

National Association of Bestrs.—Denied petition to postpone hearing on editorializing by broadcast licensees, scheduled to start in W-Jay-Vajon, March 1, to April 15. In view of arrangements for appearances by many others, was not convenient to postpone hearing, so it will proceed as scheduled and arrangements will be made to accommodate NA witnesses thereafter.

Petition Granted

KWK St. Louis, Mo.—Granted petition for continuance of hearing from Feb. 10.

Texas Gulf Coast Bestg., Co., Corpus Christi, Tex.—Denied petition to discontinue without prejudice its application. Further ordered that application of KRLB, AIP, as mod., be removed from hearing docket.

KWPT Springfield, Mo.—Granted petition for continuance of hearing from Feb. 27 to March 31, on its application, and for extension of time to Feb. 28, in which to file an answer to petition for reconsideration filed by WSBP against application for renewal for station WORM's application.

February 16 Applications... ACCEPTED FOR FILING

WMAZ Macon, Ga.—License to cover CP, as mod., which authorized increase in power of an additional new station of 15 kw, and authority to determine operating power by direct measurement of antenna, i.e., in the new station, and license to cover CP which authorized increase in power of 3 kw, auxiliary purposes only, employing DA.

KRLC Lewiston, Idaho—License to cover CP, as mod., which authorized change of station of licensee, change frequency, increase power, install new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of antenna.

Modification of CP

WDWS Champaign, Ill.—Mod. CP, as mod., which authorized installation of new vertical antenna, mounting of FM ant. on top of AM tower and change in trans. location, to change type of trans. and for extension of completion date.

AM—1250 kc

WENJ Youngstown, Ohio.—Authority to determine operating power by direct measurement of antenna.

Modification of CP

KARM-FM Fresno, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

AM—3120 kc

WLTL Stevens Point, Wis.—Authority to determine operating power by direct measurement of antenna.

Modification of CP

KARM-FM Fresno, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WLAD-Danbury, Conn.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WAMS-FM Wilmington, Del.—Mod. CP which authorized new FM station for extension of completion date.

WPNF-Lincoln Park, Ill.—Mod. CP which authorized new FM station for extension of completion date.

WFMN North Adams, Mass.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WRJ-FM Detroit, Mich.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WFMN Altoona, Pa.—License to cover CP, as mod., which authorized new FM station.

KVFM San Antonio, Tex.—Mod. CP, as mod., which authorized new FM station.

TV—210—216 mc

Voice of America Inc., Birmingham, Ala.—CP for new commercial television station to be operated on Channel 13, 210—216 mc, ERP of 52.6 kw, aur. not stated.

General Bestg. Co., Atlanta, Ga.—CP for new commercial television station to be granted for operation on Channel 13, 210—216 mc, ERP of 52.6 kw, aur. not stated.

TV—54—60 mc

The KCKK Bestg. Co., Kansas City, Mo.—CP for new commercial television station to be operated on Channel 2, 54—60 mc, ERP of 15.4 kw, aur.

TV—192—198 mc


WFTL Fort Lauderdale, Fla.—Voluntary transfer of control of licensee ofcorp. from W. C. Dyer, Evelyn D. Dwight L. Rogers and Reginald B. Mar- tin to Glore Pub. Co.

Modification of CP

WVIM Vicksburg, Miss.—Mod. CP, as mod., which authorized change in frequency of current stations and new change in trans. and DA-ON and change in trans. location and extension of completion date.

WWXY Tree, N. Y.—Mod. CP which authorized to increase power, install new trans. and DA and change trans. location for extension of completion date.

WRUN Utica, N. Y.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WSE Fall River, Mass.—Mod. CP, as mod., which authorized change in frequency, increase power, install new trans. and DA, change trans. location, install new trans. and DA-ON, for extension of completion date.

WNNC Winston, N. C.—Mod. CP which authorized new standard station to change type of trans. and for approval of ant. trans. AMENDED to make changes in ant. and change trans. location.

Assignment of License

WSR Cleveland Heights, Ohio—Voluntary assignment of license from Samuel N. Segue, to WB&EB, Inc.

KVT Austin, Tex.—Voluntary acquisi-tion of control of licensees corp. from M. C. Connolly, to John B. Connolly, Jr.

AM—1150 kc

Wisin Milwaukee, Wis.—CP to make changes in trans. equipment.

KWMN Fort Worth, Tex.—License to cover CP, as mod., which authorized new FM station.

WWNY-FM Watertown, N. Y.—License to cover CP, as mod., which authorized new FM station.

WWNY-FM Family (Sheets Heights, Ohio) to be operated on Channel 51, ERP of 250 mc.

License for CP

WDBQ Dubuque, Iowa—License to cover CP, as mod., which authorized new FM station.

WWNY-FM Watertown, N. Y.—License to cover CP, as mod., which authorized new FM station.

WNY-FM Watertown, N. Y.—License to cover CP, as mod., which authorized new FM station.

Remote Pickup

Monroe Bestg. Co., Inc., Rochester, N. Y.—License to cover CP, to operate a pickup sta-tion on 152—152 mc, 20 kw and hours of operation in accordance with Section 549, emission special for FM, and CP for any new remote pickup station on 152— 152 mc, 15 kw.

TV—204—210 mc

Crosw. Bestg. Corp., Indianapolis, Ind.—CP for commercial television station to be operated on Channel 8, 190—196 mc, 20 kw, ERP of 35.4 kw un. AMENDED to change Chan- nel 18, W315-C, for new station 204—210 mc to increase ERP from 30.1 kw to 38.2 kw and to make changes in ant. system.

License for CP

WWBY Manhattan, Kan.—License to cover CP which authorized reestablish-ment of CP.
Dempsey Was There

AMONG the dignitaries who attended the annual Radio Correspondences Banquet in Washington Feb. 7 was John J. Dempsey, former Democratic Congressman from New Mexico and former governor of his state, who came all the way from Palm Springs, Calif., to attend the affair. Mr. Dempsey has a special interest in the organization for it was he who sponsored House Resolution 107 during the 70th Congress which authorized the establishment of a separate gallery for radio correspondents. The resolution was approved April 25, 1939 and the gallery was opened a month after. To show its appreciation, association designated Mr. Dempsey an associate member. He is the father of Wm. J. Dempsey, former FCC general counsel, now practicing in Washington.

Procedure Act in which he requested immediate consideration of his pending motion to strike (which was treated as a motion to reconsider), to reject a proposed hearing application for renewal of a呼氏 Station Bcstg. Co.) and denied a petition for rehear- ing filed by George Smith on June 2, 1947 to strike petition of Hub City Bcstg. Co. filed May 25, 1947 for reharing or other relief directed thereto in opinion of Commission dated May 8, 1947.

Further order was, upon consideration of applications filed by George Smith and Hub City Bcstg. Co. on Jan. 23 and Jan 23, 1948 respectively, for renewing, George Binghamton, N.Y.- Granted license to change station and trans. location and specify studio location.

Further order was, upon consideration of applications filed by George Smith and Hub City Bcstg. Co. on Jan. 23 and Jan 23, 1948 respectively, for renewing, George Smith's application for renewal of license for new commercial television station to be operated on Channel 10, 101-1358 mc, ERP of vis. 13.5 kw. 104.3 kw.

Further order was, upon consideration of applications filed by George Smith and Hub City Bcstg. Co. on Jan. 23 and Jan 23, 1948 respectively, for renewing, George Smith's application for renewal of license for new commercial television station to be operated on Channel 10, 101-1358 mc, ERP of vis. 13.5 kw. 104.3 kw.

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Only $1,375 Buys the 76-B4

**The Features**

- Four pre-amplifiers.
- Over-ride facilities for all remote lines. Permits engineer or announcer on remote broadcast to "call-in" by over-ride on control room speaker.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line. Studio speakers and remote lines are interlocked to prevent feedback.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs, such as networks, other studios, outgoing channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type-1620 tubes.
- Built-in isolation coils for remote lines and turntable booster amplifiers.

Now sold! Over 1,000 consolettes of the 74-B series
-Broadcasting's favorite Consolette

for AM, FM and TV

NOTHING like the 76-B4 Consolette to keep studio programs and rehearsals in motion. Because there's nothing like it for flexibility and easy operation. It provides program quality that meets FM requirements. It has full facilities for simultaneous auditioning and broadcasting . . . for practically any combination of studios, turntables, or remote lines. It performs all the amplifying, monitoring, and control functions of most large and small stations—AM, FM, and TV sound.

Here's where you use it

• For two-studio operation, using two microphones in each—one announce booth microphone, and one control-room microphone.
• For two transcription turntables using external booster amplifiers.
• For single-studio operation . . . using four microphones, one announce booth microphone, and one control-room microphone.
• For remote lines—up to six! With independent control of each.

For complete technical information on the 76-B4, the Consolette that's backed by more than 20 years of broadcast engineering experience in the field—call your RCA Broadcast Sales Engineer. Or write Dept. 19-BB.

NOW . . . Switching Systems for RCA Consolettes

Type BCS-1A—Handles the output of as many as five control consoles. Feeds three outgoing lines. Enables you to monitor studio, network, recording room, remote inputs. Switches these inputs into transmitter or network lines.

Type BCS-2A—For the smaller station requiring only two RCA consoles. Handles up to four studios and two announce booths. Routes your program to two outgoing lines (AM, FM, or either transmitter and a network line).

In Canada: RCA VICTOR Company Limited, Montreal
Production

B. ROBINSON, FREDERICK Halleck previously served has joined VANCE HALLECK, DAVE BROYDO, and PAUL GIBSON to the NBC’s Chicago division.

JOCELYN L. AND VOIGT BROWN, former editor-assistant of CHICAGO DAILY HERALD, is published in the June 24 issue.

BILL GRIFFIN, former producer-director of WJAR-TV, has been named program manager of WBBM-TV, New York.

NOW DIRECT PUBLISHER-TO-STATION SERVICE ON TAILORED RADIO PICTURE ALBUMS

Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture albums utilizing profitably by nearly 200 stations... coast to coast!

New plan distributes albums throughout your broadcast area... at no cost to you... at no cost to your listeners. Will produce new accounts... increase station revenue.

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AMERICAN RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria, Ill.
Government Stand On Lobby Act Told

Only a Few Hired as Lobbyists, Register, Kaufman Says

POSITION of the government on the Lobbying Act of 1946 was presented last week to the Senate Committee on Expenditures in the Executive Departments by Irving R. Kaufman, special assistant to the Attorney General.

Mr. Kaufman, who was appointed last fall by Attorney General Tom Clark to make a survey of the operation of the law to determine its effectiveness, told the committee that only "a small number" of organizations and persons employed to influence legislation had filed statements as required under the act.

Some persons, he said, have not complied on advice of counsel, containing that their "principal purpose" is not to influence legislation.

Mr. Kaufman, according to Mr. Kaufman, the government feels that the phrase "principal purpose" means any purpose which is not merely incidental to the activities of the person in question." Any other interpretation," he added, "would make the act meaningless and ineffective and would clearly defeat the expressed intention of the Congress.

His interpretation, contended Mr. Kaufman, was amply substantiated by the legislative history of the act and by a decision of court.

He added, however, that the act has not been tested and that if the courts did choose to construe it in such a way as to make it ineffective, then the Justice Dept. would make specific recommendations to strengthen the law.

Thus far, four radio figures have registered under the Act. [Broadcasting, Feb. 16] and others are expected to follow suit shortly if the courts uphold the government position.

Agency Appoints Cheney L. A. Office Co-Manager

APPOINTMENT of Howard W. Cheney as co-manager of the Los Angeles office of Leo Burnett Co., Inc., and expansion of its West Coast offices have been announced by the agency's Chicago office.

Mr. Cheney had been serving as assistant to the president of MacMillan Petroleum Corp. since 1944. Previously, he was associated with Lord & Thomas (Footage Cone & Belting) until 1942 when he became advertising director for Lockheed Aircraft Corp. Mr. Cheney will direct West Coast activities as a co-manager reporting to Owen B. Smith, former account executive at the Chicago office.

Purpose behind expansion of West Coast branch is to coordinate services to Burnett coast accounts, according to the announcement. Agency, which handles 24 national accounts, services Globe Mills and the coast offices of Atchison, Topka and Santa Fe railway system through its California offices.

RADIO PARK is the name attached by the community to landscaped site of WBOC Salisbury, Md., recently completed under $158,000 expansion program. Building contains five studios, music library, reception room, business and executive offices and a complete engineering department.

Distribution Only New Angle, Papers Say

TWO METROPOLITAN newspapers commenting editorially on facsimile experiments of The New York Times placed heavy emphasis on explanations that the news-disseminating system is only new or revolutionary from the standpoint of distribution—not publishing.

The editorials revolve about an experiment which began Feb. 16 involving the transmission from WQXR-FM, the Times FM station, of a four-page facsimile edition of the Times to receiving sets in 14 New York City department stores.

"What we should like to emphasize here," said the Times Feb. 17 in commenting on its own enterprise, "is that this new edition is 'new' only in the sense that it is a new means of transmission—just as the airplane is a new means of transmission. The same organization that is needed to make possible the first copy of the regular edition each morning would have to be in being to make possible a facsimile of the regular edition."

To reinforce its contention, the Times cited the number of its employees associated with only the editorial department, whose services also would be needed to make the facsimile edition possible. The editorial writer did not touch upon production staffs.

Distribution Factor

The Washington Post, however, treated the production aspects in its editorial columns Feb. 17, but also pointed out that facsimile "is not a revolutionary method of publishing a newspaper" but "is simply a revolutionary method of distributing a newspaper."

According to the Post, "the elaborate, painstaking and expensive process of gathering news, writing it, editing it, setting it in type and arranging it for publication all remain unchanged by facsimile. The new technique would, however, eliminate a number of exceedingly costly and cumbersome steps in getting the finished product to the reader. Stereotyping would be unnecessary; rotary presses could be forgotten; there would be no need for mail trucks or delivery boys."

The cost of operating a conventional newspaper plant, the Post declared in summing up production aspects, "could be cut almost in half." This might, the editorial said, "have the tonic effect of making it economically possible for many new newspaper enterprises to be started, thus augmenting competition in a field where monopoly control is peculiarly dangerous."

The Post is owner of WINX and WINX-FM Washington.

Sidestepping predictions on the time when facsimile might reach full blossom, The New York Times pointed out the technical problems being encountered in the new field.

"But our new facsimile," said the Times, "is at least a portent of things to come. How important a portent we leave to the future."

ALL FROM MONTANA!
... and let's add to that ever-growing list, which the Treasure-State fostered

Rose Ellen Madd--

Mrs. Edw. Bourquin--

also:

Judge Justin Miller, Pres., NAB

George Montgomery, movie actor

Clarence Street, Union Now

Gary Cooper, movie actor

Myrna Loy, movie actress

National Winner "I Speak for Democracy" Contest, recipient of $500 college scholarship.

District 14 Winner National Radio Week winner of letter contest conducted by N.A.W.B., recipient RCA radio-phonograph.

Dads

Chet Huntley, news analyst, CBS

Martha Raye, movie actress

SMART PEOPLE! IT'S ALSO SMART TO USE

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Rankin Heads U. S. Group to Geneva

5-Power High Frequency Planning Committee to Meet March 22

FORNEY A. RANKIN, assistant chief of the State Dept's. International Broadcasting Division, will head the American delegation to the five-power High Frequency Broadcasting Planning Committee which meets March 22 at Geneva. Curtis B. Plummer, chief of the FCC's Television Broadcast Division, Engineering Dept. will be vice chairman.

The committee was vested by the Atlantic City Telecommunications Conference with the task of impartially allocating a limited number of assigned channels to all nations of the world, whose total requests exceed 1,500 high-frequency broadcast stations. Nations on the five-power committee are United States, Mexico, India, USSR and United Kingdom.

At the delegation's final meeting, to be held Tuesday morning at the State Dept., plans for U.S. participation in the Geneva meeting were discussed. Several members plan to leave March 12 on the Queen Elizabeth.

Members of the American delegation, besides Mr. Rankin are: E. A. Chester, Robert H. Dow, Robert Swart, Charles J. Deny, NBC (tentative); Royal V. Howard, NAB (tentative); Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept.; Fred H. Trimmer, Boger Legge, Vivian Cartwright, International Broadcast Division, State Dept.; George E. Hughes, Associated Broadcasters; James F. Vehrlich, RCA; Col. A. G. Simeon, Army; A. Krug, legal assistant chief, PCG Television Broadcast Division.
Westinghouse Radio Div. Will Step Up Output 50 %

HAVING set a new production record of more than 500,000 receiving sets in 1947, with factory billing of $22,500,000, Westinghouse Home Radio Division plans to step up output 50%, according to F. N. Sloan, division manager.

December output alone was 70,000 sets, a new record, according to Mr. Sloan. The Westinghouse line will be enlarged to include models in price brackets not now served. New line of television receivers is being presented in various cities, with other models under development. Production will start soon on a new low-priced AM-FM table model in plastic cabinet and a new console combination.

Mr. Sloan predicted dealers will continue to have low inventories, distributors' orders taxing even the increased manufacturing quotas now in effect.

RODNEY DUAUNE CHIPP, for past two years radio facilities engineer of ABC, has joined DuMont television network as assistant engineer. Mr. Chipp has been active in radio since 1926, serving with RCA Institute and Massachusetts Institute of Technology, and as chief engineer of WKAV Laconia, N. H., before joining NBC in 1933 as control engineer. He transferred to NBC television group in 1938. During the war Mr. Chipp saw active duty with Navy as staff radio officer, later served on radar section of Bureau of Ships.

MOTOROLA, Inc., Chicago, has developed High-Q band pass filter (cavity resonator type) designed to suppress interference and give "precision channeling" without cutting within and sacrificing high signal to noise ratio. Development of cavity brings principles of Motorola's recently released "precision antenna" receiver system into RF carrier system frequency of 152-500-kilocycle receiver is designed to permit two transmitters to operate from single antennas when channels are separated by one megacycle or more. When used with receivers, it eliminates interference of high signal intensity from nearby stations.

RUSSELL BECKER and JAMES MITCHELL have joined engineering staff of KXOK St. Louis.

VEIKKO WEST has been appointed chief engineer of WOHP(WM) New York. Mr. West has been with station since it was formed two years ago and was named to new position when construction of new, higher power installment was commenced. WOHP was scheduled to return to air with new power Jan. 22.

CARL E. SCHRAEDICK, formerly with WPNO Providence and CBS New York, has joined WCAU Philadelphia, as aural radio technician. DANIEL L. FALZAN, formerly with RCA Victor, and WILLIAM MORRIS also have joined WCAU as video studio technicians.

ROBERT N. BLAIR, chief engineer of WOAT Devils, N. T., is the father of a boy, Robert Newton Jr.

Coloma or Bust

ONLY through the perseverance of Frank Torchia, engineer at KLX Oakland, Calif., was station able to broadcast some of the proceedings of the 100th anniversary of discovery of gold at Coloma. Calif. Mr. Torchia started out for the site via private auto to do voice recording job. The car broke down. He took a bus to Sacramento where he borrowed another auto. Near Coloma traffic was tied up in knots. The faithful engineer loaded down with 70 pounds of equipment, walked three miles to the celebration, got his recording, hitchhiked back to the road, and made it back to KLX in time to present a rebroadcast.

WLEY (FM) Elwood Park To Take the Air Soon

NEW FM OUTLET in Elwood Park, Ill., WLEY, expects to begin operations within the next few weeks, according to PAUL H. Prokes, chief engineer. Owned by the Elwood Park Broadcasting Corp., which is composed of local business people, WLEY will operate on 107.1 mc (Channel 296), with ERP of 320 w and antenna height of 240 feet.

Mr. Prokes has handled the complete installation of the station which is using General Electric equipment.

Staff members of the new outlet include Rose Jones, Harry Medlin, Robert Brandt and Mark Antonio.

Technical
let these great stars
SELL TIME
for you!

They (and 40 more) all yours on Capitol's INEXPENSIVE Transcription Service. New, flexible, live-sounding!

Here's sponsor-appeal plus! Capitol features these vivid personalities in sparkling programs, fresh and spontaneous. You get voice tracks. Your local announcers "chat" with the featured stars. Background music gives your commercials that part-of-the-show effect.

Capitol's library contains 3000 selections, with 50 added monthly. Variety unlimited! Every week material for 27 shows (35 hours).

Capitol's detailed format book gives instant information on all programs, numbers, artists, record-times, etc. Easy-file metal cabinets and cross indexes. And Capitol's service is flexible. Put together any type program—for any audience or sponsor. In jig time. And—entire library Vinylite recorded.

Cost is low. Investigate!
HENRY TOBIAS, former television producer of "Hail Horton Show," New York, and before that on WGY Schenectady production staff, has joined Larry Penley Transcriptions Inc., Hollywood, as vice president in charge of television production. He replaces CLINTON STANLEY, resigned, whose plans are as yet unannounced. Assisting Mr. Tobias is FLORENCE GREEN, former television casting director at CBS New York, who replaces OLGA COURTNEY. JOE LANDIS has joined firm to head all live commercial productions.

JERRY DEVINE, writer-director of ABC "This Is Your FBI" series, has opened new Hollywood offices in Guaranty Bldg., 621 Hollywood Blvd., under name of Jerry Devine Productions. Mr. Devine and staff formerly occupied offices with Warner & Legier Inc., that city.

IRVIN ATKINS, member of John Guelde Radio Productions, Hollywood, has been named television director for Admiral Radio Corp. on West Coast. He will continue with Guelde organization, but will oversee Admiral's video programs which are to get underway within four months.

LEWIS GORDON, assistant to vice president in charge of sales of Sylvania Electric Products, New York, has been appointed director of company's International Sales Div. He replaces WALTER A. COOGAN, resigned.

HARRY C. CHROBOT has been appointed assistant sales manager in charge of advertising and sales promotion for Zenith Radio Distributing Corp., Chicago. Mr. Chrobot has been with firm for 20 years.

WILLIAM C. SIMMS, account executive of Mark Larkin, New York public relations firm, is the father of a girl, Jerry Elisabeth, born Feb. 12.

TRADIO Inc., New York, maker of coin-operated radio receivers for hotels, etc., has announced a new projection receiver featuring variable sized picture capable of expansion to theatre screen dimensions. System, including projection unit, specially designed screen and control unit, which is separate from projector, and can be located wherever operator desires, is priced at $2500 complete, this price also covering a year's service. Installation is extra.

MORTON RADIO PRODUCTIONS Inc., Chicago production firm, has expanded into new and larger quarters at 360 N. Michigan Ave. Through its president, MORT JACOBSON, firm also has announced availability of its latest package show, "The Homeowners," featuring the NBC quintet of that name. Series comprises 156 episodes.

CHARLES von LOEWENFELDT, former public relations and advertising director, Palace Hotel, San Francisco, has opened his own public relations office.

MAJESTIC RADIO AND TELEVISION Corp., Engle, Ill., has been granted right to reorganize under the Federal bankruptcy laws. Company's petition, showing that assets of more than $3,000,000 were "considerably greater" than liabilities, was approved by Federal Judge John J. Sullivan in Chicago.

GREEN Assoc., Chicago production firm, has announced following additions to its list of stations carrying 52-week "Leashy of Notre Dame" series: KGBE Honolulu, KATU, Houston, WHLB Port Huron, Mich., WELD Columbus, KPBS Great Falls, Mont.

GADWriters INSTITUTE is devoting its separate ngân source to writing for television, with speakers to include HUBERT BRITT, producer-director of "Play Room" and other video shows. CHARLIE SHERMAN, stage writer, and others. Group meets Wednesday evenings at Main Studios, New York.

WORLD VIDEO Inc., New York, has signed eight French fashion houses for filming of series of fashion shows for television use. American commentary will be sound-tracked into film for use by U.S. video stations.

ZENITH RADIO Corp., Chicago, has announced new console receiver, "Geor- gian," which includes firm's Cobras zone arm, intermix record changer, two-band Armstrong FM and standard broadcast reception.

DON W. SHARPE has dissolved talent partnership with CHUCK KOREN, with latter joining Music Corp. of America, Hollywood, working under MICKEY ROCKFORD. Mr. Sharpe will continue to maintain offices at 242 North Cahuenga Drive, Beverly Hills, Calif.

MYRT VAIL has contracted with Larry Penley Transcriptions, Hollywood, to supply scripts for seven years. Deal calls for 2,000 additional scripts as well as portraying role of "Myrt" in the series known as "Myrt & Marge."

ROBERT STEPHEN BRODE has sold original television film script, "The Shattered Mirror," to Jerry Fairbanks Productions, Hollywood.

GEO. E. MORRIS has been appointed manager of sales division for radio tubes by Canadian Marconi Co., Montreal. He formerly was with sales department of broadcast station equipment.

WITH Owner Is Named Wired Music Distributor
MARYLAND Broadcasting System Inc., owner of WITH Baltimore, has been appointed World Music Service distributor for the Baltimore area, and will begin operation of the service March 1, A. J. Kendrick, vice president and general manager of World Broadcast- ing System Inc., announced.

Operations of WBS Inc., a subsidiary of Decca Records Inc., have been franchised to distributors in 40 cities of U.S. and Canada, who will furnish special transcribed programs, via telephone lines, to industrial plants, stores, restaurants and other establishments.

Tom Tinsley, president of Maryland Broadcasting System Inc., is preparing an aggressive sales campaign to introduce the service in Baltimore, according to WBS Inc.

Harry M. Overstreet
HARRY M. OVERSTREET, 53, a vice president of Brook, Smith, French & Dorrance Inc., New York, of which he was a staff member for 24 years, died in New York on Feb. 12. He joined the research department of the agency in 1923.

MORE
We've just pulled open the latest Hooper study conducted in Charlotte. And discovered WBT has even more listeners than we expected.

Day and seven days a week, WBT averages more listeners than the combined total of all other stations heard in Charlotte! A whopping 59.6% of the listening audience! Two and one-half times as many listeners as the next most popular station!

And that's only a preface to the big story. Ninety-six per cent of WBT's 3,500,000 listeners live outside of Charlotte...in 94 other Carolina counties where WBT gathers an even greater share of the audience.

We're more popular than we expected in the Carolinas. If your product is less popular in this part of the country than you had hoped, give us or Radio Sales a call. We'll show you how to top your fondest expectations.

—C. E. Hooper October-November, 1947

*Sales Management 1946 population estimate for WBT's SMB 50-100% Daytime Audience Area (excluding Charlotte).

The Jefferson Standard Broadcasting Company
a subsidiary of the Jefferson Standard Life Insurance Company
Represented by Radio Sales
Radio Stations Representative...CBS
The profitable operation of your FM station is the first interest of Westinghouse. Because a Westinghouse station was the world's first ... because Westinghouse operates its own FM stations ... because Westinghouse builds both FM transmitters and home receivers ... because we believe in the future of FM and, more important, in its immediate possibilities ... because of all these things, we want to help you build a listening audience for your new Westinghouse-equipped FM station.

On these pages, you will find concrete evidence of this interest. Here is a new FM promotion plan—the first real one offered to the broadcast industry—designed specifically to build your listening audience.

All of the resources of four Westinghouse divisions—Industrial Electronics, Home Receivers, Radio Stations, and Advertising and Sales Promotion—have been pooled to create this plan. It gives each of you who own a Westinghouse FM transmitter a sound, thoroughly tested plan that would cost you upward of $10,000 if you were to duplicate it yourself.

Find out more about this program ... it's the hottest thing in broadcasting since FM itself! Write, on your business letterhead please, to your near-by Westinghouse office or directly to Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Westinghouse
PLANTS IN 25 CITIES ... OFFICES EVERYWHERE

from studio...to station...to home

See the 10 KW FM transmitter at our exhibit in booths 62-69, Main floor, at the I.R.E. Conference, New York, March 22-25.
REAL PROMOTION PLAN

47 ways TO PROMOTE YOUR
new FM station

a new promotion package to help you gain
listener attention and build your audience

Here's a promotion package of 47 ideas to build good will, identification and listener acceptance of your new FM station.

It gives you ideas—and specific help—on every phase of station promotion. And this plan is also backed up by a strong, co-ordinated program developed for Westinghouse radio retailers that will help you promote FM in your community.

Here's what this new FM plan offers:

- Newspaper advertisements
- Newspaper publicity
- Car and window cards
- Window displays
- Demonstrations and movies
- Consumer booklets
- Radio spots
- Studio party guide
- Programming aids
- Contests
- Timing helps
- Dealer support
When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Oklahoma City, Okla.
Washington, D. C. Adams 3414

McNARY & WRATHALL
944 National Press Bldg., D. C.
Washington, D. C.

PAUL GODLEY CO.
Lamb Great N. Y.
Little Falls 6-1000

GEORGE C. DAVIS
501-314 Munsey Bldg. — District 8454
Washington, D. C.

International Bldg., D. C.
Washington, D. C.

RING & CLARK
21 Years Experience in Radio Engineering
Munsey Bldg., Republic 23-07
Washington 4, D. C.

There is no substitute for experience
GLENN D. GILLET
and Associates
903 National Press Bldg., N. W. 2273
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7757

RAYMOND M. WILLOTTE
Paul A. de Mars
Associate
1469 Church St., N. W.
Washington, D. C.

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave., N. W.
Washington 6, D. C. N. A. 7161

JOHN J. KEEL
A Complete Consulting Service
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1274 15th St., N. W.
National 6196-6198

LOHNES & CULVER
Munsey Building, District 8218
Washington 4, D. C.

FRANK H. McINTOSH
710 16th St., N. W.—Metropolitan 4877
Washington, D. C.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg., Washington, D. C.
Republic 2964

HERBERT L. WILSON
1825 Connecticut Ave., N. W.
Washington 6, D. C. N. A. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N. E.
Atlanta, Ga.
Atwood 3328

DIXIE B. McGKEY & ASSOC.
1730 Connecticut Ave., N. W.
Washington, D. C. Adams 3711

WELDON & CARR
Dallas, Texas
1728 Wood St., Riverside 3611

HOLEY & HILLEGAS
1146 Briarcliff Pl., N. E.
Atlanta, Ga.
Atwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
263 E. 77th St., Triangle 4440
Chicago 15, Illinois

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CONSULTING ENGINEERS
Washington, D. C.
1200 15th St. N. W., Room 1210
District 4127

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg., Washington, D. C.
Republic 2964

CARR
1469 Church St., N. W.
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District 4127

A. EARL CULLUM, JR.
Highland Park Village
Dallas, Texas
Justine 8-5108

ANDERSON & MERRYMAN
New York City, New York
80 W. 42nd St., American Bldg., Longacre 3-0291
Lake Charles, La.
6-1450

GUARD C. HUTCHESON
1100 W. Abram St., Phone 1218
Arlington, Texas

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algonia Blvd., Blackhawk 22
Oshtosh, Wis.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
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Birmingham, Alabama
Bessemer 3690

GUY C. HUTCHESON
1100 W. Abram St., Phone 1218
Arlington, Texas

ROBERT M. SILLMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave., N. E. 6646
Washington, D. C.

PREISMAN & BISER
AM, FM, Televison
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 10, D. C. Adams 7299

A. R. BITTER
CONSULTING RADIO ENGINEERS
622 Madison Avenue
Toledo 4, Ohio

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

February 25, 1948 • Page 71
Help Wanted

Managerial

General manager wanted by businessman entering broadcasting field southern California. Good opportunity for profit sharing. No experience necessary. Full details required. Box 709, BROADCASTING.

Commercial manager for progressive Florida station. Network affiliate, 5000 watts AM, 10,000 watts FM growing city 100,000 population. Nine full days, seven nights, three network stations. Right man can make in first year, a five figure salary. Also good opening for location manager. Write to Box 728, BROADCASTING.

Help Wanted (Cont'd)

Transmitter engineer wanted for FM station. Must be able to drive car. WGN-FM, Gastonia, N. C.

Combination engineer and announcer, southernter. Send disc, photo, references. WMMW, Virginia.

WANT (Cont'd)

Situations Wanted

Managerial

EXPERIENCED MANAGER AVAILABLE

Ten years radio background includes management of local and regional network stations. Sales record excellent. The best of references from key industry figures, including national radio buyers.

Box 762, BROADCASTING

Situations Wanted

Salesmen

Successful salesman—Qualified national account with experience in sales of major markets. Write Box 722, BROADCASTING.

40% discount, Money isn't everything! Radio executive with 14 years sales experience, program, business management and time buying experience in top New York agency, specializing in network selling, seeks position with major market station in New York. Will consider 40% reduction in present territory. Box 693, BROADCASTING.

Situations Wanted

Publicity, sales promotion position wanted by young man. Experience in newspaper and sales promotion work. Currently operating 50 kw, network-owned station. Box 714, BROADCASTING.

Announcers

Experienced sports announcer; play-by-play, also specializing in baseball will also be interested in other sports, both for television and radio. Excellent opportunity at southeast station. Box 722, BROADCASTING.
Situations Wanted (Cont'd)

Chief engineer, construction, combination announcer, Florida or Gulf Coast only. Excellent opportunity. Experience senior engineer, construction, and sales manager. Experienced in construction, and sales manager. Excellent opportunity. Box 651, BROADCASTING.

Engineer, can announce, experienced in maintenance, construction, and sales. Excellent opportunity.575 years experience. Box 710, BROADCASTING.

Television engineer-DuMont trained. Good background. Excellent television engineer, construction, and maintenance. Young, single, progressive and eager for advancement. Desires work in any national stage of operation. Box 710, BROADCASTING.

Chief engineer-First class license desires position in broadcasting station. Excellent opportunity. Box 720, BROADCASTING.

Television engineer-Prompt broadcast instructor. Desires opening in broadcasting station. Travel. Box 720, BROADCASTING.

Chief engineer and showmanship-minded station. Joins station for permanent position with emphasis on local color and showmanship. Box 720, BROADCASTING.

Young man, good stage and front experience in high school and in college. Sportscaster and play-by-play announcer. Box 720, BROADCASTING.

Program director-announcer manager available 12 years all phases radio. Hold 1st place in ratings. Want position with emphasis on west coast or Pacific Northwest. Desires construction, management and sales position in station of growth. Box 720, BROADCASTING.

Program director or manager available 12 years all phases radio. Hold 1st place in ratings. Want position in station of growth. Desires construction and organization new station. Box 750, BROADCASTING.

Man 29—All-round experience. Program director-announcer manager. Excellent opportunity. Box 750, BROADCASTING.

Chief engineer, construction, and maintenance position desires position in station of growth. Desires all phases of job. Excellent opportunity. Box 760, BROADCASTING.

Program director-announcer manager available 12 years all phases radio. Hold 1st place in ratings.欲位置在西海岸或太平洋西北部。欲在发展中的广播站担任经理和销售职务。Box 720, BROADCASTING.

Program director-announcer manager available 12 years all phases radio. Hold 1st place in ratings. Want position in station of growth. Desires construction and organization new station. Box 750, BROADCASTING.

For Sale

For Sale—PROFITABLE TEXAS STATION

This is one of the cleanest and best money making stations in the state. It is located in a very attractive Texas market that is ideal for living. The station has an excellent potential and is now earning $50,000 weekly profit. The price to earnings ratio is only 5.5. If you have been waiting for the right deal, this is it. Priced $57,500. Financing arrangements can be made.

Write exclusive representatives

BLACKBURN-HAMILTON CO.
Radio Station Brokers
WASHINGTON, D.C.
1011 New Hampshire Ave., N.W.
WASHINGTON, D.C.
DALLAS
4290 E. Market St.
253 Montgomery St.,
Elwood 2-6572


East coast independent station showing excellent profits which are increasing steadily. Good location, high acceptance. Class A license. Reason for selling—outsite interest. Terms to strong party. Box 750, BROADCASTING.

For sale—500 foot tower complete with four antennas, guyed towers, guy lines, and equipment. Box 750, BROADCASTING.

For sale—400 foot tower complete with four antennas, guyed towers, guy lines, and equipment. Box 750, BROADCASTING.

For sale—RCA 1 kw amplifier. WLW, Lawrence, Mo.

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For sale—$150,000 market. Stations in southwest. Excellent market area. Box 750, BROADCASTING.

For sale—250 watt network station in rich small market. Will sell as a listening station. Box 750, BROADCASTING.

For sale—RCA chassis, complete for 5000 watt AM broadcast. Box 750, BROADCASTING.

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For Sale (Cont'd)

For sale—Two brand-new RCA 73-B recorders. Never used, $1,350.00 each. Box 740, BROADCASTING.

For sale—Leigh's 300-foot self-supporting tower. WLAW, Lawrence, Mass.

For sale: RCA control console (78-85) $60.00 includes amplifier, speaker, 24-B panel, 2 tubes, 1 battery, make offer. Box 779, BROADCASTING.

For sale—179 foot self-supporting Truccon tower with lightning system. Excellent condition. Write or wire WHHP, Houghton, Michigan.

For sale—Two Western Electric 109-A pickup assembly for constant output. Universal reproducer, arm and filter assembly. Pickup offer. Box 50, BROADCASTING.

For sale: new RCA M41875-G Universal pickup kit complete in original carton, $109.50, shipped C.O.D. to first taker. WSRE, Chilicothe, Ohio.

For sale—Prato type 6-N recorder. 8 ohm output, in carrying case. A-1 condition, $450.00. Box 617, BROADCASTING.

Reorder, Pesto model "K" used three months. Complete with mike. $300.00. Exchange Dept., KROX, Crookston, Minnesota.

For sale—180 foot self-supporting Intercon tower with lightning system. Excellent condition, write or wire WMWL, Dublin, Georgia.

WANTED TO BUY

AM field intensity meter and RF bridge. Box 698, BROADCASTING.

Interested in purchase of CP or going station in the Washington, D.C. area. Reasonable figure. Prefer 250 watt unlimted. Box 702, BROADCASTING.

W-S call station or CP in southern California. Box 106, BROADCASTING.

Wanted to buy—One used 250 watt AM transmitter. Send details and price to WNEK, Macon, Georgia.

Miscellaneous

Attention new Stations—We offer a convenient (PFC accepted) frequency measuring service to standard broadcast stations, new or old—inquire. Also, frequency measurement and technical quality quartz crystals for broadcast and other commercial applications are available. "Over a decade of satisfaction and fast service." E. B. Davis Company, Temple, Texas, Phone 3901.

Management of progressive station wishes to exchange with others in applying for a monopoly Television channel in eastern three hundred million dollar market. Box 739, BROADCASTING.

Network-quality programs, five for as little as $20 a month. Writers-program-service, Suite 1415, S. LaBelle Street, Chicago.

Wanted immediately—Announcers, combination engineers. Send transmission, full details desired. Radio Artists Bureau, P. O. Box 1377, Atlanta, Georgia.

ACCOUNTANT-OFFICE MANAGER for NEW YORK TRANSMISSION FIRM

Experienced in radio, advertising or publishing field. Give full details of experience. Box 770, BROADCASTING.

STATION OR COMMERCIAL MANAGER

Available immediately thoroughly experienced with 30 years background running stations in midwestern and western states. Emphasis on production, policy and FCC. Excellent references. Go ahead and write. Box 717, BROADCASTING.

THEATRE VIDEO

MUTUAL understanding on movie house video between theatre stations and theatre owners is the aim of a meeting between representatives of each group on Feb. 24 in Los Angeles, according to J. H. Nicholson, chairman of the television committee of the Southern California Theatre Owners Assn.

This was set at a meeting of the SCTOA television committee Feb. 17. At that meeting, it was decided that two prime features of any code covering theatre video should: First, provide a maximum support against any increase in rates where television is shown; and, second, film bills should remain unchanged, utilizing television as a supplementary feature on any given bill.

Although no official explanation was offered, it is understood that the two points made are intended to pacify television management as well as motion picture distributors. By including television fare in a theatre, without hiking admission prices, it is believed little claim can be made of the fact that direct proffiteering prevails. By insuring a continuation of film fare on a status quo basis, distributors are relieved of the fear that they may lose revenue as result of video's direct competition in theatre program schedules.

One way suggested, exercised by Mr. Nicholson, in behalf of SCTOA, springs from recognition that video is a box office threat. But not knowing the full future implication it is likewise considered unwise to damage relations with film distributors.

Further concrete plans for television relay call for sale to Los Angeles area theatres of film of telecasts made simultaneously. As starter, Mr. Nicholson reports that 10 theatres will be selected for service as of July 1 and it is hoped to start by end of March on regular service basis, when events justify.

Subsequently the aim is to add another 20 to 30 within ultimate service peak of 50 houses. The latter figure is considered the maximum number of houses which may be served sat

infactorily with present planned facilities.

Although Mr. Nicholson concedes that a better answer on theatre video may be evolved in time, he feels that 16 mm film represents the best form and he offers that points out, that in addition to a nominal service charge, each theatre owner will be able to obtain television operation of no more than five cents per foot.

This, he believes, compares most favorably with the Paramount film on 35 mm stock costing 20 cents per foot and the continuing experimentation being conducted by RCA and DuMont, also utilizing 35 mm, would not likely be available for any less than the Paramount price. Before full service to Los Angeles theatres gets under way, Mr. Nicholson advised BROADCASTING that a planned campaign of public education would be undertaken consisting of promotion and publicity. Even preceding that, he said that sneak previews are planned within the next two weeks in order to obtain audience reaction.

Technically speaking, the relay film is obtained by means of a specially built Auricon camera and recording system and a specially converted trans-vision receiver owned by Mr. Nicholson and his theatre owner partner, Joe Moritz. All production of film is to be handled by the Acme Labs, Hollywood, Screening is to be accomplished by 16 mm Amprom projectors.

Rochester to Get Video in 12 Months, S-C Plans

STROMBERG-CARLSON Co., Rochester, operator of WHAM and WIFM in that city, is proceeding with its plans for a specially converted trans-vision receiver owned by Mr. Nicholson and his theatre owner partner, Joe Moritz. All production of film is to be handled by the Acme Labs, Hollywood, Screening is to be accomplished by 16 mm Amprom projectors.

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WGN Furthers TV Plans, Mills Added

APPOINTMENT of Edwin S. (Ted) Mills, former program director for NBC-TV in New York, as program coordinator of WGN-TV Chicago, was announced Tuesday by Frank P. Schramm, manager of the television division of WGN Inc. Mr. Mills' first major assignment at WGN-TV will be to formulate program plans and draw up a program schedule for the station when it appears for the first time for the station, making use of studio facilities now under construction in Chicago's Daily News Building.

Mr. Mills has been associated with NBC-TV in the development of new show formats since 1946. Prior to joining NBC, Mr. Mills spent seven years with the Information and Education Division, Psychological Warfare Branch, U. S. Army.

The Chicago Tribune will go all-out to help launch its video outlet, WGN-TV, with a 24 to 30-page supplement stressing video in its April 4 (Sunday) issue. The station is expected to begin regular operation almost concurrently. It is now conducting test patterns.

The supplement will highlight news stories from the Tribune's various bureaus, including Hollywood, New York, Washington and London—with primary emphasis on explanation of the growth, political implications and business outlook in the television field.

Advertising, which will comprise a good part of the supplement, will be open to national and local radio advertisers, although it is expected that a substantial supplement will be available only to Chicago and the metropolitan area.

Sea Is Place to Improve TV Reception, Says RCA

IF YOU WANT to improve your television reception, go to sea, advises RCA following the first installation of a video set aboard a ship. The set was placed on the pilot ship New Jersey, anchored at sea off Ambrose Channel, some 20 miles from New York, where the pilots put in lonely two-week stretches waiting to escort large vessels to port.

Joe Shuskin of RCA Service Co., who handled the job, which required a special antenna and a converter to change the ship's direct current to AC, reported reception better than on land. Twenty miles at sea there is no interference, he said; pictures are sharp and clear. Fading, sometimes occurring when the wind veered and the bow shifted direction, was cleared up by a turn of the wheel to shift it back.

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STACKS OF PRODUCTS of California's farm, oil and dairy producing industries constituted the surprise gift which William B. Ryan (center), KFI Los Angeles general manager, found awaiting him when he was invited to attend recent meeting of state's agricultural interests. Presenting the gifts to Mr. Ryan in appreciation of KFI public service were C. C. Strickland (l), district manager of Standard Oil of California, and Paul Messer, manager of Pacific States Butter, Egg, Cheese and Poultry Assn.

Program Exhibits Point To More World Interest
A GROWING CONCERN over international relations was evidenced by American broadcasters in 1947, Ohio State U.'s annual exhibition of educational radio programs indicates.

The 12th annual exhibition showed that of 14 educational and public interest program groups, "furthering international relations" had the largest increase, or three times as many entries as last year. Runners-up were programs concerned with personal and social problems, culture, and public issues.

Topping all previous marks, this year's total number of sample records received is approximately 600. Awards will not be announced until the 1948 meeting of the Institute for Education by Radio, scheduled for April 30 in Columbus.

CANADA RADIO HOMES
By JAMES MONTAGNE
PERCENTAGE OF RADIO homes in Canada has jumped from 78.4 to 90.7 according to the latest tabulation of radio homes for 1948, just compiled by the Bureau of Broadcast Measurement, Toronto. Survey shows that on Jan. 1, 1948, there were 2,870,370 radio homes in Canada out of a total of 5,185,920 households. The last previous census, for 1944 and issued in 1946, showed 2,214,290 radio homes in total of 2,823,390 households in the Dominion.

By provinces Ontario leads in number of radio homes and households. Figures in brackets are last previous percentage of radio homes. The 1948 figures show Ontario having 1,056,840 radio homes, 93.4% of all households in the province (85.3% last survey). Quebec has 959,740 radio homes, 89% (76.4%); British Columbia has 284,880 radio homes, 91.5% (84.8%); Alberta has 202,260 radio homes, 91.5% (81%); Saskatchewan has 200,350 radio homes, 89.4% (76.6%); Manitoba radio homes, 91.1% (79.4%); Nova Scotia has 127,970 radio homes, 86.7% (73.7%); New Brunswick has 90,050 radio homes, 81.5% (66%); Prince Edward Island has 17,420 radio homes, 80.5% (62.5%).

Latest Information
The radio homes figures in the current BBM report have been based on the latest available information. The data have been compiled by counties, census sub-divisions, cities and towns of 10,000 population or over by 1941 census, and all other urban centers having one or more broadcasting stations. The population estimates have been based on the last census, ration book counts, natural increases, internal migration, etc., and projected to 1948. The household estimates have been based on estimates of the number of persons per household for each county and census division based on the Dominion Bureau of Statistics census reports. The radio homes estimates have been based on census data and estimates of radio homes reported by the sampling unit, central research and development division of the Dominion Bureau of Statistics for August 1947.

In Canada as a whole about 93% of urban households have radio homes while only about 84% of rural households are similarly equipped. Although slightly over 90% of Canadian homes are estimated to have radios, only about 50% have telephones.

Probably highest percentage of radio homes is in Galt, Ont., where percentage is 98.1, followed by Hamilton, Ont., with 97.6%. By major cities Toronto's percentage of radio homes is 97, Montreal 94.6% (some separate municipalities surrounded by the Montreal metropolitan area have higher ratios, Westmount 98.3%, Outremont 98.2%, Verdun and Lachine each 97.3%); Winnipeg 97%, Vancouver 94.4, Calgary 96.9, Edmonton 95.7, Victoria 92.3%, St. John 93.2%, Fredericton 91.9%, Halifax 96%, Ottawa 90%, Windsor 96%, London 97.1%, Charlottetown 97.1%, Quebec City 96.1%, Regina 96.2%, and Saskatoon 96.5%

Compilation of the 1948 BBM figures was done by H. F. Chevrier in the statistics department of Canadian Broadcasting Corp., Toronto, and Ted Rutter, research specialist of H. N. Stowin & Co., station representatives, Toronto.

ONTARIO LEADS PROVINCES

Radio's Thrilling Half-hour Transcribed Detective Show
"BOSTON BLACKIE"
Radio's greatest point-per-dollar buy!
16.9
IN CINCINNATI
C. E. Hooper, January 1947... March 1947
Consistently Beats All Competition on Stations From Coast-to-Coast
WRITE
FREDERICK W. ZV COMPANY
1519 MADISON AVENUE - CINCINNATI 7, OHIO
Hollywood New York Chicago
Airmark of Distinction
The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

THREE WITH SYLVANIA WILL GET IRE AWARDS
THE EXECUTIVE committee of the Institute of Radio Engineers last week announced the approval of fellowship awards to three engineering executives of the Sylvania Electric Products Co.

Dr. Bennett S. Elieffson, director of central engineering for Sylvania, was cited "for his contribution to cathode-ray development, proximity-fuse tube design and wartime electronic research." Dr. Robert M. Bowie, manager of research, was honored "for his contributions in the fields of microwave techniques, spectroscopic methods and standards, and for his development of means to avoid the effect of ion bombardment on cathode-ray tube screens." Henry C. Forbes, vice president in charge of engineering for Colonial Radio Corp., a Sylvania subsidiary, was cited "for his contributions as an engineer and executive in the field of home and automobile broadcast receivers and military radio equipment."

The fellowships are to be presented during the national IRE convention in New York, March 22-25.

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed WIBW-advertised goods.

WIBW The Voice of Kansas in Topeka

WBAP
The Star-Electric Station
SINCE 1922
ABC
FORT WORTH, TEXAS
570 kc, 5,000 Watts
1620 kc, 50,000 Watts
FREE & PETERS INC.
National Representatives
FCC Actions (Continued from page 70)

Applications Cont.:  

Assignment of CP
WSRS-FM Cleveland Heights, Ohio—Voluntary assignment of CP from Samuel H. Sagrue, WSRS Inc.

Modification of CP
WGPA-AM Bethlehem, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Modification of License
WCAU-FM Philadelphia—Mod. license to change name from Philadelphia Record Co. to WCAU Inc.

Modification of CP
WHAT-AM Philadelphia — Mod. CP which authorized new FM station, for extension of completion date.

FM—101.7 mc
Northern Virginia Bcstg., Inc., Arlington, Va.—CP new FM station (Class B) Channel 299-101.9 mc, ERP 13.5 kw. and ant. height above average terrain 345.3 ft. AMENDED to change class of station from Class B Channel 299-101.9 mc, to Class A Channel 399, 191.3 mc, change type trans., transmitter location and make changes in ant. and tower.

Modification of CP
KOMO-FM Seattle, Wash.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WPLH-FM Huntington, W. Va.—Mod. CP, as mod., which authorized new FM station to change ERP to 41 kw and to make changes in ant.

TV—192-198 mc
Airtran Radio Corp., LAX, San Diego, Calif.—CP new commercial television station on Channel 19, 192-198 mc, WRK vis. 19.8 kw, air. 10.4 kw um.

Modification of CP
WCAU-TV Philadelphia—Mod. CP, as mod., which authorized new commercial television station to change corporate name from Philadelphia Record Co. to WCAU Inc.

KYTH Bestg. Co., Houston, Texas—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.9 kw, air. 8.85 kw um.

License for CP
National Bestg. Co., Inc., Washington, D. C.—Licensure to cover CP which authorized new remote pickup station. AMENDED to change frequency from 152.93 to 152.75, 152.87, 153.11 and 153.47 mc.

Modification of CP
National Bestg. Co., Inc., Denver, Colo.—Modification to cover CP which authorized construction of new remote pickup station. AMENDED to suspend operation of station 155.25, 155.27, 155.47 mc in addition to 153.11 mc.

Modification of CP

Modification of CP

Modification of CP

National Bestg. Co., Inc., Cleveland—Licensure to cover CP which authorized new remote pickup station, AMENDED to change frequency from 152.93 to 152.75, 152.87, 153.11 and 153.47 mc.

Modification of CP
National Bestg. Co., Inc., New York—Licensure to cover CP which authorized new remote pickup station, AMENDED to operate at frequencies 153.11, 153.27, 153.47 mc in addition to 153.11 mc.

Remote Pickup
Leonard A. Verdun, Grand Rapids, Mich.—CP for reinstatement of CP which authorized new remote pickup station. WBUE, frequencies 154.75, 154.49 mc, 60 w, emission special for FM, hours in accordance with Sec. 4.605, to be used with standard station WLAY Grand Rapids, Mich., to request to change to 152.06 mc only and to change trans. location.

ACCEPTED FOR FILING
Modification of CP
KYOS Merced, Calif.—Mod. CP, as mod., which authorized changes in technical and mount FM ant. on top of AM tower, to make changes in vertical ant.

AM—860 kc


Modification of CP
WWNL Newport, Ky.—Mod. CP, as mod., which authorized new standard station, to change frequency from 1110 to 740 kc, install DA-D and change trans. location.

AM—1590 kc

AM—1190 kc
WANN Annapolis, Md.—CP install new trans.

AM—1490 kc
WBEC Pittsfield, Mass.—CP mount FM ant. on top of AM tower.

Modification of CP
KBYE Oklahoma City, Okla.—CP increase 1 kw D to 19 kw D and install DA-D and change frequency from 890 to 880 kc.

AM—1450 kc
KLIM La Grande, Ore.—CP install new trans.

AM—600 kc
WFAK Charleston, S. C.—CP change frequency from 600 kc 1 kw to 1 kw D to 1 kw DN, change hours from D to un., install DA-DN (DA-D) and change trans. location. AMENDED to make changes in DA-D.

Modification of CP
WYRA Orangeburg, S. C.—Mod. CP which authorized new standard station to change type from TV, approval of ante., and trans. location and specify studio location. AMENDED to make changes in ante. and trans. location.

Discontinuance of License
KCOH Houston, Texas—Voluntary relinquishment of license by applicant. AMENDED to revoke license of new FM station to make changes in ante. and trans. location.

Modification of CP
KKVH-FM Honolulu, Hawaii—Mod. CP, as mod., which authorized new standard station for extension of commencement and completion date.

AM—1310 kc
WPVL Pulaski, Va.—CP install new trans.

Modification of CP
KWIE Kennewick, Wash.—Mod. CP which authorized new standard station, for approval of ante., trans. and studio locations.

DAYTIME IN THE PACIFIC SINCE 1931
NBO IN HAWAII IN POPULARITY

IN YEARS IN SERVICE

Affiliated with THE HONOLULU ADVERTISER - Represented by THE KATZ AGENCY, INC.
FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows:

- Standard stations—1,548 licensed, 233 construction permits, 275 applications in pending file, 351 applications in hearing; FM—99 licensed, 159 conditional grants, 792 CPs (of which 309 are on air under special temporary authority) 52 applications pending, 60 applications in hearing.

TV—180-188 mc


ATC City Television Bcstg. Co., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 9 kw, aur. 500 w.

Radio Projects Inc., Syracuse, N. Y.—CP new commercial television station on Channel 3, 180-186 mc, ERP vis. 1 kw, aur. 500 w.

Radio Projects Inc., Syracuse, N. Y.—CP new commercial television station on Channel 3, 180-186 mc, ERP vis. 1 kw, aur. 500 w.

WFOV-Lackawanna, N. Y.—CP new standard station on Channel 2, 54-56 mc, ERP vis. 24.4 kw, aur. 11.2 kw.


David M. Segal et al. vs. Cotton Belt Lines—CP new standard station 1190 kw, 1 kw D.

WOVL-Lackawanna, N. Y.—CP new standard station on Channel 2, 54-56 mc, ERP vis. 24.4 kw, aur. 11.2 kw.


Lamar County Bcstg. Co., partnership comprised of Cecil Hardy, Charles L. Calin, Meri Saxon, O. E. Smith and J. T. Smith, partners in new standard station 1250 kw 1 kw D.

Kenneth D. Juhlin and Mary J. Juhlin, Long Beach, Wash.—CP new standard station 1250 kw 250 w untl. (Contingent on KAST change in frequency).

San Diego Bcstg. Co., San Diego, Calif. —Mod. CP, new commercial television station on Channel 10, 192-196 mc, ERP vis. 30 kw, aur. 10 kw.

Zenith Radio Corp., Chicago—CP new commercial television station on Channel 2, 54-56 mc, ERP vis. 15 kw, aur. 7.5 kw.

Zenith Radio Corp., Chicago—CP new commercial television station on Channel 10, 192-196 mc, ERP vis. 30 kw, aur. 10 kw.

Maison Blanche Co., New Orleans, La.—Mod. CP, new TV station to change type equipment and to make antenna changes, change ERP vis. 13.6 kw to 14.5 kw, aur. from 7.4 kw to 7.0 kw.

March 19 Decisions

DOCKET CASE ACTIONS

(Continued from page 72)

February 19 Decisions

DOCKET CASE ACTIONS

(Continued from page 72)

ANNOUNCED TO ORDER

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A PAYING

PROPOSITION

FCC Actions

(Continued from page 77)


KOV Phoenix, Ariz.—Granted petition for continuance of hearing from Feb. 16 to March 5 re application. Angelius Best Co., Temple City, Calif.—Granted petition for leave to amend its application to revise technical data.

WIA Madison, Wis.—Granted authority to take depositions at Oregon, Ill., on Feb. 21, in re application in Docket 8043 et al.

KPLT Paris, Tex.—Granted petition for leave to intervene in hearing on application of KLIP (Docket 8157) and KPLT is made party to proceedings for purpose of showing alleged objectionable interference from KLIP as proposed to KPLT.

KFN Wichita, Kan.—Granted petition for leave to intervene in proceeding on application of KWWL Waterloo, la.

Healthco Best Co., Scarsdale, N. Y.—Granted petition for leave to amend its application to specify 1250 kw in lieu of 1250 kw. Amendment was necessary to application removed from hearing docket. Further order that application of Alma Best Co. not be removed from hearing.

WMTT Hartford, Conn.—Granted in part for extension of time to file exceptions in proceeding in Dockets 7972 et al. and time was extended to June 5.

WMMJ Peoria, Ill.— Granted petition to take depositions on Feb. 24 in re application, limited to 23 witnesses. Orange Empire Best Co., Redlands, Cal.—Granted petition for continuance of hearing now scheduled for March 9 and 10, to May 10, in re Dockets 8499 and 8502.

WERC Erie, Pa.—Granted petition to intervene in proceeding of Concord Best Co., Savannah, Ga.—Granted petition for leave to amend application for a television station on WTTW at 690 kw D, to specify, trans. site, etc. Application was continued consolidated hearing on revocation and removal of WTMN, KFJ, and petition of Middleboro Best Co., for replacement of CP of from Feb. 18 to March 28.

WFMJ Youngstown, Ohio—Commis- sion continued consolidated hearing scheduled for Feb. 23 in re Docket 8145 March 24 at March 28.


The Four States Best Co., Inc., Hagerstown, W. Va.—Continued its own motion ordered that hearing scheduled in re application of WWPN at 16 $WVU be held in Washington, instead.

Presentant Hospital, Natick, Mass. and R. G. Letourneau, Longview, Wash.—Continuation of the own motion continued consolidated hearing scheduled Feb. 16 to March 4 in Dockets 8154 and 8506.

Mississippi Best Co. Inc., Starkville, Miss.—Granted petition for leave to amend application to specify 1500 kw in lieu of 1500 kw and to removed from hearing. Further order that consideration of application of Sentinel Best Co. be removed from hearing.

Hearings Before FCC...

FEBRUARY 23

Endl Best Co., Endl, Okla.—CP 1490 kw 250 w unL. AM —Hearing

In Re: KABK Best Co. Inc., Chicago, Ill.—CP 1215 kw 250 w unL. H—Ch Fanch McKee, Portland, Ore. —CP at 1215 kw 250 w unL. When vacated. 1450 kw 250 w R—KKB—February respondent: KDFB Portland, Ore. To be held in Room 524, New O. R. Court House, Portland, Ore.

FEBRUARY 24

Surety Best Co., Charlotte, N. C.—CP 820 kw 1 kw N. D. AM—Hearing

WJMR New Orleans—CP 900 kw 250 w unL. —AM—Hearing

WLA Racine, Wis.—CP 1550 kw 5 kw unL. —AM—Hearing

Model City Best Co., Inc., Anniston, Ala.—CP 1215 kw 1 kw unL. —AM—Hearing

WHOJ Jonesville, Miss.—License application 1450 kw 500 w N. D. To be held in assembly chamber, City Hall, Jackson, Miss. —AM—Hearing

The Farmington River Best Co, Farmington, N. C.—CP 1240 kw 250 w unL. To be held in hearing chamber, Farmington, Conn.

FEBRUARY 25

AM & FM—Hearing

New WORLD University Library and Bible Training School, Minneapolis —CP 800 kw 1 kw D. Also for FM facilities. AM—Hearing

KWAT Watertown, S. D.—CP 950 kw 1 kw D.A.—unL.

Palisades City Radio Corp., New York—CP 900 kw 5 kw D.A.—unL. FM—Hearing

WFPS Great Falls, Mont.—FM mod. of FM facilities. —To be held in Coram Community House.

AM—Further Hearing

Central Mi-Heus Radio Corp., Lan- sing—WJF—CP 1325 kw 1 kw unL. AM—Hearing

D. L. Lanseing, Mich.—WJF—CP 10 kw 250 w unL. —AM—Hearing


FEBRUARY 26

AM—Further Hearing

KUDA St. Louis, Mo.—CP 750 kw 1 kw unL. —AM—Hearing

OH—OHkay Best Co., Columbus, Ohio—CP 10 kw 10 kw D.A.—unL. —AM—Hearing

Metropolitan Best Co., Havre, Mont., Co. Hor—CP 1090 kw 1 kw D.A.—unL. —AM—Hearing

(EW) Providence, R. I.—CP 1220 kw 1 kw D. —AM—Hearing

Party respondent: WWWW Woon- socket, R. I.

1908 John D. Witten 1948

Another BMI "Pin Up" Hit—Published by Duchess

When It's BMI It's Yours


CBL MEET DISCUSSES STATIONS' PROGRAMS

PROGRAMMING was main topic at sessions of the Trans-Canada and Dominion network station executive with Canadian Broadcast Corporation, executives at Toronto, Feb. 16 and 17. All day meetings were held, with Trans-Canada stations on Feb. 16 and Dominion stations on Feb. 17, and problems of individual stations were ironed out at the round-table meetings.

Attending the meetings for the CBC were: A. D. Dunlop, Herman, Ottawa; George Young and Bob Key, stas., Toronto; E. A. Weiler, Walter Powell, A. Barr and W. R. Jackson, Ottawa; C. E. Miller, Commercial Department, Toronto; Harry Boyle, Trans-Canada Broadcast Manager, and Walker, Dominion manager, Toronto.

Attending for Trans-Canada network were: Roy Hoff, CKWR Kingston; Cliff Pickering, CPQO, North Bay; Brian Shelton, CJBB, Kirkland Lake; H. C. Freeman, CKGB Timmins; W. D. Scroll, CHNA Thunder Bay; A. G. Alexander, CKBB Port William; Bill Cran- ton and Lyman Potts, CJOI Hamilton; J. C. Hyland, CJOI Sault Ste. Marie; A. R. Chisholm, CHOK Sault Ste. Marie; C. P. Wright, CBO Ottawa; Bill O'Reilly, CBM Montreal.

Attending for Dominion network were: Jim Shaw, CKQM Montreal; Mas- shaly Yarrow, CKCC Ottawa; Jack Radford, CJOI, Sudbury; Rex COOK, CBC Peterborough; Don Wright, CFPL London; Kenneth McPherson, CPAG Charl- ton; Ralph Parker, CFPA Port Arthur; Mr. Dave, CFRA Ottawa; Mr. Gordon, ORM Orillia; Cliff Winch, CKTB St. Catharines, and Tom Daring, CHML Hamilton.

JOHN D. WITTEN, 40, assistant to the president of Young & Rubic- man, New York, was killed coldly last Wednesday in the agency conference room of a heart attack.

Mr. Witten joined Young & Rubi- man in December 1945, as head of the agency's research department, a position he held until Jan. 1947, when he was named assistant to Sigurd S. Larmen, agency presi- dent.

In 1940 Mr. Witten was chief statistician for the Quartermaster Corps. In 1942, with the rank of colonel, he succeeded the late Leonard P. Ayres as chief statistician of the U. S. Army, and continued as chief statistician when Army statistics were placed under the supervision of General Brehon L. Somervell, commanding gen- eral of the U. S. Army Service Forces. Mr. Witten retired from the Army with a disability in June 1946.

Before going to Washington, Mr. Witten served as statistician for New York Stock Exchange Com- mission and as president of the In- stitute of Business Administration in New York. He was graduated from Columbia U.

In 1941, Mr. Witten married Kathleen Bodine Rubicam, former- daughter of Raymond Rubicam, formerly chairman of the board of Young & Rubicam. Surviving besides his wife are two children, Anne, five and John, three.

DENVER

Page 78 • February 23, 1948
NEWEST SPONSOR for ABC’s co-op show, Mr. President, is signed up for six western stations. The sponsor, Hudson Sales & Service, is represented by George Irwin (seated), co-owner of the Irwin-McHugh Advertising Agency in Hollywood. Completing the sales picture are (1 to r): Paul Langford, agency account executive; Clyde Scott, general manager of KECA Los Angeles; Matt Barr, KECA sales representative, who handles the account.

Sequel to WGAY Story Is Published by ‘Post’
A SEQUEL to the Saturday Evening Post article of Jan. 25, 1947, “You, Too, Can Own A Radio Station,” by Joseph L. Brechner, general manager of WGAY Silver Spring, Md., was published in the Feb. 21 issue of the same magazine.

“Radio — What A Business!” also authored by Mr. Brechner, describes the troubles encountered by the author and John Kluge, WGAY president, during their first year of operation. The painful difficulties attending preparation for operation were colorfully outlined in the original article.

“After one year,” Mr. Brechner moans in the latest article, “John and I have learned that operating a radio station is an art, a business, a science, a public service and a massive headache.” Reciting the title of his original story, “You, Too, Can Own A Radio Station,” Mr. Brechner adds that the joker is “Can you operate a radio station successfully?”

ABC Program Dept. Makes 3 Promotions
THREE appointments in the ABC program department were announced last week by Charles C. Barry, vice president in charge of programs and television. All changes are effective immediately. Charles Harrell, former ABC staff announcer, was appointed eastern program manager; Morgan Ryan, former account executive for the network, was named manager of commercial program sales and Helen Guy, former manager of the business office of ABC’s program department, was named manager of that department.

WWJ-TV Increase
RATES will be increased March 1 from $300 to $350 per hour on WWJ-TV, the Detroit News television station, according to Harry Betteridge, sales manager of WWJ, WWJFM and WWJ-TV. More than 50 hours of programming a week for Detroit’s 6,300 set owners is presented over WWJ-TV, operated on 56-72 mc, Channel 4.

Details on Latest FM Grants Given
CONSTRUCTION permits granted by FCC Feb. 12 for three Class A and nine Class B FM stations, announced in Broadcasting, Feb. 16, are given in detail herewith. At the same time FCC authorized five Class A and four Class B FM CPs in lieu of previous conditions.

The new permits:
KFWY Northwest Bostg. Co. Fort Dodge, Iowa. Class B, 102.7 mc (Channel 274), 7 kw, 310 ft.
KPNF-FM KPNF Inc. Shenandoah, Iowa. Class B, 103.3 mc (Channel 275), 7 kw, 260 ft.
WTCO-FM Cumberland Bostg. Co. Cumberland, Md. Class B, 106.9 mc (Channel 290), 2.5 kw, 1515 ft.
WTTM-FM Trenton, N. J. Class A, 101.1 mc (Channel 281), 290 w, 250 ft.
CELO-FM CELO Midcontinent Bostg. Co. Sioux Falls, S. D. Class B, 102.9 mc (Channel 273), 32 kw, 390 ft.
KXGO-FM KXGO Inc. Westaco, Tex. Class B, 93.7 mc (Channel 229), 49 kw, 390 ft.
KVVM Valley Evening Monitor Inc. McAllen, Tex. Class A, 100.9 mc (Channel 265), 1 kw, 240 ft.

CPs in lieu previous conditions issued:
KAGH-FM Rose Bowl Broadcasters, Pasadena, Calif. Class A, 98.3 mc (Channel 255), 330 w, minus 530 ft.
KFVS-FM Oscar C. Hirsch, Cape Girardeau, Mo. Class B, 93.7 mc (Channel 239), 20 kw, 285 ft.
WPMO Fidelity-Media Bostg. Corp. Jersey City, N. J. Class A, 103.1 mc (Channel 276), 1 kw, 240 ft.
WURJ Lockport Union-Union Journal Inc. Lockport, N. Y. Class A, 96.3 mc (Channel 277), 810 w, 270 ft.
WBAM Bamberger Bostg. Service Inc. New York, N. Y. Class B, 98.7 mc (Channel 254), 15 kw, 560 ft.
WXCO Northwestern Ohio Bostg. Corp. Lima, Ohio. Class B, 102.1 mc (Channel 271), 50 kw, 250 ft.
WVAA Suburban Bostg. Inc. Cleveland, Ohio. Class A, 96.7 mc (Channel 244), 340 w, 215 ft.
KOW-FM Oregon Pub. Co. Portland, Ore. Class B, 100.3 mc (Channel 261), 54 kw, 690 ft.
WBAX Harold O. Bishop, Harrisburg, Pa. Class A, 100.9 mc (Channel 265), 1 kw, minus 85 ft.

FCC Affirms Low-Power Station Hearings Policy
FCC last week reiterated its policy against holding hearings outside of Washington, D. C. on “applications which request broadcast facilities in excess of 250 w, unlimited time, or 1 kw power, daytime only.”

This policy, the Commission said, is required “for efficient use of the funds and personnel available to the Commission.” The statement came in an order denying the request of Corn Palace City Radio Corp. asking that the hearing on its application for 950 kw with 6 kw at Mitchell, S. D., and that of KWAT Watertown, S. D., for the same frequency with 1 kw, be held at Mitchell and Watertown rather than in Washington.
TEMPORARY TRANSFER OF STROTZ EXPECTED

REPORTS that Sidney N. Strotz, vice president of NBC Western Division, shortly will take a four-month leave to coordinate the network’s television setup in New York are expected to be confirmed this week.

Confirmation and details await only the formal announcement of Frank Mullen, network’s vice president in charge of television. Although no date had been set late last week, a news conference will be held by Mr. Mullen, according to network officials, early this week.

Since Mr. Mullen’s arrival on West Coast he has been in constant conferences with Mr. Strotz at Palm Springs. Talks are understood to have mainly been concerned with details of Mr. Strotz’s temporary shift to New York. It is also understood that Hal Bock, network’s Hollywood television manager, is to arrive in New York about April 1 for three month’s orientation in techniques of production and presentation.

WFIL-TV Philadelphia has increased the length of the daily motion picture newscast from 10 to 15 minutes. News telecasts are supplied by Philadelphia Inquirer and are currently available for sponsorship.

WTMJ-TV Milwaukee has completed arrangements to broadcast all Milwaukee Brewers home baseball games.

FIRST FIFTEEN PROGRAM HOOPERS—Feb. 15 Report

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<tr>
<th>Program</th>
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<th>Sponsor</th>
<th>Agency</th>
<th>Hooping Rating</th>
<th>Year Ago</th>
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<tr>
<td>Radio Theatre</td>
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<td>Lever Bros</td>
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<td>J. Walter Thompson</td>
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<td>Procter &amp; Gamble</td>
<td>Footes, Cone &amp; Belding</td>
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<td>Compton Adv.</td>
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<td>Bristol-Myers</td>
<td>Russell M. Sears</td>
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<td>Philco Products</td>
<td>Doherty, Clifford &amp; Shenfeld</td>
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<td>Philco Products</td>
<td>L. W. Ramsey</td>
<td>20.4</td>
<td>21.7</td>
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* Includes first and second broadcasts.

EQ RATINGS

An “ENTHUSIASM QUOTIENT” for 125 radio personalities, designed to indicate their popularity and a degree of promise to sponsors has been measured by Audience Research Inc., New York. Results were submitted to clients last week.

The study, which evaluated performers on the common basis of audience enthusiasm, embraced about 3,000 people in the U.S., Canada, and England all ages, geographic sectors and types of communities in proportion with the population and corrected for set ownership by states. Non-telephone homes also were included in the personal-interview survey.

Purpose of Research

The end figure of the research, according to ARI, is an enthusiasm quotient for each radio personality tested. The EQ is a combination of two measurements: identification or familiarity, and audience enthusiasm.

The eight divisions studied were comedians, comedy teams, male singers, female singers, orchestras, fictitious characters, commentators and masters of ceremonies. In each category one or two veteran performers of known popularity were selected to serve as a pilot for comparison with the development of newer talent.

Although specific results have not been released, the following evaluations were announced by ARI:

- Arthur Treacher and Henry Morgan show “above average appeal” in the comedy classification, and Jack Carson and Eve Arden “show good promise” among comedy teams. Jo Stafford followed by Dinah Shore led in enthusiasm among female singers, with “better than average promise indicated” for Dorothy Shay, Margaret Whiting and Peggy Lee.
- For new male singers, Irish tenor Christopher Lynn “aroused exceptional enthusiasm among the comparatively small audience which has heard him” with Bing Crosby, followed by Perry Como, highest among the “pilots.” Newcomer Vic Damone also “fared well.”
- Arthur Godfrey and Art Linkletter lead in the masters of ceremonies field, and Irma (Marie Wilson) in the field of dramatic characterization, rated a high EQ along with “Sam Spade” and the “Fat Man.” Henry Aldrich and Mr. District Attorney are the “established favorites in the category of fictitious personalities.”
- Among commentators, Red Barber, Edward R. Murrow and Cedric Foster lead in the poll.

Universal Sues

SUIT by Universal Recording Corp., Chicago, against Vitacoustic Records, Inc., has been filed in Superior Court. Universal charge it received $8,000 of an agreed $24,000 from Vitacoustic in a deal in volving the song hit, “Peg O’ My Heart,” as recorded by the Harry monicas. Suit was filed to regain possession of 12 master pressing and to obtain a “complete accounting of royalties,” according to Bernard Chappin, vice president of Universal. Between 14/2 and 2 million copies reportedly have been made from the master.

TOP TEN DAYTIME PROGRAM HOOPERS

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooping Rating</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mo Parkinsons (CBS)</td>
<td>80</td>
<td>Procter &amp; Gamble</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>8.6</td>
<td>8.3</td>
</tr>
<tr>
<td>Our Girl Sunday</td>
<td>75</td>
<td>Procter &amp; Gamble</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>8.6</td>
<td>8.7</td>
</tr>
<tr>
<td>Stella Dallas</td>
<td>142</td>
<td>Sterling Drug</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>8.3</td>
<td>8.7</td>
</tr>
<tr>
<td>Arthur Godfrey</td>
<td>158</td>
<td>Liggert &amp; Myers</td>
<td>Newman-Emmett</td>
<td>28.6</td>
<td>28.6</td>
</tr>
<tr>
<td>Romance of Helen Trent</td>
<td>77</td>
<td>Whitehall Pharmacal</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>8.5</td>
<td>8.5</td>
</tr>
<tr>
<td>Young Dr. Malone</td>
<td>77</td>
<td>Procter &amp; Gamble</td>
<td>Compton Adv.</td>
<td>8.0</td>
<td>8.5</td>
</tr>
<tr>
<td>When a Girl Marries</td>
<td>76</td>
<td>General Foods</td>
<td>Benton &amp; Bowles &amp; Young &amp; Rubican</td>
<td>7.8</td>
<td>8.2</td>
</tr>
<tr>
<td>Aunt Jenny</td>
<td>56</td>
<td>Lever Bros.</td>
<td>Rutherford &amp; Ryan</td>
<td>7.8</td>
<td>8.0</td>
</tr>
<tr>
<td>Rosemary</td>
<td>64</td>
<td>Procter &amp; Gamble</td>
<td>Benton &amp; Bowles</td>
<td>7.8</td>
<td>8.2</td>
</tr>
<tr>
<td>Grand Slam</td>
<td>47</td>
<td>Continental Baking Co.</td>
<td>Ted Bates</td>
<td>7.7</td>
<td>4.9</td>
</tr>
</tbody>
</table>

ENTHUSIASM QUOTIENTS GIVEN BY AUDIENCE RESEARCH

By Audience Research

ENTHUSIASM QUOTIENTS GIVEN BY AUDIENCE RESEARCH

By Audience Research
Sweezy Elected

ROBERT E. SWEZEY, MBS vice president and general manager, is the new chairman of the nominating committee of the New York Radio Executives Club. Other committee members are Warren Jennings, New York representative of WLW Cincinnati; M. B. Grabhorn, WJZ New York manager and head of ABC's owned and operated stations; Beth Stern, vice president and general manager of CBS, Katz Agency, and Frank M. Headley, Headley-Reed Co. Messrs. Jennings and Grabhorn are former ABC presidents.

WMAZ

MACON

GEORGIA

CBS

KATZ

BROADCASTING • Telecasting

Now

10,000 WATTS
CONSENT was granted by FCC last week to transfers of five standard stations, including $225,000 sale of KCBC Des Moines. Other stations are WLAB Danbury, Conn.; KVNI Coeur d'Alene Idaho, and KNEW Spokane, Wash., and WABZ Alhambra, N. C.

KCBC is sold by George O'Dea and associates to Capital City Broadcasting Co., headed by Myles H. Johns, senior partner and manager of WOSH Oskosh, Wis. KCBC is assigned 1 kw fulltime on 1390 kc.

Because of a serious operation Mr. O'Dea found it impossible to continue operation of the station, application stated. He is president and one-third owner of Capital City Broadcasting Co., licensee and assignor. His associates who also hold one-third interest each, Sidney J. Pearlman, vice president, and Hugh Gallagher, secretary-treasurer, could not continue operation alone it was said. Consideration is two part: $133,797.02 for interest of three sellers, and liquidation of a $91,202.08 debt due Mr. O'Dea, who had advanced money to finance construction of station.

Kapital City Broadcasting Co., assignee, is composed of Mr. Johns, board chairman and executive vice president, 12.5%; his wife, June Smith Johns, treasurer, 12.5%; George P. Caeser Jr., former general manager Ben Hur Co., Milwaukee, president, 25%; his wife, Lulu, U. Caeser, secretary 25%; W. R. Haynes, assistant secretary-treasurer, Mr. and Mrs. Johns as trustees hold 12.5% interests each Lloyd E. Johns and June E. Johns. Mr. Gallagher of assignor is a director.

Control of WLAB Danbury, Conn. (250 w day, 850 kc) and WLAB-FM is transferred from the local station, with an advance for $29,000. Stock representing 72.5% is involved. Sellers are: Lazarus S. Heyman, 50%; Burton S. Sherwood, 15.75%; and William D. Callen, 14.75. Purchasers of these holdings: John C. Doran, president and treasurer, Doran Bros. Inc. 25%; Cecil J. Previdi, Cincinnati Milling Machine Co. technical advisor in Hartford, 6.25%; Robert J. Doran, vice-president secretary Doran Bros., 12.5%; John F. Previdi, owner Danbury Printing Co., 2.5%. Transfer was authorized by FCC to cover completion of stations.

Control of Coeur d'Alene Broadcasting Co. licensee of KVNI Coeur d'Alene, Idaho (1240 kc, 250 w), and KNEW Spokane, Wash. (1500 kc, 5 kw) is transferred from Scripps Newspapers Inc. (Scripps League) to Buri C. Haga-done, president of licensee, and Mr. Henke for $10,000. Consideration involved is $10,000. Scripps, which owns all 2,500 shares Class B voting stock, sells 500 shares to Mr. Henke while Mr. Hagedone also sells 500 shares of his 2,500 shares Class A stock to Mr. Henke. The Class A stock, heretofore non-voting, becomes equal in voting power to Class B stock under transfer. Thus with shuffle Scripps holds 40%, Mr. Hagedone 40% and Mr. Henke 20%. Latter paid par value of 10 per share for stock.

WABZ Assignement

Assignment of license of WABZ Albemarle, N. C. (10 kw, 1 kw day), involving about $10,000 consideration, is from Albemarle Broadcasting Co., partnership, to WABZ Inc. New firm includes three of original partners: S. L. Myers, 11%; Carl C. Aley, 24.5%, and R. H. Whitlow, 24.5%. Other 40% is shared equally by Ira Leigh, WABZ salesman, and G. H. Hendrix, Concord, N. C., insurance agent. Messrs. Leigh and Hendrix received stock in new firm for cash advances which they have made to station, amounting to about $5,000 each.

The three original partners continuing in the new firm earlier had purchased holdings of T. R. Wolfe and Ed Smith, refusals for about $2,500. The applicant had been a co-partnership at first.

AN ARMY PLANE equipped with video cameras that was scheduled to televise Chicago from the air each afternoon for a week starting last Saturday.

The project is in connection with the Signal Corps' exhibit at the World Hobby Exposition in the Chicago Coliseum. Images picked up by airborne cameras, are to cover a different area of Chicago each afternoon, are to be shown on receivers in the Coliseum. Voice communication between plane and exhibit also is planned.

Exposition press office says this is the first public demonstration of "television from the air," with which the Signal Corps has been experimenting for some time.

DIRECTING your director, an ambition harbored by countless actors, is accomplished through amateur hypnosis by Richard Kolmar (1), who plays role of "Boston Blackie" under direction of his victim, Jeanne Harrison, radio director of Frederic W. Ziv Co. Ziv Vice President John Sinn witnesses demonstration at annual dinner of Woman's Paya Club in New York Feb. 16.

DENYING that it lacks authority to interpret a local law, FCC last week refused to modify the issues it had set for its further hearing on 1490-ke applications at Jacksonville.

The assertion came in an opinion and order rejecting a petition filed by Mayor George Arthur Smith of Jacksonville, who asked the commission only to have it withdraw pending further hearing on the effect of a Tennessee law dealing with a mayor's outside activities [Broadcasting, Feb. 2].

Offer Not Considered

The Commission also reiterated that Mr. Smith's offer to resign as mayor could not be considered. The further hearing opened Thursday at Jackson after FCC turned down a postponement plea offered by Mr. Smith. The case involves applications of Mr. Smith, Jacksonville Broadcasting Co. and Hub City Broadcasting Co., all seeking 1490 kw for a new station at Jacksonville.

Mr. Smith, who won the grant originally on the ground that he proposed to devote more time to his station than any other applicant, plans, contended in his petition that the Tennessee law in question was not mentioned during the hearing and that he had no opportunity to say what he would do if it were construed to preclude other business activities.

'Established Precedent'

It is for the Tennessee courts, not the Commission, to interpret the law, he insisted. His petition cited two decisions in which FCC refused to interpret state laws. These, Mr. Smith said, "are established precedent ... and have not been overruled by any subsequent action."

The Commission ruled, however, that the cases he cited are "not applicable to the facts in this case." It declared that "the Commission does have authority to consider the duties imposed by Tennessee law upon the Mayor of Jackson, Tenn., in connection with its licensing functions."

FCC Viewpoint

FCC said Mr. Smith had "full opportunity to present his plans" for the station, "including an opportunity to state any limitations which might be imposed upon him by law or otherwise as Mayor of Jackson." The Commission found "no merit in the contention that petitioner would be denied a full and fair hearing by not being permitted to show at this late date any intention he may have to resign from the office of Mayor."
New 50-kw Outlet On 1530 kc Okayed
Licensee of KHTH Given Grant For Harlingen, Tex.
A NEW 50-kw “fulltime” station on the Citizen's 1-R-1530-kc channel to be located at Harlingen, Tex., was authorized by FCC last week in a grant to Texas Star Broadcasting Co., licensee of KHTH Houston.

The Harlingen station will operate fulltime except for the three hours between local sunset at Cincinnati, Ohio, and local sunrise with 50 kw on the frequency, and Sacramento, Calif., where KFBK shares the channel with 10 kw and has a grant for 50 kw.

FCC authorities pointed out that WCKY does not begin directionalyzed operations at local sunset, but at sunset at KFBK. Consequently, they explained, the three hours of silence by the Harlingen station will be necessary to avoid interference before WCKY employs its DA system. They said broken schedules for fulltime stations are “not entirely unusual.” The Texas operation, a class 2 station, will use directional antenna day and night.

Hofheinz Has Interest
Texas Star Broadcasting, the Harlingen grantee and KHTH licensee, is owned by Roy Hofheinz (75%) and W. N. Hooper (25%). The company also operates KOPY, FM affiliate of KHTF, in Fort Worth, Tex.

Meanwhile, the Commission reconsidered and granted without hearing the application of WIRL Peoria, Ill., for a boost in nighttime power from 1 to 5 kw, on condition that its radiation toward WHIO Dayton between the azimuth angles of 92 and 106 degrees be limited to 30 millivolts per meter inverse field at one mile. The action was taken with consent of WHIO, which last year succeeded in getting WIRL’s original 5-kw license canceled on the ground it set aside so far as nighttime operation was concerned. The Peoria outlet is on 1290 kc.

AM’s SET ASIDE
Argument Is Called In Complex Case

ANOTHER TURNBOUT in the complex and long-drawn Illinois-Wisconsin 1480-1490 kc cases was taken by FCC last week in an order setting aside its seven-month-old grants to Elgin Broadcasting Co., for Elgin III, and Radio Wisconsin Inc. for Madison.

The Commission called for another oral argument in the proceeding, which also includes 1490-kc allocations of Village Broadcasting Co., Oak Park, Ill.; Beloit Broadcasting Co., Beloit, Wis.; Vincent G. Cofey, Elgin, and Com-pany Broadcasting group-determin Park, and Edwin Mead’s 1490-kc bid for Rockford, Ill. The new argument was set for March 12.

In what some of the participants claimed was a related case, the Commission refused meanwhile to vacate its grant to Beloit Broadcasters for 1-kw daytime use of 1380 kc at Beloit [BROADCASTING, June 23, 1947]. In so doing, FCC reiterated its contention that applications are not mutually exclusive if they do not involve engineering conflicts.

Petitions Last July

The petitions on which FCC based its orders date back, in part, to last July. In vacating its decision in the 1480-1490 kc cases, FCC noted the delays and said:

While the Commission is deeply concerned regarding the delays which have already occurred in these proceedings, the Commission is convinced that the consent decision, involving all applications of the nations now before it requires the vacating of the final decision and prompt further oral arguments . . . followed by final decision.

Comrs. Rosel H. Hyde and Robert F. Jones dissented from the decision to set aside the 1480-kc decision, involving rival applications of Radio Wisconsin for Madison and Edwin Mead for Rockford. They concurred in the order vacating the decision on the Elgin-Oak Park-Beloit 1490-kc cases.

The decision which follows oral argument will be the fourth in the proceeding involving Elgin, Oak Park and Beloit. The Commission first proposed to grant Elgin Broadcasting Co.’s “applicable” requests and deny those of its rivals. Following oral argument, FCC issued a supplemental proposed decision favoring Village Broadcasting (Oak Park) and Beloit Broadcasting (Beloit) over the others. The final decision, now set aside, effectuated the first proposed decision.

Participants were told to direct their March 12 oral arguments to the supplemental proposed decision, the findings of fact and conclusions of law contained in the Commission’s final decisions, and to the various petitions subsequently filed. In addition to the points raised in the petitions, FCC’s decision to hold another argument was motivated by the “fact that only three of the four Commission members participated in the final decisions, less than a majority of the oral arguments addressed to the supplemental proposed decision . . .”

The grants which were vacated were for the use of 1490 kc with 2 kw “fulltime” to Elgin by Elgin Broadcasting, and for 1480 kc with 1 kw “fulltime” (directionalized) at Madison by Radio Wisconsin.

Elgin Broadcasting is a partnership of Jerry C. Miller, attorney for Clayton Mark & Co., Evanston, Ill., and A. R. Kinney, WBRE and Bal- timore transmitter engineer. Radio Wisconsin is headed by Harry L. Murphy, superior and owner by a group including Harrington & Hocker, former Congressman of Minnesota Tribune Co. and stockholders in Arrowhead Network, and several Wisconsin and Minnesota newspapers. Beloit Broadcasters, whose grant the Commission refused to upset, is owned in equal shares by William P. Taylor, senior editor of WLS Chicago, and Lloyd Burton and Russell G. Salter, who own one-third each in WAXX Waukesha, Wis.

Education of The Air

For 1947 is Published

EDUCATION OF THE AIR (17th Year) was published annually by the Institute For Education By Radio, an annual international conference devoted to the exchange of techniques and experiences in educational broadcasting, is reviewed by Education of The Air. Published arranged annually by the Institute For Education By Radio of Ohio State U. at Columbus, Ohio, 331 pp.

PROCEEDINGS of the Seventeenth Institute For Education By Radio, held in the week of February 19, 1947 at the Ohio State University Press and edited by O. Joe Olson.

Major chapter titles of the publications are: International Aspects of Radio, Radio Policy in America; Radio in Organized Education; Program Areas of Radio; Techniques, Problems and Research, and Exhibition of Recordings.

PRIZES worth total of $2,650 will be given for the best papers on “Whitney Whitney Club,” ABC Mon.-Fri. 3:30-4:30 p.m. in contest aimed at soliciting contributions for American Council on Rhetorical Fever. Contest will run four weeks beginning March 1.

Mr. George Kern
Bostons & Rebels
New York City
Dear George:
Sure am busy as all get out, with what WCHS brings world famous psychologist Dr. George W. Crane here last week and now HINT HINT coming here in March. We hear Feedin’ the mob will be as good as it was last time. So it’s time to get more listeners for us . . . on more business for your sponsors . . . So should everybody ask you how do things stand i n C h a r l e s t o n West Virginia . . . you just tell 'em, ‘Ch a r l e s t o n, most people feel naturally l i s t e n t o WCHS for some of the best soundin’ programs you ever heard . . . course, it’s an easy custom to form what with WCHS gives ’em 6000 watts at 88 . . . really a job with most people . . . ’an more people to getting that WCHS habit all the time.

ye olde

WCHS

Charleston, W.Va.

February 23, 1948

Page 83
CBS Video

(Continued from page 14)

rary arrangement. CBS has an application in for a video station of its own in Boston. When fac-

ABILITIES for networking video pro-

grams to other parts of the country are available, CBS will expand its service, he said.

In answer to specific questions he
denied rumors that CBS is plan-
ing to purchase either the Bam-
berger or the DuMont video fac-

ABILITIES in Washington. “We have a
temporary arrangement there and
hope to work out a long range
one,” he stated.

Mr. Stanton confirmed BROAD-
CASTING's report that CBS has
acquired about 8% of the stock in Madison Square Garden [CLOSED CIRCUIT, Feb. 16], adding that the network has no plans for acquiring
any more at this time. “We think sports will continue to be im-

portant to television and that Mad-
ison Square Garden is a good in-

vestment,” he said, laughingly
admitting that to the limited extent of its interest in the Garden, CBS would profit by the sale of the video rights to the boxing matches there to ABC.

Questioned about the equipment
for the new studios, Mr. Stanton
said that the network “will use
anybody’s equipment that measures
up to the standards set by

REPRESENTATIVES of eight civic
organizations testified Monday on
FCC's hearing on the
WBAL Baltimore renewal appli-
cation and the competitive request
of Public Service Radio Corp. that
they had found the Hearst sta-
tion's cooperation “satisfactory” to
“excellent.”

They said they had never been
refused time by WBAL, that in cer-
tain instances they had been
offered more time than they could
use and that they had not criti-
cized the station in talks with
Public Service Radio representa-

atives.

The witnesses were called by
WBAL counsel in rebuttal to
earlier testimony by Public Service
asserting such organizations be-

lieved the station was not giving
adequate public service. Most of
Monday's witnesses represented
groups who Public Service had
stated “have indicated their in-

terest and desire” to be members
of their own engineers,” but added
that the major part of the initial
equipment had been ordered from RCA.

In answer to a question about
CBS contracts with its video affili-

ates, Mr. Stanton said that details
are still being worked out but that
there would be announced shortly.
CBS has no immediate plans for
putting its studio programs on film
for shipment to stations outside the
reach of present video network
facilities, he said, adding that this
will probably come in due time.
CBS has made no hard and fast
rule about who shall control the
production of commercial television

programs, he said in answer to
another question, but will do what
ever seems best in the case of each
individual show. If an agency
wants to produce a picture, he
CBS thinks the agency men capa-
bile of doing a good job “we'll let

them do it.

As a color television, CBS is
“still carrying on a modest amount
of color research,” Mr. Stanton
said, but following the FCC's ad-

verse decision to the CBS plea for
“color now” last year, the network
is now going “full speed ahead
with black-and-white.”

In New CBS Post

THOMAS D. CONNOLLY, CBS
director of program promotion
since 1940, is swapping that job for
a post as assistant manager of pro-

gram sales, the network announced
last week. Earlier CBS had indi-
cated that Mr. Connolly was leav-
ing the network altogether [BROAD-
CASTING, Feb. 16]. But since the
program sales department was
made “as a further step in our ex-

pansion plans for the sale of CBS
package shows,” according to Mr.
C. Clottinger, the network's vice
president in charge of sales,
of its community advisory council.

Hold in Baltimore before Pre-

siding Comr. Rosel H. Hyde, last
week's session was a closing phase
of the long Commission proceed-

ing. The hearing began last Nov. 3
as an investigation of the limited

ative qualifications of WBAL, seek-

ing renewal of license, and Public
Service Radio, requesting the sta-
tion's clear channel assignment of
80 watts at 1090 kc. Yet it was
intered in the record: Engineering
testimony, to be heard Feb. 27;
written interrogatory deposition
of William Randolph Hearst [BROAD-
CASTING, Feb. 19], and further
testimony from two Public Service
principals, Columnist Drew Pear-
son and Robert S. Allen, concerning their financial ability to meet new
stock subscriptions.

Monday's session opened with

Testimony by Milson Raver, execu-
tive vice president which Maryland State

Teachers Assn., who said WBAL's cooperation had “been entirely

satisfactory” and that in 1946 more time was offered to his
organization because of limited staff. A new program series suggested by
WBAL is in preparation, Mr.
Raver said.

Dr. Robert A. Riley, director,
Maryland State Dept. of Health,
called WBAL's cooperation “satis-

factory.” Asked by Public Service
counsel if he would serve on the
community advisory council,
Dr. Riley said the question was for the board of directors to answer. The
state department is first on the
Public Service advisory council list.

Wise Testifies

Charles E. Wise, executive secre-
tary to the Maryland Farm Bureau Inc.,
also listed as an advisory council
prospect, testified he was glad to
cooperate with anyone to aid farm
organizations. He said that the
organization's annual meeting in
January 1945 WBAL had surveyed
radio preferences and thereafter
modified certain of its farm pro-

gram presentations. He described
WBAL cooperation as “very good.”

Dr. Willis Ford, executive secre-
tary, Council of Churches on
Christian Education in Maryland
and Delaware, stated: “We found
the (WBAL) staff very friendly and

cooperative.”

Most cooperative” was the de-

scription which John E. Rostmeyer,
executive secretary, Balti-

more Safety Council, gave the
Hearst station. This organization also
is in Public Service's prospective

dvisory list. Mr. Rostmeyer said his
group used the services of all local
stations, finding spot announce-
ments effective for the most part.

He recalled that the Public
Safety Council in 1947 had pre-

sent WBAL an award for five-

year consecutive presentation of
Listen Motorist and Stay Out of

Traffic Marketing Institute pro-

grams. These sponsored

programs were listed by the FCC
Blue Book as part of WBAL's re-

placement for the NBC University of
Chicago Round Table.

C. C. Capel, business man-
ger of the Baltimore Symphony
Orchestra, testified that cooperation
was “invaluable.” Harry S. Allen,
Maryland Department American
Legion commander, expressed no
criticism of the station and com-

mented on a need for employment
series on WBAL. The Legion is on
the Public Service list. John F.
Radovich, administrative assistant
to the Veto. The Administration reg-
national manager, considered WBAL
cooperation “excellent.” He indi-
cated that cooperation from other
stations was also very good.

Not Members

None of the witnesses said they
were members of the Public Serv-

ice advisory council but indicated
they might be if the proposed sta-

tion were granted and WBAL de-

ned renewal. Public Service coun-
cil expressed that all of the organi-

zations on the advisory council list
were not formal members but in
some instances were interested

prospects. More than two dozen
organizations were named.

In cross examination by Public
Service it was brought out that
most of the eight witnesses knew
the Baltimore principals of Public
Service in person or by reputation
wheresin but in a few instances did
they know any of the officers of
Hearst Radio Inc., WBAL licen-

see, except Harold C. Burke, vice
president and general manager of
the Baltimore outlet.

Upon invitation by WBAL, Comr.
Hyde and all participants in
session in的办法 to station, over the
objection of Public Service counsel who claimed that such a
tour would prejudice the case in
favor of WBAL and that such
“evidence” could not properly be
entered in the record or cross-ex-

amined or appealed. WBAL said if
that were true the Commission
should never view station facilities.

WBAL HEARING
No Criticism by Civic Groups

AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"

An Average of 45% More
Than National Average

Youngstown Ratings of
Network Shows
Average 100% Higher

A Greater Audience
at Lower Cost

Ask HEADLEY-REED

WFMJ

The ABC Station For
YOUNGSTOWN, OHIO

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FMA Meeting  
(Continued from page 10)

FM and facsimile specified that "no FM channels be assigned for facsimile in the 88-108 megacycle band unless the facsimile is used in conjunction with FM broadcasting."

An all-out attack on the "bugaboos" that FM is line-of-sight radio and that connecting wire lines are needed before it can cover large areas was launched by C. M. Jansky Jr., FMA engineering counsel.

"Most advertisers still believe these bugaboos," he declared. "We must bring these people to realize the full implications of how superior FM is to AM."

William E. Ware, vice president of FMA and manager of KFMX Council Bluffs, Iowa, discussed his campaign of indoctrinating high school students in FM. He showed the delegates a motion picture used in the procedure.

"We find that high school students, being very receptive to something new and modern, are our best salesmen," he said.

Interference Problem

Mr. Ware also observed that rural groups "who get a lot of static with AM sets because of rural electrification" are turning to FM in large numbers.

He urged delegates to stress the fact that "TV and FM are not competitive but complement each other."

David S. Ballou, vice president of FM Reps Inc., N. Y., said that a survey of broadcast advertising by his firm indicated only 300 out of 15,000 national and regional accounts as "consistent or even frequent users of radio."

"There are many reasons for the neglect of broadcast advertising as known in past years," he declared. "Generally they are: Lack of time desirable to the advertiser, bad taste in commercials, and over-commercialism . . . Listeners [also] have been definitely educated down to a misunderstanding of the beauties of full-range music . . ."

AMONG DISTINGUISHED guests at speakers' table at banquet marking opening of Rochester Radio City (WHAM and WHFM) Friday, Feb. 13 (Broadcasting, Feb. 16), were (1 to r.): William S. Hedges, NBC vice president; Wesley M. Angle, board chairman of Stromberg-Carlson Co.; Dr. Howard Hanson, director of Eastman School of Music and the principal speaker; Congressman Kenneth B. Keating (R-N.Y.), who spoke over NBC at 10:45 p.m., following the banquet, and William Fay, vice president of Stromberg-Carlson and general manager of WHAM-WHFM.

cause the musical interpretation of the conductor has been overruled by a studio engineer whose job is to keep the AM carrier modulated as close to 100% as is required by federal regulation. With FM, that bad practice is finished."

Scoring "commercialism," Mr. Ballou stated, "Today FM is in the enviable position of being able to look back . . . and see the mistakes made in ordinary broadcasting from its inception. We can, for example, avoid commercializing religion if we wish. It is an acknowledged fact in ordinary broadcasting that commercial religion as it is today is a controversial subject, and that its stinging backlash can be deadly to a program and an advertising structure."

Transition from manufacture of AM to FM and combination models has taken place and manufacture of AM receivers alone "is on the wane," he asserted.

"It is apparent in all advertising," he said, "soon manufacturers will entirely divorce the FM from the AM in their advertising and in their production."

TV Station Consultant Service Offered by TAP

TELEVISION Advertising Productions last week announced it was offering to new TV stations a consultant service. Announcement said the firm would set up program departments or train camera crews.

Incorporated last March, TAP aided the St. Louis Post-Diöepitch last summer in setting up its video station, KSD-TV, by training its entire personnel. Firm also has been furnishing live productions and film commercials for programs on station.

RESULTS?

THAT’S US!  
C H N S  
HAIFAX  NOVA SCOTIA
Maritimes Busiest Station  
5000 WATTS — NOW!  
Interested? Ask  
JOS. WOOD & CO.,  
350 Madison Ave., New York

Goodwill  
(Continued from page 18)

regular audience but be flexible when community service called for extra time.

Out of the conference came selection of a 6:30 p.m. 15-minute program titled Time Out for Sports, which had an 11-year record. Portsmouth Steel signed for six months with option to renew. Since the first broadcast last Dec. 1, the company reports, it has been swamped with requests for use of the quarter-hour series, which frequently is extended to a half-hour when community service justifies.

Projects include choirs, bands, Boy Scouts, schools and other types of community institutions. Allocation of time is handled by Frank Rowe, company industrial relations director.

RADIO MAN IS ELECTED BY JOURNALISM UNIT

THE DISTRICT chapter of Sigma Delta Chi, national professional journalistic fraternity, has named a radio man, Theodore Koop, Washington news chief of CBS as its president.

Mr. Koop was selected at the annual election at the National Press Club Feb. 18. He succeeds Luther Houston of the New York Times' Washington Bureau, who was elected national president at the society's recent Washington convention.

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.

February 23, 1948 • Page 85
Libel Clarity

(Continued from page 18)

INC., Feb. 16]. NAB expects to need about 14 hours for testimony by its witnesses, who include a number of broadcasters as well as staff members.

The lapse between the opening and subsequent sessions was attributed to the press of other problems facing the Commission, particularly the clear-channel cases and its associated daytime-sky-wave proceeding. FCC hopes to decide these cases not later than early April. U.S. recommendations for changes in the North American Regional Broadcasting Agreement (NARBA), dependent upon the solution of the clear-channel question, must then be prepared by May 1.

The question of the proposed reallocation of Television Channel No. 1 (44-50 mc) poses another problem which FCC hopes to decide within the next few weeks.

With the imminence of national elections, Washington radio attorneys have been besieged by clients' queries on legal implications of FCC's Port Huron decision. The Commission's views — that broadcasters may not censor political broadcasts for libel but will not be held responsible in cases of suits for defamatory action — have led several attorneys to advise stations to seek libel insurance or similar protection before carrying any.

Wrong Word

MR. HOOPER, we're sorry. Feb. 9 our report on your plan for issuing U.S. Hooper's clear-channel stations with the entire count of the country's radio homes, misquoted you as defining a home in which someone is listening to the radio as a "radio home." We should have said "listening home." A "radio home," of course, is a home equipped with one or more radio receiving sets by which persons in the home can receive programs broadcast by AM, FM, and/or video transmitters.

WOOD BATTLE

A HEARING on the rival $850,000 bids for acquisition of WOOD Grand Rapids (1300 kc, 5 kw, NBC) was called by FCC last week and set for March 22.

The fight for the station, now being held in trust by ABC for the ultimate purchaser, is between Liberty Broadcasting Co., principally owned by Roy C. Kelley and Ray M. Venestra, and Grandwood Broadcasting Co., owned by Harry M. Bitter, Indianapolis broadcaster, and his family and associates.

ABC acquired WOOD along with WXYZ Detroit from King-Trendle Broadcasting Corp. for a total of $3,650,000 [BROADCASTING, July 22, 1946]. But FCC stipulated that the network hold WOOD and its subsequent net profits in trust for the ultimate owner.

Liberty Broadcasting's purchase of the station was approved by FCC a few months later and the transaction was never consummated and Grandwood Broadcasting now allows broadcast of defamatory and other illegal matter. At the same time, "they would be subject to criminal and civil liability under state law if they did permit the broadcast" of such matter, according to the petition.

Refusal to make facilities available for political broadcasts offers no escape, NAB contends, "since the Commission takes the view that, notwithstanding that Section 315 imposes no obligation on broadcast licensees to make time available for political broadcasts, their refusal to do so is inconsistent with their obligation to serve the public interest." The petition cites FCC's decision in the Homer P. Rainey case, handed down Jan. 16, 1947, in which the Commission spanked member stations of Teleservice Network for failure to provide desired time to a candidate and outlined FCC views on the importance of carrying political broadcasts.

Furthemore, the WHLS proposed decision would require stations to make "a radical departure from what has heretofore been standard, and considered acceptable operating procedure under the provisions of Section 315."

Referring to the impact of the proposed Port Huron decision on the public as well as candidates, office holders and broadcasters themselves, NAB asked in its petition that the FCC be given a regular license renewal regardless of the determination of the issues, with a simple order being issued to that effect.

NAB then asks that its petition be accepted for filing in the case and that a separate general hearing be held in which all interested persons could be heard. Signing the petition for NAB are Don Pettry, general manager; and Bryan Rea Jr. and Ivar H. Peterson, attorneys.

Hearing on Rival Bids Is Called by FCC

ing subsequently acquired the outlet, subject to Commission approval. Liberty then filed a bid under the Avco advertising procedure, offering to match Grandwood's $3,000,000 bid.

Meanwhile, the station as of Dec. 31 had accumulated $143,000 in profits which ABC will turn over to the successful purchaser along with subsequent profits [BROADCASTING, Feb. 16].

Messrs. Kelley and Veenstra have about 51% of Liberty Broadcasting. With 13 other Grand Rapids business and professional people, and Paul H. Raymer Co., station representative firm of New York, they have subscribed a total of $300,000 for preferred stock. Liberty also acquired a loan from Modern Woodmen of America, Rock Island, Ill., to be applied toward the purchase price in event their proposal is not approved.

Grandwood Broadcasting stock is held (50%) by WBFM Inc., largely owned by Mr. Bitter and members of his family; and by Ralph S. Euler, executive vice president of Mellon National Bank & Trust Co., Pittsburgh; his wife, Bertha G. Euler (8%), and Frank R. Denton (12%), vice chairman of the board and chief executive officer of Mellon Bank. WBFM Inc. is licensee of WFM Indianapolis and WEOA Evanston, Ill.

Television Edition

HERALDING 1948 as "Television's Year," The Detroit News on Feb. 11 published a special 22-page video edition tracing the history of and recording the potentialities of television in general and its own enterprising WWJ-TV in particular.

The edition, which devoted 20 of its pages to television matter, carried 36 photographs of WWJ-TV facilities and personnel and program screening and narrated television programs, events and personalities. Television interests claimed about 65% of the space for display advertising.

LIBEL and SLANDER

Invasion of Privacy Violation of Right
Plagiarism

Those daily hazards can be INQUIRED.

We pioneered this field and now accept no exceptions. Broadcast eastern nationwide. Our EXCESS POLICY is adequate, effective and comprehensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI

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BROADCASTING • Telecasting
Philco Corp. Is Principal In One Application

WRNL and WRNL-FM Richmond, Va., and identified in application with the News-Leader and Times-Dispatch, requests Channel 3 (60-66 mc) there. The AM, FM and television would be housed together in new half-million dollar radio center under way. WRNL-FM is now being constructed. Large ground floor theatre studio is in plans to be built in second story of new complex.

Shamrock Broadcasting Co., which seeks FCC consent for purchase of KXYZ and KXYZ-FM Houston, Tex., seeks Channel 7 (174-180 mc) in that city. Station would be in $12,000,000 Shamrock Hotel under construction there by same interests. FCC would continue video alone if transfer not approved.

WHEC Inc., licensee WHEC (AM) Rochester, N. Y., has filed Channel 10 (174-180 mc) application filed by Neptune Broadcasting Co., WPFG (AM) owner. Zenith Radio Corp., proponent of subscription-type wired "phone vision" telecasting, filed for new commercial video station on Channel 2 (54-60 mc) at Chicago. Zenith gave up its commercial TV outlet WLS Chicago in January 1947 because it did not consider it "practical" to continue at that time. New request amounts to reinstatement of that station.

Star Times Publishing Co., publisher of the St. Louis Star-Times and licensee KXOK and KXOK-FM that city, and Thomas Patrick Inc., operator of KWK and KWK-FM at St. Louis, have filed for Channel 4 (66-72 mc) and Channel 9 (186-192 mc) respectively.

Radio Projects Inc., which has application pending for purchase of WSBY Minneapolis-St. Paul, has filed for Channel 5 (76-82 mc) in that city. Whether transfer were granted or not applicant would proceed with TV.

Richmond Radio Corp., licensee of WSYR at Atlantic City, sole facility there. Philco radio relay link would be in opposition with WPTZ. Other new applicants: Mid Atlantic Broadcasting Co., licensee WMID (AM) there, and Atlantic City World Inc., publisher Daily World. Each has fourth application filed by Neptune Broadcasting Co., WPFG (AM) owner.

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TRIBUTE by NAB executive staff was paid Frank E. Pellegrin (second from l), director of Broadcast Advertising, who leaves March 1 to manage new KSTL, daytime focal in St. Louis. Thirty persons attended test-monial dinner held Feb. 16 at Hotel 2400, Washington. Watching present-tation of bronze desk set by President Justin Miller were: Hugh M. P. Higgins (standing behind Mr. Pellegrin) and, l to r, A. D. Willard Jr., C. E. Arney Jr. and J. Allen Brown.

News Clinics

CARELESS handling of newscasts by the “rash of new stations” now taking the air may lower public confidence in the entire radio news structure, the NAB North-South Carolina News Clinic was told Wednesday at the last of a series of three clinics held during the week.

Speaking as managing director of a new FM station, Ray A. Furr, of WIST Charlotte, told a meeting held in the Hotel Charlotte that the “good reputation of radio news” may be leveled down to the standards of a disc jockey who measures his ability by the number of seconds it takes him to read a newscast. He said good news broadcasting also is good station promotion, and called for perspective and quality in newscasts.

F. O. Carver Jr., news director of WSJS Winston-Salem, explained how the station is building up a staff of news correspondents from country weeklies with total cost running about $100 a month. William Poge, news editor of WKNS Kinston, N. C., said the daytime regional derives 25% of its income from newscasts and news features.

Chairman of the Carolina clinic was Harold Essex, general manager of WSJS, with Jack Knell, WBT Charlotte, in charge of local arrangements. Over 60 station executives attended.

The three clinics were under the general direction of Arthur C. Stringer, NAB Director of Special Services, who led discussion at each session.

Forty-four broadcasters from Virginia and the District of Columbia took part in the Tuesday clinic held at the John Marshall Hotel, Richmond, Va. E. S. Whitlock, general manager of WRNL Richmond, was general clinic chairman with James D. Clark, WRVA Richmond, chairman of local arrangements.

Daftron Talk

Polly Daftron, WRNL, told the clinic broadcasters must change their tactics if they are to hold attention of women. “Sugar-cost the heavy stuff,” she advised, and “personalize news as though you were speaking to one little woman.” She advised use of fewer items, handled at some length.

Emileigh Maxwell, WTAR Norfolk, told how she overcame decision of the city council not to permit a wire recorder at a council tax session. Her method was to take up the matter with listeners. One broadcast was enough to bring a reversal of the decision. A news notebook WTAR has proved helpful, she said.

Fred Hoffman, news chief of WWDC and WWDC-FM Washington, said the newsroom is operated like a newspaper’s city room. “By spotting pending stories, and by watching for developments on running stories, we have on many occasions beaten the newspapers by hours,” he said. “We can beat them on the top-running and fast-breaking stories.”

Other speakers at the Richmond clinic were James Walsh, WSLS Roanoke; Ralph Bowman, WCHV Charlottesville; Eric F. Lund, WLVA Lynchburg; Barron Howard, WRVA Richmond; Wendell H. Siler, WDBJ Roanoke; Frank E. Koehler, WROV Roanoke; Irvin G. Abeloff, WLEE Richmond; Jack Weldon, WWOD Lynchburg.

Advantages Cited

Mr. Lund pointed to the advantage of selling to prestige accounts, both from the standpoint of the station and the sponsor. He said WLVA has one department store client who has sponsored two quarter-hour news programs daily for a decade.

Departments in the West Virginia state government were asked to stop discriminating against radio in release of news under resolution adopted Monday by the Charleston clinic. Arbitrary release dates present broadcasters from fulfilling their public-interest obligations, it was stated.

General clinic chairman was Bert Sonis of WCHS, with Mr. Stringer taking part in discussions. Mr. Sonis named a committee to ask aid of the West Virginia Broadcasters Assn. in meeting the discrimination problem.


Mr. Phillips suggested prestige clients were best for news since they tended to use long-term contracts.

Dillard

(Continued from page 19)

with the population served, he said, claiming no FM station has a rate which is not a fair value. Choice listening time is available now, he reminded.

Programming on FM stations is becoming diversified as competition for the audience increases, said Mr. Dillard. He predicted much local advertising volume will be scored. At present rates advertisers can afford to buy programs instead of spots, he said, adding that the time signal field is still wide open.

Duplication of programs will increase traffic on the FM dial, he predicted. “What is happening is that already you are paying less for AM and something for FM,” he said. “This is the theory of the networks in seeking duplication on the basis upon which the deal was made with Mr. Petrillo. It will not take as long as most people think for the distribution of the rate to equal the AM portion as the number of sets increases. This is due to the fact that the FM station will cover a wider area at night during peak audience hours.”

Mr. Dillard traced growth of Continental Network and regional FM hookups, describing the 30-day 15,000-cycle transmission test now under way [BROADCASTING, Feb. 16]. FM networks can be economically operated, offering wide geographic coverage at low cost to the advertiser, he concluded.

18,672 Video Sets Are in Philadelphia

18,672 TELEVISION sets were sold in the Philadelphia area up to Dec. 31, 1947, according to the first annual report of the Electrical Assn. of Philadelphia.

John A. Morrison, managing director, revealed that total retail value of the 18,672 sets is $8,298,305 and the average retail price is $445, not including installation costs. There were, according to mailing lists maintained by WPAT Philadelphia, about 800 set owners in November, 1946, indicating that in a 13-month period, the number of set owners increased more than 28 times.

The number of area sets in the last seven months of the year more than quadrupled, a comparison with a BROADCASTING survey made last May shows.
Approved for ITU Regulations Asked

RADIO REGULATIONS adopted by delegates to the International Telecommunication Conference and International Radio Conference in Atlantic City last fall were submitted to the Senate last week by President Truman for ratification by that body.

Approval of the Senate is not expected to be formally sought until the mammoth task of printing and mailing the completed set of documents is completed. Due to the size of the volumes it was reported that this would take "some time."

The President's message and an accompanying report by Senator George C. Marshall, with copies of the treaties, were referred to the Senate Foreign Relations Committee. The documents were (1) international telecommunication convention, with annexes; (2) final protocol to the convention; (3) radio regulations annexed to the convention, with appendices.

The report by Senator Marshall said "the convention and radio regulations ... constitute a notable improvement over the existing convention and regulations which have for their purpose the international allocation of radio channels, the regulation of the use of those channels, and the bringing into effect of many other provisions governing the international regulation of telecommunication, particularly of radio."

Charles R. Denny, then FCC chairman and now vice president and general counsel of NBC, was chairman of the Atlantic City conferences, which were in progress from May 15 to Oct. 2. Material for any radio report might be presented in such way as to show the committee in an unfavorable light, and further that you might be more favorably disposed should one of the members of the committee be permitted to pass on what recorded material is used."

2 \% Discount (Continued from page 18)

1947 and found that 96 individual media, including many large publications and radio stations, had adopted the discount as a financial safeguard in that period. Mr. Gamble added, but there were "no large media" among those.

He likened the 2% cash discount to a "flash signal of a railroad crossing," that protects those alert enough to take advantage of its benefits.

J. C. Cornelius, 4-A's board chairman and executive vice president for the West, declared that "media deserve the commendation of advertisers and agencies for their firm support of the financial safeguard." He said that broadcasters have not experienced as many "business cycles" as longer-established media, and expressed the belief that others would mount the discount bandwagon as business failures increase, or if payments "tighten up."

Currently, Mr. Cornelius said, only 45% of U.S. broadcasters set a definite due date in their rate cards. The remaining 55% fix no due date at all or insert some phrase as "bills payable when rendered," he said.

At last week's meeting, the first this year and the last one for the present directors, the 4-A board passed a resolution that one year's rate protection "continue to be maintained wherever possible." (ABC, NBC, and CBS have reduced rate protection to six months.)

The board held that less than a year's rate protection "tends to discourage the planning of campaigns on an annual basis, since it causes many advertisers to set up reserves for possible rate increases, which often are not used and as a result the advertiser does not get the advantage of increased audience and proper proportion and broadcasters lose in revenue." The resolution urged that broadcasters who have reduced rate protection for a year restore it as soon as possible "as an aid in developing the medium."

Despite concern over credit positions "in some other lines of business," the board expressed confidence in the general financial stability of national advertising ... largely due to the payment stimulus and credit provided by the customary 2% cash discount."

Mr. Gamble also disclosed that television as an advertising medium will have a program on the agenda at the 4-A's 1948 annual meeting to be held April 7, 8 and 9 at The Cavalier, Virginia Beach, Va. Arrangements for the meeting are being handled by the operations committee of the association of which J. C. Cornelius, BBDO, Minneapolis, is chairman, and Thomas D. A. Brophy, Kenyon & Eckhardt, Inc., are vice-chairmen. Other members are Mr. Gamble; Clarence B. Goshorn, Benton & Bowles, New York; Fairfax M. Cone, Foote, Cone & Belding, Chicago; James H. Ellis, Kudner Agency Inc., New York, and Henry M. Stevens, J. Walter Thompson, New York.

Current 4-A membership has reached near its highest level as of Feb. 16, Mr. Gamble disclosed. This does not include 22 active and 32 inactive applicants.

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TELEVISION helps rather than hurts sports attendance in Cincinnati, according to an analysis made last week by the manager of WKRC to the manager of rival station WLW, whose television affiliate WLWT, covered the WKRC - sponsored Golden Gloves tourney in Cincinnati.

WKRC started sponsorship of the Golden Gloves last year and has continued, and attributes the attendance gain to the effectiveness of television.

Of the three bouts, the first on Jan. 26 was telecast simultaneously, and the other two were carried under commercial aegis of the Winton Brewing Corp.

Text of letters between Hubert Taft Jr., WKRC, and James D. Shouse, Crosley Broadcasting Corp., WLW licensee, follow:

"Dear Jim:

We want to thank you for WLW's splendid cooperation in televising the Golden Gloves shows, which culminated in both attendance and revenue....

On our part, we sincerely appreciate American's Blue-Ribbon boxing shows....

We especially appreciated the cooperation of WLW in going on the air with the details with Charlton Thornburgh, president of Golden Gloves, and Jim and Ted Thrombrough, who did an outstanding job of showing your television of our Golden Gloves.

In our opinion, one national convention sponsor and the preceding president established as a result of WLW televising WKRC's Golden Gloves. As you know, a national convention rating as to whether television hurts attendance at sports events.

It is our considered belief that football and baseball and such other sports are to be considered settled by the fact that more than 30,000 persons attended this year's televised Golden Gloves (in Cincinnati) as attended last year's non-television Golden Gloves. Here are the figures: In 1947-4,467 people attended; in 1946-7,383 people attended.

Last year, we lost money on Golden Gloves. This year, we made up last year's deficits with plenty left over for our other non-profit juvenile sports association which each year grows in size.

Those figures present definite proof that television does rather than hurts attendance at both-boxing and football games, specifically, and at sports events generally.

We believe it was a precedent established in the convention and we believe that if it is allowed another station to televise its tournament next year, that same precedent will be followed.

That too was done on a most friendly basis. We were very happy to have WLW televise WKRC's Golden Gloves. We sincerely believe that it was to our mutual benefit from both financial and promotional standpoints. It was your first commercial television show and our first nationally successful Golden Gloves. We hope that you are as heartily satisfied as we are.

Cordially,

Hubert Taft Jr.
Managing Director, WKRC."

WCCO WRITERS Ralph Backlund (second from 1) and Ralph Andrist (second from r) receive the congratulations of Merle S. Jones (r), manager of the Minneapolis station, and Program Director Gene Wilkey for their Neither Free Nor Equal scripts on racial discrimination which won honorable mention in the 1947 Heywood Broun Award Contest.

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Coast Radio News

School Protests Gag

State Senate Unit Told Recorder
Ban Smacks of Censorship

PROTEST against exclusion of tape and wire recorders from current California State Senate Un- American Activities Committee hearings was registered by the Coast Radio News Club, Los Angeles.

Formal letter of protest signed by Clete Roberts, group president, states, "We know that you feel the work in which you are engaged is deserving of the attention of every patriotic American. We do not see what could be the committee's purpose in excluding the staff of radio stations..." the interest public. I

I

"As you know, a national controversy raging as to whether television hurts attendance at sports events.

"That too was done on a most friendly basis. We were very happy to have WLW televise WKRC's Golden Gloves. We sincerely believe that it was to our mutual benefit from both financial and promotional standpoints. It was your first commercial television show and our first nationally successful Golden Gloves. We hope that you are as heartily satisfied as we are.

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I..."

"I do hope that we may have your permission to release this story as I..."

"I think the contents of your very nice letter of Feb. 19 are extremely important. As far as I know, here is purely and absolutely the case of what actually does happen to attendance at an outstanding sporting event both before and after transmission on radio."

"I do hope that we may have your permission to release this story as I..."


Current 4-A membership has reached near its highest level as of Feb. 16, Mr. Gamble disclosed. This does not include 22 active and 32 inactive applicants.
Mississippi Bill Penalizes Broadcasters for Insults

INDIGNANT Southern legislator has taken initial step to make Northern commentators or broadcasters who utter derogatory remarks about Mississippi or its citizens liable for civil suit under Mississippi laws.

Bill introduced by Senator Houston Evans of Gulfport, would strengthen state radio libel and slander laws to permit state residents to sue broadcasters airing statements "commonly accepted as insulting" to Mississippian or its citizens. Mississippi Secretary of State would be non-resident defendant's resident agent and would, on other hand, also be charged with responsibility of defendant's appearance in Mississippi courts, according to author. When it was pointed out that Northern states might retaliate by allowing radio commentators the reciprocal privilege of suing a Mississippian in their Northern courts, Senator Evans replied, "I think they can already do that."

DuPONT Awards March 9

ALFRED I. duPONT Awards for 1947 ($1,000 awards and plaques to outstanding commentator, and most distinguished public service by large station and by intermediate or small station) will be announced March 9 in nationwide broadcast over ABC and added stations 9:30-10 p.m. from St. Regis Hotel, New York. Arrangements in charge of Mrs. Alfred I. duPont, donor of memorial award to her late husband, William H. Goodwin, secretary of foundation, and M. H. Aylesworth, first president of NBC and foundation advisor to Mrs. duPont.

NAB Passes 2,000

MEMBERSHIP of NAB passed 2,000-mark on eve of board meeting starting Tuesday at The Homestead, Hot Springs, Va. Association includes 1,296 AM members, 638 FM, 3 television and 106 associates, or total of 2,013. Membership has increased from 1,471 in November despite revised dues schedule which raises rates paid by many stations.

In November there were 1,227 AM members, 119 FM, 3 television and 125 associates. Main increase has been in FM affiliates of AM members, due to new By-Laws requirement.

Closed Circuit

Documented histories of successful experiences by major companies.

Packard Motor Car Co., Detroit, through Young & Rubicam, New York, considering spot campaign early this summer.

Capitol Records reading test case against Petrillo similar to that filed by Standard Radio (story page 16) but covering records issued by CAPITOL. Stan Kenton believed one of principals in injunction proceedings but firm executives decline comment.

Mary Pickford and Buddy Rogers eyeing four possible stations in Los Angeles area with view to purchase. Understood eventual plans extend to television.

Tucker Corp. (autos), Chicago, through Roy S. Durstine, New York, looking for network news show.

BROADCASTING • Telecasting
Crosley Broadcasting Corporation announces

CINCINNATI'S FIRST COMMERCIAL TELEVISION SERVICE WLWT

WLWT, Crosley Broadcasting Corporation's television service for Cincinnati, began commercial operation on February 9 and on February 15 a special T-Day celebration was observed throughout the Queen City.

Television is not new to Crosley or Cincinnati. We established one of the first television stations in the United States in April, 1939, under the call letters W8XCT. Experimental television broadcasting has been conducted continuously since that date, interrupted only by the war.

Now, after years of experimentation—training personnel, developing programming and technical techniques—we are ready to provide Greater Cincinnati with the finest television service possible under an expanded, commercial operation.

The newest, most modern television transmission equipment available will, within a few weeks, be sending the sight-and-sound of WLWT. This new transmitter plant will deliver one of the strongest effective radiated television signals in the world, assuring an even finer, more dependable service.

The Crosley Broadcasting Corporation is proud to have established the first television service in Ohio and Cincinnati. We believe television inevitably will become the world's greatest medium for mass communication. And not only can it be expected to provide the greatest and most effective advertising medium yet conceived, it must also contribute immeasurably to the broad fields of entertainment, education and religion within the home.

WLWT Rate Card No. 1, and we believe television's most unusual rate card, is now available upon request.

WLWT Crosley Broadcasting Corporation

TELEVISION SERVICE OF THE NATION'S STATION
Successful telecasts of surgical operations show value of television to medical education.

"Step up beside the surgeon—and watch"

Not long ago, a radio beam flashed across the New York sky—and "carried" more than 7000 surgeons into an operating room...

Impossible? It was done by television, when RCA demonstrated—to a congress of leading surgeons—how effective this medium can be in teaching surgery.

In a New York hospital a supersensitive RCA Image Orthicon television camera televised a series of operations. Lighting was normal. Images were transmitted on a narrow, line-of-sight beam... As the pictures were seen the operating surgeons were heard explaining their techniques...

The beam was picked up at a midtown hotel—carried to RCA Victor television receivers. And on the video screens, visiting surgeons followed each delicate step of surgical procedure. Action was sharp and clear. Each surgeon was as "close-up” as if he were actually standing beside the operating table.

Said a prominent surgeon: "Television as a way of teaching surgery surpasses anything we have ever had... I never imagined it could be so effective until I actually saw it..."

Use of television in many fields—and surgical education is only one—grows naturally from advanced scientific thinking at RCA Laboratories. Progressive research is part of every instrument bearing the names RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St. Free admission. Radio Corporation of America, RCA Building, New York 20, New York.