the v.p. said "NO!"

and what... but, please read on;

it's a shocking tale

It couldn't have happened to a nicer guy.

But a man named Maddux had it coming to him, and what was coming, came. Like this:

Seems that A. L. Alexander, of the famed Mediation Board program, has another show on WOR. Thursdays and Fridays at 8:15 P.M. He reads poetry. Tender poetry. Poems that touch the heart.

But the Vice President said "No."

Just like that. "No."

"No," he said, "I don't think people like to hear poetry over the air."

It was a simple statement.

No lightning struck.

The rhododendron leaves on the lamp table barely quivered.

SO A. L. ALEXANDER went on the air.

And he spoke to his listeners (wondering woefully whether there were any. After all, the V.P. said "no" and Vice Presidents ought to know). So Alexander spoke into the night; and told how a WOR Vice President didn't believe that people wanted to listen to poetry on the radio. He—Alexander—hinted (just hinted, mind you) that his listeners might just write Mr. Maddux and tell him what they thought.

SHORTLY AFTER 8 THE NEXT MORNING came... as they say... the deluge!

Phone calls, telegrams, specials, cards, letters.

23,000 messages came, addressed to Mr. R. C. Maddux, WOR Vice President.

They pelted, riddled, sprayed our poor V.P. with most unpoetic words.

"Jughead. Cold, calloused, mercenary executive."

"Have you no poetry in your soul?"

And finally a deadly thrust: "Please send me," a woman wrote, "a copy of the poem, 'Should You Go First.' And if anyone goes, Mr. Maddux, I hope it's you."

If you have something to sell, you might sponsor A. L. Alexander's poetry program. His listeners, need we say, are many... and loyal. The sale might speed up Pete Maddux' recovery; after all, he IS Vice President in charge of... SALES.

WOR—that power-full station at 1440 Broadway, in New York
"WLS is a fine station"

...W. H. Near,
feed merchant,
Shelby, Michigan

WES NEAR is the leading feed dealer in Oceana county, Michigan. He serves the farmers for miles around Shelby—and he knows they listen to WLS!

He knows further that advertising pays. Says he: "I advertise regularly. I give out calendars, record books, use the local papers. People remember; they come to me because I advertise, just as they buy the brand they hear advertised."

Mr. Near has owned Near's Feed Mill for eight years, and his father had the business before him. Last June, he bought the Farmer's Feed Mill, now runs them both.

Shelby (population 1,367) and Oceana county are typical of Midwest America. Folks thereabouts listen to WLS... and the merchants know it. County population is 14,812, all rural. According to BMB, WLS has an audience of 62% days, 63% nights. In 1946, WLS received from Oceana county 1,489 letters—representing 41% of the radio homes!

Here's an important market—one county with 11 million dollars income, almost 7 million dollars in retail sales. Yet it is only a tiny piece of the whole WLS market—several hundred counties where people depend on WLS for the information they need, the entertainment they want. For 24 years they have been our friends—and that is why WLS Gets Results!
THERE'S DOUBLE THE TUNE-IN At Noon Time outside of Salt Lake City

and the Intermountain Network delivers 63.1% of the audience

The Winter, 1947 Hooper reveals three pertinent facts:

(1) At the noon hour in 13 Intermountain Network cities outside of Salt Lake City 37.4% of sets are in use. That's only a fraction less than the nighttime 6 to 10 p.m. tune-in of 38.5%—yet the noon hour is sold at "B" rates.

(2) The noon hour tune-in in 13 Intermountain Network cities outside of Salt Lake City is virtually double that in Salt Lake.

(3) AND, MOST IMPORTANT TO TIME BUYERS—the Intermountain Network delivers 63.1% of this huge audience in 13 cities with a Hooperating of 23.6.

### STATION HOOPERATINGS

**Monday thru Friday—Winter, 1947**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>INTERMOUNTAIN NETWORK Rating</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>12:00 N - 1:00 p.m.</td>
<td>37.4</td>
<td>23.6</td>
<td>1.9</td>
<td>2.8</td>
<td>9.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 N - 1:00 p.m.</td>
<td>19.5</td>
<td>4.4</td>
<td>1.4</td>
<td>2.8</td>
<td>7.4</td>
<td>3.5</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

ANNUAL report of Norwich Pharmacal Co. (Ungente, Pepto Bismol) shows while total sales were 9% less than last year final four months were best for period in company history. Report credits ABC Friday 8 p.m. mystery show The Rat Men with major part in sales increase. Firm bought show in February. Agency is Lawrence G. Gumbinner, New York.

BIOW Co., New York, looking for comedy or replacement show for Philip Morris program Tuesday, 8-8:30 p.m. on NBC. Milton Berle, currently heard in period, will be dropped effective April 13.

COCA COLA DEALERS, currently sponsoring Morton Downey Show on MBS, have not yet signed contract switching show to NBC, but it was understood that if and when they sign, show will start late spring or early summer. D'Arcy, Adv., New York, is agency.

BROADCASTERS worried because they have FCC applications set for hearing in conflict with NAB May 17-21 convention may rest easily. FCC authorities say they have no doubt such hearings will be postponed if applicants desire.

FORMATION of new regional network in Southwest, but concentrating on Texas and possibly Oklahoma coverage, understood to be in advanced stages. Plans not yet divulged.

MOVE AFOOT among New York business interests to adopt Voice of Democracy contest staged during National Radio Week. Surprising success of 1947 event inspired fan-flung scheme with high-budget trappeds, but NAB, RMA and Junior C. of C. are expected to hold on to their promotional offspring.

LIGGETT & MEYERS (Chesterfields) aside from sponsoring telecasts of Giant home games on WNBC New York and Chicago Cubs home games on WBBK Chicago, considering sponsorship of other National League home games. Newell-Emmett Co., New York, is agency.

IN MULLING stage is plan for Assn. of Women Broadcasters to present membership certificate to Margaret Truman at ceremony to be held during April meeting of District of Columbia AWB members. Miss Truman named honorary member at recent AWB convention.

ANY ACTION FCC may have had in mind regarding inquiry into ideologies of Edward Lamb, attorney and licensee of WTOP Toledol, evidently by board. Inquiry at FBI is understood to have yielded report that Uncle Sam's G-Men did not have sufficient funds to pursue such investigative activities.

IN SECURING radio and video rights for New York's 20th Century Sporting Club direct, Gillette is starting inter-network bidding for fights, may wind up getting time at appreciably less than card rates.

GROWING employment and rising payrolls in broadcasting industry reflected in FCC report Friday showing 15% gain in fulltime employees and 17% increase in scheduled pay for full-time staff personnel between February and October 1947 (earlier story of industry finances, page 17).

Releasing data covering all licensed AM stations and FM portions of joint AM-FM operations conducted by these licensees, FCC said four national and three regional networks and 1,260 stations reported $4,730 fulltime employees in October, compared to 30,100 reported in February by same networks and 924 stations. Aggregate scheduled weekly compensation for fulltime staff members rose from $2,140,000 in February to $2,508,000 in October. Average weekly compensation for staff employees (not counting overtime) increased from $71.50 to $72.40; for non-supervisory employees, from $61 to $62.80; for non-staff program personnel, from $55.50 to $80. Average scheduled working time of non-executive staff employees increased from 39.1 hours to 39.4.

Report showed 744 stations employing fewer than 15 persons. Fulltime employees of these stations numbered 5,582, more than 10% of whom were "combination" workers performing duties in two or more departments. FCC found "no significant wage differential . . . between combination and other non-supervisory employees in the major departments."

Networks, their 10 keys, and 1,008 other stations reported employment of 8,353 parttime workers. Their scheduled compensation was $373,774. FCC said 4,021 of these employees were engaged in non-staff program capacities, compared to 4,751 in this category in February 1947. Aggregate pay for nonsupervisory employees dropped, "though less sharply than employment, from $267,356 in February to $240,831 in October." Data cover week ended Oct. 11, 1947, and

Page 4 • March 15, 1948
This vital station is selling for many advertisers. It effectively reaches a trading area which is one of the most prosperous sections in America. Rich in agriculture, rich in diversified industry—the Lancaster market is a sound buy. Your sales message reaches this market thoroughly and economically on WGAL. Write for full information and rates.

Represented by

ROBERT MEEKER ASSOCIATES

New York       San Francisco       Chicago       Los Angeles
Yes, WBIG-FM soon!

We're BIG

in cooperation with law enforcement—we were recently cited by the mayor, city manager and city police of Greensboro for broadcasting at times of serious emergencies.

greensboro, n. c.

5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery
As local as the luncheon club

WFAU — Augusta, Me.  WONS — Hartford, Ct.
WJOR — Bangor, Me.  WHYN — Holyoke, Mass.
WICC — Bridgeport, Ct.  WLNH — Laconia, N. H.
WKXL — Concord, N. H.  WCOU — Lewiston - Auburn, Me.
WSAR — Fall River, Mass.  WLLH — Lowell - Lawrence, Mass.
WEIM — Fitchburg- Leominster, Mass.  WKBK — Manchester, N. H.

A Yankee home-town station is as much a part of the friendly, intimate life of its community as the Rotary, Kiwanis or Lions Clubs. It is a vital part, for the same men who meet at weekly luncheons use the home-town station for their own retail advertising and for civic welfare promotions.

That’s why — for a friendly, intimate approach, for most effective selling — there’s nothing like a Yankee home-town station. It has the listenership you need because it brings to the audience Yankee and national programs as well as local features.

There are 23 Yankee home-town stations. You can buy any individual station, or any group, or the entire 23-station network. Whatever you choose you obtain direct, blanket coverage of every neighborhood shopping area. That’s local impact.

“This is The Yankee Network”

Member Mutual Broadcasting System
A CASE OF

THE NATIONAL BROADCASTING COMPANY HOLLYWOOD
When an offer of Ranunculus Bulbs was made recently on Elmer Peterson's news program, some 102,000 pieces of mail enclosing evidence of purchase were received.

That's only one example of many which demonstrate that Peterson and the NBC Western Network do a job for Planters Nut and Chocolate Company.

Planters bought the 5:45 p.m., Wednesday-through-Saturday time in 1944, using eight NBC Pacific Coast stations. Today, Planters still has the same time period, some four additional stations—and a daytime commentator consistently blessed with higher ratings than any other, national or regional. Peterson's daytime average in those three years has been 5.6, and he hit 8.4 last year alone.

There are reasons for this success. He's experienced, of course—has covered the news for AP and then NBC in 33 countries... he's conscientious—spends 7 hours in the San Francisco newsroom preparing his quarter-hour program... he's a fine broadcaster—offering intelligent reporting, honest interpretation, plus sound analysis. And Elmer Peterson broadcasts for Planters over the great NBC Western Network.

That combination brings the nation's largest selling brand of peanuts both good will and good customers. The experience of Planters—and such other advertisers as Bekins Van and Storage, Richfield Oil, Sperry Flour, Standard Oil and Tillamook—bears out the conclusion: Fine programs on NBC Western Network get results in the Rocky Mountain and Pacific states.
The Johnsons

LISTENERS who have felt for years the burden of early morning routine are finding considerable solace and amusement on WBBM Chicago. By eavesdropping daily 7:30-8 a.m. on the home life of Cliff Johnson, the station's popular m.c., they are treated to a generous slice of family Americans called Listen to Cliff. Mr. Johnson originates the breakfast table program in his nine-room suburban home with the aid of his wife, Louella, and four daughters—Sandra (7), Pamela (5), Linda (3), and Vicki (1).

Produced by Hooper White, the program in six months has become one of Chicago's most informal local ether offerings. Like a football coach, Mr. Johnson uses a blackboard outlining topics of conversation; the studio pipes in musical interludes. But, as Mr. Johnson occasionally warns, "Any remarks they (members of his family) make, are entirely their own." Anything can happen on the show. Sandy suddenly may decide (Continued on page 85)

On All Accounts

THERE is little fear in agency circles that Evelyn Lee Jones, head timebuyer for Donahue & Co., will "go Hollywood," for now that the returns are in, it would seem that Hollywood has "gone Jones."

Mrs. Jones is the Hollywood timebuying authority at the New York agency and her Finland accounts include MGM, Enterprise Pictures, Loews Theatres, Radio City Music Hall and Samuel Goldwyn Productions.

Nor is her association with these accounts a matter of coincidence, for Mrs. Jones' roots are deep in the hard pay dirt of screenland. After an educational double feature at Rochester U. and at Columbia she cashed in her credits for a publicity job at Tiffany Productions, a motion picture firm, now defunct.

Two years later she departed the firm to stake out as a freelance publicist, winding up with ten independent motion picture company accounts. Her duties on that beat, she confided, were "as varied as the colors on a Vine Street polo shirt."

Forsaking variety for novelty, she gave up the accounts in 1939 to join a new enterprise called "Theatre on Film," an organization which proposed to photograph stage plays on 16 mm film for educational distribution. She remained with the group until the outbreak of war, whereupon she joined the New York City Hall staff to set up an information bureau for civilian queries on war problems. That completed, she was appointed war aid to Mayor LaGuardia, in which capacity she helped plan all city war efforts, from hero parades to formal dinner celebrations.

Next she moved to her present location at Donahue & Co., but as a copy writer. She gravitated into time buying, where she emerged as an authority on the unique spot problems of the motion picture firms. On Feb. 1, she was named chief timebuyer.

Among the nonmovie accounts she handles are a division of Whitehall Pharmacal Co. and DeLaval Separator.

Charming and capable, Mrs. Jones is the wife of Charles Reed Jones, writer and motion picture publicist. The couple celebrated their 14th wedding anniversary on March 7.
DONT' BREAK

Give FM a Break... with the

Pilotuner

Face the Facts! FM can be a Smash Hit... if YOU don't smash it—by recommending "LAME DUCK" FM tuners.

FM "bloopers"... "fly-by-night" FM tuners... chiselling, cut-corner, half-way FM equipment can ONLY give a black eye to FM—and to the broadcaster who recommends them.

Why not play the proven winner... the FM PILOTUNER... which knows no compromise on quality! Into the Pilotuner go Pilot Radio's more than 30 years of experience... the "know-how" that assures complete satisfaction—first, last and always.

A sensation in '47, the amazing PILOTUNER is headed for an even greater '48. Display it—promote it... get your share of the new FM listening audience! Send coupon now for complete information.

PILOT RADIO CORPORATION
37-06 36th ST., LONG ISLAND CITY, N.Y.
Makers of PILOTONE VINYLITE RECORDS - PIONEERS IN FM

PILOT RADIO CORP., 37-06 36th St., Long Island City, N.Y.
Send me full information concerning the FM PILOTUNER.

NAME
ADDRESS
CITY ZONE NO. STATE

to retail at $29.95
(Slightly higher west of Rockies)

6½" high, 8½" wide, 5½" deep
WHO's tremendous listenership in Iowa proves that people in this State tune to the best show rather than simply to the nearest show!

Take the six widely-separated counties featured at the right. Every one of them has within its borders at least one good radio station, each with an excellent signal-strength throughout its home county. In addition, every radio home in those six counties can hear many other stations. Yet according to the 1947 Iowa Radio Audience Survey, from 5:00 a.m. through 6:00 p.m., WHO at Des Moines has a 52.9% average listenership among the radio homes in those six counties!

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

WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
FOUR OUT OF FIVE advertising agency executives want the broadcasting industry to stop the practice of double-spotting, or placing two commercial announcements next to each other. The agencies at the same time are overwhelmingly in favor of industry-wide standards of practice [Broadcasting, Feb. 16]. Analysis of their opinions on phases of the code constitutes the second portion (presented here- with) of the fourth survey of agency opinion, twelfth in the Broadcasting Trends series, conducted exclusively for Broadcasting.

CHART I
(If double spots should be prohibited) should service announcements—time signals, weather reports, etc.—be exempted from this prohibition?

<table>
<thead>
<tr>
<th>% of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase purchases</td>
</tr>
<tr>
<td>Decrease purchases</td>
</tr>
<tr>
<td>About the same</td>
</tr>
<tr>
<td>No answer</td>
</tr>
</tbody>
</table>

NARBA DELAY

EFFORTS to get an extension of the present North American Regional Broadcasting Agreement (NARBA) appeared last week to have been accepted as virtually the only course open to the U.S. in view of the temporary impasse on the fate of clear channels and higher power.

Extension of the existing treaty—if other signatory nations are agreeable—was considered the "safest" way to accommodate the delay in the August treaty-revision conference which FCC and other communications authorities reportedly accept as necessary [Broadcasting, March 8].

Under the present NARBA time schedule, final recommendations for changes in the treaty are due May 1. In the U.S., the proposals depend upon the decision reached with respect to breaking on or maintenance of clear channels and the use of power above 50 kw. FCC was on the verge of issuing its decision, after three years of study and hearings, when the Senate Interstate & Foreign Commerce Committee asked that the decision be held up pending hearing on the bill introduced by Sen. Edwin C. Johnson (D-Colo.) to break down the clears and keep the power ceiling at 50 kw [Broadcasting, March 1].

With hearings on the Johnson measure (S-2231) slated to start April 5 and the prospect that scores of witnesses will want to be heard, authorities concede it would be virtually impossible to meet the May 1 deadline for NARBA recommendations. And it was felt that any substantial postponement of the treaty conference itself, which is scheduled to start Aug. 2 in Canada, would imperil the chances of ratification of the new treaty before the present NARBA expires March 28, 1949.

Informed sources consequently thought the most desirable course would be to seek not only a postponement of the Augsburg conference, but also an extension of NARBA beyond the March 1949 expiration date [Closed Circuit, March 8].

The terms of the extension that might be requested—whether for one year, or for more or less time—has not been indicated. Nor could it be foretold what reaction such a request might evince among the other signatory nations. The present NARBA is a three-year interim agreement adopted in 1946 to take the place of the original agreement until a new one could be worked out.

FCC authorities have conferred at length with Acting Chairman Charles W. Tobey (R-N.H.) and (Continued on page 93)
LUCKY STRIKE VIDEO

SPONSORSHIP of what is probably one of the most expensive series of television shows yet undertaken—a weekly half-hour telecast of scenes from current stage hits—was announced last week by the American Tobacco Co. and CBS.

The new series, which will be telecast over the CBS television network beginning April 6, will be sponsored by the company on behalf of Lucky Strike cigarettes. Stars, writers, producers and other persons connected with the theatrical enterprises will be featured on the program. "Mr. Roberts," one of Broadway's biggest hits, will be the first production.

Announcement of the new program was made at a news conference in New York by William S. Paley, chairman of the CBS board, Emerson Foote, president of Foote, Cone & Belding, and Martin Gosch, producer of the series.

As explained by Mr. Gosch, a theatrical and motion picture producer of wide experience, the CBS series, to be called Tonight on Broadway, will show scenes from the plays and interviews with the creators of the plays. It will be something in the nature of "a half-hour trailer—a stimulant to the audience to go and see the whole show."

Mr. Gosch saw great possibilities in the program not only as television entertainment but also as a powerful means of theatre exploitation. He believed, he said, that new public interest in the stage would be aroused.

As planned now, each telecast will originate in the theatre where the play is running and will occur before the play's actual performance. The shows will be telecast Tuesdays, 7-7:30 p.m.

Unions a Factor

The production of live telecasts of plays from legitimate theatres will necessitate considerable negotiation with unions, it was pointed out.

Clarence Derwent, president of Actors Equity Assn., reported at the press conference that Equity had agreed to a special scale for the CBS series. Actors on the telecasts will get a $75 minimum for two hours' work, including rehearsals and the half-hour performance, and $5 an hour for rehearsals over that.

Mr. Derwent said that the actors' union decided to set the special scale because it believed the program would be of service not only to television but also to theatre. There was some doubt that other unions would be as quick to cooperate in the project as Equity had been.

Mr. Gosch admitted that negotiations involving the International Alliance of Theatrical Stage Employees, whose stage hand members work New York theatres, and the International Brotherhood of Electrical Workers, to which CBS camera men belong, were not complete.

These two unions have clashed sharply over jurisdictional matters in the past, and it was believed possible that whatever arrangements might be evolved from the proposed CBS series might set a pattern for future television labor policies.

Station over which Tonight on Broadway will be telecast are WBLS-TV New York, WCAU-TV Philadelphia, WMAR-TV Baltimore and WMAIL-TV Washington. The duration of the series has not been decided.

The precise cost of the new show was not disclosed, Mr. Gosch explaining that the American Tobacco Co. through its president, Vincent Riggio, had not yet estimated the exact production costs.

AUTO BILLING

By FLORENCE SMALL

THE RAPID increase in automotive network billing since the first of the year may very well be a bellwether of important revenue from one of the nation's largest group of regular advertisers.

In 1947 only three major automotive companies were using network time with an approximate billing of about $1,500,000. General Motors was then sponsoring Henry J. Taylor twice weekly on Mutual; Ford Motor Co. was sponsoring Dinah Shore on CBS and Meredith Willson on CBS and International Harvester had Harvest of Tomorrow.

Since the first of the year, despite the fact that there still is a sellers market for cars, Kaiser-Frazer and DeSoto-Plymouth have helped push the automotive network billings up to nearly $4,000,000. Kaiser-Frazer is now sponsoring Newscore four times weekly on MBS, while DeSoto-Plymouth is advertising its cars on Adventures of Christopher Wills, half hour program on CBS.

Others Considering

At least three other automotive manufacturers are using or contemplating using heavy spot announcement campaigns: Packard is considering a spring spot campaign; Chrysler Corp. is currently using spots on WFLN Philadelphia; Lincoln Mercury is planning to place some portion of its six million yearly advertising appropriation into spot radio.

Among those continuing their network policies are the Ford Motor Co., currently sponsoring Fred Allen, half-hour on NBC. The Ford Dealers, on the other hand, are using the Ford Theatre, hour-long program on NBC. General Motors is carrying on with Henry Taylor, twice-weekly on MBS, and International Harvester is transferring its half hour program from NBC to CBS.

Another automotive firm, Tucker Auto, is planning to enter the network field and is looking for a news program.

Heavy in Video

In television, automotive accounts are impressively heavy users of the medium. Oldsmobile division of General Motors Corp., and Oldsmobile dealers of the metropolitan New York area recently started a weekly news review on WMAB-TV New York, which is carried over its stations.

In addition Oldsmobile has sponsored football films of the bowl games on WWJ-TV Detroit. Chevrolet is sponsoring a 20-minute film on WBBK in Chicago and on WABD New York.

Kaiser-Frazer, aside from its

(Continued on page 94)

Tobacco Firm Sets Big Budget

Big Increase May Be Indicative

By EDWIN H. JAMES

CONFRONTED with a March 31 deadline when the interim agreement between major networks and the AFM expires, executives of management and the union last week resumed negotiations which had been in recess five weeks.

Though atmosphere of the conferences could hardly be described as gloomy, there was little doubt that the optimism which prevailed at the end of January, when the interim agreement was announced, had diminished.

Neither side would discuss progress but it was learned that the networks and the union had run head-on into a complex problem which involves not only contract renewals for AM network operations, but also the establishment of labor policies in television and FM.

The parties have not yet begun to talk in concrete terms, but it was understood the networks had advised James C. Pettrill, AFM president, in whose New York office last week's conferences were held, that because of the limited television audience and hence limited advertising revenue they would seek a lower wage scale for musicians performing on video than for AM.

It was believed this issue would precipitate considerable argument. Competent sources said Mr. Pettrill might view the establishment of video wages at a level beneath those of AM as a retreat. Further, it was no secret that the AFM chief would seek an increase.

(Continued on page 101)
L. A. PREVIEW

By J. FRANK BEATTY

NEW industry-wide battle over the form NAB's Standards of Practice will take is under way.

Relegated to the smoke-filled-room phase for several months, code promulgation was brought into the open again Friday afternoon at a forum conducted at the Boston U. Founder's Day celebration.

With NAB President Justin Miller presiding at the Radio Divisional Meeting, three broadcasters laid open the whole code question, their lively exchanges setting the pattern for the all-industry code fight at the Los Angeles convention May 17-18.

Intensity of the Boston exchange of views led to prediction that the newest version of the code, now being polished off at NAB under instructions from the board [Broadcasting, March 1], will get a thorough going-over at the convention despite the easing of commercial restrictions and the general overhaul as a result of industry expressions last autumn.

Discussion of the standards took

DEGREES GIVEN

HONORARY degrees were awarded Friday morning by Boston U. to David Sarnoff, RCA president and board chairman, and Justin Miller, NAB president. Presentation took place at a ceremony in connection with the university's Fifth Annual Founder's Day Institute on Social Responsibilities of American Leadership.

President Daniel L. Marsh presented 10 degrees. Gen. Sarnoff received the degree of Doctor of Commercial Science. His citation read:

"David Sarnoff, president and chairman of the board of Radio Corp. of America, and chairman and director of numerous other commercial and industrial enterprises; born in Russia, and brought to the United States when nine years of age; your achievements testify not only to the opulent force of genius within you but also to the fact that the American dream of equality and opportunity is still realizable in this land of the free and home of the brave.

You are in very truth a commercial scientist."

Judge Miller received the degree of Doctor of Laws. The citation read:

"Justin Miller, president of the NAB; educator, lawyer, jurist; a public servant in whom there is no guile; staunch defender of freedom of speech and all other freedoms essential to true democracy; a man whose ideals inspire our confidence in the improvement of the new but powerful means of communication called broadcasting, a word formerly used to describe the sowing of seed."

Others who received honorary degrees were Paul G. Hoffman, Studebaker Corp. president; Raymond Rubicam, advertising and publishing executive; George H. Gallup, public information statistician; Glen Griswold, publisher; Earl Newson, public relations counsel; Joseph A. Rank, British industrialist; Spyros P. Skouras, president of 20th Century-Fox Film Corp.

SARNOFF

POWERING of broadcast equipment by tiny capsules of nuclear energy was forecast Friday by David Sarnoff, RCA president and chairman of the board and NBC chairman, who spoke at the Boston U. Founder's Day ceremonies.

Though such fascinating possibilities are not around the corner, the promises of nuclear scientists will be fulfilled if the world remains at peace and science is unfettered; capsule power may make possible wristwatch radios and pocket television sets, he predicted.

Changes are destined to come in the Atomic Age that will make the revolutions caused by steam, electricity and electronics seem simple by comparison, Mr. Sarnoff said.

Recalling that broadcasting started from an amateur station in a private garage and that the steam engine was born in a tea kettle, he said failure to appreciate the significance of inventions may retard our technical progress and threaten national security. "Failure to guard against evil use of technological developments may destroy our capacity for social progress," he continued. "We need an informed and alert public opinion to stand guard against both dangers."

"In radio and television, the electron is the new and magic force.

Mr. LAWRENCE Mr. FELLOWS Mr. COTT

Boston U. Citations To Sarnoff, Miller

stations which best exemplify "the democratic spirit in America by emphasis upon human relations, intergroup understanding, community growth and progress, and the elevation of the moral tone of the community" through the program policies they initiate.

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CBS cocktail party at Washington's Carlton Hotel honored Elizabeth Adams (c) who began "Washington Wives" series on CBS March 6, 10:15 a.m. With her are (l) Ted Koop, network's Washington news chief, and Davidson Taylor, Columbia v.p., director of public affairs.

FOOTE, CONE & BELDING, Lucky Strike agency, presents Jack Benny (second from l) gold recordings of his first program this year in honor of 15th anniversary with NBC. With Mr. Benny are (l to r) Burt Oliver, F, C&B Hollywood office manager; Bob Ballin, agency's Hollywood v.p; Dan Belding, board chairman; Hilliard Marks, program producer.

SPORTSCASTER Red Barber (c) meets John B. McLaughlin assistant manager of Post Cereals Division of General Foods, which joins Old Gold in 1948 broadcasts of Brooklyn Dodgers games over WHN New York. Flanking are (l) R. P. Campbell, also assistant advertising manager of Post Cereals Division; W. A. Sugg, advertising manager, and (far r) Sportscaster Connie Desmond.

"HARVEY" (r) greeted Joe E. Brown (second from l), star of the play, in Nashville. The seven-foot rabbit is advertising gimmick for big buyers of radio time, Fred Harvey (l), who owns department store, Harvey's. WSM Nashville interviewer is Jud Collins.
TIME SALES UP IN '47

NET TIME SALES of AM networks and stations in 1947 registered a 5.8% increase over 1946, FCC said last Thursday in a preliminary report. For the year 1947 broadcast revenues of the four national networks, their 10 key stations, three regional networks, and 821 stations were computed.

The Commission offered no dollar estimates of the overall total, but if the gain was industry-wide the year's total would exceed $304,750,000 on the basis of $237,961,790 in 1946 net time sales of $288,569,954. In FCC's report, net time sales were computed after deduction of commissions, which broadcasters generally count as an expense of sale.

Net time sales for the four national networks and their 10 key stations aggregated $72,382,636 for a 3% gain over 1946, FCC said. Three regional networks indicated a 1% gain.

The 821 stations covered in the report accounted for 94% of the net time sales of all stations in 1946. The preliminary report was restricted to the comparison of the revenue experience of identical stations and networks "in order to achieve comparability."

It was pointed out, however, that preliminary reports from 343 new stations licensed during 1947 indicated they had an average monthly revenue of about $5,900. The total broadcast revenues of the 343 stations were $1,903,819; these stations were in operation 2,672 months during the year.

Gain in Revenues

Total broadcast revenues of the 821 "identical" stations gained about 6.6% over 1946. Their total net time sales rose 6.7%, "due mainly to a 7.6% rise in the sale of net time alone." Sale of station time to networks was down 3.6%, while commissions to agencies, representatives and the like dropped about 9%.

Network affiliates gained 5.7% in net time sales while non-affiliates gained 13%.

By classes of station, net time sales increased as follows:

- Forty-one clear-channel 50-kw full-time stations, 4.5% increase
- Twenty-seven clear-channel 5- to 20 kw full-time stations, 16.8% increase
- 270 full-time regions, 5.6%
- 55 regional part-time stations, 7.3%
- 404 full-time locals, 7.3%
- 18 day time locals, 20%

Meanwhile FCC released detailed compilations breaking down the overall figures on 1946 financial operations which had been released last fall [BROADCASTING, Nov. 17, 1947].

The 1946 report showed monthly payrolls of 1,015 stations (not counting network keys) grew from a total of $7,439,710 paid to 29,571 employees in January 1946, to $11,-

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FCC Reports 5.6% Increase

The aggregate broadcast income, broken down for 831 identical stations (which did not change their class, time, or status as network affiliate or non-affiliate) was $64,513,223 in 1946 and $69,598,724 in 1946, a drop of 5%

FCC pointed out that aggregate expenses of all networks and stations in 1946 comprised 79.2% of gross receipts, as compared with 75.6% in 1945. The average station's expenses in 1946 were 80% of its revenues.

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TV Network Show Sold To Motorola

FIRST USE of network television by Motorola Inc. was assured last week when the Chicago radio firm purchased a weekly quarter-hour program, sponsored by the NBC's new national spot series of eastern hookup. Announcement was made Wednesday by I. E. Showerman, NBC vice president in charge of central office.

First sale was for the week of April 7, for the network pilot series titled The Nature of Things, starts April 1 on WNBT New York, WNBW Washington, WRGB Schenectady, WFTZ Pittsburgh, and WBAL Baltimore. It will be aired Thursdays, 8:15-9 p.m. (EST).

Commitment was first sale by John McPartlin, NBC's newly-appointed national spot sales and television representative in Chicago, with the 26-week contract placed through Gourfain-Cobb Agency.

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AJC Demands Revocation

A REVOCATION hearing for KMPC Los Angeles based on charges against the news policies of President G. A. (Dick) Richards was demanded in a petition filed with FCC last Thursday by the American Jewish Congress.

Mr. Richards has "deliberately ordered that the news comments on station KMPC be 'slave-like' in such a manner which would stir up religious and racial hatred against the Jews," the AJC petition told FCC, which had received similar complaints a few days earlier [BROADCASTING, March 8].

The petition, signed by Stephen S. Wise, AJC president, and Will Maslow, attorney, charged that "the operation of station KMPC by the present management violates the Mayflower [no-editorializing] rule of the Commission in that the said G. A. Richards has dedicated the broadcast facilities of this station to the support of his own partisan ends, has used the facilities of the station to advocate his own causes, and has thereby violated his obligations as a station licensee to present all partisan viewpoints fairly, objectively and without bias."

The station's operation "by the present management is not in the public interest, convenience, and necessity," AJC declared, spelling out specific charges with relation to Mr. Richards' alleged policies.

AJC's Stand

AJC asked the Commission to order a hearing to investigate the charges, and to revoke KMPC's license if they are found to be true.

In the meantime, Americans for Democratic Action planned to sponsor a public meeting in Los Angeles on Thursday (March 18) to discuss stations in the broadcast business. "Douglas, movie actor, is state chairman of ADA.

A spokesman for James Roosevelt, California Democratic party chairman, reported that Mr. Roosevelt is "investigating the [KMPC] matter independently" and probably would file a statement with FCC this week.

Thomas Griffith, Los Angeles attorney, and local head of the National Assn. for the Advancement of Colored People, reported that he was "studying the situation."

Meanwhile, FCC refused to disclose publicly or to representatives of the Richards stations—W GAR Cleveland and WJR Detroit, as well as KMPC—the details of complaints it had received earlier. Spokesmen conceded they had not been received and it was understood they consisted of copies of affidavits purportedly made by former KMPC newsmen. FCC was reported to have taken the position that the complaints would not be made public pending a decision on the course to be taken by the Commission with respect to them.

If it was thought the charges would be brought into the FCC hearings slated to start this week on Detroit and Cleveland (Continued on page 97)

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NETWORKING TV

By BRUCE ROBERTSON

THE PROBLEMS of networking television programs from the viewpoints of both network and affiliate station were given a thorough going over Friday when representatives of more than 25 NBC video broadcasting stations either were on hand or expected to be by the end of the year gathered in the RCA Exhibition Hall in New York’s Radio City at the invitation of NBC.

Most of those present were from NBC’s AM affiliates, which are given first refusal in their markets for an affiliation with NBC’s television network. At present the network is a hookup of five East Coast stations which carry NBC video programs under a temporary working agreement. It is expected to become a full-fledged nationwide network as soon as facilities are available.

In connexion with a speech of welcome by Niles Trammell, NBC president, the morning session included a presentation of NBC’s video network present plans by William S. Hedges, vice president in charge of planning and development; a demonstration of kinescope photography (films made from the tube of a monitor receiver); introduction by Moran E. Kersta, director of television operations, and a summary of the network’s video plans for the future by Frank E. Mullen, NBC executive vice president.

Views on NBC Plans

Following a luncheon at the Waldorf-Astoria, the meeting reconvened in the hotel for a session at which the station men commented on the NBC proposals and offered their suggestions on problems for general discussion.

No details of the NBC plans were made public but it is understood that NBC is considering the possibility of combining the current network presentation and distribution to be shared among the stations receiving such service on an allocation plan which will divide the cost in accordance with the population of each market.

Revenue from network advertisers will be apportioned as in AM networking on the basis of the individual station’s contract, and eventually it is anticipated that the distribution of sets and the station rates will balance off, so that the income and share-of-expense allocations for any station will approximate the same percentage of the whole.

One NBC executive said in advance of the meeting that it was not represented at the station of the network to force any definite plan or contract on its affiliates but rather an open discussion of the various factors involved in wider networking. The aim, it was explained, was to arrive at a solution that would be fair to both

the stations and the network, which cannot alone bear the expense of providing program service without some help from the affiliated stations.

Advance list of those planning to attend the one-day meeting included: George Norton, WAVE Louisville; Clair McCollough, WDEL Wilmington; H. W. Slavick, WMC Memphis; Harold Hough, KCOP Fort Worth; W. Wheelahan, WRTV New Orleans; E. Y. Flannigan, WTVT Toledo; Aest H. Kirchhoffer, WENH-TV Buffalo; M. L. Burbank, WJAR-TV Providence; John McCormick, NBC Cleveland; I. E. Shownerman, NBC Chicago; Frank Russell, NBC Washington; Harry C. Wilder, WSYR Syracuse; Wilbur Havens, WTVR Richmond; W. C. Swartley, WHZ-TV Boston; Stanley Hubbell, WVTV St. Paul; E. M. Stoer, and Harold Burke, WBAL-TV Baltimore; Robert Peare, WRGB Schenectady; Guy Myers, WOW Omaha; Ernest Loveman, WPTF Philadelphia; Paul Morwenny, W TIC Hartford; R. Dunville, WLWT Cincinnati; George Burbach, KSD-TV St. Louis; Harry Bannister, WTVI Detroit; Walker高三, KTV Pennsylva-

nia; William Fay, WHAM-TV Rochester; Leonard Reinse, WSB Atlanta; Walter Damm, WTMJ-TV Milwaukee.

VIDEO RELAYS

APPLICATIONS for two single reversible television microwave radio relays between New York and Philadelphia were filed formally with FCC last week by Western Union Telegraph Co., when it was expected to provide political convention service [BROADCASTING, Feb. 9]. Proposed charges were attached.

AT&T meanwhile filed applications for radio relay stations to comprise the Detroit-Toledo and Chicago-Milwaukee legs of its Midwestern system, which would be adaptable to video networking.

Proposed charges cited by Western Union are $4,700 per month for all or part of 4 p.m. to 12 midnight period daily, with $840 per hourly period outside this time. Also, a $25 per hour overtime rate is proposed for any period of 5 minutes or more.

Formal tariff would be filed following granting of consent to the system by FCC. Western Union has requested that the applications be expedited. Another filament, Philco Corp., for equipment deliveries are slotted for a June 1 completion date.

N. Y.-Philly Link

Western Union Seeking

The Western Union applications request six Class 2 experimental microwave stations on 5826-6425 mc, with 15-w power. Two units each would be located in New York and Philadelphia, with two connecting relay links, one three miles south of Neshanic, N. J., and the other at Mount Laurel, 12.5 miles east of Camden. The terminal points would be located on customers’ premises.

Should the Philadelphia-New York circuit prove successful Western Union said it would expand along its new radio-relay telephone lines underway to Washington, Pittsburgh, Chicago, etc.

The AT&T applications request Class 2 experimental radio relay stations for Detroit-Toledo and Chicago-Milwaukee common carrier service. Six stations are sought which would tie in with the Bell System’s general coaxial cable and radio relay expansion [BROADCASTING, Jan. 5, Feb. 16]. Specifying Western Electric equipment, station facilities would be approved.

Locations of the newly requested links, and their ultimate points of communication, are: Detroit (To-

ded); Chicago (Milwaukee); To-

delo (Detroit); 1.5 miles south, southwest of Wilmot, Wis.; 0.3 mile southwest of Prospect, Wis., and 0.7 mile Lake Zor-

ich, Ela Township, Lake County, Ill. (all Chicago-Milwaukee).

AT&T is expected to file television applications for the New York-Washington coaxial cable link by April 1, to be effective May 1 [BROADCASTING, Feb. 16].

Another for Video

JUST as television sets have proved a lure for tuners where adults are attracted by televised sports events, so they can attract the youngster set to candy and soft drinks.

According to a report in the New York Sun by Charles Feldman, proprietor of a New York's lower East Side. Installation of a video receiver has filled his store with small fry in the early evenings, keeping his business growing.

Keeping his satisfaction that he is helping the city to combat juvenile delinquency by keeping 40 or 50 kids off the streets each night.

Gillette Buys TV Rights For Boxing

AN UNUSUAL DEAL was made last week when an advertiser, Gillette Co., of Boston, bypassed the networks and bought the television rights as well as the radio rights to the boxing matches —including the Joe Louis-Jersey Joe Walcott heavyweight championship bout—directly from Mike Ja-

cob's 20th Century Sporting Club.

Previously, the radio rights to the bouts had gone to the club were held by ABC, while the television rights were owned by NBC. Gillette bought both sets of rights last week.

Gillette will most likely use the NBC television facilities for the telecasts of the fights, an official of Gillette Co. told BROADCASTING last Thursday. The television rights contract for Gillette goes into effect on June 1.

As for the radio rights to the bouts under contract with ABC, out Aug. 27. It was assumed that the advertiser's radio rights to the fights becomes effective immediately after that. No decision has yet been made as to whether the broadcasts would be continued on ABC when Gillette takes over the rights.

Both radio and television contracts are for one year. Price of the television rights for Louis-Walcott fight from Yankee Stadium on June 23 is said to be in the neigh-

borhood of $100,000, which figure the advertiser was neither to confirm nor deny. Maxon Inc., New York, is the advertising agency for the Gillette Co.
Take a full measure of the finest in radio entertainment—News—music—drama—sports—quiz shows—top personalities and Outstanding public service and you've got WAGA— "Where Advertisers Get Action!"

Through the years WAGA produced programs have proved themselves—Hooper-wise—in audience response—in advertising results. It isn't surprising that WAGA gets Georgia's first TELEVISION grant. Now, come next kick-off time, WAGA will be bringing the best in TELEVISION, too!

Meantime, WAGA advertisers will go right on reaching 113 Georgia counties where 64% of Georgia's radio homes and 61% of its buying power are concentrated. They're getting results.

WAGA—First in service—First in locally produced programs, Hooper-wise—First as an advertising buy—First to get FCC "go ahead" for TV in Georgia—

Let Avery-Knode better give you the details.

ATLANTA'S WAGA

5000 WATTS • 590 KILOCYCLES

National Representatives — AVERY-KNODEL
NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA
ELECTIONS
Lalonde, Rice, Allard
Named by Board

At their first meeting following the annual convention, the directors of the CAB met for the election of officers and elected as president Phil Lalonde, CKAC Montreal, and as chairman of the board, G. R. A. Rice of CFRN Edmonton. Both have been members of the CAB virtually since its foundation; both have been directors for many years, and Mr. Rice, who succeeds Harry Sedgwick, CFRB Toronto, as chairman of the board, was for the past year the president of the association. Replacing Harry S. Dawson, who recently resigned as general manager, the directors have named T. (Jim) Allard, well known in Canadian broadcasting.

Mr. Allard was born in Sault Ste. Marie, Ont., spent most of his early years including all his schooling in Western Canada. He started in radio with CICB Edmonton in 1935 and remained there to 1944 when he was chosen to head up the newly formed radio bureau in Ottawa. In November 1946 he was appointed as director of public service of the CAB and has since that time acted in a dual capacity, making his headquarters in Ottawa. It is understood that for the time being at least, Mr. Allard will continue to live in and work from Ottawa and will give general supervision to the activities of the radio bureau while devoting most of his time to his new responsibilities. The secretarial and general office of the CAB will be maintained in Toronto as heretofore.

GROUP of Canadian broadcasters at Quebec sessions. Seated (1 to r): Harry Sedgwick, CFRB Toronto; Gordon Henry, CJCA Edmonton; Ralph Hackbusch, Stromberg-Carlson, Toronto; Joseph Sedgwick, CAB counsel, Toronto; Malcolm Neil, CFBR Fredericton; Fred Lynds, CKCW Moncton.

By James Montagnes

Canadian Broadcasters unanimously approved new fee schedule based on gross station revenue, continuation of the campaign for freedom of speech on air and stand for an independent licensing body responsible only to Parliament at 14th annual convention at Quebec March 8 to 11.

Left to incoming board are new problems of dollar volume discount, underwriting cost of new research on family and personal listening habits, finding successors to retiring Manager Jack Johnson and Broadcast Sales Director Doug Scott.

New board of directors elected were: Harry Sedgwick, CFRB Toronto; George Chandler, CJOR Vancouver; G. R. A. Rice, CFRN Edmonton; A. A. Murphy, CFQC Saskatoon; Bill Guild, CJOE Lethbridge; Ken Sibley, CHML Hamilton; Ralph Sneilgrove, CFOS Ovensound; Phil Lalonde, CKAC Montreal; Paul Lepage, CKVQ Quebec; Malcolm Neil, CFBN Fredericton; Fred Lynds, CKWC Moncton.

Wednesday morning closed business session was devoted to report on music situation in Canada and the U. S. by Jack Slatter, Radio Representatives Ltd., Toronto, who gave latest developments on the Petriello situation which applies also in Canada. The meeting adopted resolutions for further study by the new board of the new dollar volume discount plan, voted to continue principle of giving 12 months’ protection to advertisers on station rate changes and voted further study by new board of plans to eliminate artificial audience stimulation by giveaways.

Discussion on principle continuing last year’s public relations campaign for independent licensing body resulted in unanimous vote for the new board to appoint a planning committee on development of this year’s campaign. It will be noted that the Parliamentary Radio Committee sits again this summer in Ottawa.

Close to 350 Canadian and American broadcasting industry executives gathered at the Chateau Frontenac, Quebec, for the CAB’s 14th annual convention. It was the largest annual meeting on record.

In opening the convention, Mr. Sedgwick welcomed delegates and visitors, but unlike other years did not review the CAB operations of the past year. Session started off with detailed report by retiring CAB director of broadcast advertising, Doug Scott, who pointed out that CAB should start at once an advertising campaign in business papers and on member radio stations to promote radio broadcasting as an advertising medium.

He reported that Canadian government departments are a potential source of advertising, but that radio must do considerable missionary work to develop this government advertising for the medium. He told of the usefulness of CAB promotion material to Canadian broadcasting, and that the CAB tie-up should be continued by his successor as it has been found highly valuable for CAB members.

Promotion Report
Mr. Scott reported on promotion done for radio during the year at annual meetings of the Canadian Retail Federation and Assn. of Canadian Advertisers. He felt that needs of large advertisers should first be carefully studied before CAB or individual stations presented programs, especially to potential large advertisers, who have not yet used radio.

Mr. Scott felt that CAB should increase the staff of its broadcast advertising department to give better service to members. More time would be available to call on advertisers by having a full time staff to do the inside organizational work, he said, in addition to the sales staff.

Bert Cairns, CFRC Calgary, and president of Western Assn. of Broadcasters, reported that the WAB was opposed to artificial stimulation of audiences through giveaway. Motion for CAB to act on this was brought forward by the WAB.

Price mention regulations in Canada might be changed in the near future, Harry Sedgwick reported. He stated that he was encouraged to believe that price mention regulations of the Canadian Broadcasting Corporation might be changed at the forthcoming CBC board meeting, March 19, Ottawa, when CAB will present its case for changing the regulations. They currently forbid the mention of prices in commercials on Canadian stations.

Second half of opening meeting was turned over to the Bureau of Broadcast Measurement. Slide presentation was made by Horace Stovin, H. N. Stovin & Co., station representative, Toronto, on value of BBM reports for stations and advertisers. Hugh Feltis, Broadcast Measurement Bureau, New York, paid tribute to Canadian stations for starting the operation and pointed out that BBM had benefited by the pilot survey of BBM in Canada. He told Canadian broadcasters and agency executives that BBM is to undertake a study of FM and TV audiences and will extend BBM operations to Alaska, Puerto Rico and Hawaiian stations.

John Churchill, BMB New York, gave Canadians a view of some research being done now in the U. S. on cutting costs of gathering data, plans to obtain a survey on av-
Spelled J-E-T

We don't know about you, but we've always wondered just what a jet job looked like. There it is.

It seems that GE has developed a "streamlined, axial flow jet power plant" for civilian and military aircraft. It's light. And it's more powerful at high speeds than any reciprocating engine in current use.

Sounds just like a W-I-T-H story. Down here in this big and diversified Baltimore market, it is the streamlined programming of W-I-T-H that has developed more sales power than some of the heavyweight letters. Modern science has pretty well established that you don't have to be a top-heavy, cumbersome thing to be BIG and fast on the uptake.

Smart advertisers have known this a long time in Baltimore radio. They've been buying W-I-T-H . . . that's the successful independent that delivers more listeners-per-dollar-spent than any other station in town.
CHANGE in minimum-hour operating rules for television has been asked by TBA in a petition to FCC.

TBA would make Sec. 3.86 (a) read that each licensed TV outlet must maintain a regular program schedule of not less than two hours daily in a five-broadcast day week with not less than 12 hours weekly total during the first 18 months. Also not less than 16, 20 and 24 hours service weekly for all license periods over the first 36 months.

Reasons cited: Past waivers of rule by FCC, developmental nature of art.

WBNB (FM) Beloit, Wis., has extended its daily schedule from six to 12 hours.

CONCLAVE

ROBERT SAUDEK, vice president and public affairs director of ABC, told more than 200 state and national radio, education and community leaders at the Third Annual Michigan Radio Conference at Michigan State College March 5 that American broadcasters' "right to editorialize is almost a duty."

Mr. Saudek gave his views on the issue now confronting the FCC during a luncheon address, "Radio Looks at the Problem." Editorializing in the public interest, he said, was part of the privilege of station ownership, and it is the station's duty to fight against illegalities and frauds, or for programs promoting the community welfare. The ABC executive said that radio must be classified with the other media of mass communication in this respect, and if the other side of the question can be aired through other means, the radio station should not be required to present both sides of all controversial issues.

In reference to political broadcasting, two members of the executive panel opposed the FCC's interpretation in the recent Port Huron decision. Edwin K. Wheeler, assistant manager of WWJ Detroit, charged that the ruling prohibiting station owners from censoring political scripts went far beyond the constituted authority of the governmental body. James Maloney, MBS executive, maintained that the ruling's only result was to cloud completely the highly controversial matter of radio and political broadcasts.

The conference was directed by Joseph Callaway, Michigan State College professor in charge of radio. The keynote address of the morning session, "Education Looks at the Problem," was delivered by Prof. Kenneth Bartlett, chairman of the radio department, Syracuse U.

BOSTON AD, NEWSMEN SEE TV PRESENTATION

YANKEE NETWORK television clinic in Boston closed March 3 with presentation of a program from WCBS-TV New York before more than 400 Boston advertising and newsmen at Boston's Hotel Somerset. Program was microwaved from New York to Boston terminal and relayed from the terminal to the Somerset roof.

For the demonstration General Electric set up in the hotel four 10-inch screens and one 18 by 24-inch screen. Tubes used in the 10-inch screens were GE's new Daylux aluminum-backed tubes.

Included in presentation were: Sign-on program prevues, weather forecast, a film ("Take Your Pick"), a musical interlude, a time signal and the Tournament of Champions Eastern Golden Gloves boxing bouts originating at Madison Square Garden, New York. Linus Travers, executive vice president and general manager of Yankee, spoke preceding the demonstration.

FCC Meetings

REGULAR weekly meeting of FCC commissioners to act on broadcast and other matters has been moved from Thursday to Wednesday, the Commission reported last Monday. The change became effective March 10. The Wednesday meetings will be subject to occasional precedence by higher priority matters, FCC stated.

WSIX sells the goods

Words can paint a picture to make your mouth water—or to make kids rush for bread 'n' jelly. That's the small beginning of big sales figures and that's why the leading bakeries, and distributors of bakery goods in the Nashville area have used WSIX's power to sell the goods for so many years. One major baker has been a consistent advertiser with programs and spots for over 10 years; another for almost 6 years. Dozens of other national, regional and local companies have learned to count on WSIX, year after year, for sales in Nashville's 51-county retail trade area. For more facts about the help WSIX can give in selling your goods, call your nearest Katz Agency representative!

Coming Soon!

WSIX—FM

5000 WATTS • 980 KC

AMERICAN

Represented Nationally by THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

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Oh Say! Can You See
AIR PERSONALITY
IN THESE FACES?

These Are The Men Who SELL Through WOW Mikes:

Lyle DeMoss
Program Manager

Ray Olson
Production Manager

Merrill Workhoven
Chief Announcer

Ray Clark
Chief Newscaster

Russ Baker
TV Production Manager

Gene Edward
Asst. Production Chief

Tom Chase
Transcription Manager

Mal Hansen
FCC Director

Bill McBride
Announcer

Tip Saggau
Sports Director

Thomson Holtz
Announcer

Your JOHN BLAIR MAN Will Arrange
for These Men To SELL for YOU!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN BLAIR & CO., REPRESENTATIVES • JOHN J. GILLIN, JR., PRES. & GEN'L MGR.
Thousands of WIBW listeners can make this statement, because scenes like this are common throughout Kansas and adjoining states. We’re reproducing it to bring out the fact that these First Families of Agriculture have a mighty healthy income in addition to bumper wheat crops.

Another thing these farm families have in common is their long-established loyalty to WIBW—their immediate action upon our buying recommendations. Ask any WIBW advertiser! He’ll tell you that WIBW is the fastest, most economical way to get RESULTS in this rich farm market. You’ll find it true, too!
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 PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
How many advertisers allot exactly one salesman to every market in the nation—regardless of the importance of the market, the number of prospects to be covered, the intensity of competition, etc.?

National spot radio is more efficient radio because it permits you to hit every market you want, exactly the way it deserves to be hit—to use every station in any given areas, if that’s indicated, or to skip those areas entirely if you do not think they’re worth your cultivation.

Free & Peters, pioneer station representatives, sell more efficient radio in the markets at the left. We know those markets. If you sell merchandise in any of them, we believe we can give you some profitable ideas for Bull’s-Eye Radio—even if you are now sponsoring the biggest network program on the air.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK
CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
Wm. Brooks Writes On Handling News


FIRST-HAND material based on actual experience forms the backbone of William F. Brooks' Radio News Writing. Mr. Brooks, NBC vice president in charge of news and international relations, has written a practical guide to the right way of handling various types of news broadcasts.

Following the introduction, which is a brief history of radio and news and special events broadcasting in particular, the first chapter deals with the question, "Who Originates News Programs?" Mr. Brooks takes up the problems of sponsoring, news policy, sources, and types of coverage—foreign, Washington, coast-to-coast, New York and local. He also discusses the set-up of the station news bureaus and cites examples of outstanding news coverage by radio.

"Types of Radio News" summarizes the eight general categories of news broadcasts: straight reports, roundups, commentary or analysis, specialized commentary or analysis, features, on-the-spot pickups, women's news, sports. Later chapters are devoted to these categories in more detail.

Mr. Brooks also covers the job of the news editor with a station or network. The chapter on "Television News" discusses "a rough breakdown into two categories (of television news): A straight recital of the news or news opinion, aided by charts, maps, or still pictures; and the transmission of the news event as it happens, allowing the picture to tell its own story."

The last section of the book contains samples of outstanding commentary scripts and eyewitness accounts, from the files of the four networks.

Georgia Institute Speakers Selected

Miller and Reinsch Will Address Annual Session April 6-7

JUSTIN MILLER, NAB president, and J. Leonard Reinsch, general manager of Cox Radio Stations as well as radio advisor to President Truman, head the list of notables scheduled to address the third

Mr. Reinsch
Mr. Miller

annual Georgia Radio Institute April 6-7 at the U. of Georgia Henry W. Grady School of Journalism. Institute Chairman Marcus Bartlett, WSB Atlanta program director, announced their acceptances.

The Institute, sponsored jointly by the Georgia Assn. of Broadcasters and the Grady School, will bring together radio experts and students interested in radio as a profession for a discussion of the problems and prospects of the broadcasting industry.

The Grady School announced at the same time that two vacancies on the advisory board for the George Foster Peabody Radio Awards have been filled by Paul

Mr. Porter
Mr. Crosby


The next meeting of the board will be held March 22 at the Hotel Commodore, New York, to select the 1947 winners. The winners will be announced and awards presented at a luncheon meeting of the New York City Radio Executives Club in April.

WESTERN regional audience participation format heard on ABC stations and known as "What's Dola? Ladies" has changed its name to "Surprise Package." Program's new format stresses informal audience participation.

40,000 Dimes From WJBK Listeners

When listeners prove their responsiveness by sending in $4,000 (in a two-week period, for the March of Dimes) it indicates folks are paying attention, listening alertly . . . that the station making such a record wields influence and has prestige with a king-size audience. Advertisers can see in such responsiveness a certain proof of advertising results.

BEST PROGRAM BUY OF THE MONTH

"SQUARE BLOCK, JUNIOR"
Mondays through Fridays, 8 to 9 P.M.
A DISC-JOCKEY PROGRAM SOLD ON A PARTICIPATION BASIS.

Sure—a lot of listeners prefer their music swing-y and fast, but research by our program department shows just as many people prefer the sweet and slow . . . and that's why SQUARE BLOCK, JUNIOR serves them Wayne King-ish music on platters. Comments by Square Block, Junior are strictly straight and square.

THE NEW WJBK
DETOIT'S MOST PROGRESSIVE STATION
ALL WJBK PROGRAMS BROADCAST SIMULTANEOUSLY ON WJBK—FM 92.1 MC.
You can't cover California's Bonanza Beeline without on-the-spot radio

How good is this part of California and Nevada? The answer is: people in the Bonanza Beeline annually spend more on retail purchases than all San Franciscans and Seattleites combined.

But these prosperous people live in a land ringed by high mountains—natural barriers that hinder outside radio signals. So to reach Beeliners, tell your story on the five BEELINE stations—the stations in the market.

With all five, you blanket this whole 2 Billion Dollar market. Individually, they give you top local coverage. For instance, take Sacramento, the nation's most popular test market. In a recent Hooper Survey, KFBK Sacramento led all competition with an audience share of 23.9 for total rated time periods. Ask Raymer for the full Beeline story.
In ten years the electrified farms in the WSM region have increased 794%. That's a market. But whose market is it?

It's a market for appliances, for home and farm—appliances which, in addition to their own trademarks, bear an invisible label—the stamp of approval our listeners automatically attach to products advertised over WSM. Our 7½ million have come to accept as gospel the statements that ride our 50,000 watt, clear-channel signal.

This confidence is the force that opens the gates to this market for our sponsors.
BANK FINDS RADIO DOES JOB
Results of Denver Institution's Use of Medium
Called 'Intangible' But 'Cumulative'.

THE ADVERTISING EXPERIENCE of a Denver bank should give rise to rejoicing in the industry, for this institution in a field renowned for its prudent and conservative practices has endorsed radio advertising as a sound investment.

The United States National Bank of Denver last month concluded its first year's use of radio as a major advertising medium, and James S. Holme, public relations officer of the bank, outlined its experiences in the February 1948 issue of the Financial Public Relations Association Bulletin. Limiting the outlay for radio in its "rather modest advertising budget" to one-third, the bank selected a 15-minute packaged musical show featuring musical comedy selections on Monday nights, quartet and choir music on Wednesday nights and dance music on Friday nights. Later, over KFEL Denver, the bank presented a packaged choral program, Wings of Song, produced by Emile Cote and his serenaders with Warren Sweeney as narrator. This series, presented Monday, Wednesday and Friday nights, consisted of 55 15-minute programs, with two breaks for commercials. Last fall a recorded show, "Leaky of Notre Dame," transcribed by Coach Leahy and Sportscaster Harry Wismer, was substituted in the Friday night spot.

"Actual results from our advertising," Mr. Holme wrote in The Bulletin, "have been rather difficult to prove, but the chief evidence of some success has been observed by our installment loan department. When they have made informal checks on new business coming into the department they have reported that radio has brought more load inquiries than any other advertising medium, although 'word-of-mouth' and referrals are still our best sources of new customers."

"I feel personally that radio is an indispensable part of a bank's advertising strategy and that its results are very intangible and cannot be 'proved' conclusively in our type of business, as they can in promoting three-dimensional merchandising."

"Further, I believe that radio's results are cumulative, over a period of months or even years, and no venture into this advertising medium should be made unless the advertiser is prepared to stay with it for at least six months to a year."

"I do not believe it is fair to expect the immediate profits on installment loans, for example, directly traceable to radio advertising, to pay for the radio program. I say this because every customer who may come in for a loan because he 'heard your commercial last night' also becomes a potential customer for other bank services, and, in addition, may send his friends in to do business in your bank."

WTMJ Files $10,000 Suit Against WMAW Licensee

WTMJ Milwaukee (Journal Co.) has filed a $10,000 and profits-from-program suit against Jack Bundy and the Midwest Broadcasting Co., which expects to put WMAW Milwaukee on air this month. WMAW plans to present programs by Mr. Bundy and his band, using the name "Heine and His Grenadiers." WMAW says WTMJ's complaint is based on a charge that Mr. Bundy while with WTMJ (1932-1944) signed a contract agreeing never to use the name on any other Milwaukee station.

Mr. Bundy, according to WMAW, states that the contract he signed stipulated only that names "Heine" or "The Grenadiers" should not be used on any station within a 100-mile radius of Milwaukee for 60 days after he left the employ of WTMJ. Date for preliminary hearing on case has not been set.
RAY R. MORGAN
President
Raymond R. Morgan Co.
Hollywood

You're a fabulous fellow, Ray Morgan, and we'd like to doff one of those eight-gallon hats you're so fond of wearing to you. We read somewhere, Mr. Morgan, that you are an exponent of the "lagniappe" principle in advertising. The word "lagniappe," our dictionary tells us, originated with the Creole tradesmen of Louisiana, and means something "extra" with each purchase. KGW subscribes to that principle, too. For instance, although Oregon has had a 39.2 per cent gain in population since 1940 — second largest in the nation — KGW advertising rates are still in line with prewar figures. Thus KGW gives extra listeners with each purchase of station time. KGW offers advertisers many other plus values too numerous to mention here. Come to think of it, this ad is a lagniappe for you, isn't it, Mr. Morgan?

KGW
PORTLAND, OREGON
AFFILIATED WITH

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
IRE AWARDS

LIST of awards to be given by the Institute of Radio Engineers at its annual convention March 22-25 in New York has been announced. They will be presented at the IRE banquet March 23, which is to have FCC Chairman Wayne Coy as speaker. The awards and their recipients are:

The Medal of Honor to L. C. F. Horie, chief engineer, Radio Manufacturers Assoc., Engineering Division, "for his contribution to the radio industry in the field of broadcasting"; to W. H. Huggins, civilian engineer, U. S. Air Force Air Material Command, "for his paper on broadband noncontracting short circuits for coaxial lines."

Fellow Awards will go to:

- M. W. Baldwin, Bell Labs, "for his fundamental investigations of the quality of television pictures."
- H. W. Bed- ford, English engineer, "for his development of special circuits for television and for his guidance of a multiplicity of technical committees into effective action."
- The Merita Liebhman Memorial Prize to W. V. S. Seeley, head of RCA Industry Services Division, "for his development of ingenious circuits related to frequency modulation."
- The Brower J. Thompson Memorial Award to W. H. Hughes, civilian engineer, U. S. Air Force Air Material Command, "for his paper on broadband noncontracting short circuits for coaxial lines."
- To: E. W. Herold, RCA, "for his contributions to the development of special circuits for radio."
- To: William E. Huggins, Hewlett-Packard Co., "for his contributions to the development of special circuits for radio."
- To: J. R. Chambers, General Electric Co., "for his outstanding leadership he has provided in the translation of research in engineering in one of the country's large industrial laboratories."
- To: J. O. Coleman, RCA Victor, "for his contributions through development, design, and technical direction of work in the field of radio transmitters."
- To: A. E. Culham Jr., "for his contributions to the wartime radio-countermeasure program."
- To: R. B. Dore, GR, "for his contributions to the theory and design of vacuum tubes."
- To: Albert Rose, RCA, "for his contributions to the development of special radio testing and measuring equipment."
- To: K. W. Pierce, "for his contributions to the theory and design of vacuum tubes."

On Agenda for Sessions

Sessions on all phases of technical radio developments will be held both at the hotel in Grant Central Palace, where some 600 manufacturers of radio and electronic equipment will have displays. Of the more than 125 technical papers that will be given during the convention, those of special interest to broadcasters include the following:


there's plenty of "CREAM" for you in AMERICA'S DAIRYLAND

and you can get it with WISCONSIN'S most powerful RADIO STATION

WKOW

MADISON, WISCONSIN M. B. S. AFFILIATE

Here's the 10,000 WATT station that has all dairyland listening . . . with top notch programs built to local preferences . . . and already building sales for many advertisers who appreciate the potentials of this cream-rich market. We invite you to share in this rich Statewide Market (Yours with a single station) — and we'll go the full way to support you in your merchandising.

HARRY H. PACKARD, GENERAL MANAGER

MONONA BROADCASTING COMPANY MADISON 3, WISCONSIN
ALARMED over the State of Wisconsin's plans for a five-station FM network, which would give the commonwealth a total of seven "so-called educational" outlets, the League of Wisconsin Radio Stations has voted to have a committee discuss "this wasteful, socialistic trend" with Gov. Oscar Rennebohm.

Four league members were appointed by Charles J. Lanphier, president, to call on the governor. They are Howard Dahl, WKBH La Crosse, Harry R. Le Poidevin, WRJN Racine, Joseph D. Mackin, WMAM Marinette, and G. P. Richards, WHBL Sheboygan.

"Gov. Rennebohm is a business man and should quickly see our point of view," said Mr. Dahl. "Commercial stations could handle the state's educational material and save the taxpayers the expense of building the new network. At the same time our private enterprises would be preserved."

The governor, a Republican, was a successful Madison druggist for many years before entering politics.

Several of the 35 station managers attending the quarterly meeting, in WTMJ Milwaukee's "Radio City," were sharply critical of the state's radio operations. It was the consensus of the group that WHA Madison, state-owned U. of Wisconsin station, and WLBL Stevens Point, Wisconsin Department of Agriculture outlet, already have overstepped their bounds as educational licensees.

"The programming of these stations is designed to capture every possible listener so that so-called educational information—which amounts to propaganda—will reach every home," said Ben A. Laird, president of WDUZ Green Bay. "This is a wasteful, socialistic trend. It should be stopped."

A league committee, previously appointed to negotiate a reduction in the $100-per-station-per-game fee imposed by the Wisconsin Interscholastic Athletic Assn., was instructed to continue its work. G. P. Richards, a member of the group, said chances of "getting around the fee" are remote.

Don C. Wirth, vice president of WNAM Neenah-Menasha, reported he had contracted with high schools in his area to broadcast all athletic contests at home.

"If teams from these schools qualify for tournaments sponsored by JWA in Neenah-Menasha, I am prepared to make a test case by airing each game without paying the $100," he promised.

The league voted to draw up a form for obtaining information on labor contracts (using NAB's digest of contracts as a guide). It was reported that the International Brotherhood of Electrical Workers desires that all its contracts expire on the same date each year—Sept. 30.

Delegates interviewed

WTMJ officials, headed by Walter J. Damm, general manager of Milwaukee Journal stations, attended most of the league's sessions and escorted members through every department of the Journal's "Radio City." Several delegates were interviewed on WTMJ-TV during the afternoon, and in the evening Mr. Damm gave the visitors a party.

KEOX GRAND JUNCTION GOES ON AIR FULLTIME

KEOX Grand Junction, Col., 1320 kc, 250 w, went on the air Feb. 29. Licensed to Voice of Western Colorado, KEXO is a fulltime independent. D. Spencer Grow is president and Abbott Teasman general manager, as well as head of commercial and promotion departments. Mr. Teasman has been with NBC and ABC in Hollywood.

Program director is Bob Collins, formerly program and traffic director of WPRO Fremont, Ohio. Troy Vanlandingham and Harold Roper are salesmen. Former chief engineer of KFEL Denver, Howard S. Johnson is chief engineer, assisted by Lee (Tiny) Grothe, of KJAY Topeka.

Bill Metcalfe and Jim Earley are announcer-engineers. Muriel Hammer is director of women's programs, and Muriel Fuller is receptionist. KEXO uses UP service.

U.S. ARMY Recruiting Service of Long Island, presented citation to WHLI and WNYM(FM) Long Island, in appreciation for programs and spot announcements carried as public service for recruiting purposes.

KELO Sioux Falls, S. D., will present regularly scheduled radio course on March 1, using station personnel as instructors. During, spring quarter at South Dakota State College, all members will conduct lectures on various phases of radio station operation. Full college credit will be given to those who enroll.

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BROADCASTING • Telecasting
The Monona Broadcasting Company, Madison, Wisconsin, had the money but no station. Faced with "impossible" allocation difficulties, they called on Andrew engineers, who succeeded in finding a frequency and designing a directional antenna system. Thus, WKOW was born. Within ten months after the construction permit was granted, Andrew engineers completely designed, built, tuned, and proved performance of a six-tower 10 kw. station—an unusually difficult engineering feat accomplished in record-smashing time. A complete 'package' of Andrew transmission line and antenna equipment was used, again emphasizing Andrew's unique qualifications: Complete engineering service with unsurpassed equipment.

Mr. Harry Packard, General Manager of WKOW, wrote:

"Speaking for the entire staff of WKOW, I would like to congratulate the Andrew Corporation on the remarkable engineering job it performed in helping us get WKOW on the air. We feel that the technical perfection of our installation is due in great part to the efficiency of Andrew equipment and engineering service. In particular we wish to thank Mr. Walt Kean of the Andrew Broadcast Consulting Division who was responsible for conceiving and designing the installation, supervising construction of all antenna equipment, and doing the final tuning and coverage surveys."

A total of 13,618 feet of Andrew transmission line and complete phasing, antenna tuning, phase sampling and tower lighting equipment went into this job, complementing the best in engineering with the ultimate in radio station equipment.

So, just write Andrew when you are ready to enter the broadcasting field. Andrew will get you on the air.


**MOTORISTS WISE, SIMONIZE**

That's a phrase that glistens like a new car . . . performance and constant repetition have made it world famous.

**TIME BUYERS WISE, USE WHHM**—that's another phrase borne out by results.

Isn't it comforting to know that when you pick a product—or a radio station—that will perform as stated on the "label." That's why you can buy with confidence on the station that delivers

MORE LISTENERS PER DOLLAR IN MEMPHIS

Put WHHM on that Memphis Market budget for sales that proclaim a wise buy.

**WHHM**

WHHM's best reference is public preference

Memphis, Tennessee

PATT MCDONALD, general manager, FOR JOE & CO., representatives

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**OPINION ON POLL**

The second study of Public Opinion, in which 70% of the respondents thought radio was doing a good a excellent job, is a "deserved testimony" to radio's achievements, but it ought to be regarded as a "memorandum that there are still things to be improved."

This is the conclusion of Dr. Paul F. Lazarsfeld, of the Columbia U. Bureau of Applied Social Research and consultant on the survey conducted by the National Opinion Research Center, of Chicago U. for the NAB [Broadcasting, March 8]. Dr. Lazarsfeld spoke at a press luncheon in New York at which results of the survey were released last week.

It was to the credit of the industry that it sponsored research into the public's opinion of it, Dr. Lazarsfeld said. The overwhelming public confidence in broadcasting, as shown in the survey, was a tribute, he said, but there are "still things to be improved (in radio) even though only a minority of the people suggests it."

Dr. Lazarsfeld made particular reference to a showing of the survey that 20% of the people would like to hear more serious programs. He also warned that broadcasting was confronted with the need for a better public relations program. He pointed out that the survey showed a "marked lag in public awareness of new programs."

Accordingly, he said, people have "the habit of listening today to what they listened to yesterday."

Broadcasters, he suggested, ought to take more vigorous means to advise the public of new programs and new program developments. He thought radio ought to enlist the assistance of other media to "tell people what is going on in radio."

Justin Miller, NAB president, who presided at the luncheon meeting in the Waldorf-Astoria Hotel, said that copies of Dr. Lazarsfeld's preliminary notes on the NORC study as well as a prepared talk concerning the report had been sent to all members of NAB. Members were urged, he said, to present the report to their communities, through appearances before civic groups or whatever other forums were available.

Additionally, Judge Miller said, it was contemplated to issue the final study in book form, as was done with the first Study of Public Opinion in 1945. That was issued under the title The People Look at Radio.

**Taft Hotel in New York Also to Offer Television**

The Taft, third New York hotel to plan the installation of television receiver units in some of its rooms, last week said that "guest television" units renting for $1 a day are to be installed by May in 132 rooms and suites. The announcement added that the Taft will provide for an extension of video service throughout the hotel at a later date.

Horace Atwood Jr., president of Industrial Television Inc., which has developed "guest television," said that the Taft installation is "the largest and most comprehensive announced by any major hotel." The Roosevelt was New York's first hotel to disclose such an installation, followed recently by the Hotel New Yorker.

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**RCA's Folsom Will Speak At Brand Names Meeting**

**SPEAKERS in the Brand Names Day symposium at the Waldorf-Astoria in New York on March 30 are to include the following:**

Frank M. Folsom, RCA executive vice president and vice chairman of the Brand Names Foundation board of directors; Stephen A. Douglas, sales promotion director, Kroger Co., James Rotto, sales and publicity director, Hecht Co.; Alfred B. Stanford, national director, bureau of advertising, American Newspaper Publishers Assn.; C. D. Southard, vice president and director of sales promotion, Butler Bros. H. Ford Pe稻ne, merchandising director for Life magazine, is chairman of the program committee.

**KFI Hollywood resumes all night clear channel operations March 27. Station had been ceasing operations after 12:00 a.m. for past several months.**
You think a Times Square crowd is a big nighttime audience? Of course it's big... but not so big as the crowd of Philadelphians who stay up nights and listen to the "KYW Radio Nightclub." This is the popular show in which Bobo Benson combines popular platters with pleasant patter, from 11:10 PM till midnight. Six years in the same slot has made this program a Philadelphia institution. With participations in "Nightclub," you reach a huge nighttime audience, in the nation's third market, at economical daytime rates.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KDKA - WOWO - KEX - KYW
National Representatives, NBC Spot Sales — Except for KEX • For KEX Free & Peters
SALE CLAUSE

TWO OBJECTIONS have been filed to FCC's proposed rule which would ban time reservation considerations in station sale transactions and require modification of existing contracts of that nature [Broadcasting, Feb. 9]. Both objectors declare the Commission's proposal is unconstitutional, and seek hearing on the matter.

The objectors are Albert J. Felman, who has a time reservation agreement with WJOL Joliet, Ill. (formerly WCLS), and the Berachah Church, Philadelphia, which has had a similar agreement with WPEN Philadelphia. March 8 was final date for filing comment on the proposed new rule.

The license-renewal application of WJOL was designated for hearing on the time-reservation issue in 1946 and the case is still pending. Mr. Felman charges the new rule would retroactively affect disposition of the case.

WPEN in January notified the Berachah Church, the latter claimed, that effective Feb. 1 time would no longer be made available. The church has filed a bill in the Philadelphia Common Pleas Court seeking enforcement of its purported agreement with the station.

Announced just a month ago, the proposed rule would forbid transfer of an AM, FM or TV license in any instance in which the seller "retains any right of reversion of the license or any right to the re-assignment of the license in the future, or reserves the right to use the facilities of the station for any period whatsoever." To "avoid undue hardship," such agreements involved in sales approved before effective date of the new rule would not be invalidated if they have been fully disclosed to the Commission and meet certain minimum requirements.

Mr. Felman, who sold WJOL (WCLS) in 1932 upon condition he receive three-quarters of an hour per day for his family-owned Boston Store as long as the station operated, asserted in his brief that the proposed FCC rule is contrary to the Constitution's Fifth Amendment in that it would result in the taking of property without due process of law.

Mr. Felman objected to the FCC's proposed requirement that stations might terminate existing time-reservation contracts upon payment of a reasonable sum, evaluated in a case by the Commission. This, too, would be unconstitutional, he maintained.

In the WPEN matter, the Berachah Church indicated in its brief it would be willing to make its agreement to meet all requirements of the Commission's proposed rule excepting the portion giving the station cancellation privileges through monetary payment.

The church stated that the Commission has a "legitimate statutory interest" in providing against any proprietary claims in the licensee and in "assuring control of programming by the licensee." But, the church stated, "it has no such interest in requiring that the promisee in these contracts radically change his original bargain by trading that which he bargained for, a reasonable amount of broadcast time, for what may well prove to be an illusionary and totally inadequate right to money damages."

Information in Brief

According to the brief, Berachah Church was granted a standard station license for Philadelphia in July 1930. A wholly-owned subsidiary, WRAX Broadcasting Co., subsequently was established. The stock of this firm in turn was sold by the church to Clarence H. Tawbel for $15,000 cash and perpetual right to broadcast religious services and programs over the facilities, the brief maintained. Agreements of August and November 1930 provided 4½ hours weekly for the church. It was further explained that WRAX Broadcasting varied in ownership from time to time and in 1937 was merged with William Penn Broadcasting Co., present WPEN licensee, which assumed "all of the debts, liabilities and duties" of the former licensee. The 1930 agreements have been honored up to Feb. 1 of this year, the brief related.

The church indicated it has offered WPEN a contract meeting all the proposed requirements of FCC, including monetary settlement, but alleged the station "is insisting on setting the penalty for cancellation at such a comparatively nominal sum as to make it easy for the station to repudiate the contract, pay the penalty and resell the reserved time to commercial sponsors at a great monetary advantage." The brief urged that if the cancellation privilege is retained in the new rule, some means be devised to assure that such obligations are adequately met.
For the second season the Philadelphia Electric Company has sponsored a series of one hour television programs each Monday and Wednesday afternoon over WPTZ. Each hour is made up of a home economics cooking demonstration, film short subjects, and a “Guest-of-the-Day.”

Here are some of the things that have happened as a result of individual programs:

As a guest of a few weeks ago, Barr's, Philadelphia jewelers, told “The Story of Diamonds.” Non-commercial in presentation, none-the-less over 250 women trouped into the four Barr’s stores in Philadelphia to ask for a booklet on diamonds mentioned during the course of the program. Another 130 women requested the booklet by letter.

Shortly before Christmas one of the Philadelphia Electric home economists demonstrated how to make Christmas cookies. In the next few days 211 women wrote in for the recipe. On the same day the guest portion pulled 92 letters, making a total of 303 letters on this one program.

On our last audience survey (week of February 2nd, 1948) the two Philadelphia Electric programs rated 208 and 213—highly respectable ratings for any television program and tops in their particular class. Moreover, the survey indicated that 53 percent of all receivers in the area were in use and tuned to the program—again, a highly respectable percentage for any television show and exceedingly gratifying for a women’s program in the afternoon.

If the Great American Housewife is your customer or your client's customer, we think our experience in afternoon programming will be both valuable and exciting. Drop us a line if you would like to hear more of the story.
Deny Apathy Is Cause Of N. Y. Hiatus

VIDEO CITY

THE RECENT HIATUS in discussions of New York's television city project has been due chiefly to the reduced activities of Mayor O'Dwyer on doctor's orders rather than to any lack of interest in plan on the part of the television broadcasters who, in conjunction with the city, would jointly undertake the project.

Top executives of all the organizations who have been parties to the discussions to date—ABC, CBS, Du Mont, NBC, WOR and the New York News (WPX)—have expressed views similar to those of Lawrence Phillips, director of the Du Mont network, who told Broadcasting: "I believe the proposal to erect a television city presents a very interesting and challenging prospect. Du Mont has participated in the discussions and considers the proposal and expects to continue to do so jointly with the other New York television broadcasters until a decision is reached."

The idea of a widespread Hollywood studio lot type of set-up, located in a low property value district on the outskirts of the City, has obvious attractions for video broadcasters who have been producing programs under the restrictions of cramped studios and paying midtown rentals of $4 and $5 a square foot and over for the privilege. It seems good, they agree, even in view of the obvious disadvantages of a location so far from the offices of agency and broadcaster executives and from the normal orbit of actors, musicians, producers, directors and, in fact, almost everyone concerned with getting a program on the air.

However, there is also a general feeling that a long time will elapse before the idea of a television city can become a reality and that such a layout of indoor and outdoor studios would require years to plan and erect after all the pre-planning questions as to who is going to pay for the land, who will finance the installation of water, electricity and other utilities, what the taxes will be, and a score of similar questions. Three to five years is the usual estimate as to the earliest completion date.

Therefore, no one is holding up on his individual studio construction plans to wait for a television city to solve his problems. NBC is expanding its television studio space in Radio City. ABC is negotiating for space to produce programs for its New York video station that expects to begin operations in the fall. Du Mont, with its expansive Wannamaker Studios, is able to meet its current program production space problems nicely.

When CBS President Frank Stanton announced that network's plans to enlarge and return to use its television studios in the Grand Central Terminal Bldg. [BROADCASTING, Feb. 25], he was asked if this meant an end to CBS interest in a television city. "Not at all," he replies. "This doesn't shoot that plan at all. We are still very much interested."

That seems to sum up the attitude of all New York television broadcasters.

Stern Heads SBA

BILL STERN, NBC sports director, was elected president of the Sports Broadcasters Assn. in New York last week replacing Ted Husking, who resigned to become a disc jockey for WHN New York. Mel Allen, WINS New York, was elected second vice president, and Bill Ackman, WOR New York, was named secretary. Marty Glickman, WHN New York sports director, and Andy Lang, Press Assn., were re-elected first vice president and treasurer respectively.
WHAT'S UNDER ELMER'S HAT?

1. Elmer for one thing, And that snoopy nose of his! Guaranteed to help you deliver a haymaker to competition . . . the kind of haymaker WVET delivers in the Rochester, New York area.

If you want to know what's stewing in the egg mash market, for example, WVET's No. 1 Snoop will go out and tabulate chickens for you. And if you want to know where to lay your hands on a smart announcer or tighten up local distribution, he'll find that out for you too. We hate to admit it, but our man Elmer is just a born snooper.

2. Elmer has a sharp eye out for ideas, too . . . cost-cutting, action-getting, sales-making ideas . . . the kind that make people reach for their pants pocket and say, "Gimme!" And like all WVET ideas, you can bet anything Elmer comes up with will be custom-tailored to fit your budget, your product, your individual problems and sales objectives.

3. We admit it—Elmer has a big mouth, too—and he uses it charmingly. If you need MORE PUSH behind your local promotions, Elmer just starts talking and YOU get ACTION. And what action! Behind Elmer stand 37 other Eager Beavers—and behind WVET's 38 Eager Beavers stand 47 years of result-getting experience. That, in a word, is why WVET is so singularly well-equipped, so exceptionally well-staffed to give you Complete Advertising and Merchandising Service-of-the-Air.

4. Big ears are something else Our Hero has . . . big ears that know in advance when something big is about to pop in radio . . . something that can MAKE MONEY for YOU. That's because WVET is the ONLY Rochester station with a front row seat to "What's Newest and Smartest in Radio." A New York office, in other words. And to help you outguess, outjump, outcoop and outsell your competitors, it's right smack in the heart of the radio "empire." 30 Rockefeller Plaza is the address. Suite 3116.

5. Elmer also has the kind of chin that runs all through the WVET family. The kind that won't give an inch when the fighting's hot. That's because there's just one battle cry on WVET: ACTION, not smooth-tongued excuses; RESULTS, not promises; SERVICE, not dithering. Versatile? Elmer's just one of 38 "Elmers" on WVET—the eagerest beavers you ever saw. So why not sign up quick on this new live-wire, up-and-at-'em station and watch those returns roll in!

THE EAGER-BEAVER STATION
204 GRANITE BLDG., ROCHESTER 4, N. Y.

WVET
ROCHESTER, NEW YORK
BASIC MUTUAL STATION
5000 WATTS 1280 KC

NATIONALLY REPRESENTED BY WEED AND COMPANY
**WMT Leaves No Stone Unturned in Big Rock (Iowa)**

Big Rock is small potatoes to some . . . but big things are growing all around this small Iowa town. Farmers thereafter produce grain, poultry, hogs and cattle, the likes of which aren’t found anywhere else. (*Iowa leads the nation in their production.*)

There are a thousand communities like Big Rock in WMTland, unimportant in themselves, mighty significant en masse. Tell ’em all on WMT’s 600 kilocycles, the finest frequency in Iowa radio. Ask the Katz man about WMT—Eastern Iowa’s only CBS outlet.

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**CMQ BUILDING**

**DELEGATES** from the United States and several Latin American countries spent the weekend at receptions, luncheons and parties in Havana to assist in the official opening of Cuba’s Radio City, which includes CMQ Network’s new building described as the largest in Cuba.

The delegates, including more than a score of New York publishers, radio and advertising executives who left La Guardia Field last Wednesday, were to be guests of Goar Mestre, CMQ president, president of Publicidad Mestre, Cuba’s largest advertising agency, and vice president of the Inter-American Assn. of Broadcasters.

Mrs. Pearl Carrington represented the U. S. as the “typical radio listener,” and was to occupy a privileged spot at the various ceremonies and events. Members from the New York contingent included: From NBC, John F. Rule, vice president in charge of television; Mr. and Mrs. William F. Brooks, vice president in charge of news and international relations; William A. Clarke, administrative assistant; Fred B. Bate, assistant to Mr. Brooks, and Cal Abraham, station liaison and public relations director.

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**GILMORE NUNN NAMED DELEGATE TO CONGRESS**

GILMORE N. NUNN, president of the Nunn Stations and NAB director for the 7th District, will represent the United States at the Congress of the Inter-American Assn. of Broadcasters conference to be held in Buenos Aires in June. He was appointed last week by NAB President Justin Miller to replace Paul W. Morency, director-at-large for large stations, who had been designated at the NAB board’s Hot Springs meeting in February. Mr. Morency found he would be unable to make the trip.

Mr. Nunn, who knows Spanish, is in Havana for a pre-conference meeting of the Congress. At the same time he is guest at dedication of the new CMQ radio center (story above).

The Congress is composed of representatives from each of the Western Hemisphere nations. It is charged with development and improvement of understanding and relations among broadcasting industries of the nations. Mr. Nunn directs operations of the five Nunn stations—WLAP Lexington, Ky.; WCM Airshland, Ky.; KFDA Amarillo, Tex.; WBR Knoxville, Tenn.; WMOD Mobile, Ala.

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**Prominent U. S. Figures Among Delegates**


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**Raytheon to Equip Television Outlets**

RAYTHEON Manufacturing Co., Waltham, Mass., is entering the field of television station equipment, supplementing its “existing policy of providing for all needs of AM and FM stations,” according to an announcement by John S. Spargo, Raytheon advertising manager, released for publication yesterday.

Coincident with the announcement, Mr. Spargo said Raytheon has prepared a preliminary descriptive bulletin of its video station equipment and a price list, effective as of March 1, 1948.

“Raytheon,” said Mr. Spargo, “can offer to the prospective television station a complete complement of equipment,” including both low-power and high-power transmitters similar in appearance and design to Raytheon’s series of FM transmitters, portable camera chain equipment “useful for both field pickup and for studio use, and recommended group of speech equipment and station terminal equipment items.”

“In particular,” Mr. Spargo added, “the Raytheon basic system will allow the new television station to go on the air and provide commercial operation at lowest cost and with a minimum of delay.”

Distribution of the television equipment will be through Raytheon’s regular broadcast equipment district representatives, Mr. Spargo said.
Our staff has won wide acclaim for creating original program ideas... programs that sell merchandise!

"JUKE BOX JURY"—an original program creation by WPEN—proved so productive for the sponsor in Philadelphia that it is now presented on radio stations in New York, Boston and Pittsburgh by the same sponsor.

Our staff can create and produce an original program idea for any advertiser interested in selling the Philadelphia market—the country's third largest!
MAYFLOWER

CONFLICTING views on the right of radio stations to editorialize continued to arrive at FCC last week, following completion of the first week of oral arguments on the seven-year-old Mayflower no-editorializing decision [Broadcasting, March 8].

A. M. Morgan, president of WLYN Lynn, Mass.; the CIO Po-
titical Action Committee, and the United Furniture Workers (CIO) submitted individual statements advocating retention of the May-
flower doctrine, with the CIO-PAC claiming that removal of the ban might involve violation of the Taft-
Hartley labor law.

John F. Hogan, president of the National Assn. of Radio News Di-
rectors, wrote that a majority of NARD members feel "that the right to editorialize ought to be vested in radio as well as the press, and that radio stations should take a vigorous stand on matters of public interest," but had voted "to leave the fight for editorializing in the hands of management."

Mr. Morgan's statement was con-
tained in a copy of a letter he had sent to NAB President Justin Mill,
ner, one of the leaders in the fight for reversal of the Mayflower prin-
ciple. The WLYN executive said:

...the most powerful weapon local radio stations have to justify the be-
\thop of their listeners in audience in their
\n
broadcasts of news, political matters or any subject of civic importance, is their
directed policy of giving both sides equal time to discuss any controversial sub-
ject.

If the barriers against editorializing are removed, I want to ask you in all
\n
frankness, will the radio station owner give the same opportunity to air his
views to another person or group who represent an opposing opinion?—I doubt it very much.

Hogan's Views

NARD President Hogan, news
director of WCSH Portland, Me.,
\n
felt that even "if nothing else is
done...the Mayflower decision
should at least be clarified to let
broadcasters know where they
stand—how far they can go in pre-
\n
senting their views of public issues."

With respect to public-service broadcasts he thought the May-
\n
flower principle "has had an unde-
sirable effect on the thinking of
\n
many licensees." He said it has
\n
tended to stiffle the fair presenta-
tion of all sides of controversial
\n
issues to the public—especially at
the local level. It has even made
\n
some station owners loathe to par-
cipate in public projects..."
Houston's the biggest city in the south and its booming. 570 million dollars worth of construction is in progress, projected or recently completed. Time buyers agree KPRC dominates Houston and the Gulf Coast. Put your advertising dollar on KPRC first.
KEITH KIGGINS has been named president, director and operating head of Television Assoc., manufacturer, marketer and licensor of television and electronics devices. His associate in the firm is Capt. William E. Eddy, WBBK Chicago director.

Mr. Kiggins, former NBC station affiliations director, became vice president of the Blue Network (now ABC) when it was established in 1946. He served in that capacity until 1947 when he opened his own station consultant service in New York. He is president of Community Service Broadcasting Co., WXXE Erie, Pa., permittee (5 kw on 1350 kc).

Directors of Television Assoc. are: Charles I. Collette, partner of Wallace-Franken Chicago agency; Chester C. Woolridge, Michigan federal judge; E. C. Upson, treasurer of Balaban & Katz, theatre operators.

Frank Webb Leaves KULA To Open Chicago Agency

FRANK V. WEBB, vice president and general manager of KULA Honolulu, has resigned from that position to open his own advertising agency in Chicago. Mr. Webb went to Honolulu in November 1946 to supervise construction of the transmitter and studios of KULA. The station went on the air May 14, 1947, as an ABC affiliate.

Mr. Webb entered radio in 1938 as manager of KTU Santa Barbara. After two years he joined Westinghouse Stations WPTZ, Fort Wayne, as sales manager. Two years later he was transferred to Westinghouse headquarters office in Philadelphia as assistant general sales manager in charge of promotion for Westinghouse Stations. He later went to EKDA Pittsburgh as sales manager moving from there to general manager of broadcasting division of Paramount Television and Radio Corp., Fort Wayne. He remained there until joining the staff of Avery-Knodel where he managed the Los Angeles office. From Avery-Knodel he went to KULA.

Katz is Research Head Of CBS, Replacing Wilson

OSCAR KATZ has been named CBS director of research effective April 1, replacing Elmo C. Wilson, who is resigning to head International Public Opinion Research.

Mr. Katz joined the CBS research department in 1936, rejoining in 1942 as assistant director after wartime service with the Office of Facts and Figures. He began his career in 1930 as assistant research director for J. David Houser & Assoc.

CITATION of merit has been awarded to Mr. Katz by Ohio. By McKinnley Area Council of Boy Scouts of America in appreciation of services rendered during Boy Scout Week.

AMERICAN LEGION Auxiliary presentee presentation to Mrs. Louis E. Mace, "In recognition of her important contribution to education, entertainment and inspiration, and in appreciation of courtesies and cooperation extended the American Legion Auxiliary.

Keith Kiggins is Named Television Assoc. Head

It's Something To Stand Out in a Crowd

WIOD was outstanding in the old days, when Miami had only two or three stations. And, in today's crowd... with the NBC Parade of Stars, and the top local shows, too... WIOD is more outstanding than ever!
YOUR DOGS MIGHT HAUL YOU
10 MILES IN 47 MINUTES *-

BUT . . .
WKZO-WJEF
WILL PULL
BETTER FOR YOU
IN WESTERN MICHIGAN!

The only way you can be sure of a substantial
audience in Western Michigan is to broadcast
your message from Western Michigan. Out-
side stations are virtually blanked out and cut
off by a wall of fading that surrounds the area.
And when we tell you that WKZO in Kalama-
zoo and WJEF in Grand Rapids are your
strongest-pulling team within the wall, we’re
merely stating a fact which you can verify in
five minutes—via Hooper Reports. The latest
Hooper for which figures are available shows
WKZO-WJEF with a morning Share-of-Audi-
ence of 38.6, whereas no other group of sta-
tions in any network rates more than 27.9.
And our afternoon figures are practically as
good as the morning!

We’ll be glad to send you the complete
Hooper Report. Or ask Avery-Knodel, Inc.

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* R. Hooper and his huskies ran 10 miles in 47 min., 4 sec., in 1946.
NO FIRING SQUAD is this imposing array of masculinity—just Los Angeles agency men ready for a spree in Las Vegas, Nev., as guests of Eddie Chase, KPVD Los Angeles and CKLW Detroit disc jockey. Lineup includes (1 to 5): Ed Almond and Son Almond, both of Capital Records advertising department; Steve Shoemaker, Michael Shark Adv.; Bill Hunter, Hunter Adv.; Lee Camp- bell, McCann-Erickson; Roy Cormier, Hunter Adv.; Al Atherton, Atherton and Co.; Harry Patterson, KPVD commercial manager; Karl Zinkand, Moffat Packing Co., Frank Burke, KPVD general manager; Jack Daly, Jack Daly and Assoc.; Eddie Chase, and Anthony Caruso, Paramount Pictures.

Ronson Using Television Spots in 7 Large Cities

RONSON Art Metal Works Inc., Newark, N. J., maker of Ronson lighters and lighter accessories, has announced an extensive spot campaign on television in seven major metropolitan markets, through Cecil & Presbrey, New York.

Ronson is using video time signals in New York, Baltimore, Philadelphia, Washington, Chicago, Detroit and Los Angeles, with new cities to be added "as they become available. The commercials are produced on film by the agency for Ronson under Jack Wyatt's direction.

Video GoodMedium, Says Lauderhill

are usually in income brackets that can afford new and improved household items."

Mr. Ash's comments followed sponsorship of wrestling telecasts on WBBK Chicago by Harry Alter Co., Lauderhill distributor in that city. The Alter firm reported:

"We have five spots to show and demonstrate the Launderall. An introductory announcement (about 2 minutes) before the camera is switched to the arena, two commercials of two minutes each between the bouts, an eight-minute intermission period and a short closing announcement.

"Our main commercial is during the intermission, when we put on a short skit on the use of the Launderall. During this intermission period we also interview one of our dealers (about 1 1/2 minutes) and also devote 2 1/2 minutes to an interview with a stage or screen star to hold the attention of the audience."

"We have televised the Launderall on three different nights. We announce our phone number several times during the broadcast and the results are gratifying. Locally, wrestling enjoys the highest Hooper rating."

The New York distributor for Lauderhill, M. Mitchell Gruhn, is giving a machine as a prize in the six-week jigsaw puzzle contest in progress on the Missus Goes Shopping video series on WCBS-TV New York.

"Gangbusters' Sold In Big Co-op Deal!

ABC has sold Gangbusters to the Philadelphia & Reading Coal & Iron Co. for one year's co-operative sponsorship in 22 eastern and New England cities effective March 13, the network announced last week. McKee & Albright, Philadelphia, is the agency.

The deal, involving about $250,000 for time and talent, represents "the largest single time sale in the history of co-operative programming," according to Murray Grabhorn, supervisor of ABC's cooperative program department. Gangbusters is heard Saturdays, 9-9:30 p.m.
The Public be SERVED!

WSYR's public service has won an alert, loyal audience. This story of Fred Hillegas is a case in point.

The 300,000 families in rich Central New York don't just hear . . . they listen. They listen to WSYR's public service suggestions . . . they listen to WSYR's sales messages. And last year they spent NINE HUNDRED MILLION DOLLARS on retail purchases alone.

That's WSYR's story of leadership . . . a listening audience in a prosperous market. It can add up to more sales for you.

WSYR
SYRACUSE

570 Kc - 5000 watts - NBC Affiliate in Central New York
Headley-Reed, National Representatives
Whether it be AM, FM or TV, Here is broadcasting’s best business opportunity

For radio stations, National Spot is the most profitable form of business. It pays the highest rate per unit of time. And for the future it has the greatest potential for new development. Its potential volume is practically unlimited.

For new stations and for established ones feeling the first pinch of competition, National Spot offers a vast field of new business prospects. There are thousands of such prospects, national, regional and sectional, now paying national rates in competing media. This vast reservoir of new business might be opened for radio stations if we had a little cooperation, coordination and a united front.

Even without cooperation National Spot has grown into big business. It has reached the amazing volume of $100,000,000 a year. In ten years it has increased 276%, which is faster than any other competing medium. How much further and faster might it grow with some national cooperative effort? With all of this, there has been comparatively little national program business. Why? Since the days of the Chevrolet "Musical

Paul H. Raymer Company
New York - Boston - Detroit - Atlanta
Moments” program twelve long years ago there has been no other program on a truly national scale. Out of the thousands of prospects there should be scores of such program advertisers. There should be big name, big talent, “Hooperated” programs on transcriptions or film that are expandable from station to station in the national market. This is the quality of business stations need and deserve.

National Spot is in itself one of the most important advertising mediums the country has ever known. It is a way, a system of doing business, of merchandising and selling goods. It has unique advantages not available in any other medium. It is basically competitive as a medium with national network, national newspapers, magazines and “outdoor.” All of these competitors are well organized: all have national cooperative direction, promotion and research.

Our competition is busy—but our own great medium, radio’s most profitable business, is still in a state of “every man for himself.” We must have a united front to present to advertisers. If National Spot can show such an amazingly healthy growth without benefit of cooperation—how much faster might it grow with just a little of it? Whether your business be AM, FM or TV, the potential for National Spot is tremendous. We need a National Spot Business Association.
**It's Later Than You Think**

ALL THOSE in favor of screwball time (i.e., standard time in some states and cities and daylight time in others) should not waste their time reading this dissertation. Those interested in correcting this abuse of an unsuspecting public (as well as of their own schedules) are prepared to lend an ear and then put a shoulder to the legislative wheel.

Sen. Clyde Reed (R-Kan.) has introduced a bill (S-2226) for uniform DST beginning this year. Hearings are scheduled for the week of March 22 before a subcommittee of the Senate Interstate Commerce Committee. Virtually all services operating in interstate commerce are for uniform time, and since most of the metropolitan areas operate on DST anyway, they're for uniform DST.

No legislation ever is enacted by osmosis. It takes affirmative action. Members of Congress, as the elected representatives of their constituents, feel they are moving in the public interest when their public carriers interest.

Twice a year (the war years excluded) broadcasters, advertisers, agencies, station representatives, all run pressures in revising schedules to conform with DST shifts in the program-originating centers. This activity promptly is counteracted in no small measure to the ulcer as radio's occupational ailment. Listeners in non-DST areas are driven to distraction—or away from their radios—because of the shifting up of program schedules.

On the West Coast the industry has already been served its portion of confusion six weeks ahead of the rest of the nation. The extreme drought experienced by California and the resultant need for power conservation forced the state to begin daylight time yesterday, while Oregon and Washington continued standard time. ABC, CBS and Don Lee-Mutual decided to go along with California but NBC is sticking to standard.

Senator Reed is interested in correcting such abuses. Otherwise he wouldn't have introduced his bill. But he can't call hearings unless real interest is manifest. Sure the carriers will act. But you can't let the common carrier George do it alone. The members of the Senate Interstate Commerce Subcommittee are: Sen. Reed, chairman; Owen Brewster (R-Me.), and Ernest W. McFarland (D-Ariz.).

It can be done at this session, and before the switchover is from the present broadcasting era, broadcasters, advertisers and agencies let their elected Senators know they're interested. You don't have to come to Washington to testify, if you're too busy. Say so in a letter to your Senators (whether they're on the Committee or not). Give them your reasons. Volunteer to appear if you can.

This isn't an earth-shaking matter that spells the success or failure of radio. But it is an important problem that must be settled once and for all time by team-work with the legislators who want to work with you toward making life a bit more pleasant, and less expensive.

Time is running against you right now. By the clock, it's later than you think.

**Slick Tricks**

THERE are tricks to every trade. None of them, apparently, are trickier than those of the glib and canny operators who plan the strategy of some of the "progressive" groups.

All broadcasters are familiar with the usual devices of the professional politician in the heat of campaign. They are prepared to cope with name-calling and mud-slinging of the conventional sort.

But they must expect a new device during the Presidential campaign, judging by the revelations of progressive leaders at a North Carolina students rally [Broadcasting, March 8]. An expert on the instruction given by Wallace-for-President organizers tips off what's to come. The radio instructions said, "A good trick is to offer four persons to debate the third party issue or other issues. You don't bother to explain that all four are pro-Wallace."

The warning is obvious. Station managers, and all responsible for political policies, must watch closely for hidden gimmicks. The campaign will be rough and tough. There is more at stake than usual, judging by early signs.

And judging by activity around headquarters of the old line parties, radio more than ever will carry the issues to the public. The parties will buy national time to the limit of their budgets, and local political groups are drawing up extensive radio campaigns.

**Our Regards To—**

JOHN ESAU

THE BUSINESS success John Esau has achieved in his 13 years with KTUL Tulsa has gone hand-in-hand with his tireless activities in public affairs. A long list of civic interests occupies much of his time, and his name is well known throughout Tulsa and the whole of Oklahoma.

Now only 38 years old, Mr. Esau is vice president and manager of the station and adviser to the Griffin Radio Interests, owners of KTUL and KOMT Oklahoma City.

Born in Beatrice, Neb. March 7, 1910, Mr. Esau attended the U. of Nebraska, then enrolled in the art academy at St. Louis, Mo. In the early '30 the Esau went to Tulsa where he established a commercial art and display agency.

Though engrossed in his work, he was not so engrossed that he failed to notice a Tulsa girl, Bobbe Williams, whom he met, fell for and promptly married. The Esau now have two children, Susan, 5, and John Bedford, 3.

In 1935 he looked toward radio, and in that year was named merchandising director for KTUL. In the spring of 1936 he went to Phoenix City to become manager of WBBZ, remaining in this capacity until July 1938 when he became general manager of KASA Elk City, Okla. Mr. Esau held this post until December 1938, then returned to Tulsa and KTUL in January 1939.

Seven years after joining KTUL originally he became national sales and promotion manager of the station. Upon the death of Manager William C. Gillespie, Mr. Esau was named general manager.

Mr. Esau's civic interests dominate his life, and parallel his business career. He is now in his fourth year as chapter chairman of the Tulsa County Chapter of the American Red Cross, and has been a delegate three times to the national meetings of the Red Cross delegates.

He is also a member of the board of directors of the Tulsa Chamber of Commerce, the Rotary Club, the Tulsa Symphony Assn. and the Tulsa Little Theatre.

In addition he is a member of the Green- T Club, he works in the radio division of the Better Business Bureau, is active in the National Council of Christians and Jews, the YMCA, Hey Rube Inc., Variety Club, to say nothing of his active participation in the NAACP.

Last spring he also assumed the chairmanship of the exhibits division of an industrial tour projected by the leading businessmen for the entire State of Oklahoma. The exhibits were state-wide in scope, pointing out

(Continued on page 56)

**BROADCASTING • Telecasing**
In WOAI's daytime primary area, there are more people than live in our crowded national capital. And their occupations are far more diversified. There are plain dirt farmers, cattlemen, oilmen, city dwellers and many others.

This is a wealthy market. In the San Antonio livestock market alone, last year, over $60,475,000 were paid to stockmen for their livestock. The total effective buying power of the area is estimated at $1,088,542,000.*

The wants of these people are as diversified as their occupations. See your Edward Petry representatives for further information and facts showing how WOAI will tap this rich area for you.

*Sales Management 1947 Survey of Buying Power.
TALKS ON RADIO news audience research and discussions of the application of findings resulting from such research to the problems of radio newsmen featured Second Annual Radio News Short Course of the U. of Minnesota School of Journalism March 5-6 in Minneapolis.

News is thoroughly established as radio's most desired program offering, Dr. Kenneth Baker, NAB research director, told the newsmen at opening session March 5. Dr. Baker discussed NAB audience studies as they relate to news operations, told of findings of the annual Opinion Research Center study and gave an off-the-record preview of the second NORC study [Broadcasting, March 8].

Dr. Wilbur Schramm, director of the University of Illinois Institute of Communications Research, reporting on radio news audience studies made by himself, Forest Whan and Hugh M. Beville Jr., said such studies indicated that newslistener comprehension and retention decrease when a 15-minute news period offers more than 30 individual stories and when the news announcer's speed rises above 150 to 180 words a minute.

Larry Lesueur, CBS United Nations correspondent, addressing a banquet session, said the work of radio in that part of the world is, for example, the war correspondent who warned against "letting your news shows be edited by a wire service coming out of New York or Chicago."

No Deletions

THAT American freedom of speech proves a constant source of amazement to Europeans was aptly demonstrated again at WGN Chicago. Scheduled to appear on a recent broadcast, Stanislaw Mickolajevsky, Polish Foreign Ministry Party leader, had his secretary call the station to ask what subjects were taboo. "Avoid obscenity and libel, and other than that, say what you think," Robert Hurliegh, WGN news editor, replied. After a pause, the secretary said Mr. Mickolajevsky simply emitted an ejaculation of surprise. Later he explained that once during an election he spoke over the Russian-controlled radio in Poland—but not until the censor had deleted almost 75% of his script before the broadcast.

"フィルム on Television" will be discussed by a six-man roundtable at next meeting of Hollywood Advertising Club. The meeting will be held March 29 at Tom Breneman's Restaurant, Hollywood. Panel includes Archie Mayo, Larry Finley, Rudy Vallee, operator Ersinger, Don McNamara and Lewers.

In Utah

SALT LAKE CITY
Utah's NBC station
National Representative: John Blair & Co.

More than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the popular station.

BOB LYDE, former director of sports and special events at WQBS Miami, Fla., has been named night news editor of EMMO in St. Louis. Prior to war service with Navy, Mr. Lyde had been staff announcer with EMMO and previously was with WQPG Albany, Ga., WAFS, Springfield, Ill., and KEXO St. Louis.

AL DONALSON, formerly with WXY and ROMA Oklahoma City, sports announcer, has been signed to handle play-by-play descriptions of Shreveport sports in Texas League over KENT Shreveport-Starkville.

T. R. (Bob) LETTS, who was executive secretary to County judge, former mayor, Roger D. Lapham, from 1948 to 1950, has joined KNBC San Francisco. He temporarily is attached to news and public affairs department, where he will study operations of NBC and KNBC. His permanent assignment is to be announced later.

BILL MAZER, formerly with WIN New York, has joined WKBW Buffalo, as sports announcer.

BILL CANDY, news commentator and former newspaperman, has been appointed news director of WINZ Hollywood, Fla.

BIL MOSHER, director of farm programming for KJR Seattle, is now writing weekly farming and farm economics for 35 newspapers in western Washington.

WTMJ-TV Milwaukee signed for TELE-NEWS-INS-INFO weekly newsmagazine effective March 7. WTMJ TV News Service has announced. Other subscribers are: St. Louis, KSD; Chicago, WWJ-TV Detroit.

JAMES H. DOOLEY, former newswriter of KPI Los Angeles, has joined NBC Hollywood newsmagazine to replace LEIGH MATTERSON, who resigned to freelance as science writer.

VIC REED, manager of news and special events for KGO San Francisco, has announced installation of two-way radio telephone service in station's special events station wagon. Unit, operating through Radio-Phonograph & Telegraph Co.'s Mobile Service, is effective within 30-mile radius of San Francisco. It operates on 157.89 mc.

WTVR Richmond, Va., has signed with INTERNATIONAL NEWS PHOTOS, unit of King Features Syndicate, to furnish pictures and accompanying news to WTVR for use in connection with special events station wagon. Station also has arranged with local photographic firms to furnish daily pictures of local happenings and personalities for use on local newscasts.

SAM SCHNEIDER, farm chief of KVDO Tulsa, Okla., has been selected by Tulsa Junior Chamber of Commerce as the father of the year, awarding young men of Tulsa in 1947.

WARREN KESTER, farm editor of WMT Radio, is the father of a boy, Gary Eugene.
"Always giving something extra!"

*Just ask your Raymer representative
 blatantly and each larger
sas City
ROGERS
count
CARL
appointed
Co.,
Sullivan, Stauffer,
HOMAS
San Francisco.
Johnson
Hatch
will
Rogers
men have been with
the
vice
wcpo
Campbell-Ewald
I
LYONS,
Mlndlin
of
radio
staff
announced last
week
program

JOSEPH
Inc.,
and previous to
at
Offices

to
sales
staff. Radio director and
further

GILBERT T. UNGER, formerly with ad-
vertising
department of Singer Sewing

Johnson, Jr., chairman.

Mr. Hatch
Mr. Georgi

the Brother agency since its found-
ing in 1924. Mr. Hatch will continue as
account
and
Mr. Georgi remains as direc-
tor of all media for agency.

HUGH W. WORK, director of research of
Sullivan, Staufer & Colwell, New York,
has been elected vice presi-
dent of that firm.

ROGERS & SMITH, Chicago, which re-
cently opened office in Dwight Bldg,
Kansas City, Mo., has purchased Kan-
sas City office and business of Abbott
Kimball Co. Inc. of Missouri. Operating
staffs of Kansas City office have been
consolidated in Rogers & Smith's en-
tered office. Rogers & Smith and Ab-
bot Kimball Inc. are in no way affil-
iated and each will continue its respec-
tive national operations. B. G. (Doc)
WASSER, vice president of Kimball's
Kansas City office and D. B. MINDLIN,
manager, have joined Rogers & Smith.
Mr. Wasser is account executive and
administrative executive of Kansas City
office. Mr. Mindlin has been named ac-
count executive. Other account execu-
tives are JOHN STARR and JAMES COY.
RICHARD FARRELL is production
manager.

ALEC PHARE, radio director of R. C.
Smith & Son, Toronto, is author of the
seventh of series of booklets "What
Time Buyers Went to Know," issued by
W. C. Wright, Toronto station repre-
sentative.

JOHN T. LYONS, former assistant ad-
vertising manager and publicity direc-
tor for Bowman Oum Co., has joined
public relations staff of Gray & Rogers,
Philadelphia. During the war Mr. Lyons
was continuity chief of American Forces
Network in Europe. In 1943 he worked with
British Broadcasting Corp. in cov-
ing opening of Parliament.

BOOKER-COOPER Inc., West Coast
agency, has moved its offices from Los
Angeles to Tarrant, Calif., and
Head's Bldg. Telephone: Smith 3366.

RICHARD B. ATCHISON, head R. B.
Achison Adv., Los Angeles, leaves March
17 for month's extended business
trips through Texas and West
Coast cities.

BRAD-VERN, VAN DIVER & CARLBY
Inc., New York, has changed name to
VAN DIVER & CARLBY Inc. Change
is for simplification only with no
change in ownership, management or
operations, according to company official.

PACKARD & PACKARD Adv., Los
Angeles, has started radio division, with
appointments of STANLEY HELMS,
LARRY PARSONS and ARTHUR ZAL

WCPD is first or second

of the 1/4 hour periods, according to the latest Cincinnati, Ohio
CONLAN SURVEY

6:00
AM to 6:00 PM

Mr. Filder
Mr. schemer

TUCKER Sponsors

TUCKER CORP., Chicago, will sponsor Speak Up America on ABC [BROADCASTING, Feb. 23], a new forum type quarter-hour program featuring John B. Kennedy, in a broad discussion of today's "lead-
ing question," followed by guest
speakers versed in the topic under discussion, effective April 4, Sun-
days 4:45 p.m. Each week the
listener was asked to week the 50-word letter on the question under discus-
sion will receive a "Tucker 43" au-
tomobile. Second prize will be a
radio-phono-consumer's set. In
addition other prizes will be
awarded to letter writers. Preston
Tucker, president of Tucker Corp.,
will deliver the commercial mes-
sages. Roy S. Durstine Inc., Chi-
icago and New York, is the agency. Mr. Tucker has promised to join AFRA
and pay his initiation fee of $50 in
order to announce the commercials.
ADVERTISERS AND LISTENERS CONTINUE TO RELY ON WFAA TO LEAD THE WAY IN THE SOUTHWEST.

Here's Why:

★ Largest, Most Experienced Staff
WFAA offers by far the largest, most complete and experienced staff of any station in the Southwest.

★ Proven, Popular Programming
WFAA constantly shows top ratings with both network and locally created programs of proven popularity.

★ Complete, Modern Facilities
WFAA offers every phase of modern progressive broadcasting—creating, writing, producing, transcriptions, merchandising—many more.

★ Complete, Effective Coverage
With a primary coverage on 820 kilocycles with 50,000 watts embracing 965,570 radio homes, on 570 kilocycles at 5,000 watts embracing 507,230 radio homes. (Daytime coverage, BMB.)

Hackberry Hotel

PULLED IN
23,585 Pieces of Mail
IN 45 DAYS!

Hackberry Hotel is a 15-minute comedy program, created and produced by WFAA—broadcast Mondays through Fridays from 12:30 to 12:45 P. M. over WFAA on 570 kilocycles at 5,000 watts.*

On February 17 this program had been broadcast 1,150 times... on the air since 1943... and one of its two main characters, "Little Willie," who is now the little colored bellboy of Hackberry Hotel, was created February 2, 1931, 17 years ago!

Like many of WFAA's programs, Hackberry Hotel has built a big, loyal audience... so big, and so loyal that when an offer of "Little Willie's" Joke Book was made during a two-week period of this program, 23,585 request letters were received in the next 45 days!

That's results! But more than results, it's an indication of WFAA's ability to create and produce a show that pulls... and it's an indication of WFAA's popularity and coverage throughout the big, rich Southwestern area it serves.

*Sponsored by Armstrong Packing Company.
March 5 Decisions

DOCKET CASE ACTION

AM—630 kc

Announces to issues Comments. Cons. Coy. and Sterling not participating; Cons. Hyde and Jones, applying for re-assignment of American Bost. Corp. to change facilities of WQCO Cincinnati from 1350 kHz to 1250 kHz to 1 kHz-N 5 kHz-D A-DN. At same time applications of Scripp-Howard Radio Inc. to change facilities of WCPO Cincinnati from 1250 kHz to 1250 kHz to 1 kHz-N 5 kHz-D A-DN and Queen City Bic. Inc. for new station at Cincinnati to operate on 630 kHz were denied. Cons. Hyde and Jones voted to go to galp. application of Queen City Bic. Inc.

March 5 Applications

ANNOUNCEMENTS OF LICENSE:

KYNKO San Antonio, R. C. — New commercial television station on Channel 11, 198-204 mc, ERP 5.30, 1.3 kHz and un.

WIRL Pearl, Miss.—License to cover CP new station and specify station location at 115 N. Jefferson St. Mon., W. Va.

Valley Bic. Corp., Hoyoake, Mass. — CF new station at 900 kHz and 900 W D. AM—1390 kc

Neponset Radio Corp., Norwood, Mass.—New station at 1350 kHz and 500 W D. License for CP

WBUX Lexington, N. C.—License to cover CP new station.

KTOW Oklahoma City, Okla.—License to cover CP new station.

R. G. LeTourneau, Longview, Tex.—CP new station at 1450 kHz and 5 kW D AM—1450 kc

Neposnset Radio Corp., Norwood, Mass.—New station at 1350 kHz and 500 W D. License for CP

BKHU Bridgeport, W. Va.—License to cover CP new station.

KYOLO Lebanon, Pa.—License to cover CP new station.

KVOO Ponca City, Okla.—License to cover CP new station.

Mono Broadcasting, Wash.—License to cover CP new station.

KBLY Klamath Falls, Ore.—License to cover CP new station.

KOWB Lubbock, Tex.—License to cover CP new station.

WSAY-FM Savannah, Ga.—License to cover CP new station.

WFTA-FM Malibu, Calif.—License to cover CP new station.

WQCO Cincinnati, Ohio.—License to cover CP new station.

WTAD-FM Quincy, Ill.—License to cover CP new station.

WBFS-FM Baltimore, Md.—License to cover CP new station.

WHAV-FM Haverhill, Mass.—License to cover CP new station.

KWRN-FM Reno, Nev.—License to cover CP new station.

WPRA Syracuse, N. Y.—License to cover CP new station.

KGPO Grants Pass, Ore.—License to cover CP new station.

KMDM Medford, Ore.—License to cover CP new station.

WGBM-AM Philadelphia, Pa.—License to cover CP new station.

WPFT-FM Nashville, Tenn.—License to cover CP new station.

FM—99.9 mc

ML-1506 toc 111111

MCBHB Belton, Tex.—Mod. CP new FM station change ERP from 120.5 kHz to 120.5 kHz, 99.9 mc, and change in ant. system.

Modification of CP

WSFM-AM Nashville, Tenn.—Mod. CP new FM station for extension of completion date.

WQCO Cincinnati, Ohio.—Modification of CP new FM station for extension of completion date.

March 5 to March 11

Antenna construction

D-day

K-day

N-day

Vis-ural

Condition

D-Day

L-S directional antenna

B-Day

Vis-ural

antenna

S-Day

Visibility

Antennas

S-antenna

A-Day

Aural-ural

D-antenna

Tender for Licensing

WJJJ Montgomery, Ala.—Voluntary assignment of license from Joseph C. Mathews, d/b/a Southern Bic. Co., to Arthur D. Schmitt, d/b/a Southern Bic. Co., Inc.

Modification of CP

KAGH Pasadena, Calif.—CP to change hours and install DA.

AM—1390 kc

Beatrice Bic. Co., Beatrice, Neb.—License to cover CP new station.

AM—1450 kc

Midland Bic. Co., Topeka, Kan.—License to cover CP new station.

AM—1800 kc

H. J. Williams, M. E. Coster, Lowell W. Williams and Edwardes, Inc., applicants d/b/a The Helms Coal Co., York, Nebr., to change to new station on Channel 11, 198-204 mc, ERP of 3.1 kHz, 3.1 kHz and un.

AM—1927 kc

City of Dallas, Tex.—New commercial television station on Channel 11, 198-204 mc, ERP of 23.30, 2.30 kHz and un.

March 8 Decisions

Meeting Change

Beginning March 10, Commission weekly pence meetings will be held on Wednesdays (instead of Thursdays) as in past, subject to occasional precedence by higher priority matters.

By the Commission

Hearing Designated

Lincoln Bic. Co., Springfield, Ill.—Designation for hearings. Licenses for following new stations on January 1, 960, 1 mc, 960 kHz and change commencement and completion dates.

BY THE SECRETARY

Licenses for following remote pickup stations on Channel 8 were extended beyond January 1, 1948, pending receipt of antennas and completion date.

KRON San Francisco, Calif.—License for new station on Channel 8, 198-204 mc, ERP of 1.76 kHz, 1.76 kHz and un.

KBZY Bismarck, N. D.—License for new station on Channel 11, 198-204 mc, ERP of 1.85 kHz, 1.85 kHz and un.

KBZY Bismarck, N. D.—License for new station on Channel 11, 198-204 mc, ERP of 1.85 kHz, 1.85 kHz and un.

KBZY Bismarck, N. D.—License for new station on Channel 11, 198-204 mc, ERP of 1.85 kHz, 1.85 kHz and un.

KBZY Bismarck, N. D.—License for new station on Channel 11, 198-204 mc, ERP of 1.85 kHz, 1.85 kHz and un.

kb7c Toledo, Ohio.—License for new station on Channel 11, 198-204 mc, ERP of 1.85 kHz, 1.85 kHz and un.

KBZT Bismarck, N. D.—License for new station on Channel 11, 198-204 mc, ERP of 1.85 kHz, 1.85 kHz and un.
RICHARD have re-
ELLIOTT manner cast AMUSEMENT 25 industrious manager of RCA's O. studio k Brauneck Inc., of BROADCAST EQUIPMENT B. of Brauneck Inc., renamed Honeywell Wilson pictures and television tube achievements of 18, 1, has extensive application, there's long distance to operation... For M. C. Leese, has been appointed chief engineer of Batt Co., New York, has been named operating engineer. ANN GWINN, screen star, has been signed to appear in series of 16 television programs in "Perry Mason" series being produced for NBC by Jerry Fairbanks Produc- tions, Hollywood.

GEORGE REEVES, master control engineer of the network, has been appointed chief engineer of WGN-TV Chicago.

ARTHUR F. SCHOFENFUS, former tele-
vision executive, has been appointed chief engineer of WABC-TV, New York.

DANNY CONNOLLY, formerly with KYOS Merced and KOKU Tulare, Calif., is now a radio and television technician of KEIN Visalia, Calif.

ROBERT CRON and ELMER CAV- THON, both formerly with WBBR Chi- cago, have joined engineering depart- ment of WON-TV Chicago.

PRECISION APPARATUS Co., Emb- lurst, L. N. Y., has announced new high sensitivity test set for use in television, test, laboratory, school, and industrial applications of radioelectronics—communications, including television receiver test.

HERMON HOSMER SCOTT Inc. Cam- bridge, Mass., has announced availability of new and improved Dynamic (Type 910-C) Dynamic Noise Suppress- er, which affords complete suppression of recorded music with wide frequency range and eliminates crackle and noise, according to manufacturer.

HAROLD E. ENNES, engineer of WIRE INDUSTRIES Inc., has been promoted to the position of sales manager, and has been given the task of developing new markets for the "Car- ton." He has also been named to the post of regional manager for the company's Eastern division.

ROBY BROWN, chief engineer of KOME San Francisco, is the father of a newborn daughter named after his wife.

NEW DEVELOPMENTS in television receiver production, transmission and broadcasting and in inter-city relaying of television signals continue to be among the most exciting developments in the field of electronic engineering. In 1958, several significant advances were made in the field of television receiver design and manufacture, with the result that the quality of television reception has improved markedly. In 1959, a number of new and improved television receivers were introduced, including some that are specifically designed for the home market. In addition, several new television stations were opened during the year, which further increased the number of television receivers available to the public. The year 1960 saw the introduction of a number of new television receivers, including some that are specifically designed for the educational market. The year 1961 saw the introduction of a number of new television receivers, including some that are specifically designed for the industrial market. The year 1962 saw the introduction of a number of new television receivers, including some that are specifically designed for the medical market.

The year 1963 saw the introduction of a number of new television receivers, including some that are specifically designed for the military market. The year 1964 saw the introduction of a number of new television receivers, including some that are specifically designed for the space market. The year 1965 saw the introduction of a number of new television receivers, including some that are specifically designed for the entertainment market. The year 1966 saw the introduction of a number of new television receivers, including some that are specifically designed for the educational market.

The year 1967 saw the introduction of a number of new television receivers, including some that are specifically designed for the industrial market. The year 1968 saw the introduction of a number of new television receivers, including some that are specifically designed for the medical market. The year 1969 saw the introduction of a number of new television receivers, including some that are specifically designed for the military market. The year 1970 saw the introduction of a number of new television receivers, including some that are specifically designed for the space market. The year 1971 saw the introduction of a number of new television receivers, including some that are specifically designed for the entertainment market.

The year 1972 saw the introduction of a number of new television receivers, including some that are specifically designed for the educational market. The year 1973 saw the introduction of a number of new television receivers, including some that are specifically designed for the industrial market. The year 1974 saw the introduction of a number of new television receivers, including some that are specifically designed for the medical market. The year 1975 saw the introduction of a number of new television receivers, including some that are specifically designed for the military market. The year 1976 saw the introduction of a number of new television receivers, including some that are specifically designed for the space market. The year 1977 saw the introduction of a number of new television receivers, including some that are specifically designed for the entertainment market.

The year 1978 saw the introduction of a number of new television receivers, including some that are specifically designed for the educational market. The year 1979 saw the introduction of a number of new television receivers, including some that are specifically designed for the industrial market. The year 1980 saw the introduction of a number of new television receivers, including some that are specifically designed for the medical market. The year 1981 saw the introduction of a number of new television receivers, including some that are specifically designed for the military market. The year 1982 saw the introduction of a number of new television receivers, including some that are specifically designed for the space market. The year 1983 saw the introduction of a number of new television receivers, including some that are specifically designed for the entertainment market.

The year 1984 saw the introduction of a number of new television receivers, including some that are specifically designed for the educational market. The year 1985 saw the introduction of a number of new television receivers, including some that are specifically designed for the industrial market. The year 1986 saw the introduction of a number of new television receivers, including some that are specifically designed for the medical market. The year 1987 saw the introduction of a number of new television receivers, including some that are specifically designed for the military market. The year 1988 saw the introduction of a number of new television receivers, including some that are specifically designed for the space market. The year 1989 saw the introduction of a number of new television receivers, including some that are specifically designed for the entertainment market.
New...Improved...Enlarged edition...

"STANDARD BROADCAST ALLOCATION MAPS"

GIVES THE WHOLE allocations picture, including directional antenna patterns and supplements to date of purchase, of the Standard Broadcast Stations (including those under construction) in the United States, Canada, Cuba, Mexico, Alaska, Hawaii, Puerto Rico, (United States territories and possessions) Newfoundland, Bahamas, Bermuda and Dominican Republic.

INVALUABLE TO: Stations, Networks, Applicants for Licenses, Engineers, Legal Firms, Advertisers, Agencies, etc.

In 1947, when we first published "Standard Broadcast Allocation Maps," the industry immediately found it to be an indispensable working tool in Radio Engineering.

Since that time, almost a thousand stations have been added, making this second edition a must.

Based upon the largest active file of Directional Antenna patterns in the United States, this book gives you at a glance, the whole allocations picture of the 2500 standard band broadcast stations in the United States, Cuba, Mexico, Canada, Alaska, Hawaii, Puerto Rico, (United States territories and possessions) Newfoundland, Bahamas, Bermuda, and Dominican Republic.

It presents this information by frequencies—the most convenient and graphic form. Here are a few things this book does:

1. Gives a rapid, preliminary answer to any allocation problem.
2. Enables the reader to evaluate the probable effect of pending applications.
3. Gives a clear working picture of conditions in any given channel.
5. Helps make preliminary studies of available facilities.
6. Provides ready reference to the relative merits of day and night assignments.

This volume of 107 maps measuring 17”x22”, will be found indispensable to station and network operators; to applicants for broadcasting licenses; to engineering and legal firms serving the industry; to advertisers and agencies.

Order your copy from Mutual’s Engineering Department. $45.00 the copy.

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1948 RADIO OUTLINE MAP
ACCURATE TO JANUARY 1, 1948

In this 3-color 1948 BROADCASTING Radio Outline Map, the whole vast expansion of AM radio during 1947 is charted. It shows every city with AM stations and number of stations per city by symbol ... enlarged areas for the main congested metropolitan districts... Canadian counties and time zones... Alaska... Puerto Rico... Hawaii.

You'll use it to define your coverage, for presentations; to plot your network and national spot campaigns. It's 351/2" x 25" and printed on durable white paper which takes ink like your letterhead.

PRICES
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Please send me ----- 1948 Radio Outline Maps, for which I enclose $______ (Check or money order, please)

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ADDRESS:_____________________
CITY:__________________________ ZONE:________
STATE:_________________________

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FCC Actions
(Continued from page 61)

Decisions Cont.:

Alamo Bestco, Inc., Area San Antonio.—Granted license for new remote pickup station 6XAL.


KASH Eugene, Ore.—Granted license for new station 1000 kw 1 kw-DW unlit.

KBEI Baytown, Tex.—Licensed license for new station 1000 kw 1 kw-DW unlit.

WJQS Jackson, Miss.—Licensed license for new station 690 kw 5 kw-DW unlit.

WHBC Canton, Ohio.—Licensed license covering increase in power to 5 kw, increase in trans. change in location and install. FM to AM tower.

WLOB Claremont, N. H.—Granted rev. mod. of CP for FM station to WLOB Inc.

WMAP Monroe, N. C.—Licensed vol. assign. of license to U.S. Jordan Co., corporation owned by same ind. individuals.

WCAU et al., Philadelphia.—Granted mod. licenses of WCAU and WCAU-TV for FM station from March 9 to May 1, 1948.

KIDC-Denver.— Granted mod. CP for extension of completion date to 5-31-48.

KMPD Los Angeles.—Same to 1-10-48.

WTUP St. Petersburg, Fla.—Same to 5-1-48.

WKWK Albany, N. Y.—Granted mod. CP for extension of completion date to 4-30-48.

ACTIONS ON MOTIONS
By Commissioner Jones

Knox Bestco, Ga., Galveston, Ill.—Granted petition to dismiss without prejudice its application.

Hotels & Theatres Inc., Bluefield, W. Va.—Granted petition to continue hearing.

Harold O. Bishop, Harrisburg, Pa.—Granted petition to accept late appearance in re television application.

Summit Radio Corp. and Allen T. Simmons, Akron, Ohio.—Granted joint petition for reconsideration of order of the Commission for consolidated hearing from March 9 to May 17 to July 12 as amended.

Art-No-Mex Bestco, Co., Escanaba, Calif.—Granted petition for continuance of consolidated hearing from April 8 to May 10 in re Docket 8500.


Pittsburgh Telecasting Co., Pitts., Pa.—Petition for license to broadcast.

WTOC Savannah, Ga.—Granted petition to take depositions in proceeding in re amendment to its application in Doc. 8631.

Community Bestco, Corp., Corpus Christi, Tex.—Granted petition for continuance of hearing from March 25 to April 15 in re Docket 8681.

WTEL Philadelphia.—Granted petition for continuance of hearing from March 25 to April 15 in re Docket 8532.

KERO Bakersfield, Calif.—Granted petition for continuance of consolidated hearing from March 25 to April 15 in re Docket 8532 and 8533.

Pennsylvania Bestco, Corp., Philadelphia.—Granted petitions for leave to amend its television application to specify AM stations.

Daily News Televiewing Co., Philadelphia.—Granted petition for leave to amend its television application to specify AM stations.

Ponta City Pub., Co., Ponta City, Okla.—Granted petition for leave to amend its television application to specify AM stations.

WMJ Peoria, Ill.—Granted petition in part, to define reference to issuance of preliminary license for new AM station.

In re Docket 8557.

Kate Swift, Boston.—Granted petition to continue hearing from March 16 to May 15 in re Docket 8557.

Grain Country Bestco, Co., Inc., Peru, Ill.—Granted petition to accept late appearance in re its application Docket 8557. Also granted petition for leave to amend application to change personnel of board of directors and officers, to delete all information with respect to WGBR-FM, and modify proposed DA-D pattern.

New England Theatres Inc., Boston.—Denied initial request for Consolidated hearing.

Woodward Bestco, Co., Detroit, Mich.—Granted petition to continue hearing from March 16 to May 15 in re Docket 8557.

San Fernando Valley Bestco, Co., San Fernando, Calif.—Granted petition for leave to amend its application to re proposal to become a full member of WABC system.

San Fernando Valley Bestco, Co., San Fernando, Calif.—Granted petition to continue hearing from March 16 to May 15 in re Docket 8557.

KAKC Tulsa, Okla.—Granted petition for leave to amend its application to specify 500 w-N in lieu of kw-N.

March 8 Applications...

Accepted for Filing

WBPB Long Beach, Calif.—Granted amendment to its application to modify its original application.

WRIP Torch Lake, Michigan—Certified to continue hearing.

March 8 Applications...

ACCEPTED FOR FILING

Baker Bestco, Co., Fresno, Calif.—Granted petition to continue hearing from March 8 to May 15 in re Docket 8681.

Cleveland County Bestco, Co., Normal, Okla.—Granted petition to continue hearing from March 8 to May 15 in re Docket 8681.
DOUBLE CUBICLE, 5 KW UNIT, rear view, showing the compact but uncrowded arrangement of components. Large rear doors are interlocked for safety, provide easy access for maintenance or adjustment.

Raytheon's specialists, cooperating with your consultant and station engineers, are prepared to custom-build directional antenna phasing and tuning equipment that will produce optimum results with your proposed or existing transmitting equipment.Engineered for maximum efficiency and stability ... designed for utmost ease, economy and safety of operation ... styled for ultimate appearance, convenience and accessibility — in the size to suit the power and special characteristics of your installation.

TRIPLE CUBICLE, 10 KW UNIT shows convenient arrangement of power and phasing controls, line current and input meters. Counters and panel lights indicate the setting and directional pattern in use. Safety doors exclude unauthorized personnel. NOTE: Cabinet design and number of cubicles is determined by equipment required — not necessarily by KW output.

SINGLE CUBICLE, 1 KW UNIT illustrates the handsome appearance of the heavy gauge steel and channel iron cabinet. Modern two-tone chrome-trimmed design adds smart style to any station.

PROMPT DELIVERY ... usually in 60 days or less. Call your Raytheon Broadcast Representative for complete information or — Write for Bulletin DL-R-444.
MARK HAAS, educational director of WJR Detroit, has been appointed television program director of that station. Station last November announced $600,000 appropriation for TV and FM installations, and remodeling.

GORDON SHAW, formerly with WMAZ, Washington and WLW Cincinnati, and more recently with WBOB Brandywine Heights, Md., has joined announcing staff of WOL, Washington.

CARL GREYSON, former Intermountain Network newscaster, has joined announcing staff of WSM Nashville. Winner of first place gold award in 500-kilowatt Lake City Advertising Club’s annual competition recently was Mr. Grayson, who then was with KSL and KALL Salt Lake City. He has played dramatic parts on several network shows and has appeared in Broadway productions.

COLBY LEWIS, veteran Intermountain Network newscaster, has joined announcing staff of WSM Nashville. Winner of first place gold award in 500-kilowatt Lake City Advertising Club’s annual competition recently was Mr. Grayson, who then was with KSL and KALL Salt Lake City. He has played dramatic parts on several network shows and has appeared in Broadway productions.

BILLY HIGHTOWER, former staff announcer with WMBI Richmond, Va., has been appointed chief announcer of new WKXW Albany, N. Y. Mr. Hightower, who has been in radio since 1927, has been announcer with KFOX Long Beach, Calif., WIOD Miami, and several Texas stations. He now is with WSTC Stamford, Conn., in addition to his four years of announcing with WNBC.

EDWARD H. PENNINGTON Jr. has joined copy staff of WLIR Lebanon, Pa. He formerly was with copy department of WLRC Lancaster, Pa., WILLIAM S. HALFERN has been appointed production manager for WLIR in addition to his duties as chief announcer. He succeeds ALAN BAZUET.

Mr. Worden.

ROGER PATRICK, former announcer-producer, of KLAC Los Angeles, and before that KRLA Hollywood, has joined KVOS Belingham, Wash., program director, replacing DAVE GORDON, resigned.

CLARENCE WORDEN, veteran member of CBS New York press information staff, has been appointed director of special features and public service for WCBS New York, effective today, March 15. He replaces HENRY UNDERMAY, who has been assigned to WCBS sales staff. Mr. Worden joined CBS in 1939 to handle publicity for the late Edward Bowes and his CBS "Amateur Hour."

CHARLEY GRAY, formerly with KHDB Oklahoma City, has joined announcing staff of KOME Tulsa, Okla. He replaces the late Howard "Bud" LeRoux, who has joined KCMA Kansas City.

CLARK DENNIS, vocalist formerly heard on "Fibber McGee and Molly" show, has launched new series of programs on ABC, Mon.-Fri. 1:15 p.m. (CST). "Clark Dennis Show," written by the singer and produced by LOU FERRING, originates in Chicago.

WILLIAM ROBSON, CBS Hollywood executive producer, effective March 24, takes over as producer-director of network's "The Whistler," sponsored by Household Finance through LeValley Inc. Chicago, on 59 CBS stations east of the Mississippi. ROGER HUNTER, former program announcer, was announced in West by Signal in December.

RO Back HOPE, one of the nation’s top newsmen, has joined the CBS affiliate in Washington, D.C., as its network newscaster. Program sponsored in West by Signal in December.

Clarence Worden, who, as program manager, has directed the network and produced "The Whistler" show, has been named program director of the CBS television project. Worden, who is currently serving as program manager for the network, will be in charge of the show’s production, which will be transmitted to the network affiliates in the coming season. Worden has been with CBS since 1939, when he joined the network as a news director. He later became a news anchor for the network and served as a banner as the network’s news director from 1945 to 1947.

The meeting, slated for June 10, 11 and 13 at the Ad Club Hotel in Los Angeles, is the opening event in a series of meetings planned by the NBC Radio Music诸 Members Committee. The program will be broadcast over the NBC Network, and the format will be determined by the committee. Coverage by television will be on film until network facilities reach the locations of the tournaments, which are all on the coast of the West Coast network.


ROGER HUNTER, former program announcer, was announced in West by Signal in December.

Clarence Worden, who, as program manager, has directed the network and produced "The Whistler" show, has been named program director of the CBS television project. Worden, who is currently serving as program manager for the network, will be in charge of the show’s production, which will be transmitted to the network affiliates in the coming season. Worden has been with CBS since 1939, when he joined the network as a news director. He later became a news anchor for the network and served as a banner as the network’s news director from 1945 to 1947.
TOWERS OF PERMANENCE

They ALL withstood recent tornados and sleet storms

- Protect your stations from loss and interruptions due to bad weather by specifying Skyline Towers. All Skyline Towers withstood the violent wind and sleet storms that leveled towers recently—15 fell or were injured in the Chicago area alone.

All welded sections, lightweight, strong, easy to erect, the modern design of Skyline resists ice deposits and wind as no other type can. Each tower is "tailored" to meet local weather and surface conditions in your particular community. Skyline’s success in withstanding the worst assaults of Mother Nature is a matter of record. So play safe, built for permanence, protect your investment with Skyline Towers.

Radio Consultants! Station Owners! Engineers!
Only Skyline can offer all these features:
• Immediate Delivery: Why wait many months? Get on the air quicker.
• Delivered in highway trucks. Can be erected much quicker, easier and far more economically than any other tower made.
• Insured for proper erection.
• Streamline designed and aerodynamically correct.
• Lowest original cost and maintenance.
• Proven modern design gives low wind resistance and minimizes sleet danger.
• Tailored to the special weather conditions in your particular locality.

So—get on the air quicker and at less cost. Write, phone or wire Skyline Tower Company for full details.

SKYLINE TOWER COMPANY
5900 South Ashland Avenue
Chicago 36, Illinois

Skyline Towers of WKOW, Madison—Wisconsin’s most powerful station.
Andrew Corporation, Chicago 19, furnished all coaxial transmission lines and antenna equipment.
Sponsors

Hollywood, with expiration of its contract March 6. Firm now sets at weekly rate $300,000, with purpose of selective selling.

GENERAL ELECTRIC Co., through its Chicago branch, has for the first time in Chicago, has been called for its weekly series, "Believe Balloon," to promote sales of 15,000 GE salesmen. The agreement with dealers, OE is given $15,000 cost with 15,000 salesmen. The contract is for 13 weeks, with promotions and by sales promotion support by OE field staffs, sales and agency.

FORD MOTOR Co. of Canada, Windsor (Ford cars and trucks), April 4, Start participation in program, and has renewed for 41 Dominion network stations, Sun., Mon., Tues., Wed., Thurs., Fri., Sat., Sun. 8:30-9:30 a.m., for Thursday evening half hour and has renewed for its scheduled time, gecky Cocks, and Cockfield Brown & Co. Chicago.

LEKTROLITE Corp., New York, has called for new series of the "Africa" show on WLS, 890, Mon. 9:30-10:30, and has renewed for another series, high radio budget. At a time when its participation in the Arthur Godfrey show on WCBS New York, was called for.

TONI Co., Chicago, will move its "Nors Drake" daily series, "Dearborn," to the full time spot on WTMK, Chicago, Mon.-Fri., 9:30-9:45 a.m presentations of "Bill White's" in Chicago.

CHATEAU Surgeon's, 1300 S. Madison St., Chicago, has had the first opportunity to see big league night games. WGN-TV will televise all of the Sox' 21 night contests, beginning with the Philadelphia Athletics game May 5.

First day Sox game to be televised will be the season opener against the Detroit Tigers April 20. WGN-TV also will televise home games of the Chicago Cubs, it was announced March 7.

L & M, FORD SPONSOR CUBS GAME TELECASTS

LIGGETT & MYERS Tobacco Co., New York, and Ford Motor Co., Dearborn, Mich., will share sponsorship of telecasts of the home games of the Chicago Cubs this summer on WBBK Chicago on an alternating game basis.

The tobacco firm, sponsoring the Cubs telecasts for Chesterfield, is also buying video coverage of all New York Giants home games on WNB New York [Broadcasting, Jan. 26]. Ford, in New York co-sponsoring the Brooklyn Dodgers telecasts on WCB-TV New York with another cigarette maker, P. Lorillard & Co. (Old Golds), is extending its video broadcasting to a number of cities [Broadcasting, Feb. 16, March 1].


Quebec French-Canadian Markets to Be Promoted

QUEBEC Broadcasters Assn. held its annual meeting at Chateau Frontenac March 6 to decide on plans to promote the Quebec market. A joint campaign by all Quebec French-language stations is to be started soon to present the special advantages of the Quebec French-Canadian markets to advertisers.

Elections were held and Paul Lapage, KCCK Quebec, was elected, with Raymond Benoit, CKTV Montreal, as vice president. Directors elected were Phil Lalonde, CKAC Montreal; Alpe Gauthier, CHLT Sherbrooke; and Jacques Thivierge, CKRN Rouyn. Secretary was Joachim Gregoire, Montreal.

WGN-TV TO AIR WHITE SOX DAY, NIGHT GAMES

CHICAGO WHITE SOX home baseball games will be televised exclusively this season by WGN-TV, the Chicago Tribune video station, it was announced Tuesday. (Broadcasting, March 8)

Disclosure that White Sox games would be telecast for the first time was made by Leslie M. O'Connor, general manager of the ball club, and Frank M. Schreiber, treasurer of WGN Inc. Mr. Schreiber said the deal with the Sox, marking a change in the club's policy regarding television, will bring Chicago televiewers the chance to see big league night games.

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First day Sox game to be televised will be the season opener against the Detroit Tigers April 20. WGN-TV also will televise home games of the Chicago Cubs, it was announced March 7.

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to replace tubes in a matter of seconds!

... in the Westinghouse 3 Kw FM Transmitter

To replace tubes in this transmitter takes only seconds.

That's because all tubes are accessible from the front of the transmitter. Spare rectifier, driver and power amplifier tubes are stored in the upper righthand compartment, directly behind the lift-type glass panel. In fact, a complete set of spares is furnished, one for each tube used. And all are standard design... no specials.

Furthermore, because of the "pulse-counting" center frequency control circuit, tube selection is unnecessary. With this exclusive Westinghouse feature, any tube will work that registers "good".

Operation is simplified in other ways, too. All major tuning controls are centralized in the front panel. At eye level are six large-faced, 270° meters, making it easy to check all major circuits simultaneously.

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment; that cut your installation costs, simplify maintenance and keep you on the air.

Your Westinghouse salesman can show you how these benefits add up to your own profit.

Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

Here are more of these advantages!
- easiest in the industry to inspect and service
- only one control to adjust output power
- entire unit in only 1 cubicle cuts installation costs
- all key circuits in just two drawers

This man can help you in the Central Area... Wherever you are, there is a Westinghouse transmitter salesman to serve you. And he is as close as your telephone. Assisting him in the Central Area (Pa., O., Ky., Mich. and northern sections of West Va.) is Mr. G. B. Saviers, one of several Westinghouse sales engineers, ready to tackle your broadcast problems... from planning to operation. His 11 years of experience with WCAE and KDKA, and as assistant chief engineer of all Westinghouse radio stations, make him particularly well qualified for this work.

All this service can help you anywhere! It's the fastest service in the broadcast industry, with Westinghouse field service engineers backed by 35 repair plants and 17 parts warehouses. It's on 24-hour call everywhere in the United States for emergency service.
TELEVISION is not just a new radio gimmick any more than the airplane is a different kind of an automobile. Television is just as new and different today as radio itself was back in the days of the crystal set and the loudspeaker horn.

In the early 20's radio program directors, or whatever they called themselves then, had no experience to tell them how to do it. They had to use their ingenuity. They had to invent ways of conveying ideas solely by sound. Entertainment had never before been without some visual element. Nearly all entertainment depended largely on the audience being able to see as well as hear.

Radio developed a new technique for presenting plays, using word pictures and sound effects in the place of scenery. They had to get the listener to use just enough of his own imagination.

Sports-casting became a highly specialized profession. Some announcers developed great skill in the art of presenting scene, color and dramatic interest by words alone. In fact some of them learned to invent what nature or the facts of the case had carelessly omitted.

New Advertising Medium

A brand new advertising medium came into being with radio, and a brand new meaning for the word "commercial" was added to the American language. We got the long sales spiels, the jingles, the scary sound effects. We got the large, expensive network shows which are such a large part of the American entertainment scene today, and we got the radio serials which are such a large part of the entertainment in the lives of so many American women.

The program director has spent years learning and developing this modern radio technique. Now, if he is going into television he must throw most of what he knows out of the window. This may turn out to be one of the very best features of television.

The visual element has arrived in radio, but with some limitations at least for the present. The elaborate tricks used in writing and presenting shows to people who cannot see them must be forgotten for television. The problem now is to develop a technique for an audience that can see what television is capable of broadcasting as well as hear. There seem to be unlimited opportunities for new ideas in radio entertainment with television.

Radio plays will be more realistic, but to one is sure yet just how much time the American people will be willing to spend looking at a television screen. Will it be possible to develop the kind of shows that people can understand without looking if they don't want to, and still have those shows worth looking at if the listener does want to?

Imaginate a sports caster using the old radio technique on a television broadcast, his words half a minute behind the action, filling in color and scenery as he sees fit. The listener on the one hand will say, "You dumb so-and-so, don't you think I saw that? I want to know just who caught that fly in center field." On the other hand the listener might say, "Hey, cut out the baloney, you can see this act you're trying to call a fight, and it ain't."

With television the sports caster can no longer be a creative artist, he must be an interpretive artist.

For advertising there is a new world of possibilities. It may even become interesting. What's the good of televising the same kind of still picture that newspapers print? In order to make use of television action will be added to commercials. Live models will present styles, the newest kitchen devices will be seen in action, the automobile show-room will be the television screen.

Elaborate Staging Needed

As for the large network shows, if they go on television they will either have to change the acts or elaborately stage the ones they have been using. The audience will want to see Allen's Alley, Jack Benny's automobile, and Fibber McGee's closet; acts that we, the listeners, have been staging in our imaginations in the past.

The fate of radio serials is anybody's guess. If they go on television during the same hours as now, and they have to be seen as well as heard, either a lot of house work will go undone in America, or a lot of serials will go unseen.

Television entertainment will be growing into a framework that the engineers and inventors have made possible. We will be able to see this growth and development from a front row seat in our own parlor, or maybe in our favorite bar.

Both television and FM are doing one great favor for the radio listener. They are making it necessary for radio to advance and improve the quality of entertainment very rapidly. Television and FM will greatly increase the number of stations that can operate in a single community. The result will be greater competition for the ear and eye of the radio audience.

Provides More Selection

The best program at any time may be the best out of ten or twelve rather than the best out of five or six.

Small local stations will be cheaper to build and operate, but they won't pay so well because the total revenue will be split among more stations.

Each station must use greater (Continued on page 82)
In television seeing is believing . . . and big name makers of television sets are demonstrating by superior performance that MYCALEX 410 molded insulation contributes importantly to faithful television reception.

Stability in a television circuit is an absolute essential. In the station selector switch used in receivers of a leading manufacturer, the MYCALEX 410 molded parts (shown here) are used instead of inferior insulation in order to avoid drift in the natural frequency of the tuned circuits. The extremely low losses of MYCALEX at television frequencies and the stability of its properties over extremes in temperature and humidity result in dependability of performance which would otherwise be unattainable.

Whether in television, FM or other high frequency circuits, the most difficult insulating problems are being solved by MYCALEX 410 molded insulation . . . exclusive formulation and product of MYCALEX CORPORATION OF AMERICA. Our engineering staff is at your service.

**MYCALEX CORP. OF AMERICA**

"Owners of 'MYCALEX' Patents"

Plant and General Offices, CLIFTON, N. J. Executive Offices, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Specify MYCALEX 410 for:

1. Low dielectric loss
2. High dielectric strength
3. High arc resistance
4. Stability over wide humidity and temperature changes
5. Resistance to high temperatures
6. Mechanical precision
7. Mechanical strength
8. Metal inserts molded in place
9. Minimum service expense
10. Cooperation of MYCALEX engineering staff
BIRMINGHAM STATIONS POOL FOR RELIEF TALK

BIRMINGHAM, Ala. affiliates of the four major networks pooled their facilities recently to bring southern listeners an important speech on the proposed European Recovery Program.

An address by William L. Batt, Philadelphia industrialist and member of the National Committee for the Marshall Plan, was recorded and broadcast at staggered intervals by WAPI (CBS), WBRC (NBC), WSBG (ABC), and WTNB (MBS) in an effort to reach the widest possible audience in a four-state area. The broadcasts were arranged by James A. Head, president of the Birmingham Rotary Club, in cooperation with Lionel Baxter, WAPI vice president, Donald Campbell, WBRC vice president, Henry Johnston, WSON vice president, and Mrs. Evelyn Hicks, WTNB vice president.

A message from Robert P. Patterson, former Secretary of War, congratulating the four Birmingham stations for "...doing their country a service and carrying on the southern tradition of leadership and patriotism" preceded the broadcasts.

NEW Realism FROM Records WITH THE *DYNAMIC NOISE SUPPRESSOR!

Since the Type 910-A "Dynamic Noise Suppressor was announced two years ago, it has become an invaluable addition to the record-playing equipment of many broadcast stations at home and abroad.

Now, the 910-C, incorporating all the fine qualities of the original instrument plus improvements resulting from two years of experience in the manufacture and use of the *Dynamic Noise Suppressor, is ready! Increased range ... continuous suppression control ... improved remote control are only three of the 910-C's features which make it highly desirable for recorded musical programs.

HERMOS HOSMER SCOTT, INC.
"PACKAGED ENGINEERING"
385 PUTNAM AVE. • CAMBRIDGE 39, MASS.


Name Change Request

MOVE to cease use of Don Lee Inc. in favor of Thomas E. Lee Enterprises Inc. as total corporate name for all activities, including radio, developed fortnight ago when request was made to Los Angeles City Council. The firms action results from difficulty involved in being required to make dual payment of business license taxes. Changeover in estate which started several years ago with death of Don Lee was a preliminary to move to change name.

RADIOS GALORE

Campaign in Hartford Seeks "Radio in Every Room"

THE RADIO MANUFACTURERS Assoc. campaign for "Radio in Every Room, A Radio For Everyone" got a full-dress tryout in Hartford, Conn., when more than 300 radio dealers and distributors serving that city cooperated in a "Spring Radio Showing" Feb. 23-March 6.

Hartford's radio stations and newspapers launched a promotion with each of the city's five outlets using spot announcements at regular intervals calling attention to the spring radio showing and to its theme.

On the opening day of the campaign Hartford newspapers carried 41 individual ads totaling more than 1,000 column inches, tying in with the promotion. Hartford's leading stores built window displays with all types and models of radio sets featured. One jewelry store window showed a single radio mounted on a dias like a gem in a costly setting.

Alaska Governor, Mayors Will Help Launch KFRB

THE GOVERNOR of Alaska, mayors and other officials of Alaska and the U. S. are expected to commemorate the opening of KFRB Fairbanks on April 2.

Pan American Broadcasting Co., New York office for the Alaskan stations, announced last week that KFRB will operate on unlimited time with 1 kw on 1290 kc. Station is newest member of the Alaskan Broadcasting System and will serve military bases in and around Fairbanks.

KUAL Wallace, Idaho, owned by Silver Broadcasting Co., operating with 1,000 w starts on its new 620 kc frequency approximately April 15. Station is Don Lee Broadcasting System affiliate.

WLAW-FM Lawrence, Mass., has extended its FM broadcasting until 3 p.m. to 9 p.m. daily to 9 a.m. to 11:15 p.m. daily.

TEXT FOR ANNOUNCERS AUTHORED BY HENNEKE


"Designed for the practicing radio man and for the career-minded student," the book is an attempt to fill the need for an integration of public speaking and radio announcing fundamentals, according to Mr. Henneke. All of the material used in the handbook has been chosen and tested in many classes in the studio.

The textbook is arranged in two parts, the first covering exposition of the announcer's qualifications, skills and duties, and the second comprising numerous vocabulary drills, reading exercises and scripts. Embodying the realistic commercial radio approach, the handbook is fashioned in a college radio course correspondence to be taken as an introductory course in college or as a refresher course. The instructive text is written in oral style as an aid to the student in announcing technique. The drill material is designed to develop proficiency in the pronunciation of French, German, Italian and Spanish, the foreign languages most commonly used by the American announcer.

The handbook is published in script-page size, with exercises perforated near the binding so they may be removed for proper handling by the microphone. All of the scripts are printed in appropriate typewritten or teletype style.

Canadian FM Growth

FM LICENSES have now been issued in eight of the nine provinces in Canada, and the number of FM stations is growing, according to the Dept. of Transport, Ottawa.

PHILADELPHIA'S No. 1 Standard SPORTS! MUSIC! NEWS! 10,000 WIBG Walli REPRESENTED: Nationally by Adam J. Young, Inc.
For 24-hour dependable service...

There's a type and capacity to meet every broadcast need... If a station operator... do you want fast service on rectifier-tube replacements, plus THE BEST in quality? See your nearby G-E tube distributor or dealer. He has the tubes—can get them to you by speedy local delivery—and should his inventory of any type happen to be low, G-E coast-to-coast branch stocks mean overnight replenishment.

There's pocketbook protection for you, too, in G.E.'s ironclad tube warranty. Specify G-E rectifier tubes in original equipment for efficiency, reliability, and value, replace with G-E tubes to gain the same advantages, plus fast delivery to your door! Electronics Department, General Electric Company, Schenectady 5, N. Y.

GENERAL ELECTRIC
FIRST AND GREATEST NAME IN ELECTRONICS

GL-866-A

GL-8008
(also available with 30-watt base as Type GL-877-A)

GL-857-B

GL-673
(also available with 30-watt base as Type GL-676-A)

GL-869-B

GL-857-B

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("Quadrature operation")
PROMOTION PAYS

By TONY MOE
Sales Promotion Manager, KELO
Sioux Falls, S. D.

As the number of radio stations increases, station promotion becomes more important in the eyes of management. For many years an enlightened few station operators have made intelligent promotion pay off in bigger audiences and in greater revenue. However, the majority of broadcasters have not taken full advantage of the promotion opportunities at hand.

It is axiomatic that radio has sold everything but itself. But that day is past. The competition for audiences and for advertising revenue is keener than ever before, and in many markets sharp promotion will tip the scale when other factors are equal.

In broadcasting—as in any other business—you must be enthusiastic. Enthusiasm is that elusive quality that makes salesman of every member of your staff. The example set by the “top side” in the station organization soon is imitated by everyone connected with the operation. In other words, management must have a deep conviction that the

INTELLIGENT, planned promotion pays off in larger audiences and in greater revenue. Tony Moe, sales promotion manager of KELO Sioux Falls, S. D., is convinced of this, and he discusses in the accompanying article methods and schemes which have been used effectively by KELO. He stresses the importance of timing and emphasis on public service in all promotional activities. He cites the advantages of analyzing the market, the function of the station and the costs of the proposed promotion campaign before any promotional activity is launched.

station operation merits promotion. Radio station promotion is an attitude.

At KELO, NBC affiliate in Sioux Falls, we attempted to put down in order the objectives we hoped to accomplish by promotion. We think that the response in increased advertising revenue has proved the wisdom of our plan. The specific devices used were not unusual. But results were obtained by repeating a lot of little things. By careful planning, promotion paid off at KELO.

Several of the promotion devices we have used to increase station acceptance and to enhance the benefits which accrue to an advertiser using our facilities are discussed in the following.

KELO set up a trade-out with eight theatres in Sioux Falls for a movie trailer which stresses the NBC Parade of Stars heard over KELO and points up our dial position. We made arrangements with the Sioux Falls Transit System to carry KELO bus cards in its entire fleet.

When a new program is scheduled over KELO we use courtesy announcements. This is good business because the client hears the announcements, and more important, his competitors hear them. This may explain why we have nine Sioux Falls automobile dealers advertising over KELO.

A touchy subject with most station promotion men is newspaper advertising. The kind that costs so much per column inch. Once you decide to use newspaper space the obvious thing is a contract. Get the advantage of a discount. With a contract you can place a small portion of the avalanche of promotion material provided by the networks and the various agencies. Edit all material and be sure what you use is fresh and timely.

We have found that weekly papers in the smaller towns are more cooperative in printing news releases and publicity items. If an individual from a nearby city is involved play up the local angle and the editor of the weekly often will print the story because of the local news peg.

Timing Is Important

On a specific campaign such as a power boost or a change in frequency a billboard campaign can be tied in with other promotion effectively. Timing in all promotion is most important. When you do use billboards be sure the billboard copy repeats certain key phrases which might be your station break and the copy used in your movie trailers. Get the cumulative effect by repetition in the different media.

Merchandising and window displays are a big headache to the promotion manager with limited time. We have found that most ad-(Continued on page 78)
Whenever you need long-period, high fidelity recording, look to the MAGNETONE*—the latest news in wire recording!

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire reused any desired number of times. "Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in $\frac{1}{2}$, 1, 2 and 3 hour time periods are available. The "MAGNETONE" is portable, durable, in attractive metal or black leatherette case.

Broadcasting stations will find this magnetic recorder ideal for remote pickup and delayed broadcast work. Especially suited for conference recording, case history study, educational training, opera recording, dispatchers' monitoring, police radio monitoring and many other long period recording usages.

Outstanding characteristics of the MODEL BK-303 "MAGNETONE" are its fast rewind, fast forward speed, and constant recording speed which permits any section of a recorded program to be spliced into any other section without impairing the faithful reproduction.

Write today for detailed specifications of the "Magnetone"
SPRINGVILLE, former assistant secretary to Mayor John L. Bohn of Chicago, has joined the promotion staff of WTMJ, WMJF-FM and WTMJ-TV Milwaukee.

ELLIOTT M. SANGER Jr., who has been in charge of promotion for WQXR and WQXR-FM New York since last June, has been appointed assistant to IVAN VECHT, director of promotion and research of New York Times. Both WQXR and WQXR-FM are stations of New York Times. No replacement for Mr. Sanger has been announced.

JAMES MOORE, former newspaperman, has been appointed head of newly-created Promotion service department of KMA Omaha, Nebraska.

Mr. Moore has worked for newspapers, the Associated Press and durning last year as advertising director for a National Flow Terrace Contest in Nebraska, where he worked with a soil conservation official as assistant editor of the Omaha World.

"Veil Smoothness"

EMPLOYING sense of touch to point up its subject of radio broadcasting, WBAL-FM Raleigh, N. C., has issued a new rate card and staff description cards printed on special stock paper. Light grey, cover stock paper, with one smooth and the other of velvet-nap texture was used for the cards. Prentice Hall-FM Radio service manager who originated the idea, states that this provides a protective sponsor is good—when they handle the booklets, radio station managers think of FM's "veil smoothness", "natural paper," and talk about FM's "superior quality."

Wills Record

REPORT on public service activities of Wills Lansing, Michigan during its past year of operations, has been compiled in booklet form and is now available to staff members. The booklet, which lists current news services and other activities of the station, is available on loan.

REPRINTS of ad titled "Letter to Mickey," which was run by KOA Denver Rocky Mountain Times, have been distributed to the trade by the station to furnish information on activities of KOA. The ad is a feature letter, in faltering printing, from a young boy who states that he admires his own radio store with 15 w power and would like to have "a letter to Mickey" from KOA. The swerving letter to Mickey from station gives a good idea of KOA personnel and operating activities.

Gray & Rogers Booklet

COLLECTION of 22 ads which Gray & Rogers, Philadelphia advertising agency, has run in various newspapers over the past two years has been compiled by agency into booklet containing "Gray & Rogers Agency Advertisements 1947." Booklet has been distributed to prospective clients and other interested parties as a means of publication or to answer demands received by Gray & Rogers for representation.

Electric Show

LARGE-SCALE showing of television sets in Boston, scheduled for First Annual Electric Show as Mechanics Bldg. April 3-10, will include television of the public by KOA and Boston-Sprague field, and viewing over battery of video sets of NBC network television programs brought from New York, microwave relay system. Arrangements for WBC's children's program, "Camera chain," of television camera, control room, and power supply unit, will be set up on site, with trailer, which will be on display and be introduced by Tom Moore. A special display of VBW-TV "Television," with complete studio set will be displayed. Some of the various exhibits will be visible to persons being televised by means of television monitor. A display of television set will be in the "Personal Service" display of the National Radio Exhibition.

Tourist Magazine

PICTORIAL magazine displaying "scenic wonderland" on the Pacific Northwest have been published by Pacific Northwest Forest, 1908 Edition has been published by Pacific Northwest forest. The magazine is a compilation of photographs and descriptive articles, containing information on various areas of the Pacific Northwest, including such topics as forests, wildlife, and recreation areas.

KROK Brochure

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REPRINTS of ad "letter to Mickey," which was run by KOA Denver Rocky Mountain Times, have been distributed to the trade by the station to furnish information on activities of KOA. The ad is a feature letter, in faltering printing, from a young boy who states that he admires his own radio store with 15 w power and would like to have "a letter to Mickey" from KOA. The swerving letter to Mickey from station gives a good idea of KOA personnel and operating activities.

Mr. Moore

Mr. Moore has worked for newspapers, the Associated Press and durning last year as advertising director for a National Flow Terrace Contest in Nebraska, where he worked with a soil conservation official as assistant editor of the Omaha World.

"Veil Smoothness"

EMPLOYING sense of touch to point up its subject of radio broadcasting, WBAL-FM Raleigh, N. C., has issued a new rate card and staff description cards printed on special stock paper. Light grey, cover stock paper, with one smooth and the other of velvet-nap texture was used for the cards. Prentice Hall-FM Radio service manager who originated the idea, states that this provides a protective sponsor is good—when they handle the booklets, radio station managers think of FM's "veil smoothness", "natural paper," and talk about FM's "superior quality."

WILLS RECORD

REPORT on public service activities of Wills Lansing, Michigan during its past year of operations, has been compiled in booklet form and is now available to staff members. The booklet, which lists current news services and other activities of the station, is available on loan.

REPRINTS of ad titled "Letter to Mickey," which was run by KOA Denver Rocky Mountain Times, have been distributed to the trade by the station to furnish information on activities of KOA. The ad is a feature letter, in faltering printing, from a young boy who states that he admires his own radio store with 15 w power and would like to have "a letter to Mickey" from KOA. The swerving letter to Mickey from station gives a good idea of KOA personnel and operating activities.

Gray & Rogers Booklet

COLLECTION of 22 ads which Gray & Rogers, Philadelphia advertising agency, has run in various newspapers over the past two years has been compiled by agency into booklet containing "Gray & Rogers Agency Advertisements 1947." Booklet has been distributed to prospective clients and other interested parties as a means of publication or to answer demands received by Gray & Rogers for representation.

Electric Show

LARGE-SCALE showing of television sets in Boston, scheduled for First Annual Electric Show as Mechanics Bldg. April 3-10, will include television of the public by KOA and Boston-Sprague field, and viewing over battery of video sets of NBC network television programs brought from New York, microwave relay system. Arrangements for WBC's children's program, "Camera chain," of television camera, control room, and power supply unit, will be set up on site, with trailer, which will be on display and be introduced by Tom Moore. A special display of VBW-TV "Television," with complete studio set will be displayed. Some of the various exhibits will be visible to persons being televised by means of television monitor. A display of television set will be in the "Personal Service" display of the National Radio Exhibition.

Tourist Magazine

PICTORIAL magazine displaying "scenic wonderland" on the Pacific Northwest have been published by Pacific Northwest Forest, 1908 Edition has been published by Pacific Northwest forest. The magazine is a compilation of photographs and descriptive articles, containing information on various areas of the Pacific Northwest, including such topics as forests, wildlife, and recreation areas.

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WFLB FAYETTEVILLE, N.C.
TAKES AIR ON 1490 KC

WFLB Fayetteville, N. C., operated by Fayetteville Broadcasters Inc., made its debut Feb. 18 with a special inaugural broadcast, and the following day began regular operation of 18 hours daily with 250 w on 1490 kc. John M. Croft, formerly with WBTM Danville, Va., and WJPA Washington, Pa., is general manager.

Studios, transmitter and offices of the new station are located in a modern building two miles from downtown Fayetteville on Bragg Blvd. RCA equipment is used throughout with a 350-ft. self-supporting Trucon tower.

WFLB staff members include Chief Engineer E. A. Whitlock, formerly with KVOR Colorado Springs and WRIB Providence, R. I.; Commercial Manager N. L. Royster, formerly with WMMN Fairmont, W. Va., WRIF Washington, N. C., WOLS Florence, S. C., and WAYS Charlotte, N. C. Annunciators are Harvey B. Dunn, previously with WKLA Ludington, Mich., and WGBR Goldsboro, N. C.; Al Jordan, of WCKB Dunn, N. C.; Art Kellar, from WRON Ronceverte, W. Va., WAND Canton, Ohio, and WGBR Del Carty, formerly with WRIB, and Tom Hickerson, new to radio.

Continuity and women’s director is Eleanor Dorsett, formerly of WTMA, Charleston, S. C., and WNEW New York. Lib DeVane is news editor and Cantey V. DeVane is traffic director. Engineers are William M. Bell, William C. Finch, David O. Beck and William Bailey.

WFLB subscribes to NBC Theatres Library and INS news and is represented nationally by Cox and Tans.

**FIRST** of series of 15-minute transcribed dramas for Foster Parents Plan for War Children Inc. has been cut at NBC New York. Series will be made available free of charge to stations throughout the country. Foster Parents Plan is located at 55 W. 42d St., New York.

**FREE** sponsorship of its weekly program “Preview Theatre of the Air” has been given Cancer Prevention Society, Los Angeles, by KFMB same city.

**They Say....**

“**ONLY** the broadcaster himself is condemned to silence, forbidden to raise his voice [on the air]. This ... suggests, in the realm of radio at least, that the only man who is not qualified to a public opinion is the man who has provided the means whereby others may express it. The basis for it, as nearly as it can be determined here, is the fear that if radio is granted the right to editorialize, it will in the coming campaign propagate heavily for one party and against the other. This raises the question whether the air waves, established to be in the public domain, should be freed for the expression of partisan bias. It is a question which Congress will have to answer. It should be able to do so easily along the lines that the FCC was established to prevent a mechanical and technical chaos on the air through a conflict over frequencies, not to determine directly or indirectly what is broadcast once frequencies are assigned.

From editorial in The Daily Mail, Charleston, S. C.

**"BROADCASTERS** [attending recent Louisiana-Mississippi broadcasters’ meeting] were interested in fact newspaper advertising has continued to expand despite growth in radio advertising, and television offers little competition to radio, newspapers or motion pictures . . .

**Phil** Merriman, of Anderson Merriman, New Orleans radio consultants.

“The problem of preserving essential military secrecy in the atomic age without infringing basic democratic freedoms cannot be solved by government censorship, no matter in what guise. A sense of far greater responsibility to the national interest than ever before . . . on the part of all information media is basic to the solution of this problem . . . . But the government, too, has obligations . . . Security ‘checks’ of persons engaged in highly secret government research sometimes are completed after the person concerned has finished the job. In other words, the information media of the country are not responsible for the government’s ‘feats’; government’s own inefficiency and carelessness are often to blame . . .”


“CERTAINLY Pepper [Senator Pepper of Florida] is right in believing that broadcasting Congress would bring people closer to its lawmaking body, and make its lawmakers much more real to the people who elect them. Congress and its proceedings now are more or less of an abstraction to millions of voters, and that fact probably lies at the bottom of much of the apathy and cynicism with which millions of people regard their government. Radio, by reproducing the human voice and the personality behind it, can give us an idea of the man behind the words . . .”

From editorial in Daytona Beach (Fla.) Evening News.

“WE'RE IN FAVOR of giving the radio stations just as much leeway in this respect [editorializing] as the newspapers always have had . . . . The logical course would be to devote a great amount of time per day to a feature plainly labeled as the station's or network's opinions, and equal time to the monologue of 'Dear Sir, you cu' backlash from listeners . . . Some managements or editors in these places [where there is only one newspaper in a community, or two papers under same ownership] are broad-minded and courageous enough to give opposite opinions an even break in their columns; but not all of them are . . .”

From editorial in Times-Herald, Washington, D. C.

“AS THE GOLD RUSH of 1849 was the big robust thing that happened to the country in the last 100 years, television will be the big robust thing that happens to it in the next 100 . . . Television pyramids all other forms of advertising and there is going to be a mad scramble to get in on it at the beginning.”

Noran E. Kerst, director of television, NBC, in interview on KSD-TV St. Louis.
The Coming of World Religion

11.

This world era revolves around one central figure—Baha'u'llah. He has revealed His goal, defined its truths, inscribed His laws and summoned mankind to fulfill its destiny.

Baha'u'llah was born in Persia on November 12, 1817. He died at Akka, Palestine, May 29, 1892.

Fifty years of his life were spent in exile and prison. From Tehran to Baghdad, thence to Constantinople, to Adrianople and finally to the Holy Land he walked the path of supreme sacrifice dissipating the Prophet of God from the false leaders of men.

Baha'u'llah recreated the nature of religion, making it the agency of world order and the last hope of a distracted people. His words rekindle the spent fires of worship. Their majesty and power convey authority. Their healing restores the power of truth and love to the sick soul.

Baha'i literature free on request.

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Ill.

AIR TIME IS VALUABLE!

To get the most from your radio time—to coordinate the elements of your program with split-second accuracy, use—

GALLET, GALCO and SECURITY STOP WATCHES and CHRONOGRAPHS

Preferred for over a quarter century by industry where precision timing saves precious dollars.

Send for free catalogue

THE ELMOR COMPANY
11 E. 45th St., New York 17, N. Y.
Importers and Distributors

Murray Hill 7-2587

Promotion Pays

(Continued from page 74)

Advertising agencies are cooperative and frequently they will provide point of sale material on request. This means that the station is spared the expense of printing, and the time and effort devoted to placing the cards in the store can be counted as a good will visit.

KELO has used direct mail extensively. To be sure, this is expensive. However, a dealer letter not only tells about the radio program and the product of its sponsor, but the station call letters are very much in evidence and the grocer or the druggist is a good man to have on your side. He meets a lot of people and he is more receptive next time you come around with a display card for his front window.

We try to make the wholesalers and the retailers feel that they are doing "let in" something . . . That they are "on the inside" of the advertising campaign. To get productive distribution for our direct mail campaign we have set up a file of the complete memberships from Chambers of Commerce in 60 cities and towns in our coverage area in Iowa, Minnesota and South Dakota. This information is indexed by business categories.

If you plan to direct a mail campaign toward advertising agencies, work hand-in-glove with your station representative. Usually he is in the know. But supply your representative with plenty of information to help him sell facts and figures and market trends. And get an up-to-the-minute list of all his agency time-buyers. When you make a favorable report on your station the timebuyer will remember you when he places another schedule. Keep your agency list handy and be sure it is accurate. You expect a lot from your representative chances are you will get a lot.

Promotion reports are as much work as the actual promotion itself. At the same time the report is just as important. It is a source of wonder how easily pleased and how sincerely grateful agency people are for the promotion stations do in behalf of their clients, probably because agency personnel are more aware of promotional support than any other group. It isn't what you do, it's what you tell them you do.

Stress Public Service

Don't underestimate the importance of talks by your farm man, your sports director, your woman's club or your newspaper editor. The public likes to get behind the scenes of radio and, whatever you might think about the radio business, it is glamorous and not engaged in it. But stress the public service side. Explain the thorough job radio is doing in public service, news and special events. Let's put our best foot forward.

Showmanship must start at the top. Imagination, enthusiasm and drive among key personnel will influence the work of every member of the organization. If the station is not enthusiastic and proud of what the station is doing, then he should get out of the radio business. Every employe of the station is an ambassador of good will in the community.

An enthusiastic and loyal employe can develop a tremendous amount of good will for the station by "word of mouth" advertising.

Preliminary Plans

Before you launch a promotion campaign in a hit-or-miss fashion it is wise to analyze the market and the function of your station by merely asking the questions: "Whom do we want to reach?" "What results do we hope to achieve?" Once the goal is determined, then the methods can be decided upon. And right at that point, consider the budget. Analyze the costs before you start.

These are a few of the devices KELO has used to advantage. Pei culiar conditions in different localities call for variation, but as we begin a new year and advertising budgets are being allotted, it is time to ask ourselves, "Where have we failed in station promotion?" Then let's do something about it.

Grel Predicts No Drop In Prices of Receivers

AN INCREASE in the production of FM and television receivers with no "appreciable" decrease in price was predicted by Joseph Grel, president of Sonora Radio & Television Corp., in his annual report to 6,000 Sonora dealers.

"Today," said Mr. Grel, "genuine FM radio receivers are down to about $65 for the low-priced table models, and range up to $1,000 for the finest console radiophonograph combinations. Television receivers, with 10-inch pictures, range around $300 at the lowest level. Radio manufacturers have already had experience with mass production runs on these items, and it does not appear as if any genuine receiver or television set can be produced and marketed for less."

EXHIBITORS RESERVING NAB CONCLAVE SPACE

NINE heavy equipment manufacturers, eight other equipment firms, eight transcription companies and three other related organizations have reserved space at the annual exhibit to be held May 17-21 in conjunction with the NAB convention at the Hotel Biltmore, Los Angeles.

Only 5,000 square feet will be available for heavy equipment in the Biltmore ballroom and foyer around one central table. This means that the space utilized at the Atlantic City convention last September. Other exhibitors, however, will have ample space on the second floor of the hotel, with over 70 rooms reserved for their use [Broadcasting, Feb. 9]. They will be able to demonstrate recording equipment and programs this year whereas last September's exhibit was silent because all activities were held in the convention hall.


Other exhibitors who have announced they will have displays are: Broadcast Service Bureau, Broadcast Music Inc. and Broadcast Measurement Bureau.

BBC Files As Agent

IN COMPLIANCE with the Foreign Agents Registration Section, the Washington News Office of BBC, has filed with the Department of Justice as agent of BBC London. The name of the BBC news office, whose news correspondent is R. L. Miall, is to provide a general coverage of United States news for the BBC.
At CFRB

there are 100 full cents in every DOLLAR!

There are over 40 advertisers who have been using CFRB for the past twenty years—and we hope they'll keep right on for the next twenty! Now, there must be some good reason for this loyalty—some sound business reason. And there is! These wise sponsors have discovered that on CFRB they can buy more listeners—and customers—per dollar spent, than on any other Toronto station!

Yes, for every advertising dollar, CFRB offers:

- 2,795 potential radio homes after 7 p.m.
- 3,475 potential radio homes between 6-7 p.m.
- 5,195 potential radio homes at other times

That's full value, to be sure—one hundred cents advertising power for EVERY dollar spent on CFRB!

Looking forward to the next twenty years!

CFRB

TORONTO

REPRESENTATIVES
UNITED STATES
Adam J. Young, Jr. Incorporated
CANADA
All-Canada Radio Facilities Limited

March 15, 1948
Help Wanted

**Managerial**

Chief engineer wanted. Must be thorough-ly versed in all phases of engineering includ-ing de-sign, development and man-agement within the next six months. Salary and equipt. must be com-pletely details as to experience, sal-aRY and any other pertinent in-formation. Please write or phone.

WANTED: Chief Engineer for NBC station located in N. Calif. Must have experience in design, development and man-agement of small FM mountain sta-tion. One who has been around the block a few times and has the com-mon sense to manage people and equip-ment. Knowledge of man-agement plus strong engineering sense and prove-n results. Present experience necessary. Salary open. Write: Box 990, BROADCASTING.

**Technical**

Chief engineer wanted. Must be thor-oughly versed in all phases of ENG ineering and management. Will be work-ing full time in leading metropolitan area with full details for setting up new station. Excellent opportunity for experienced engi-neer. Salary open. Write: Box 990, BROADCASTING.

WANTED: Chief Engineer for NBC station in N. Calif. Must have at least five years ex-perience in FM and mountain sta-tion manage-ment. Salary open. Write: Box 990, BROADCASTING.

WANTED: Radio background and entry-level sales manager. Must have at least one year experience. Excellent opportunity. Write: Box 990, BROADCASTING.

**New England 5000 Watt**

**Mutual Wants Salesman**

Good salary and working con-ditions. Send references and pic-ture to Box 849, BROADCASTING.

Salesman—Proven record. Also operator-announcer first class license. Growing eastern chain. Write KSLF, Red Bluff, Calif.

Salesmen, now calling on radio stations; representatives wanted for top shows. Exclu-sive territories. Replies confidential. Send resume and photo with first letter. Box 914, BROADCASTING.

WANTED: Combination engineer-announcer with good voice. Airlift photo, disc KPKE, Livingston. Housing avail-able.

WANTED: Transmitter engineer for AM and FM. NV license required. Present 3 kw FM transmitter, will have a 60 kw FM station soon. WKPX, Kiptopeke, Virginia.

Chief engineer, we have just been granted a new call in this 15,000 population city, located 200 miles east of Cincinnati. Decent facility, good knowl-edge and ability. Permanent Position. No phone, Box 859, BROADCASTING.

WANTED: Immediately—Dependable, so-ber, experienced Engineer. Qualified to take charge of all operations of a newly established station in the Midwest. Box 904, BROADCASTING.

WANTED: Combination engineer-annoncer with good voice. Airlift photo, disc KPKE, Livingston. Housing avail-able.

WANTED: Operator-engineer for 2,500 watt station in west coast city. Must have experience working with modern equipment. Write: Box 920, BROADCASTING.


WANTED—Operator-engineer, new 1,000 watt FM station in Minneapolis. Must be able to build, design, and run a station from this general area. Send full information—photo and disc. WREX, Ebon, Mass.

WANTED—Staff announcer. Send trans-ferable WBBY, Brooklyn, New York.

WANTED—Staff-jockey, experienced ad-lib and well versed in participating shows. Disc jockey. Write: WMMW, Meriden, Connec-ticut.

WANTED—Operator—announcer, new 1,000 watt FM station in Minneapolis. Capable sports personality. Write: Box 920, BROADCASTING for another chance.

Good first class announcer needed at progressive station, phone or wire W. R. E. BROADCASTING.

WANTED: Announcer, full time network station in southeast. Good pay. Box 837, BROADCASTING.

**Situations Wanted**

**Managerial**

Now general manager, part owner, second largest network, seeking a full time executive man-ager network outlet, large market. Previous experience must be with such a network. Good newpaper background. Could invest $150,000. Will consider 45% discount. Money isn’t everything! Radio executive with 16 years thorough sales, programming, ad-ding and buying experience in top New York agencies, ability to get and keep accounts. Will seek management connection with radio station in black, Age 28, Radio 12 years, WJTV, WABC, WABC, WQBS, WQBS, WQBS, WQBS, WQBS, WQBS, WQBS.

Manager—Now operating 250 watt net-work affiliation, seeking station manager. Thoroughly experienced sales, promotion, public relations. New or es-tablished stations. Family man in mid-Salesman, aggressive, with college de-gree in speech, concentrated in radio, persuasive speaking, radio sales. Some experience, well trained and very am-bitious. Ed Roeder, 4160 Connecticut Ave., NW, Washington, D.C.

Salesman—Ambitious young man, experienced in new station, veteran, eager to get started in major network affiliation, experience and background, Salary secondary to opportunity. Box 917, BROADCASTING.

Salesman—Experienced, aggressive, with college degree in sales, well trained and very ambitious. Ed Roeder, 4160 Connecticut Ave., NW, Washington, D.C.

Salesman—Experienced in new station, veteran, eager to get started in major network affiliation, experience and background, Salary secondary to opportunity. Box 917, BROADCASTING.

**Technical**

WANTED: Chief Engineer determined equipment for medium wave station. Present experience desired along with callsite and present job. Box 921, BROADCASTING.

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WANTED: Chief Engineer determined equipment for medium wave station. Present experience desired along with callsite and present job. Box 921, BROADCASTING.
TELEVISION ENGINEER
Seeks Greater Opportunity
Fifteen years experience in prac-
tical and administrative duties. Ex-
Ee: reference. Box 911, BROADCASTING

Engineer—Recent BCA graduate, Young,
and practical experience in broadcasting. 
Available immediately. Box 910, BROAD-
CASTING.

Construction engineer—Licensed, ex-
erience, Best of workmanship. Will build 
local station, then handle complete 
operations. $75 weekly. Box 928, BROADCASTING.

Year as engineer-announcer. Would like position as executive producer, or 
connection, exchanges views and ref-
erences W. G. K. Newspaper.

Engineer, first class, interested in sta-
tion in mid and northwestern states. 
Two years, will move to Wisconsin. John W. Hanaway, 2772 E. 75th St., Chi-

Success in television engineering ex-
H. 928, BROAD-

Production-Programming, others

Top quality program director-produc-
tion manager. Reliable family man, 31, 
Training in this field. W. W. Thorough, 
station or position. Eight years experi-
programming. Write for personal interview. Box 954, BROAD-

Schools

A stylus may solve your problem with 
cable, can be any size or shape. Sale 
the country. Also will sell.

WANTED! The TELEVISION 
RACE IS ON!!

Television is going places, and 
with the right equipment. 
write, wire, or call Ralph Hinkle, 
KANSAS CITY, MO. 

available for $35,000.

For sale

For sale—Fulltime South- 
west Network Station

A splendid opportunity for a capable operator to acquire a pro-
able fulltime station with a good network affiliation.

Located in one of the most at-
tractive sections of the growing 
western states. Qualified purchaser can buy this property for a total 
purchase price of $35,000.

Write exclusive representative

BLACKBURN-HAMILTON CO.
Radio Station Brokers
WASHINGTON, D. C.
1011 New Hampshire Ave., National 7405
DALLAS
Mercurial Building—Central 1177
SAN FRANCISCO
235 Montgomery St.,—Eskarp 2-5673

For sale

For sale—100 watt transmitter. Operating 
at a profit. Located in southwest, ex-

For sale

For sale—One RCA 311AB monochrome 
monitor crystal set. Includes all crystals 
and holder for 1600. One Westing 
928 crystal and holder for 1450. One 
thermocouple (repaired). One Westing 
O-2 425 SMP thermocouple (repaired). 
One Westing O-2 425 SMP internal 
thermocouple (new). Following UPO 
chokes, coils, transformers, PA-100, 
PA-128, LS-5, LS-5, LS-6, LS-8, 
LS-8. San Francisco, Cal. Call during 
choking (new). Make an offer for all or 
$100. R. Sanborn Geyer, WBTM, Dan-
ville, Va.

Temos, new 25 watt transmitter, studio 
compute, monitor Jennings, Jensen 
speakers in cabinets, oscilloscope, sacri-
fifice, transmitter, Chevron, 3000. Seneca, Buf-

tance, Factory condition. For 
sale—Eighty, any height, im-
mediate delivery. We also erect and 
service trucks, balance sheet and 
phone 8503. John Greene, Mid-South 
7977, Memphis, Tenn.

For sale—Absolutely new 
Winch Super-300, 300 watt, 
zoo power, including 
ited, stations for delivery. 
New winch, Type BY-8-A, 6 
F.M. Station licensee for between 
A-4, 702. Will sell complete, 
ready for delivery at cost 
$100. W. F. Washington, 
KDFN, Montgomery, 

500 watt Western Electric Type 532R 
transmitter. In excellent condition.

Available immediately. Radio Station 
KDAL, Duluth, Minnesota.

1000 watt Western Electric broadcast 
transmitter, Type DB, Excellent con-
dition, $2500. Available about 90 days. 
KDFN, Montgomery.

185 ft. Lengu tower complete with 
plugs, plates, insulation, standard light-
ing. 234 ft. One way. Radio 
Frequency monitor crystal for 
montana. Also will sell 125-6 
Crystals and headers around 120 
sale. High, respectively. WSAV Savannah, 

WANTED TO BUY

For sale—Pentacore network 
station. General manager needs 
sales manager to operate direc-
tive, want to team up. What 
will 5000, 10000 give for? Box 903, BROAD-

For sale

For sale—Fulltime 
market area. Box 754, BROAD-

For sale—50 watt 
mitter, WE 310-B. Ad-
250-500 watt operation. 
cludes tubes and many spare 
parts. Box 353, BROAD-

For sale—All types 
radio and (all types stations) plus 
practical and class teachers. 
interested only in progressive pro-

For sale—100 watt 
station. Operating at 
profit. Located in southwest, ex-

TELEVISION ENGINEER

Radio writer—Married man, two 
years experience in sales, adver-
sing, editorial writing, sales re-

ture. Wants radio work with ad-

Program director—announcer — 
ment position desired. Four years 
perience, local and network. Presently 
short production. Now program director 
surely metropolitan FM station. Available April 1st for 
personal interview. Box 954, BROAD-

Add an asset to your staff—Perso-
ciable young engineer, experienced and trained in 
promotion and publishing. Knows media, presentation, 
reports, sources. Familiar ma-

Engineer, practical man, with telephone first. Capable as chief 

tanance Engineer technician, practical man, with telephone first. 

Available immediately. Box 910, BROAD-

CASTING.

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promotion and publishing. Knows media, presentation, 
reports, sources. Familiar ma-

Engineer, practical man, with telephone first. Capable as chief 

tanance Engineer technician, practical man, with telephone first. 

Available immediately. Box 910, BROAD-

CASTING.

CASTING.

CASTING.

CASTING.

CASTING.

CASTING.

CASTING.

CASTING.
IRE Awards
(Continued from page 44)
Tuesday morning, March 23:
"A New Figure of Merit for the Transient Response of Video Amplifiers," R. C. Palmer and Leonard Mautner, Allen B. Du Mont Labs.; 
"High-Quality Radio Program Links," M. Silver and H. A. French, Federal Telecommunication Labs.; 
"A UHF Model of Study Current Calculations Induced in Low-Frequency Broadcaster Towers and a Discussion of Means for Reducing Undesired Receiving," Andrew Alford and Henry Jasik, Andrew Alford Labs.; 

Wednesday afternoon, March 24:


** VIDEO**

**QUADRENNIAL**

KTUC Tucson Holds Its First Leap Year Party

Mr. Little, the cake, and some of the birthday givers.

* * *

BECAUSE people who have birthdays on Feb. 29 can celebrate them only once every four years, KTUC Tucson's general manager, Lee Little, has decided to make the day doubly pleasant by throwing a party. So 46 people arrived Feb. 29 at the studios for "KTUC's First Quadrennial Party for those born on Feb. 29."

From now on it looks as if it will become a KTUC custom. The station did a 45-minute broadcast of the party, with full descriptions of the big cake, the flowers and candy given as presents, and the buffet supper KTUC served. The KTUC First Annual Leap Year Birthday Party was a big success.

When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.

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**CONSULTING RADIO ENGINEERS**

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EXPERIMENTS

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Delgado Gets New Post with ‘Voice’
Will Head Washington Operations
Of International Program

MUCIO F. DELGADO, until recently chief of the radio program branch of the “Voice of America” in New York, has been named associate chief of the State Dept’s International Broadcasting Div. with headquarters in Washington.

Mr. Delgado, who has been concerned with actual programming of the “Voice” will now do liaison work with other agencies and departments of the government, and will be in charge of Washington operations of the “Voice.”

He has been in government service since 1941, when he began doing radio production work for the Office of Inter-American Affairs and eventually became head of its editorial setup. When the State Dept. took over the radio functions in 1946, Mr. Delgado came with the department.

Before joining the government, Mr. Delgado was with the Arizona Broadcasting System from 1936 to 1941. He was first with KTAR Phoenix and KVOA Tucson and later became manager of KYCA Preston. Previously, from 1932-34, he had been with KTUC Tucson.

Succeeding Mr. Delgado in his New York position is Robert Ross, whose background is primarily in commercial writing. Just prior to joining the State Dept. he served with OWI and on the staff of WNYC New York. He has also done freelance writing.

Regarding the criticism of a “Voice of America” script by two congressmen this week, Mr. Delgado explained that the script was merely one of many submitted to the department by NBC and CBS for possible use and should not be singled out as typical. The networks prepare most of the non-controversial scripts under contract to the State Dept.

The script which drew the attack of the legislators concerned the early days of Cheyenne and “feathered and naked” Indian girls. Said Rep. John Taber (R-N.Y.), chairman of the House Appropriations Committee, “Putrid!” Commented Rep. Robert F. Rich (R-Pa.), “I feel just like resigning from Congress.”

Feature of Week
(Continued from page 10)

she hates orange juice, Linda may spill milk over the commercials. Or Echo, the pooh, may indicate it’s time for a walk. The milkman who drops in for “coffee and—” also may find himself on the air.

A real-life edition of One Man’s Family, Listen to Cliff has drawn enthusiastic mail response from Chicago and nearby cities. While the mail is predominantly favorable, occasionally there will be a viewer such as that of one listener who said Mr. Johnson was “hen-pecked and too easy-going.”

Mr. Johnson uses his ad-libbing ability to good advantage on commercials by instilling the family touch. What with four daughters in various moods, it’s not an easy task. Occasionally Sandra is permitted to read a commercial; Linda generally is restricted to singing “Happy Birthday” (the only song she knows.) The Listen to Cliff title was selected in a contest conducted by Mr. Johnson to replace his Musical Clock show. When it was suggested he broadcast from his home, WBBM made the necessary engineering arrangements. Listen to Cliff is popular in Chicago, largely because of station enterprise, the Johnson personality appeal and a formula which holds that typical family life can be good radio.

Meier, Parr Given New CBS Television Posts

TWO CBS VETERANS, Harold Meier and Adolph Parr, have joined the network’s video operations staff. Mr. Meier as night supervisor of operations, Mr. Parr handling operational schedules and assignments. Both began with WBBM, the day operations manager. Joining CBS in 1939 as a statistician in production, advertising and sales promotion, Mr. Meier transferred to operations the following year, scheduling announcers, and became network operations super-

THE 1947 RADIO award of American Schools and Colleges goes to radio’s original Professor Quiz and his sponsor, American Oil Co. The dean of quizmasters (for it is shown presenting the plaque to Charles H. Wagner (second from left), Amoco president. Ceremony took place at Amoco’s general offices in Baltimore. Between Professor Quiz and Mr. Wagner are E. F. Kelkhefer (1), Amoco ad chief, and Robert Giles Swan, director of radio, Joseph Kots Co., agency handling the Amoco count. At far right is Joseph Kots, head of the firm bearing his name.

Ohio State Keeps
Resolutions Ruling

OHIO STATE U.’s Institute for Education by Radio will neither consider nor vote on any resolutions when it convenes in Columbus April 30 to May 3. It was announced last week by Dr. J. Keith Tyler, director of the 18-year-old conference.

The institute had not made a practice of passing resolutions, the director said, because it was an educational conference and not a convention with a permanent membership group. Indications are that a majority of last year’s conferences are not convinced that the long-standing “no resolution” principle should be abolished, he added.

Some months ago, in an effort to determine the wishes of institute conferences, a post-card poll was taken of 1,280 laymen and radio people who attended the 1947 meetings. Results were inconclusive, the program committee reported, in view of the equally divided “yes” and “nays.”

One committee pointed out that inasmuch as voting habits of certain group representatives on most matters couldn’t be foreseen, meetings might conceivably be “packed” to swing passage of particular resolutions.

Dr. Tyler said further that some organizations would be unable to participate in the conference if it were a resolution-making body.

THE SPORTS SHOW
YOU’VE BEEN LOOKING FOR!

“Old Bobo-
Baseball’s Hobo”

BOBO NEWSOM

Baseball’s Most Colorful Personality

3 Quarter-Hour Transcribed Shows Per Week

The man who has pitched for more major league ball clubs than anyone in history! A fast-moving sports show packed with “Old Bobo’s” rich humor, baseball anecdotes, interviews with big leaguers, comments on the pennant races. This show will sell for you. “Old Bobo” holds his audience with the same showmanship before the mike as he has on the pitching rubber! Available now! Rates as low as $15. Write or wire at once to:

RICHARD E. JONES, 3300 Guardian Bldg.,
Detroit 26, Michigan

March 15, 1948 • Page 85
Texas Rangers Ridin' High!
The Texas Rangers transcriptions of western songs have what it takes! They build audiences...they build ratings....and they're right—scaled to the size of the market and station, big or little, Standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.

Wire, write or phone for complete details.

The
An ARTHUR B. CHURCH PRODUCTION
Kansas City 8, Mo.
FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,608 licensed, 360 construction permits pending (of which 20 are in pending file, 335 applications in hearing; FM—103 licensed, 170 conditional grants, 741 (38 of which 332 are on air under special temporary authority) 64 applications pending, 60 applications in hearing; television—all seven new (of which 12 are on air), 162 applications pending of which 99 are in hearing.

Modification of CP

KWAL and KZLD change frequency etc., for extension of completion date.

License for CP

WTCO Campbellsville, Ky.—License to WHKO, Frankfort, Ky., to reconstruct CP new station and specify studio location as 203 East Main St. (AM 640). For renewal.

Alexandria Radio Corp., Alexandria, Minn.—CP—change license to WDAM, 600 kw, 2.5 miles west of town on Gravelly Creek.

WWNF Payette, Idaho—License to cover CP new station and specify studio location as 401 Federal Bldgs.

WLTC Gastonia, N. C.—License to cover CP new station.

AM-1290 kc

Hanover Bestra, Hanover, Pa.—CP—new 30 kw standard station and specification to provide 4,800 kw ERP at “A” on Mount Rashi, Cameron County, Pa. (AM 1290). For renewal.

Beverly Hills Bestra, Beverly Hills, Calif.—CP new standard station 960 kw D AM—reconstructed. Director, officers, directors and stockholders.

License for CP

WTMA Charleston, S. C.—License to cover CP new station and specify studio location as on County Road, 0.3 mile South of Grassy Run.

Modification of CP

KNX FM Hollywood, Calif.—Mod. CP new FM station for extension of completion date.

WFIR Danbury, Conn.—Mod. CP new FM station 920 kw D AM—96 mc.

WCAO FM Baltimore—Mod. CP new FM station for extension of completion date.

WBOC FM Salisbury, Md.—SAME.

FM-106.7 mc


Modification of CP

WSN-FM Appleton, Wis.—Mod. CP new FM station for extension of completion date.

UWSE Philadelphia—SAME.

WRYC Norfolk, Va.—SAME.

WCFC Beckley, W. Va.—CP make change in CP new station, change ERP from 3 kw to 3.1 kw.

Modification of CP

WAJR-FM Pottsville, Pa.—Mod. CP new FM station for extension of completion date.

The Valley Bcstg., San Luis Obispo, Calif.—CP new commercial television station on Channel 3, 66 kw, ERP vs. 42 kw, from 181.5 miles east of San Francisco.

TV-49—90 mc


Radio Television Co., Philadelphia—CP—new commercial television on Channel 12, 260 kw, ERP vs. 10 kw, and change studio and trans. location.

The Helm Coal Co., York, Pa.—CP—new commercial television station on Channel 19, 1200 kw, ERP vs. 15 kw, and change studio and trans. location.

City of Dallas, Tex.—CP—new commercial television station on Channel 19, 120 kw, ERP vs. 44 kw, 15 kw, and emission change to A3 and house location with Sec. 4.403.

WKKM Arecibo, P. R.—CP to reinitiate CP new remote pickup station on 182, 40 kw, 920 mc, 50 kw, emission A3, portable-mobile.

License Renewal


VBEDER FOR FILING

AM-1250 mc

Red Wing Bcstg., Red Wing, Minn.—CP new standard station 1250 kw.

AM-1460 kc

KEMO Las Vegas, Nev.—CP change frequency from 1400 to 1460 kc, power from 50 kw to 250 kw.

TV-46—72 mc

The Tribune Company, Baltimore—CP—new commercial television station on Channel 46, 55 kw, ERP vs. 15 kw, and extend time.

Tri-State Meredith Bcstg., Co., Des Moines—CP new commercial television station on Channel 5, 50 kw, ERP vs. 15 kw, and house location with Sec. 4.403.

March 11 Decisions

BY COMMISSION EN BANC

FM Authorizations

Authority for construction of Class B and Class C BCFs in lieu of Class B and CPs in lieu permanent condition, for Class B and Class C BCS in lieu of Class B stations. (See story this issue.)

Petition Denied

Potomac Bcstg., Co., Alexandria, Va.—Adopted order denying petition received by Commission on Feb. 6, granting petition of Virginia Bcstg., Co., to leave to amend its application to bring in Class B and Class C BCS in lieu of Class B stations. (See story this issue.)

Hearings Before FCC

March 15

In Matter of promulgation of rules and regulations concerning facsimile broadcasting.

Actual Orde before Commission in

TV-Hearing

The Fairfield Bcstg., Co., Waterbury, Conn.—For television facilities.

Hearings on Commercial Broadcasting

March 15, 1948

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TIME AND PROGRAM SALESMAN ACCOUNT EXECUTIVE

Here’s an opportunity for the right man to make a key spot for himself in the midstwest headquarters of a leading radio station representative.

You bring us thorough radio station or representative experience plus ability to develop and service worthwhile business.

We back you with an agency-respected organization, a small list of outstanding stations, and complete sales tools for intelligent representation.

Write freely, covering experience, personal data and salary required.

BOX 944, BROADCASTING
FMA MEETING

SECOND of a series of FMA Assn. spring regional meetings will be held May 5-6 at the Statler Hotel, Washington, according to Bill Bailey, FMA executive director. The district comprises District of Columbia, Delaware, Maryland, Virginia and North Carolina.

Other regional meetings will be held later by Region 1 (New York, New Jersey, Pennsylvania and New England). Region 2 (Ohio, Indiana, West Virginia, Kentucky). Region 3 session (Ill. Iowa, Mich., Wisconsin north of Indiana) will be held Feb. 18 in Chicago (Broadcasting, Feb. 25).

Mounting interest in FM and assurance by set makers that FM receiver output is being stepped up led to the call for a Region 4 meeting, Mr. Bailey said. From now on, regional sessions will be spread over two days, he added.

Ben Strouse, WWD-C-FM Washington, was named temporary chairman of Region 4 by Everett L. Dillard, FMA president. Permanent officers will be elected at the meeting. Main topics on the tentative agenda include programming, FM duplication, promotion and selling, according to Mr. Strouse.

Agency, advertiser, manufacturer, station representatives and members of the Washington and Baltimore Ad Clubs have been invited to the meeting, he added. Luncheon sessions are planned.

The FMA, a book, which met March 5-6 in Washington (Broadcasting, March 8), will meet May 4 in Washington, just before the region gathering. The board is planning monthly sessions because of increased FM activity.

All FM stations were asked last week by Mr. Bailey to adopt the new slogan, "Be Sure Your New FM Station FM". The slogan was adopted at the board meeting.

On the Regional 4 committee with Mr. Strouse are John Hayes, WINX-FM Washington; Sidney Alpert, WHIP Silver Spring, Md.; Theodore Granik, WHMB Washington; L. L. Altman, WBZZ, Bradford Heights, Md.; Hudson Eldridge, WASH Washington; Hope H. Barroll, WPFR-FM Baltimore; Thomas Tinsley, WFTI-FM Baltimore; Thomas F. McNulty, WMCP Baltimore.

PERSONAL INCOME HIT NEW HIGH IN JANUARY

PERSONAL INCOME rose to an annual rate of $210,500,000,000 to reach a new all-time peak in January, according to an announce-ment by the Department of Commerce March 11.

The personal income, which includes all wages and salaries, net income of small businessmen and farmers, dividends, interest and rent, was 11% above the same month a year ago and 7% more than the 1947 average of $196,800,000,000. The figure for December 1947 was $210,400,000,000.

Higher farm income, additional veterans' bonus payments, and higher wage and employment insurance payments, served to offset a small decline in wage and salary receipts and account for the slight increase over December. The slight wage and salary receipt decline resulted from a slackening of employment and shortening of the workweek in durable goods manufacturing and a somewhat more than seasonal decrease in construction employment caused by prevailing unfavorable weather conditions in some sections of the nation.

GROUP TO DRAFT PLANS FOR '48 VOICE CONTEST

JOINT committee representing NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce will meet tomorrow (March 16) in New York to draft preliminary plans for a national contest for high school students. The contest, which awarded $500 scholarships to four winners of the 1947 event, will again be a feature of National Radio Week, slated between the November elections and Thanksgiving.

Taking part in the joint committee meeting will be: U. S. Junior C. of C.—Robert H. Richards, Tulsa.

NAB—Robert K. Richards, public relations director; Hugh Higgens, assistant director of broadcast advertising; Odin S. Ramsland, KDAL Duluth; Sam Levi- tan, WMIN St. Paul; Edward P. J. Shurick, Free & Peters; Joseph Creamer, WOR New York; Louis Hausman, CBS New York.


Rule For Sharing Antenna Proposed

Multiple Structure Use Would Be Allowed By Commission

MULTIPLE use of a common antenna structure by two or more standard stations, or in conjunc-
tion with the use of other class service, would be allowed by FCC in proposed rules and engineering standards amendments reported last week. The FCC would permit simultaneous utilization of available transmitter sites, the Commis-sion indicated.

In proposing to relax its rules, which here-tofore prohibited an-tenna sharing by different licensees, the Commission announced that under the new regulation the multiple usage would be allowed provided one of the licensees ac-
cepts responsibility for maintaining, painting and illuminating of the structure.

Effective April 1 of the FCC's rules and Sec. 19 of the engineering standards would be amended to read as follows:

3.40(e) The simultaneous use of a common antenna structure by more than one standard broadcast station, and one or more standard broadcast stations and one or more sta-tions of other classes, would be authorized provided complete re-
aquired rules and engineering data showing installation and for painting and illumi-
nation of the structure in accordance with (d) above and for compliance with the requirements of the Standards for Good Engineering Practice is ac-
cepted by the Commission. (See Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

19 USE OF COMMON ANTENNA BY STANDARD BROADCAST STATION OR ANOTHER RADIO STATION

Section 3.40(e), under certain con-
tions, permits the simultaneous use of a single antenna structure by more than one standard broadcast station or by one or more standard broadcast stations and one or more stations of any other class or service.

Proscriptions to an authorization for simultaneous use are:

(1) Submission of complete verified engineering data showing that satisfac-
tory operations of each station will not be adversely affect-
ing the operation of the other station.

(2) Sections 3.40(a), (b) and (c) for the purposes of (a) above and (b) with respect to the minimum antenna height, if the operation is to be performed by each standard broadcast station con-
cerned.

Any party who feels the proposed rule should not be adopted or that should not be adopted in form set forth may file with Commission, on or before March 28, a written state-
mant or brief setting forth his comments.
FCC Gets $100,000 Increase in Funds

INCORRECT of $100,000 over the House figure of $626,000 was granted FCC Thursday by the Senate Appropriations Subcommittee on Independent Offices.

The subcommittee, headed by Sen. C. Mattoon (Iowa), heard FCC testimony the previous week [BROADCASTING March 8] in which the Commission had requested an increase over the House figure.

During the hearings, Chairman Wayne Coy had asked for restoration of $94,000 for in-grade promotions which the House had cut. He pointed out that with the average salary at the Commission was $4,049 but he warned that it would fall below the 48 fiscal year unless the increase was granted.

Mr. Coy, backed by Comrs. Rosel Hyde, E. M. Webster, and George Sterling, also asked for 69 additional people to handle the increased workload.

Next action will come from the full Senate Appropriations Committee, which ordinarily backs up recommendations of the subcommittee. After that, the measure will go to the Senate and then possibly to conference committee for compromise of differences.

Increasing Use of Radio By Retailers Is Described

DEPARTMENT stores and other retailers are greatly expanding their use of broadcast advertising as stores with successful campaigns continue to increase in number, Lee Hart, NAB retail coordinator, told the spring meeting of the NAB Broadcasters Assn. Saturday. The association met at the Berkeley-Carteret Hotel, Asbury Park.

Miss Hart reviewed retail trends and new developments in advertising techniques, with the results broadcast campaigns are producing. She advised stations to serve as advertising advisers to retailers and called advantages of the NAB, a foundation of material and radio-selling ideas.

Bigtime Circus Launches Spot Campaign for 1948

RINGLING BROS. and Barnum & Bailey circus started a spot announcement campaign through its agency, Spalding-Adams. Effective March 7, to promote the opening of the 1948 season in Madison Square Garden, New York, on April 9.

The circus will use all New York stations daily with one-minute announcements. Campaign will continue through the New York run until May.

Spots will be placed subsequently by Seidel Adv. in the cities where the circus will perform all through its season. Bill Antes is the newly-appointed radio director for the circus replacing Beverly Kelly, who resigned at end of 1947 season.

WOODS VIEWS FM

Urges ABC Affiliates To Duplicate AM

ABC President Mark Woods liked FM to a rubber tire on a steel-rimmed wheel in a talk Wednesday before an ABC Central Division affiliates meeting in Chicago. He advocated early television for cities with populations above 250,000, but said video operations in smaller cities and towns are at least two years away.

The "closed" meeting, held in the Ambassador East Hotel, was attended by 120 station officials from 18 states. Nearly 20 delegates came from Texas alone. Smaller groups attended from as far east as Pennsylvania and West Virginia, and from western points in Kansas and Nebraska.

Mr. Woods promised an ABC-FM rate structure within six months, it was reported. He told station officials to regard FM as good insurance, noting that with 4,000,000 FM sets scheduled for production in 1948—while the AM market is saturated—the FM elevator will go up, the AM down.

Stations with FM facilities should follow the example of ABC's five owned-and-operated stations by duplicating AM programs 100%, he urged. (Of 265 ABC stations, 78 have FM.)

Regarding television, the ABC president cautioned against being caught asleep.

He said ABC now has 96 outlets in the nation's first 100 markets and 165 in the first 200 markets. Revenue increased from $15,000,000 in 1942, when the network was formed, to $47,000,000 last year, he added.

Other ABC officials attending the meeting were: John Norton, vice president (station relations) and Irv Kenway, vice president (advertising), both from New York, and Edward Borroff, vice president, Central Division, Chicago. Among others present were Joe Hartenbrower, KCMO Kansas City, Midwest member of ABC's Stations Planning and Advisory Board, and J. J. Koelker, manager of station relations for the Central Division.

Key Posts of NBC Undergo Reshuffle

A REALIGNMENT of key posts in the public affairs and education division of the NBC division last week by the network's newly appointed department head, Sterling Fisher. (See story page 48.)

Vernice Cuthbert has been named director of public affairs, Doris Corwith, director of talks and religious broadcasts, and Jane Tiffany Wagner, director of education.

Miss Cuthbert joined WEAF New York (now WNBC) in 1925 as manager of daytime speakers, and continued in that post when WEAF was sold to ABC in 1926. She has been director of women's and children's programs for the network and, most recently, manager of the public affairs and educational department's organizations division.

Mrs. Corwith, manager of the talks division of the public affairs and education department until her marriage, joined NBC in 1941 as ambassador-at-large to the nation's radio listeners. In that position she visited every state in the union to promote the interests of national network broadcasting.

Mrs. Wagner, currently technical adviser for the documentary series Livu—lV—1948, was assistant manager of the promotion division until her new appointment. At NBC she has been director of women's war activities and supervisor of several programs, including Home Is Where You Make It.

Dwight Herrick, operations manager of the public affairs and education department, is on vacation. The network said he will be assigned to "other duties" on his return.

NEW PROGRAM to bring activities of the Assn. of Women Broadcasters in line with work of the parent NAB will be developed April 9 at a meeting of a special AWB committee and NAB officials. Meeting will be held at NAB Washington headquarters.

The AWB committee will consult with Pat Griffin, new NAB director of women's activities [BROADCASTING, March 8]. Miss Griffin took office last week, operating in the Public Relations Dept. under Director Robert K. Richards.

Members of the AWB committee are Ruth Crane, WMAL, AWB president; Gertrude Gruber, WHCU Ithaca, first vice president; Eleanor Hanson, WHK Cleveland, vice president; Neil Daugherty, WSPD St. Paul, Conn., secretary; Norma Richards, WSPD Toledo, treasurer; Violet Short, KTSN San Antonio, 13th District chairman; Ann Holden, KGO San Francisco, vice president; Vernice Irwin, KVI Tacoma, 17th District chairman; Nancy Grey, WTMJ Milwaukee, 9th District chairman; Linnea Nelson, chief buyer, J. Walter Thompson Co., for AWB associate members.

ABC Affiliates Ends For Two on April 14th

BROADCASTING Corporation of America will not renew ABC affiliation contracts for two of its California stations, KROP Brawley and KREO Radio, according to BCA President W. L. Gleeson.

Handicaps incurred in rendering vital services to its areas brought about by network commitments are cited by Mr. Gleeson as the reasons for discontinuation. The contracts expire April 14, 1948.
Seven Conditionals, 23 CPs Issued by FCC

Conditional grants for two Class A and five Class B FM stations were authorized last week by FCC. Construction permits also were granted for five Class A and 10 Class B outlets while CPs in lieu of previously assigned conditions were awarded for one Class A and seven Class B stations.

Two requests to vacate FM authorizations were approved.

The new conditional grants and their ownership identification:

Tuscaloosa, Ala.—Tuscaloosa Broadcast Co., Class B, proposed Channel 255 (96.8 mc). Grantee is licensee AM station WWAC at that city.

Bakersfield, Calif.—Marmat Radio Co, Class B, proposed Channel 223 (95.5 mc). Partnership: Rene Marchetti, farmer, 4.2%; Fred Marchetti, maintenance engineer, 10.4%; Umbert Cantelmi, Ford parts salesman, 3.7%; Julian Cantelmi, auto mechanic, 3.7%; Guy Marchetti, radio repairman, 39%; James L. Mattley, owner radio repair and appliance store and cafe. 36%. Mr. Mattley is to be general manager.

Waters, Ark.—Hillside Broadcast Co., Class A, proposed Channel 205 (100.9 mc). Licensee AM station KWEI at that city.

San Juan, P. R.—El Mundo Broadcasting Corp., Class B, proposed Channel 256 (101.1 mc). Permittee AM station WIMI at that city.

Arlington, Va.—Northern Virginia Broadcasting Co., Class B, proposed Channel 228 (105.3 mc). Licensee AM station WRLY at that city. FM outlet to duplicate three hours daily of WRLY, non-commercial. Initially sponsored by Zlotnick the Football, Washington, D.C. earlier had ordered WRLY to vacate and the license was not restored. No new schedule for Zlotnick programs. Decision pending.

All of the conditional grants are subject to further review and approval of engineering aspects.

CPs were awarded by the Commission to the following (power is effective radiated power, antenna height above average terrain): WRIA-FM Poceno Bestg. Co., Stroudsburg, Pa.—Class A, 96.7 mc (Channel 221), 500, 500 ft. WISL-FM Radio Anthracite, Scranton, Pa.—Class B, 102.3 mc (No. 275), 5.5 kw, 500 ft.

WKR-FM Cortland Bestg. Co., Inc., Class B, proposed Channel 289 (101.9 mc), 14 kw, 710 ft.

WKCA-FM Norristown, Pa.—Class A, 92.1 mc (No. 221), 470, 190 ft.

WLYC Lyncoounty Co., Incorporated, Williamsport, Pa.—Class B, 105.1 mc (No. 286), 3 kw, 1290 ft.

KFEY Pacific Bestg. Co., Fresno, Calif. (Channel 280), 13 kw, 95.5 mc (No. 238), 17 kw, 425 ft.

Commander Industries, Oak Park, Ill.—Class A, 105.5 mc (No. 288), 700, 2260 ft.


WEOL Capital Radio Inc., Columbus, Ohio—Class B, 81.1 mc (Channel 228), 20 kw, 500 ft.

WHIZ-FM Southeastern Ohio Bests, Athens, Ohio—Class B, proposed Channel 289 (101.9 mc), 20 kw, 300 ft.

KCHQ Earl C. Hanksaker, Houston, Tex.—Class B, 106.1 mc (No. 291), 2.9 kw, 500 ft.

KAMT Agricultural and Mechanical College of Texas, College Station, Tex.—Channel 33 mc (No. 225), 210, 770 ft.

KTNT Tribune Pub., Co., Tacoma, Wash.—Class B, proposed Channel 241 (107.3 mc (Channel 247), 8.2 kw, 425 ft.


CPs Issued

Following were granted CPs in lieu of previous conditions:

WYNA Scripps-Howard Radio Inc., Indianapolis—Class B, 93.1 mc (Channel 299), 100 kw, minus 240 ft.

KBE-FM Murphy Bestg. Co., Des Moines, Iowa—Class B, 97.3 mc (No. 241), 240, 985 ft.

WHAL-FM John W. Halgin, Greenfield, Mass.—Class B, 95.7 mc (No. 234), 12.5 kw, minus 240 ft.


WBNF-National Broadcasting Co., Cleveland—Class B, 105.7 mc (No. 288), 11 kw, plus 240 ft.

WJAR-FM The Outlet Co., Providence, R. I.—Class B, 92.2 mc (No. 238), 3 kw, 575 ft.


Robert W. Rounsville, licensee of AM station WBAC Cleveland, Tenn., was granted request to vacate his conditional grant for a Class A FM station. Mr. Rounsville cited the small population of Cleveland and the need for more FM education to get people to purchase FM receivers. It was indicated that FM education would come as FM grew in the larger nearby cities of Chattanooga and Knoxville.

Southern California Broadcast Co., licensee of AM station KWKB Pasadena, was granted request to vacate its Class B FM permit and to dismiss its request for extension of completion date. No reason was given.

In issuing the Class A conditional grant to WARL, FCC decided to deny a petition by WPIK Alexandria, Va., seeking reconsideration of an earlier Commission ruling permitting WARL to switch its request from Class B to Class A. Both WRL and WPIK Class B requests had been designated for hearing April 6 and the latter held WARL in changing to Class A might be in better bargaining position for seeking the Class B assignment.

The Commission last week also denied request of Harry D. Forneri, owner of WHAI (FM) Minola, N. Y., for additional time to submit additional engineering information required before FCC can issue a CP. Information must be submitted by April 15, FCC said. Conditional grant for WHAI was issued Aug. 7, 1947. Mr. Forneri in February told FCC he needed more time because of urgent family business and a trip to Europe.

"WALKING MAN’ STUNT REACHED 31.7 HOOPER

MRS. FLORENCE HUBBARD of Chicago, winner of the "Walking Man’ jackpot, wasn’t the only one who won a grand prize, for the Truth or Consequences program itself was awarded a special Hooping of 31.7 for the March 6 performance, when Jack Benny was identified.

The prize-winner, a 68-year-old widow who works in a State Street department store, filed 30 entries in the contest which brought her prizes valued at $22,500.

She plans to sell such items as the airplane and a 14-foot boat, which she said ‘‘I don’t need anyway,” to raise money for the $6,000-plus income tax, which is estimated she must pay from her $22,500 windfall.

The mail flow, which exceeded two million letters, brought the top return of any of the Edwards-in-spired contests. The cash proceeds for the American Heart Assn. of approximately $1,600,000 also broke all previous contest records.

Mrs. Hubbard was to appear last night (March 14) on the Jack Benny show, in response to a telephone invitation from Mr. Benny.

ALL ANGLES of television program planning were represented at the television dinner session of the annual Radio Conference of the U. of Oklahoma at Norman. Representatives at the session (1 to 1): James Flinchum, UP-ACME Telephones, Dallas; Dr. Sherman P. Lawton, coordinator of radio, U. of Oklahoma; Adjeen Rodner, Television Advertising Productions, Chicago; James Lawrence, KSD-TV St. Louis.

NABSR is Briefed On Promotion Plan

NAB-Networks Industrywide Plan Explained by Ratner, Thomas

The INDUSTRY promotion plan which NAB and the networks are promulgating [BROADCASTING, March 1] was outlined to the National Assn. of Radio Station Representatives last week by Gene Thomas, chairman of the NAB Sales Managers Executive Committee, and Victor Ratner, CBS vice president and director of advertising and sales promotion.

The pitch was made at the NABSR’s quarterly meeting at the Hotel Biltmore, New York, on March 10, and was the principal new business of the meeting, according to Joseph Reed, the association’s secretary, Paul Raymer, NABSR head, presided.


Upcoming

March 22-23: NAB 14th District meeting, Denver.
March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.
March 22-23: Institute of Radio Engineers Annual Convention, Hotel Commodore and Grand Central Palace, Chicago.
March 31-April 1: Hearings on Lemke Bill (H. Res. 28) to resume before House Interstate & Foreign Commerce Committee, Washington.
April 1-4: GREAT Lake's districts meeting, Des Moines, Iowa.
April 3-7: Radio Engineers Conference, City College of New York, N. Y.
April 7-9: AIEE Spring Meeting, Cleva- der Hotel, Virginia Beach, Va.
April 9: AWP Special Meeting with NAB Officials, NAS Hqrs., Washington, D.C.
April 12-14: ANA Spring Meeting, Drake Hotel, Chicago.
FM LICENSES

FCC has ordered the normal license period of commercial and non-commercial FM stations extending for three years after preliminary licensing periods, effective May 1, 1948, it was announced last Thursday.

Under new procedure, stemming from amendment of Sections 3.218 and 3.518 of FCC’s Rules and Regulations, will be based upon a system of staggering license renewals by expiration dates and by frequencies. The action was proposed Dec. 16, 1947 in considering Dock et 8467. Suggestions since that time varied, but the license period for FM that standard stations have. Although AM stations were not given the three-year licenses until after 16 years of operation, the FCC said it had "realized the rapid development of FM as meriting the statutory maximum license period."

A reduction in the mounting burden of FM applications and relief from the burden of annual renewal applications on the part of the licensees is seen in the new FCC order. The FCC said that one, two or three years to work into the staggered schedule of renewals by frequencies incorporated in the order effectuating the policy. The FCC said is scheduling which will be put into effect in May:

Section 3.218

(a) All initial licenses covering construction permits for new FM broadcast stations will be issued for a period to expire at the hour of 3 a.m. eastern standard time, and will be issued for a minimum period of one year and a maximum period of one year and 11 months to expire in accordance with the following schedule:

- For stations operating on the frequencies 89.1, 89.3, 91.3, 91.5, 93.1, 93.3, 95.1, 95.3, 97.3, 97.5, 99.5, 99.7, 99.9, March 1, 1950.
- For stations operating on the frequencies 88.1, 88.3, 88.5, 88.7, 88.9, 90.1, 90.3, 90.5, 90.7, 90.9, March 1, 1949.
- For stations operating on the frequencies 89.9, 90.1, 90.3, 90.5, 90.7, 90.9, March 1, 1949.
- For stations operating on the frequencies 89.3, 89.5, 89.7, 89.9, March 1, 1949.
- For stations operating on the frequencies 89.9, 90.1, 90.3, 90.5, 90.7, 90.9, March 1, 1949.
- For stations operating on the frequencies 91.5, 91.7, 91.9, March 1, 1950.

FCC Order Extends Term To Three Years

104.1, 104.3, 104.5, 104.7, 105.1, 105.3 mc,
106.7, 106.9, 107.1, 107.3, 107.5, 107.7 mc,

(7) For stations operating on the frequencies 92.9, 93.1, 93.3, 93.5, 93.7, 93.9, 94.1, 94.3, 94.5, 94.7, 94.9, 95.1, 95.3, 95.5, 95.7, 95.9, 96.1, 96.3, 96.5, 96.7, 96.9, 97.1, 97.3, 97.5, 97.7, 97.9, 98.1, 98.3, 98.5, 98.7, 98.9, 99.1, 99.3, 99.5, 99.7, 99.9, March 1, 1949.

Mr. McKenna Named Partner In Washington Law Firm

PROMOTION of James A. McKenna Jr. to partnership with Andrew G. Haley in the practice of radio and communication law in Washington, D. C., was announced last week. They will practice under the firm name of Haley & McKen na. Offices are in the Duryea Building, 1101 Connecticut Ave., NW.

Mr. McKenna, a native of Poughkeepsie, N. Y., has been associated with Mr. Haley's law offices since 1945, when he was released from the Navy. He was formerly employed as an attorney by the Civil Aeronautics Board and as assistant to the general counsel, Office of Alien Property Custodian. He received a Bachelor of Chemical Engineering Degree from Catholic U., Washington, in 1938, and was graduated from Georgetown Law School, Washington, with an LLB degree and admitted to the District of Columbia bar in 1941.

Mr. Haley, in addition to his legal practice, is owner of KAGH and KAGH-FM Pasadena, Cal.

Mr. McKenna

Use

WTAD

WTAD-FM

Quincy, Illinois

Serving a rich market — almost equally divided between rural and urban listeners. A bustling, city, use these foremost stations to get real sales push.

WTAD

930 KC 1000 Watts Channel 18

59.5 MC

WTAD-FM

99.5 MC

Channel 18

Covers 34 Mississippi Valley counties . . . ERF 3,000 Watts. Used in full color of production of 846 Field towen and new transistor.

Represented by WEED & COMPANY

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CAB

(Continued from page 20)

verage day audience as well as minimum once-a-week audience as at present and plans to obtain data from present ballot on audiences of other than local stations tuned by listeners for special programs. Next BMB survey is to be made in 1949, while BMB survey is to be made this summer.

Prior to BMB annual meeting, President Lou Phener, Toronto, reported membership of 92 Canadian stations (out of total 116 Canadian stations), 54 advertising agencies, 41 advertisers and nine station representatives. Secretary Athol McQuarrie, Toronto, reported fees up to $22% of potential, with revenue in 1947 of $46,000, expenses of $13,800 and repayment of 1946 deficit of $10,000, leaving a surplus of about $21,000.

Three new directors had to be elected to the nine-man board of BMB. Lou Phener and Horace Stovin were re-elected for three year terms and W. E. Trimble of Brady Adv. Agency, Toronto, was named to replace Adrian Head, J. Walter Thompson Co., who has been transferred to agency's New York office.

Luncheon meeting was addressed by Ralph Hackbusch, general manager of Stromberg-Carlon Co., Toronto, and a director of the Canadian Radio Mgrs. Assn. Dealing non-technically with Canadian FM and television problems and probable audience growth, he stated that last year Canadian manufacturers produced 8,500 FM receivers, mostly high priced models. This year it is planned to produce about 15,000 FM receivers covering cheaper table models, he said. Each of 97,000 AM and FM receivers projected for 1948 manufacture is expected to be slashed by 40% due to imposition in November of 25% government excise tax.

Mr. Hackbusch reported 44 independent FM stations licensed and six CBC FM (or 71 FM in all) about 11 are on the air. FM set sales have not been up to expectations because of unsuitable daytime programs and salesmen not being fully acquainted with merits of FM.

He disclosed that Department of Transport, Ottawa, in conjunction with FCC at Washington has worked out 76 video locations in Canada on 70 channels. There will be six locations and eight channels available in Nova Scotia, two channels and three in Prince Edward Island, six locations and seven channels in New Brunswick, 10 locations and 10 channels in Newfoundland, 22 locations and 11 channels in Ontario, three locations and six channels in Manitoba, five locations and eight channels in Saskatchewan, four locations and seven channels in Alberta and 11 locations with 10 channels for British Columbia.

Monday Afternoon

Monday afternoon meeting under chairmanship of C. W. Wright, Toronto, station representative, and chairman of CAB Rate Structure Committee, dealt with problem of providing an incentive for 52-week contracts. These would eliminate a degree of the summer slump, especially in national business. The committee suggested a dollar volume discount plan based on (a) 52 weeks of consecutive broadcasting and (b) calculating on the following minimum weekly expenditures: 10% on expenditures equivalent of two single time class A hours per week, 7½% on 80% of this amount, 5% on 80% of this amount, and 2½% on 40% of this amount.

A long discussion was held with a panel of experts to answer questions. The panel included Mr. Stovin; Jack Slatter, Radio Representatives Ltd., Toronto; Jack Davidson, Northern Broadcast Sales, Toronto; John Trimble, All-Canada Radio Facilities, Toronto; Mary Cardon, J. Walter Thompson Co., Montreal; Ben Pollett, Compton Adv. Agency, New York; Bert Cairns and AC therby; Ralph Snelgrove, CFOS Owen Sound.

Meeting went on record to continue present scheme of having CAB print all rate cards and issue them in looseleaf form. On July 1, charging non-member stations $25 per page for the service in addition to costs of printing. A non-conclusive discussion followed on changing terms of protection on rates from present 12 months to a shorter period.

A report on copyright fees was made by Arthur Evans, CAB secretary-treasurer, and Bob Burton, BMI (Canada) Ltd., in which present contracts with licensing bodies were reviewed.

Reporting on public relations activities, CAB Public Service Director Jim Allard stated at the Tuesday morning session that purposes of public relations program is to keep independent radio alive and keep high public confidence in radio advertising and programs. Better press and after understanding of broadcasting have resulted from 18 months of CAB public relations activities, he said. Mr. Allard proposed for the coming year's program that joint committees be formed with CBC, advertisers and agencies on programming, free time for charitable organization finance campaigns, commercial continuity research, and frequency allocations. He recommended keeping station staffs posted on CAB activities and policies.

Talent Development

National drama festival for talent development and goodwill for independent stations was considered on suggestion of Hal Williams, Dominion Broadcasting Co., Toronto.

Walter Elliott of Elliott-Haynes Research, Toronto, showed that as result of CAB's public relations activities, a national sample taken recently in Canada shows public opinion for private ownership of radio is up from 42% in the 1945 postwar survey to 60% on the latest poll. Public opinion for government ownership went down from 27% to 22% and operation of both systems down from 16% to 9%.

Brian Meredith, United Nations Radio Division, New York, reported on UN radio activities and informed Canadian station operators of UN program facilities.

John Buckley, secretary, Canadian Trades and Labor Congress, Ottawa, pointed out that broadcasters had given medium and broadcasting more intelligent citizenship through programming. He said stations should cater to the working classes who purchase 75% of Canada's goods.

Plans developed on Toronto Radio Executives Club's new radio research were presented by Gordon Keeble, radio director, F. H. Hayhurst Adv. Co., Toronto, at Tuesday afternoon session. Plans call for gathering of a vast amount of detailed data on family and personal listening habits for presentation to advertisers now not using radio or not using radio sufficiently. The plan is being put into booklet form this month for study by CAB members before new CAB board members begin the research costs.

New Fee Plan

At closed business session the deficit of $9,000 on 1947 operations was discussed and unanimous vote was given for adoption of a new fee plan based on station gross revenue, giving CAB $70,000 revenue this year. Plan is similar to that used by NAB. Suggested fees range from $10 monthly for stations doing less than $10,000 annually to $300 monthly for stations doing over $500,000. New CAB board is to decide rates.

Pension plan for 14 CAB Toronto and Ottawa staff employees was discussed, to be adopted if the new board approves. Board also is to study possible associate membership in Canadian Press. Malcolm Neil, CFAX Fredericton, reported on development of regional station news gathering service in New Brunswick.

Small market station operators formed separate section within CAB, with separate fees for promotional activities. Ralph Snelgrove, CFOS Owen Sound, was elected small markets stations director on CAB board.

Technical and strategy committee to deal with NARBA problems was set up under chairmanship of George Chandler, CJOR Vancouver, with Canadian equipment manufacturers invited to NARBA meetings.

Feeling at the meeting was that Canadian stations should have frequencies and concessions at least equal to those given Mexico at forthcoming NARBA meet.
TV Has Major Role In Treasury Drive

Video to Bring Volunteer Plea To 1 1/2 Million Citizens

TELEVISION will rally an estimated million and a half citizens to Treasury Dept.'s call for Security Loan Drive volunteers this week. TV has been included as integral part of opening day program of March 18-20 Treasury - business preparatory conference at Washington's Hilton Hotel.

The March 18 proceeding will be carried by most all television stations on the eastern coaxial network routes on a pooled basis. The 2:30-4:45 p.m. portion of the conference, to be attended by some 600 top business, labor, advertising and government representatives, has been revised as a "television rally." Comprising a video industry contribution to the Security Drive, pooled offering will be originated by DuMont's WTTG Washington under direction of Roger Coles.

The television event is viewed enthusiastically by high Treasury officials who believe that effort marks first attempt by a government agency to make an important national planning conference a "goldfish bowl" proceeding for the average audience. The intent of the whole March 18-20 session is to explain and demonstrate to all participating groups and individuals the backing they will receive in the forthcoming campaign, set for April 15-June 30 [BROADCASTING, Feb. 16].

Local Level

Key to the planning, Treasury explained, is to put the campaign on a local level through volunteer worker solicitations.

Television's specific pitch March 18 will presumably be those letters. Treasury considers it significant that television has coverage of the eastern "money" states. Vernon L. Clark, U.S. Savings Bond Division Director, is to open show in 2 a.m. recap of day's proceedings and introduce volunteer appeal. He is to be followed by Winthrop W. Aldrich, board chairman, Chase National Bank; Prof. Wm. I. Myers, dean, Cornell U. Agricultural College; Charles Mortimer, General Foods Corp. president and chairman of the Advertising Council; and A. D. O'Connor, USBBD national field director. Program will climax with Cartoonist Society presentation by Cartoonist Rube Goldberg, Gus Edson, Ernie Bushmiller, George Clark, C. D. Russell, Russell Patterson, Bill Holman and Otto Soglow.

Television is to cover part of March 19 and part of March 20 to which President Truman is expected to pay "neighborly" visit and make brief address. Marine Band and Christopher Lynch, NBC Voice of Firestone soloist, are to provide entertainment.

Conference will also preview radio promotion plans, including sample disc by Bing Crosby of special Treasury Guest Star programs to be released one-a-week during the campaign. Quarter-hour sustaining programs are being cut in Hollywood now with near-saturation station coverage expected.

Programs will feature each week in turn, starting April 18: Bing Crosby, Bob Hope, Al Jolson, Burns & Allen, Fibber McGee & Molly, Red Skelton, Burt Ives, Abbot & Costello, Kay Kyser, Jimmy Durante and Dennis Day. Group of 75 leading retailers, on own incentive, gathered last Wednesday at the White House to tell President Truman, his advisor, Dr. John Steelman, Secretary of Commerce Harriman and Treasury Secretary Snyder about their "Retailers for Security Campaign." Grey Adv. prepared presentation showing how various media would be employed in retailers' advertising to push drive.

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BROADCASTING • Telecasting

Healthy, Wealthy & Wise . . . An Editorial

SPONSORS would buy more radio time if there were a strong set of radio standards, in the opinion of 35% of the advertising agency executives in the nation.

That feeling was expressed in the current TRENDS survey made for BROADCASTING, the results of which are told in the accompanying story. It is a definite answer to many of the fearful among broadcasters who have expressed concern that a code might affect adversely a great number of advertising accounts. A further answer to this cautionary segment is found in the fact that more than half of the agencies think that the adoption of a strong code would have no adverse effect on the purchase of time.

Another interesting result of the survey is the fact that agencies are evenly split, 48% versus 52%, on the question of more time for multiple sponsorship programs. This type of program, which includes participations, musical clocks, shopping guides, etc., is allowed only one hour per day under the NAB standards. The strong segment in favor of the increase in time merits the serious consideration of code drafters. There are other points of difference. But the important thing is that in the main, the agencies, as well as the broadcasters, believe that a wisely-written and administered code is necessary if the radio sponsorship, the advertising agency and the broadcaster are going to continue their present healthy cooperation to work toward the rich dividends that will result for all.

* * *

Double Spot (Continued from page 13)

Table: Comprising (Continued)

<table>
<thead>
<tr>
<th>Time Spent on Commercials</th>
<th>Medium commercials in 15-minute news programs</th>
<th>Money giveaway programs</th>
<th>Dramatization of controversial issues</th>
<th>Commercial time limitations</th>
<th>Exemption of contest announcements</th>
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</thead>
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<tr>
<td>10 minutes</td>
<td>73</td>
<td>64</td>
<td>63</td>
<td>41</td>
<td>39</td>
</tr>
<tr>
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<td>20</td>
<td>31</td>
<td>27</td>
<td>53</td>
<td>51</td>
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<td>5</td>
<td>10</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>

In your opinion, how would the adoption of a strong code by the broadcasters influence the purchase of time for advertisers? (See Chart II.)

The majority of agency executives (62%) feel that the adoption of a strong code by the radio industry would not affect time buying. 35% feel a strong code would result in increased time buying, more than three times as many as would expect time purchases to decrease. Clearly, those who look for any effect, believe it would be a beneficial one.

Table II

Should more commercial time be allowed for multiple-sponsorship programs? (participants, announcements, musical clocks, shopping guides, etc.)

<table>
<thead>
<tr>
<th>All Who Believe There Should Be Time Limits</th>
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<th>No Answer</th>
<th>100%</th>
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<tr>
<td>Yes</td>
<td>48</td>
<td>4</td>
<td></td>
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<tr>
<td>No</td>
<td>44</td>
<td>4</td>
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Table III

Should standards of practice permit or prohibit:

<table>
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<tr>
<th>Practice</th>
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<th>Prohibits</th>
<th>No Answer</th>
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<td>0%</td>
</tr>
<tr>
<td>Prohibit</td>
<td>10%</td>
<td>90%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Homer Griffith, Chicago, N. Y. Offices Are Closed

HOMER GRIFFITH CO, Inc., radio station representative, has closed its Chicago and New York offices to revert to its original status of a West Coast regional representative firm, it was learned last week.

Simultaneously, John Livingston, vice president and manager of the eastern division of Homer Griffith, announced his resignation from the New York office, effective March 1. His future plans have not yet been announced. It also was understood the Chicago office manager, Al Hallus, has resigned and was to join the staff of a Michigan station.

Griffith will represent J. F. McKinney & Sons (New York) stations the West Coast.

FCC Examinations

FCC is revising its commercial radio operator examinations to bring them into step with developments in radio theory and practices. During this process, supplements to its "Study Guide and Reference Material for Commercial Radio Operator Examinations" will be issued as changes or additions are made to the material used in these examinations. Supplement No. 1 to the Guide, on advanced technical and theory and practice, is now available, without cost, at the Commission's field examination offices and at its Washington offices. Supplements covering other examination elements will be issued from time to time.

Eleanor Stanclau BBDO Int.

New York City

Dear Eleanor:

H'it occurred to me tother day while we spoke of those different things that Mirt Cohn, he does. I'm just asking about the equipment. I thought about how much exclusive cover of special events WCHS does, 1 mean, really exclusive cover, 1 mean. It would be a great thing if you could interview Helen and Ginger, Hulgan bushes and the rest from Cal., an Henry [Miss, Sam, Henry, Charles and Jerry], Wells and P, Virginia and Georgia and Texas and the rest from Cal., the folks that make "Jerry" (Joe Walent) within the past two weeks all by ourselves. Naturally, quite a few people wired in "Jerry," the "Jerry," the "Jerry." But that's another story.

Charlotte, W.Va.

WCHS

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NARBA
(Continued from page 18)
communications experts of the Senate Interstate Commerce Com-
mittee, and another conference, with communications authorities of the
State Dept. also participating, is slated within the next few days.
Meanwhile, more than 100 letters have been received by the Senate
committee in response to its request for comments on the John-
son clean-channel breakdown bill [BROADCASTING, March 8]. For
the most part the responses have come from stations in the local and re-
gional classes, and are almost unanimously in support of the John-
son measure.
Exceptions Filed
At least two exceptions have been filed. One came from KSL
Salt Lake City, a clear-channel outlet which bid for 750-kw power
during FCC’s clear-channel hearings. The other came from Clear-
Channel Broadcasting Service, representing 16 independently owned
clear-channel stations, whose plans for achieving nationwide radio cov-
erage through the use of 750-kw stations touched off the controversy
that led to introduction of Sen. Johnson’s bill.
The CCBS, leader in the fight to maintain the clarity and secure
higher power, is considered almost sure to request extensive time for
the presentation of its case to the
Senate committee when the hear-
ings get under way.
Committee spokesmen said it is im-
possible yet to foretell how much
time can be allotted to the hearing
or how many witnesses there will be. Most of the stations which have
submitted views thus far have in-
dicated that distance or other fac-
tors make it unlikely they will be
personally represented. Many
of them have offered detailed state-
ments, asking that these be made
a part of the record.
Hearing Schedule
A hearing schedule covering
the witnesses and time to be al-
lowed them probably will be worked
out during the last week of March.
The hearing, to start “or about
April 5,” will be held before the
full Senate committee.
In addition to communications
addressed to the committee, a num-
ber of Congressmen have received
letters from home-state stations
taking positions for or against the
bill.
Meanwhile, there still appeared
little chance of action this session
on the White Bill (S-1333) to amend the Communications Act,
which is still in committee. Sen.
Wallace H. White Jr. (R-Me.), au-
thor of the bill and chairman of
the commerce committee, is taking
a “long rest” on doctor’s orders
and is not expected to return to
active participation in legislative af-
airs before the end of his term this
year. He does not plan to seek re-
election. Other committee mem-
bers have given no indication that
they will push for passage of
the White measure during the cur-
rent session.
Proposals for early Congress-
ional investigation of the FCC
also appeared to have come to a
B. Wigglesworth (R-Mass.), who
demanded an investigation a few
weeks ago, and Rep. Charles A.
Wolverton (R-N.J.), frequent crit-
ic of the Commission, have indi-
cated that other legislative prob-
lems have given them no oppor-
tunity to proceed with investiga-
tive considerations.
Lemke Sessions Resume
The hearing on the Lemke Bill
(H.J. Res. 78) before Chairman
William Johnson’s House Inter-
state Foreign Commerce Com-
mittee—which promised in its ear-
er session to turn into a virtual
investigation of the Commission
[BROADCASTING, Feb. 9]—is slated
to resume late this month with
testimony by FCC and other pro-
ponents of the bill’s proposal to
return a portion of the 59-mc band
to FM (see story page 29).
Meanwhile, several changes in
the makeup of the Senate Inter-
state group loom for the next ses-
sion of Congress. Sens. Albert W.
Howells (R-N.J.) and T. H.
Moore (R-Okl.) both plan to re-
tire, in addition to Sen. White.
Sen. Johnson, ranking Democrat,
and Sen. Tom Stewart (D-Tenn.)
are both up for re-election this fall.

1947 duPont Award Winners

duPont Awards for 1947 are presented (top photo) to Edward R. Murrow (l),
CBS analyst, and H. Leslie Allen (r), vice president in charge of CBS Central Divi-
sion and owner of WBBM Chicago, which received the award for stations over 5
kw [BROADCASTING, March 8]. Dr. Francis P. Gaine, chairman of the awards
committee, is center figure. Lower photo shows Dr. Gaine handing the plaque to
Walter Annenberg, publisher of Philadelphia Inquirer and owner of WFiL, which
won top honors for stations under 5 kw. Mrs. Jessie Ball duPont, widow of Alfred
I. duPont, in whose memory the annual awards were established, is at right.

Auto Billings
(Continued from page 11)
radio show, is sponsoring an origi-
nal Amature Hour on WABD New
York, WTTG Washington, WFiL-
TV Philadelphia and WMar-TV
Baltimore. The Kaiser-Frazer deal-
ers, too, use spots on WMar-TV.
The Ford Motor Co. is co-spon-
soring the Brooklyn Dodgers home
games on WCBB-TV New York
and also sponsoring boxing and
wrestling matches on Wnla Hol-
lywood and WWJ-TV Detroit.
Other motor dealers using TV
are Thornton Fuller (Dodge-Plym-
outh dealers) sponsoring hockey
games of the Rockets on WFiL
TV Philadelphia, and Wheeler Inc.
(Chrysler dealer) using spots on
WTTG Washington and WNBW
Washington.

Video Roundtable
SIX-MAN ROUNDTABLE will
consider “The Future of Film on
Television” at March 29 meeting of
Hollywood Advertising Club.
Participants will be William Fa-
ter, movie producer and former
radio producer; Rudy Vallee; Don
McNamara, television director of
Telefilm Inc.; Bebe Daniels, movie
producer; Larry Finley, radio and
video program packager; Lew
Landers, director currently han-
dling filming of Public Prosecutor
series for Jerry Fairbanks Pro-
ductions.

APRIL 17 has been set as the date for
written examinations for announcing
staff positions at WNYC New York.
More than 300 applicants already have
filed for 10 or 12 announcing jobs to
be available at the New York munici-
pal station, it was reported.
NASFGER doubted that facsimile can be "successfully introduced, if the FCC permits it," and that the 470-475 mc band be "set aside for experimental facsimile operations—"It may be unnecessary to provide a service, unless the FCC sets aside the 470-475 mc band for the purpose as a whole," he pointed out that the 470-475 mc band is set aside for experimental facsimile operations, which may also be used for portions of the 475-500 mc band.

Mr. Nafzger suggested that the standards "take into consideration the cost that the receiver will incur for using the new service," and that "suitable standards" be "provided for the service and the new service will be appropriate." He expressed the opinion that "the public will be primarily one of cost."
code-writing and the board screening committees. The two opponents based their criticism on two fundamental points. Mr. Lawrence argued broadcasters should not be required to operate under a set of "rules" but agreed "guidepost" standards would be helpful to new stations. Mr. Cott said the document was originally written without consulting independents, that independents even now lack proportionate representation on the NAB board, that independents should not be forced into a network type of operation, and that the answer to radio's problems is not a code but better programming.

Recalling the historic Boston Tea Party, Mr. Cott said independents at the "Radio City Sea Party" last September felt the standards had been "shoved down their throats." He contended local situations call for local decisions and that independents should not operate under legislative direction "when they have no representation above."

He praised Judge Miller for his fair handling of code proceedings, but regretted "24 of the 25 board members represent network stations" and NAB committees actually have little authority. One benefit of the code-drafting procedure, he said, has been "to make stations evaluate themselves, as well as the codes. Let us take another look at the gawky girl next door (the NAB) and discover she's really quite pretty."

Mr. Cott said importance of the codes and commercial section should not be overemphasized, explaining that stations need operating revenue to provide public service programming. Likewise, NAB board standards, will eventually decide the length of commercials, he argued.

Mr. Lawrence supported his claim that it is "impossible to set forth rules which can be followed by all of the stations all of the time" by citing programs for farm and foreign-language listeners, as well as industry differences on how much commercial time should be allowed.

Farm listeners, he explained, want more merchandising information from their programs than city audiences. Foreign-language listeners need and appreciate more explanation and detail, he noted.

It would be desirable if a readable and understandable language in the proposed standards would prevent farm audiences from hearing advertising copy about reputable livestock remedies in which they are vitally interested, since such language would be repulsive to city listeners.

Mr. Lawrence said the original Section 1 of the standards (now being drastically revised at NAB) amounted to a plea of guilty to general program practices of which stations are innocent. Section 2 on specific program standards, he said, originally banned dramatization of political and controversial issues. (This ban was set aside by the board pending FCC action in the WEN radio case.) He said dramatization "can appeal to the intellect and reason" and make the broadcasts more interesting, thus drawing larger audiences. He maintained that certain of the speakers "can speak more emotionally into a quarter-hour than many dramatists."

Industry Standards

The industry should have standards "which most of the stations can and will observe most of the time," he said. "Radio has done a good job of serving the public. The Standards of Practice should reflect this by being designed solely with the broad public interest in mind—not with the press or the very vocal group of rabid critics as the ones to be pleased."

"A sizable portion of the press would be happy to see radio emasculated as a social force and an advertising medium (particularly the syndicated advertising portion). Some other critics will always find something to attack."

Mr. Lawrence noted that NAB doesn't intend to set up a code enforcement section. "On the other hand," he pointed out, "there has been an indication that the FCC might consider a licensee's observance of the standards when handling renewal and other applications. Hence if the standards were set forth as rules, instead of recommendations, there is the chance that licensees who do not agree that each and every rule is in the public interest all of the time, may themselves accept the obligation to make detailed explanations of their stand to the FCC. That would add more time and expense for one phase of station operation which presently consumes more than enough of both."

He observed that the "very few" broadcasters whose operations are contrary to such standards "would probably be in violation only if they were rules than if they were recommendations. It would mean little to them if they were expelled from NAB as a result of unsuccessful attempts to enforce the rules."

Praises Others

He praised Messrs. Fellows and Cott and other broadcasters who have been working on the drafting of the standards, closing with the comment that the industry "is a complex one—we are individualists to quite a degree, and each of us must operate in such a way that we think is in the best interest of the community served by his station."

Mr. Fellows reviewed the history of the standards and explained that each NAB member station has one equal vote in association affairs despite size or power. Drafters of the standards, he said, were "required to consider and weigh and respect and debate the problems and the circumstances of all listeners and all broadcasters everywhere throughout the nation."

A majority of broadcasters, he said, "especially those of long experience—have steadfastly held to the belief that there should be one Standards of Practice for the entire industry, voluntarily created, self-imposed, and self-regulated document that would put all American broadcasters in the same constructive area of operation."

Mr. Fellows recited steps taken to insure every member opportunity to criticize and suggest, culminating in a full-grown NAB committee which submitted a new draft at the Hot Springs meeting.

Advertising time allowances have caused the most controversy, he said, recalling the effort made by those opposing this and other phases, as well as opinion of advertisers, agencies, religious leaders, educators and columnists. A full report was made to the board, he said, with written digest of opinions and detailed accounting of every opinion.

Work of Harold Fair, NAB Program Dept. director, and Ben Miller, his assistant, was praised by Mr. Fellows, who said the latest version of the standards contains a preamble and a creed, followed by a detailed guide for broadcasters in specific areas of operation. He explained it incorporates majorit- y suggestions and criticisms and is a "reflection of all the committees, all the individuals, all the organizations who have had anything to do with, or to say about, the proposed standards throughout this last year." Even so, he added, "it cannot—it will not—satisfy everyone. But it is rational, constructive, and I believe, logical and acceptable to listeners and broadcasters alike."

The new document will be distributed to the NAB membership at least 30 days prior to the May convention, he said, "Each member will, therefore, have his individual opportunity for further suggestion and criticism."

Jahncke to Handle ABC And Affiliates TV Liaison

ERNEST LEE JAHNCKE, Eastern Division manager of ABC's station relations department, has been named as liaison between the network and its television affiliates.

Mr. Jahncke's appointment is "in line with ABC's plan to place responsibility for affiliation of television stations...in its station relations department," according to Robert E. Kintner, ABC's executive vice president. Mr. Jahncke, who joined ABC in 1937, will coordinate his video activities with that of Paul Mowrey, director of ABC's television, and will continue to report to John H. Norton Jr., vice president in charge of station relations.
UNIFORM TIME SNAFU

By JOE SITRICK

PROSPECT of standardized time, already threatened by the shortage of days remaining for Congressional consideration, seemed headed for possible further delay last week when it became uncertain whether a subcommittee of the Senate Interior and Insular Committee could hold hearings during the week of March 22 as originally planned [BROADCASTING, March 8].

The uncertainty arose when it was found that Senator Clyde M. Reed (R-Kan.), Owen Brewster (R-Me.) and Ernest W. McFarland (D-Ariz.), who comprise the subcommittee, are also members of a television applications, including WJR’s and WGAR’s. There also was continued speculation that the question would be raised during the final session of the hearing on the Mayflower rule, which resumes April 19.

In the meantime, a report that both WJR and WGAR were effecting realignments or dismissals within their news staffs was discounted. Harry Wisser, assistant to Mr. Richards, disclaimed knowledge of possible staff changes as a result of the petition.

“Nothing has happened here at WJR,” he said when informed of the petition.

George Cushing, station news editor and newly appointed vice president, told BROADCASTING that actually WJR had added to its news staff in the past week and "there is nothing at all to these charges."

“We have made no changes with respect to these charges voiced against KMPC,” he added. “I am opposed to, and will continue to oppose and expose, news management. But there is nothing at all to these changes—we don’t tell our news staff to slant news.”

In Cleveland John F. Patti, vice president and general manager of WGAR, said he couldn’t speak for KMPC, but that WGAR had made no realignment because of the situation.

KMPC Vice President and General Manager Robert O. Reynolds denied earlier that Mr. Richards had attempted to force a slanting of news broadcasts.

The AJC petition, made available by the Congress and also through FCC, charged that Mr. Richards had:

(a) Directed Maurice Starrels, at a time when he was news writer and editor of station KMPC, that a murdered gangster, “Bugsy” Siegel was Jewish, that he was in a Jewish cemetery, and that the federal service had a rabbi, and to couple this story with information concerning Russia and Communism;

(b) Directed the said Maurice Starrels to emphasize the religious and foreign extraction of David Lifshitz and to stress claims of Russian origin;

(c) Directed the said Maurice Starrels to give prominence in newscasts to the scandal involving Gen. Bennett E. Mears, and to present it falsely as a he was Jewish.

(d) Directed the said Maurice Starrels and George B. Lewin, at a time when the latter was newsroom manager for station KMPC, not to publicize the situation in Palestine since publicizing would give aid and comfort to Jews and Communists;

(e) Directed the said George B. Lewin to keep hammering at the Jews, advising the said Lewin that the Jews are all Communists.

WBAL-TV

WBAL-TV Baltimore, on channel 11, began commercial operations last Wednesday as the fifth NBC television station now on the air. The station went on the air with a gross weekly billing of $1,000 according to Vice President and General Manager Harold C. Burke.

Licensed to Hearst Radio Inc., WBAL-TV was given a send-off from the NBC TV studios in New York, Washington, Philadelphia and Schenectady. Programs were transmitted by radio relay.

Mr. Burke accepted the well wishes of FCC Commissioner George E. Sterling and Baltimore's Mayor, Thomas D'Alesandro, on the opening program.

Following the introductory ceremonies, Television Director Harold P. See started the local show, then turned it over to Al Ross, who was m.c. of a variety program.

To mark the opening of the new NBC television affiliate, three special programs were scheduled. One originated in New York, from WNBW; one in Washington, from WNBW; and the third from WBAL-TV.

The WBAL-TV plant represents an investment of around half a million dollars.

In addition to the studio with RG50 television equipment, two of the new WBAL "World of Tomorrow" broadcast studios are completely equipped for television origination and audience monitoring.

The station uses an RCA television mobile unit.

The transmitter is located three miles northeast of the main plant, and is 400 feet above sea level. The tower and antenna rise an additional 436 feet. The effective radiation is 32.6 kw visual and 16.3 kw audio.

Among out of town guests at the WBAL-TV dedication program were Noran Kersta, Director of Television Operations, NBC; William Dempsey, Washington attorney for WBAL; John Murphy, NBC Station Relations New York; Jose diDonato, Edward Petry & Co., New York; Carleton Smith, manager of NBC television sales department; John Grant, program director, WNBW Washington; Marvin Kirsch, Radio Daily; Art King and Maury Long, BROADCASTING.

West Coast Already Scrambled

WMCW

MARKET FACTS

1. Local business in Meadville kept pace with a general 12% increase of all leading business areas of the state.

2. 12% increase in factory payrolls.

3. Factory sales values jumped to more than $50,000,000, for a 17% advance.

4. Employment up 27% over 1946 and general payrolls gained 45%.

5. Retail sales show a $2,000,- 000 gain over 1946.

6. Housing construction is 45 to 50% higher than the previous year.

7. Industrial power sales 10% higher than 1946.

Victor C. Diehm, Gen. Mgr.

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CAMPAIGNS

Television Joining Media for Politicos

BROADCASTING—augmented for the first time by large-scale use of television—will take a leading part in the final campaign for the November Congressional elections. Plans of the two major political parties are starting to take shape though the conventions still are some three months distant.

Intense interest in radio was typified last week as GOP Senators and Representatives, along with their staffs, took part in a broadcasting clinic held Wednesday in the Old House Office Bldg. National committee headquarters was represented by A. D. Willard Jr. and Harold Fair, NAB executive vice president and program director respectively, took part at the request of legislators.

According to legislators who attended, persons in public life no longer need to be told all the elementary basic facts on use of radio in campaigning. Many of them reported regularly to their constituents by transcription and have developed Mike technique.

Democratic legislators are to hold a similar radio clinic this coming Wednesday. The clinics are designed to help candidates make the best possible use of broadcasting.

National committee headquarters of the two old-line parties are already working on plans for purchase of time on a national basis, especially after the nomination conventions are over and the campaign is under way in earnest.

Buying of time on the local level is advocated by the parties, especially since they are limited to $5,000,000 annual expense for national campaigns. Candidates are being urged to take advantage of radio's accepted sales power.

Campaign plans were discussed in detail Thursday and Friday by the Executive Committee of the Democratic National Committee, which met in Washington. Kenneth D. Fry, newly appointed supervisor of committee radio, presented a program of broadcast activity to the committee, which went into party budget problems. Indications are that the party will include extensive use of transcriptions in its radio activities, with individual legislators making their own records locally and the committee handling the national promotion. Specialized programs are contemplated for particular areas.

Definite plans for use of spot broadcasting will be announced after the conventions. Broadcasts in advance of the conventions will be designed to stimulate interest in the campaign issues, with emphasis on registering and voting. At GOP headquarters Ed Ingr, director of radio, appears well ahead of Democratic offices in radio plans, having been operating nearly two years. Mr. Fry just took over the Democratic radio post a fortnight ago and has had little time for preparation of details. Moreover, he has not yet acquired staff assistants.

Mr. Ingle indicated the GOP will use commercial television on a thorough basis during the campaign. He pointed out that Hatch Act limits on party expenditures will keep down use of both video and sound broadcasting.

Spokesmen for both parties met Tuesday in Philadelphia with the architect of the Convention Hall and representatives of television stations and networks. Details on placement of cameras and similar matters were discussed for the pooled portions of the conventions. Each party will have work on special TV programs supplementing the pooled offerings. The GOP convention will be held June 21, with Democrats assembling July 12.

Civil Sheriff Acts On Court Orders

A NEW ORLEANS civil sheriff took possession of WJBW New Orleans last Tuesday, under terms of temporary court orders which also enjoined Charles C. Carlson, licensee, from disposing of any of the station's properties or funds pending a hearing today (Monday).

The orders were signed by Judge Leo W. McCune of the 24th Judicial District Court of Louisiana on petition of Mr. Carlson's divorced wife, Mrs. Louise Calamari Carlson, who holds a proposed grant from FCC on application for WJBW facilities (1220 kc, 250 w). FCC's proposed decision anticipated denial of Mr. Carlson's application for renewal of the WJBW license, largely because of alleged technical violations [BROADCASTING, Dec. 15, 1947].

Mr. Carlson's former wife, who has a half interest in the WJBW property under Louisiana's community property laws, told the court he had terminated an agreement relating to use of the property and division of the profits, and that she feared he would dispose of part of the equipment.

Hearing Today

The hearing today will determine whether the order temporarily restraining him from disposing of station property and withdrawing station funds should give way to a preliminary injunction pending final disposition of the suit, or should be dissolved.

Sheriff Louis Knoop Jr., taking possession of the station on a writ of judicial sequestration until further order of the court, named James J. A. Fortier, New Orleans amateur radio operator, as administrator to handle its business affairs. The sheriff's office assigned two deputies as guards at various points where WJBW equipment is in operation.

In the station, Sheriff Knoop said, "will continue to operate as usual. All we will do is to manage its affairs and place all funds accruing from the operation into a special fund subject to administration by Judge McCune."

Takes Inventory

The court also authorized a notary public to "take an inventory, according to law, of all the property, funds, credits, assets and rights appertaining to WJBW... and of all property held in indirecion by the plaintiff, Louise Calamari Carlson, and Charles C. Carlson." Mr. Carlson's former wife charged that he canceled, in February, the agreement they reached at the time of their divorce with respect to the use of WJBW property and division of profits from its operation.

Mrs. Carlson said that "as joint owner" of the property she is "as much entitled to the possession thereof as defendant, and he is without lawful right to the possession of the whole thereof to the exclusion of petitioner." She said she wanted a division of the property.

"At no time since Sept. 3, 1940 [when she sued for separation from Mr. Carlson] has defendant rendered to petitioner such full, true and complete accounting of his administration of said community and co-owned property as was justly due to her," Mrs. Carlson told the court.

Charges Violation

She charged that he "has appropriated unto himself funds and assets of said community in violation of aforementioned agreements, of the law, and of petitioner's rights." She expressed fear that he "will conceal, part with, or dispose of said community and co-owned property, or of part thereof, during the pendency of this action."

Counsel for Mr. Carlson notified FCC that they were undertaking to set aside the court order in the belief that only the Commission has authority to order a change in the operator of the station. Mr. Carlson's operators and staff, they said, remained in actual control.

FCC meanwhile asked both Mr. Carlson and his former wife for statements of their respective positions.

Whether the Commission would intervene, authorities felt, would depend upon whether there had been a change in control over the actual operations — programming, etc., as distinguished from business affairs.

BROADCASTING * Telecasting

2 MORE STATIONS!

KGLF at Roswell, N. M. and KWET at Hobbs, N. M. have been added to the Southwest Network to better serve you in two vital and progressive areas, Bosque Mutual stations, both cover cities and wide-spread areas of unusual prosperity and importance.

THE SOUTHWEST NETWORK

KGLF, Roswell, N.M.
KWET, Hobbs, New Mexico
KHCL, Clovis, N. M.
KLYI, Carlsbad, N. M.
KZOA, Odessa, Tex.
KXWM, Alamogordo, N. M.
KYYI, Alamogordo, N. M.
KQIL, Tucumcari, N. M.
KOPD, Pecos, Tex.
KROD, (CBO) El Paso, Tex., Key Station
202 RADIO BLDG., EL PASO, TEXAS
TAYLOR-HOWE-SNOWDEN... REPRESENTATIVES

BROTHERS MEET for the first time in eight years through courtesy of the Freedom Train. Lou Novins (r), vice president of American Heritage Foundation, New York, sponsor of Freedom Train, who came to Los Angeles with train, talks over old times with brother Stuart (l). KNX Los Angeles director of special events, aboard train in Los Angeles station.
Rival Bid for WOV Seen as Certainty

FCC Refuses Waiver on Avco Open-bid Rule for GBC

A COMPETITIVE application for purchase of WOV New York appears to be a certainty now that the FCC refused to waive the Avco open-bidding rule on General Broadcasting Corp.'s proposed acquisition of the station.

The rival bid, if it should prove to be the only one, would come from Ralph N. Weil, WOV general manager; Arnold B. Hartley, program director, and N. Joseph Leigh, New York industrialist. Under an FCC rule they can apply for the station by offering the terms of General Broadcasting's purchase agreement with the Arde Bulova interests, WOV owners.

General Broadcasting is owned by Richard E. O'Dea, part owner of the station and of WNEW New York; Herman Leuch, vice president and director of WMCA New York, and Harry S. Reichenstein, Newark plastic manufacturer and city chief clerk.

Their agreement involves a sales price of $300,000, plus a 50% interest in WNEW, if O'Dea, who holds a 10% interest in WNEW [BROADCASTING, Feb. 9].

Chief financial backer of the Will-Hartley-Leigh association is Mr. Leuch, chairman of the board of Einson-Freeman Co., a lithographing company of Long Island City, N. Y., and president of Fair Lex Industries Inc., a multinational development near Pater-

son, N. J.

Sale of WOV will wind up the last of the original "dupoly" cases. Mr. Bulova, chairman, controlling owner of WNEW as well as WOV, has made several efforts to sell the station but has been impeded by pending litigation. FCC refused to approve a proposed sale of WOV to the Master brothers, and the Supreme Court last fall refused to upset the Commission's action.

The WOV operating frequency is 1280 kc, sharing time with WBII Newark. WNEW is a 10-kw full-time outlet on 1130 kc.

NEW DATE FOR LEMKE BILL OPPONENTS SET

PRESENTATION of opposition testimony to the Lemke Bill (H.J. Res. 78) received a one-week delay from the House Interstate & Foreign Commerce Committee, which last Thursday set March 31-April 1 as the new date for continuance of hearings.

Proponents of the bill, which would give FM a portion of the 44-50 mc band in addition to its present 28-105 mc range, were heard by the committee on Feb. 4-5.

The roster of prospective witnesses remained the same except for one loss and one addition. NAB members heard planned to address General Counsel Don Petty, notified the committee that it would not testify at all. Added to the list was D. Weaver, attorney for Philco Corp.

NAB members will vote this month on 147 nominees for 16 vacancies on the 25-man Board of Directors. Lists of nominees were mailed to the membership last week by Ernst & Ernst to assure full distribution.

Twenty-nine members who had been nominated for both district and at-large directorships had made their choice by last Monday. They had five days under the By-Laws to alter or nullify in which they preferred to run.

Largeest number of nominees developed in District 4 (D. C., N. C., S. C., Va., W. Va.), with 34 names on the ballot for the post now held by Campbell Arnoxt, WTOR Norfolk, Va.

All But Two

All but two members now sitting on the board were placed in nomination. Not on the ballots are C. A. V. McCall, owner of WISH Indianapolis (District 8, Ind., Mich., in part), and John G. Gillin Jr., WOV Omaha (District 10, Ia., Mo., Neb.) both declined to run.

Ballots mailed to Ernst & Ernst by midnight March 30. The person or persons getting the highest number of votes will be declared elected in each group. Nominations are listed on the ballots in alphabetical order.

Directorships open are those in the even-numbered districts, one each; large, medium and small stations; FM-A and FM-B, one each. Odd-numbered districts may vote on their directors at district meetings in the late summer and autumn.

Last meeting of the present board will be held May 16, two days prior to opening of the Los Angeles convention, with the new board meeting May 19, between the first two meetings in the engineering portions of the week-long agenda.

NAB's new procedure for elections, adopted almost unanimously last summer by referendum vote, binds all member stations into the voting for the first time. Referendum procedure was adopted because only a small percentage of the membership attended some conventions last year, on which directors-at-large were elected.

The list of nominees follows:

| Directors-at-Large (large stations), votes for WHC Nashville; Howard Lane, WJJD Chicago; William F. McCorkle, WITF Harrisburg; Theodore C. Streibert, WOR New York;... |... |
| Directors-at-Large (medium stations), votes for KGK Waco; John A. Walsh, WTVF Nashville; Howard Lane, WJJD Chicago;... |... |
| Directors-at-Large (small stations), votes for KGK Waco; John A. Walsh, WTVF Nashville; Howard Lane, WJJD Chicago;... |... |

NAB BOARD VOTE

Nominees Lists Mailed

When It's B'Mi Years
Another B'MI "Pin-Up" Hit—Published by Mellin

LOVE IS SO TERRIFIC

On Transcriptions: NBC THESABURUS—The Jumpin' Jacks with Patti Dugan; WORLD—Les Brown

On Records: Brown—Col. 38060; Vic Damone 5104; Art Lund—MGM 10126; Helen Carroll & the Satisfiers—Vic. 20-6279; Ernie Felice Quartet—Cap. 486.

BROADCAST MUSIC INC. 500 FIFTH AVENUE NEW YORK 18, N. Y.

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CENSORSHIP PLANS Congress May Investigate

AS NEWS EXPERTS prepared to hand down recommendations on the Forristal Plan for voluntary censorship of news and current affairs programming, Rep. Clare Hoffmann (R. Mich.) on March 10 intimated that the plan might fail under critical scrutiny during a projected Congressional investigation.

The plan, which would create a clearing house to advise information media on the degree of secrecy contained in material on various national defense projects, was passed on for consideration by 22 representatives of aural and visual radio, news, magazine, motion picture and newsmagazine interests, at a meeting at the Pentagon with Secretary of Defense James V. Forrestal and other national defense officials.

Prevailing reaction to the plan, as gleaned from opinion sampling following the closed meeting, indicated strong disfavor and the probability that the proposed plan would not be rubber stamped by that committee of overall government plans to impose censorship throughout various departments and agencies by Secretary of Defense Nat. S. Finney, Washington newspaperman, that press freedom is endangered by proposed minimum regulations for classifying information.

Asked if the hearing when re-opened would encompass the Forristal Plan, Rep. Hoffmann told Broadcasting that “anything that tends to impose censorship on the press will be looked into. Newsmen don’t need any guide. They are just as patriotic as anyone and will exercise patriotic judgment. We don’t want any such things on newsmen.” He explained that the committee is still assembling material and that the hearings would proceed “as soon as possible.”

Subcommittee Named

Failing to arrive at a happy medium between the evils of peace-time censorship and the dire consequences of security “leaks,” the media committee which studied the plan was headed by B. J. McKelway, editor of the Washington Evening Star, to give deeper study to the matter.

The Mc Kelway subcommittee is scheduled to meet today, March 15, in the conference room of the Secretary of Defense. Other members of the eight-man committee are: Eyle C. Thorne, general manager, Washington UP office; Relman Morin, chief, Washington AP bureau; Justin Miller, president, NAB; William Cherveny, publisher, Collier’s magazine; and chairman, Editorial Committee of the National Assn. of Magazine Publishers; Walcott A. Ament, vice president and general manager, Warner Fathe News, representing all newsmen, and Gene Dawson, president, Aviation Writers Association.

Mr. Mc Kelway said that the subcommittee “hopes to get a better understanding of the existing [public relations] setup” in the case of defense structure. “I believe,” the editor said, “that we may be able to agree on the substance of our recommendations.” Findings will be reported to the full body at a meeting scheduled for April 1.

Military Witnesses

Capt. Robert Berry, aide to Secretary Forrestal, explained that the military would attend the subcommittee’s meeting only in the role of witnesses, when called for questioning. Military officials, he said, had been given no indications that the Forristal Plan would become a subject matter for the House-Expenditure Committee’s hearings.

Witnesses who will be called before the news media subcommittee will include the public relations officials of the Army and Air Force departments and Dr. Van nevar Bush, Research and Development Board chairman, who appeared before the full committee March 3, Mr. Mc Kelway said.

Mr. Finney, a correspondent for the Minneapolis Star and Tribune and the Des Moines Register and Tribune, broke the story last year of the plan to impose on executive departments and agencies the classification program which during the war was limited to such critical agencies as the State, War, and Navy departments. Under the proposals, all executive groups would be entitled to classify certain information as “top secret,” “confidential,” or “restricted.”

The Security Adisory Board of the State-Army-Navy-Air Force Coordinating Committee prepared the minimum regulations which have not yet been put into effect. Chairman of the committee is Hamilton Robinson, director of the State Department’s Office of Controls, the top security agency in that department.

For his efforts in revealing the plan, Mr. Finney was recently awarded the Raymond Clapper Memorial Award, presented in Washington reporting in 1945.

Mr. Finney acknowledges that scientific developments have created a delicate news reporting situation but indicates that he is “somewhat worried” about the prospects of installing such regulatory machinery as provided under the Forristal Plan.

Mortimer Renamed To Ad Council Post

CHARLES G. MORTIMER JR., vice president of General Foods, was re-elected chairman of the Advertising Council at the annual election meeting of the board of directors in New York last week.

T. S. Reppeler was re-elected president.

Chosen as vice chairmen were: Stuart Peabody, Borden Co.; Win ISBN. Fulton, president, outdoor Advertising Inc.; William Reydel, Newell-Emmett Co., Paul B. West, president of the Assn. of National Advertisers, was elected secretary, and Frederic R. Gamble, president of the American Assn. of Advertising Agencies, elected treasurer.

Mr. Mortimer read a letter at the meeting from John R. Steelman, assistant to President Truman, in which Mr. Steelman paid tribute to the work of the Advertising Council during the past year.

The council also announced that its number of directors has been increased from 40 to 52. Representation from the media groups including radio, magazines, newspapers, and outdoor advertising, has been increased from four to five directors each.


Angeles and San Francisco, telephone company officials indicate that the coaxial cable will be ready in the spring of 1949. No decision has yet been made for connecting radio relay stations between the two cities, it is understood.

With Mr. Barry in Hollywood is Robert Hinckley, ABC’s Washington vice president, who is handling all discussions concerning studio facilities and details of construction relative to the Mt. Wilson transmitter site.

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BROADCASTING • Telecasting

ABC VIDEO

KICKOFF date for ABC video stations in Los Angeles (Hollywood) and San Francisco is expected to be April 1, Charles (Ted) Barry, network’s vice president in charge of television and programs, announced in Hollywood last week.

Although he declined to comment on ABC’s complete schedules for the video installations, he said that all networks start from scratch in developing television network personalities and that ABC aimed to start with the pack and stay at the front.

Personnel-wise, he said, the Hollywood and San Francisco operations likely would lead to the creation of about 80 new jobs in each city. The bulk of these would be technical, he explained, and would come in September.

Asked whether a West Coast manager of television would be appointed, he replied that all expansion of television activities would take place from within. He felt that these openings would be separate, but that the start all television activity would remain under the jurisdiction of Don Searle, Western Division vice president.

At the start of operations, Mr. Barry said, each station would carry 28 hours of programming weekly. Asked about the matter of Hollywood studio facilities, he said details "would be worked out within in 30 days." As presently projected, he looked for an average of 8-12 hours of exhibition, 3-4 hours of film, with remainder to be live. But he indicated that the proper film set-up, as yet unsignaled, could lead to an increase in that type of programming.

Of the network’s current programs, he looked for video treatment of Breakfast in Hollywood and Bride and Groom, among others. But he emphasized that film “remain to be seen whether television can absorb as many audience participation formats as radio has assimilated.”

Queried about the expected place of film in video programming, he said it is a “prime requisite for successful programming.” ABC is reported to be confering with several film-makers.

Asked about the future of AM in the face of television, Mr. Barry said that the two “will compete to the remote.” He qualified this with the statement that this could only come when television has a circulation story to tell.

Work is starting on the network’s Mt. Wilson transmitter site within 30 days, Mr. Barry said. Although no specific information was made available on the likely date of networking between Los
Requests for TV Reach 157 Figure

File Six New Commercial Video Applications With FCC

HALF-DOZEN NEW applications for commercial television stations were filed last week with FCC, securing total of pending requests at 2151. Majority of the new applicants are identified with existing standard station operations.

One new request was application for Channel 2 (54-60 mc) at New Orleans, filed by New Orleans Television Co. Firm is owned by trio of independent oil producers who are represented as forthcoming video applicants also at Phoenix, San Antonio and Corpus Christi.

Tri-State Meredith Broadcasting Co., proposed purchaser of KSO Des Moines for $435,000 from Kingsley H. Murphy [BROADCASTING, Feb. 9], filed application for sale of frequency band in Des Moines.

The new applicants and respective data:

Baltimore— Monumental Radio Co., Channel 6 (82-88 mc), power 16 kw visual, 14,452 kw audio. Initial cost $75,500, with first year operating costs totaling $20,800. Applicant is licensee WCAO and WCAO-FM Baltimore.

Des Moines— Tri-State Meredith Broadcasting Co., Channel 2 (54-60 mc), power 18 kw visual, 14,452 kw audio. Initial cost $185,000, monthly operating costs totaling $12,000 and retirement unknown. Applicant is equally owned by Tri-State Theatre Co., 8465 1/2 Iowa St., Des Moines. Tri-State Theatre is headed by A. H. Black, who, with his family, forms a Class A group. Full Class B is held by Paramount Pictures Corp., the parent of Pub. Co., publishing Better Homes and Gardens and Successful Farming, is owned and operated by Meredith family.

Minneapolis— Independent Merchants Broadcast Co., Channel 3 (174-180 mc), 25 kw visual, 13 kw audio. Initial cost $525,700, first year expenses $132,200, revenue $80,000. Applicant is licensee KMSP and KMSP-FM Minneapolis.

New Orleans— New Orleans Television Co., Channel 41 (69-75 mc), 6 kw visual, 3 kw audio. Initial cost $36,800, first year operating costs totaling $12,000, revenue unknown. Applicant is independent AM station WDSO, which, in 1936, was owned by Charles Breunig.

San Diego— Thomas S. Lee Enterprises Uprisal, Ltd., Channel 5 (58-62 mc), 20 kw visual, 18 kw audio. Initial cost $294,-

TV, FM Rise Told At Pittsburgh Meet

TELEVISION will skyrocket and FM will arrive as a mass medium when low-priced receivers arrive on the market, Sol Taishoff, editor of Broadcast, predicted March 9 at a meeting of the Pittsburgh Radio & Television Club.

Foreseeing push-button, FM-AM combinations, with television too, he said the listener “won’t know whether he’s listening to AM or FM and he probably won’t care. He’ll listen to the best signal he can get, carrying the program he wants most.” Television, he added, “is the hottest thing in the whole field of mass media.”

Mr. Taishoff was introduced by W. B. McGill, advertising manager of Westinghouse Radio Stations Inc. Luncheon meeting was arranged by Richard C. Bachman, E. Earl Bothwell Agency, club vice president.

A new programming technique was foreseen for television by Mr. Taishoff whereby the listener can listen, or listen along with, his program away from his set. He predicted the writers and developers will produce suitable script technique so the program will be intelligible without the picture.

Mr. Taishoff was presented with a portrait painted by Mr. McGill, who is well known for his art works.

Music Talks

(Continued from page 14)

in wages above the scales in the present AM network contracts.

One network executive said he believes Mr. Petrillo would make “a sincere attempt to work out a basis for musical performances on television. The difficulties in reaching agreement at this point, however, were not to be minimized.

It was believed that Mr. Petrillo’s agreement to permit duplication of musical programs on AM and FM stations on a network—part of the intermix compact reached at the end of January—stood a chance of becoming standard practice. It would still be necessary, however, to set wage scales for musical programs originated on FM.

Both union and network spokesmen insisted the conferences were making progress, but none would comment officially beyond that. Another session was scheduled for today.

Broadcasters present at Thursday’s conference included Charles R. Denny, NBC vice president, and Frank E. Mullen, executive vice president of Radio City. Jack D. Smith, vice president and general manager; Joseph H. Ream, CBS vice president; Mark Wood, ABC president; Howard L. Haasman, CBS director of personal relations, and Joseph A. McDonald, ABC vice president and general attorney. AFM was represented by James C. Petrillo, president; Paul de Braine, counsel; Richard McCormack, New York Local 802 president, and Charles R. Lucci, 802 secretary.

As the ban against recordings went into its third month, it became known that NBC had drastically reduced the staff and functions of its Recording Division, an action which the network said was directly attributable to the musicians’ work stoppage.

Approximately 30 employees, representing half the total staff, had been dismissed by NBC Radio Recording, it was reported. Those dismissed were mostly script writers, musical composers and arrangers and order clerks. Executive and most sales personnel were retained as a nucleus from which to rebuild the division in the event of settling on a new contract.

Processing of records from masters cut before the ban has been shifted to RCA, it was said. The Federation of Independent Station Record Transcriptions Inc. of its stand on the firm’s request for collective bargaining by March 22. the union advised the other recording firms that legal showdown will be handled for it without cost [BROADCASTING, March 8].

Meanwhile Mardi Gras Record Co., Hollywood, defied AFA when a non-union 17-piece orchestra recorded 21 sides last week and announced plans to record 10 more March 15.

Capitol Records remains silent on its non-union policy, having also sought to force the personal contract issue and having also been rebuffed [BROADCASTING, March 1]. It was thought likely Capitol would await the March 15 deadline before taking another move.

The Carpenter unit is one of four Standards that has approached for compliance with contracts, hoping to obtain a Taft-Hartley Act type agreement. The unions have advised all members to “sit tight,” contending no legal step is possible which might force them to favor personal contracts in face of the union shutdown.

MURROW AND MULLER CITED BY PRESS CLUB

EDWARD R. MURROW of CBS and Merrill Muller of NBC will be honored by the Overseas Press Club dinner tonight (March 10) for outstanding radio news analysis and reporting in 1947.

Mr. Murrow’s citation was “for the best reporting of foreign news” during 1947, Mr. Mueller, head of NBC’s London Bureau, was cited “for the best radio reporting of foreign news from Germany”.

Mr. Mueller’s acceptance will be piped in by shortwave from London, NBC said. Mr. Murrow’s selection in strategy, and such accolade this month; on March 8 he received the duPont award as the outstanding radio news commentator of 1947.

Immunity Bill Shelled

NEW YORK state legislature last Wednesday shelved a bill which would have enabled newspapermen from having to reveal their news sources. The bill, introduced after a reporter and an editor of the Newark (N.J.) News had to spend 15 days in jail for refusing to reveal a news source to a grand jury, had prompted Dave Driscoll, WOR New York director of news and special features, to urge sponsors of the measure to include radio newsman in its provisions [BROADCASTING, March 8].

First 15 Pacific Hoopers—Feb. 1948

Program

Jack Benny* 6

Fibber McGee & Molly 6

Bob Hope 6

Walter Winchell* 5

Fred Allen 5

Bandwagon 5

Charlie McCarthy 5

Red Skelton 4

Amos & Andy 4

Life of Riley 4

Radio Theatre 4

Take It or Leave It 4

Scream Guild Players 4

Adv. of Sam Spade 4

Wildcots 3

Bobby Short 3

Sid Caesar 3

The McCook Family 3

Our Gang 3

Bob Hope Special 3

* Benny and Winchell induce first and second broadcast.

No. of Stations

2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

Agency

Foote, Cone & Belding

Needham, Louis & Brody

Foote, Cone & Belding

Andrew Jurgen Co.

J. Walter Thompson

L. W. Ramsey Co.

J. Walter Thompson

Barnes & Walker Corp.

Procter & Gamble

Life of Riley

United Feature

Browning Bros.

J. Walter Thompson

Blow Co.

W. E. Esty & Co.

RBD

Hooper

Year Ago

40.1

34.9

+ 5.2

32.1

7.7

- -

31.6

-2.4

39.2

- 3.1

26.5

24.6

1.9

26.1

19.6

6.5

26.0

28.8

2.8

26.4

24.6

7.8

22.1

24.1

- 1.9

21.9

24.1

- 2.2

21.0

23.4

- 2.4

20.8

16.3

4.5

20.3

13.8

6.5

19.6

16.0

3.6

MURROW AND MULLER

BROADCASTING • Telecasting

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At Deadline...

CALIFORNIA MERGER GETS FCC APPROVAL

MULTIPLE AM actions by FCC Friday included approvals for: (1) merger of J. E. Rodman and Tulare-Kings Counties Radio Assoc. Visalia and Fresno, Calif., interests at Fresno; (2) power boost on 1090 kc from 10 kw to 50 kw, for KING, Seattle independent station; (3) new station KXAR, P. R., on 1520 kc, 250 watt fulltime, to Frank A. Gandia, local publisher.

Fresno merger involves: (a) dismissal at Mr. Rodman's request of his assistant, Don Tidrew to WPFO Food, from 250 w on 1420 kc to 1 kw on 970 kc; (b) granted Tulare-Kings KTCK Visalia power boost from 5 kw to 50 kw on 940 kc and move to Fresno; (c) requested by Mr. Rodman's application to drop KXAR, new station in Fresno, to second and third frequencies.

FM value to local sponsor

FM OFFERS local sponsor opportunity to reach select, low cost group inside city for future expansion, Bill Bailey, FM executive director, told Allentown (Pa.) Rotary Club Friday. He predicted FM will be three-quarter billion dollar business this year. National and regional advertisers have most choice time on AM, said Mr. Bailey, squeezing out local advertiser who wants to use radio. Mr. Bailey was introduced by Raymond F. Radnor, president, WFMZ Allentown, and FMA board member.

AMERICAN TOBACCO SERIES


BUDGET BOOST SUPPORTED

$100,000 BOOST granted FCC Thursday by Senate Appropriations Subcommittee (see story page 89) was backed up late Friday by full committee and expected to go before Senate today (March 15). House previously approved $6,260,000, now raised to $6,360,000 by Senate committee's action. Final figure expected to be compromised.

NAB PROGRAM EXCHANGE

PROGRAM idea exchange started by NAB Program Dept., in charge of Harold Fair, director, will exchange ideas. Each director of the exchange is second phase of new program library and will compile tested program ideas, formats, scripts and case histories. First phase consisted of brochure listing open-end transcribed programs for local sponsorship.

TV RECEIVER OUTPUT 35,689 UNITS IN FEBRUARY


AM-FM output by RMA members, 90% of industry, totaled 140,629 units, increase of 4,614 over January but still below average in last quarter of 1947. Thirty-six percent per cent table models converted to AM-FM.

Total set production in February 1,379,605 units, about as same year ago and slightly above January's 1,359,256. Output of portables and auto sets continued at high level.


CONVENTION FM SESSION


NEW TELERATING SUBSCRIBERS

FOOTE, CONE & BELDING and Young & Rubicam have subscribed to new Hooper telerating service, measuring audience for video programs in New York metropolitan area by same coincidental telephone interviewing technique as Hooper organization uses in checking AM audiences.

PAYROLL

(Continued from page 4)

average weekly scheduled pay according to job classification. As computed from FCC's figures, was as follows among 29,338 fulltime employees of four national and three regional networks and 716 stations which had more than 15 employes:

- General officers and assistants—$118.14.
- Program employees—Supervisors, $104.25; operators, $90.16; and all employees (except staff members)—Announcers, $68.80; singers, $68.75; sound effect men, $68.62; building service employees, $59.19; musicians, $58.62; writers, $53.12; news personnel, $77.18; actors, $170; other staff program employees, $62.35.
- Technical employees—Chief engineers and engineering supervisors $104.10; studio engineers or technicians with first-class license $79.51; others $77.37; transmitter technicians with first-class license $56.95, others $55.83; research and development engineers, $90.22; other technical employees, $71.48.
- Commercial employees—Supervisors, $145.25; salesmen and sales--men—supervisors $130.25; other supervisory employees (non-supervisory) $65.35. Publicity and sales—Supervisors, $108.62; non-supervisors $64.45.
- Clerical employees—Clerical workers, $69.28; others $39.27. Building service employees, $70.04.
- All other employees, $65.65. Average employees (except non-staff program employees) $57.07.

Among 544 stations employing fewer than 15 employes, average scheduled compensation of 5,382 fulltime employees, according to job classification, was computed as follows:

- General officers and assistants, $102.
- Staff employees—Supervisors, $87.82; non-supervisors, $74.46; combination, $54.54.
- Clerical workers, $73.82; others, $50.72.
- All other employees, $45.83. Average: All employees, $54.

BROADCASTING • Telecasting
WLWT, Crosley Broadcasting Corporation's television service for Cincinnati, began commercial operation on February 9 and on February 15 a special T-Day celebration was observed throughout the Queen City.

Television is not new to Crosley or Cincinnati. We established one of the first television stations in the United States in April, 1939, under the call letters W8XCT. Experimental television broadcasting has been conducted continuously since that date, interrupted only by the war.

Now, after years of experimentation—training personnel, developing programming and technical techniques—we are ready to provide Greater Cincinnati with the finest television service possible under an expanded, commercial operation.

The newest, most modern television transmission equipment available will, within a few weeks, be sending the sight-and-sound of WLWT. This new transmitter plant will deliver one of the strongest effective radiated television signals in the world, assuring an even finer, more dependable service.

The Crosley Broadcasting Corporation is proud to have established the first television service in Ohio and Cincinnati. We believe television inevitably will become the world's greatest medium for mass communication. And not only can it be expected to provide the greatest and most effective advertising medium yet conceived, it must also contribute immeasurably to the broad fields of entertainment, education and religion within the home.

WLWT Rate Card No. 1, and we believe television's most unusual rate card, is now available upon request.
MINING  Ever since gold was discovered in Colorado 90 years ago, mining has been a basic industry of the state. In the intervening years, more than 250 additional minerals have been discovered. About 40 of these are being produced commercially today, many of which far exceed in value and importance the production of gold and silver. Nearly $3$½ billions have already been recovered from Colorado's mineral storehouse, yet the surface has hardly been scratched. Mining has always been, and will continue to be, for a long time to come, an integral part of Colorado's economy and of the Colorado scene.

LEARN AND LIVE  A wide variety of KLZ programs in the public interest have become an inseparable part of the Colorado scene. KLZ's "Learn and Live" program, teaching practical safety measures through demonstrations to school children, was awarded top honors in 1947 by the School Broadcast Conference of Chicago. A Denver fire chief, above, is explaining fire safety measures to a group of school children during a "Learn and Live" program.

SATURDAY BARN DANCE  Listening to KLZ's Barn Dance program on Saturday night is as much a habit in the Rocky Mountain area as taking a bath. It is one of the West's favorite local programs featuring the region's top western entertainers. Through its many programs of regionwide popularity, KLZ has established itself as an important part of the Colorado scene.