have we gone suddenly mad?

No, we have not gone mad. We have merely gone into some close figuring for you. For 1/12th of 1 cent per impact per week is all one advertiser paid to tell his selling story over WOR. Hitting 422,755 homes with radios in a week...

Pretty amazing, isn't it? But it's the sort of thing we do all the time. Pennies, and fractions of pennies, pay off handsomely at WOR. Not to mention that WOR can be heard by 34,057,161 people in 18 states. Our sales executives would be happy to show you how WOR can sell your product without asking you to shell out six figures to do it. In fact, we're doing jobs at two and three figures!

1440 Broadway, New York

WOR

mutual
Joseph K. Burrin, a graduate last June from Purdue University, bought his own drug store in September at Covington, Indiana.

He's a strong believer in advertising. Burrin's Pharmacy advertisements appear regularly in the local weekly paper and on the local theatre screen. Although he does not have opportunity to use radio advertising, he knows it works. "When the cold remedies started to move in the fall," he reports, "I noticed it's the brands they hear about on the radio that people ask for."

Mr. Burrin's reaction to radio is typical of most small-town merchants in the WLS area. And radio in Fountain County means WLS—for WLS has the highest BMB in the county, 88% day and 91% night. In 1946, WLS received 4,172 letters from the county's 4,530 radio homes—92% response! Here's ample proof of listener confidence in WLS—confidence built up in 24 years by giving listeners the kind of service they need, entertainment they want.

Covington, 145 miles south of Chicago, is the Fountain county seat. This county is an important market. Total population is 18,299, with 79.5% rural. Retail sales in 1946 were 12½ million dollars, over 3 million of it in food sales alone!

This important county is only a small part of the market intensively covered by WLS. In Covington and Fountain County, as in many other Midwest communities, WLS is the leading radio station—most listeners, most influence . . . and the merchants know it! For further details about WLS—its audience, its market, its results—ask any John Blair man.
It's a Shot in the dark TO BUY TIME IN IOWA UNLESS YOU HAVE SEEN THE LATEST "CONLAN SURVEY" ON NORTHEAST IOWA!

KXEL has CHANGED LISTENING HABITS IN IOWA

Compare THESE NOON-TIME QUARTER-HOUR RATES*

KXEL (50,000 Watts) $52.00
Station A—Cedar Rapids
(5,000 Watts CBS) $56.00
Station B—Des Moines
(50,000 Watts NBC) $140.00

*You may check Standard Rate & Data Service

Exhaustive Conlan Survey embracing 14,083 telephone calls, shows KXEL holds the lion's share of listeners in Northeastern Iowa... as high as 52.4%.
KXEL Farm Programs have won 3 nationally recognized firsts in less than one year... proof that the quality of KXEL programming is of highest calibre.
KXEL—which blankets northeastern Iowa, the state's richest area—sells this vast audience at LESS cost per listener than any other radio station. For example, Stations A and B cost $4 and $88 MORE per quarter hour (12:00 Noon to 1:00 p.m.), as indicated; YET in this farm period, these stations have 59.5 percent and 51 percent LESS audience throughout the entire area surveyed by Conlan than does KXEL. This survey extended as far as 89 airline miles from KXEL's transmitter.
The total "KXEL Rural City" area** has 79% of the buying income and 80% of the radio families of Iowa.

Don't shoot in the dark! Get the complete facts on KXEL's Great Listening Audience. Write Josh Higgins Broadcasting Company, Waterloo, or contact your nearest Avery-Knodel representative.

**KXEL's 5 mv area

KXEL—50,000 WATTS

JOSH HIGGINS BROADCASTING COMPANY - WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
COVERING THE GREAT "KXEL RURAL CITY"
UPCOMING

March 1: FCC Hearing on right of stations to editorialize, FCC Hqtrs., Washington.


March 5-6: FMA Board of Directors, Statler Hotel, Washington.

March 8-11: Canadian Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.

(Other Upcomings on page 82)

BULLETINS

KEY EXECUTIVES of CBS affiliated stations invited to CBS's first nationwide video clinic in New York, March 31. Frank Stanton, network president, to open meeting. Clinic confined to "single day of intensive sessions," but CBS video executives to be available for discussion with station men on succeeding days.

PARAMOUNT POSTPONEMENT

FCC hearing regarding Paramount Pictures' interests in group of television grantees and applicants, including Allen B. DuMont Labs., postponed Friday from March 1 to May 10. Hearings in respective cities with other applicants set for interim.

FCC ASKS NETWORKS FOR FM DUPLICATION POLICIES

SPECIFIC DATA on networks' policies on AM-FM duplication sought by FCC in letters released today as sent to NBC, CBS, ABC, Mutual.

In connection with pending petition of FM Assn. for rules to outlaw affiliation contracts that prevent duplication of network programs over affiliates' AM and FM facilities [BROADCASTING, Nov. 3], Commission asked:

May AM affiliates broadcast the AM network programs simultaneously over the affiliates' FM facilities? If affiliates broadcast some of the AM network programs over the FM station, are they required to carry over the FM station all network programs which they carry over the AM station? May non-affiliated FM stations in communities where there are no AM stations carry your network programs? In communities where your regular affiliate does not carry the network programs on FM, may another non-affiliated FM station carry these programs?

Networks, in earlier replies, had indicated they saw no need for FCC-sponsored rule, that they were willing to permit duplication but were unable to do so because of contracts with AM networks.

BROADCASTING...at deadline

CLOSED CIRCUIT

WITHIN fortnight there'll be sensational exposure of Communist infiltration of American industry, in which radio will figure importantly. Labor union activities relating to radio will be underscored.


ABRUPT CESSATION of broadcasts from high-power Mexican stations of diatribes (at commercial rates) of Upton Close, as well as divers preachers who were barred from U.S. air, just didn't happen. President Truman and President Aleman are close friends. Besides, Mexico's radio law banning religion on air is broad enough to cover any kind of commentary.

FM ASSN. convention, originally scheduled for Sept. 27-28 Chicago, will be extended to include 29th. Additional features include tour of Chicago set manufacturers' plants.

DEMONSTRATION of way editorializing by stations might be handled will be presented to FCC when it opens hearings on Mayflower decision today (Monday). CBS has recorded experiments in editorializing, balanced by "letters to editor" for opposing viewpoints, and will put on recordings as part of its case.

THAT JERRY BRANDT movie epic "Magic in the Air" in works nearly two years hasn't been discarded. William B. Ryan, v-p of KFI Los Angeles, has reported to NAB Board that Producer Brandt plans summer shooting and fall release through Columbia Artists as Class A production running in excess of two million.

FIRST-HAND STORY of development of network radio to be unfolded soon in series in national weekly from pen of M. H. Aylesworth, first president of NBC, who put world's first network together. He's also largely responsible for New York Radio City.

CONCERTED move to have automobiles radio-equipped on standard rather than optional accessory basis has developed. Broadcasters identified with automotive field pushing hard.

ZENITH Board considering plan to license free broadcasters, producers and telephone company, on behalf of its Phone-Vision. Details undisclosed. Licensing of certain manufacturers desirous of producing TV receivers stymied thus far by rate considerations "not yet set." Simultaneously Zenith's president, Comdr. E. F. McDonald, announces first output of receivers on market will be available "some time this fall."

CLEAR-CHANNEL advocates claim 50-kw power limitation bill introduced by Sen. John-

(Continued on page 86)

BUSINESS BRIEFLY

DODGER BROADCASTS • P. Lorillard Co. (Old Gold cigarettes) and General Foods (Post Cereal Division) will jointly sponsor Brooklyn Dodger baseball on WHN New York. Lenenn & Mitchell is Old Gold agency. Young & Rubicam handles General Foods account.

MILES LABS, RENEWS • Miles Labs, Inc., Elkhart, Ind. (Alka-Seltzer), March 29 renews for 52 weeks News of the World on NBC (128 stations, Mon.-Wed.-Fri.; 116 stations, Tues.-Thurs., 7:15 and 7:30 p.m. and West Coast stations 10:30). Program available on co-op basis elsewhere. Agency, Wade Adv., Chicago.

QUIZ SHOW RENEWED • Mars Inc., Chicago (candy), March 29 renews for 52 weeks Dr. I. on 128 NBC stations, Mon., 8:30-9:30 p.m. (62 Fr) Lew Valentine, original Dr. I., has returned as quizmaster. Agency, Grant Adv., Chicago.

TONI CO SEGMENT • Toni Co. Home Permanent Wave) March 29 renews for 52 weeks last-quarter segment of Ladies Be Seated on ABC, Mon.-Fri., 2:20 p.m. (CST). Agency, Foote, Cone & Belding, Chicago.

WGN-TV PLANS

MERCHANDISING CAMPAIGN

FORMAL opening April 4 of WGN-TV, Chicago Tribune video outlet, will be launched concurrent with huge cooperative merchandising program. Using special Tribune TV section that day as springboard, TV manufacturers, distributors and more than 500 city and suburban radio and appliance firms will unite April 5 in all-out drive toward mass receiver distribution.

Highlight will be opening of two-week Chicago cable television open house. Drive will be preceded by manufacturers' meeting March 15 in WGN studio theatre, followed by manufacturer-distributor-retailer open-house rally March 23 at Sheraton Hotel.

RISING LABOR COSTS CALLED MAIN STATION PROBLEM

WITH rising labor costs raising "break-even point" for near every station, management must devote primary attention to employment, Richard P. Doherty, NAB Employe-Employer Relations Dept. director, told Louisiana-Mississippi State Assns. in joint New Orleans meeting Friday.

More efficient use of employees is necessary, he said, adding that with growing number of stations competition for local advertising dollar is becoming keener.

TINTEX CAMPAIGN BEGUN

PARK & TILFORD, New York (Tintex) started 10 to 15 week spring campaign March 1 on 200 stations using spot announcements, participation shows and five-minute programs, through Charles M. Storm, New York agency.

BROADCASTING • Telecasting
Whether you sell to farmers or city dwellers — you can reach 'em both on KCMO. KCMO has the power — 50,000 watts* non-directional. KCMO is programmed to reach both audiences.

And KCMO has the coverage — with 213 of the richest counties in Mid-America inside the KCMO measured ½ millivolt contour (mail response from 374 counties in six Mid-America states, plus 18 other states, indicates listeners far beyond this area). Center your selling on Kansas City's most powerful station.

*50,000 WATTS DAYTIME Non-Directional
... 10,000 WATTS NIGHT — 810 kc
Local BUY Makes Good for Sponsors on 293 Stations – How About You?

The usual story is that of "local boy making good in big city." Here’s a man—a famed news commentator—who reverses the process. His program originates in a big city (Washington, news capital of the world) and has been making good in 293 cities and towns, large and small, for his local sponsors.

Fulton Lewis Jr.’s program is the original "co-op"—a network show carried locally by Mutual stations and sponsored by (or available for sponsorship by) local advertisers—at low pro-rated talent cost and low local time cost.

These local merchants favor the idea of reaching a ready-made, loyal audience with money to spend. Perhaps you have (or are) a client with a limited budget and want to make the most of it. Check your local Mutual station; see if it isn’t one of the 293 MBS stations upon which Fulton Lewis Jr. is already sponsored. Or get in touch with the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (Tribune Tower, Chicago 11).
Pick the local station for a local haul!

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNAC</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WFAU</td>
<td>Augusta, Me.</td>
</tr>
<tr>
<td>WJOR</td>
<td>Bangor, Me.</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport, Ct.</td>
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<tr>
<td>WKXL</td>
<td>Concord, N. H.</td>
</tr>
<tr>
<td>WSAR</td>
<td>Fall River, Mass.</td>
</tr>
<tr>
<td>WEIM</td>
<td>Fitchburg-Leominster, Mass.</td>
</tr>
<tr>
<td>WHAI</td>
<td>Greenfield, Mass.</td>
</tr>
<tr>
<td>WONS</td>
<td>Hartford, Ct.</td>
</tr>
<tr>
<td>WHYN</td>
<td>Holyoke, Mass.</td>
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<tr>
<td>WLNH</td>
<td>Laconia, N. H.</td>
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<tr>
<td>WCOU</td>
<td>Lewiston-Auburn, Me.</td>
</tr>
<tr>
<td>WLLH</td>
<td>Lowell-Lawrence, Mass.</td>
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<tr>
<td>WKBR</td>
<td>Manchester, N. H.</td>
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<tr>
<td>WNLC</td>
<td>New London, Ct.</td>
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<tr>
<td>WBRK</td>
<td>Pittsfield, Mass.</td>
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<tr>
<td>WMTW</td>
<td>Portland, Me.</td>
</tr>
<tr>
<td>WHEB</td>
<td>Portsmouth-Dover, N. H.</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence, R. I.</td>
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<tr>
<td>WSYB</td>
<td>Rutland, Vt.</td>
</tr>
<tr>
<td>WWCO</td>
<td>Waterbury, Ct.</td>
</tr>
<tr>
<td>WDEV</td>
<td>Waterbury, Vt.</td>
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</tbody>
</table>

There is a Yankee home-town station wherever you want to go in New England — wherever you need to apply selling impact to build and support distribution. Each station has local acceptance in its area, is an integral part of local enterprise — furnishes its listeners with a complete range of entertainment and information, including its local features, Yankee Network programs and coast to coast programs.

You can buy any individual station, any group, or the whole network of 23 stations. You name your shots, get positive local impact exactly where it will be most effective. It is your most flexible radio medium for partial or overall coverage of the New England market.

"This is The Yankee Network"

Member Mutual Broadcasting System
Represented by Edward Feltz and Co., Inc.

SPOT

to use

with maximum

can employ the

the only way in

Smart adventure
<table>
<thead>
<tr>
<th>SPOT RADIO LIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB Atlanta NBC</td>
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<tr>
<td>WBAL Baltimore NBC</td>
</tr>
<tr>
<td>WNAC Boston MBS</td>
</tr>
<tr>
<td>WICC Bridgeport MBS</td>
</tr>
<tr>
<td>WBEN Buffalo NBC</td>
</tr>
<tr>
<td>WGAR Cleveland CBS</td>
</tr>
<tr>
<td>WFAA Ft. Worth ABC</td>
</tr>
<tr>
<td>WJR Detroit CBS</td>
</tr>
<tr>
<td>KARM Fresno CBS</td>
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<tr>
<td>WONS Hartford MBS</td>
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<tr>
<td>KPOA Honolulu T. H.</td>
</tr>
<tr>
<td>KPAC Houston NBC</td>
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<tr>
<td>WDAF Kansas City NBC</td>
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<tr>
<td>KFOR Lincoln ABC</td>
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<tr>
<td>KARK Little Rock NBC</td>
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<tr>
<td>KFI Los Angeles NBC</td>
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<tr>
<td>WHAS Louisville CBS</td>
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<tr>
<td>WLH Lowell-Lawrence MBS</td>
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<tr>
<td>WTMJ Milwaukee NBC</td>
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<tr>
<td>KSTP Mpls.-St. Paul NBC</td>
</tr>
<tr>
<td>KSM Nashville NBC</td>
</tr>
<tr>
<td>WSMB New Orleans NBC</td>
</tr>
<tr>
<td>WTAR Norfolk NBC</td>
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<tr>
<td>KOIL Omaha ABC</td>
</tr>
<tr>
<td>WIP Philadelphia MBS</td>
</tr>
<tr>
<td>WMTW Portland, Me. MBS</td>
</tr>
<tr>
<td>KGW Portland, Ore. NBC</td>
</tr>
<tr>
<td>WEAN Providence MBS</td>
</tr>
<tr>
<td>WRNL Richmond ABC</td>
</tr>
<tr>
<td>WOAI San Antonio NBC</td>
</tr>
<tr>
<td>KQW San Francisco CBS</td>
</tr>
<tr>
<td>KOMO Seattle NBC</td>
</tr>
<tr>
<td>KTBS Shreveport NBC</td>
</tr>
<tr>
<td>KGA Spokane ABC</td>
</tr>
<tr>
<td>WMAS Springfield CBS</td>
</tr>
<tr>
<td>WAGE Syracuse ABC</td>
</tr>
<tr>
<td>KVOC Tulsa NBC</td>
</tr>
<tr>
<td>WSAU Wausau, Wisc. CBS</td>
</tr>
<tr>
<td>WWVA Wheeling CBS</td>
</tr>
<tr>
<td>KFH Wichita CBS</td>
</tr>
<tr>
<td>WAAB Worcester MBS</td>
</tr>
</tbody>
</table>

**THE YANKEE AND TEXAS QUALITY NETWORKS**

**TELEVISION MILWAUKEE - WTMJ-TV**
Feature of the Week

COMPEITION has joined hands as two cities and their radio stations promote a campaign to improve the traffic safety records of both cities. The cities are Des Moines and Omaha, the stations, KRNT and WOW, respectively.

The two cities will engage in a year-long competition for the best safety record, as a result of the challenge issued by Des Moines' Mayor John MacVicar and accepted by Omaha's Mayor Charles W. Leener.

Rules governing the contest were decided upon at a two-day meeting held in Des Moines and attended by: Bob Stevens, of the Omaha Safety Council; Robert Hassett, Des Moines traffic engineer; Charles McCuen, KRNT news editor; Charles Miller, KRNT program director; Soren Munkhof, WOW news manager; Harold Storm, WOW publicity director.

KRNT and WOW will provide the trophy and cooperate in promoting the contest in their respective cities.

The contest will be based on a population rate with the percentage figured on the number of deaths per hundred thousand of population, according to the U.S. 1940 census figures. The contest will close at midnight Dec. 31, 1948.

On All Accounts

THERE is the same difference between time-contract renewal in 1948 and in 1939 as there is between Model T Fords and 1948 Cadillacs. At least, such is the paraphrased observation of Frederick G. Harms, commercial manager of WJJJD, Chicago.

Fred broke into the radio sales field in 1930. At that time, he recalls, an advertiser contracted for time on a week-to-week basis, uninvolved after the short trial that the medium could sell his product. The advertiser was hard to hold, and his interest was spasmodic.

Today, by contrast, Fred points out, the industry's advertisers, large and small, national and local, need not be reminded of radio's multi-million dollar effectiveness.

Fred got his start as a radio salesman with WIBO (an old Chicago station which occupied the top of the dial) and from there moved to WCFL in Chicago in similar capacity. He spent two years with WCFL before accepting the advertising manager's post at the Kremola Co., Chicago, in 1933.

In 1936, to satisfy a desire to get back into radio sales exclusively, Fred accepted an offer from WJJD, Marshall Field's Chicago station. Four years ago WJJD appointed Fred sales manager in charge of its national and local sales. The station has had the lowest sales cost and highest sales volume in its history under his sales section.

WJJD accounts in which Fred has had an active part include: Old Gold cigarettes (for P. Lorillard Co., which uses both national network and spot), Illinois Central System, Nu-Enamel, Libby Furniture Stores (heavy users of local radio), Community Builders, BKQ Pictures, and others.

Born in Chicago on June 13, 1911, Fred was graduated from Lane Tech High School and later attended Northwestern U., where he majored in journalism. He has been married for 13 years, has a son, Duane (nine), and daughter, Deanne (four and a half), and lives in Northbrook, a Chicago suburb. He holds membership in both the Chicago Radio Management Club and the Radio Executives Club of New York.

While Fred's spare time is devoted mostly to "odd jobs" around his new home in Northbrook, he still finds time for fishing, skating and an occasional golf game, usually with clients.

Fred in midwestern stations, WBOY Terre Haute, Ind.: WCHS Charleston, W. Va., and WMBD Peoria, Ill., have been awarded plaques for "outstanding skill and ingenuity" in exploiting the day-time serial, Linda's First Love.

The Kroger Co., Cincinnati, promoted the contest in conjunction with its current advertising campaign, and all 97 stations carried.

REMEMBER—WMBD has a bigger share of the audience than all other Peoria stations combined! (Hooper Station Living Index, Nov.-Dec., 1947.)
KID SHOWS RATING

2 2/3 TIMES GREATER

outside of Salt Lake City

.... and the Intermountain Network delivers 53.6% of the sets in use

The Winter, 1947 Hooper reveals that during the "Kid Hour", 5 to 6 p.m., virtually a third more sets are in use in the 13 Intermountain Network cities outside of Salt Lake City—with Intermountain Network stations delivering 53.6% of the audience—a Hooperating of 16.5.

STATION HOOPERATINGS

Monday thru Friday—Winter, 1947

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>A Network Rating</th>
<th>B Network Rating</th>
<th>C Network Rating</th>
<th>All Others Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00-6:00 p.m.</td>
<td>30.7</td>
<td>16.5</td>
<td>3.4</td>
<td>1.9</td>
<td>8.9</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.1</td>
</tr>
<tr>
<td>5:00-6:00 p.m.</td>
<td>23.2</td>
<td>6.3</td>
<td>3.3</td>
<td>4.8</td>
<td>6.2</td>
</tr>
</tbody>
</table>

*Comprised of the following 13 cities: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

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

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York    Chicago    Los Angeles    San Francisco    Atlanta

March 1, 1948 • Page 11
During the last few years, personal appearance “kid shows” have gone great guns on the networks, and lots of people think they’re a new idea. Not so! For example, the Joe Brown Radio Gang has been a big local radio attraction for eleven years!

Aired from 10 to 11 a.m. every Saturday by Norfolk’s WGH (from the stage of the big Loew’s Theatre) the Joe Brown Radio Gang draws a live audience of several hundreds for every performance. And the radio audience is tremendous! On a contest staged just before Christmas, the Gang pulled bread wrappers and bottle caps by the hundreds of thousands—swamped WGH so thoroughly that the station didn’t even try to count ‘em!

Every one of the top-flight stations at the right has local programs that “pull their heads off” for users of spot-broadcasting (Bull’s-Eye Radio). Costs are low, results are high. Tell us what markets you’d like, and we’ll build a list of recommendations for you. Say when!

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
FACTIONS advocating every conceivable time system have drawn their battle lines and a full-scale “Battle of the Clocks” is expected to flare up on Capitol Hill at any moment since the war was officially declared with the introduction of a bill Feb. 26 to provide uniform daylight time in the United States.

Broadcasters’ and advertisers’ proceedings is a certainty, for the annual clock orgy remains perennial trouble-maker in the radio industry.

Sen. Clyde M. Reed (R-Kans.) insured a brilliant display of legislative pyrotechnics last week when he threw a bill, S-2225, which would provide uniform daylight time, into a hopper already sizzling with measures reflecting opposing views. Washington observers believe that, stirred well, the ingredients will be highly explosive.

Sen. Overton’s Bill
Already in the barrel is a bill, S-2041, by Sen. John H. Overton (D-La.), which would proclaim uniform standard time. This measure has been referred to the Senate Interstate and Foreign Commerce Committee and will soon be called for hearing at the request of the author. In addition to these bills another clock-adjustment measure has been introduced by Rep. Joseph O’Hara (R-Minn.) and it will be on the docket of the House Interstate and Foreign Commerce Committee, of which he is a member [BROADCASTING, Feb. 23].

NAB BOARD
By J. FRANK BEATTY

NAB’S STANDARDS of Practice, further refined by the Board of Directors last week, face final industry action at Los Angeles May 17-18 during the 1948 convention. Meantime they will be sent to the industry for review, with an open invitation soliciting ideas and criticism in anticipation of final approval in May and actual operation by late summer.

The board adopted a completely revised version of the code at its three-day meeting, held Tuesday through Thursday at the Homestead Hotel, Hot Springs, Va. Code consideration dominated the proceedings, with music, ASCAP, convention, other topics discussed.

Though it has power to adopt and enforce a code, the board again decided to give all interested persons every opportunity to submit suggestions and to express views. The board took the position that a workable code must have solid industry support and carefully laid its plans so that charges of railroading or stampeding would be avoided.

Most important single change was to revise the portion covering political broadcasts. The ban on dramaticization in political programs was dropped and the whole subject deferred pending FCC action on the Fort Huron proposed decision with its curtailing of station discretion. Political broadcasts must be clearly identified.

As temporarily written, the code suggests stations contact their counsel before acting on political broadcasts.

A new styling committee was named by the board to perfect language and technical composition of the code. Its members are President Justin Miller, Executive Vice President A. D. Willard Jr., and Program Director Harold Fair, with Judge Miller authorized to name additional members, if needed. The new version will be submitted to the industry a month before the May convention.

Other significant board actions:
● Voted to place NAB in International field in a big way to protect U. S. from foreign inroads threatening entire broadcast band.
● Granted funds to carry on NAB share of industry music committee activity.
● Granted convention committee power to draw up convention program.
● Approved 1949 convention in Chicago and took steps toward naming city as permanent convention site. (See separate story.)
● Cleared up confusion on technical eligibility of members for nomination of directors.
● Approved $200,000 industry (Continued on page 74)

OTHER BOARD STORIES: $200,000 Promotion Drive, page 14; Chicago Convention Site in 1949, page 14; L. A. Engineer Session, page 77.
$200,000 PROMOTION

FIRST joint radio promotion campaign, backed by a $200,000 budget and aiming at a quick 20% increase in time sales as well as long-range selling, got under way last week when the NAB Board of Directors gave the green light at its Hot Springs meeting. (Separate board roundup page 13.)

Designed to bring the "most under-promoted medium" in the advertising world with a film using brand-new techniques developed under guidance of the best brains in the industry, the project will take the form of a combination movie-booklet package beamed at all branches of American business, civic, social and educational life, and designed to be in the vanguard of stations on their prospects in their communities as well as by the industry as a whole.

Following 10 months of preparation, the idea was submitted to the board last week by a three-man committee, appearing on behalf of stations, networks, representatives and others.

A swift production schedule has been set up, with actual work on the film portion slated for summer. Other work will proceed at equal speed, according to those in charge, culminating in a "smash" preview in New York before top-bracket business leaders followed by a series of similar presentations in cities and finally a long-range series of local showings in which portions of the overall package will be beamed to special groups and individual prospects.

With all in agreement at the Atlantic City convention last September on the need for a spectacular and solid-selling promotion, the project has been guided in its early stage by a subcommittee of the NAB Sales Managers Executive Committee. Working with SIMEC Chairman Eugene S. Thomas, WOR New York, the subcommittee is headed by Gordon Gray, WIP Philadelphia. Other members are Odin S. Ramsland, KDKA Duluth; Arthu Hull Hayes, WBOC New York; and J. Robert Guleik, WGL Lancaster, Pa.

Production details have been under direction of Victor M. Ratner, CBS vice president in charge of advertising and sales promotion. Mr. Ratner is executive secretary of the joint Radio Presentation Committee, a merger by industrial groups participating in the plan.

He is chairman of the production subcommittee. Lewis H. Avery, of Avery-Knodel, has been mentioned for chairmanship of the distribution subcommittee.

United approval of the promotion idea was expressed by the Broadcast Advertising Clinic at Atlantic City in September. Last January the NAB Sales Managers Executive Committee and the NAB Small Market Stations Executive Committee voted endorsement of the project as now conceived.

Behind the idea is the conviction that broadcasting sorely needs intensive promotion at this time, with all industry groups working together, according to the project's supporters. They told their story at the board's Wednesday morning meeting, with Messrs. Thomas, Ratner and Gray laying out the details.

Basically, the promotion enterpriseremoves the need to help each station sell itself in its own community and show its prospects how broadcasting has grown in stature as a public service and as a sales device. With hundreds of new stations taking the air, including television and FM, it is felt both business and the public should be shown that broadcasting is not a "cream puff advertising medium" and that it is a vital part in the life of every American.

Background of the idea point out that many important advertisers and industrialists don't yet believe in this newest of media, having been reared in the white space pre-broadcasting era. Criticism of radio programming and commercials will take the form of the broadcast story, it is felt. Finally, those directing the cooperative promotion contend that large segments of American business and industry as well as the radio fold, and should be given an opportunity to learn the facts of broadcasting life.

The financing side of the project is well under way. Already three networks have raised $50,000, with belief expressed that all four networks will participate. Originally the networks had planned a promotion film of their own but they readily agreed to join an industry-wide undertaking.

With NAB board approval, a finance subcommittee will be named to raise another $50,000 in advance of the NAB Los Angeles convention. The National Ass'n of Radio Station Representatives is scheduled to meet March 10 at (Continued on page 77).

NAB BOARD GREENLIGHTS INDUSTRY PLAN

$200,000 NUT for the industry's first promotion drive was given further impetus last week by the NAB Board. Hope is that radio will strike up its own band to a tune similar to other media, some of whom already have hit the million-dollar bracket for promotion. Funds

MAYFLOWER

ALL THE CONTROVERSY engendered by FCC's Mayflower Decision is in the second year of its existence is due to come to a head in hearings starting today (March 1) to determine whether its ban on editorializing by stations should be permanent, relaxed or repealed.

It will be broadcasters' first opportunity to appear before the Commission and argue their views on a policy which has governed them since July 1, 1941. The commission goes into the hearing with a file bulging with hundreds of communications for and against the Mayflower principle-nurtured medium into the advertising world. The personal appearance of some 60-odd witnesses (see list, page 84).

Although only one member who participated in the 1941 decision is still on the Commission, two of that earlier group then Chairman James Lawrence Fly, and T. A. M. Craven—are slated to appear as witnesses in the review.

NEW SCHEDULE

The hearing, to be held before the Commission en banc, will run five days straight this week and then will be recessed, probably until sometime in April. NAB, promised consideration as to the time for its own presentation, has asked to begin on April 15 "or on some other definite date during the month of April as the Commission may determine."

The communications which FCC has received since plans for the hearing were announced last September range from outright praise of the Mayflower edict to outright condemnation. A majority appear to favor editorializing by radio stations only on condition that other points of view be given equal opportunity of expression.

The subject of all the controversy came out of a 1939-40 fight between Yankee Network's WAAB, then at Boston, and the Mayflower Broadcasting Corp. Mayflower was seeking WAAB facilities—1410—through the Committee on Radio Station Representative. NAB felt the case went into hearing, which consumed some three weeks of testimony centering to a great extent on editorials which WAAB had broadcast in 1937 and 1938.

But FCC's proposed decision in the case made no mention of editorials. It found Mayflower financially unqualified and held that renewal of WAAB's license "will serve public interest, convenience or necessity." The ban on editorializing by radio stations came eight months later, in the final decisions:

Under the American system of broadcasting it is clear that responsibility for the conduct of a broadcast station must rest with the broadcaster. It is equally clear that with the limitations inherent in the nature of radio, the public interest can never be served by a dedication of a broadcast facility to the support of his own editorial. Radio can serve as an instrument (Continued on page 78)
JAMES C. PETRILLO said last week that the AFM was "ready to come to any agreement" with record manufacturers providing union musicians were safeguarded "against mechanical competition."

A spokesman for the Industry Music Committee immediately characterized the AFM president's statement as "not...a genuine offer to bargain," and another highly-placed source described it as "insincere."

In an article published under Mr. Petrillo's by-line in the International Musicians, the AFM Journal, the union chief said it was "not the desire of the musician to stop or prevent the use of his work." The musician, he said, "merely desires the means to regulate commercial exploitation of his work and to prevent the unjust enrichment of these commercial exploiters."

Wants Laws Changed

The Industry Music Committee spokesman interpreted this statement to mean that Mr. Petrillo was calling for "an amendment of Federal statutes, something which does not lie within the power of private parties."

Although avoiding direct reference to the copyright laws, Mr. Petrillo obviously was proposing a revision of them when he wrote that his present ban was directed not against the machine but against the uses to which it has been put.

He charged that "the industry and the technological progress are inexorably destroying both the art of music and the musician himself" and added:

Says Congress Fails

"This is particularly so because of the failure of the Congress of this country, and of the courts to regulate and restrict the commercial use of records in fields competitive with the performing musician."

Mr. Petrillo cited figures he said indicated that "not even the cream of the profession, able to meet the most exacting musical standards, could exist by making records alone."

He alleged that in 1946 the total union scale pay for other than leaders in the entire record industry amounted to $1,850,751, "while the companies enjoyed gross retail sales of $185,000,000."

The industry spokesman said the figures were inaccurate. "Mr. Petrillo omits from the figures that he gives concerning employment by recording companies the large amounts which are paid to the band leaders who are members of his union."

Speaking of the recording royalty fund, outlawed by the Taft-Hartley Act, Mr. Petrillo said it was designed to keep musicians working despite the competition of disc jockeys and juke boxes. He said that $1,498,304 of the fund was spent last year in "free performances for veterans hospitals, juvenile delinquency programs, community concerts and similar matters of benefit to the public."

He repeated his past assertions that none of the money was paid to any officer of the AFM.

The industry spokesman pointed out that Mr. Petrillo had failed to state "that this money was collected on the theory that it would be used to aid the unemployed."

"In fact," said the spokesman, "it was distributed among the locals of the union, in ratio to the

(Continued on page 88)

FORRESTAL PLAN

ACCEPTABILITY of the Forrestal Plan, advocating creation of an advisory body on voluntary peacetime radio and press censorship, is the vexing problem which will be thrown "right in the laps of the news media" at a conference of approximately 25 representatives of communications media at Washington, D.C., on March 26.

Capt. Robert Berry, assistant to Secretary of National Defense James V. Forrestal, told Broadcasting Feb. 26 the so-called "secrecy seminar" has been scheduled for 11:30 a.m. Wednesday at the Sailors Conference Room in the Pentagon Bldg. Invitations have been extended to representatives of the information media—radio (including television), newspapers, magazines, motion pictures and newswires.

Although the list of conferees was not made public, it is believed that it will comprise, in part, an advisory group of the American Newspaper Assn. and representatives of the Motion Picture Assn., NAB, and the four networks.

Consideration of the plan set up a clearing house to advise media on the degree of secrecy contained in material on various national defense projects [Broadcasting, Jan. 26] began early in January after Jack H. Lockhart, former assistant to Byron Price, who knew nothing of the plan, came to Washington to examine the security situation. Mr. Lockhart now is assistant to the

execute editor of the Scripps-Howard newspapers.

"We are going to throw the problem right in the laps of the news media," Capt. Berry declared. "I think if we didn't," he added, "we would be delinquent in our duties under the National Security Act of 1947."

Leveling an official scowl at the

term "voluntary censorship" attached to the proposal by the press, Capt. Berry said that it was not "a negative censorship proposal but a positive program to aid the information media... guidance agency."

Capt. Berry said complaints had not been received that information had been

(Continued on page 88)

CHARGES of Censorship Denied

ATTENDING annual meeting of Broadcast Measurement Bureau board of directors in New York Feb. 20 (See story, page 83) as members or guests were:

Seated, I to r—Joseph M. Allen, Bristol-Myers Co.; Justin Miller, NAB; Roger Clipp, WFL Philadephia; Carlos Franco, Young & Rubicam; Leonard Bush, Compton Advertising; Hugh Terry; KLZ Denver; Robert Mason, WMRN Marion, Ohio; A. H. Cooper, Dr. Pepper Co.; Hugh Felts, BMB; Lowry Crites, General Mills; E. P. H. James, MBS; J. Harold Ryan, Fort Industry; Linnea Nelson, J. Walter Thompson. Standing, I to r—D. E. Robinson, LaRoche & Ellis; John Churchill, BMB; Kenneth Baker, NAB; Laurence Casey, BMB Council; Frederic Gamble, AAAA; Melvin Brorby, Needham, Louis and Brorby; Paul West, ANA; Gerald Beckjordan, AAAA; Thomas Brown, ANA, and Philip Frank, BMB.

By RALPH TUCHMAN

WHEN is a contract not a contract? That was the question posed for Standard Radio Transcriptions Inc. in Hollywood last week.

Seeking to establish a foundation for a possible court case on the Petrillo ban against transcriptions, Gerald King, SRTI president, advised four musical aggregations of their contract obligations.

Similarly, Capitol Records was busy exploring its contract relationship with a few of its "name" record artists. Move is understood to have prime purpose of protecting the duration of the contract insofar as period of ban is operative.

While Standard's move is exploratory, the direction of a court ruling on the Taft-Hartley Act, Capitol's position primarily appears to be one of self protection. Regardless of motive, both drew refusals to comply with scheduled recording dates from their respective contract artists last week.

Standard asked Ike Carpenter's orchestra to appear Feb. 25. It failed to comply. Capitol reportedly asked Benny Goodman, Stan Kenton and Wesley Tuttle to comply with their record contracts and they likewise failed to show.

Standard's next move will not be known until the firm has obtained reactions of three other artists, Mischa Novy, Jimmy Zito and The Bachelors, scheduled to record.

Capitol's main concern is that its "name" recording artists are obligated to perform a certain number of sides within a period. As a result of the Petrillo limitations contracts may conclude with

(Continued on page 88)
TECHNICAL DETAILS involved in the use of motion picture film for telecasting are explained by Jack H. Lieb of Kling Studios Inc., Chicago, to members of the Cincinnati Advertisers Club following his appearance before the club recently. Examining film (l to r): Ted Brown, Perry-Brown Inc.; William Senning, The Kroger Co.; Mr. Lieb; Herman Fast, station manager of WKRC Cincinnati, and Robert M. Sampson, general manager, WSAI Cincinnati.

DANGERS inherent in station operations demonstrated by Dick Hogue, disc jockey on WRUN Utica, N. Y. Asked how work was progressing, he said “Frost-rate.” WRUN will be 1150 kc 5 kw day, 1 kw night.


CONGRATULATIONS extended to O. W. Fisher (r), president and general manager of KOMO Seattle by F. G. (Moon) Mullins, Ruthrauff and Ryan’s Pacific Northwest regional office manager, following a tour of the new studios of the NBC affiliate, which were formally dedicated last month [BROADCASTING, Feb. 23].

ENGINEERS of three James M. Cox stations inspect RCA 5 kw TT-5A transmitter, a type purchased by stations in Miami, Fla., Atlanta, Ga., and Dayton, O. (l to r): E. L. Adams, WHIO Dayton; C. F. Daugherty, WSB Atlanta; P. G. Walters, RCA Atlanta office; M. C. Scott, WIOD Miami, Fla.; J. Leonard Reinsch, managing director, Cox stations; M. A. Trainer, manager, RCA Television Equipment Sales, and M. K. Toalson, WSB program director.
THEATRE TV

AIMING at “a plan which will work to the mutual advantage of theatre owners and theatre operators,” James H. Nicholson, vice-president and general manager of SICTOA, said that the group has drafted a six-point plan as follows:

1. Theatres shall offer television sets in their lobbies, and shall announce the time of each show.

2. Theatres shall not increase their admission prices.

3. Theatres shall not present a television event as the sole program of the night.

4. Theatres presenting television shall announce that television is a free public service and is presented here as such.

5. All advertising in newspapers, billboards, etc. shall be done at a specific program, and all call letters of stations and names of sponsors shall be broadcast.

6. Theatres shall present television to the best of their ability and make installations which results in an unsatisfactory position on television as an entertainment medium.

The committee’s aim, according to Mr. Nicholson, was to establish a law such as to encourage cooperation and common sense for mutual advantage. The problem of theatre television, he said, “should not be allowed to get out of control and become a public issue with resultant bad feeling on both sides.”

Stating that many theatres have television sets in their lounges, he saw no objection to putting television where the “entire audience could see it at the same time.” Patrons of the theatres are, after all, the same as paying patrons in bars and restaurants which offer television, he insisted. “Television,” said Mr. Nicholson, “can conceivably offer our industry the greatest method of selling our product yet devised.

He observed that most stations are losing money and that sponsors are advertising without full benefit for every dollar spent. He said both stations and sponsors are seeking to promote the medium, speed set sales and increase the number of viewers, and added that he felt television served a valid promotion aim.


6-Point Plan Sought

CONTENDING that “the television market is worth a lot more than the world market,” Frank E. Mullen, NBC executive vice president and general manager, advised a Hollywood news conference Feb. 25, that it was time for the motion picture industry “to take a good look.”

His key points:

1. Video is an asset rather than a threat to the producers or the movie theatre owners.

2. KNBH, network’s Hollywood outlet, would be commercially operative Sept. 1, with actual telecasting to start July 1.

3. Confirmed shift of Sidney N. Strotz, Western division vice president to New York March 1 for several months “in preparation for operation of KNBH.”

4. Video will be “greatest advertising medium motion-picture industry ever had.”

5. Program unit likely to be 20 minutes long.

6. Deuced cost “bugaboo” applied to television, that cost is only relatively high with existing circulation.

7. On appropriation of NBC television fare by theatre owners, “we’ll sue” unless paid, contending that a property right exists.

8. Generally speaking he found it difficult to understand the “lack of initiative” on the part of the movie industry. Observing that his remarks were not intended to represent “needling,” Mr. Mullen said that their box office fears were without foundation.

9. He likened their attitude to that of the press when radio came along. Historically he pointed to the fact that far from putting newspapers out of business the nation’s press is currently enjoying peak circulations of all times.

10. Assuming that all suitable film, currently in existence, were to be placed in the hands of the nation’s video stations, Mr. Mullen said, “We could use every foot of film in about 30 days.” Furthermore he expressed belief that most film fare intended for theatre showing would prove unsuited to television’s needs.

He contended that currently only one American in 20 attends motion pictures and that many potential customers exist among the 19 who don’t attend. In fact, he looked for video to “double” movie attendance. On creative side he felt television “ought to treble” opportunities for new names among writers, actors, directors, etc.

In line with the commercial op- (Continued on page 80)

March 1, 1948 • Page 17
Atlantic Discovers

By HERMAN BRANDSCHAIN

LAST APRIL 21 a gathering unique in radio history took place in Philadelphia.

Top executives from 106 stations picked up the checks at a banquet to honor a sponsor—Atlantic Refining Co. Present to help the broadcasters pay tribute to the sponsor were coaches and sports celebrities with magic national names—Connie Mack, Honus Wagner and scores of others. They patted Atlantic Refining on the back, and did it publicly, for the proceedings were aired over a network of 65 stations.

It was an unusual triumph for Atlantic and its agency, N. W. Ayer & Son. A replica of the Rose Bowl trophy was given to Robert H. Coley, president of Atlantic, and a scroll to Harry A. Batten, president of Ayer's [Broadcasting, April 28].

The cynical analyst might have pointed out that most of the 400 broadcasters and the sportsmen present had a direct or indirect financial benefit from Atlantic, since they were just engaging in a nice bit of apple polishing. Such an analysis would have been wrong. An idea of what motivated the banquet givers was expressed in the tribute of U. S. Senator Francis Myers (D-Pa.), who termed the Atlantic broadcasts "radio in the public interest." Frank R. Smith, then general manager of WWSW Pittsburgh and chairman of the affair, also helped express the motivation by remarking: "This is the first time in radio history that broadcasters have ever recognized the influence of the sponsor by publicly acknowledging itself. In 12 years it has sponsored play-by-play accounts of 10,000 baseball games, 2,400 football games and several hundred basketball games and other sports events.

Atlantic has done more than perhaps any other single agency to take play-by-play accounts out of the "blue-sky" of fancy exaggeration. Its effort has been to raise play-by-play to expert analysis based on know-how.

In doing this, the company has enjoyed important financial gains. Its sports radio program has become a formula which backs up thousands of service stations and oil dealers all over its Eastern Seaboard market area. Sports radio has sold oil—lots of oil.

Radio for Goodwill

The selling has not been a dramatic run based on high pressure announcements. Radio has built something more than this for Atlantic. In the opinion of the Ayer agency, radio has helped build reputation and goodwill for Atlantic. The company has received through radio a warm feeling from local communities which know that their games, with their boys performing, are sponsored by the company. This has made customers feel kindly toward the company. Atlantic regards its sports radio program as a valuable public relations force as well as an advertising medium.

FREQUENT HUDDLES are necessary in the Atlantic Refining Co. sports program. Here is Harry A. Batten (center), president of N. W. Ayer & Son Inc., with Les Quailey (left), manager of the Ayer radio department, and Joseph R. Rollins, advertising manager of Atlantic Refining, who has been responsible for the company's sports broadcasts.

Atlantic has not been content with the usual straight broadcast. Atlantic has taken steps to supplement the regular transmission with expert analysis based on a combination of score and clock, play-by-play, game history, game and team statistics. Nobody is more enthusiastic about the project than the sponsors. Atlantic, of course, has done the same thing with its radio network's coverage of both college and professional football games, making it one of the biggest sports programs on radio.

One of the biggest advantages of the program has been the coverage of the fall's major college football games. Atlantic has done a great deal of research in the flood of material available from the press conferences and the officials' reports. It has worked with the coaches' opinions and with the facts to bring the public a story that is as entertaining as it is informative. Atlantic is not satisfied with what it has done, for it plans to improve the coverage every year.
Storage for TNT

That's a concrete bunker. It's a storage magazine for TNT at the Weldon Spring, Missouri explosive plant.

These concrete huts are placed at irregular intervals over the magazine area to lessen the chance of their being seen from the air.

There are a couple of radio points to be made about these military installations.

The first one, of course, is that the business future is full of TNT. And that it should be guarded. The second is that you've got to select and space out your protective covering.

In Baltimore radio, the smart time buyers turn to W-I-T-H, the successful independent, to guard their clients' interests. W-I-T-H is the station down here that delivers more listeners-per-dollar-spent than any other station in town. If you're looking ahead . . . put W-I-T-H on that list right now!

W.I.T.H
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  Represented by Headley-Reed
LIBEL GUARDS

(See Durr story page 83)

NATIONWIDE campaign to fill gaps in state libel laws is expected before most state legislatures convene early next year. Weakness in legal protection given broadcasters has been brought into prominence by the FCC's proposed assumption of legislative-judicial powers in the WHLS Port Huron case [BROADCASTING, Feb. 2, 1948].

Because of the "confusion and consternation" among stations, as pointed out by NAB in its petition asking the FCC for hearing, action looking toward setting up of libel safeguards was discussed at the NAB board meeting in Hot Springs, Va., last week.

Place may be assigned also on the agenda of the Los Angeles NAB convention May 17-18 for discussion of liability for libelous remarks, especially in the case of political broadcasters.

The subject is expected to be an important part of the NAB district-area meetings to be held next summer as well as of meetings of state broadcasting associations. These state groups are expected to take leading roles in securing passage of libel legislation, since stations are asked to members of state legislative bodies and able to show the need for proper protection.

Only one bill safeguarding stations from libel and slander suits has been enacted in the 11 states whose legislatures are in session this year. That bill was passed a fortnight ago by the California Legislature [BROADCASTING, Feb. 23]. With most legislatures meeting in odd-numbered years, 1949 is expected to bring a series of local movements to obtain protection.

State-level drives are felt by legal authorities to offer satisfactory safeguards in the case of libelous remarks where the broadcaster has used due care to avoid such statements. These states are Colorado, Florida, Illinois, Iowa, Montana, Oregon, Washington, Wyoming and Virginia.

Four other states offer what is described as partial protection. They are California, Indiana, North Carolina and Utah. In Nebraska and Pennsylvania some protection is found in court decisions.

With many primary elections scheduled before any anticipated FCC action involving the Port Huron political-policy doctrine, a number of broadcast officials have taken the position that stations should continue to follow their normal policy on acceptance of broadcasts dealing with politics and public issues.

Opinions Divided

Their argument is that the FCC's decision is only a proposed one, having no legal force at this time. On the other hand, others have thrown up their hands in view of the legal-regulatory dilemma and refuse to hear or broadcast political statements.

Still others are uncertain about their policy, with one eye on the FCC and the other on Congress.

First concerted effort to strengthen state libel laws was made last year under auspices of the NAB. A proposed standard offering protection to stations where due care was exercised and providing thorough safeguards from defamatory statements by candidates for public office was passed by Colorado and Wyoming. The new law in Utah last year limits broadcasting liability in the absence of malice and provides for special state courts in advance. It does not relieve broadcasters from liability under libel and defamation laws but in the case of network programs confines the liability to originating stations.

A bill passed last May by the Florida legislature became law without approval by the governor. It relieves broadcasters of liability unless failure to use due care to prevent libelous statements can be proved.

In Pennsylvania the decade-old case of Summit Hotel Co. vs. NBC held the network was not liable for ad-libbed remarks by Al Jolson since it had exercised due care in preparation. The Pennsylvania people had no reason to believe exasperating remarks of a libellous nature would result.

The Sorenson vs. Wood decision in Nebraska, upheld by the U.S. Supreme Court without opinion, took the position that Congress did not mean to prevent a broadcaster from engaging libellous remarks. It held a broadcaster liable for remarks by a candidate in a political broadcast.

New York Decision

The New York decision of Hartman vs. Winchell, handed down last year, held that the reading of a script over the air was libel rather than slander, even though the public didn't know the broadcast was not extemporaneous.

Legal authorities point out that the distinction between libel and slander is important in many states because of difference in extent of liability.

Suggestion is made that courts in some states might construe the common law to afford protection to broadcasters in cases where stations are not permitted to examine scripts or prevent libelous remarks. In the same category, telephone and telephone companies have been held not responsible unless they knew material was libelous, but they are common carriers required to handle traffic consigned to individual parties.

The California Civil Code specifies that radio and television is slander rather than libel. It provides that plaintiff may recover only for damages to his property, business or occupation if a retraction is broadcast within three weeks of demand therefore.

A former Florida law, declared unconstitutional and superseded by the new 1947 act, had held stations not liable unless affirmatively declaring that statements were (Continued on page 79)
DON'T FORGET

my new number is

790

with 5000 WATTS POWER!

"... and it's a mighty popular number down Houston way. I'm tops in time-buyers' books and doing a better selling job than ever. Look me up when you're looking for a real live-wire.

YES ... LOOK TO KTHT

Houston's only radio station using 24-sheet posters, newspapers, magazines, car cards, taxi-dashes, point-of-purchase and displays to tell and sell the folks in this rich trade area.

Keep your eye on

KTHT

where 790 will get you 5000

Affiliated with Mutual Broadcasting System

ROY HOFHEINTZ, Pres.

BILL BENNETT, Mgr.  ⊕  AVERY-KNODEL, Nat'l Representatives

KTHT

HOUSTON • TEXAS
HIGHWAY AWARDS

Scripps Offers Plan
At Hot Springs

A PLAN for awards to radio for meritorious service in behalf of highway safety and as a means of stimulating greater radio participation was proposed to the NAB board of directors at its meeting in Hot Springs, Va., last Tuesday by William J. Scripps, director of radio of the Detroit News stations (WWJ, WWJ-TV and WWJ-FM) in his capacity as chairman, public information committee, of the President's Highway Safety Conference.

Speaking at a luncheon meeting, Mr. Scripps said the Alfred P. Sloan Foundation, which sponsors the Chicago Round Table and other educational programs, is considering sponsorship of the radio awards. Mr. Sloan, he said, has agreed to recommend to the Foundation that funds be made available, specifying that administration should be vested in the Automotive Safety Foundation.

Mr. Scripps said he did not seek the NAB's blanket acceptance of the plan, which he described as still in an embryonic stage, but rather an endorsement "in principle." The board of judges would include three or four leading radio executives and other members drawn from national traffic safety organizations, newspapers and universities.

Awards would be presented annually to networks, regional and local stations, and program sponsors or participants, in the form of plaques or similar trophies for outstanding contributions, and certificates for creditable work. Tentatively, the six categories for the major safety awards were outlined as follows:

1. Award to the network initiating and conducting the best sustaining program or programs.
2. Award to the local station (above 1,000 watts) initiating and conducting the best sustaining program or programs.
3. Award to the local station (1,000 watts or under) initiating and conducting the best sustaining program or programs.
4. Award for the best commercial program or programs broadcast over a national network. (This honor would go to the sponsoring company or to the chief executive, depending on how the program is best known, but has no case to the network itself. For example, if the Jack Benny show were adjudged the best, the award would go to Benny rather than to his sponsor.)
5. Award to the local station (above 1,000 watts) initiating and conducting the best commercial program or programs broadcast from a local station (above 1,000 watts or under).
6. Award to the local station (above 1,000 watts or under) initiating and conducting the best commercial program or programs broadcast from a local station (1,000 watts or under).

FAHY OF KABR HEADS S. DAK. BROADCASTERS

THE NEWLY FORMED South Dakota Broadcasters' Assn., at its organizational meeting at Vermillion Feb. 21, elected A. A. (Tony) Fahy, general manager of KABR Aberdeen, temporary president until adoption of the group's constitution.

Other temporary officers named during the sessions, held at the U. of South Dakota station, KUSD, were Robert Tincher, general manager of WNAX Yankton, vice president, and Irving R. Merrill, manager of KUSD, secretary-treasurer.

Political broadcast rates were determined following a discussion of the NAB code, and a resolution was passed urging the university to initiate courses leading to a degree of communications electronics engineer. John W. Zimmerman, manager of KYSM Mankato, Minn., led discussions Feb. 21 and was banquet speaker the following day.
There's a lot more to it than this...

The telephone is a wonderful device. And its use plays an important part in the sale of radio time. But there's a lot more to it than this.

Take the average Weed and Company representative. On the phone or across the desk from you, he knows your business and talks your business. He wouldn't be there if he didn't. He's a salesman, certainly. He represents Spot Radio, one of the most profitable forms of modern advertising. He also represents over 250 years of combined experience in showing Spot Advertisers how to get the most for their money.

Behind that experience are the two bed-rock qualities that created it: expert knowledge and plain hard work. These are the two factors that produce most of the results most of the time... the two factors that make Weed and Company service so valuable to any advertiser.
JWT Becomes 1st Client For Hooper Video Rating

LINNEA NELSON, head of the time buying department of J. Walter Thompson Co., New York, has placed the first order for "City Teleratings," continuing video audience measurements begun this month by C. E. Hooper Inc.

First report, covering the New York viewing during selected evening hours, Feb. 8-14, will be ready for distribution March 3. Hours covered by the surveys will be expanded in accordance with subscriber demand, and the studies will also be extended to other cities with video program service. "City Teleratings" are priced at $300 a month for stations, $290 for advertisers using television and their agencies and $100 for advertisers not using television and agencies with no video clients.

WJIO Back on Air

WJIO FLORENCE, ALA. is getting back to normal after a long struggle with flood waters which poured down on the station Feb. 13. Doors were sealed on the inside and large pumps were employed until the front door yielded to the pressure of the water then some 18 inches above the floor. Personnel were then evacuated by boat. The station was able to return to the air Feb. 18.

William Lancaster, of the Leo J. Meyberg Co., RCA wholesale distributors, pointed out the wholesale problems in selling FM sets. He declared that the radio dealers could help the situation measurably by giving better demonstrations of FM receivers.

Lon Hughes, public relations director for the American Petroleum Institute, gave his ideas as to what could be accomplished by a concentrated cooperative public relations campaign by FM.

Most agency timebuyers and executives still have to be sold on the merits of FM, Herbert Nelson, of Ruthrauff & Ryan, San Francisco and member of the board of governors, California Division of

The Most Powerful Radio Voice in
EASTERN OKLAHOMA AND WESTERN ARKANSAS

KWHN
FORT SMITH, ARKANSAS

5000 WATTS SERVING THE LARGEST
MANUFACTURING CENTER IN ARKANSAS...
and one of Arkansas’ richest agricultural areas

Represented nationally by JOHN E. PEARSON COMPANY
they keep coming back for more

we came back for more

B. C. Remedy
Block Drug
Dr. Caldwell
Carter Products
Chattanooga Medicine
Emerson Drug
Ex Lax
Foster Milburn
Groves Laboratories
Monticello Drug
Dr. Pierce
Plough, Inc.
Walgreen Drugs
Willard Tablet

*115 counties daytime, 98 counties nighttime, according to BMB.

It's easy to see why Drug Advertisers consider KXOK "best on the beat". KXOK is the pick of them all for hard-to-beat sales results in the big KXOK family circle in the great St. Louis market. Many Drug Advertisers have used, proved and renewed on KXOK advertising hundreds of drug products. Yes, indeed . . . KXOK "proved performance" keeps 'em comin' back for more.

and KXOK performance keeps Drug Advertisers "coming back for more"

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME

Owned and operated by the St. Louis Star-Times—Represented by John Blair & Co.
PARAMOUNT INTERESTS PLEA ON TV REFUSED
DENIAL was issued by FCC Feb. 20 to petitions of United Detroit Theatres Corp., Detroit, New England Theatres Inc., Boston, and Television Productions Inc., San Francisco, Paramount interests, seeking a ruling by the Commission which would put certain construction time-extension requests of television permits into comparative hearing with new applicants.

The petitioners charged that in their respective cities there were holders of video authorizations who were not diligently proceeding with construction of their stations and that to grant time extension requests without hearing would violate Sec. 319(b) of the Communications Act and be tantamount to denial of due process of law. They further held the hearings must be comparative with requests of new applicants for the facilities, citing the Ashbacker case as judicial basis. FCC in denying the petitions indicated it does not consider an application for extension of construction time under an authorized CP is similar to an application for a new CP and for this reason the Ashbacker decision does not apply.

The petitioners named in the petitions as evidencing delay in construction of their stations were King-Trendle Broadcasting Corp., Detroit; Associated Broadcasters Inc., San Francisco, and Raytheon Mfg. Co., Boston.

Boyd Braithwaite
BOYD BRAITHWAITE, 35, commercial manager of KIDO Boise, Idaho, died Feb. 27. Mr. Braithwaite joined KIDO as an announcer in 1940, and in 1943 was made a salesman and appointed commercial manager.

ARRANGEMENTS are completed between officials of Louis G. Cowan Inc. and Pet Dairies (Pet Milk Co. subsidiary) for sponsorship by the dairy of “Smiths of Hollywood” show in 24 markets and the “Tommy Dorsey Show” in two markets. Seated is L. A. Ballew, dairy vice president. Standing (1 to r) are T. K. Happel Jr., dairy advertising manager; Marvin Kempner, Cowan account executive; Charles W. Powers, of the advertising agency, and Fred H. Yearout, dairy sales manager.

NEW BOSS
CHICAGO APPLICANTS for permits to build FM and TV towers soon may find it helps to “play up” to their aldermen. A city council subcommittee, headed by Alderman Joseph P. Immel Jr., is about to recommend that applications for towers be considered by the council rather than the Zoning Board of Appeals.

RADIO WILL SUPPORT DRIVES FOR SAFETY
RADIO personnel will play an important part in the coordinated drive by the National Safety Council to bring about greater public participation in accident prevention.

Leading representatives of the industry and allied fields have accepted membership in the Council’s Public Information Conference, Paul Jones, Council director of public information, said Feb. 29.

First meeting of the conference will be a luncheon at the Waldorf-Astoria, New York, March 10. Presiding will be W. Earl Hall, vice president for public information of the National Safety Council.

Conference members associated with radio include: James Rowland Angell, public service counselor, NBC; Ted Cott, vice president and program director, WNEW New York; Margaret Cuthbert, director women’s activities, NBC; Elsie Dick, director women’s activities, MBS; Bill Goodwin, chairman, Motion Picture & Radio Committee of NBC; George Jennings, treasurer, Assn. of Education by Radio; Grace W. Johnson, director women’s activities, ABC; Dorothy Lewis; Wesley L. Nunn, coordinator, Advertising Council campaign; Robert Sandek, director of public affairs, ABC; Helen Showers, secretary, of ABC; CBS; Artur Stingel, promotion director, NAB; Davidson Taylor, vice president for public affairs, CBS; Charles Worcester, president, Radio Farm Directors Assn.

EXTRA! EXTRA! EXTRA!
10,000 WATTS!
WHB is a buy-word with advertisers as well as listeners, because certain established WHB “extras” are general trade knowledge — extra pulling power, extra selling power, extra experience; extra service in building fine, sound programs; and the extra famous WHB showmanship and joie de vivre.

Soon, however, WHB will offer new extra facilities, too—10,000 watts day and 5,000 watts night on 710 kilocycles, full-time operation!

When will all this happen? This month, we hope. Act now for an extra-good buy!
When WSAV jumped to 630 with 5,000 watts, it was a mighty leap—comparable in actual coverage to adding 140,000 watts on our old frequency. It put us on a par with some of the nation's largest stations... with a coverage of 3 1/2 times more people—4 times more area... than any other station in this section.

With such a big chunk of the South... a million people—in 79 bustling counties... it's no wonder we're setting new sales records for our advertisers in this $320 million retail sales market.

Want your share of these sales? Better jump on 630, quick!
THE SONGS OF
A WORLD
scoring new highs
Great Moments in the lives

HERE, on World Transcriptions, are the songs that will put a lump in your throat and a tear in your eye. These are the songs that tell the story of your life... of everyone's life.

Remember the night you discovered you were in love... and the song in your heart at the time? Remember the first tune you danced to together... and the way you laughed at the rhyme? Moon and June... Pal and Gal. When you went to a movie that actually had sound and there was Al Jolson singing "Sonny Boy." The way you laughed together singing "Happy Days Are Here Again" and the only sadness in your heart was because some loved ones weren't with you.

These are the "Songs Of Our Times."

ALL THE HIT TUNES FROM 1917 to 1943

Yes, World has put these great songs together. Simple melodic, singable arrangements of these wonderful never-to-be-forgotten hit tunes. Never before has there been such a soul-stirring, memory-provoking, audience-building idea. Here indeed is a great sponsor-winning series of radio programs.

WORLD BROAD
TRANSCRIPTION HEADQUARTERS

Chicago
22 West Hubbard Street—Phone Delaware 8800

NEW
50 West 57th Street

Distributed in CANADA by Northern Electric Company,
OUR TIMES...

FEATURE

in audience appeal

of millions live again in Music...

156 FIFTEEN MINUTE PROGRAMS

Over 600 memory-provoking hit tunes... arranged as 240 medleys. Each separate program is based on a particular year... several for each year.

The smooth-flowing continuity which accompanies the music is filled with entertaining and interest-
ing facts of the period, recalling to memory persons in the news and events of the times: The 26 exciting, eventful years since 1917 told with music and with narrative in this series of 156 programs that is bound to be big, Big, BIG.

Smooth, Melodic Arrangements Performed by BOB GRANT and his ORCHESTRA

The danceable, singable music of Bob Grant and his Orchestra sets a delightful tempo for "Songs of Our Times."

Bob Grant, you remember, gained wide popularity when he was featured with Hildegarde at New York's Hotel Plaza and the Palmer House in Chicago. The vocal interludes are by Art Gentry (radio coast-to-coaster)... Helen Carroll (Chesterfield Satisfiers)... and Kay Penton (appealing pop singer).

SEND FOR FULL INFORMATION

Get these programs for your station by acting NOW. Priced according to market size.

Phone, write or wire for audition discs and complete data and price for your market.

CASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

YORK Hollywood

Phone COlumbus 5-2300 6750 Santa Monica Blvd.--Phone Hillside 0171

Limited, 1261 Shearer Street, Montreal 22, Quebec

© 1948, World Broadcasting System, Inc.
YOUR MAINE MARKET!

LOOK AT THE 1947 INCOMES OF BUT FOUR OF THE THRIVING INDUSTRIES IN THIS RICH MARKET!

- Pulp & Paper Industry: $166,066,414.34
- Woolen Manufacturing: $131,530,670.38
- Farm Income: $124,583,000.00
- Tourist Business: $125,000,000.00

The forecast for 1948 indicates even greater income...higher purchasing power!

Together WGAN and WGUY (located in Portland and Bangor, Maine's two largest trading centers) serve an estimated 198,110 of Maine's 206,000 radio families...reach a market with 85% of the Pine Tree State's total retail buying power!

National Representatives
PAUL H. RAYMER CO.

CBS EXECUTIVES MEET WITH ADVISORY BOARD

FIVE TOP CBS executives met with representatives of Districts 4 and 5 of the Columbia affiliates advisory board at the Hotel Ainsley, Atlanta, Ga., on Friday and Saturday (Feb. 27-28).

The New York delegation was headed by Frank Stanton, CBS president. Also attending were Howard S. Meighan, vice president; Herbert V. Akerberg, vice president in charge of station relations; Hubbell Robinson Jr., vice president and director of programs, and William B. Lodge, director of general engineering.

Kay Newman Is Guest Of Honor at AWB Dinner

MISS KAY NEWMAN, KMBC Kansas City, Mo., who is leaving Kansas City radio circles, was guest of honor at the Tenth Radio District Meeting of the Assn. of Women Broadcasters Feb. 25 at the Hotel President, Kansas City.

Preliminary ceremonies for Miss Newman, known on KMBC as June Martin, highlighted the regular dinner meeting. Routine business was conducted. Others at the session included Anne Hayes of KCMO Kansas City, Tenth District director; Margaret Smith, KBRC; Caroline Ellis, KMBC; Luella Newlin, KMBC; Dorothy Crewe, WDAF Kansas City; Ann Sine, KCKN Kansas City; Gloria Suits, KIMO Independence, Mo.; Sandra Lee, WHB Kansas City, and Genni Willock, WHB.

DEPUTY MAYOR John J. Bennett of New York (second from r) throws switch to inaugurate fulltime operation of New York municipal broadcasting system's new 10-kw FM transmitter at the Municipal Bldg. Feb. 11. Others looking on are (1 to r) Fred R. Lack, vice president and manager of Western Electric Co. radio division; Prof. Edwin H. Armstrong, FM inventor, and Seymour N. Siegel, radio communications director, WMNY. Call letters of the FM outlet are WMNY-FM.

Operations of WHNY-FM Underway in Watertown

WHNY-FM Watertown, N. Y., began operations Feb. 14 with power of 14.4 kw at 100.5 mc (Channel 263). Speakers on the inaugural program included Mayor Henry A. Hudson of Watertown and Harold B. Johnson, editor and publisher of the Watertown Daily Times and owner of the new station.

The station is operating from 3-9 p.m., and will increase its time "as soon as possible," Mr. Johnson said. The first day's schedule was entirely commercial, except for the first hour and a half, he said. No duplication of AM programs is planned, "except in special cases."

TQN TAKES IN KVAL; THREE OTHERS RESIGN

TEXAS QUALITY Network representatives, meeting in Houston last Tuesday, accepted the application of KVAL Brownsville for supplementary membership and the resignations of one regular member, WHAP Fort Worth, and two supplementary members, KRGV Weslaco and KGNC Amarillo. (Supplementary members are admitted on a six-months trial basis.)

KVAL is a sister station of KRIS Corpus Christi, one of the outlets which affiliated with Texas Quality last October as supplementary members.

Basic stations of the network are KPRC Houston, WFAA Dallas and WOAI San Antonio.

Attending the meeting were: Martin Campbell, WFAA; Hugh A. L. Haifl and Jack Reeler, WOAI; George Cranston, WBAP; O. L. (Ted) Taylor, KGNC; T. Frank Smith, KRIS and KVAL; Byron W. Ogie, KRGV, and Jack Harris and Jack McGrew, KPRC.

CBO-FM Ottawa went on the air Feb. 18 on 100.3 mc with 250 w power. This is first FM station in Ottawa, and it will broadcast CBO programs from 12 noon to 12 midnight daily.

Clyne Leaving Biow

TERRY CLYNE is resigning as account executive for Bulova at Biow Co., New York, effective April 1, with his new connection to be announced before that date. His successor at the agency has not yet been named.

GUY GANNETT
BROADCASTING SERVICES
when cigarettes were scarce
WDNC sent 'em to you!
when nylon were scarce
WDNC sent 'em to you!

Now,
when sales problems are tough

WDNC goes from 250 watts at 1490
to 5000 watts at 620

AN EIGHT TIMES BIGGER AUDIENCE
WITH SIX TIMES MORE RETAIL SALES!

5000 Watts Day - 1000 Watts Night
620 Kc.
ESTABLISHED 1923
OWNED BY HERALD-SUN NEWSPAPERS

**The CBS Station In**
Durham, North Carolina
The South's No. One State

* * *

Page 31
Duane Jones Piece Completely 'Accurate'
EDITOR, BROADCASTING:
This letter is to express the thanks of the firm as well as my personal appreciation for the fine article on the Duane Jones Company appearing in BROADCASTING, Feb. 9.

I was greatly impressed by the thoroughness with which this article was written. Miss Zurhorst delved deep for the facts, and your people were unhurried in your effort to obtain complete accuracy. It's not always done these days, and I certainly admire it.

More power to you.
Ralph Smith
Executive Vice President
Duane Jones Co.
New York

Says Time Salesmen Need Special Training
EDITOR, BROADCASTING:
Radio writers, radio engineers, actors and actresses, announcers—all of them undergo special training for their jobs—many of them in legitimate universities and planned radio courses. I believe we should have, as well, schools for radio salesmen—some organized means of equipping the men for their all-important jobs. Salesmen are often the only contact between the prospective advertiser and the station. The impression they leave behind them reflects upon the entire organization they represent. I have spent eight years in local and regional radio. I have been associated with two different radio firms. And I have yet to meet a radio salesman who, in my estimation, looks the part, acts the part, and talks the part. Here you will see a seedy dresser, there a clumsy, ineffectual speaker, and yet again a vacillating fence-sitter who isn't quite sure that he himself has confidence in the medium he is trying to sell.

Local radio salesmen are not always to blame for their blunders. Sometimes their program departments, their station managers, or the sponsor himself may be held responsible. But I live in a town which has almost doubled in population since I started in radio, a town which has been served by radio since the early 30's, a town which has only one newspaper. By comparison, there are two standard stations, one FM station and an application on file for at least one more. Yet the newspaper still swallows up the lion's share of the advertiser's dollar.

I believe that one point alone illustrates more what I am trying to say than thousands of words of elaboration. We do, in the local radio field, need salesmen who are trained to sell radio, not just radio time.

Billy L. Bennett
Assistant Manager
Greater Muskegon Broadcasters Inc.
Muskegon, Mich.

KFDK Says It Attempted KDKA Stunt Years Ago
EDITOR, BROADCASTING:
In re: "Feature of the Week," Page 10 of the Feb. 16 issue of BROADCASTING, I'd like to point out that the KDKA stunt is really an old idea, but maybe they know something about a new "beep" signal that we don't.

Many years ago we had the same plan in mind in using stars' voices on records to answer the KFEL phone. We contacted Mutual and had the whole thing under way until the Mountain States Telephone and Telegraph Company said "no."

It was about this same time that we had an amplifying system installed on the KFEL switchboard so that a newsman could phone in and be put on the air. We had a terrific scoop one day, at the head of a very serious Colorado flood up in Morrison Canyon—by having newsmen at KFEL phone in along the route of the flood, connected by regular phone lines to our switchboard, and then heard on the air. Next morning the phone company had the amplifying system detached from the KFEL switchboard before I got to work at 8:30 a.m.

So perhaps it's easier to have the stars' voices answer your phone (Continued on page 84)

CAB AGENDA
A PROPOSAL to charge fees for membership in Canadian Association of Broadcasters on a gross revenue basis instead of the present basis of twice the per capita half-hour rate every month, will be a major point of discussion at the forthcoming business session of CAB at Quebec City, March 8-11.

Revised agenda also includes a discussion on "What New Radio Research Is Needed in Canada, And How to Get It" by a panel from the Toronto Radio Executives Club who discussed this subject at a recent luncheon meeting [BROADCASTING, Jan. 26]. The Toronto panel will be Spence Caldwell, All-Canada Radio Facilities; Gordon Keeble, radio director, F. H. Hayhurst Co.; C. G. Scott, director of broadcast advertising, CAB; Walter Elliott, Elliott-Haynes Research.

Revised CAB agenda calls for opening of meetings at 9:30 a.m. March 8, with address of welcome by Harry Sedgwick, CAB board chairman, and president of CPRB Toronto. Following appointment of various committees, there will be a report by Doug Scott, CAB director of broadcast advertising; a report on Western Association of Broadcasters committee on giveaways by Bert Cairns, CPAC Calgary, and WAB president; and report on price mention situation by Harry Sedgwick. At 11 a.m. meeting is to be turned over to Bureau of Broadcast Measurement, with slide presentation by Horace Stovin, H. N. Stovin & Co., Toronto, station representatives, followed by Hugh Felts and John Churchill of Broadcast Measurement Bureau of

Open Mike
(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Change in Fee Charges Seen
New York, and annual BBM meeting.

Wednesday evening meeting plans remain unchanged with talk on FM and TV in Canada by Ralph Hackworth of Canadian Radio Manufacturers Assn. Afternoon of first day will be devoted to rate structure discussion with C. W. Wright, Toronto station representative, as chairman. Copyright fees will take up latter part of afternoon session with T. A. Evans, CAB secretary-treasurer, and I. B. Burton, general manager of HMI (Canada) Ltd., making reports.

Tuesday morning session will be devoted to discussion of public relations, including methods of handling brief to Parliamentary Radio Committee this summer. T. J. Allard, CAB director of public relations, will be chairman. Tuesday afternoon sessions will be devoted to research discussion by Toronto Radio Executives Club and CAB business session at which proposal for change in fee basis will come up. Guest speaker at annual dinner will be Charles S. Watson, director of public relations of Canadian Breweries Ltd., Toronto, who will talk on "Public Relations Is Everybody's Business."

There are no changes in Wednesday and Thursday agenda, with Wednesday evening being devoted to election of directors, CAB policy on Canadian NARBA meeting at Montreal in August, and unfinished business. A skiing exhibition will be held in the afternoon at Lac Beaupre. Thursday morning CAB standing committees will be appointed, and unfinished business concluded. New directors will have their first meeting, ending the convention.
IN A 4-STATION TOWN

Paul Coleman's Timekeeper Show Gets Top Morning Listening ... Top Local Sponsorships

Reaching half the listening audience, it's no wonder that WINR's Timekeeper Show is sold out for three solid hours every morning, and has been for a long time — with a waiting list "t-h-a-t" long.

- Here's one rich market in which local time buyers can give national buyers a valuable tip.

*Conlan Survey, November 24 through 28, 1947, 8:30 to 9:00 A.M.

IN THE TRIPLE CITIES

BINGHAMTON • ENDICOTT • JOHNSON CITY
HEADLEY-REED, National Representatives

BINGHAMTON, N. Y.
C. A. Bengtson, General Manager

THE 73rd NBC MARKET
Stake your claim to Homestead (IOWA)

In the heart of WMTland, 20 miles from Cedar Rapids, lies Homestead, one of seven small communities comprising the Amana colonies. Interesting politically and socially, the colony is a business corporation, with most of its 1500 stockholders working and living in the colony. They operate 26,000 acres of good Iowa farm land. Their woolens, hams, and deep freeze units are sold throughout the nation.

WMT's advertisers regularly reach Homestead—and hundreds of other equally prosperous farm and factory areas in Iowa. Stake your claim to these important twin markets via WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

Kirkland, Wash. 250-w Daytimer Gets Underway

KRKL, Kirkland, Wash., went on the air Feb. 25 as a 250-w daytime station, with studios and transmitter located in the Kirkland Recreation Center.

P. L. Thornhill, who formerly managed Alaska stations KINY Juneau and KTKK Ketchikan, is owner and general manager. Staff of the new station includes Sherwood Goodwin, chief engineer; Charles D. Callie Jr., chief operator and announcer; John Dailey, operator and announcer; Helen Ross, program manager and accountant; Joseph Lundvall, East Side sales manager and staff announcer, and Clyde Guice, commercial department.

Opening of KRKL was heralded in both local weekly newspapers, the East Side Journal and the Kirkland Advertiser. In a front-page signed column, Robert H. Frank, editor of the East Side Journal, welcomed the station and wished it success.

New Facilities of KOMO Are Formally Dedicated

MORE THAN 300 dignitaries, including Gov. Mom C. Wallgren, Mayor William F. Devin of Seattle and Mayor Percy E. George of Victoria, B. C., participated in the formal dedication and opening of the new studios of KOMO Seattle Feb. 25 [Broadcasting, Feb. 23]. Among guests representing the industry were Jennings Pierce, director of station relations for NBC Western Network; F. A. Berend, sales manager of NBC Western Network; Louis Frost, assistant general manager and Western Network program manager, and H. I. Cristal, partner in the Edward Petry & Co., New York.

Scott Resigns

DOUG SCOTT, director of Broadcast Advertising, Canadian Association of Broadcasters, has resigned from CAB, effective after the forthcoming annual meeting. Mr. Scott has been with CAB for just over a year, coming from Cockfield Brown & Co. He has not yet announced future plans.

During the year he has conducted numerous sales clinics of regional groups of broadcasters and advertisers.

BEST LOCAL programs in Salt Lake City were cited by city's Advertising Club at annual awards banquet Feb. 18. Prizes were, i to r: Russell Z. Eller, president, Advertising Assn. of the West and speaker at the banquet; S. S. Fox, president andgeneral manager, KDYL Salt Lake City, and Paul Clower, president, Salt Lake City Advertising Club. KDYL won seven of the awards, KSL won five and three were awarded to KALL.

L. A. Realty Firm Plans Million Dollar Campaign

LOUIS T. BUSCH Co., Los Angeles, termed one of the largest land development organizations in the West, plans a public relations and advertising campaign in the "million dollar bracket" through Makelim Assoc., Los Angeles, to dispose of 80,000 acres in that area. Radio is included.

With retail value of $56,000,000, property comprises two Spanish land grant sections, one the Rancho Malibu near Los Angeles and the other Victor Valley in the San Bernardino mountains. Because it believes home-seekers in every corner of the continent are "beating a path to California's door," the firm will advertise to prospects "all over America." Specific campaign details have not been announced.

WGN-TV Appointments

DONALD COOK, formerly field director in charge of remote operations at WBKB Chicago, Balaban & Katz television station, has been appointed field and special events director of WGN-TV, Chicago Tribune video outlet. Pauline Bobrov, also formerly with WBKB until recently when she became a freelance TV producer, has been named producer-director of WGN-TV. Tribune station also has announced the appointment of George Peterson, former technical director of the drama department at Chicago's Mundelein College, as facilities manager. His duties will include the designing of sets and supervision of non-technical props.

Research Course

MORE than 70 members of the CBS Research Division are taking a 16-session "orientation course" in various aspects of network research. The course is under the general supervision of Gerhart Wiebe, CBS research psychologist. Elmo C. Wilson, the network's research director, conducted the opening session. His associate, Oscar Katz, will be in charge of the other 15 sessions.

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Savannah's 1st HOOPER

and are
we proud!
it's just what the
doctor ordered

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5000 W
CBS
WTOC
First in Savannah since 1929

Savannah, Georgia
WORL Temporary License Extended by Commission

EXTENSION of authority to WORL Boston for operation under temporary license was granted last week by FCC for the third time since denying renewal of license to the outlet on grounds of hidden ownership. The extended authority, for 1 kw day on 950 kc, is valid until June 1 and is conditioned on WORL's showing that it is proceeding diligently in the prosecution of its appeal to the U. S. Court of Appeals for the District of Columbia.

WORL's brief to the Court of Appeals must be filed by March 1. FCC then has 25 days to file reply brief. The court is to reconvene in April and case is expected to be heard in April or May. Commission earlier has indicated the temporary authorization will be extended until settlement of the appeal. Renewal of license to WORL was denied by FCC last April and the decision reaffirmed in October [Broadcasting, Oct. 27]. Six applicants for the station's facilities were heard in comparative proceeding in December by FCC.

Application Copies

COPIES of antenna patterns and related documents filed with applications at FCC are now available through Charles S. Goetz Co., 1630 20th St. N.W., Washington. Because of increasing requests for copies of such materials, FCC has awarded the contract to the commercial firm. Master copies of all directional patterns are to be prepared within 24 hours after filing at the Commission. Prices are on a page basis. FCC no longer will furnish copies.

**Milestones**

HOMER GRIFFITH, president of Homer Grifith Co. Inc., station representative, is celebrating 10th year in radio. He entered the medium in February 1928 as sales man for KFWB Hollywood. . . . James A. Byron, news editor of WBAP Fort Worth, Tex., marked his 11th anniversary with the station, Feb. 13. Station estimates he has delivered 4,000 newscasts in that time. . . . Ray Eyser, celebrating his 10th year with NBC presently, on Feb. 29 was feted by the network and his sponsor, Colgate-Palmolive-Peet Co., at Beverly Hills (Calif.) Hotel.

The Mt. Sinai Duarte (Calif.) Medical Center Feb. 25 presented NBC Star Jimmy Durante with a Heart of Gold award in honor of his 35 years as an entertainer at a testimonial dinner, Biltmore Hotel, Los Angeles. . . . Same date W H K Akron and city's Advertising Club marked the station's anniversary. Station has had promotion tie-in. . . . WEAW (FM) Evanston, Ill., on completion of its first year of operation issued promotional brochures outlining achievements to date. WEAW claims it has aired more live programs than all other Chicago metropolitan area commercial FM stations combined. . . . Marchak & Pratt, New York, has begun its 28th year in the agency field.

Herbie Mintz, WENC Chicago pianist, Feb. 12 celebrated his 26th radio birthday. . . . Ed Dimnare, "Morning Host" of WCOP Bos-

ton, marked his first year with the station Feb. 3. . . . Traffic Manager Sterling V. Couch of WDRC Hartford, Conn., has begun his 20th year with the station. WDRC Sales Representative G. Arko Peterson enters his 17th year there. . . . George Watson, veteran staff anunciener at WBBM Chicago, is now in his 21st radio year. . . . Herbert Anderson, director of Saturday Chapel Echoes program on WICC Bridgeport, Conn., has been in radio 21 years.

WCPS Tarboro, N. C., has started its second broadcast year. . . . WILM-Laughlin-Wilson & Assoc., Dallas, Tex., branch of the Houston agency of that name, has begun its second year by moving into expanded quarters in the Meibbe Theatre Bldg. Original staff has been tripled. . . . Jan. 18 special 22nd anniversary broadcast of Mutual's KFXJ Grand Junction, Col., featured appearance of Lawrence Tibbert, opera star, and host of other notables including Gov. Lee Knous, Sens. Edwin C. Johnson and Eugene Milliken of Colorado and Edgar Kobak, MBS president. . . . Feb. 1 was 18th birthday of NBC's University of Chicago Roundtable program, Sun. 12:30-1 p.m. (CST).

Estelle M. Sternberger, WLDB New York commentator, was feted on the air Feb. 5 during her third anniversary broadcast by William Shrirer, ABC commentator; Dorothy S. Thackrey, station owner; Freda Kirchway, editor of The Nation; Walter White, president of the National Assn. for the Advan-
cement of Colored People, and Charles Poletti, ex-Governor of New York. . . . WMFF Plattsburg, N. Y., Feb. 3 on its 13th birthday was extended the thanks of the city for its work by Mayor Horace F. Davies.

BIRTHDAY PARTY marking 20th anniversary of American Forum of the Air, heard over Mutual from Washington Tuesdays 10-10:30 p.m., was held at Washington's Shoreham Hotel following anniversary broadcast last month. Helping Theodore Granik (second from r), founder and moderator of the program, cut the cake are (l to r): Kermit Roosevelt, authority on the Middle East; Dr. Emanuel Neumann, president of the Zionist Organization of America, and Sen. Owen Brewster (R-Me.), all of whom participated in the anniversary broadcast discussion.

**ANNIVERSARY** broadcast marking Swift & Co.'s eight years on ABC's Breakfast Club was held at the Merchant's and Manufacturer's Club in Chicago following Feb. 16 broadcast. Discussing firm's sponsor-ship of that 15 m. segment of show are (l to r): Hol Roske, radio di-
rector of J. Walter Thompson Co., Tom Clark, ABC account executive, and Ken Craig, radio director of McCunn-Erickson Int.

**U. OF MINN. CONCLAVE ON RADIO NEWS SET**

SECOND Annual Radio News Short Course of the U. of Minnesota School of Journalism, scheduled March 5-6, will feature dis-
cussions of radio news problems by radio men from six northwest states. About 75 news editors and reporters are to attend.

Larry Lenseur, CBS United Na-
tions correspondent; Dr. Kenneth H. Baker, NAB research director, and Dr. Wilbur Schramm, director of the U. of Illinois Institute of Communications Research, are to address the student body.

Discussions of radio's coverage of agricultural news, weather and special events will be led by Chris Macl, WAXY Yankton, S. D.; Charles Hilston, KGLO Mason City, Iowa, and Jack Swenson, WDAY Fargo, N. D. Session on local news coverage by Soren Munkhoif, WKBW La Crosse, Wis., will head group discussing problems of radio's access to the news. Sig M. Nord, WCCO Minneapolis and Ray Thompson, KROC Rochester, Minn., will give views on news problems of different communities.

'47 Production, Income For U. S. Exceeds 1946

NATIONAL production and in-
come were higher in 1947 than in 1946, according to estimates released by the Department of Commerce based on its Survey of Current Business.

Gross national production, based on the market value of goods and services produced by the nation, were $230,000,000,000 in '47, 12% more than '46 total of $204,000,000,000. National income, figured as the total earnings arising from current production, went from $178,000,000,000 in '46 to $203,000,000,000 in '47.

The report explains that the ex-
pansion in dollar totals "stemmed more from higher prices than from increased volume of production."

**KYSF - FM in Mankato Is Planning Power Boost**

RADIATED POWER of KYSF-FM Mankato, Minn., will be increased to 48 kw when construction work on the station's new 515-ft. tower is completed in a few weeks, according to John F. Meagher, program director of the new FM station and of KYSF, Mankato NBC affiliate.

KYSF-FM took the air Jan. 31 after more than three years of preparation, Mr. Meagher stated. It is operating on an interim basis on 103.5 mc (Channel 278), using a temporary 65-ft. antenna. Power output is between two and three kw, Mr. Meagher said.
...WHERE
99 MILLION
PEOPLE
GATHER
EVERY
WEEK

For the meaning of this
“big economy size” audience to advertisers,
see back page of this insert.
### Comparative Network Program Sponsor Schedules

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**EXPLANATORY NOTES**

LISTINGS IN ENDBOWING ORDER. SPONSORS, NAME OF PROGRAM, NUMBERS OF STATIONS, AND IN SOME INSTANCES STARTING TIME, S SUGGESTS RATING, R RECEIVED ON WEST COAST.

**ABC**

10:00-11:00 AM Tuesday, Club Meadowbrook Drive-In, Chicago, Illinois. Over 100 stations Thursday, 6:00-7:00 AM, NBC Erwin Stadium, Dorothy McGuire N. (153)

6:00-7:00 AM Tuesday, Kasama-sponsored by General Mills and Sky King, sponsored by J. B. Young, and broadcast on all NBC day Monday through Thursday.

**CBS**

10:00-5:15 AM, Saturday, Grapevine Avenue, W. Swansea, New York, 1st Floor.

3:35-4 PM, Young's Broadcasting.

5:00-6 PM, The EPA, sponsored by J. B. Young, Monday evenings. 

11:15-12:15 PM, NBC, sponsored by W. Swansea, New York, 1st Floor.

**NBC**

10:00-11:00 AM Tuesday, broadcast on NBC, sponsored by the American Friendship Foundation, the Minnesota Valley, and sponsored by the NHL Show on NBC. The broadcast is in the NBC Affiliation.

9:10-9:30 AM, Thursday, broadcast on NBC, sponsored by Village Home on NBC.
"Try the economy size"

Why do most of the biggest users of Radio—buy "TYPE I" networks—the two top networks—though time on them "costs" more than on still other two?

Because in Radio (as in all other forms of distribution) the "big economy size" proves the better buy. Because larger audiences mean lower costs!

The two major U.S. networks have a balance of facilities that deliver more coverage. This—combined with their stronger programming—means bigger audiences delivered to advertisers at lower costs per listener.

And in this final advertising pay-off, the impartial figures show that...

CBS delivers HUGE audiences at a LOWER cost than ANY other network*

*Write for the facts if you haven't yet seen them.
BASEBALL breakdown for the past year shows:

- New England—80 games of the most important season broadcast over a network of 16 radio stations covering 1,800,000 radio homes.
- Eastern Pennsylvania—87 games of Philadelphia teams broadcast over a network of 11 stations covering 1,500,000 radio homes.
- Western Pennsylvania—87 games of Pittsburgh Pirates over a 14-station network covering 905,000 radio homes.
- Baltimore—33 games of Baltimore Orioles with WOR covering 220,000 radio homes.
- Florida—In Miami the company used WIOD to carry Cochran's 'Sports News and Views' with a claimed coverage of 115,000 radio homes for 21 broadcasts and from WJAX Jacksonville used 61 newcasts to reach 113,000 radio homes.

Football was perhaps the toughest nut of all to crack. In the summer of 1936 many schools and colleges feared impact of broadcasts on the "gate." Socony-Vacuum planned to broadcast the Yale games over Yankee Network. Yale alumni, however, were anxious to have the games broadcast also to New York City, but Socony was not interested. Ayer bought time on WOR to cover New York.

Supremacy in East

The attendant publicity was important. If Yale was not afraid of radio why should other colleges be? The impetus provided by Yale's signing finally won Atlantic rights from other institutions which resulted in Atlantic's almost unchallenged supremacy in sports broadcasting in the East. That very first year it aired a full schedule of college football games. Out of the college games developed what is called the "high school package." Ayer and Atlantic realized that in many communities the high school game is more important than any college game.

So sponsorship of key community games followed with the result that this past football season 79 high school games helped Atlantic sell oil. Pro football was a natural which came in during 1940 with broadcasts of the Philadelphia Eagles. Over a score of top pro games were carried in '47, including all the Eagles' and Pittsburgh Steelers' contests. Atlantic also helped pay for the first telecasts of college football games—the Penn games carried by the experimental Philco station in 1939. For eight years Atlantic has been in on these telecasts, finally becoming a full commercial sponsor when the Philco outlet went commercial as WPTZ.

Wally Orr and other Ayer officials feel that Atlantic has created a unique radio property and they don't fear that any other organization will duplicate it or would even try to duplicate if they knew the problems involved.

The knitting together of many independent stations into a network for a particular game is a headache of major proportions—and on some Saturdays the agency has the problem of making up a score of different networks to carry 20 different games in as many different areas. Now, with AT&T cooperation, Ayer handles the line buying, with all its complications, saving about $25,000 a year.

ONE of the biggest problems was the scarcity of play-by-play announcers. This was solved by setting up schools for announcers prior to each baseball and football season. Much of the work of the school is handled by Les Quailey, of the Ayer radio staff. In the past few years, Mr. Quailey has been aided by Tom McMahan, of the Ayer radio department.

Rules and technical points of play are thoroughly explained at these sessions by outstanding officials and experts. Technique for improving play-by-play delivery is

atlantic refining co. and its advertising agency, n. w. ayer & son inc., were honored last april at a banquet given by broadcasters and sportsmen. l to r: front row: e. s. whitcher, general manager, wrcn richmond, va.; w. wallace orr, vice president of n. w. ayer; robert h. colley, president of atlantic refining; john shepard 3d, chairman of the board, yankee network; harry a. batten, president of n. w. ayer. back row, l to r: frank r. smith, then of wwsx pittsburgh; ernest lovene, vice president and general manager of wptz philadelphia; edward clery, general manager, wibg philadelphia; connie mack, manager of the athletics; clair r. mccullough, wgcl lancaster, pa., an nab director, and dr.leon levy, general manager of wccau philadelphia. mr. colley was given a miniature replica of the rose bowl and ayer's president batten was given a testimonial scroll bearing signatures of hundreds of sports and radio figures.

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New York Area Stations Receive Military Honor

TWELVE stations serving the New York metropolitan area were awarded citations last week "for patriotic service performed during Army week in bringing to listeners the message, "A Strong America Is a Peaceful America."

Stations honored were WNBC, WBBM, WCBS, TV, WMCA, WOR, WNYC, WJZ, WWRL, WQXR, WINS, WHN, WOR, WBNX, WGYN (FM), WHOM, WLIR, WNEW, WHED, all New York, and WPAT, Paterson, N. J.

The citations were presented after a luncheon at the Waldorf-Astoria Hotel, New York, by Lt. Gen. Courtney Hodges, First Army commander, who expressed his gratitude to the radio industry for its work in bringing the Army's cause before the public.

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KRNT POINTS TO RADIO SIGNPOSTS

Dillon Sends 'Open Letter to Advertisers' To Local Merchants

IT IS ONLY the beginning of the story to say that Davidsons, a Des Moines furniture store, has just contracted with KRNT for a musical program, The Tommy Dyer Show Sunday 1:30-3 p.m. Phil Hoffman, KRNT manager and Cowles vice president, made the announcement. KRNT Salesman Frank Phelan made the deal; Arthur Phillips, Davidsons' advertising manager, signed the contract.

But the Davidsons contract followed receipt of a mailing piece from KRNT Commercial Manager Bob Dillon sent to several hundred local advertisers advising them on the current radio picture, which has become confused through the influx of new stations.

The "open letter to advertisers," which mentioned no station by name—not even KRNT—encouraged advertisers to analyze the situation factually and statistically, decide which station they believe the best for the most economical investment—all factors considered. Of their advertising dollars, then place virtually their entire radio budget with that station in an effort toward dominating the station's audience.

"Time buying" has gone with the lush war years," said the letter. "'Audience buying' is here today."

Mr. Dillon concluded by saying: "Radio advertising is one of the most potent forms of advertising, but it must be bought wisely and used wisely. Most advertising men agree it is unwise to buy a little advertising on many stations in a single market. They agree it is much better strategy for the advertiser with an average radio budget to place his budget on one station with proved audience, listener loyalty, prestige, and known results...and to dominate that one station to an extent as great as possible. We think that is sound."

---

TRANSFER FOR WDUK IS GRANTED BY FCC

TRANSFER of control of WDUK Durham, N. C., involving expansion of ownership principally among families of original partners, was approved last week by FCC. Transaction covering the transactions was requested to be filed by the Commission last October in granting WDK power boost from 1,000 to 1,500 and 5,000 to 10,000.

The request was granted by FCC in 1946 to a co-partnership of W. H. Lancaster Jr., W. W. Couch Jr. and S. H. Campbell Jr. In November 1946 the station was incorporated under the same equal ownership as WDUK Inc. Subsequently, 64% of the stock, representing 3,201 of 5,001 shares, was sold at $8 per share to relatives. Upon learning that FCC approval was required, the present application was duly filed.

WDUK Inc. now is composed of the following: S. H. Campbell Jr., president and owner of 1,200 shares; W. W. Couch Jr., secretary-treasurer, 200 shares; W. H. Lancaster Jr., 300 shares; his wife Barbara B. Lancaster, 300 shares; W. H. Lancaster Sr., president of WJHL Johnson City, Tenn., 700 shares; Harmon L. Duncan, vice president and general manager, 100 shares; his wife, Virginia L. Duncan, WDUK bookkeeper, 1,500 shares; R. C. Jones Jr., 24% owner WSPB Sarasota, Fla., 900 shares; T. F. Dooley, father of Mrs. Duncan, 1 share.

DR. HENRY NOBEL McCRAVEN, general secretary of National Conference of Christians and Jews, presented citation of distinguished merit to CBS for "Life Today" series and praised it for "the really worthwhile contributions it has made to education."

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Page 30 • March 1, 1948
1. **STANTON HALL** at Natchez, Miss. A famed plantation home of the Deep South.

2. **ARMSTRONG TIRE PLANT** at Natchez. Another new, progressive Southern Industry—another reason why this area is ahead of 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.
Sports Radio

(Continued from page 37)

sales. He talks in terms of people reached. If people are reached, sales follow.

He feels that the public and particularly the motoring public which uses Atlantic products, is sportsminded. They tune in and keep listening because of the element of chance which characterizes almost all sports contests. Yet, when a particular game turns out to be uninteresting, he feels listeners will still come back for the next one.

In this respect, he feels, a sports program is entirely different from other programs particularly those featuring entertainers. When a screen personality, for example, fails to click on a show on a particular week because of script or delivery trouble, a listener is apt to scratch him from his radio list, he believes. But sports fans always come back, in his opinion.

Mr. Rollins does not, however, regard radio as the best medium for every purpose. He likes newspapers in breaking a big story, but thinks there is nothing like radio for day-to-day hammering away at the same kind of message.

Proof of Pudding

The company has had ample demonstrations of the selling job radio can do. Right after the war it introduced Atlantic Hi-Arc gasoline with multiple announcements. Listener surveys showed a high product identification with the sportscasts, which gratified the company. The Ayer agency likes to point to the way broadcasts have introduced specials in given areas, with attendant sell-outs.

Both Atlantic and Ayer feel that the sports program could not be duplicated by any other type of advertising in its blanketeting of the Atlantic market area. They feel that both baseball and football schedules are integral parts of one program, not only in order to provide something like year-round coverage but because surveys show that somewhat different kinds of audiences are reached by football and baseball radio. Football audiences are usually on a higher economic level than baseball listeners, surveys showy. Atlantic wants to sell to both economic levels and is happy to reach both.

Television, Too

With this satisfaction in its current programming, Atlantic is not apt to change its radio buying habits. Mr. Rollins says, however, that television time buying will probably be considerably expanded, but for the next two years, the AM program will probably be held steady. After that, Atlantic may expand its AM baseball coverage into many of the top minor league areas in a move to parallel the way it expanded its top rank college football coverage down into the high school level.

Sure that Atlantic is on the right track with its radio sports program, Mr. Rollins says the company will continue the same sort of sponsorship as long as the public stays sportsminded and prices of such program production do not get out of line.

It is a promise that should reassure the sit-at-home sports fan.

(Continued on page 69)
22 miles down the Ohio River from Pittsburgh, 30,000 people spend their days and their dollars ($19,240,000 at retail in 1946) in Aliquippa. There, too, they listen faithfully to KDKA... as evidenced by a BMB night-time rating of exactly 100%.

In the BMB 90-100% class, you can count 19 daytime counties and 24 night-time counties on the KDKA list. This represents a wallop- ing percentage of the Pittsburgh market area, wherein two-thirds of the people live outside the Pittsburgh city limits. Altogether, BMB credits KDKA with 1,199,910 daytime families and 1,303,520 night-time families. Read all about it in "The Pittsburgh Story," a factual guide to listenership in the nation's sixth market. This pamphlet is yours at the drop of a postcard.

KDKA, Pittsburgh, 50,000 watts. NBC affiliate. Westinghouse Radio Stations Inc (KEX, KYW, WBZ, WBZA, WOWO, KDKA). Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.
JOHNSON
a famous name in radio
BROADCAST EQUIPMENT

EUGENE (Doc) FOURNELLE, commercial manager of WHBQ Memphis, has been appointed manager, succeeding E. A. (Bob) ALBURY, who has resigned to devote full time to public relations and Business Music Corp., in which he has an interest. Mr. Fournelle has been with WHBQ since 1934.

TED COTT, WNEW New York program director, has been appointed a vice president of that station. Mr. Cott joined WNEW as program director in 1943. He entered radio in 1934 as dramatic director for WNYC New York.

ARTHUR ROTHAFEL, son of famous New York showman E. L. "Roxy" Rothafel, has been appointed manager of WFEA Manchester, N. Y. He succeeds MELVIN GREEN, resigned. Mr. Rothafel previously was manager of WHN New York, director of production at Columbia Broadcasting System and director of production at the Navy Signal Service. In the Army he wrote screen plays for several motion picture companies and had been head of radio department of Mason Inc., New York, and of Fletcher & Ellis, New York.

HARRY COYLE has been promoted from assistant manager to manager of remote operations and regional manager for WRIR New York, succeeding JACk MURPHY, now with WPLX, video station in The New York Times, now under construction. Bomber pilot during the war, Mr. Coyle has been with WABD for two years, and was with the station’s remote unit since last April.

G. L. TAYLOR, president of Central Radio and Television Schools in New York, has been re-elected vice president in charge of television of KMBG Kansas City, Mo. Mr. Taylor served in this capacity from 1942 to 1944.

JOHNSON

Appointment Confirmed

Appointment of Neal Hathaway as manager of program promotion division of CBS Sales Promotion Dept. [Broadcasting, Feb. 16] was confirmed last week by V.I. Johnson, vice president and director of advertising and sales promotion. Mr. Hathaway, who joined CBS in July 1944, replaces Thomas D. Connolly, who has been named assistant manager of program sales [Broadcasting, Feb. 23].

JOHNSON

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CBS STATION CHIEFS MEET MARCH 8, N. Y.

MANAGERS of the seven CBS-owned stations and others from stations represented by CBS Radio Sales are to hold their regular semi-annual meeting at the Ritz-Carlton Hotel, New York, March 8 and 10.

CBS radio station managers expected to attend are Arthur Hull Hayes, WCBS New York; Frank Falkner, WBBM Chicago; Harold Fellows, WEEI Boston; Maurice Mitchell, WTOP Washington; Wendell Campbell, KMOX St. Louis; Merle Jones, WCCO Minneapolis-St. Paul and Harry Witt, KXN Los Angeles.

For CBS Radio Sales-represented stations: Charles Crutchfield, WBT Charlotte, N. C.; Ivor Sharp, KSL Salt Lake City; C. T. Lucy, WRAV Richmond; Thad Holt and Ed Norton, WAPI Birmingham, Ala.

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WCKY

FIFTY THOUSAND WATTS OF SELLING POWER

C. E. HOOPER, INC.  

Fall-Winter 1947 Report established that—

WCKY share of audience, 8 AM-8 PM, Monday-Friday, in Cincinnati was GREATER than that of any other independent station in any market receiving fulltime, 4 network service.

WCKY share of audience, 8 AM-8 PM, Monday-Friday, in Cincinnati was exceeded by only one of four network affiliated stations in Cincinnati.

PULSE, INC.

initial Cincinnati survey, covering November and December 1947, confirmed

WCKY LEADERSHIP AND VALUE

(See following pages)
8 AM - 8 PM STORY

PULSE OF CINCINNATI, November and December 1947, average ratings show the following block leadership for the 4 Cincinnati stations, exclusive of Network Station A, which is first in all brackets:

<table>
<thead>
<tr>
<th>Time</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM-12 Noon, Mon-Sun</td>
<td>WCKY</td>
<td>Net Sta B</td>
<td>Net Sta C</td>
<td>Net Sta D</td>
</tr>
<tr>
<td>12 N-5 PM Mon-Sun</td>
<td>Net Sta B</td>
<td>WCKY</td>
<td>Net Sta C</td>
<td>Net Sta D</td>
</tr>
<tr>
<td>5 PM-7 PM Mon-Sat</td>
<td>WCKY</td>
<td>Net Sta B</td>
<td>Net Sta D</td>
<td>Net Sta C</td>
</tr>
<tr>
<td>7 PM-8 PM Mon-Sat</td>
<td>Net Sta B</td>
<td>WCKY</td>
<td>Net Sta C</td>
<td>Net Sta D</td>
</tr>
</tbody>
</table>

IN COMPETITION WITH THE LEADING PROGRAMS OF FOUR NETWORKS, NOTE THE AUDIENCE HELD BY THESE TYPICAL WCKY FEATURES.

<table>
<thead>
<tr>
<th>Program</th>
<th>Time</th>
<th>Avg. Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY BALLROOM</td>
<td>10 AM-12 Noon</td>
<td>22.2</td>
</tr>
<tr>
<td>WALTZ TIME</td>
<td>1:00-2:00 PM</td>
<td>21.0</td>
</tr>
<tr>
<td>DAILY HIT PARADE</td>
<td>6:15-7:00 PM</td>
<td>19.5</td>
</tr>
</tbody>
</table>

INVEST YOUR AD DOLLAR WCKY'S-LY
WCKY JAMBOREE, directed to rural and small town audience, with

PROVEN, CONSISTENT LISTENERSHIP in

10 OUTSIDE SOUTHERN STATES *

as well as

METROPOLITAN CINCINNATI **

* OVER 30,000 PIECES OF MAIL WEEKLY

** 5.0 PULSE AVERAGE RATING, MON-SUN

BMB? . . . WCKY listenership in 386 counties of

total of 856 counties in 10 states.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Sun-Struck

AT THE moment radio is muffing a golden opportunity to cure one of its worst and most costly operations—its sun-struck—by eliminating the time-changing phenomenon that seems to occur twice a year when some 34 states recognize DST and the balance remain on standard time.

There's sentiment in Congress for action. Legislation is pending for the declaration of uniform standard time, which would eliminate Daylight Saving Time altogether. Last week legislation was introduced by Sen. Clyde M. Reed (R-Kan.) for uniform DST (S-2226) and, if there's sufficient public support, it probably can be enacted.

The Overton Bill (S-2041) for uniform standard time will be called to hearing soon at the author's request. Enactment over the opposition of the DST states would be a legislatively unadvisable measure, the additional daylight hours from April through September is too ingrained in the living habits of the city dweller to be abandoned. Thus, as a practical consideration, declaration of uniform standard time wouldn't end the confusion. It would only prolong it.

Of course, there's no positive assurance that uniform daylight time would be observed in the 14 states that now have standard time during the summer. But there are less of them to be won over and all of them sharp division exists on the time question, particularly since they are aware of the benefits which accrued to them during the war, when universal DST was decreed as a national emergency measure by the President.

NAB, through President Miller, has advised Acting Chairman Charles W. Tobey of the Senate Interstate Commerce Committee that broadcasters almost unanimously favor uniform time. But he concludes that they are divided almost equally on whether it should be standard or DST.

Judge Miller's exposé is all right as far as it goes, but we do not feel it goes far enough. If a year is to be won over and all of the confusion is impractical because it won't be observed, why not just go the full distance to DST, which, if observed, would give the full measure of relief to the listening public, the broadcasters, and the buyers of time?

A makeshift plan for delayed broadcasting of network programs to non-daylight areas is being devised by the networks for this year to meet the time change dilemma as best they can. This highly complex and expensive undertaking would be unnecessary if uniform DST is decreed.

Radio is not alone in its time-plight. The railroads, airlines, shipping companies, shippers and other interstate operators are plagued by it. Interstate travelers are hard-pressed to determine whether they're an hour behind or ahead. And the harried listener doesn't know when he'll get what, if he's in a standard zone. We propose for uniform DST is acted on promptly. We hope that at the hearings before the Senate subcommittee, expected to be set for the week of March 22, broadcasters, radio advertisers and their agency spokesmen will be present in force to help the harried listeners and of prudent management. It is their opportunity to urge legislation that will end the folly of wasteful, unnecessary, and scatter-brained time shifts in two-thirds of the states, while the others continue sun-struck.

Today: FCC vs. FCC

AN EXTRAORDINARY legal proceeding begins today. The FCC goes on trial before the FCC.

The case is labeled the right of the broadcaster to editorialize over his own microphone. The FCC is called upon to determine whether it acted within its authority and in wisdom seven years ago when it held, in the now celebrated Mayflower case, that "a truly free radio cannot be used to advocate the causes of the licensee." That ruling, which couldn't be appealed because the station license involved was renewed, was premised on the "limitation of frequencies inherent in the nature of radio."

Seven years later, the picture is changed. Only one of the members of the FCC who participated in the Mayflower decision is now on the Commission—Vice Chairman Paul A. Walker. The situation is different in another way: There are more broadcasting stations authorized in the United States than there are daily newspapers published!

Some 60 witnesses are scheduled to testify. A scanning of the list (see story this issue) indicates the following facts: broadcasters are editorializing (many of them favor Government radio per se) heavily outnumber the proponents of a free radio, on equal footing with a free press as guaranteed by the Bill of Rights. It is worthy of note that the FCC Law Dept., when it issued the "invitations" virtually called the roll of the left-wingers.

This is no trial in the ordinary sense. The FCC has no authority, expressed or implied, to "legislate" restrictions upon freedom of speech. But no group of Americans know better than the broadcasters that many a stricture upon radio's freedom has been committed in the name of the routine regulatory processes. Following the Mayflower decision, by some years, came the Blue Book, and then the Lemon Book dealing haphazardly with the economics of broadcasting; there were the network-monopoly regulations, and, of most recent vintage, the vicious damned-if-you-do and if-you-don't dicta in the Fort Huron case wherein the FCC majority holds stations cannot censor political broadcasts.

The bare-bones issue in the Mayflower case is whether or not FCC regulations (which some feel were intended to stifle radio's war-time and wartime "invitations") were properly applied. It is the FCC's right to determine whether or not itself.

Simple as this appears, we venture you'll hear all kinds of legalistic and leftist abra-cadabra this week. The labor unions, led by CIO, will be there on man power, as will the guilds and the federations. Mr. Petrillo's union has entered an appearance. So has Charles A. Siegmann, the ex-BBC executive who was smuggled into and out of the FCC for "research".

What radio will do with its right to editorialize, should this new and, we trust, more worldly wise FCC decree it without further legalistic ado, is for the broadcaster's decision. It will be his responsibility, just as it's the responsibility of the publishers of the New York Times, the Daily Worker, the Chicago Tribune and of the publishers of the late Literary Digest, the New York World and a host of other publications which lost public favor years ago, to decide in whose favor—indeed, if there are holders of construction permits who are turning them back in increasing numbers. Not certainly, because there's a scarcity in facilities. Newsprint supply is lots tighter, we hear.

Our Respects To—

MAURICE BERNARD MITCHELL

WHEN Maurice Mitchell was editor of a Gouverneur, N. Y., weekly, he had to work with a linotype operator who was not only deaf and dumb, but also had but one good eye, and was an independent cuss in the bargain. When the man didn't feel like following Mr. Mitchell's written instructions, he shrugged his shoulders, pointed to his eye and set the line in his own way.

After two weeks of this stalemate, Mr. Mitchell came up with a typical "Mitch" solution—he learned to talk on his hands. "What else could you do with a deaf mute who can't read?" he asks.

For anyone who knows Maurice Mitchell, who has just succeeded Carl Barklund as manager of the 50-kw CBS Washington station, WTOP, the incident isn't unusual. When he amazes his cohorts with such ingenuity, he shrugs his shoulders and tosses off a "Well, what else could you do?"

One of the youngest station managers in the country, Mr. Mitchell has packed double the usual lifespan of experience in his 32 years.

He began his jet-propelled career as editor of the DeWitt Clinton high school newspaper in New York City, where he was born, Feb. 9, 1915. On graduation he received the Bosom Award for citizenship, given that year to but seven youths.

His next move was to "get off three subway stops earlier" for N. Y. U. The young "Mitch" became editor of the school newspaper in his junior year—a most unusual occurrence for N. Y. U. Mr. Mitchell seemed even then destined to have trouble with printers. The 2nd Ave. print shop that handled the school paper was staffed with Serbians who spoke no English.

Mr. Mitchell was on his second lesson of You, Too, Can Learn Serbian, when the New York Times offered him a job. Though the job was being a runner and copy boy for the classified department, he left school to take it. "All I wanted was to be editor of the paper," he admits.

After two months Mr. Mitchell stepped into a glass-enclosed slot complete with earphones and a nerve-racking quota of making 100 classified ad solicitations a day over the telephone—"the best experience in selling any-one could have."

One day he sold himself over the phone, quite unexpectedly, to a grandson of Woolworth's who was starting a newspaper in New York's Yorkville. He asked Maurice (Continued on page 48)
YOU DON'T HAVE TO JUMP TO CONCLUSIONS. Audited Audiences, WOV's new and more intelligent approach to radio gives you specific market information that will help you "TAKE THE GUESS OUT OF BUYING."

WOV knows and wants you to know who its listeners are; where they live and shop; what they earn, spend and buy; what they like and dislike. This is the basis of Audited Audiences. This is the dope the advertising business wants from radio. Audited Audiences means keying your advertising to known individuals rather than trying to reach an unknown mass audience.

This vital, statistical inside information together with WOV's continuing Pantry Survey showing the sales acceptance of 365 items in 37 different classifications are available now without obligation. Get the facts...a WOV salesman will give you specific market information so that you, too, can

TAKE THE GUESS OUT OF BUYING.

Ralph N. Well, General Manager • John E. Pearson Co., National Representatives

★ WAKE UP NEW YORK with Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. Larger than Pittsburgh.
Respects
(Continued from page 46)

Mitchell to be his advertising manager.

"It was an amazing operation," he recalls. "I got $35 a week, was taken to the printing plant in a limousine with a liveried chauffer, and was told to hold down the number of ads.

Mr. Mitchell soon got tired of not selling ads, and when he was offered the job of taking over the weekly paper in Gouverneur, N. Y., the Tribune Press, he took it. He completely restyled the sheet, besides running the entire operation alone.

For his outstanding job he copped a New York Press Assn. award for the best written weekly newspaper and a national NEA award for advertising excellence.

After two years he went with the Gannett newspaper in Ogdensburg, N. Y., as advertising manager. "We roped in the ads every way we could. For instance, when we tried to get Sooony-Vacuum they said they couldn't afford it because their taxes were too high. So we went to the city council and got their taxes reduced."

The only radio station that could be heard there at that time was the old CPLC, across the river in Canada. Mr. Mitchell sold the station on his idea of paper doing a twice-daily newscast on the air. "Who's going to do it?"

asked Mr. Mitchell after he had concluded the deal. "I guess you'll have to," was the answer, "this is your idea."

As he crossed on the ferry he used to edit his AP copy and stew the boat with the rejected items. "Then one day," he remembers, "I took the garbage and left the news cast on the ferry deck."

While he was newscasting, selling ads, dabbling in real estate and taxes, Mitchell decided to sell more ads. He was also taking pictures for the paper, learning how to run a linotype machine, and operate a hand radio station.

After two and a half years in Ogdensburg, Mr. Mitchell went to the Democrat Chronicle in Rochester as salesman. But he was there only three months when he transferred to the other Gannett paper in Rochester, the Times-Union, as national sales and sales promotion manager.

At the height of his advertising career, "Mitch" Mitchell was "greeted" by Uncle Sam. He got into the Armored Command of the Army, "My tests showed I had a remarkable mechanical aptitude. Maybe all this time I should have been a plumber."

Radio Course

With 29 others of extraordinarily high I. Q., he was selected as "guinea pig" for an experiment in learning radio code in six weeks. This was the same curriculum that the Navy gave its general officers. Mitchell stepped-up nine months course and the Army in a year. Mr. Mitchell got through with flying colors, but "I was dit-happy for six months after."

He then went to a camp where he became an expert in tank-infantry communications using FM. There he suffered a bad spine injury that must have him out but that still bothers him constantly.

When he got out of the Army, he decided he didn't want to return to newspaper work. A Gannett man told him about an ad in BROADCASTING. He answered it, got the job, that of press and sales promotion manager of WTOP. That was in February 1945.

Within a year he gained for himself the reputation of one of the keenest public relations men ever to hit the town that probably has more public relations men per capita than any other in the world.

In January 1946 he moved into the sales managers' job. Right off the bat he sold WTOP's own day-time serial, Janice Gray, which had been running sustaining for a number of years. "A lucky break," he says, "I just went to the right guy. 'You want to buy it?' I said. He said 'Yes.' That's all there was to it."

His sales acumen was so great that after two years—on Jan. 9—he was a CBS Radio Sales New York as salesman. At the same time WTOP Manager Burkland was named general sales manager of Radio Sales. After seven days in New York Mr. Mitchell was hurried back to Washington to become WTOP's general manager.

The greatest help he ever had in the radio business, he says, is the commercial radio course he taught at American U. last year. "I was teaching the students and keeping one chapter ahead of them all the time," he cheerfully admits. But according to the school and especially the students the course was an outstanding success. He is now enrolled on by NAB, writing a book on commercial radio selling based on his outline of the course.

At present he and Mrs. Mitchell—the former Mildred Roth—plus four and a half boys and Lee Marks (Skippy) are busy looking for a place to live in Washington.

He is a member of the National Press, Optimist and Advertising Clubs and a member of the Washington Board of Trade.

His favorite indoor sport is wearing "sincere" ties—as wild as they come. The vivid colors and designs don't bother Mr. Mitchell at all. He's color blind.
By every measurement
WTIC
dominates the prosperous
Southern New England Market
TROY DAVID, comedian and m.e., formerly with WJR, Detroit, has estab-
lished Broadcast Productions Inc., agency devoted to creating
and producing programs for network and syndicated
radio and television. The new company, based in
1111 Lafayette Blvd., Detroit, Mr. David
previously was with CKLW, Detroit, WMA
Washington and with old Blue Note in New York. Associated with
him in new organization are LOIS
MICHELs, secretary, and former
IKE, former WJR, Detroit, Fred
Sloan Organization and CKLW,
and DAVID E. MILL, vice president,
formely with Powell-Garland as account executive and copy chief.

NORMAN B. KIRIM has been appointed
manager of Receiving Tube Div. of
Raytheon Manufacturing
Corporation, Wal
Thom. Mass. Mr. Kirim
succeds CARL
HOLLIS, vice president
of the Raytheon
section division which will produce and
serve the world for the created and pro-
duced by the studio. Headquarters for
new department will be Chicago. Exec-
division department are JACK LIEB, veteran

Book Covers FCC Exams For Operator Licenses

PREPARING FOR FEDERAL RADIO OPERATOR EXAMINATIONS, by
Arnold Shostak. Prentice-Hall, Inc., New
York, 404 pp. $7.75.

QUESTIONS which make up the
FCC examinations for the various
grades of radio operator licenses
are presented along with appro-
priate answers by Arnold Shostak
in Preparing for Federal Radio
Operators Exams, published Feb. 23
by Prentice-Hall, Inc., New
York. The author is a former radio
inspector for FCC.

Covering theory and operation
of radio and television, the text,
which is still in use, gives
an explanation of the
layout of the
appearance of the
paper, and how to learn
the technical art.

KYW-FM Tower

PLANS for erection of a 245-foot
FM antenna tower atop the 24-story
Architects Building in Philadelphia
were announced by Robert
White, general manager of
KYW-Westinghouse, Quaker City
NBC outlet. Peak of the new tower
will be 576 feet above street level.
Included in the plan, the expansion
will be installation of a new
Westinghouse type FM-10 trans-
mitter. When operated in conjunction
with a three-station, 75-kilowatt
transmitter, the tower will provide an
effective radiated power of 20 kw.
Spoken thoughts, with all the accuracy of their subtle inflections in professional or business contacts ... each delicately-shaded musical half-note ... or verbal growth-development of students can be yours "electronically memorized" by a Webster-Chicago Wire Recorder.

It uses a fine strand of magnetized wire on a doughnut-size spool that records up to a full hour.

Imagine! Today ... tomorrow ... or for a thousand tomorrows you can recapture every vital discussion and decision ... the fidelity of each glorious musical moment ... or measure the improvement of classroom groups.

A half century of scientific research has culminated in the finger tip controlled Webster-Chicago portable wire recorder. It plugs into any AC outlet ready to record or listen. The magnetized wire can be "erased" instantly for re-use, or preserved indefinitely.

Its professional and business applications are as broad as your own imaginative scope.
Correspondents To Hold Annual Election Mar. 3

RADIO Correspondents Assn. annual election of officers will be held Wednesday at NBC's Washington office, according to Bill Henry, CBS commentator and president of the association.

A whole new slate of officers will be selected by the organization, which now lists 146 active members. Present officers, besides Mr. Henry, are Albert Warner, MBS, vice president; Elmer Davis, ABC, secretary; William McAndrew, NBC, treasurer; Francis W. Tully Jr. of Yankee Network; Gil Kingsbury of WLW Cincinnati and WINS New York, and George Marcer of UP Radio, members at large, and Rex Goad, Trans-Radio, member ex-officio.

CIYO is call letter for new 250-w station on 1450 kc at Guelph, Ont.

MOLTEN KELSEY, Chicago freelance news commentator, has been appointed news director of WIND Chicago, English citizen by birth. Mr. Kelsey has been variously a reporter, editor and, since 1940, radio news commentator. From 1941 until last fall, he was heard in daily news programs on WMAG and WCFL Chicago.

ANTONIO FREITAS, former head of State Dept's Brasilian Radio Section, has been appointed chief of Brazilian Section of CBS Shortwave Dept. Prominent Brasilian radio writer and commentator, Mr. Freitas was chief writer in radio division of Brazil's Dept. of Information and Propaganda before coming to the U.S.

PHIL SUTTERFIELD, sportscaster and assistant manager of WKLX Lexington, Ky., will broadcast this year's Southeastern Conference Basketball Tournament from Louisville Armory. He has described Kentucky football and basketball games for two successive years and has been variously a reporter, editor and, since 1940, radio news commentator. From 1944 until last fall, he was heard in daily news programs on WMAG and WCFL Chicago.

M. DAIGER, 3rd, former program director of WUTC Stanford, Conn., has joined WUTC Alhambra, Calif., as director of special services and music. Mr. Daiger has been in radio since 1940 and has worked at WLW, WATL and WGST Atlanta, Ga., WAPI Birmingham; WSN St. Petersburg, Fla., and KYA San Francisco. During war he served with Army Air Corps and joined WCST upon separation in 1946.

Mr. Daiger and LEONARD DAVIS, both veteran newspapermen, have joined WLW as morning and evening news editor, respectively.

WILBUR MORRISON, formerly with WOC Shenectady, has joined WBUR and WRHU-FM Ulster, N. Y., as newscaster.

WILLIAM F. BROOKS, NBC vice president in charge of news and international relations, is the author of "Radio News Writing," a textbook published last week by McGraw-Hill. Book is based on course given by Mr. Brooks for Columbia U. extension.

Ralph Hubbell, sportscaster with WGR Buffalo since 1939, has joined WBEN Buffalo, as sports director, effective Feb. 20. He succeeds JIM WELLS, who has resigned to become assistant to James F. Breuil, owner of Buffalo's All-American football team, in charge of public relations. Mr. Hubbell has been in Buffalo radio for 17 years.

WILLIAM F. FRANK, new director of WLM Wilmingston, Del., has Mr. Hubbell presented with Outstanding Americanism Award by Wilmington Lodge of the B'nai Brith for citizen of the city "who contributed most toward Americanism and democracy in the community.

RED BARBER, CBS sports director, who returned recently from Europe where he covered the St. Moritz Winter Olympics, has been seen by place March 5 for Santa Domingo to cover spring training activities of Brooklyn Dodgers. Assignment will last until March 30.

JOHN ROBERTS, veteran of 11 years in radio, has joined KIMA Yakima, Wash., as news editor.

CHUCK WILBER, farm service director at WMT Cedar Rapids, Iowa, was named director of 1948 All-Iowa Wheat Tour. Plans were held in Cedar Rapids, Feb. 19, 20 and 21.

CHARLES G. GUNNING, senior editor of CBC newsmagazines, Winnipeg, has been promoted to serving editor of CBC Prairie division, succeeding W. H. SETTLE, who resigned to become managing editor of new co-operative morning newspaper Winnipeg Citizen.

DAVID G. ROWE, news and sports director of KSRN and KSRF-FM Pocatello, Idaho, has been named director of publicity for Pioneer League, Class C baseball league.
Pre-View Tested! Now Ready for Release!
52 TRANSCRIBED HALF-HOUR PROGRAMS
Better Than the Books or the Movies!

Nothing like this ever happened in radio before! Since August, more than 100 members of the Guild Preview Board (practical broadcasting executives from every state, and Hawaii) have auditioned "Michael Shayne." They sent their considered opinions, suggestions and criticisms to Guild headquarters in Hollywood. Here the producer of "Michael Shayne" acted upon their knowledge and advice to perfect a top-flight mystery show—a show that combines Hollywood's skill with the "cash register" judgment of practical radio showmen from all over America! That's the Guild's unique method of perfecting a program in advance of its production.

Now, after six months of preview-testing, "Michael Shayne" is ready to release half-an-hour weekly of exciting, intriguing, breath-taking mystery-drama... each story complete in itself... each one full of action and suspense! This is a show that will build a high Hooper, sell goods, delight sponsors! It is the first show in the history of American broadcasting to be produced with the advice and help of an important segment of the industry, acting as a group.

In many markets members of the Broadcasters' Guild have purchased the show, prior to its general release to the trade. But other markets are still "open." You are invited to write, phone or wire for an audition transcription, together with a 30-day option on this feature for your market. If it is available for your city, we will ship the audition disc by air express, $5 C.O.D. If you buy the show, the $5 applies on the purchase price. If you return the transcription, your $5 will be refunded.

Regional advertisers (and their agencies) will be particularly interested if you seek a show of network caliber. Here is your opportunity to acquire a Hollywood property that will compete with the best shows on the air, anywhere! And at a price much less than you expect to pay!

Don't delay! Send to Hollywood today for an audition transcription.

AUDITION RECORDING
SENT EXPRESS
$5 C.O.D.

...together with an option on this feature for your market: The $5 will be applied on purchase if you buy.
This offer subject to prior sale.

IN 48 States and Hawaii practical broadcasters praise "Michael Shayne" after their Preview Audition:

ALABAMA* "Better than other mystery shows we've heard, and offered at much less cost." ARIZONA* "As fine as any mystery drama on the networks." ARKANSAS* "A show that we can definitely sell." CALIFORNIA* "It's terrific." COLORADO* "Excellent production." CONNECTICUT* "Very good." DELAWARE* "Michael Shayne great. Wire starting date." FLORIDA* "Our sales staff like it very much. Can sell it. GEORGIA* "Excellent. Would like to have it." ILLINOIS* "A terrific mystery." INDIANA* "Well produced. Will hold its own with anything on the air today." IOWA* "Will be an asset to our station." KANSAS* "Impressed by the excellent production and casting." KENTUCKY* "A good one. When can we start?" LOUISIANA* "Excellent. Shayne is an asset to our station." MASSACHUSETTS* "An excellent program." MICHIGAN* "Excellent show and very saleable." MINNESOTA* "Like the format and plan of show—closer to the shows from the Guild production plan, count us in!" MISSOURI* "An excellent product." NEW JERSEY* "Excellent quality. Give us a shot." NEW MEXICO* "What a show!" NEW YORK* "Excellent product." NORTH CAROLINA* "Excellent product. We want it." OHIO* "Excellent production. Appear to have a good show." OKLAHOMA* "Excellent product. We want it immediately!" OREGON* "Excellent. Shayne is a winner." RHODE ISLAND* "Excellent product. We want it immediately!" SOUTH CAROLINA* "Excellent. Send us an audition transcription as soon as possible!" SOUTH DAKOTA* "Excellent. Would like to have it immediately!" TENNESSEE* "Excellent product. We would like to have it immediately!" TEXAS* "Excellent. We will definitely sell it." WASHINGTON* "Excellent. Send us an audition transcription as soon as possible!" WEST VIRGINIA* "Excellent product. We want it immediately!" WISCONSIN* "Excellent product. We would like to have it immediately!" WISCONSIN* "Excellent product. We will definitely sell it." WYOMING* "Excellent product. We would like to have it immediately!"
I
BOB WELLS, BILL TYRRELL, appointed assistant manager of WLM near WAML Duluth station.

Columbus, Ind., as singer on new station.

CHARLES McGRAW.

CLEAN SWEEP!

DULUTH, MINN.—Out to make a clean sweep of the Duluth-Superior market? Don’t be sucked in by Otto Mattick’s hoax-vacuulator, it won’t clean porches.

Buy KDAL’s 5000 watts on that long-armed 610 frequency, and get a 40% larger daytime audience than on any other Duluth station.

Avery-Knodel Inc. can tell you why buying KDAL is a sure way to mop up in the north country.

Page 54 • March 1, 1948
Mr. Darrow has resigned from N. W. Ayer & Son, Inc., advertising, merchandising and sales promotion organization with offices in New York and Philadelphia. Mr. Darrow has been actively involved in the advertising business since 1957, having worked at Ayer & Son's before joining the company.

HUGO WAGENSEIL & Assoc., Dayton, has opened larger offices for its radio and television and public relations divisions at 124 W. 2nd St. Ray Oviatt is supervisor of radio and television divisions and D. W. Overman heads public relations section. Agency’s executive, creative and production departments have been moved to new office at 1260 Madison Ave., Dayton.

CLYDE MELTON has announced re-opening of Melton Adv. with offices at 2027 Lynch St., Dallas. Tex. Operations of agency were suspended when Mr. Melton left to serve in Air Force. He has been in advertising and newspaper business throughout past 15 years and recently resigned as account executive with Adv. Counselors of Arizona, Phoenix.

DAVE STRUMP has resigned as executive art director for WAPI, New York. His future plans have not been announced.

ADV. FEDERATION of America announces that following have been elected to membership in federation: WAPI & WSON, Broadcasting, Alk., Louis Morano & Associates, Charles A. Rowan & Assoc., Atlanta, Newman, Lynde & Assoc., for Atlanta; and Erwin, Wasey & Co., for Philadelphia.

DOM LAMONICA, copy and contact man, and Russell A. Settlage, as member of the supervision department, have been added to New York office of Ford & Mayo, Inc., New York and Cleveland.

ROBERT B. PIELE, former advertising manager for Texaco Educational Co., New York, has joined Olmsted & Foley, Minneapolis, as account executive. He was with SupWil-Co, Inc., Dallas.

WILLIAM T. ERICKSON, formerly with Chas. H. Vogel & Co., New York, has joined Adelphi Lavin Inc., Fargo, N. D.

F. W. WARD, advertising manager of Young & Rubicam, New York, is in agency's Hollywood office for three weeks working on General Electric Appliance account.

LUCY JANE FORD, research chemist, and STELLA CROWELL MARK, former magazine Good Housekeeping, Chicago, are in charge of Young & Rubicam's California office.

EDWARD B. HARVEY, former partner of Harvey and Welden, has joined public relations department of Federal-Mogul Corp., Philadelphia and New York.

RAYMOND L. NELSON, veteran in radio and television producing, and president New York agency bearing his name, has been appointed manager of Nelson Productions Inc., 341 Madison Ave., New York. Firm will specialize in production of video and radio programs. formation represents a separation of production and agency activities of Raymond E. Nelson Inc. with Mr. Nelson, president of the new company, devoting full time to direction and production. The agency, to be known as Keystone Adv. Agency, will be directed by BETTY NELSON, his new location is to be announced later.

DAVID-HOOD & Assoc., Los Angeles, formerly a co-partnership between ARTHUR DAVIS and J. D. HOPP, has been replaced by corporation known as Davis-Hood & Assoc. Inc. Personnel and location remain the same.

RAY HAYLEY, head of Ray Hayley, Market and Business Consultants, New York, has joined Gunn-Mears Adv., New York, as an associate. He continues to head his own firm.

JOHN E. DEVINE has been elected vice-president of Anderson, Davis & Piatt Inc., New York, and also appointed senior executive in charge of Alexander Smith & Sons Carpet Co. account. Mr. Devine joined the agency in 1943.

CLARENCE SORENSEN, formerly with Daner-Fitzgerald-Sampie, Chicago, has been appointed art director of John S. Shaw Inc., Chicago.

RICHARD HASBROOK, former account executive for Michael Shore Adv., Hollywood, and member of agency's direct mail department, has assumed direction for "Dane Magazine," New York, has joined Adolphi Westland & Assoc., Hollywood, as account executive.

TED BATES, head Ted Bates Inc., New York, and R. B. LEAHY, former manager of Colgate-Palmolive-Feet Co. New York, have been elected to membership in federation, in recognition of their long and service to the industry.

HUGH MATTHEWS, traffic director for Patrick Co., Glendale, Calif., and Ray Ramon were married Feb. 14.

ARTHUR M. BALLINGER, Truilla Co., Hollywood production head, is the father of Arthur, born Feb. 16.

FOULKIE AGENCY, Minneapolis, and Ted Bates & Co., Hollywood, have been added to membership in American Advertising Association.

ARY MONK OF formy with NBC's international division for 14 years and the division's production manager before recently accepting the position of regional representative for the Continental Talking Rubicam in Puerto Rico, has joined radio department of Radiola-Mansite Inc.

JERE PATTISON, former foreign sales director for Parker Pen Co., Janesville, Wis., has been appointed assistant to headquarters, New York, as assistant to head of international division.

BEN CONERY, former production manager of Press Adv., New York, who has been named production manager of Stuart Bart Inc., New York.

GEORGE GUINAN, formerly with Hearst magazines, has joined Robert W. Orr & Assoc., New York, as an account executive.

JOHN PORTER, formerly with J. W. Thompson Co., New York, has been named director for Braucher, Van Norden & Staff, New York.

JERE PATTISON, former foreign sales director of Parker Pen Co., has been appointed director of Foote, Cone & Belding as assistant to head of international division.

W. YOUNG, formerly with Young & Rubicam, New York, has resigned after 27 years and recently resigned as account executive with W. W. Young & Co., New York.


RICHARD KERR, former vice president of Assn. of Adv. Inns, New York, has been elected following the resignation of NELSON, an executive for the past 14 years.

JUDJ. GRAHAM, production manager of American Magazine Co., Los Angeles, and Mike B. Smith have resigned from their offices at the magazine.

B. W. RAWSON, formerly with both Sessoms and Young & Rubicam, New York, has joined Beverly Mills office of management as manager of service department andcontact man.

JAMES HARNSFIELD, formerly with Bigdwy, Perry & Yocom Inc., New York, and prior to that with Young & Rubicam, has joined Beverly Hills office of management as manager of service department and contact man.

W. H. RICHARDSON, formerly with Chas. H. Vogel & Co., New York, has joined the Los Angeles office of the advertising firm.

KENYON & ECKHARDT Inc. has opened San Francisco office at 22 California St. ST. JOHN WILEY, former account executive for J. Walter Thompson Co. that city, will head office for the new operation.

B. M. TOOLY, former account executive for W. H. Robertson & Co., Los Angeles, has joined Elson & Elson, that city, as advertising general manager.

JOHN A. JOHNSTON, formerly with Chicago Sun as head of its accounting department, has been appointed Chicago office manager of Schmidt & Scott Inc.

RICHARD KERR, formerly with Cecil & Prebrey Inc., New York, has joined the Chicago office of Walter Wirt Inc., New York, as copy writer.

KAY LONG, veteran in fashion field, has been appointed to newly-created position of fashion director at Arnold S. Kimball Co. New York. Miss Long, also appointed a vice-president, was merchandising manager and assistant to publisher of "Junior Bazaar," and previously was a regional editor for "Mademoiselle magazine for four years.

LENNOX HARDING, former copy writer for Foote, Cone & Belding, San Francisco, and FRED WARNER, former art director at Houston Adv., same city, have joined Bovio Inc., that city, in similar capacities.
255 ft. Lehigh Steel Towers
Available About May 1

BARGAIN

Due to changing sites for increased power, we offer two 255 foot Lehigh Self Supporting Steel Towers.

These are complete with Insulators, Beacon Lights, Side Lights, Conduits, etc. The price is right.

Troy Broadcasting Co., Inc.
Troy, N. Y.

WTRY and its FM Affiliate WTRI

Page 56 • March 1, 1948
HERE'S THE INSIDE STORY

that means
Longer Life with
Enduring Performance
for every
FEDERAL TUBE

In tube manufacture, the smallest details are a big factor in lasting performance

MOST VACUUM TUBES, designed for a given job, look very much alike. But there is a difference. It may be a difference of only a hundredth of one percent in purity of certain raw materials used—or the difference of a few thousandths of an inch on the spacing of internal elements. Yet those minute, ordinarily unseen details mean much in terms of tube life and enduring performance. That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets three X-ray tests to assure accuracy of internal construction details not otherwise visible. These, and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements. Dept. K809.

Federal Telephone and Radio Corporation

KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N.J., is a unit.

In Canada—Federal Electric Manufacturing Company, Ltd., Montreal, P.Q.
Export Distributors—International Standard Electric Corp., 67 Broad St., N.Y.
February 20 Decisions...  
BY COMMISSION EN BANC

Conditional Grant
Kennon Broadcasting Co., Kennon, Tex.—Authorized cond. grant for Class A station, added Channel 255 to Kennon and proposed sale (185.3 mc), subject to further review and approval of engineering details.

FM CPs Deleted


SA for STL
Catabwa Valley Broadcasting Co., Hickory, N. C.—Same.

Hearing Designated
WCAE Inc., Pittsburgh—Designated for hearing application for renewal of CP to operate on Channel 10 (192-198 mc) in Pittsburgh, Pa., with other applications in Pittsburgh area. In lieu thereof, designated for hearing in Docket 7267 et rel.


Petition Dismissed
United Detroit Theatres Corp., Detroit, Mich.—Adopted memorandum opinion and order denying petition for special relief, filed by United Detroit Theatres Corp., requiring the applicants pending for extension of completion dates filed by holders of CPs to file as prompt as possible, to show evidence that CPs were authorized to operate on channels in Detroit metropolitan district which have not substantially completed construction, be designated consolidated hearing with other applications pending for unscheduled channels allocated to said district.

New England Theatres Inc., Boston, Mass.—Adopted memorandum opinion and order denying petition for special relief, filed by New England Theatres Inc., requesting that applications pending for extension of completion dates filed by holders of CPs to file as prompt as possible, to show evidence that CPs were authorized to operate on channels in New England metropolitan district which have not substantially completed construction, be designated consolidated hearing with other applications pending for unscheduled channels allocated to said district.

Television Productions Inc., San Francisco—Adopted memorandum opinion and order denying petition for special relief, filed by Television Productions Inc, requesting that applications pending for extension of completion dates filed by holders of CPs for television stations at San Francisco who have not substantially completed construction, be consolidated hearing with other applications pending for unscheduled channels allocated to San Francisco-Oakland metropolitan district.

ACTIONS ON MOTIONS (By Commissioner Walker)

Empire Co. Inc., Allison Park, Pa.—Grant application to dismiss without prejudice its application for new TV station.

Empire Co Inc., Sharon, Mass.—Same.

Russell G. Everson, Petersburgh, Va.—Granted petition to dismiss without prejudice its application; further ordered that application of Hopewell Broadcasting Co. Inc. be removed from hearing.

Englewood Radio and Recording Co., Englewood, N. J.—Granted petition to dismiss without prejudice its application; further ordered that application of KEGE, Sterling, Co., be removed from hearing.

KFMJ Tulsa, Okla.—Dismissed without prejudice application of KFMJ for CP pending to provisions of Sec. 1385 of Act.

February 20 Decisions...  
BY COMMISSION EN BANC

Conditional Grant
The New Britain Broadcasting Co., New Britain, Conn.—Petition to dismiss without prejudice application.

WLOA Braddock, Pa.—Granted petition to dismiss without prejudice application.


WTVI Pekin, Ill.—Granted petition for continuance of hearing in re Docket 8292 from Feb. 27 to April 27.

Northwestern Indiana Radio Co., Valparaiso, Ind.—Same petition to dismiss without prejudice application.

KIDO Boise, Idaho.—Adopted petition of KIDO Radio Corp. for conditional grant for Class C station, apply to increase hours from 500 to 1280 kw.

KTHM Houston, Texas.—Granted petition of KTHM for leave to amend application to specify 3500 kw at 50 kw, to include addition of Crystal station, and change of station to 920 kw at 50 kw.

KMA Shenandoah, Iowa.—Granted petition for leave to intervene in proceeding on applications of Ponca City Pub. Co. and WBNZ.

R. G. LeTourneau, Longview, Texas.—Granted petition of Alexandria Radio Corp. for conditional grant to operate at 12500 kw at 100 kw.


New England Television Co., Inc., Fall River, and E. Anthony & Sons Inc., New Bedford, Mass.—Conditional grant for an additional CP for television station in Fall River which was approved for hearing in Docket 545.


February 20 Decisions...  
BY COMMISSION EN BANC

Conditional Grant
WORL Boston.—Adopted order extending temporary license to WORL, under temp. license until June 1, 1949, however, this petitioner may make application for renewal or license pending showing that it is proceeding diligently in procure and complete its station.

Renewal of License
WSTD Augusta, Ga.—Granted renewal of license for period ending Nov. 1, 1949.


WLBS Kansas, Va.—Granted mod. CP to change frequency to 610 kc., and other conditions to said station.

Modification of CP
WLCS Bedford, Mass.—Granted mod. CP to change ownership and make addition and modifications to station.

WMBI Miami, Fla.—Adopted mod. CP to change tower location and type trans.

AM—1450 kc.
Myrtle Beach, S. C.—Granted mod. CP to change ownership and increase power to 1500 kw.

Hearing Designated
WNAT New York.—Granted special service authorization to operate from 700 to 850 kw.

Modification of CP
WLCW Bedford, Mass.—Granted mod. CP to change service area.

Hearing Designated
WNYY New York.—Granted special service authorization to operate from 500 to 850 kw.

KSRY Richland, Wash.—Denied special service authorization to operate from 1270 kw.

Petition Dismissed
Harry S. Goodman.—Denied memorandum opinion and order dismissing petition for declaratory ruling that KKOY Radio, "Kooy Thru Radio Thru Kooy Thru Game" is not violation of Sec. 316 of Act.

Petition Denied
Hanover Bstg. Co., Inc., Hanover, Pa.—Denied petition for permission to change station from WOLU to WPVL.

Transfer Granted
WDUK Deer Park, Ill.—Waived provisions of Rule 1321 and granted application for consent to transfer control of WDKU Inc. to fulfill condition attached to Commission grant of CP on Oct. 30, 1947.

Hearing Designated
W. Paul Carter, Jr., Warner Robins, Ga.—Denied hearing application for new station to be operated at 1500 kw.

Television Broadcasting

WEBT Hartford, Conn., and WNEB Westfield, Mass.—Granted for proceeding.

Winchester Bstg. Corp., Winchester, Va.—Granted for proceeding.

Mass. Corporation for television station.

WYTV—174-180 mc
Scripps Howard Radio Inc., Cat- cinnati—Granted CP to operate in station, Channel 5 (74-180 mc), in lieu of WAKU, power 250 kw.

February 24 Application...

ACTIONS ON MOTIONS (By Commissioner Walker)

EMPLOYMENT OF PERSONS

KROW Oakland, Calif.—Mod. CP which requires that 100% of personnel be hired from the area.

(Continued on page 62)
GET THE EXTRA VALUE OF COMPLETE ENGINEERING ASSISTANCE

SELECT

Andrew
TRANSMISSION LINE

and ANTENNA EQUIPMENT

for AM FM TV

At no extra cost, you get the advice and experience of a corps of skilled engineers when you select ANDREW equipment. They will answer your questions and assist in solving your specific installation problems. From the day your inquiry is received, until the day you go on the air, your problems are our problems. The ANDREW sales staff of graduate engineers will not only quote on a complete bill of materials, but will also offer at no extra cost valuable engineering information on how to use ANDREW equipment most effectively. And the free advisory service of the ANDREW engineering department remains at your command until the equipment you purchase is installed and functioning at highest efficiency. ANDREW is not satisfied until you are.

Supplying “everything you need between transmitter and antenna” for AM, FM and TV is the cornerstone on which the ANDREW reputation for competence, and completeness of service, has been built. It represents a sound, evolutionary growth which began when ANDREW pioneered in the development of the coaxial cable now so successfully used in 90% of radio installations. For this is ANDREW’S specialized field—a field in which Andrew continues to hold unchallenged leadership.

If getting on the air is your problem, let ANDREW make your job easier, your station more efficient. Write today!

Andrew CORPORATION
363 EAST 75TH STREET, CHICAGO 19

WRITE FOR COMPLETE CATALOG.

COMPLETE CONSULTING ENGINEERING SERVICE
ALSO AVAILABLE TO BROADCASTERS

ANDREW’S enlarged staff of consulting engineers is prepared to undertake all, or any part, of your installation program, including: preparation of FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys. Full details on request.
programs

TRIO of KALL, Salt Lake City staff members won major program awards in the annual U.S. Ad. Lifetime Awards competition. L. to r. are Craig Rogers, program director, who produced "In the Public Interest," winner of silver plaque in network division; Phyllis Perry, former "Page 16" producer and gold award winner in women's appliance division, and Mal Varan, who received gold award in sportscasting.

"Is It You?"

LOCAL SHOPPERS or housewives have opportunity to win each prize each day on new feature of "Anything Goes" program, aired on WJR Detroit. WJB mystery reporter gives M.C. Ron Gamble description of situation or conversation occurring anywhere in Detroit where women shop. During each feature called "Is It You?" Mr. Gamble airs description of situation and conversation. Any listener who thinks description fits her is requested to contact WJB, if person is identified by mystery reporter she receives $10. If no identity is made, money accumulates, and $10 more is added to prize until correct identification is made.

Outstanding Women

WOMEN of outstanding public service to the community are introduced on new weekly feature, "Portraits of New England Women," on WBCN-AM Boston. Series is sponsored by the State Dental Society. Series features women who have made outstanding contributions to their communities, with interviews conducted by Dr. Charles G. Goodwin. Series is produced by Charles Curtis, who is also director of "The Woman's Voice" program on National Retail Dry Goods Assn. in cooperation with National Retail Dry Goods Assn. program contest. Program, conducted by David R. Klawans and interviews conducted by a panel of representatives of various women's organizations. Milligan's, Milligan's, Los Angeles (de-vice representative store), sponsors the program. Agency for the account is Hunter Adv., Los Angeles.

History of Politics

DRAMATIC recreations of birth, life and death of American political parties are featured in new series, "Cavalcade of American Politics," being aired over WCAU Philadelphia, Sun. 2:30 p.m. To continue until political conventions in Philadelphia this summer, programs are produced in cooperation with U. of Pennsylvania, Temple U. and Philadelphia Committee of 76. Format is based on the "Coffee Break" series of which is written by Joseph T. Connolly, station's program director, and Joanne Meyer and Mr. Charle.

Covers Robbery

VALUE of television in news reporting was emphasized by WENR Cleveland during recent loan company robbery. WENR tied together local television scene before detectives, station staff. Robbery occurred at 3:55 p.m. and WENR staff was able to catch man in 30 minutes. Video newsroom was one of the first to air news, and then all other media, according to station officials. With news reports on story from police to county, police to remote broadcasts and immediate went into action.

GOOD DELIVERY FROM STOCK

All of your broadcast accessory needs, large or small, will be shipped the same day you order them from Gates.

Here are some of the items on our shelves:

AM MODULATION MONITORS
PROGRAM AMPLIFIERS
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Many models of transmitters are in stock. These include:
the famous 250C-1, quarter kilowatt—BF-250A, quarter kilowatt FM transmitter

Other models can be delivered in a few weeks from receipt of your order.

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BROADCASTING • Telecasting
Save up to $1200 a year in filament power

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Here it is . . . a triode for 50-kilowatt transmitters . . . a tube that draws 60 per cent less filament power than a conventional pure-tungsten-filament type. Here is a tube that makes possible approximate savings of $1200 a year* in standard transmitters.

This unusual economy results from the use of a thoriated-tungsten, multi-strand filament of proved design . . . that provides a reserve of emission for long, uninterrupted service . . . that reduces hum modulation below FCC requirements—even without feedback.

To obtain all the power-tube performance you pay for, buy RCA tubes. They're available, for your convenience, directly from RCA . . . or from your local RCA Tube Distributor. For full information, write: RCA, Commercial Engineering, Section CP36, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

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Satisfaction is the key to Lingo's progress.

"... pleased with performance ... ease of erection and ... comparatively low cost..."

"... thank you for your excellent cooperation to get us on the air in a hurry. We will be glad to recommend Lingo radiators to anyone having an operation similar to ours..."

—Carl R. Taylor
Business Manager, Station WSK1
Montpelier, Vermont

FCC Actions (Continued from page 58)

Applications Cont.: shall new trans. and DA-DN and change trans. location for extension of completion date.

KHBC Hallo, T. H.—Mod. CP, as mod., which authorized change frequency, increased power, install new trans. and to change trans. and studio locations, for extension of completion date.

WBSQ Desautel, Ill.—Mod. CP, as mod., which authorized install new trans. and change in ant. and mount FM ant. on top of AM tower and change trans. and studio locations, for extension of completion date.

WKRD Pea, Ill.—Mod. CP, as mod., which increased ERP N power, install new trans. and DA-N, mount FM ant. on No. 4 tower and change trans. and studio locations, for extension of completion date.

License for CP

WKBK Dubuque, Iowa—License to cover CP, as mod., which authorized install new vertical ant. and mount FM ant. on top of AM tower.

AM—1450 kc

WLZJ Bangor, Me.—License to change name of licensee from Eastland Best, Co. to Maine Best, Co.

Modification of CP

WLJL Detroit, Mich.—Mod. CP, as mod., which authorized make changes in ant. install new trans. and change trans. location, for extension of completion date.

License for CP

WMIN St. Paul, Minn.—License to cover CP, as mod., which authorized make changes in ant. install new vertical ant. and mount FM ant. on top of AM tower.

AM—1450 kc

Bilkey Ines Jk., Grenada, Miss.—CP new standard station 1480 kc 550 w unil.

Modification of CP

KYES Bruitte, Mont.—Mod. CP, which authorized new standard station, for extension of completion date.

KMMU Waukegan, Ill.—Mod. CP, which authorized new standard station for change of ant. and trans. location and to specify studio location.

KLAT Las Vegas, Nev.—Mod. CP, as mod., which authorized new standard station to change studio location.

AM—740 kc

Huntingdon Transmission, Inc., Huntington, N. Y.—CP new standard station 740 kc 1 kw D DA.

AM—1450 kc

WHKP Hendersonville, N. C.—Authority to determine operating power by direct measurement of ant. power.

WMFR High Point, N. C.—License to cover CP as mod., which authorized make changes in vertical ant. and install FM ant. and authority to determine operating power by direct measurement of ant. power.

WVOT Wilson, N. C.—Mod. CP, as mod., which authorized make changes in vert. ant. and change FM ant. and authority to determine operating power by direct measurement of ant. power.

WTMA Charleston, S. C.—Mod. CP, as mod., which authorized change frequency, make changes in antenna, increase power, install new trans. and change trans. location, for extension of completion date.

License for CP

WKIX Columbia, S. C.—License to cover CP which authorized change frequency, install new trans. and DA-N and change trans. location.

AM—1260 kc

License for CP

KNZU Houston, Tex.—License to cover CP, as mod., which authorized new standard station and change studio location.

WDNE Elkins, W. Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

TV—180-192 mc

San Diego Best, Co., San Diego, Calif.—CP new commercial television station on Channel 10, 180 to 192 mc, ERP vs. 20 kw, aura. 10 kw and unil.

TV—44-66 mc

Zenith Radio Corp., Chicago—CP new commercial television station on Channel 2, 54-60 mc, ERP vs. 15 kw, aura. 7.5 kw unil.

All for Baby

ALTHOUGH the frequency on which Fort Worth's Lullaby Diaper Service does business is not within FCC's domain, the firm applied to the Commission last week for a frequency which will obviate confusion to the government agency. The diaper service seeks a Class 2 experimental land station with five mobile units for use with identical pickup and delivery systems and claims that with the communications facilities it will permit applicant to render a superior service to the community and so doing will be in the public interest, convenience and necessity.

TV—186-192 mc

Thomas Patrick, Inc., St. Louis—CP new commercial television station on Channel 9, 186-192 mc, ERP vs. 20.5 kw and aura. 15.6 kw and unil.

TV—44-66 mc

Atlantic City Television, Inc., Atlantic City, N. J.—CP new commercial television station on Channel 9, 186-192 mc, ERP vs. 1 kw, aura. 500 w unil.

Mid-Atlantic Best, Inc., Atlantic City, N. J.—CP new commercial television station on Channel 9, 186-192 mc, ERP vs. 1 kw and aura. 500 w and unil.

TV—76-82 mc

Radio Projection, Inc., Syracuse, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vs. 5 kw, aura. 12.5 kw and unil.

TV—44-66 mc

Shamrock Best, Co., Heusten, Tex.—CP new commercial television station on Channel 9, 186-192 mc, ERP vs. 30.4 kw, aura. 12.5 kw and unil.

TV—44-66 mc

Richmond Radio Corp., Richmond, Va.—CP new commercial television station on Channel 9, 186-192 mc, ERP vs. 16 kw, aura. 8.4 kw and unil.

PETITION FOR REINSTATEMENT

TV—186-192 mc

Capiol Best, Inc., Indianapolis, Ind.—CP new commercial television on Channel 9, 186-192 mc and ERP vs. 24.163 kw aura. 12.9 kw.

TENDERED FOR FILING

AM—1260 kc

WEII Boston—License to adjust DA. Assignment of CP

KBGS St. Louis—Consent to assignment of CP from St. Louis Inc.

Modification of CP

KRAM Las Vegas, Nev.—CP to change hours of operation to D to unil. power from 1 kw D to 500 w N-N. 1 kw D and install DA.

AM—1450 kc

Barnes H. Broles, Carl B. Everett, John Ben Shepperd, Thomas C. Units and Henry Wade 6l/9 as The Gladewater Best, Co., Gladewater, Tex.—CP new standard station 1490 kc 1 kw D.

Assignment of CP

WXNJ Somerset County, N. J.—Consent to adjustment of CP of FM station to WXNJ Inc.

FM—106.5 mc

Robert R. Thomas, Jr., Oak Hill, W. Va.—CP new FM power. (Class B) power to new trans. and DA-N and change trans. location.

Worldvision 105 mc 1 kw D.

AM—1260 kc

Globe-Democrat Pub. Co., St. Louis—New television on Channel 13, 210-216 mc and ERP vs. 15 kw aura. 11 kw.

AM—66-82 mc


WGR Best, Inc., Buffalo, N. Y.—CP new commercial television on Channel 9, 186-192 mc and ERP vs. 30.4 kw, aura. 15.2 kw.

(Continued on page 70)
Beginning with spot announcements last week, the Willow (station), has placed stock in charge of administrating and assistant treasurer.

PILLSBURY MILLS (four) has renewed "Grand Central Station," heard Sat. 1-12:30 p.m. on CBS, for 12 weeks effective Feb. 28, through McCann-Erickson, Chicago.


CHICAGO TRIBUNE Feb. 25 started 12-day spot schedule (station breaks, part). Announcing appearances on nine Chicago stations (four network, five independent) to promote its annual International Sports, Travel and Boat Show. At $15, Tribune station, is heaviest user, with others each carrying minimum of six spots per day. Agency: C. C. Pogarty, Co. Chicago.

BEVERLY HILLS Polo Club has appointed I. J. Reisch & Assoc., Rochester, N. Y., to handle advertising for the Hi-Goal Polo Season. Special field March through April at Beverly Hills Polo Club, Beverly Hills, Los Angeles.

FRANK H. LEE Co., New York (Disney-Hata Inc. division), has appointed Jerry Grey Adv. New York, to handle its advertising

LEHN & FINK Inc., New York (Portrait Home Permanent Wave), has appointed Dean Covington, of Covington & Casburn, New York, as its advertising agency.

WALTHAM WATCH Co., Waltham, Mass., has appointed Kastor, Farrell, Cheley & Clifford, New York, to handle advertising campaign for their new "Maidens," which uses spot announcements and will continue its present schedule. Plans for account have not yet been determined with W. A. Ayer & Son, Philadelphia, formerly served the advertiser and handled the account last season.

GENERAL ANILINE & FILM Corp., Antara Products division, has appointed Louis Constantine & Company, San Francisco, to handle Pacific Coast advertising for "Glim" soaps for dishwashing. National advertising for Glim and local campaigns east of the Rockies will be handled by Doherty, Clifford & Shenkoff Inc., New York. Radio will be used.

KERR GLASS MFG. Corp., Los Angeles ("Self-Sealing" Brand Mason Jam, caps and lids for home canning), has appointed Redden, Strand & Mitchell, Beverly Hills, Calif., as its national advertising representative effective immediately. Radio will be used.

MAX E. YOUNGSTEIN has been named vice president in charge of advertising, publicity and exploitation for Eagle Lion Films. He has directed those activities since company was formed in 1946. Firm announced it is planning radio promotion campaign called "Ruthless" produced by Arthur Lion Productions and released by Eagle Lion.

IRVING KUBENSTEIN, for past 22 years member of Adam Hat Stores Inc., New York, has been elected vice president. Mr. Kubenstein has been general manager of retail operation and was appointed to this post last season.

TEEN-TIMERS Inc., New York (dream baron) has announced the patriotic series of "Teen-Timers Club," Sat. 11-12:30 p.m. on MBS, effective March 13. Series will feature "I Love You Jeez,"” "I Love You Jesus," and "I Love You Jesus," as m.c. and F. E. Gates as announcer with name star bands greeting each week. Contract is for 52 weeks. Agency: Buchanan & Co., New York.

MARK W. KELNY, technical director of WNDB Buffalo and its FM and TV outlets, eyes the 20-cent reflectometer tube and the $1700 final-amplifier tube, part of the installation of WNDB-TV, which was scheduled to begin telecasting test patterns last week. WNDB-TV expects to begin regular programming in late spring.
LA.-MISS. MEETING

TV, FM Discussed
In New Orleans

REPORTS on television and FM and an address by Richard P. Doherty, NAB's director of employer-employee relations, highlighted a two-day joint meeting of the Louisiana Assn of Broadcasters and the Mississippi Broadcasters Assn. Feb. 27-28 at International House, New Orleans.

Fred Weber, WDSU New Orleans, delivered a report on television and the result of a recent demonstration telecasting the Sugar Bowl game and Sugar Bowl sports programs to a downtown hotel and convention hall.

Also appearing were Hugh Fel tis, president of BMI, New York; Carl Haverlin, president of BMI, W., New York; Jules M. Collins, ASCAP radio director, and other industry figures.

In addition to their joint meeting, the two state broadcaster groups also held separate meetings. Brief remarks by Gene Tibbet, WLOX Biloxi, president of the Mississippi group, and a welcoming address by James E. Gordon, president of the Louisiana association, opened a joint conclave. The NAB code, the music situation and other problems were discussed. FM broadcasting was the subject of an address by Stanley Ray of WJMR New Orleans.

FORD WILL TELECAST MILWAUKEE BASEBALL

CONTRACT calling for telecasts of all Milwaukee Brewers' home baseball games has been signed by WTMJ-TV and the Ford Motor Co. and its Milwaukee area, the station announced. Telecast rights were sold to the motor firm Feb. 19 as the Ford dealers' advertising committee watched the station's video operation at Radio City.

While actual overall figures were undisclosed, it is known that facilities and time costs one approximately between $25,000 and $30,000, exclusive of announcer fees or pickup charges. (CLOSED CIRCUIT, Feb 29). First baseball telecast on the Milwaukee Journal TV station is scheduled for April 27 when Milwaukee plays its first home game against Toledo.

WMAR-TV Re-broadcasts Direct Off-the-Air Pickup

WMAR-TV Baltimore succeeded last month in re-broadcasting commercial television to its own coaxial service was withdrawn. Because the Baltimore terminals of the coaxial cable were being changed, WMAR-TV was without cable service for two days. On one of these days the station was scheduled to carry the boxing matches from Turner's Arena, Washington, through a pick-up by WMAR-TV for Globe Brewing Co.

WMAR-TV engineers, under Chief Engineer Carlton G. Nopper, obtained an RCA 630-TS receiver which had been "peaked" to maximum efficiency on Channel 7—the WMAR-TV frequency—and set up an off-the-air pickup. The entire boxing card, which ran from 9 p.m. until after 11, was rebroadcast via the off-air loop. A special audio loop was ordered from AT&T to carry the sound. Reception quality was said to equal that of coaxial cable transmission.

Gillin Spikes Rumor

REPORT that John J. Gillin Jr., general manager of WOW Omaha, is considering sales management of the Radio America Inc. network has been termed an "absolute falsehood" by Mr. Gillin. He is currently recuperating following an operation for gallstones and an appendectomy.
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- ASSOCIATE
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- WARNER BLDG.
- WASHINGTON, D. C.
- 1217 F. B. ST., N. W.
- NATIONAL 6618-6615

**HERBERT JANSKY**
- ALL, FM, Television
- Allocation, Station Design
- MANAGEMENT TRAINING ASSOCIATES
- 3308 14th St., N. W.
- Washington, D. C.
- Adams 7200

**MUNSEY BLDG.**
- REPUBLIC 33-0
- WASHINGTON, D. C.

**LOHNS & CULVER**
- MUNSEY BUILDING
- DISTRICT 8218
- WASHINGTON, D. C.

**GARO W. RAY**
- 201 BROAD STREET
- Phone 8-2522
- BRIDGEPORT, CONNECTICUT

**HOLEY & HILLEGAS**
- 1146 Briarcliff Pl., N.E.
- Atlanta, Ga.
- ATwood 3328

**ANDREW CORPORATION**
- CONSULTING ENGINEERS
- 1317 CONNECTICUT AVENUE
- WASHINGTON, D. C.
- Michigan 2261

**CHAMBERS & GARRISON**
- 1519 CONNECTICUT AVENUE
- WASHINGTON, D. C.
- Michigan 2261

**JOHN CREUTZ**
- 216 BOND BLDG.
- REPUBLIC 3181
- WASHINGTON, D. C.

**A. R. Bitter**
- CONSULTING RADIO ENGINEERS
- 622 Madison Avenue
- TOLEDO 4, OHIO

**GUY C. HUTCHESON**
- 1100 W. ABRAM ST.
- PHONE 1218
- ARLINGTON, TEXAS

**Merl Saxon**
- 3524 South Henderson
- Telephone 4-8440
- Fort Worth, Texas

**NATHAN WILLIAMS**
- Allocation & Field Engineering
- 20 Algoma Blvd., Ph.
- Blackswall 22
- Oshkosh, Wis.

**ROBERT M. SILSMA**
- CONSULTING RADIO ENGINEER
- Specializing in Antenna Problems
- 1011 New Hampshire Ave., SE
- Washington, D. C.
Help Wanted

Managerial

General manager wanted by business-
man entering broadcasting field southern
California. Good opportunity for
successful man. Full details required. Box 760,
BROADCASTING.

Commercial manager for progressive
Florida station. Network affiliate. 5000
watts AM, 10,000 watts FM growing city
population 400,000. Full salary plus
commission. Box 720, BROADCASTING.

Salesman — 100% commission. Box 744,
BROADCASTING.

WANTED

An ambitious and aggressive time
salesman for network station in large
New England market. This job requires
an experienced man with a previous
tales record in selling and develop-
ing local business. Excellent opportu-
ity at this growing station dep-
ending upon your ability. Salesmen at
this progressive station receive
strong program and promotional sup-
port. Good salary to start with com-
misions and bonus arrangement.

Salesman wanted immediately. Must
have car. Single man preferred because
of extensive travel. Write Don C. Wirth,
WNAM, Neenah, Wisconsin.

NEW BROADCASTING

GOING PLACES?

 Wanted — Good announcer not
interested in taking over management
in less than a year. Just good announ-
der able to operate own show. Paying
south. Disc, picture, refer-
ences and personal background. Box 791,
BROADCASTING.

Announcer — Disk-jockey, experienced ad-
tib and well versed in participation
selling, talk and photo must precede
interviews. WMMW, Meriden, Connecti-
cticut.

Wanted — Experienced announcer for
new kwatt independent in Quincy, Illinois.
Excellent opportunity for young announcer
with ad-lib ability. Will pay $45
starting salary to the right man. Write
GOE, Quincy, Illinois, state references.

Announcer for growing 250 watt net-
work affiliate now building new stu-
tion. Must have operating experience
and a proven record. Salary and
bonuses, etc. Write for additional infor-
mation. Box 768, BROADCASTING.

Wanted — Chief engineer for thousand watt
Indianapolis station. Must have experience in
circuit operation, radio station and
network. Experience and availability. Salary open.
Interview will be necessary. Box 744,
BROADCASTING.

Combination engineer and announcer,
salaries commensurate with
experience, references, and background. WKRM,
Connecticut.

FM station remote NY mountain-
top, late. Must be expert in
engineering. Must be able to
work hard to earn equal share of
profits. Send full details, pictures, disc, sample
continuity, ideas. Don't expect speed-
answer, this is not a spur-of-the-
moment offer.

WANTED

New NBC affiliate wants versatile com-
binator-announcer-engineer. Ability
determined by interview. Send full details
and platte to Box 786, BROADCAST-
ing.

Announcer—Experience, handle con-
tral, eastern city, good pay. Box 806,
BROADCASTING.

Announcer wanted immediately. Excel-

tent opportunity for experienced and
 capable man. Excellent salary plus talent.
Contact William Halpert, Clifton, N.J.

Help Wanted (Cont’d)

Help Wanted (Cont’d)

OPPORTUNITY

FOR RADIO EXECUTIVE

Well established advertising agen-
icy in New York. Company is
seeking a radio executive with
experience in production or pro-
gram planning and analysis and
through knowledge of radio facili-
ties.

Good balance in all major phases of
broadcasting. Excellent opportu-
nity for right man. Must be ac-
quainted with AM, FM and sys-

matics, photographs, scripts, etc.) forwarded to box
numbers.

Situations Wanted

Managerial

New general manager, part owner,
smaller independent. Previously general
manager network outlet, large market. Prefer
management network station. New
transportation background. Could
Box 751, BROADCASTING.

Commercial manager-salesman. Now em-
ployed, perfectly legitimate reason for
wants position. Increasing family
man. Capable of handling any phase of
commercial radio. New $1000 per
year volume. Ability and character refer-
ences. Box 790, BROADCASTING.

Situations Wanted

Managerial

New general manager, part owner,
smaller independent. Previously general
manager network outlet, large market. Prefer
management network station. New
transportation background. Could
Box 751, BROADCASTING.

Commercial manager-salesman. Now em-
ployed, perfectly legitimate reason for
wants position. Increasing family
man. Capable of handling any phase of
commercial radio. New $1000 per
year volume. Ability and character refer-
ences. Box 790, BROADCASTING.

Salesman

Successful salesman—Qualifies national
sales manager for primary market
affil.

Salesman—A skilful, resourceful
salesman, wants job with a future with
solid station. Five years of radio
with headquarters in Chicago.

Salesman-announcer-copywriter, 2 years
local and network Mutual and CBS
first class business and personal references.
Desires better job with larger
accounts. Happily married, one
child, home in northwestern United
States. Will consider other
location. Will consider any part
department, office or field.

Salesman—Announcer-engineer, 5 years
on the air. Works in Chicago.
Desires better job. Will supply
information on request. Box 792,
BROADCASTING.

Salesman—Announcer-engineer, 5 years
on the air. Works in Chicago.
Desires better job. Will supply
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Salesman—Announcer-engineer, 5 years
on the air. Works in Chicago.
Desires better job. Will supply
information on request. Box 792,
BROADCASTING.
**Situation Described**

**Situations Wanted (Cont’d)**


**New early morning or all night man? Proven record. Tops in glossy DJ shows. Presently working as a manager of small station. Box 803, BROADCASTING.


**Announcer—**You, young, ambitious. Schooled all phases of broadcasting. Available immediately, tent. on request. Box 807, BROADCASTING.

**Announcer—**disc jockey. Two years experience, mostly Midwest. Phone or write Box 798, BROADCASTING.

**Staff announcer—**just completed course at leading radio school. 22, eager with potentialities. Needs chance to further his abilities. Disc, photo available where. Disc, photo on request. Box 812, BROADCASTING.

**Sportscaster—**Play-by-play, graduate leading Chicago school. Vet, versatile, single by day, married by night. Plays all phases. Goes anywhere. Disc, photo available. Box 813, BROADCASTING.

**Announcer—**singer-writer. Two years experience. College graduate in radio speech and song. Featuring new training. Single, veteran, presently employed in New York affl. Box 815, BROADCASTING.

How is your sports staff? Two men, 3 years experience. Play-by-play Big League Baseball; also high school, college baselines, and song and dance. For sale. Box 815, BROADCASTING.

**Announcer—**fine voice, capable, ambitious. Good at commercial copy. Graduate of Chicago's leading radio school. Will travel anywhere, anytime. 28, married, no children. Phone or write. Joseph Cooper, R 2, Lovington, N. Mexico.

Announcer wants to tell your story and sell your product. Personable, single, vet, 31, desires career in broadcasting. Experience but has sol space. No network annou. but good for smaller market. Excellent references. Box 818, BROADCASTING.

**Announcer-engineer.** RCA grad, 1st class, with 3 years radio experience and 1 year Announcing School. APRS experience. Married, 28, will travel. Box 826, BROADCASTING.

**Announcer—**engineer. S.C., 5 years experience and letter talk. Desires position in east. 428 South St., Maysville, Ky. Box 826, BROADCASTING.

**Announcer—**Ambitious, young, single, 22, experienced in all phases of small progressive station. Grad NY’s leading radio school. Desiring position. Province butting, cleat news, sportswriter, domino. Styles, get along, look the part, etc. Will travel. Box 821, BROADCASTING.

**Technical**

Chief engineer, construction, combination announcer. Florida or Gulf Coast desiring position. 7 years experience experience, minimum 2 years experience. $75 weekly minimum. Excellent references. Box 831, BROADCASTING.

**Chief engineer desires permanent position as engineer or chief engineer. Desires position in larger station, preferably south. Just completed installation of 500 watt station. Experienced on sole, disc and wire recording. Available immediately. Married. Box 745, BROADCASTING.

**Employment Services**

Operator, 1st phone. Graduate RCA Telecasting. Will travel. Box 830, BROADCASTING.

**Engineer—**Young, single, vet. RCA grad. Desires position which offers ability, versatility and dexterity to you. Desires small progressive station. Hires northeast but will determine location. Box 783, BROADCASTING.

**Experienced engineer-announcer.** First class license. College operator. Available immediately. Box 426, BROADCASTING.

**Chief engineer;** nine years experience producing and directing TV and radio programs. Desires job with future it teaching. Pan American, 31, Los Angeles, Cal. Box 831, BROADCASTING.

**Chief engineer—**First class license. Desires position with small progressive station. Experience in television. Box 526, BROADCASTING.

**Engineer, first class phone, part-time employment.** Desires employment New York City only. Box 830, BROADCASTING.

**Recent first phone, single veteran, well-reared.** Desires position in small, progressive, midwest, preferably Iowa. Also, schooled in announcing. Available immediately. Box 832, BROADCASTING.

**Production-Programming, others**

**Executive AVAILABLE**

20 years broadcast experience. Programming, sales, promotion, public relations and management. Local and network stations. Desires particular position with new or established progressive station. Looking for future possibility not immediately salary. Will consider small investment if required. Proven record of results. Not looking for answer. Please consider and will welcome requests for interview. Your details, please.

**BOX 796, BROADCASTING**

**Experienced continuity writer, accurate, rapid.** Go anywhere. Most requirements. Box 792, BROADCASTING.

**Program director-announcer-salesman.** 12 years radio. Desires change in locale. Presently associated with station. Box 791, BROADCASTING.

**Desire position west coast.** College graduate, 25, married, two children. Desires position in your years. Presently employed, probationary basis, as engineer. Moving my family to the west coast May 1st. Desires new position, large, well equipped, live dramatic and music programs. Desires position in competitive and progressive station, a top and swing, farm programs. Own morn,merchandise, etc. Will be available immediately. Radio Station KDAL, Duluth, Minnesota.

**Desire to work Western Electric Type 3521 transmitter equipment.** Desires minor repair, ten to twenty years experience. Desires job with future. Rampant. Box 791, BROADCASTING.

**For sale—RCA 1 kw amplifier.** DLW, Dubuque, Indiana.

**For sale—Western Electric 100a type antenna.** Has been used. Has been used. Has been used. Will consider trade for Brush tape recorder in good condition. Contact Jim Boie, 1620 South 14th, Ogden, Utah.

**For sale—RCA 1515 model recorder, in good condition.** Contact Jim Boie, 1620 South 14th, Ogden, Utah.

**For sale—One GE model 51 recorder.** Complete with microphone. Extra new roll of wire, 2000’s, F.O.B. RCMO Broadcasting, 713 Commerce Bldg., Kansas City 6, Mo.

**For sale—One GE type 3000 type antenna.** Complete with microphone. Extra new roll of wire, 2000’s, F.O.B. KCMO Broadcasting, 713 Commerce Bldg., Kansas City 6, Mo.

**For sale—One 600 watt station.** Operating on 4, A-F, a Anchor Brand, 600 watt station. Operating under a local license. Ready for immediate delivery at cost price of $6500. Will consider reasonable offers. Contact Chief Engineer, WOR, Stamford, Connecticut.

**Wanted to Buy**

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

Small station or CP in southern Calif. or in central Calif. Desires station to operate. Tower, 300', or more, used. Contact Louis K. Cluseray, 4240 Louis K. Cluseray, Louisville, Kentucky. Telephone 7A 9068.

**For sale—One 500 watt transmitter.** No license. Will be sold for $5000. Will consider trade for good quality 500 watt station. Box 820, Write U. S. Recording Co. 1121 Vermont Ave. N.W., Washington, D. C.

**Disc Jockey! Fresh comedy patter! Guaranteed laugh producers! Introduc-"
Blackburn-Hamilton Company

opens

DALLAS OFFICE

Mercantile Bank Building

DALLAS 1

TEXAS

New

Resident Managers

Phillip D. Jackson

Clarence E. Wilson

Increased and faster service for all clients, particularly those in the Southwest, is now available through the establishment of the third Blackburn-Hamilton Company office.

Phillip Jackson and Clarence Wilson, experienced broadcasters and well-known throughout the Southwest, will be Resident Managers of the Dallas office. They are prepared to give immediate service to all clients interested in buying or selling a radio station and to handle the associated problems of financing and appraisals.

Blackburn-Hamilton Company can now render a true national service with facilities and experienced personnel located within a few hours traveling time of any radio station in the United States.

If you are interested in buying a radio station, tell us the power, price, location and other requirements of the property you would like to acquire. Write in confidence and without obligation to our nearest office.

CHICAGO SHOW TO USE AURAL RADIO AND TV

CHICAGO Technical Societies Council will utilize both television and aural radio when it holds its annual Chicago Production Show and Conference March 22-24 at the Stevens Hotel in Chicago. Activities were outlined last week by the Lewis M. Glassner office, management consultants.

Activities tentatively planned include: Transcriptions by Paul Harvey, ABC newscaster commentator, for distribution to 60 Illinois stations, announcing Mayor Kennelly's proclamation of "Technical Progress Week" in Chicago, March 21-27; television show on WBKB Chicago March 22, featuring a roundtable discussion and display of technical materials; participation of affiliated societies as contestant groups in WGN Chicago's "Gordon Dressup Quiz" on successive Saturdays beginning Feb. 25 and ending April 29; invitation to visit conference to be carried by Olian Advertising Co., St. Louis and Chicago, on four programs of its particular clients.

Arrangements also are being made, Mr. Glassner said, to include CTSC members as guest speakers on both the U. of Chicago Roundtable and Northwestern U. Reviewing Stand.

Conference will include exhibits and panel discussions based on the theme, "A Progress Report to the Nation." The sessions, sponsored by 61 technical societies comprising 18,000 members, will be open to the public.

KNUZ Houston Launched

On 1230 kc With 250 w

KNUZ became the seventh AM station in Houston, Tex., when the 250-w fulltime independent went on the air Feb. 18 on 1230 kc.

An opening day feature of the station, owned by the Veterans Bestg. Co., was a half-hour comedy, featuring staff members in out-of-character pro-

Blackburn-Hamilton Company

Radio Station Brokers

WASHINGTON, D. C.

1011 New Hampshire Ave., N. W.

NATIONAL 7405

DALLAS

Mercantile Bank Bldg.

Central 1177

SAN FRANCISCO

235 Montgomery St.

Exblue 2-5672

A SMALL PORTION of the reportedly mammoth order of Gracie Fields' recording, "Now Is the Hour," raw direct from London to St. Louis, is delivered by American Airlines stewardess Ruth Jorgenson to Ruth Hughes, record m.c. of KXOK St. Louis, who is credited with dusting off the 1913 recording and plugging it into popularity.

CHICAGO BROADCASTING

March 1, 1948
One Atlantic Dealer Says of Radio ... BENJAMIN LERNER, a former Navy veteran is a typical Atlantic service station proprietor, with a place of business on Market St., near 21st in Philadelphia, a busy spot in midcity. His estimate of the worth of Atlantic's radio program is typical of dealer reaction. Mr. Lerner says:

"Football and baseball radio have helped dealers a lot. They have gotten people in the habit of coming right into the station to see the Atlantic forecast sheets, which we post. We've been able to make a lot of friends and customers that way. Many people ask us for Byrum Saam's gas, which shows how they connect the broadcasts with gasoline."  

"I think Atlantic has the right combination in its radio program. This was proved by the way their announcement put over Ultra Wash and the new Hi-Arc gasoline. I guess the reason is that the average motorist is a sports lover and he can be reached best by talk of sports."

ABC STOCK  

DECISION is expected this week by the Securities and Exchange Commission in Washington on ABC's request, filed Feb. 13 [Broadcasting, Feb. 9], to sell 250,000 shares of its $1 par value common stock.

Tentative plans, according to the report, call for the spending of $5,325,000 for television facilities in New York, Los Angeles, Chicago, San Francisco and Detroit. Of this, $3,825,000 would be spent in 1948.

The company said it believed that the five million figure, along with the amount already spent, will provide the equipment and facilities initially required for operation in the foregoing five cities.

The statement added that the company now has under consideration possible changes in TV plans which would increase the expenditure in one or more cities, but that conditions at this time did not allow a more accurate estimate.

Sale price of the stock cannot be determined until the Commission makes the ABC statement effective, but it was believed that the total may be in excess of $5,000,000. The Commission is expected to amend, reject or approve the statement by Thursday, since that is the end of the 20-day period since ABC filed. The statement automatically becomes effective, according to SEC, if there is no commission action before that time.

The plan calls for sale of the stock to network affiliates as of Jan. 31, 1948. It would be offered as soon as practicable after the statement becomes effective. The network hastens to add that acceptance or rejection by the stations of the stock issue would be entirely independent of their continued affiliation with the network.

The net proceeds plus an anticipated $807,500 from the sale of WOOD Grand Rapids, according to the statement, would be added to the general funds of the company and used as management may direct. But, the report adds, if the stock sale and WOOD proceeds are not sufficient for the present expenditure program, then the company may find it necessary to sell additional securities or borrow money.

In an appraisal of television's status, ABC said the video audience was increasing fast because TV receivers were becoming more readily available and cheaper in price. But beyond that the company said it would make no prediction as to when television will become profitable commercially or to what extent it may compete with or supplant standard broadcasting.
000; radio
industrial
Lynchburg, noted
SERVING
Aridel
Company.
heart of
center, and Campbell
and
T

-Ordered that consolidated
hearing on applications for
TV stations be scheduled May 24 at
Reading.

WMUS Muskegon, Mich.—Denied
petition requesting a
change of call letters from
WMUS to WDMS.:
-Ordered that call letter
change be effective May 15.

Youngstown.

KWIS Summits, Akron, Ohio.—Ordered to
grant applications for new
TV stations for
the following locations:

-Ordered that consolidated
hearing on applications for
AM stations be scheduled May 1 at
Hawley.

More than
1,000 WATTS • 1390 KC
JACK WELDON, Manager
Owned and Operated by
OLD DOMINION
BROADCASTING COMPANY
LYNCHBURG, VIRGINIA
NATIONAL REPRESENTATIVE
THE WALKER COMPANY

March 1, 1948
Border Harmony

THE AIR ARMS OF KGBS-FM Harlingen, Tex., were stretched across the Mexican border recently in a good neighborly move. Unable to secure telephone lines across Rio Grande to permit a remote broadcast of Charrro Days festivities at Brownsville, Tex., KGBS-FM, at 750-watt station at Matamoros, Mex., registered its distress with the Harlingen station. Troy W. Daniel, manager of KGKS and KGBS-FM, offered to broadcast the program on FM so XEO could pick it up and re-broadcast. Official sanction was secured from both the FCC and the Mexican Communications Commission. A 45-minute parade broadcast was brought from Brownsville over lines of the Harlingen station and re-broadcast over its 3-watt FM outlet.

AM—1410 kc
WWSC Galveston, Texas—Y.CP to change frequency from 1450 to 1410 kc, increase power from 500 to 1,500 watts, install new trans. and DA-N and change trans. location. AMENDED to change DA power to 1,500 kw.

AM—1120 kc
WWOL Lackawanna, N. Y.—Modification of CP to change to new station at 1140 kc, power of 250 watt. Installation of new trans. and DA; change of station. Licensee to change to new station, frequency change to 1140 kc. AMENDED to change DA power to 250 kw.

AM—1320 kc
Hocking Valley Bestco, Corp., Lancaster, Ohio—Modification of CP to change station to 1320 kc, power of 300 oh., AMENDED to change power to 150 kw.

AM—1260 kc
Hanover Bestco, Inc., Hanover, Pa.—Modification of CP to change station to 1260 kc, power of 250 kw. AMENDED to change power to 50 kw.

License for CP
WWLF Fayetteville, N. C.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KFGO Parkers, N. D.—Modification of CP, as mod., which authorized new standard station for extension of completion date.

AM—1320 kc
Hocking Valley Bestco, Corp., Lancaster, Ohio—Modification of CP to change station to 1320 kc, power of 300 oh., AMENDED to change power to 150 kw.

AM—1260 kc
Hanover Bestco, Inc., Hanover, Pa.—Modification of CP to change station to 1260 kc, power of 250 kw. AMENDED to change power to 50 kw.

License for CP
WWCM Lemoine, Pa.—License to cover CP, as mod., which authorized new standard station.

Modification of CP
WPRF Ponce, P. R.—Modification of CP, as mod., which authorized new standard station and determine operating power by direct measurement of ant. power.

Modification of CP
WPTN Paris, Tenn.—Modification of CP, as mod., which authorized new standard station and determine operating power by direct measurement of ant. power.

WKNJ New Orleans, La.—Modification of CP, as mod., which authorized new standard station to change frequency of 1490 to 1480 kc, increase ERP from 3,000 kw. to 13,000 kw. AMENDED to change frequency to 1480 kc. Modification of CP.

WTRF-FM Jacksonvile, Fla.—Modification of CP, as mod., which authorized new standard station and determine operating power by direct measurement of ant. power.

WWTL-FM Fort Wayne, Ind.—Same.

WWHT-FM Des Moines, Iowa—Same.

WKGK-FM Garden City, Kan.—Modification of CP, as mod., which authorized new standard station to change class of station from A to B; frequency of 1130 kc to 1190 kc. AMENDED to change frequency to 1190 kc. Modification of CP.

WWAF-FM Baton Rouge, La.—Modification of CP, as mod., which authorized new standard station to change frequency of 1210 kc to 1260 kc, ERP of 2.8 kw. AMENDED to change frequency to 1210 kc.

WWAF-FM Jacksonvile, Fla.—Same.

WWNW-FM Fort Wayne, Ind.—Same.

WW Portions of the text are missing. It seems to be a continuation of a previous page, but the complete content is not visible. The text is about broadcasting licenses, modifications, and changes to operating parameters for various radio stations. It includes details about changes in frequency, power, and location, as well as the authorization of new standard stations. The text is primarily technical and focused on the radio broadcast industry.
LISTEN

Iowa radio families

"LISTEN MOST"

to

(during daytime)

8.9% to Station B!

50,000 Watts

DES MOINES

Free & Peters, Inc. Representatives

FCC Actions

(Continued from page 71)

Cont.:

Canadian television station to be operated on Channel 118, 192 kw, 1,45 kw unti.

FM—250 kw

WHW World Wide Bcast. Corp., Boston, Mass.—Announced to increase power from 20 kw to 250 kw and to request change in call letters with same operation is granted.

FM—90.1 mc

Veterans Vocational School, Troy, N. Y.—CFD new FM station, non-commercial education, to be operated on Channel 211, 90.1 mc with operating power of 1 kw.

Remote Pickup

Connecticut Radio Foundation Inc., area of New Haven, Conn.—CF to new remote pickup station to be operated on Channel 250, 15 kw power 50 kw and special emission for FM.

License for CP

KXIE Alamo Boc. Co., Inc. area of San Antonio, Texas, to license to cover CP which authorized new remote pickup station.

Modification of CP

WEPN Albuquerque Boc. Co., area of Albuquerque, N. M.—Mod. CP, as mod, which authorized new experimental television station for extension of completion date.

ST—940-550 mc

Rural Radio Network Inc., Ithaca, N. Y.—CP for two new ST link stations to be operated on 940-550 mc, power of 10 kw and special emission for FM.


APPLICATION DISMISSED


APPLICATION RETURNED

WRMS Ware, Mass.—Mod. CP which authorized new standard station, to make changes in trans. equipment and increase power from 500 kw to 1500 kw. RETURNED 2-15-48, incompl. 


RELAY DELETED

RURAL FM

RURAL Radio Network, FM project in New York State financed by ten cooperative farm organizations, will begin operation early in May with three of its planned six stations. The venture entails investment of $400,000 in the six outlets.

To be headquartered in Ithaca, the network will be directed by R. B. Gervan, formerly director of information for the Cooperative Grange League Foundation, which will function as a separate corporate entity. Unlike the co-ops, it was stated this Foundation will function as a profit-making corporation, and will pay Federal and state taxes in the usual manner.

President is H. L. Creal, Homer, N. Y., farmer, and a New York State Assemblyman.

The network, unique in radio annals, will seek to cover 80% of the farm audience within New York state, via microwave relays rather than wire lines. Each transmitter will be located on an isolated peak, and each transmitter will house a studio for local program origination.

Winter Delays

Construction of three of the transmitters was delayed by the severe winter, and these stations—WFNF Hermitage, WVB Bristol Center, and WBN Turin—will not be in operation until late June or early July. The three stations to launch operations in May are WFWC Newfield, WCW DeRuyter, and WVCV Cherry Valley.

Time will be sold in the usual manner, with emphasis on farm features. The co-ops, themselves large users of radio time, will figure prominently in network sponsorship, with the expectation that the "nut" will be underwritten with inauguration of service.

Network administration and production headquarters and the major studio facilities are under construction in Ithaca, Mr. Gervan announced. In addition, there will be skeleton production and technical staffs at each village transmitter site.

As information director of GLF, which did a gross business of about $250,000,000 last year, Mr. Gervan for 10 years was responsible for development of that co-op's radio coverage. It began with a program on one station, once a week, and now constitutes an across-the-board year-round schedule over a tailor-made network covering New York and New Jersey. In one peak year, Mr. Gervan is said to have closed contracts covering 5,000 separate time placements.

Deneuf Chief Engineer

Chief engineer is Donald K. Deneuf, formerly vice president for operations of Press Wireless Inc. and more recently with Raytheon Mfg. Co., where he specialized in microwave relay between Boston and New York.

H. Shell Brown, former partner in Rural Surveys Inc., and for several years sales manager of WHCU Ithaca, is assistant to the general manager. Most recently he was with Agricultural Advertising & Reach Inc.

Mr. Gervan said RRN's sponsors represent most of the farmers in New York state through the various cooperative organizations. The network is designed to "break the bottleneck that now hamstrings any effective and consistent network coverage of the farm audience," the announcement said. "Past attempts to set up statewide networks to reach the farmer when he is accessible have floundered on station commitments to local and national advertisers."

The announcement added that the network is designed to provide a "more economic broadcasting medium for reaching the farm audience" since the rate cards for "big town" stations include their mass urban audience, described as "non-productive." It also will seek to provide "a radio medium comparable to the farm newspaper and magazine, with programming, operation and promotion specifically so geared."


Nielsen Radio Index To Be Used by WCBS

ARRANGEMENTS are completed by Arthur Hull Hayes (center), general manager of WCBS. Charles A. Wolcott (11), vice president in charge Nielsen Radio Index sales, and Jules Dunles, advertising and sales promotion manager of WCBS, were present.

WCBS New York has negotiated a contract with the A. C. Nielsen Co. for the Nielsen Radio Index audience measurement services, Arthur Hull Hayes, WCBS general manager, and A. C. Nielsen, head of the firm, announced last week.

Nielsen reports on round-the-clock listening to all New York stations will be made available to WCBS under terms of the agreement.

Mr. Nielsen said, in a statement accompanying the contract announcement, that the deal was especially significant "in that it provides reliable monthly measurements of radio program audiences far beyond the urban homes in and near New York City. In fact, the area embraces 56 counties, so that NRI comes very close to measuring the entire audience of each New York station."

Mr. Hayes said: "Information such as total audience, cumulative audience, duplication analyses, audience flow, and turnover, which we have heretofore had only annually through WCBS Diary Studies, will now be available to us, and our advertisers, on a continuing basis."

Nielsen Radio Index

*BSB* Fcc Rules and Amendments Service

ABC . . . 19 STATIONS
CBS . . . 18 STATIONS
MBS . . . 33 STATIONS
NBC . . . 34 STATIONS

Plus Stations Affiliated With These Regional "Nets"

ALOHA
ARIZONA
DOMINION
GREAT NORTHERN
INTERNATIONAL
KEYSTONE
LONE STAR
MICHIGAN
MIDWEST
NEW ENGLAND
NEW YORK
NEW YORK CITY
NORTH CAROLINA
NORTHWEST
OKLAHOMA
PAUL BUNYAN
SYRACUSE
TALL CORN
TEXAS CITY
TEXAS STATE
WEST VIRGINIA
YANCEY

Broadcast Service Bureau

1424 K ST., N. W.
WASHINGTON 5, D. C.

In Utah—

— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the popular station.

KDYL
SALT LAKE CITY
UTAH

Utah's NBC Station

National Representative: John Blair & Co.
NAB Board

(Continued from page 18)

promotion project. (See separate story.)

In taking up the code, the board made a comparison of the Atlantic City version and that prepared by the board's own Code Review Committee, as well as ideas received from industry sources.

As it now appears, the document contains a preamble and creed. These state affirmatively the public service duties and aspirations of broadcasters, and lay groundwork for specific program and commercial provisions. The creed and preamble may be revised. They replace the original Section 1, covering general standards for programs [BROADCASTING, Feb. 23].

Effort to cripple the commercial time limitations approved last November was defeated. This proposal would have allowed unlimited use of multi-sponsor shopping and similar programs instead of the one-hour daily limit adopted in November. The 25-minute evening allowance was changed from 2:45 to 2:50 minutes.

The new provision was changed slightly. The ban on middle commercials in newscasts of less than 10 minutes remains in the code, but commercials at beginning and end may be placed "approximately" in those positions to allow brief news at the opening and closing of programs. Use of "flash" and similar terms is restricted to legitimate occasions.

Resolutions were adopted com-

mending services of Frank E. Pellegrin, director of Broadcast Advertising, who leaves NAB March 1 to become general manager of the new KSTL St. Louis, and Mrs. Dorothy Lewis, director of listener activities, who resigned in January. Both were praised for their long careers at NAB and their efforts on behalf of American broadcasting.

The board heard a review of findings in the second NERB survey scheduled for unveiling March 8 at an NAB luncheon in New York. Dr. Paul Lazarsfeld, Columbia U., has prepared a preliminary report on the findings, which indicate continued public support of the American system of broadcasting though in some phases not quite as enthusiastic as the findings taken right after the end of the war.

Dr. Kenneth H. Baker, NAB director of research, and Dr. Lazarsfeld are to present the findings at the New York march. Standard speeches for use of station executives will be supplied in advance of March 8, along with a packet of survey material.

$15,000 Appropriation

Concerned over the international frequency grab, the board voted an appropriation of $15,000 to be used in activities designated to protect U.S. interests. This sum had been authorized but not appropriated last November. The Engineering Dept. had previously been granted funds for participation in such conferences as the Havana preparatory NARBA meeting to the Third NARBA in Montreal next summer.

President Miller was authorized to augment and shift NAB personnel as the need develops for international activities.

The board ordered active participation in the Third NARBA, with legal and engineering personnel in attendance, and called for close contact with FCC, State Dept. and other government agencies.

The directors went into the Latin American problem in detail, adopting a resolution emphasizing the extent of its concern.

Mr. Willard reported on operations of the Industry Music Committee as well as the legislative situation and the Mayflower-Fort Huron developments at the FCC. The board authorized appropriation of more funds to carry NAB's load in the united-front music drive.

Shafio to CAB Meeting

G. Richard Shafio, WIS Columbia, S. C., was named Thursday to represent NAB at the Montreal meeting of Canadian Assn. of Broadcasters in March.

Paul W. Morency, WTIC Hartford, was named to represent U.S. broadcasters and the NAB at the June meeting of the Inter-American Broadcasters Assn.

Time of the board's pre-convention meeting in Los Angeles was definitely fixed at 12:30 p.m., Saturday, May 15.

Budget matters were discussed but no action was taken. It was understood the association is operating close to its $735,000 fund. Mears, Willard, Baker and Robert K. Richards, director of Public Relations, were named as an NAB staff publications committee.

Opening the meeting Tuesday morning, C. E. Arney Jr., NAB secretary-treasurer, reported membership had reached a new high of 1965. Tentative plan for a series of district meetings from July through October was adopted. The board voted to admit to membership a large number of stations which have applied since the November meeting.

Reporting as NAB representative on the BMB board, Director Hugh B. Terry, KLZ Denver, indicated the industry's official audience measurement bureau was sufficiently endorsed by the membership to continue in business "on a healthy basis."

The board asked the NAB management to submit at its May meeting a statement detailing functions of NAB committees, together with recommendations designed to integrate their activities.

Formula to solve the industry-

ASCAP dispute over payments for network cooperative programs was presented for the NAB Music Advisory Committee by Chairman Theodore C. Strebelt, WOR New York. The committee took the position that co-op fees should be paid direct, whereas ASCAP demands that they be paid through the networks.

The committee left the question up to the board after favoring payment of 2 1/2% fees by stations direct instead of the 2 1/2% asked by ASCAP, to be paid via the networks.

Reviews ASCAP Negotiations,

Mr. Strebelt reviewed negotiations with ASCAP and explained the copyright group is willing to extend present contracts with the industry to Dec. 31, 1965. IfASCAP doesn't ask higher rates by Dec. 31, 1948, contracts automatically extend nine years to Dec. 31, 1958.

ASCAP has indicated it will not allow the switchover right between per-piece and blanket fees under the new contract, Mr. Strebelt told the board.

Attending the Hot Springs meeting were these directors:

Harold E. Fellows, WHER Boston, District 1; Michael H. Hana, WHCU Ithaca, N. Y., District 2; George D. Coleman, WTIB-Burrington, Pa., District 3; Campbell Arnoux, WATR Norfolk, Va., District 4; Henry P. Johnston, WAGN Birmingham, District 5; Wiley P. Harris, WJY Jackson, Miss., District 6; Gilmore N. Nun, WLAP Lexington, Ky., District 7; C. Bruce McConnell, District 8.

THE NEW HOME of WTFS New Orleans is depicted here in an artist's sketch. The Times-Picayune station has been operating a year with FM and since Feb. 16 has been AM also. The modern studios of the two stations are housed in this historic Howard Memorial Library Building at Lee Circle.
PROPOSED RULE changes which would require stations to originate the majority of non-network programs from the main studio locations specified on their license or to modify them accordingly were announced last week by FCC.

Under present rules stations as an alternative may broadcast from main studies the majority of "station announcements" of "programs originating at remote points."

Briefs or statements concerning the changes were filed on behalf of SEC. 1.32 and 3.206 of FCC's rules and amended Secs. 3.30(a) and 3.225(a), must be filed on or before March 19. Both AM and FM stations are affected.

Unofficially it was reported that the proposed changes are directed at situations where a station licensed for a community on the fringe of a metropolitan district originates most of its non-network programs from the main city to the neglect of local community service.

In such circumstances it was indicated that stations frequently claim service to the whole district and seek the big-city sponsors, thus failing to offer adequate local interest service and denying best facilities to local merchants. This in effect results in a realignment of stations contrary to the "fair, efficient and equitable distribution" concept of Sec. 3.24(a) of the rules although no change of transmission point occurs, officials said.

Should the proposed rule changes be adopted, existing stations which broadcast the greater portion of their programs from other than the main studio specified in their license or permit would be required to modify the program origination or modify the authorization to reflect the situation. In the latter case it was indicated FCC might not readily permit such modification of license in view of the Sec. 3.24(a) consideration of equitable distribution of services.

The FCC's announcement stated that under the Commission's present Rules and Regulations defining the term 'main studio' it is possible for a broadcast station to originate most of its local programs from a place other than the city in which its main studio is located by the device of broadcasting a majority of its station announcements from a studio in the city for which the station is licensed.

The notice continued, 'In the Commission's opinion it is desirable that the location of a station consideration should be given to the place where programs originate and not station announcements."

The changes proposed include repeal of Secs. 3.12 and 3.206 of the rules with Secs. 3.13, 3.15, 3.16 and 3.16 renumbered 3.12 etc.

The proposed amendments:

3.30(a) Each standard broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the number of such programs) shall originate from its main studio or from other studios or remote points situated in the city in which the station is located.

3.205(a) Each FM broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from its main studio or from other studios or remote points situated in the city in which the station is located.
**KFMB**

**San Diego, Calif.**

Owned, Managed by Jack Gross
Represented by BRANHAM CO.

_Basic American Network (Pacific Coast)_

**Baltimore's Listening Habit**

**WCBM**

**Mutual Broadcasting System**

John Elker, President
George H. Picker, General Manager

Exclusive National Representatives
WEEB & CO.

New York, Chicago, Boston, Oakland, Hollywood, San Francisco

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**$200,000 Promotion**

(Continued from page 14)

the Biltmore Hotel, New York, to give its official approval and indicate the extent of its financial support, which is expected to be something over $15,000.

With $100,000, or half the total, available by mid-May, actual production will proceed. Other industry groups, such as FM Assn. Radio Manufacturers Assn. and transcription companies will be invited to take part. Assuming at least a $200,000 budget is available, the average of $66 per station were the fund allocated on that basis—about $125,000 is earmarked for actual production and the rest for distribution. A sliding-scale financing plan is being studied.

The film itself will not be a movie, but an idealized full-color presentation using entirely new developed techniques and pioneing animation processes. It will be designated to hold the interest of all types of viewers, with an appeal to matching that of the finest film entertainment. At the same time it will tell the radio story with force and put over the facts of broadcast programming and selling.

Though the project movers are loath to reveal their revolutionary ideas at this time, it was learned that the most famous artists and writers of the industry will be employed, with the best in broadcasting music for background effects. Historic narration will be used in doing the job of a flapover presentation while holding audience attention and putting over the radio story all the way from top-industry management to the school child.

Peoria, Ill. Selected

To provide factual background, an intensive research study will be conducted before film production goes. Peoria, Ill., was selected as the typical American community. The survey is to give an accurate picture of home and outside-time listening, as well as what dealers think of broadcasting. Interview technique will be used.

The complete film will be 40 minutes long. It will be split into two 20-minute sections for beamirng at specific business or non-business audiences. A 10-minute excerpt will be suitable for purely entertainment showings, or for quick sales presentations.

A booklet will be prepared, summarizing the material in the film and attractively telling the broadcast story. Stations will be provided with booklets and an instruction sheet for guiding in preparing showings. In communities and cities having more than one station, the project committee envisions cooperative showings with all stations sharing expense of the event. After the joint presentation, large numbers of showings can be made at slight cost. Large numbers of prints of the film will be made available.

The committee contends that radio should put over its exclusive sales story, based on such factors as wide public acceptance, frequency and powerful impact. It points out that American Newspaper Publishers Assn. has a million-dollar promotion fund that one national magazine alone spends $250,000 annually on promotion.

New York Showing

As now planned, the "smash" presentation at the Waldorf-Astoria in New York next fall will be quickly followed by similar unveilings in Chicago, Los Angeles and other major markets. Within a few days the principal cities will be covered, with smaller cities and towns joining in the nationwide debut. After that will come thousands of showings of the entire film, or segments. The material will be suitable for long-range use and will not be made obsolete by progress in individual portions of the industry.

**INFORMAL COMMISSION DECISION CHALLENGED**

FCC last week was pondering a petition challenging the legality of a Commission decision purportedly reached "by circulation and approval of staff recommendations," rather than in a formal meeting.

The petition was filed by George Arthur Smith, applicant and former grante for a new station at Jackson, Tenn. He asked FCC to reconsider its denial of a series of petitions he had filed with respect to the further hearing ordered by the Commission after it vacated its grant [Broadcasting, Feb. 23].

In what was reported to be one of the first challenges to the procedure of circulating pleadings among the various Commissioners for their respective votes, the petition declared:

As grounds for such reconsideration petitioners believe that said petition was not taken by a quorum of the Commission in meeting assembled as required by the Communications Act of 1934, as amended, but was action taken by individual Commissioners without opportunity for discussion among a voting quorum of the Commission. The action taken was not ministerial in nature and the authority to so act is not delegable to individual Commissioners, a Board of Commissioners, or members of the Commission without being subject to review by the Commission en banc in formal meeting.

The petition was filed by Arthur W. Scharfeld of the Washington law firm of Loucks & Scharfeld, counsel for Mr. Smith. Mr. Smith, mayor of Jackson, is one of three applicants for a new station there on 1490 kc with 250 w. He won a grant, but FCC later said it was pending further hearing to consider the effect of a local law limiting the outside activities of the mayor. The further hearing was held Feb. 19. Competing with Mr. Smith for the local frequency are Jackson Broadcasting Co. and Hub City Broadcasting Co.

**Expansion Program Is on FMA Agenda**

Association's Board to Consider Current, Future FM Problems

FM ASSN. BOARD of directors will convene March 5-6 at Washington's Statler Hotel to consider an expanded program of operation.

Everett L. Dillard, FMA president, in announcing the meeting, said he now felt that "FM is over the hump." This did not mean, he said, that FMA activities should be curtailed, but only that current problems are of a different nature and require guidance by the board.

The tentative agenda, announced by Mr. Dillard, included the following:

(1) FMA's position in respect to hearings before the FCC on radio editorializing.

(2) Discussion of AT&T proposed rates for FM network lines of 15,000.

(3) Duplication of network programs on FM and AM stations.

(4) FMA's position on forthcoming facsimile hearings before the FCC.

(5) Proposed legislation, particularly legislation providing for payments of royalties by broadcasters on transcriptions and records played on the air.

(6) What policy FMA should pursue regarding the development of television stations of "still pictures" or "test patterns" for extended periods of time to the accompaniment of music as entertainment.

(7) Finances and budget.

(8) Future policies of FMA.

FMA board members include:


---

43rd in U.S.A.

...it's the Lehigh Valley in retail sales volume.

3rd in PA.

...it's the Lehigh Valley with more than $150,000,000 annual retail sales.

1st in Lehigh Valley

...it's WKPA for music and news—the leading independent station for AM-FM listeners.

Ben W. Murdock
O. R. Davis
General Manager
Sales Manager

See FOR JOE

IT'S

WFZP

Allentown, PA.
ENGINEER SESSIONS

LATEST developments in the technical side of broadcasting will be presented at the two-day engineering conference, to be held at Los Angeles May 25-26 in conjunction with NAB convention week activities.

Topics include progress in transmitting and recording apparatus, with their application to all types of broadcast stations. Specialists on each subject will be selected by an agenda committee, which already has roughed out a list of topics on which papers will be presented. Panel discussions are slated, according to Royal V. Howard, NAB Engineering Director. Along with his assistant, Neal McNaughten, and Orrin W. Townser, WHAS Louisvile, chairman of the NAB Engineers Committee, Mr. Howard has met with network and station engineering executives in preparing the agenda.

Post card questionnaires covering discussion topics as well as papers to attend the conference have been sent out by the committee. Early returns indicate the heaviest attendance at any engineering session ever held under NAB auspices.

The panel discussions will include papers on magnetic recording; 150 mc relays for special events, using FM remotes; studio equipment; modern portable pickup devices. All these are in the audio field.

With growing interest in television, the committee will go into lighting problems, small video stations, TV relays and related topics.

With emphasis on the small station, the conference will discuss transmitter and studio design. Other papers will include opera-

dition of FM stations and the adjustment and maintenance of all types of directional antennas.

A highlight of the two-day meeting will be the FCC-Industry Roundtable, with many engineering specialists of the Commission and industry taking part in a wide-open discussion.

Engineers will take a tour Saturday May 22 of Mt. Wilson with its television and FM installations and famed 100-inch telescope. Special buses will be chartered for the mountain trip, with arrangements in charge of Lester H. Bowan, CBS Western Division chief

Engineer.

Taking part in Los Angeles arrangements, besides Messrs. Howard, McNaughten and Townser, are Jack B. Poppole, WOR New York, and Earl M. Johnson, for MBS; James Middlebrooks, Frank Marx, ABC; Howard A. Chinn, A. B. Chamberlain, William B. Lodge, for CBS; George M. Nixon and Robert M. Morris, for NBC; T. T. Goldsmith, DuMont; Dr. J. G. Lawrence, Western Electric Co. Mr. Morris is chairman of the NAB Recording and Reproducing Standards Executive Committee.

NAB Agenda Planned

Mr. Howard

AM Parade

On air: 1,682

Licensed: 1,586

CP's: 399

Pending: 611

New AM Granted;
Total Is Now 1,976

CONSTRUCTION permit for a new standard station on 1,450 kc with 250 w fulltime was granted last week by FCC to Myrtle Beach Broadcasting Co., Myrtle Beach, S. C. The town of about 1,600 persons is located on the coast near North Carolina.

Myrtle Beach Broadcasting is composed of Joe C. Ivery, president and 50.4% owner, and Eugene E. Stone, secretary-treasurer and 49.6% owner. Mr. Ivery is owner of the Patricia Hotel, Deep Head Farms Co. and first vice president of Myrtle Beach Bank & Trust Co. Mr. Stone is 50.18% owner and president of WJMX Florence, S. C. He also is a wholesale distributor of petroleum products.

Total cost of the station is estimated at $15,512 with monthly operating cost set at $3,150 and revenue at $4,200, according to the application. Programming is to be 70% commercial.

ANNUAL unity award for 1948 for "outstanding contributions made to inter-racial and religious understanding" has been presented to KLAC Hollywood by InterRacial Unity Awards Committee.

OUR WAY!

We've got things pretty much our way in the southern tip of Texas because KPAB is the only radio station serving this rich area of 100,000 potential buyers—on the air 18 hours every day!

LAREDO'S ONLY RADIO STATION

THE MUTUAL STATION

SERVING 2 NATIONS

YOUR WAY!

You'll have things pretty much your way when you air your message on KPAB, Laredo's first and only FM station! Ask us for full details!

LAREDO BROADCASTING CO.
Howard W. Davis, President

BROADCASTING • Telecasting

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Mayflower
(Continued from page 11)
of democracy only when devoted to the
communication of information and the
exchange of ideas fairly and objectively
presented. A truly free radio cannot be
used to advocate the causes of the
interest and motives of the candidates of his friends. It
cannot be devoted to the support of the principles he happens
to favor. In brief, the broadcaster cannot be an advocate.
Freedom of speech on the radio must
be broad enough to provide full and
equal opportunity for the presentation
to the public of all sides of public issues. Indeed, as one licensed to
operate in a public domain the licensee
has assumed the obligation of present-
ing all sides of important public ques-
tions, fairly, objectively, and without bias. The public interest—not the
private—is paramount.
But the Commission noted that
WAAB no longer carried editorials and
that Yankee Network officials had pledged that the practice would
not be resumed. The renewal ap-
plication was granted and May-
flower's application was denied.
It did not appear likely last week
that any of the principals of the original Mayflower decision would
participate actively in the Commis-
sion's review of the case.
Yankee Network, which had indi-
cated that it would be on hand, was
reported to be planning no
presentation, and none of the three
owners of the old Mayflower Corp.
had offered to take part.
But one of the three Mayflower
stockholders, Lawrence J. Flynn,
credited with a large part in bring-
ing the question to a head origi-
inally, meanwhile, remained true to
BROADCASTING his faith in the wis-
dom of the Mayflower policy.
‘Accident of History’
Nor was it inconceivable that some
of the main issues of the original
case would be revived. Re-
verse Racing Assn., now owner of
Boston dog racetracks—which were one of the charges of attack
by WAAB editorials—has notified
FCC that it will be on hand to
present testimony in the hearing.
Mr. Flynn, who had been a Yankee
Network salesman before formation
of Mayflower Corp., told BROADCASTING that he had “no real
interest in what disposition is fi-
nally made with the Mayflower
dicta,” and that “it was an acci-
dent of inquiry.”
“But,” he continued, “until such
time as broadcasters are permitted
to operate their facilities without
benefit of license, it would seem
that this dicta, however repugnant
it may be to him, is the only slide-
rule which the FCC can apply to
the regulation of circumstances,
many, and even objectives of edi-
torially conscious broadcasters, lest
ordinary broadcasting be submerged
in a wave of fanatical medicine
men trying to mold other people’s
opinions to that pattern which im-
mediately concerns the broadcaster.
“Broadcasters will find in the
end, the obdurates one to the con-
trary, that the rule protecting the
many is far better than the license
serving the few.”
The question of WAAB ed-
torialists had arisen before Mayflower’s
application was filed. Mr. Flynn
asserted that “the Commission didn’t set licensees for hearing on
grounds provoked by just any in-
dividual,” and that it “was un-
avoidable necessary for me to be-
come an applicant for the licensee’s
facilities.”
Ascertain Limitations
“When I first brought the May-
flower case into being I was merely
trying to ascertain what, if any,
limitations were imposed upon a licensee who was then, as now,
operating under a privileged grant
bestowed upon him by the people of
the U. S., as part of their great nat-
ural resources.”
His associates in the Mayflower
Corp., neither of whom had had prior broadcasting experience, were
George R. Dunham, a retired ad-
vertising man, of Cambridge, Mass., and John J. McCann, a tex-
tile machinery developing engineer, of Lowell, Mass.
The issues announced by FCC
for the review of the Mayflower
edict, like the reasons originally
given for the WAAB hearing, are
two in number. For the review, they are:
1. To determine whether the ex-
pression of editorial opinion by
broadcastation licensees on matters of
public interest and controversy con-
sistent with their obligation to
operate their stations in the public
interest is modified.
2. To determine the relationship be-
 tween the above editorial expres-
sion and the affirmative obligation of the
licensees to insure that a fair and
equal presentation of all sides of con-
 troversial issues is made over their
facilities.
The “reasons” originally as-
cribed by the Commission in design-
ating WAAB’s application for hearing
were:
1. Because of the pendency of the
application for construction permit
filed by this agency of Cowles’ May-
flower Corporation, requesting, among other things, the facilities of
Studebaker.
2. To determine whether public in-
terest would be better served by the granting of
an application (WAAB) than by the
granting of the application for the
Mayflower Broadcasting Corp. for construc-
tion permit.
The late George B. Porter, then
assistant general counsel of the
FCC, conducted the original hear-
ing. The Commission which adopt-
ed the final decision was composed of
Chairman Fly and Comrs. Paul
A. Walker (only member remaining
from that time), T. A. M. Craven,
George H. Payne, Frederick I.
Thompson, and Norman S. Case.
There was one vacancy.
Mr. Fly, now a private radio at-
torney, is slated to testify during
the review on behalf of the Ameri-
can Civil Liberties Union, of which
he is radio vice chairman. Mr.
Craven, now vice president and
general manager of Cowles’ WOL
Washington, also is scheduled to
appear as a witness.
The tenor of communications which
have been received by FCC
on postcards and in letters, reso-
lutions and briefs—ranges from a
description of the Mayflower de-
cision as “usurpation of power of
radio,” to demands that the deci-
dion be revoked in the name of
free radio. The policy is viewed
by some as a guarantee of free speech;
by others as an obstacle to free
speech.
Oppose Ban Removal
The several unions planning to
participate have indicated, gener-
ally, that they oppose removal of
the Mayflower ban, or that at
least stations should be required to
provide equal time for opposing
views.
Robert Johnston, president of
the Motion Picture Assn., wrote: “I feel
very strongly that no instru-
ment of expression, including the
radio, should be restricted, openly
or indirectly, in the exercise of
free speech guaranteed by the
Constitution.”
American Civil Liberties
Union, for whom Mr. Fly will appear,
takes the position that radio should
have no editorial opinion on con-
 troversial matters but should “op-
erate on the widest scope possible in
non-controversial areas.”
Dr. John W. Studebaker, U. S.
Commissioner of Education and
president of KSON San Diego,
asked: “So long as free competi-
tion of differing points of view
for acceptance in the market place
of ideas is maintained, why should
the licensee himself be denied the
opportunity to compete?”
Dr. Louis H. Green, chairman of
the Public Library Inquiry of the
Social Science Research Council
and former director of the Com-
mission on Freedom of the Press,
outlined his views of the problem
involved and said the Mayflower
decision should be clarified, whether
it is modified or not. He said it
clearly should not have been meant
to preclude “editorializing or ad-
vocacy as a whole”—in civic proj-
ects, for example.
The Radio Assn. of Radio News
Editors favored a change in pres-
ent policy.
Construction Work
For WNBY Begun
CONSTRUCTION work prepara-
tory to installation of transmitting and
engineering equipment for
WNBY Chicago, NBC’s Midwest
 television station, has begun in the
Civic Opera Bldg. headquarters,
the network announced last week.
Norton E. Kersta, NBC’s director of
television operations, and
Reynold R. Kraft, television sales
manager, met Wednesday in Chicago
with I. E. Showerman, vice presi-
dent in charge of network’s Cen-
tral Division. On the same day
the New York executives also ad-
dressed a group of 200 Chicago
client and agency representatives.
Reviewing NBC television de-
velopments, Mr. Kersta predicted
linking of Chicago and New York
in a video network by the end of
1948 and the establishment of a
national network by late 1949 or
1950.
Ford Signs With NBC
AFTER deliberating on offers from
CBS and ABC, Ford Motor Co.,
Dearborn, Mich., through its agen-
cy, Kenyon & Eckhardt, New York,
signed a renewal contract for its
show, The Ford Theatre, Sun., 5-6
p.m. on NBC effective March 28.
Contract is for 13 weeks.

Attractive Investment Opportunity!

ATTRACTIVE Investment opportunity for substantive interest offered by owner for private investment in one of country’s largest and important radio stations — network-affiliated, 50,000 clear channel, good market. Prepared for television.

GEORGE P. BYE & COMPANY
38 S. DEARBORN
CHICAGO, ILL.
Clariﬁes AAAA’s Stand on 2% discount

By EDWIN H. JAMES

FREDERIC R. Gamble, president of the American Assn. of Advertising Agencies, last week said the AAAA again had raised the question of the 2% cash discount [BROADCASTING, Feb. 23] for “the good of advertising as a whole” and had no intention of engaging in “any battle between broadcasters and agencies.”

Mr. Gamble spoke in amplification of remarks made a fortnight ago at a news conference when he revived the AAAA’s long-time campaign for radio adoption of the 2% discount.

“It is for the good of advertising as a whole that we have again raised the subject of 2% cash discount,” said Mr. Gamble. “While ﬁnancial relations in radio broadcasting have been most healthy—as one broadcaster points out—nobody can say right now how long this will continue.

“All we know is that the number of business failures continues to increase, and goes does the average liability per failure. It seems only prudent that we should set forth right now to keep them on a stable basis.”

Mr. Gamble asserted that, “in the opinion of a majority of people in national advertising, the 2% cash discount provides this safeguard for ﬁnancial stability.” The purpose of the discount, he said, was to make it, and was to increase agency revenue. “The cash discount is entirely a payment stimulus that is passed along to the advertiser.

The discount, he said, “gives the advertiser a concrete incentive to pay his advertising bills promptly. When the advertiser makes no effort to earn the discount by paying promptly, then it is a warning that something may be amiss, and the agency will go slow about making further commitments for him.”

Mr. Gamble discarded arguments that “radio stations can’t afford to give away 2%.” “Nobody is asking them to give away anything,” he said. “It is an established custom among media to make allowance for the 2% cash discount in the rate, so that the medium still receives the same amount and suffers absolutely no loss of revenue. Media do this without cost to the advertiser, since the advertiser deducts the discount when he earns it.”

He took issue also with statements from the NAB that the relationship between advertisers and their agencies was not the broadcasters concern. “That may be the basic difference of opinion which has up to now prevented us from getting universal acceptance of the 2% cash discount,” Mr. Gamble said. The broadcaster must concern himself with agency-client relationships if he is to keep control of advertising, he said.

The AAAA, said its president, hoped to get broadcasters to “understand us and our needs better.”

The AAAA position (toward radio) is one of “constructive Friendliness,” he said. “There are no grounds for speaking of any battle between broadcasters and agencies;” he said. “There is no ‘battle’ and there isn’t likely to be.”

MBS RATES GUARANTEE TO STAY AS IS—KOBAK

MUTUAL will not follow the example of other major networks in reducing rate protection periods from one year to six months. Edgar Kobak, MBS president, told BROADCASTING last week.

Mr. Kobak said Mutual felt “it is sounder policy” to maintain the guarantee against rate revisions at one year rather than less. ABC, CBS and NBC have announced their intentions of reducing the guarantee to six months, owing to the uncertainties of the economic future.

Confectionary Co. Sets Large Budget

THE NEW ENGLAND Confectionary Co., which celebrated its centennial anniversary last year, is launching the greatest sales and advertising program in its history, John Reddy, advertising director of the company, revealed last week.

An intensive promotion for Boston Bar, Necco Wafers, Chase and Canada Mints, Sky Bar and Necco Mint Patties is now under way. The ﬁrm is currently using spot advertisements on 36 major stations in addition to newspaper advertising. Laroche & Ellis Inc., New York, is the advertising agency.

Personnel Additions

THREE personnel additions were announced by Sullivan, Stauffer, Colwell & Bayles, New York, last week. They are James Kennedy, key copywriter, formerly with J. Walter Thompson and Blow Co.; James W. Link, art director, formerly with Young & Rubicam, and John McCloud, Jr., associate, formerly with Pedlar & Ryan.

Libel Guards

(Continued from page 20)

made for and in behalf of the station.

Illinois has a law deﬁning libel as malicious defamation. It makes every station that broadcasts such a defamation guilty of libel unless either station nor employees had advance knowledge of or opportunity or right to prevent the broadcast. No liability exists for statements made by candidates for public ofﬁce.

Indiana Statute

An Indiana statute eliminates punitive damages if a retraction is given but it does not affect the rule as to ordinary damages.

In Iowa the law holds the station is not liable if it can show exercise of due care to prevent utterance of the remarks.

Montana’s law denies recovery unless actual malice is proved and conﬁnes any liability for network programs to the originating station.

Ohio; Indiana, the law in North Carolina speciﬁes that liability is limited to actual damages under an honest mistake of fact based on reasonable grounds, if retraction is made.

Oregon’s law holds stations not liable unless failure to use due care in advance is found. Washington provides an absolute defense if a defendant shows the broadcast was made “without his knowledge or fault and against his wishes by one without authority” to make it, and was retracted promptly upon written request.

Ford Completes TV Sports for Summer

FORD Motor Co., Dearborn, Mich., has completed arrangements to sponsor baseball telecasts this summer in New York (Dodgers on WOR-T), Washington (Senators on WTG), Chicago (Cubs on WBB), St. Louis (Cardinals on KSDT) and Milwaukee (Brewers on WMJ). It is negotiating for football baseball sponsorship in Cleveland, Boston and Detroit. Ford also sponsors athletic events from Madison Square Garden, New York, on WOR-T, and wrestling and boxing matches on KTAL Los Angeles, making it the undisputed top sponsor of video athletics and possibly the largest investor in television advertising at this time. J. W. Thompson Co., New York, handles Ford television advertising.

Cigarette Campaign

P. LORILLARD CO., New York, which introduced Embassy King-sized cigarettes in a radio campaign in Buffalo and Indianapolis last fall, is repeating the campaign on ﬁve Cleveland stations. An intensive spot announcement series is being conducted on stations WJW, WTAM, WGAR, WHK and WJMO, through Geyer, Newell & Ganger, New York.

For the working announcer

Radio Announcer’s Handbook

BY BEN G. HENKE

The facts about the announcer’s job—qualiﬁcations, skills, duties, procedures. $4.00

Radio Books

BROADCASTING MUSIC

Ewart LePoide $3.25

THEATRE GUILD ON THE AIR

H. William Fielding, Editor

$4.00

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Video's Future
(Continued from page 17)
operation of its own KNBH Sept. 1, Mr. Mullen reported that the network had devised some of its building plans whereby Studio F, currently a sound studio, would be remodelled for television production. Since NBC already owns the entire cluster of the Sunset and Vine, Mr. Mullen said it would greatly facilitate operational plans to adapt part of the existing facilities. He also said that concrete is now being poured on the KNBH transmitter building atop Mt. Wilson.

Speaking of Mr. Strotz's shift to New York, Mr. Mullen emphasized that the move was a temporary one to enable the network's Western head to work on television plans and policies. During his absence, Lewis S. Frost, assistant to Mr. Strotz, will be in charge of Western Division. Harold J. Bock, manager of Western television activities, it was also announced, is coming to New York on April 1 for several months of operational orientation.

To prove the power of television's advertising impact for movie producers, Mr. Mullen said that an experiment is currently being conducted in cooperation with EKO Pictures for Tycoon in New York. He said that five and 10 minute film highlights of the picture are being presented, together with the information of where the film is playing. Already, he said, a similar project had been performed for Universal Pictures.

As to television fare, he expressed the feeling that film is an effective transmission method for the medium until networks have been effected. After that he contended that film would continue to play a part in programming, though he admitted it was difficult to say just how.

In speaking of the time of television programs, he said that existing periods are five, 10, 15 and 20 minutes in length, the latter would be the standard. This he felt would be the case in order to accommodate the advertiser's pocketbook as well as to allow for the increased impact effectiveness of the medium. In fact, he believed advertisers might find that one minute of commercial in video delivered more than three minutes in sound broadcasts.

Video's Share
Brushing aside various allegations that television was a costly program enterprise for an advertiser, Mr. Mullen said that now is not the time to be critical. Readily admitting that television would never be able to afford motion pictures produced on excessive budgets, he felt they were never intended to be the fare of the medium.

Such pictures, he asserted, belong in theatres and television must develop its own fare as well as its own share of live programming. Citing the case of the Theatre Guild productions being telecast on the network's New York outlet, he said it was currently offered for sponsorship at a figure in the neighborhood of $12,000. Thus, he concluded, that when such talent gets behind an hour dramatic program, a sponsor would be obtaining plenty of dollar value for his investment. Now only is it a little high when circulation is limited, he concluded. Even now he believes that the nature of television's advertising results, in effect, minimizes the cost factor, as such.

Admitting that much of television's circulation would be drawn from radio's existing listeners, he thought in 10 or 20 years radio's rates would have to take cognizance of this. Finally, as a mature medium, Mr. Mullen expected to see television more heavily sponsored than radio.

Sue for Non-Payment
Without payment for the use of NBC television programs by theatres, he said that network stood ready to sue. Furthermore, aside from the property rights of the network he pointed to the creative talents contributed by writers, directors, producers, etc. Finally, he said that movie theatres had no more right to appropriate television programming than a television station does; he praised the theatre pictures without cost.

Asked whether NBC was going to let the agencies take over programming in television as they had in radio, Mr. Mullen denied this ever taken place. He pointed out that NBC always has controlled that which was offered on its air. So it would be with television, he said.

However, in the realm of program development he said sales and NBC would never be the number one network today if it had tried to develop its own programs. Praising the creative talents among the advertising agencies, he was hopeful that they would turn to television with as happy results as they have brought to radio. Accordingly, he added, NBC was not ready to have agencies develop their television program ideas.

Ruling to Goodman Refused by FCC
PETITION by Harry S. Goodman, owner of Harry S. Goodman Radio Productions, New York-Los Angeles transcription and live script producer, seeking a declaratory ruling by FCC on the legality of its Radio Telephone Game program was dismissed by the FCC last week. FCC held such consideration not within its province.

Mr. Goodman sought FCC opinion, whether or not Radio Telephone Game violated Sec. 316 of the Communications Act which concerns lotteries and similar schemes. FCC concluded the petition "does not present a situation in which the rendition of a declaratory ruling is appropriate" and continued to point out that neither of the authorities relied upon by the petitioner to invoke the jurisdiction of the FCC make issuance of a declaratory ruling mandatory. These were Sec. 5 of the Administrative Procedure Act and Sec. 1.728 of the FCC's rules.

The Commission indicated that its discretionary privilege of issuing declaratory rulings was terminated a controversy or removing an uncertainty in instances of immediate and broad import and not to advising on activities of third parties or non-broadcasters. The Radio Telephone Game originally was developed on the air about eight years ago and was dropped during the war because of the shortage of telephone service. It has been offered to sponsors again with the increased availabilities of phone service. Program is currently sponsored on 10 stations.

Format of the show, which is live, is a form of bingo with listeners playing on the numbers of their individual phone number or the last five numbers of their Security cards. When listeners have the correct sequence of numbers they call the station to win.

The numbers are tied in with the spelling of a sponsor's name for sponsor identification. Stanley Shave Cream presently sponsors the show on WOR New York. Par South Gold sponsors the program on KHJ Los Angeles. M & M Candy Co. has bought the program on five stations with starting date scheduled for sometime in March.

Air of Congress Sessions Proposed
Sound Broadcasting, Televising Would Be Allowed Under S-2213

LEGISLATION providing for air- and televising of Congress via sound broadcasting and television was introduced last week by Sen. Claude Pepper (D-Fla.).

Sen. Pepper's bill (S-2213) would amend the Legislative Reorganization Act of 1946 so as to authorize stations and networks to carry any proceedings on the Senate or House floor or before any committee, "unless the Senate or House or committee affected shall otherwise order." Further provision is made that "no station or network shall be required to broadcast or televise any proceeding."

In the way of facilities, the bill directs the Architect of the Capitol to make the arrangements and to acquire and install such equipment as may be necessary for a complete and continuous recording of proceedings at the Capitol and the House, and to have available to these as long as to be received by the maximum number of listeners in the U. S.

To finance the project, the bill appropriates "such sums as may be necessary to carry out the provisions."

The bill was referred to the Committee on Rules and Administration.
PROTEST of the Radio Correspondents Assn. to the House Foreign Affairs Committee's ban on radio, television and newsreel coverage of current hearings on the European Recovery Program was promised "sympathetic attention" last week by Rep. Charles Eaton (R-N.J.), chairman of the committee.

The ban was invoked last Tuesday, according to the committee, because of lack of lights, wires and general confusion created by those services during the Feb. 20 hearings at which Secretary of State Marshall was a witness. It was said that committee members became entangled in wires and sometimes found it impossible to hear because of the confusion.

Radio correspondents were quick to point out, however, that no station or network covered that particular hearing and that, besides, a broadcasting connection neither produced nor required lights. Further stress was placed on the fact that television can operate with little or no artificial light. Therefore, the association told Mr. Eaton, "the logic of applying the ban to radio is naturally incomprehensible to us."

The committee denied the main purpose was to censor Henry A. Wallace.

The committee's decision was said to have been reached informally and in the absence of Chairman Eaton. On his return to Washington for the hearings, however, he stated that he would back up the action of the committee. A few days later, on Thursday, he was approached by a radio correspondents' committee consisting of Albert Warner of Mutual, John Edwards of ABC and Francis W. Tully Jr. of Yankee Network. His only reply to the protest was that he would convey it to his committee and give it "sympathetic attention."

The committee's action was criticized editorially by the Washington Post, which said, "It is scarcely arguable that operation of radio, newsreel and television facilities in a crowded hearing room is, as committee members observed, exceedingly troublesome."

Transmission of Ideas

Conceding that lights and cameras can cause interference, the Post declares, "Nevertheless, it is an important part of the function of a congressional hearing to transmit ideas to the public, and the fulfillment of this function is worth some inconvenience."

The paper then suggests that perhaps a single microphone and a single camera might well serve all the competing newsreel and radio reporters. "The more free the channels of communication between Congress and the people," concluded the Post, "the better will be the operation of the democratic process."

Following is the letter of protest sent the committee by the Radio Correspondents Assn.:

Dear Congressman Eaton:

Your committee was one of the first of all congressional committees to permit reporting of public hearings by radio broadcasting. This has now become an established practice at the more important hearings of Congress.

We are, therefore, the more surprised and regretful that your committee chose to prohibit broadcasting, recording for later broadcast, or televising of the public hearing yesterday at which Henry A. Wallace appeared.

The reason assigned for this ban was the discomfort caused by klieg lights and noise at a hearing last Friday. Since no radio station or network was represented at the hearing on that occasion and since a broadcasting connection neither produces noise nor requires lights, the logic of applying the ban to radio is naturally incomprehensible to us. You may be interested to know that television can operate with little or no artificial light.

The questioning of Mr. Wallace by the committee members yesterday and his replies formed not only an intensely interesting story; the exchange was highly informative and instructive and a contribution to political education. It is regrettable that the action of your committee deprived the people of getting the whole story verbatim just as it developed. It seems to us that this was a discrimination against radio report."

It is our hope and earnest suggestion that the Committee on Foreign Affairs consider this matter and give us some reassurance that radio will be admitted to important public hearings in the future.

ALBERT L. WARNER,
Acting Chairman, Executive Committee, Radio Correspondents' Assn.

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FILM commercials and video program were topics of discussion at Yankee Network's Television Clinic held at Boston Feb. 26. Speakers at the fourth session of the clinic, held at the Hotel Somerset, were Chester W. Kulesza, film and television production supervisor for BBDO, and Warner C. Minir, director of television for CBS. Both speakers were introduced by Linus Travers, executive vice president and general manager of the Yankee Network.

Close to Show Business

Mr. Minir discussed television programs and commercials and compared television to show business. He said that "television, in certain aspects, is closer to show business than it is to radio."

"You cannot create a authenitc in the television studio," stated Mr. Minir in discussing actual television programs. He said that if the advertiser wanted to illustrate a super market that the cameras should be set up in such a market.

Mr. Minir stated that he does not think that filmed programs will become the backbone of television although there are many who would disagree with his theory.

Mr. Kulesza stated that television is here to stay but, "like any other medium, television still must overcome many obstacles."

Turning to advertising he stated: "The responsibility for the success or failure of good as an advertising medium lies in the hands of the ad agency people and the commercial film producers. The effectiveness of the commercials we produce will have a great bearing on the future of the industry." He said that when the novelty of television wears off the public will cease overlooking poor commercials.
Who Pays Whom
(Continued from page 15)
out delivery of the agreed number of sides, if the union keeps the ban on.
To protect against this and derive the maximum good from its contracts, Capitol is understood to be aiming at another form of testing its rights. By ordering musicians to appear for recording sessions which are not complied with, Capitol may go back to the non-conformists and seek a stipulation. By this means the firm hopes to obtain an extension of the remainder of the contract for periods of unforeseen illnesses occasioned during the current ban.
Capitol is understood to be readying this type of case for court ruling, if necessary. Although no executives of the company would comment, that is believed to be the strategy in the opinion of musicians.
While Capitol has definite interests in the field of transcriptions, it is refraining from active steps on the Petrillo issue in that direction, since Standard is carrying that fight. Consultation between the two firms on that matter is reported to be taking place.
If all musicians disregard the scheduled recording sessions, two paths appear to be open to Standard. One would be to court action seeking an injunction which would restrain the units concerned from live performance for failure to conform with the contract. The second move likely would be an attempt to obtain NLRB determination of the nature of the stoppage—since a strike prevails in effect, despite the absence of a formal declaration of such. The language of the Taft-Hartley Act is explicit in outlawing a work stoppage, whether it is known as a strike or not.
An element of a secondary boycott also developed last week when CBS advised Mr. King that it was not possible to be available also to the use of its studios for recording purposes. However, CBS offered him the use of the Columbia Records studios. The latter is in New York, with no studio facilities in Hollywood. In the past Standard has used both CBS and NBC studios in Hollywood for transcription.
Mr. King had sought the permission of both networks but only CBS replied. As BROADCASTING went to press no word had yet been received from NBC. However, studios were being offered by the independent recording facilities in Hollywood in case any of the orchestras actually decided to meet their demands.
Failure Explained
ike Carpenter's failure to comply was explained by his manager, Hal Gordon, in letters to James C. Petrillo, Rex Riccardi, his assistant, Phil Fischer, AFM Local 47 representative and Mr. King of SRTI.
The letter read as follows:
After many prolonged consultations with Mr. Phil Fischer, officer of Local 47 and after personal telephone conversations with Secretary Rex Riccardi in New York, it was informed that President James C. Petrillo was not available by the rules and regulations set forth in the constitution, by-laws and standing resolutions of the American Federation of Musicians, that we cannot report for the recording session at Hollywood studios as planned by Stan- dard Radio on Wednesday, Feb. 25.
We have acted with the utmost good faith and true diligence to discharge our obligations in this matter, our legal advisors claim that we may hold you responsible for damages from any action, civil or union, which would hold back the welfare of right to work.
We must advise all four units concerned by Standard, as well as all others, "sit tight."
Nothing specific has been offered in writing or otherwise.
The care which the union is taking to establish its position is seen in the manner of advising AFM membership of the ban. Letter advising networks of the renegotiation was reprinted in the January issue of the AFM's "International Musician" (page 4) with the appropriate caption reading, "Members Should Govern Themselves According to Law." The letter is being interpreted by Hollywood handlers in terms of union regulation which provide $5,000 fine and expulsion for any infraction of union edicts.
The musicians regret the loss of business from being forced into an inability to record but feel that survival will come only through compliance. While many have toyed with the idea of conforming with their employers until 1948, many are likely to finally decide they must accept the union ukase, "or else."

James Hilliard, Chicago office head of Mercury Records, said that the case being readied by Standard Radio against AFM Local 47 "should prove interesting" and that he was "sitting it out" with a watchful eye on the outcome of the test case.
He told BROADCASTING that last year his company had eight records scheduled for waxing by Dick Baker, an AFM member, but that the proposed current illnesses had protracted the recording dates beyond the Jan. 1 deadline. When he consulted Mr. Riccardi on whether Mr. Baker's services for the eight pressings still could be retained, he was turned down, he said.
Mr. Hilliard said he hadn't been concerned since with the failure of the singer-syndicate to conform.
He has the record dates and pointed out that actually no contract has existed between his record firm (or any other) and AFM since Jan. 1. He indicated that no musician, in his opinion, would risk his AFM card to perform so-called bootleg recording. For that reason, he added, the West Coast case "should prove interesting."

Other record firms in Chicago declined comment, since most of them have only sales offices in that city.
Mr. Petrillo, himself, was unavailable. Sources close to the AFM czar, while declining to go into any details, shrugged off the test case by intimating little hope for Standard in its expressed desire to seek an injunction against musical units in question, failing compliance with its record-pressing demands.

Studio Dedication
FORMAL Dedication of the 2,500,000 Hollywood Mutual-Don Lee studios was held last week and was presided over by Lewis Allen, AFM, and Joe Brown, MBS board chairman, as well as vice president and general manager of the Don Lee Broadcasting System. The entire week of May 16-22 will be used to feature the occasion via network programs carried by MBS's 476 stations, according to Mr. Oppenheim. An MBS board meeting in Hollywood will also take place May 19-20.

Upcoming
March 16-18: CBC Board of Governors 6th meeting at Ottawa.
March 18-20: CBC Board of Governors meeting at Ottawa for public hearings.
March 22-23: NAB 14th district meeting, Brown Palace Hotel, Denver.
March 22-24: Chicago Technical Conference and Production Show, Sheraton Hotel, Chicago.

Forrestal
(Continued from page 15)
been revealed on projects classified as secret and that news media had no single office to which they might go to determine whether or not a certain subject was in the secret category. The Forrestal plan was evolved after the Defense Secre- tary informally conferred with rep- resentatives of communications media to solicit their views.
Discounting reports that the pro- posal had ever been heavy propor- tion, Capt. Berry pointed out that news treatment of the subject was "quite favorable." He said Defense Dept. correspondence contained no opposition to the plan from news outlets and contained only scattered and light complaints from the general public. The latter was attributed by Capt. Berry to an erroneous impression created by misguiding titles attached to the proposal.
Paid Personnel
Capt. Berry conceded that members of the advisory board would, of necessity, have to be full-time, paid personnel with scientific background and knowledge of working press operations, but added that the exact structure of the body and its specific functions would be left entirely to the discre- tion of those attending the seminar. "We want to protect the freedom of the press, and we are trying not to do any thinking for the news media," Capt. Berry explained.
The Secretary's aide revealed that the Defense Dept. would make only one recommendation. "I will recommend," Capt. Berry said, "that the news officials meet again in six months and review the service to see if it has been of value to them and to make sure that no censor- ship has reared its ugly head. If they want it, we will continue it. If they don't, it will be abandoned." Acknowledging that many se- curity leaks originated within the armed forces themselves, Capt. Berry pointed out that to avoid security leaks "we have started cleaning our own house before asking the news media to clean theirs."

Protection on Routine News
Radio refers to the following, find this assignment both news calendar invaluable. Advance: day-to-day records of all birthdays, an- niversaries, etc. 1143
1st ed. per month in this limited market)
First Copy, $1.95, Additional $8.50
(District only. Price per month on orders placed after January.)

NEWSPAPER DESK BOOK
1141 14th St., Sena Monica, Cali.
DURR

Predicts Solution of Political Time Question

FCC COMR. Clifford J. Durr voiced belief last week that the confusion stirred up by FCC's interpretation of the law on political broadcasts [BROADCASTING, Feb. 2] would be resolved before national political campaigns get into swing this year.

He conceded that a "situation" had arisen following issuance of the Commission's views on the subject in its WHLS Port Huron proposed decision, but did not indicate what course might be followed to resolve it. Other FCC sources meanwhile indicated they would act "promptly" on petitions filed by NAB and WGOV Valdosta, Ga., asking that the political-time question be treated in a public hearing [BROADCASTING, Feb. 23].

Mr. Durr offered his views in a news conference in Chicago before addressing a National Lawyers Guild banquet there Feb. 21 on "The Voice in Democracy."

Future Plans

Asked whether he intends to remain in government service—his FCC term expires June 30—Mr. Durr replied, "I have no plans on that . . . anyway, that wouldn't influence my decision one way or another."

In contrast to his Chicago speech last November, when he scored the FRIB for permitting "unlicensed" reports to the Commission, his remarks were guarded and to a great extent were of a background nature. He told newsmen, however:

* "We can't hold a sword over their heads . . . but the way to get good broadcasting is to get good broadcasters."
* American radio is not losing its freedom but, on the contrary, has made progress in that field in recent years.
* The nation is experiencing a type of "hysteria" comparable to that after World War I with respect to civil rights.
* FCC's responsibility is not to question "political or economic interests" in passing on applicants but merely whether operation of such applicants would be for (or against) the public interest.
* The Blue Book "had a good effect and will continue to have a good effect," but would gain in effectiveness if the more flagrant violators paid more than lip service to its spirit and content at the risk of having their licenses revoked.
* With respect to station responsibility for political broadcasts, Comr. Durr said there already are laws governing the possibilities of obscenities on the air. He pointed to Sec. 315 of the Communications Act dealing with "legally qualified" candidates in reply to a question whether the phrase "in the public interest" might not be construed to apply to broadcasts by candidates of questionable loyalty to the American government.

Addressing the legal guild, Comr. Durr told members that "the issue of our time is the preservation of democracy and the adjustment of its processes to cope with the magnitude and complexity of the problems of a "technological age." He declared:

"To withhold from the people any information or ideas on the supposition that they may have a harmful tendency is as inconsistent with democracy as to deprive them of the vote on account of fees it may be exercised unwisely. . . . To suppress the advocacy or rational consideration of any ideas by a threat of punishment is as much an act of aggression against democratic government as to deny access to the ballot box by force."

The guild meanwhile called for an investigation to determine whether the FBI's activities—presumably including those of the type which Comr. Durr protested last November—invade civil rights of citizens.

BROADCASTING • Telecasting

BROADCASTING, VOLUME 16, NUMBER 6, MARCH 1, 1948

Cincinnati Is Given Third TV Outlet

Scripps - Howard Gets Grant; Also Has CP in Cleveland

The SECOND commercial television station for Cincinnati was announced by FCC last week with grant of a video construction permit to Scripps-Howard Radio Inc., licensee of AM station WCPO that city and permittee of Cleveland television station WEWS. The Cincinnati application was filed Dec. 30.

Facilities assigned at Cincinnati are Channel 7 (174-180 mc) with power of 20.8 kw visual and 10.4 kw aural. Antenna height above average terrain is 545 ft. Channel 4 (66-72 mc) previously was assigned in Cincinnati to Crosley Broadcasting Corp., WLW licensee, for WLWT. Channel 11 (198-204 mc) is held by Cincinnati Times-Star, licensee of WRRT that city. Remaining Channel 2 (54-60 mc) is sought by Allen B. DuMont Labs. Inc.

Total estimated cost for the new station is $299,000. First year operating cost is set at $400,000 with revenue $200,000, according to the application.

Scripps-Howard Radio also is licensee of WNOX Knoxville, Tenn. Both WNOX and WCPO have permits for FM outlets. Memphis Pub. Co., a Scripps-Howard newspaper interest, is licensee of WMC Memphis, Tenn., which holds permit for television in that city.
TV APPLICATIONS

SIXTEEN applications for new commercial television stations, and an application for a noncommercial video outlet, were filed last week with FCC. Initial applications represent nearly $4,000,000. Of the group 13 applicants are identified with existing stations.

Three of the requests were filed by a single firm, Video Broadcasting Co., Los Angeles partnership, seeking TV stations in Portland, Ore., San Jose and San Diego, Calif. [Broadcasting, Feb. 23.] Will cost about $700,000 to initiate. Firm is expected to file for two other locations to complete ultimate West Coast network.

Last week’s new applications, and facilities requested, include:

Charlotte, N. C.—Inter-City Advertising Co., Channel 11 (198-204 mc), 2.8 kw visual, 1.3 kw audio. Applicant, licensee WAYS and WAYS-FM Charlotte, Inc., has been and is a member of WOGC Greensboro, N. C. Total cost $8,006,000, 844 of noncommercial.

Pittsburgh—Pittsburgh Radio Supply Holding Co., Channel 11 (198-204 mc), 2.8 kw visual, 1.3 kw audio for basic coverage of that city and its outskirts; cost $3,000 and revenue unknown. Programmed: 75% entertainment, 10% commercial.

Des Moines, Iowa—Central Broadcasting Co., Channel 9 (188-182 mc), 3.3 kw visual and audio. Applicant is licensee WIOD and WIOD-FM Des Moines, Inc., has been and is a member of WOGC Greensboro, N. C. Total cost $1,024,000 and revenue unknown. Programmed: 75% television, 25% radio.

Flint, Mich.—Advertex Press Inc., Channel 11 (198-204 mc), 2.8 kw visual, 1.4 kw audio. Applicant publishes bi-weekly News-Advertiser and is permittee of WENW Flint, Mich., 2.5 kw visual, 1.4 kw audio. Initial cost $40,000, 70% of noncommercial.

Open Mike

(Continued from page 32)

If your name is "Westinghouse," than if you're just a hick from the sticks!

Gene O'Fallon
Manager
KFEL Denver

FM GRANTS

CONSTRUCTION permits for three Class A and ten Class B FM stations were authorized last week by FCC. It is inclusion of the con-
mittance granted CPs in lieu of pre-
vious conditions to three Class A and five Class B stations.

FM New Outlets Sought By 17 More

Petersburg, and Guthrie Investment Co., Paducah, Ky., president and 58% owner; his wife, Betty M. Guthrie, vice president; C. E. Beck, president and stockholder of Guthrie Investment Co., 25% of stock.

Earl C. Hays, former owner of WSTP St. Petersburg, secretary, is owner of WSTP St. Petersburg, secretary.

CHARLOTTE, N. C.—Three channels allocated, one assigned, two applications filed. WICQ, none assigned, none pending; Flint, Mich.—one assigned,:none assigned, none pending; Houston, Tex.—four assigned, none pending; Iowa City, none allocated, one pending; Rochester, Wis.—one allocated, none assigned, none pending; Omaha, Neb.—two allocated, one assigned, none pending; Pittsburgh, Pa.—three allocated, one assigned, one pending; Houston, Tex.—four allocated, one assigned, none pending; San Jose, Calif.—one pending; Springfield, Mass.—one allocated, none assigned, none pending; Seattle, Wash.—five allocated, none assigned, none pending; Rochester, N. Y.—one assigned, none pending.

BROADCASTING • Telecasting

Mayflower Hearing Witnesses

BROADCASTING • April 15, 1948

Pointed out, the uncertainty of the time to be taken by the various speakers makes it likely that some of those listed may not be reached this week.

OPEN MOKE (Continued from page 32)

If your name is "Westinghouse," than if you're just a hick from the sticks!

Gene O'Fallon
Manager
KFEL Denver

New Outlets Sought By 17 More

Petersburg, and Guthrie Investment Co., Paducah, Ky., president and 58% owner; his wife, Betty M. Guthrie, vice president; C. E. Beck, president and stockholder of Guthrie Investment Co., 25% of stock.

Earl C. Hays, former owner of WSTP St. Petersburg, secretary, is owner of WSTP St. Petersburg, secretary.
Clears Blasted
(Continued from page 11)

end thereof a colon, and the following:

"Provided that no broadcast station operating in the amplitude modulation broadcast band on frequencies ranging from 550 kc to 1500 kc shall be granted a license to operate with power in excess of 50,000 w, and in the granting of instruments of authorization for such stations no station's skywave signal shall be protected by a signal intensity of less than 500 microwatts per meter 50 percent of the time based on measurements made during the second half of the time available for the station on all frequencies between 550 and 1,500 kc for all sessions of the year."

Authorities said this would mean in effect that 1-A stations could be duplicated but they would be protected—in the case of those operating without directional antennas—within a radius of about 715 miles.

Passage of the measure would guarantee victory for the Regional Broadcast Council in their effort to break down the clears and limit power to 50 kw, and would remove all hope of the Clear Channel Broadcasting Service for effectuation of its present telecast programme for at least 20 clear-channel stations.

Loophole on 540 kc

The only conceivable loophole would be the 540-kc channel, soon to be added to the AM band. Since the FCC has specified that technically the new channel might be put into use with higher power. But observers did not feel FCC would be inclined to flout Congress by taking this course even if the bill went through without change.

Sen. Johnson told the Senate that the signals of the present 24 A stations "are useless beyond the 750-mile radius," though another station 2,000 or 3,000 miles away is not permitted to use the same frequency.

"It is clear," he said, "that the present situation is wasteful of frequencies, shows a lack of economy, instead of resulting in a better public service to the nation's radio listeners, actually has deprived large numbers of people in the nation and especially in remote areas of an improved radio service. There can be no valid justification for maintaining the exclusivity of 24 frequencies to service an imagination which cannot actually be served."

Claims Improvement

Sen. Johnson declared that "the proposal to maintain present power limitations and to duplicate clear channels where it is technologically feasible" would improve coverage in inadequately served areas and "would give the kind and type of local coverage desired by the listener."

He maintained that "radio should be returned to local control and operation" by declaring that the local owner "will tend to do a better job...than the absentee owner operating from thousands of miles away," and that "first-hand knowledge of local or state problems will result in a vastly improved radio service to that locality and state."

The legislator insisted that the question of power in the 580-750 kw band "is more than an engineering problem."

He said: "To give this great power of mass communications to a few persons is to give those same persons the power to influence greatly if not to formulate public sentiment. Twenty-four stations broadcasting with 300 or 750 kw on frequencies midway from 580 to 750 kc would economically serve a total of 1,300 to 1,600 local and regional broadcasters because top programs will go only to those great and powerful stations. There would be no need to furnish top programs to local or regional broadcasters who can receive the same listeners from a super-power station."

Sen. Johnson told his colleagues that 50 kw "gives a station coverage over its maximum useful service area. He contended that obviously a station located in metropolitan areas should be designed to serve the people in that locality cannot at one and the same time serve its own local area and also broadcast weather reports, even though perhaps days which are of pressing importance to a South Carolina cotton grower, an Arizona citrus grower, or a Colossus beet farmer."

The Senate allocations, he said, "would have no serious consequences" if there were "a limitless number of frequencies so that each community would have its own exclusive service area. But the present allocation is "arbitrary and discriminatory," he declared, asserting:

In this country there are some 1,900 stations which must divide up 96 frequencies between them. For example, 51 local stations must share six frequencies among themselves, i.e., 142 stations all use the same frequency; 689 regional stations must share 16 frequencies among themselves, i.e., about nine stations all use the same frequency; in the clear-channel group: 24 stations each use a frequency for nighttime use, though there is duplication in the daytime use in a few instances."

This must be clear that the greater the number of communities any individual station is able to serve, the more service must become to all of the people. Finally, the public which the communities receive less adequate service of nearly all communities. A station in which the station is actually located receives impaired service because a permanent station's desire to give service to a community that is over the periphery of its useful coverage area.

AFM Retreat
(Continued from page 15)

voting power of the locals in electing the federation's president. Moreover, practically all of the money went to people who were already well-to-do.

With the release of Mr. Pettrillo's statement, it became known that the union chief had been negotiating for the services of a paid lobbyist, Joseph L. Leary, of the National Broadcasting Assn., New York. Although it was understood that no firm agreement had been reached, it was considered possible that one might be in the offing.

Meanwhile, negotiations between the AFM and the four major networks, scheduled to be resumed today (March 1), were postponed until March 8, at the request of the broadcasters. The absence of Frank E. Mullen, NBC executive vice president, from New York last week was thought to be a factor in determining the network's decision to request postponement. Mr. Mullen was on the West Coast.

Network sources said they anticipated that the sessions would be discussed during early sessions of the resumed negotiations, which have been in abeyance since the end of January, would include live music networks and FM.

They did not expect to reach discussion of wage scales and working conditions for network music broadcasters over AM for some time. Network sources felt we were not likely at this time to predict exactly what course the negotiations would take.

March 1, 1948 • Page 85
Cleveland TV Stations Jointly Protest FCC Change

FIVE Cleveland television applicants banded together Friday evening condemning FCC's proposed changes in video allocations along Canadian border as "licensing" procedure which illegally fails to give applicants opportunity to be heard.

Petitioners are WVJW, WHK Cleveland, DuMont Labs., and Cleveland Broadcasting Inc. noted that proposed changes [BROADCASTING, Jan. 26] would cut Cleveland's channels from five to four with result, since three have been assigned, that actual availabilities would be reduced from two to one. Proposal also would substitute one new channel at Cleveland (in exchange for one Cleveland would lose) and would assign it to one of existing grantees.

"This is clearly 'licensing,'" petition asserted, though FCC has illegally labeled the interim proceeding as 'true-making.'

Similar opposition to proposed transfer of one frequency from Buffalo was filed in separate petition by Buffalo Courier-Express (WEBR), video applicant there.

Three TV Applications

Three commercial television applications filed Friday:

**Baltimore-Maryland Broadcasting Co. (WTRT)**
- Channel 6 (628-96 mc).
- 500 w visual, 250 w aur.
- Initial cost $168,500.
- Proposed coverage area: Baltimore; Patapsco, Md.; Howard Co. (WITH), Kenova, W. Va.
- Programming: 77½ hours weekly.
- Owner of one.

**Charlotte-Cabarrus Co. (WIST)**
- Channel 8 (186-192 mc).
- 7 kw visual, 13.9 kw aur.
- Initial cost $155,000.
- Owners: Greensboro, N.C.-Greensboro News Co. (WFMY-FM), Channel 2 (1540 mc), 1.67 kw visual-aural.
- Initial cost $123,835, operating cost $6,000-$6,500 monthly.

**Grand Rapids-Saugatuck Co. (WGN)**
- Channel 2 (628-96 mc).
- 25 kw visual, 5 kw aur.
- Initial cost $250,000.
- Initial cost $125,625.
- Operating cost $10,000.

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Text of Tobey's Clear-Channel Letter

TEXT of unprecedented letter instructing FCC to delay its clear-channel decision (story page 13), sent by Acting Chairman Charles W. Tobey (D-Colo.) of Senate Interstate & Foreign Commerce Committee to FCC Chairman Wayne Coy is printed below.

Letter was transmitted late Friday, on authorization voted unanimously at commerce committee meeting attended by eight members: Sens. Tobey; Jackson (D-Colo.); sponsor of bill to break down clear channels and keep power ceiling at 50 kw; Reed (R-Kans.), Brewster (R-Me.), Hawkes (R-N.J.), McFarland (D-Ariz.), Myers (D-Fa.), and McMahon (D-N.Y.).

Letter formally advises FCC of Sen. Johnson's measure (S-2231) and repeatedly insists that commerce group wants no decision on "grandfathered powers" until after Congressional hearings on Colorado legislator's bill. Whether FCC can comply and still meet May 1 deadline for NARBA proposals—which are dependent on clear-channel outcome—may depend speed of Congressional action.

Text of Sen. Tobey's letter:

My dear Chairman Coy:

I understand that your Committee has been giving long and serious consideration to the question of clear channels and super power; that your public hearings have been completed; and that the Commission will shortly take up the matter for decision. We of the Committee, primarily concerned with the

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Closed Circuit

(Continued from page 4)

son (D-Colo.) actually would provide no protection for large number of 1-A stations in northern U. S. Due to latitude effects, they say, these stations don't get signal strength comparable to minimum which, under bill (see story page 18), would be protected.

STAFF raids on wholesale basis feared by some pioneer television stations, who find key personnel getting bids from new operations.

STRATOVISION-type development revealed by Indianapolis Speedway officials is WGN-TV plan to have blimp Decoration Day as part of Tribune station's parade of sports spectacles. Program would be micro-waved to Chicago and possibly co-axed to St. Louis. Comment from Mutual sources is their TV network will develop "sooner than you think."

WHILE SUCCESSOR to Harry S. Dawson, manager of Canadian Assn. of Broadcasters, has not been named, observers feel Jim Al- land, acting chief of CAB and manager of its Ottawa Bureau, may be pro- posed at CAB Quebec convention, March 8-11.

WOW Temporary Grant

FCC Friday granted WOW New York temporary license to June 1 but provided for additional extension if it's shown (1) that "steps are being taken with diligence" to comply with duply rule by separating it from ownership of other Arde Bulova station, WNEW New York; (2) that separation can't be achieved by that date; (3) that further time is needed to dispose of one of stations.
When you buy KFRM, KMBC's 5,000-watt daytime associate for rural Kansas at 550 Kc, you're buying listeners in at least 231 counties and 9 states, in the country's richest rural market. KFRM heard from those counties and states the first two weeks it was on the air. Naturally, the bulk of listeners live in the 117 counties of Kansas, Oklahoma, Nebraska and Texas within KFRM's estimated .5 millivolt contours. Yes, the folks like KFRM's programming by KMBC from Kansas City. And, in addition, the KMBC-KFRM Team is the only Kansas City broadcaster who completely covers the Kansas City market.
The Oklahoma City Consumer Panel

...CAN SAVE YOU MONEY

Second Quarterly Report of Oklahoma City Consumer Panel

NOW READY

Tabulations of purchases by the 400 families of the Oklahoma City Consumer Panel for the months of October, November and December, 1947, are now ready. If you wish to see the report for any particular food or drug classification, write us today.

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