For the eighteenth consecutive year, WLS again in 1947 received another million letters—1,083,554 to be exact! In the 18 years that WLS has been under its present management, 19,157,402 letters have been received from listeners—more than a million a year average! The WLS audience is responsive and loyal—loyal to the station and to the advertisers who make possible WLS programs . . . which means WLS Gets Results!
The talent-packed new Dinah Shore — Harry James show is one more good reason why WMT, Eastern Iowa’s only CBS outlet, is famous for good listening. There are 1,131,782 people within WMT’s 2.5 MV line... and a walloping-high percentage listen loyally at the 600 KC spot on the dial. Technically, it’s Iowa’s best frequency. Actually, it’s an advertiser’s entree to one of the richest farm-and-industry markets in the world. Get all the facts from the Katz Agency man... and CALL FOR WMT.
It takes the FLEET
to make the BIGGEST CATCH

New England is the third largest market in the United States for population density and buying power.
Yet to reach all of New England's important markets with two or three stations is practically impossible.
You need local impact in the many important city and suburban trading zones.
Yankee's 23 home-town stations provide this impact. Each of these home-town stations is dialed for local, regional and coast-to-coast programs — has the local acceptance, the responsive audience you need for direct sales stimulation in every neighborhood trading area.
Through Yankee — and only through Yankee — you can reach 89.4% of New England's radio homes. That kind of coverage is bound to produce for you in this volume market.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
Upcoming

March 22-23: NAB 14th District meeting, Brown-Palace Hotel, Denver.
March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.

(Other Upcomings on page 93)

Business Briefly

LEVER PURCHASE • Lever Bros., Cambridge, Mass., has bought 11:30-12 noon Saturday period on CBS starting April 3, but will not disclose product, agency or name of station. Former format planned possibly Junior Miss. Lever has renewed Aunt Jenny weekday series on CBS 12:15-12:30 p.m. through Ruthrauff & Ryan, New York.


EQUITABLE RENEWS • Equitable Life Assurance Society of U. S. signed 52-week renewal contract with ABC for This Is Your FBI, Fri., 8:30-9 p.m. Agency, Warwick & Legler, New York.

SCHAEFER BEER SPONSORS • Schaefer Beer to sponsor Sports Album, 5-minute ziv video package, on WCBS-TV, preceding Brooklyn Dodgers home ball games. Agency, BDO.

DISTRICT MEETINGS ARE SCHEDULED BY NAB

DATES for eight NAB district-area membership meetings this summer announced Friday (early story page 14). Schedule follows: District 4 (D., C., N., C., S., Va., W., Va.), Hotel Greenbrier, White Sulphur Springs, W. Va., July 26-27; District 3 (Pa., Md., Del.), Bellevue-Stratford, Philadelphia, July 29-30; District 1 (New England), Hotel Somerset, Boston, Aug. 2-3; District 2 (N. Y., N. J.), Hotel Sheraton, Rochester, Aug. 5-6; Districts 7 (Ky., Ohio) and 8 (Ind., Mich. in part), joint meeting, French Lick Springs Hotel, French Lick, Ind., Aug. 9-10; District 9 (Ill., Wis. in part), Palmer House, Chicago Aug. 12-13; Districts 10 (Ia., Mo., Neb.) and 12 (Kan., Okla.), joint meeting, Muehlebach Hotel, Kansas City, Aug. 16-17; District 11 (Minn., Mo., S. D., Wis. in part, Mich. in part), Radisson Hotel, Minneapolis Aug. 19-20.

NBC SUMMER SCHEDULING SAME AS OTHER NETWORKS

NBC has notified affiliates it will pursue same summer program scheduling, because of day-light time problem, that other networks have arranged.

No formal announcement of plan made at NBC headquarters in New York, but it was understood network would install system of recorded-repeat broadcasts to deliver programs at accustomed hours.

BROADCASTING • Telecasting

Closed Circuit

UNITED AIRLINES, through N. W. Ayer & Son, Chicago, and American Airlines, through Ruthrauff & Ryan, New York, considering spot campaigns to publicize return of DC-6 planes. TWA, through BBDO, New York, set for spot campaign, in four cities for four weeks effective March 24 to promote Constellations.

NEW-BORN INTEREST of Acting Chairman Tobey of Senate Interstate & Foreign Commerce Committee in radio may extend beyond clear-channel hearing April 5 in which FCC's authority over allocations is all but preempted. With both FM and TV allocations in hot dispute, next Tobey move (not necessarily in his name) may well be in connection with severe shortage of TV allocations.

BATTLE OF major proportions now foreseen over controversy stirred up by complaints that editorial policies of KMPC Los Angeles are dictated by G. A. Richards, principal owner also of WJR Detroit and WGAR Cleveland. FCC, on basis of pending complaints, is undertaking investigation.

ALL TALK of NAB's Los Angeles Management Conference spilling over into third day (Wednesday, May 19), can be discounted. Board, with heavy agenda, is opposed to idea and has scheduled its meeting for 10 o'clock that morning.

ALTHOUGH announcement hasn't yet been made, New York News will lose out by 4-3 FCC vote on its controversial FM proceeding for one of New York facilities. Decision will be based on individual merits rather than editorial policy of newspapers.

RADIO Correspondents Assn. and Republican National Committee can't come out and say so, but they'd be most pleased if 100 or so correspondents who want seats at Philadelphia convention would change their minds. Association has 387 names and only 260 seats.

DESIRE of Edwin W. Pauley, West Coast tycoon and former Democratic party power, to enter radio transcriptions application for TV in San Francisco (see story page 81). While confirmation was lacking, it was learned authoritatively he is dickering for Thackrey stations KLAC Los Angeles (which has TV construction permit) and KYA San Francisco, regional independents, for about $1,000,000.

SOME OBSERVERS wonder whether wave jumping will again be resorted to by our Latin neighbors in view of upcoming NARBA sessions. Both State Dept. and FCC are testing recent jump of HI5T, Dominican Republic, to 1040 kc, I-A clear assigned to WHO Des Moines. Official list, however, shows station on 1050 kc, Mexican clear to which it (Continued on page 94)
WSIX gets results

WSIX gets results for advertisers of beauty products. And the proof is in a long list of year in year out renewals. As a sample, two outstandingly successful manufacturers have used quarter-hour shows on WSIX for well over four years each. Evidently, these sponsors count on WSIX for consistent, productive coverage of Nashville’s 51-county retail trade area. Consult with your nearest Katz representative for other success stories and more complete information about the way WSIX can help with your sales problem.

5000 WATTS 980 KC

AMERICAN

Represented Nationally By
THE KATZ AGENCY, INC.

And WSIX-FM-97.5 MC

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

**IN -Indianapolis**

"Promotion"

- With a potential of 400,000 radio-families in Central Indiana, WFBM recruits LISTENERS by consistent, year-round program promotion.
- Seven different media persistently pound home the "what, when, where" of WFBM programs.
- WFBM's 4-color taxi posters are carried nearly 5,000,000 miles a year. Legitimate playgoers find WFBM display ads in every playbill. Baseball and hockey fans are reached in every home-game program. Counter cards, window streamers, and posters are placed in drug and grocery stores by personal calls every week in the year! Display ads in Indianapolis newspapers support sports and special event broadcasts... while selected groups receive direct mail promotion of WFBM programs of special interest.
- Best of all, we think, is RADIO—used constantly to win new listeners for WFBM programs.
- All promotion (except announcements) includes the name of the sponsor or the product advertised.

Persistent program promotion is one reason why... WFBM is “First in Indiana” any way you look at it!
And KULA says Aloha to Linda and her sponsor Lever Brothers and their agency, National Export Advertising Service. Lever Bros. join with such other national advertisers as Peter Paul with their daily newscast (thanks to Brisacher, Van Norden & Staff), and Vox Pop sponsored by American Express Company . . . American Chicle . . . Procter and Gamble . . . Kool Cigarettes . . . Alden’s Incorporated . . . Tintex . . . E-Z Lighters . . . Mother’s Home Life . . . and many other national spot advertisers who have learned the value of KULA’s one station coverage of the Hawaiian Market. Your product too, may enjoy the good, old fashioned Hawaiian Hospitality in “The New West of America.

KULA

10,000 WATTS • 690 Kilocycles • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET — FOR RATES FOR “ONE STATION COVERAGE” OF HAWAII SEE ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
The listeners are big enough to vote!

Here's a revolutionary notion—letting the listeners, of all people, get into the act of medal-pinning in Radio. But there it is—Radio Mirror magazine has just done it—in the first nation-wide listener's poll. And it turns out that Radio's most intense fans, who listen to Radio most devotedly, and who love it best—jump by the thousands at a chance to vote for their favorites.

And they vote CBS

13 "firsts"—as many as for all other networks put together—went to CBS programs or personalities.

And here they are—the PEOPLE'S choice:
FAVORITE RADIO PROGRAM: ARTHUR GODFREY
-for two shows—both CBS-created Package Programs
-Godfrey's Chesterfield Show and "Talent Scouts" (Lipton)

FAVORITE NEW PROGRAM FOR 1947: "MY FRIEND IRMA"
—again a CBS-created Package Show (Swan Soap)

MOST PROMISING NEWCOMER: VIC DAMONE
—first nationally spotlighted by CBS on "Talent Scouts"
—now starring on "Saturday Night Serenade" (Pet Milk)

FAVORITE DRAMATIC PROGRAM: LUX RADIO THEATRE

FAVORITE COMEDIENNE: JOAN DAVIS
(CBS Co-op)

FAVORITE HUSBAND-WIFE TEAM: OZZIE AND HARRIET
(International Silver)

FAVORITE FEMALE VOCALIST: DINAH SHORE
(Philip Morris)

FAVORITE SHOW FOR CHILDREN: "LET'S PRETEND"
—another CBS Package (Cream of Wheat)

FAVORITE EDUCATIONAL PROGRAM: THE CBS AMERICAN SCHOOL OF THE AIR—CBS-created, now in its 18th year

FAVORITE COMMENTATOR: LOWELL THOMAS (Ivory Soap)

FAVORITE DAYTIME SERIAL ACTOR: KARL SWENSON
—of "Our Gal Sunday" (Anacin). Also appears on NBC

FAVORITE DAYTIME SERIAL ACTRESS: BETTY WINKLER
—of "Rosemary" (Ivory Snow)

FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORITE FAVORIT
WHAT STATION IN SOUTHEASTERN OHIO DELIVERS 60 PERCENT OF THE LISTENING AUDIENCE?

IT'S WHIZ ZANESVILLE

60 PERCENT

... of all listening homes in Zanesville are tuned to WHIZ, according to Conlan Survey (week of November 16, 1947).

60.4

Average for entire survey

17.2 9.0 5.8 7.6

WHIZ A B C Others

MORNING, NOON AND NIGHT

...WHIZ dominates in Southeastern Ohio.

*55.5% of morning audience
*59.7% of afternoon audience
*63.2% of evening audience

IT'S A

WHIZ FOR SALES

NBC IN ZANESVILLE

REPRESENTED BY JOHN E. PEARSON

Page 10 • March 22, 1948

Feature of the Week

At the "Man of the Month Club" luncheon (l to r): Mori Greiner, editor of "Swing!" John T. Schilling, WHB vice president and general manager; Mr. Hilliz and Mr. Davis.

* * *

"IN KANSAS CITY we choose to have only first-rate leaders," Don Davis, president of WHB Kansas City, told that city's top executives in government, business, education and civic affairs at a dinner March 8.

The dinner meeting was proof that Mr. Davis meant what he said. Those attending welcomed a new member into Kansas City's most select society—the "Man of the Month Club." He was Kansas City Chamber of Commerce President Albert Hillix. The club is a dream- come-true for Mr. Davis, designed to provide proper recognition for achievement and encourage civic leadership "by the fittest." It is sponsored by WHB and Swing, WHB's monthly pocket-size magazine.

Each Kansas Citian making the (Continued on page 77)

On All Accounts

I F THE Procter and Gamble claims that "Duz Does Everything" are true, it seems pre- destined that the Compton Agency account executive for that product is Seaward Woodard. Mr. Woodard is probably the only man in the industry who has done more than Duz.

A few of Mr. Woodard's previous occupations include a stretch in an automobile factory, a tour as a Studebaker salesman, a stint as a construction gang worker, a job leading flat cars in a lumber camp, a hitch at a gasoline pump, a job in the men's furnishing section of a department store, and a radio post at 11½ cents an hour in a condenser factory.

Covering more ground in his early occupations than his own latter day friend, "The Walking Man," Mr. Woodard went from Oregon to California, to Chicago, to Detroit, to Kansas City and finally to New York. During all this journeying Mr. Woodard confesses that the stir he made in industry circles might easily have won for him the designation, "Mr. Hush."

Mr. Woodard met destiny in the form of a mailroom slot in the Benton & Bowles agency. Graduat-
NATIONAL ADVERTISERS are thinking WISH fully

One of the richest markets in the nation awaits your sales messages over the airwaves of this popular Hoosier station. Never in the history of this active Indianapolis territory have so many buyers had so much money. Money with which to buy the things you can make them wish for over WISH.

WISH Indianapolis

THE STATION THAT NEVER OUT-PROMISES BUT ALWAYS OUT-PERFORMS
NORTH CAROLINA is the South's No. 1 STATE and North Carolina's No. 1 SALESMAN is WPTF 50,000 WATTS NBC AFFILIATE 680 KC Raleigh, North Carolina FREE & PETERS National Representatives
NETWORK-AFM PEACE PACT

AN UNEXPECTEDLY amicable agreement ending the AFM's long-standing ban against live music on television and paving the way for three years of musical peace in network broadcasting was signed last Thursday in New York by James C. Petrillo, AFM president, and executives of the four major networks.

Under terms of the agreement:

- AFM musicians may perform for television productions of all kinds.
- Present contracts between the AFM and the networks were renewed for three years—at no change in wage scales or the number of musicians hired by the networks or their own and operating station agreements.
- Networks may duplicate programs on AM and FM facilities and may use musicians on cooperative and local participation programs at no extra cost.

Still unsettled were wage scales for television performances, but both the union and the networks expressed belief these cases would be negotiated individually as they arose.

The AFM-network agreement, most comprehensive in the history of relations between the union and broadcasters, covered all phases of broadcast music save that originating on FM. Negotiations in that domain have been held by Mr. Petrillo and FM broadcasters, and it is expected separate agreements covering FM origination will be reached.

The agreement renews present contracts for three years from their expiration date last Jan. 31. Present contracts call for top scale of $191.45 per week for regular staff musicians.

The network agreement was announced at a news conference at which cordiality between union and network representatives was unrestrained.

Frank E. Mullen, executive vice president of NBC, heralded the agreement as "of the greatest significance to the entire broadcasting industry. Peace has been established on the network front with the removal of the many burdensome restrictions which impeded the orderly progress of AM and FM sound broadcasting and television," Mr. Mullen said.

He announced the first musical program on NBC television would be its NBC Symphony, under the direction of Arturo Toscanini, Saturday, March 20. NBC would simultaneously televise the symphony as it was performed on its aerial network. Mr. Mullen said David Sarnoff, president and board chairman of RCA, probably would appear on the symphony telecast.

Mr. Petrillo and Mr. Mullen both stated that agreements as to wage scales for musicians performing in the symphony would be settled before Saturday night.

Although no other network reported plans for such immediate use of live music on television, all said they intended to take full advantage of the lifting of the ban.

Permission to Television

The joint announcement by the union and the networks said, with respect to television:

"... Musical programs—broadcast on AM networks may also be broadcast on television simultaneously; and all musicians employed under the AM contracts will also be subject to assignment for independent television programming. Television pickups of public events, including live music, such as parades, activities at stadium and arenas and the like, may also be picked up via television, and use of filmed transcriptions of television shows, for the purpose of making such broadcasts available to the affiliates of the originating stations, will also be permitted."

"All parties, feeling it was too early to set a fixed rate pattern

Network-AFM Statement

TEXT of joint statement by AFM and networks:

It was announced today by James C. Petrillo, president of the AFM and by spokesmen for ABC, CBS, NBC and WOR, New York key station of MBS, that a complete settlement had been reached on all issues which have been in negotiation between the AFM and the networks since last December.

The main terms of the settlement are as follows:

The contracts now in effect between the AFM locals in New York, Chicago and Los Angeles and the stations owned by the networks at these points are renewed for a period of three years. There will be no changes in the former salary schedules or in the number of musicians employed at these stations.

The contracts will be modified (Continued on page 86)

CLEAR'S FATE

By RUFUS CRATER

A TEN-DAY VERSION of FCC's three-year clear-channel proceeding was shaping up last week for the Senate Interstate & Foreign Commerce Committee's hearings starting April 5 on the Johnson Bill (S-2231) to break down the clear and keep the 50-kw lid on power.

The battle again will find clear-channel stations and their Clear Channel Broadcasting Service arrayed on one side, advocating continuation of the clear and use of higher power to solve the nation's radio coverage problems. In the other camp will be the regionals and locals, protesting that break-downs are the true solution and that high-powered clears will create monopolies which imperil both the smaller stations and the nation's listeners.

That much was obvious from the more than 300 letters which committee spokesmen said they had received since broadcasters were invited to give their views on the Johnson measure [BROADCASTING, March 8]. Numerically, letters favoring the bill are preponderant. But clear-channel advocates showed clearly that they do not intend to relent.

Acting Chairman James W. Tobey (R-N.H.)...
Petrillo Millennium, Or Is It?  

IF THERE'S a gimmick in the AFM-network agreement, it isn't discernible to the naked eye. And broadcasters are accustomed to gimmicks when James Caesar Petrillo is on the trigger end.

Jimmy either has seen the light, or has listened to sound public relations counsel. The joint statement of the four networks and AFM is this generation's modern miracle in music.

Television can have music, with no strings attached. So can FM. The co-op problem, delayed broadcasts, platter-turners are all settled, and settled as radio, rather than AFM, proposed. There are no understandings which would mean featherbedding, standbys; no increase in pay scales.

It's a clean sweep, on paper, except for the concession on sustained employment of existing staffs for three years. Networks also have made concessions as to owned-and-operated stations, but these need not necessarily set the standard for independents and affiliates.

FM is now assured of live music without sanctions, as was agreed temporarily 10 weeks ago. TV can use network (and we presume AM station) staff musicians. There remains to be settled the form of contract for independently-owned stations, but the pattern seems set. The recording ban is yet to be resolved. And maybe that's where Jimmy will concentrate his heavy fire.

We hope the network-AFM agreement is a harbinger of good faith and above-board dealing in all union-industry relations. Broadcasters, and all others concerned, should be mindful of the fact that their determination to stand up and fight may have dampened the Petrillo ardor; that the passage of both the Lea and the Taft-Hartley laws had a depressing effect upon FM and other unions.

We'll venture you haven't heard the last of AFM efforts to amend the 1909 Copyright Act to provide a performing right in recordings for musicians, and which would pave the way for a sort of per rendition royalty for AFM members. Such a provision would have dire forebodings for independent stations dependent upon recordings. That's a bridge to be crossed when reached.

And we hope that if the AFM-network agreement is the dawn of a new era that a generous portion of it runs off on other unions which have made impassable the road toward economic normalcy in a still all-too-troubled world.

Network—AFM

(Continued from page 18)

for such television use of musicians' services, agreed that, instead, individual rate arrangements would be made from time to time to meet program needs as they arise. All such arrangements will be subject to mutual agreement by the parties involved in each case."

In a prepared statement of his own, Mr. Petrillo said, "We have pledged that the rate pattern for live music during this development period for television will be reasonable. It will be available on a basis that this new, but growing, industry can afford to pay."

Both parties pointed out that the agreement provided that musicians could perform for television films as well as live telecasts. The agreement did not, however, affect Mr. Petrillo's ban against the use of music on motion picture films designed primarily for movie theatre use and still unavailable to television.

Not to be overshadowed by the perhaps more dramatic feature of the agreement covering television was the renewal of present network-AFM contracts at no change in wage scales or in the number of musicians hired.

Mr. Petrillo's agreement on this point was regarded as a concession; he had previously stated his intention to seek higher pay and greater job opportunities for his musicians.

Questioned as to his reason for reversing his position on this matter, the A FM president said: "They (the networks) simply said they couldn't give us any more money or any more men."

Mr. Petrillo was also asked if he intended, now that his negotiations with the networks had been completed, to open talks with recording manufacturers against whom his musicians have imposed a ban since last Dec. 31. His answer was negative. "We're finished with recording," he said.

It was made clear that AFM musicians would continue to play for recorded network programs intended to be broadcast only once. He will ask no greater fees, he said, for performances or programs which are transcribed or recorded for delayed broadcasts or repeats in various time zones.

Representing the networks at the news conference were Mr. Mullen; Charles R. Denny, NBC vice president and general counsel; Joseph H. Ream, CBS executive vice president and secretary; Mark Woods, ABC president; Robert D. Swasey, MBS vice president and general manager; Theodore C. Streibert, WOR New York president and Mutual vice chairman.

Films of the conference were made by an NBC television crew for presentation on a later broadcast.

ENGINEERING

By J. FRANK BEATTY

NEW developments in electronics, promising important benefits to broadcasting, will be unveiled at the NAB Engineering Conference during the May 17-21 industry convention at Los Angeles.

The Thursday-Friday engineering program will, for the first time, bring together in separate NAB session most of the leading figures in broadcast engineering. Agenda is hearing completion and will be announced within a fortnight.

While NAB headquarters officials were sitting tight on technical items slated for Los Angeles revelation, it is known that several papers will cover techniques and devices not hitherto discussed. One new invention has not yet been perfected in the laboratory but progress to date indicates it will be ready by mid-May barring unforeseen trouble.

Two processes still in the developmental stage will be demonstrated at the engineering luncheon. One of these, stereophonic sound, will be shown by Dr. H. A. Leedy, of Armour Research Foundation. It is understood the process utilizes multiple sound tracks and speakers. Another is the screen television, demonstrated at the NAB Atlantic City convention last September.

What may be a development of utmost importance in AM allocation engineering is tentatively scheduled for presentation before the engineers. Complete secrecy surrounds the development.

The engineering sessions are expected to draw an attendance of 500, based on interest shown in both technical and management fields. The main two-day convention May 17-18 will be confined to industrywide problems at the management level, but many top station executives indicate they want to take part in the engineering meetings.

The paper-panel technique will be used by NAB during the technical discussions, with outstanding figures presenting papers and delegates taking part in discussion. Programs for three panels—AM, FM, and TV—are about complete.

Jack R. Poppel, WOR New York, president of Television Broadcasters Assn. and member of NAB Engineering Executive Committee, will preside at the television panel. Paul A. deMars, consultant and member of the NAB committee, will direct the FM discussion. Mr. deMars pioneered FM operations while chief engineer of Yankee Network. Orrin W. Towner, chief engineer of WHAS Louisville, will preside over the AM discussion.

In charge of proceedings on be-

(Continued on page 89)
FAX FUTURE

AUTHORIZATION for some form of commercial operation for facsimile was expected to come out of last week's three-day FCC hearing on proposed standards for the new service.

The hearing, held before the Commission en banc with testimony by pioneers in the development and use of facsimile, reflected substantial agreement on the form the standards should take initially, but showed decided differences of personal opinion on the form to be ultimately preferred.

Center of most of the disagreements was the question of line widths—3.2 or 4.1 inches, or both. The Radio Technical Planning Board's Panel No. 7, composed of representatives of the various segments of the facsimile field, recommended that both widths be used so that the public could choose the one it prefers. But individual panel members had their own personal views of which is better, though they were willing to let both be given a try-out.

It was this "dual standard" that appeared to discourage FCC most. Nevertheless it was generally felt that facsimile would be permitted to go into commercial operation, though there was a feeling among some observers that it might be done by tentative or limited standards designed to stimulate even greater technical experimentation.

The need for commercialization of the service was repeatedly emphasized, not only to help pay for the development of facsimile but as an aid to FM. John V. L. Hogan, one of the leaders in the field, told FCC flatly that if it is kept in experimental status, "I think you will have no facsimile service." The witnesses were enthusiastic over public demand for the service.

Finch Telecommunications' system of color facsimile transmissions was outlined by President W. G. H. Finch, who emphasized that his Colorfax could be operated under the same standards as black-and-white. Under questioning, Finch spokesmen said elongation of the image would result under circumstances where a color transmission was received on a monochrome recorder. They emphasized that color equipment would cost about the same as black-and-white, and would use ordinary paper in contrast to the processed paper used in monochrome recorders.

Most of the testimony advocated simplex transmissions in the FM band—88-108 mc—but two groups

TRANSPORT RADIO

TRANSPORT RADIO Inc.'s plan to put FM music—and advertising—on the nation's public transportation vehicles was introduced to the National Capital last week. Result: Favorable acceptance by some 95% of persons contacted, Republicans and Democrats alike.

A two-week test campaign began last Monday by Capital Transit Co. in conjunction with WWDC-FM Washington to feel the public pulse and test run equipment. Transit Radio, which manufactures the equipment and reportedly proposes to act as national media representative in securing of advertising, began its project in Cincinnati under the direction of Hubert Taft Jr. Mr. Taft is president of Transit Radio and managing head of the Cincinnati Times Star station WKRK and WCTS (FM) [Broadcasting, Feb. 23].

Capital Transit and WWDC-FM experimented on a bus the first week and this week is to test the system on a street car. Hostesses on the vehicle present passengers

(Continued on page 88)

Reception Good
In D. C. Test

MONDAY

Mr. Hogan, testifying first as chairman of RTPB Panel 7, (Continued on page 88)

March 22, 1948 • Page 15
CBS TV show, “Tonight On Broadway,” (Lucky Strike) is talked by (l to r), rear. Wm. S. Paley, CBS chairman, Emerson Foote, president, FC&B, front, Clarence Derwent, Actors Equity, Martin Gosch, packager-producer.

“TRUSTY,” symbol for “Farm and Home” program on WHIM Providence, R. I., records his crow. Watching operations are (l to r) John Gayton, Horton Noyes Co., producer; Bob Cooke, Industrial Trust Co., sponsor, George Taylor, WHIM.

NEWS OF black ink operation is happily received at WVET Rochester, N. Y. Celebrants (l to r) are Hal James, radio director, Ellington & Co.; Dick Ingerson, stockholder; Larry Harding, WVET program director; Jack House, WVET vice president, and Larry Kennedy, Charles Rumrill & Co. agency vice-president.

NEW YORKERS go dog-sledding at CAB convention at Quebec. (l to r) Mrs. Ben Pollett, Compton Advertising; Bob Burton, BMI, Norm Knight, MBS, and a well-wisher.

VIDEO FACTS are presented to advertising personnel during recent CBS TV Clinic in Chicago by George Moskovics (second from l), WCBS-TV New York commercial manager. Audience (l to r) are Don Nathanson, Toni Co., radio director; Genevieve Lemper, Foote, Cone & Belding timebuyer; Lee Rosenberg, FCB vice president, Bill Edwards, western CBS radio sales manager.

EVEN A MARCH BLIZZARD could not stop KIOA Des Moines, Iowa, from making field intensity measurements by Helicopter Pilot Robert Bromberger III and Henry Dolstra KIOA's consulting engineer.

COMPLETING negotiations for Motorola, Chicago radio firm which will begin sponsorship of NBC telecast, is Robert Flanagan (center), acting advertising director of company. With Mr. Flanagan are (l to r) Jules Herbeaux, NBC television director, Central Division; John McPartlin, NBC national spot sales and television representative in Chicago; Oliver Morton, NBC Central Division manager national spot sales; A. S. Gourfain Jr., Gourfain-Cobb Advertising Agency, which has Motorola account.
By ED KEYS

DISTURBING international developments have accelerated formation of key National Security Resources Board bodies. Appointment of Leighton H. Peabees well-known communications figure as director of the vital communications division, encompassing radio, is expected very soon.

President Truman's appraisal of the world situation as "critical" before a joint session of Congress March 17, caused some government quarters to attach deep and even ominous significance to the stepped-up building pace of the agency. By virtue of ocean-shrinking scientific developments, and the nature of the agency's duties, activities of NSRB would rank in security importance very closely to that of the National Defense Department itself.

Government sources acknowledge that prevailing tension has lent impetus to the development program of the NSRB, a permanent civilian agency composed of Chairman Arth M. Hill, on loan from the Greyhound Corp., seven cabinet members, advisory committees from industry and working staff.

Safeguards

The agency was created under the National Security Act of 1947 to advise the President on policies concerning industrial, military and civilian mobilization, economic stabilization, utilization of industrial, manpower and natural resources, strategic relocation of industries and services and other matters as safeguards in the event of war. Chairman Hill is on leave of absence from the chairmanship of the Greyhound Corp. board of directors and a number of other companies. Cabinet members on the board are Secretary of State George C. Marshall, Secretary of Treasury John W. Snyder, Secretary of Defense James Forrestal, Secretary of Agriculture Clinton P. Anderson, Secretary of Interior Julius A. Krug, Secretary of Commerce W. Lerrill Harriman and Secretary of Labor Lewis B. Schwellenbach.

Assisting Chairman Hill, special assistant to the Secretary of the Navy during World War II, as an informal advisory group are 11 industrial leaders, including William H. Harrison, vice president of the American Telephone and Telegraph Co., and Charles E. Wilson, president of General Electric.

Formal announcement by Chairman Hill of the appointment of Mr. Peabees, World War II director of the Communications Division of the War Production Board, is anticipated in the very near future. Prior to his service with WPB, Mr. Peabees served under General MacArthur's Occupation Administration as Administrator of Civilian Communications. Before that he was vice president of the International Standard Electric Corp., a foreign manufacturing and sales subsidiary of International Telephone and Telegraph. In this capacity he was on special assignments for two years in Sweden and other sections of Europe. Previous to this he held a top flight post with the Bureau of Foreign and Domestic Commerce after serving as deputy administrator of the National Recovery Administration.

As chief of the communications division, one of groups which comprise the mobilization planning staff, Mr. Peabees will also be designated as a special assistant to the chairman. Other divisions in the industrial resources branch, which includes communications, are power and utilities, transportation, and production facilities.

The exact number of staff members to be included in the Communications Division is not presently known, but it is estimated that the overall NSRB agency will require a staff of approximately 350 persons. Spurred formation is indicated in the opinion held by government sources that the Communications Division would be fully manned by the end of this month. It is expected that a radio section chief will be named in the Communications Division.

Mr. Peabees will benefit by the experience of key men in industry who will constitute an advisory committee to him periodically. Although members of the committee have not been selected, it is anticipated that about 12 leaders in radio circles will be named.

One of the tasks of the division would be to weave all radio interests into highly integrated alarm system and medium for guiding populations and cities during emergencies such as atomic bomb, guided missile, or bacteriological attacks. Application of this system to peacetime emergencies would also be considered.

Advice Sources

The interdepartment government committees, such as the FCC and Telecommunications Coordinating Committee, would also be used as sources of advice by NSRB.

In the development and evaluation, executive orders and regulations concerning mobilization, the division would coordinate with the NSRB General Counsel.

A roster of key radio personnel will be developed to form the nucleus of wartime machinery by the Manpower Division, under the Human Resources branch, which is headed by James C. O'Brien, a career government employee.

Fred E. Henderson, former superintendent of manufacturing engineering at Point Breeze, Md. Western Electric Co. Works, has been appointed to supervise plans for strategic relocation of industry, which might conceivably affect radio interests.

Another division of the Mobilization Planning Staff will be handled by Matthew Robinson, former vice president of Atlas Corp.

There is heavy speculation in Washington circles that the directorship of the War Information and Censorship Division, under the Human Resources branch, also will be filled soon.

A library on the five-year censorship plan, left by Byron Price, wartime chief of censorship, upon termination of service, has been assembled and will be used if a completed new plan can not be developed by the time that a war might break out. Basis for the war information activities presently will be the Elmer Davis report.

KSTP-TV

NBC last week announced the signing of "the first station affiliation contract in the history of television" by Stanley E. Hubbard, KSTP-TV St. Paul-Minneapolis president, and Frank E. Mullen, the network's executive vice president.

The contract provides for full NBC television network service for KSTP-TV. Under terms of the agreement both the NBC television feature service, consisting of all unsponsored NBC video network programs, and NBC-sponsored network television shows were available to KSTP-TV effective March 17.

Mr. Mullen said that pending construction of interconnecting facilities to the Midwest by radio relay or coaxial cable, NBC Television will provide the station with a program service on film, on script, and possibly with live talent. When connecting facilities become available KSTP-TV will receive the network video programs directly from their origination point, he said. All NBC Television feature service programs will be offered to affiliating stations for cooperative sponsorship, Mr. Mullen added.

"We regard the signing of this contract as an historic occasion in the development of the NBC television network," he declared. "A pioneer in sound broadcasting, KSTP has been associated with NBC since 1928. Now, 20 years later... we are proud to have St. Paul-Minneapolis' first television station, KSTP-TV, as NBC Television's first affiliate."

KSTP-TV expects to be broadcasting regularly scheduled commercial programs before the end of April, Mr. Hubbard said.

First Station to Join NBC Video Network

radio part of security planning

First NBC station affiliation contract for television is arranged by Stanley E. Hubbard (standing), president and general manager of KSTP and KSTP-TV St. Paul-Minneapolis and Frank E. Mullen (1), executive vice president of NBC. Carleton E. Smith (standing 1), manager of NBC Television Dept. and Noran E. Kersta (standing 1), director of NBC television operations, are approving witnesses.

March 22, 1948 • Page 17
FIVE-YEAR television growth into an industry serving 40,000,000 persons having 12,000,000 receivers in 140 principal U. S. markets was predicted at a three-day television seminar held last week by General Electric Co. at Electronics Park, Syracuse, N. Y., and Schenectady.

With 125 management and engineering executives attending, officials of GE covered operating, programming and technical phases of television in a Tuesday-Wednesday Syracuse clinic, with W. R. C. Baker, vice president in charge of electrics, serving as host.

The two-day meeting in Syracuse was followed by a one-day seminar at Schenectady. There the guests saw special programs and heard a series of talks.

Television is finally on the march because the system is fundamentally sound for the broadcaster and consumer, Dr. Baker said at the Tuesday dinner meeting. He announced the company's $25,000,000 plant at Syracuse will be devoted mainly to television manufacturing and engineering by the end of the year, and declared TV is still in its infancy despite its tremendous growth up to this time.

GE disclosed development of a new 10-inch direct-view TV tube in which an aluminum-backed fluorescent screen is used. It will be introduced in the Model 502 GE receiver. Advantages claimed are twice the light, and improvement in detail and contrast. The screen was developed by Vincent J. Schaefer, GE's famed rain and snow-maker.

Broadcasters and other guests were advised by M. F. Mahony, vice president of Maxon Inc., to adopt a broad outlook on advertising rates when they enter the television field. "The new telesat-ter," he said, "should immediately adopt policies of education, research and cooperation with advertisers."

Mr. Mahony declared advertisers should be offered low-cost pro-
grams built along the lines of popular broadcasts. They should not be too concerned with the size of audiences but rather a program of cooperation in all ways with advertisers for the good of the industry, he suggested.

A. A. Brandt, general sales manager of the GE Elecronics Dept., speaking on "Television Receivers," predicted TV set production will be a $500,000,000 business by 1952, with opening of new areas calling for 12,000,000 sets in use by that time. A recent trip to main television areas convinced him TV soon will be "a great postwar industry exerting a far-reaching impact on the lives of our citizens," he said.

"Sponsors Not Sold" J. D. McLean, commercial manager of WPTZ, Philco station in Philadelphia, said TV sponsors will not be "sold" programs in the general sense of the word. "Your sales will probably be informal arrangements with sponsors involving the setting up of working agreements whereby they will participate in the cost of producing the program which is needed," he said.

Two basic conditions were listed by Mr. McLean in discussing local time-sales—the first arises during the first months of operation of a new station and the second comes when the number of sets has risen to a point where circulation becomes an important factor and competitive stations are on the air.

In looking for a sponsor, he said "you turn naturally to those organizations who want to build circulation as much as you do. Here are some logical prospects: Your local public utility wants to build its power load; department stores know it will be an ideal selling medium for them and will be interested in program experiments to learn how to display their wares; home appliance dealers want to sell sets; sports programs will have a definite appeal to the brewers."

Going into the second phase, where stations are selling competitively, he suggested salesmen should be informed on all phases of technical and general television operation when they contact prospects and service accounts.

Discussing station schedules, Al G. Zink, program supervisor of WRGB Schenectady, said audience participation programs are easiest to produce. Parlor games are consistently popular and easy to stage, he said, adding wide availability of television shows using the camera as an "eye of the narrator," and every trick of the stage and Hollywood that can be done is easy fashion by the television camera.

Clark Jones, of the WRGB staff, said the program director is the most obvious cog in the television program machine. "At home, you see and hear what you transmit to you, and nothing more," he said. As requisites for a program director he listed familiarity with equipment, straightforward presentation and sensitivity to the audience.

Equipment Needs Paul Adanti, WRGB supervisor of control room operation, described necessary studio and control equipment and reviewed market and audience analysis along with the availability of program material before equipment is purchased. He favored two smaller studios as against one large studio.

F. G. Caldwell, sales manager of the GE Transmitter Division, reviewed problems involved in television networked and prospects for growth of this phase of the industry. A. C. Priest, manager of the division, gave the final talk of the two-day Syracuse session.

In Schenectady Thursday the guests viewed special programs and heard talks by staff members: "Eight Years of Television," R. W. Welpott, assistant to the WRGB station manager;


Seminar Attendance


(Continued on page 90)
Proving Ground for 800 Stores!

Friedman-Marks is one of the 10 larger men’s clothing manufacturers in America.

They make clothes for over 800 retailers throughout America. Last Fall they opened their own retail department...in their own home town...Richmond.

They figure it is good business to find out the best way to sell clothes to men, and then pass on the information to their retailers.

So they made tests of all kinds of advertising media, including radio.

After just 5 months, here’s what Mr. Dan J. Friedman of Friedman-Marks wrote, “I am convinced that a major portion of the success of our retail operation is due to the reaction we are getting from WLEE listeners.”

Friedman-Marks just added John Nesbitt’s Passing Parade to their audience-participation show and spots.

All on WLEE, of course!

Got something to sell in Richmond?

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

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

Represented by Headley-Reed

March 22, 1948  •  Page 19
FARM CAMPAIGNS

By BILL THOMPSON

RADIO STATIONS in America’s rich farm belt will get a big yield from advertisers of farm products this year if they can make room for a few more marketabilities in their already crowded program schedules, and if manufacturers can lick production bottlenecks.

These two “ifs” bulk large in forecasts for this year as made by representatives of eight advertising agencies and 20 stations in agricultural areas from Virginia to the Rockies and from the Great Lakes to the Gulf.

Both national advertisers and station management are increasingly aware that farm income has more than doubled since 1940. With an anticipated average income of $6,000 in 1948, the farmer and his family is expected to be a fertile field for food, hardware, and appliance campaigns. To this end many stations have added farm program directors or increased their share of farm audience programs, and advertisers are prepared to up their radio budgets.

Boosting Budgets

Funk Bros. Seed Co., Bloomington, Ill., which spent $20,000 on radio last year, is ready to boost that figure “if the grain comes through.” Funk plans year of programs on corn over WLS Chicago which continues this year. E. H. Brown Advertising Agency, which handles the account, also is planning a spot announcement campaign.

Allied Mills, Fort Wayne, Ind., and De Kalb Agricultural Assn., De Kalb, Ill., look to radio as their “best bet” this year, according to Lou Nelson. The agency has both accounts for Western Advertising Agency. Allied (Wayne Feeds) has renewed its early morning transcription “Let’s Go Vising” for the sixth consecutive year. This year, the program is aired from 26 stations covering an area from Pennsylvania to Missouri and South to Florida. The De Kalb association (hybrid seed corn) will use five-minute programs in 32 markets spread through 18 states. Extension into other markets is “possible.”

H. Hurst & McDonald Agency is preparing a campaign to advertise Sherwin Williams Paint Co.’s “Weed-No-More,” a spray solution which increases the yield per acre 25%, according to S-W.

Sherman & Marquette agency will push Quaker Oats feeds with a broadcast called “Man on the Farm” on a number of stations in the Midwest, and International Milling Co.’s Robin Hood flour account will be handled by H. W. Kaster & Sons agency, which plans spots in 75 eastern and midwest markets.

Dancer-Fitzgerald-Sample agency will keep General Mills products before the public through ABC and NBC network shows, and C. C. Fogarty agency will try to convince Babson Bros., Chicago milling machine makers, that its spot campaign of last year should be renewed.

Sold Out

KTRH Houston, KABC San Antonio, KFEL Denver, and WINS Columbus are supplying more and more farm service programs. Almost without exception, their farm programs are sold out. These stations have noted increased interest in farm programs and national spot billing aimed at reaching farm audiences: KMA Shenandoah, Iowa, KSSO Sioux Falls, S. D., WDOG Minneapolis (Avery-Knodel); WLS Chicago, WOW Omaha, KXOK St. Louis, WIBC Indianapolis, KTRH Houston, KABC San Antonio, KFYR Bismarck, N. D., WINS Columbus, Ohio (John Blair); WCMA Corinith, Miss., WRUF Gainesville, Fla., WPFD Flint, Mich. (Burnsmith); and WSB Atlanta, WJR Detroit, KSL Salt Lake City, WRNL Richmond, Va., WWVA Wheeling, W. Va. (Petry).

Lou Nelson, timebuyer for Wade Advertising, whose client, Miles Labs, is one of the nation’s top farm radio advertisers, said farmers have money to spend but that they are not making the mistakes following World War II in going on a buying spree. The farmer wants and needs new farm equipment and materials with which to improve his home and farm buildings, Mr. Nelson said. They are, he added, becoming more and more “urbanized” in their buying habits, particularly of nationally advertised brands.

Fleischmann’s Yeast, General Electric, Maxwell House Coffee, and Pillsbury Flour all indicate they are interested in reaching farm markets.

RADIOS IN HOMES

MORE homes have two, three and four or more radios in the United States today than at this time last year when CBS made a comprehensive survey of radio ownership, the American Music Conference reported Wednesday in Chicago. Homes not having any sets decreased nearly one-third, the report also shows.

AMC, formed last October by a group of musical instrument manufacturers and music merchandisers “to make America more music conscious,” has just completed a study similar to Columbia’s. In addition to radio facts, however, the new survey embraces “all musical attitudes and tastes in America.” A comparison of CBS and AMC results shows that while in 1947 a total of 6.2% of the homes surveyed had no radios and 60.2% had one each, today the count is 4.3% and 54%, respectively.

Of 4,625 homes checked by AMC, 2,445 had one radio, 1234 two radios, 430 three radios, 227 four or more and 189, none.

The conference claims its survey results, taken by A. S. Bennett Associates, New York, has covered the nation as thoroughly as that of CBS.

A total of 4,309 families were asked by AMC, “How many hours per week do you listen to music on the radio?” Answers showed that 27.4% listen from 10 to 19 hours, 21.4% from 20 to 29, 17.5% under 10 hours, 11.6% from 30 to 39, 10.5% over 50 hours, 6.7% from 40 to 49, and 4.9% do not listen to music at all.

What types of music do you prefer? Of those responding 4,278 families. Church music and hymns drew 60.6%, popular dance music 59.8%, old favorites and folk tunes 54.7%, semi-classical and operettas 42.8%, cowboy and hillbilly music 37.8%, classical 33.8%, and boogie-woogie 19.3%. (The total exceeds 100% because some people gave more than one answer.)

AMC is headed by a board of trustees of which Louis La Mair, president of the National Assn. of Music Merchants and of Lyon & Healy Inc., Chicago, is chairman.

The conference recently offered to furnish radio stations, through NAB, brief tie-in commentaries on music, and packaged shows dealing with music appreciation. A clearing house for background and factual material on subjects related to music, and a speakers’ bureau also are planned. These facilities would be available to all stations.

AMC’s Survey on Number of Radios in Home

Survey Findings 1948


In the case of International-Harvester, which recently observed its 100th anniversary with a gigantic display of farm equipment in Chicago, it found hundreds of farmers with cash money to spend but were unable to do much except order-taking due to production problems. The company uses radio extensively to introduce its new line of deep-freeze units and refrigerators for farm homes with rural electrification, but must iron out production problems before starting its campaign.

Glen Snyder, general manager of WLS, said the station’s farm programs were in wide demand by national advertisers and that, here again, it was a question of availability.

New High in ABC Gross for Quarter

FIRST quarter gross time sales for ABC were estimated at $11,650,000, which the network said continues to set new high records, as the sale did last year. The estimate for the initial three months is approximately 10% higher than the same period in 1947.

Multiple Ownership Rises

 ve, taken by A. S. Bennett Associates, New York, has covered the nation as thoroughly as that of CBS.

A total of 4,309 families were asked by AMC, “How many hours per week do you listen to music on the radio?” Answers showed that 27.4% listen from 10 to 19 hours, 21.4% from 20 to 29, 17.5% under 10 hours, 11.6% from 30 to 39, 10.5% over 50 hours, 6.7% from 40 to 49, and 4.9% do not listen to music at all.

What types of music do you prefer? Of those responding 4,278 families. Church music and hymns drew 60.6%, popular dance music 59.8%, old favorites and folk tunes 54.7%, semi-classical and operettas 42.8%, cowboy and hillbilly music 37.8%, classical 33.8%, and boogie-woogie 19.3%. (The total exceeds 100% because some people gave more than one answer.)

AMC is headed by a board of trustees of which Louis La Mair, president of the National Assn. of Music Merchants and of Lyon & Healy Inc., Chicago, is chairman.

The conference recently offered to furnish radio stations, through NAB, brief tie-in commentaries on music, and packaged shows dealing with music appreciation. A clearing house for background and factual material on subjects related to music, and a speakers’ bureau also are planned. These facilities would be available to all stations.

Page 20 • March 22, 1948

BROADCASTING • Telecasting
WAGA's January Hooper was terrific... but

Look at

FEBRUARY!

HOOPER STATION LISTENING INDEX
City Zone
MONTH: FEBRUARY, 1948

Total Coincidental Calls—This Period 16,336

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS-</th>
<th>WAGA D</th>
<th>E</th>
<th>F</th>
<th>B</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKNIGHTS MORN. MON.-THU. 8:00 A.M.-12:00 NOON</td>
<td>21.6</td>
<td>23.8</td>
<td>5.1</td>
<td>3.5</td>
<td>17.0</td>
<td>2.2</td>
</tr>
<tr>
<td>WEDNESDAY AFTERNOON MON.-THU. 12:00 NOON-6:00 P.M.</td>
<td>23.1</td>
<td>17.9</td>
<td>6.3</td>
<td>2.3</td>
<td>12.7</td>
<td>3.6</td>
</tr>
<tr>
<td>EVENING SUN. THU. 6:00 P.M.-10:00 P.M.</td>
<td>34.9</td>
<td>12.0</td>
<td>4.7</td>
<td>2.3</td>
<td>10.4</td>
<td>2.4</td>
</tr>
<tr>
<td>SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.</td>
<td>22.9</td>
<td>22.3</td>
<td>14.7</td>
<td>4.8</td>
<td>13.4</td>
<td>2.4</td>
</tr>
<tr>
<td>SATURDAY DATING 8:00 A.M.-6:00 P.M.</td>
<td>25.7</td>
<td>27.4</td>
<td>7.4</td>
<td>2.2</td>
<td>10.4</td>
<td>5.2</td>
</tr>
</tbody>
</table>

★ The only station in Atlanta showing an increase in ALL 5 rated periods — February over January!
★ Leading not two, but THREE networks — mornings, Saturdays and Sunday afternoons!
★ Leading TWO networks — afternoons and nights!
★ Sure, WAGA's January Hooper was great — but February's "super-dooper" Hooper, with an increase for each rated period is the crowning achievement in LOCAL know-how!
★ Watch that "590 Express" go! Call Avery-Knodel and just say, "Tell me more about Atlanta's best radio buy!"

Atlanta's

WAGA

5000 WATTS • 590 KILOCYCLES

National Representatives — AVERY-KNODEL, INC.
NEW YORK  •  CHICAGO  •  SAN FRANCISCO  •  LOS ANGELES  •  ATLANTA
COLLEGE SLATES RADIO CONFERENCE FOR APRIL

THE ROLE of higher education in the development of radio will be the theme of the second annual radio conference at Lindenwood College, St. Charles, Mo., April 23.

Among speakers scheduled for the conference are: Edward Breen, KVFD Ft. Dodge, Iowa; Joe Du-Demand, KXEL Waterloo, Iowa; Marguerite Fleming, radio consultant, Harris Teachers' College, St. Louis; Ray Dady, station manager, KWK St. Louis; Irving Dillard, editorial writer, St. Louis Post Dispatch; Souland Johnson, executive secretary, KMOX St. Louis, and Dr. I. Keith Tyler, director of radio education, Ohio State U.

Colleges and universities whose radio departments have been invited are: Blackburn, Christian, Concordia, Fontbonne, Harris Teachers', MacMurray, Maryville, McKendree, Monticello, Principia, Shurtleff, St. Louis U., Stephens, Washington U., Webster, Westminster and William Woods.

Lindenwood's radio department, under direction of Martha May Boyer, is being expanded. Construction of a low-power campus station is planned. The college now has modern soundproof studios and complete equipment for monitoring, amplifying and recording.

UNDER CONSTRUCTION in St. Louis are this building and tower from which the St. Louis Globe-Democrat will present FM, television and eventually facsimile broadcasts. Structure is diagonally across street from the newspaper plant. The Globe-Democrat contemplates launching its FM operation, KWGJ (FM), in July with radiated power of 218 kw on Channel 251 (98.1 mc), and made application to FCC Feb. 20 for a television permit. In charge of the operations is E. Lonsing Ray, president and publisher of the Globe-Democrat, with Charles W. Nax as general manager and Wells Chapin radio engineer.

WWJ-TV SURVEY 'NBC Newsreel' Leads Popular Programs

RESULTS of the first program popularity survey taken by WWJ-TV Detroit have just been released. Out of 9,900 total mailings, WWJ-TV received 1,450 replies covering specific comment on 18 shows representing overall programming of the station, according to W. E. Walbridge, sales manager.

Of the total replies, 65% came from homes, 24% from public places, 11% dealers. At the time of the survey there were 6,000 video sets in Detroit, 4,400 in homes, 1,200 in public places, and 400 with dealers.

Ratings were listed under "excellent, good, fair, bad." Highest in the "excellent" class was NBC Newsreel, which is one reel weekly, run twice, Wednesday 8-8:15 p.m. and Friday, 3:30-3:45 p.m. The program is sustaining. It received 437 excellent, 35 good, 19 fair, 1 bad, out of 463 replies on 2,220 mailings.

Sports got the next highest ratings, with hockey getting 313, basketball 278, and wrestling 267 in excellent category.


THE INSIDE TRACK
N. C. Broadcasters Sell Wares

In Retailers Own Journal

IF THERE are any North Carolina merchants who don't understand radio and its selling power it's because the retailers haven't read their own house organ.

The February issue of the Carolina-Virginia Retailer was filled from cover to back page with radio editorial and advertising matter through an arrangement between the North Carolina Merchants Asn., sponsors of the trade magazine and the North Carolina Asn. of Broadcasters. The cover of the 33-page journal, which reaches 6,000 members of the merchants' association, was graced by a portrait of Harold Essex, WSJS, WMIT Winston-Salem, president of the state broadcasters' association. Explanations and statistical material on FM, video and broadcasting and articles written by local, state and national industry figures were included.

Known as first radio edition, the issue will become an annual feature.

Page 22 • March 22, 1948
Another Bright Star in the Westinghouse Group

During the week of April 4, KEX programs will hit the airwaves of the Pacific Northwest with a tenfold increase in power! For advertisers, this increase from 5KW to 50KW means single-station coverage of the Oregon market plus much of Washington . . . one of the nation’s richest, fastest-growing areas. It also means that BMB maps of KEX coverage are obsolete. Soon there will be available a "mail-map" defining the station’s new coverage.

In the areas centering in Boston and Springfield, Philadelphia and Pittsburgh, Fort Wayne and Portland . . . Westinghouse stations offer a combination of program-skill and transmission-power that brings unusually high listenership at exceptionally low cost. When you put Westinghouse stations at the top of your schedule, results follow. Check with our national representatives for availabilities.

KEX
PORTLAND, OREGON
50,000 WATTS
ASCAP SUIT

By EDWIN H. JAMES

AMERICAN SOCIETY of Composers, Authors and Publishers, in an answer to a federal anti-trust suit, last week asked the U. S. court to join Broadcast Music Inc. as a defendant in the action and sharply attacked BMI as an "unlawful combination of broadcasters acting ... to control the market (in music) as both buyer and seller."

The ASCAP answer was filed in response to a suit brought last June in the U. S. District Court of southern New York by the Anti-Trust Division of the Dept. of Justice [Broadcasting, June 30, 1947]. The federal complaint charged ASCAP with monopolizing the control of music performing rights through operation of an international cartel.

In its answer ASCAP characterized BMI as a music publisher and the owner of other publishing houses. "BMI threatens to extend these tactics of absorption and expansion to embrace the entire world," the answer said, "thus hoping to destroy all associations of composers and authors and to make the composers and authors of the world subservient to the American broadcasting industry."

ASCAP charged that in 1940 and 1941 the radio industry "utilized BMI as a tool with which to 'persuade' the members of ASCAP to offer their music to broadcasters on more 'satisfactory' terms."

"Today," the ASCAP answer said, "ASCAP is confronted by the tacit threat that, if it shall at any time refuse to bow to the will of the broadcasters, the radio industry could once more shut ASCAP's music off the air and utilize BMI in the same monopolistic manner as was done in 1941."

Contract Significance

The reference to the possible use by broadcasters of BMI tunes and the exclusion of ASCAP music was seen as significant in view of the fact that present contracts between ASCAP and broadcasters are in effect until Dec. 31, 1949, and provide automatic renewal until Dec. 31, 1958—unless ASCAP asks for increase in rates for the renewal period.

In the answer to the federal suit, ASCAP asserted that during the 1940-41 period when ASCAP music was not used on the air, "members of ASCAP were deprived of both their chief source of revenue and their main means of bringing their new music to the attention of the American public."

The agreements with ASCAP were finally reached, the answer alleged, only "when this economic embargo had been in effect for a sufficient period (and) the broadcasters knew that they could impose their own terms upon ASCAP."

According to the ASCAP answer, if the anti-trust suit against the society were successfully prosecuted, "ASCAP would be restrained from accepting the American performing rights to the repertoires of any foreign society unless similar rights should also be made available to BMI.

"This would mean that BMI, which is already an unlawful combination in restraint of trade, would have a potential stranglehold on the music of the world and American writers would have been forced to pay for their own destruction."

'Real Issue'

The "only real issue" in the government's action, ASCAP alleged, was "whether the government can compel ASCAP to retire from the foreign field and thus surrender to BMI a large volume of foreign music which BMI can use the next time the radio industry shuts ASCAP music off the air."

The ASCAP answer asked that BMI be joined as a defendant in the case and also sought dismissal of the government's suit.

BMI spokesmen said that they contemplated no action; none would comment on the ASCAP charges.

Parlez-Vous?

KNOWLEDGE of French by the promotion department of WLOV Norfolk, Va. made possible a novel and successful promotion stunt earlier this month. Car cards, written in French and advertising several of the station's programs, were placed on Norfolk buses March 5. By March 8, the station had received over 500 phone calls asking for the translation.
We've been telling you for yars and yars that Red River Valley people really "go" for WDAY. But here's a case history that surprised even us!

One of our WDAY advertisers recently put on a 28-station contest, using a lot of the best stations in Mid-America. At the close of the campaign, the Agency told us the various costs-per-entry. WDAY led the list, with a cost of .087. The average cost for the other 27 stations was $2.43!

Any WDAY advertiser can tell you that WDAY and the Red River Valley are hard to beat. But for an actual resident's advice, ask your local representative!
Of a total of 14 awards, KDYL won seven, as many as the other four Salt Lake stations combined. And KDYL was the only station to make a clean sweep in any classification, winning both awards in News and Audience Participation.

This is further evidence of KDYL's leadership in showmanship, the attribute that wins and holds radio audiences.

KDYL, offering top-rated NBC network shows and prize-winning local features, is Utah's popular station.

WTAD-FM Quincy Starts
With 45 kw on 99.5 mc
CULMINATING two years of planning and building, WTAD-FM Quincy, Ill., went on the air March 10 with 45 kw on 99.5 mc (Channel 28).
WTAD-FM will broadcast 12 hours daily, 9 a.m.-9 p.m. When transmitting equipment becomes available its power will be raised to the authorized 53 kw.
Station's two-story concrete and steel plant is designed to accommodate further expansion. It features a 750-ft. tower, topped by a 54-ft. pylon. Two new studios, with poly-cylindrical sound-treated walls and a separate control room are located on 10th floor of WCU Bldg. with the WTAD studios and offices.
George Arnold Jr. and William Burghart are station co-managers and Merritt Milligan is program director. Lee Broadcasting Inc. is licensee.

WDPX-FM Is Launched
On 95.1 mc With 20 kw
WDPX-FM Clarksburg, W. Va., took the air with 20 kw on 95.1 mc (Channel 236) March 11, Raymond C. Warden, station manager announced.
The station, an independent, broadcasts 3 to 9 p.m. daily. Program fare includes music, news, sports and special features. Licenced is the Clarksburg Broadcasting Corp.

SCHEDULED nine-week cross-country tour of NBC Jr. Bendix Radio; "Dr. Leave It!" program slated for April 4 has been cancelled. Show instead will go to New York for four broadcasts. April 4, 11, 18, and 25.

RADIO MOST POPULAR
HOBBY IN MINNESOTA
RADIO LISTENING is the favorite leisure-time hobby of Minnesotans, according to a recent impartial public opinion poll conducted by the Minneapolis Tribune.
The state-wide poll, reflecting recreational interests of a representative cross-section of people 21 years of age or older, showed that 64% of the women questioned favored radio listening as a hobby and 42% of the men claimed radio listening as their most enjoyable spare-time pursuit. Radio listening was the major leisure-time interest for a total of 48% of both sexes. Results exceeded 100% because many persons named several interests.
A total of 45% preferred reading as their number one hobby. Of those interviewed, 42% of the men and 49% of the women liked reading best.
Reading next to radio listening and reading were movie-going, watching sports contests, and listening to music, respectively.
Town residents named radio listening first and reading second. Farm people selected radio first, reading second and movies third.

SHIP OF FRIENDSHIP
Radio Helps Send Food Cargo
To Old Orleans, France
HALF A MILLION pounds of food and 50 head of cattle, a gift from the people of New Orleans to those of old Orleans, France, were on their way to the French city last week, marking the culmination of a radio public service project.
The "Ship of Friendship" bearing the food and cattle sailed from New Orleans last Monday. The idea for such a project came from Joseph Rosenfeld Jr., the "Big Joe" of WNOE New Orleans' midnight-to-dawn Two Joes show, according to James E. Gordon, WNOE manager. (Little Joe is Joe Rosenfeld III).
"Big Joe" promoted the "Ship of Friendship" idea "practically single-handed," said Mr. Gordon. Every night beginning Jan. 5 during the early morning hours he plugged the idea and encouraged contributions. Beginning Feb. 1 he also used two other daily periods, 2:30-3:05 p.m. and 9:30-9:45 p.m. to help along the "Ship of Friendship" idea. New Orleans civic organizations and individual citizens did the rest.
When the "Ship of Friendship" delivers its cargo the younger of the "Two Joes" will be on hand to help make the presentation to the mayor of the French city. He sailed from Galveston two days ahead of the "Ship of Friendship," passage paid by WNOE, the station reports.

RMA-IRE SPRING MEET
SLATED FOR SYRACUSE
NEW developments in FM transmitters and antennas, along with progress in microwave relays and communications equipment will be reviewed at the spring meeting of the RMA Engineering Dept. and Institute of Radio Engineers to be held April 26-28 at the Hotel Syracuse, Syracuse, N.Y.
Committee meetings and social events will be held during the three-day session. Papers scheduled include these:

Page 26  March 22, 1948
A Mystery Story

BY WGN OF CHICAGO

PART I—The Mystery

The mystery is that a program not broadcast in Milwaukee won the Milwaukee Journal's 18th Annual Radio Poll.

"Family Theatre" polled six times as many votes as its closest rival, "Lux Radio Theatre," in winning top program honors, according to the Milwaukee Journal last February 1. Over 7,000 ballots, a new record, were tabulated.

PART II—The Solution

"Family Theatre," a Mutual origination, is carried each Saturday evening over WGN in Chicago between 8:30 and 9:00.

PART III—The Conclusion

WGN coverage in the important county of Milwaukee (Population: 850,000) is unequaled by any other Chicago station... it constitutes one of the most important "plus" factors obtainable on any radio station anywhere. You get the most out of your Chicago radio on WGN.

---

A Clear Channel Station... Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
719 Lewis Bldg., 333 SW Oak St., Portland 4
Through 15 Years of

KDYL

Salt Lake City, has been

Way back in 1933, when John Blair & Company were made its national representatives, KDYL, Salt Lake City, was a thousand-watter on 1290 KC. In every year since, national spot business on KDYL has increased . . . sometimes as much as 50%. Today, with 5000 watts on 1320 KC, KDYL carries more national spot accounts than any other station in the whole Intermountain area.

That kind of success didn’t just happen. It was made to happen . . . by progressive station management under Sid Fox since 1922 . . . by aggressive representation through John Blair & Company since 1933.

You can look for continued success from that same combination. KDYL has FM established and starts soon with the first television transmitter between the Mississippi River and the Pacific Coast. And your John Blair man has all the facts that advertisers need to use KDYL profitably . . . today, tomorrow or a year from now.
Fine facilities and fine programming give KDYL the big, loyal audiences that advertisers need!

It's no wonder that Sid Fox and his KDYL staff have been able to catch and keep big audiences. They know radio, and they know people... particularly their own listeners. And they give those listeners the best... first! For instance, in 1947, KDYL won seven of all fourteen Salt Lake Advertising Club Awards for the finest local radio productions... with such programs as "Something for the Ladies" and "The Western Farmer." KDYL also carries plenty of other excellent live-talent programs and the best NBC shows. FM broadcasts have been on the air for more than a year, and the KDYL Television Playhouse starts soon with commercial operation scheduled for Fall.

As a result, KDYL is the popular station in the rich nine-county oval surrounding Salt Lake City. It's an area representing 78.67% of Utah's entire population, 84.25% of its retail sales, 86.62% of its buying income. And advertisers reach that rich market on KDYL at rates that mean profits.

Ask your John Blair man for complete factual information about KDYL and the Intermountain market.
His Sponsors Alone Make a Sizeable Audience . . .

Sponsored locally on 293 Mutual stations, this famed news commentator works for a lot of different local advertisers at the same time. He keeps them all grinning happily as they cock an ear at their ringing cash-registers. Also they enjoy the thought that their network program is billed at a low pro-rated talent cost and a low local time cost.

His program is the original "co-op." It generally originates in Washington, D. C., and is piped to the stations of the Mutual Network. It's "live"—and the local sponsor's message (also "live") is synchronized so well that millions of listeners think of the program as the local sponsor's own show.

Since Mutual is 464 stations, and the Fulton Lewis, Jr., program is sponsored on 293, that leaves some desirable availabilities. If you want a ready-made audience for a client (or yourself) perhaps there's an opening in your city. Call, write or wire the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18—or Tribune Tower, Chicago 11.

UN ASSEMBLY

Radio Rights, Duties To Be Studied

VIEWS of the United Nations General Assembly regarding the rights and obligations of radio and other media will be formulated at the United Nations Conference on Freedom of Information scheduled to get underway tomorrow (March 23) at Geneva, Switzerland.

Heading the U. S. delegation is William Benton, former Asst. Secretary of State and now a member of the U. S. National Commission for UNESCO. Other delegates are Sevellen L. Brown, editor and publisher, Providence Journal; Erwin D. Canham, editor, Christian Science Monitor; Zechariah Chafee Jr., Harvard Law School professor; Harry Martin, president, American Newspaper Guild; and John Carter Vincent, U. S. Minister to Switzerland.

Among the alternate delegates are Oveta Culp Hobby, executive director, KPRC Houston, and Howard K. Smith, chief European correspondent, CBS. Luther J. Reid, special assistant to the Asst. Secretary of State for Public Affairs, will act as press relations officer.

Included on the provisional agenda are (1) discussion of freedom of information principles, (2) consideration of fundamental principles regarding news and information media, (3) measures to facilitate gathering of information, (4) measures to facilitate international transmission of information, (5) measures concerning free publication and reception of information, (6) drafting a Charter of Rights and Obligations for the various media, (7) continuing machinery to provide for free flow of information, (8) problems in establishment of governmental and semi-governmental information services, and (9) means by which conference recommendations can best be effected.

In addition to UN member states, 11 non-member states and a number of specialized agencies and inter-governmental organizations are expected to participate in the conference, scheduled to run through April 24.

FIRM WILL REPRESENT RURAL OUTLETS IN U. S.

RURAL RADIO Co., Cincinnati, has been organized as a national station representative firm for farm stations. The company also will handle farm programs of metropolitan stations. President is Fred A. Palmer, head of Fred A. Palmer Co., consulting firm. John Davis, formerly of WHKC Columbus and WRFD Worthington, Ohio, is manager of Rural Radio's New York office which opened last Monday at 23 W. 45th St. Robert Burns, formerly of WJLS Beckley, W. Va., will be manager of the Chicago office, to be opened April 1 in Garland Bldg.

Mr. Palmer

Mary McBride Is Editor Of New Advertising Book


SIXTEEN WOMEN who have themselves reached the top in advertising describe the opportunities in their field—the training needed, the advancement and the money that can be made in this book written for Advertising Women of New York Inc., and edited by Mary Margaret McBride, NBC woman commentator, who became radio public as Martha Deane over WOR New York.

Public relations, fashion illustrating, market research, radio, publishing, the advertising agency, and other related fields are examined in the 14 chapters by top career women. Book is outgrowth of the Survey of Advertising Course, conducted for the past 19 years by the Advertising Women of New York Inc.

WASA Starts in May

CONSTRUCTION of facilities for WASA Havre de Grace, Md., is expected to be completed May 1 and broadcasting will begin on 1600 kc with 5 kw daytime shortly thereafter, according to Jason T. Pate, president of The Chesapeake Broadcasting Corp., station permittee. The one-story stucco building will carry a modernistic design.
THE LONG ISLAND STORY!

WHLI DELIVERS MORE LISTENERS PER DOLLAR IN LONG ISLAND'S LARGE QUALITY MARKET THAN ANY OTHER STATION, INCLUDING THE NEW YORK CITY 50,000 WATTERS!

Of course WHLI has the Fall 1947 HOOPER "Station Listening Area Coverage Index" for Hempstead Town

*CONLAN, January 1948, for Hempstead

<table>
<thead>
<tr>
<th>*Percent of Listening Audience By Stations (Conlan)</th>
<th>*DAYTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>NETWORK STATION A</td>
<td>22.5%</td>
</tr>
<tr>
<td>NETWORK STATION B</td>
<td>21.1%</td>
</tr>
<tr>
<td>WHLI</td>
<td><strong>14.9%</strong></td>
</tr>
<tr>
<td>NETWORK STATION C</td>
<td>14.2%</td>
</tr>
<tr>
<td>NETWORK STATION D</td>
<td>10.6%</td>
</tr>
<tr>
<td>STATION E</td>
<td>4.0%</td>
</tr>
<tr>
<td>STATION F</td>
<td>2.9%</td>
</tr>
<tr>
<td>STATION G</td>
<td>1.8%</td>
</tr>
<tr>
<td>ALL OTHER STATIONS</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

WHLI 1100 on the dial • Between WHN and WNEW

and WHNY 98.3 on the FM dial in the middle of the dial

HEMPSTEAD, LONG ISLAND, NEW YORK

"The Voice of Long Island"

ELIAS I. GODOFSKY, President • PAUL GODOFSKY, Executive Vice-President • JOSEPH A. LENN, Vice-President, Sales
AFTER a quest of more than six years for regional facilities, WCBM Baltimore last week won FCC authority to move from 1400 kw with 250 w to the 680-ke channel with 10 kw day and 5 kw night. President and principal owner is John Elmer, former NAB president.

The grant came in a final decision by which the Commission on a 4-to-0 vote reversed its proposed decision of last September to grant the rival 680-ke application of Lomar Broadcasting Co. for Lancaster, Pa., and denied those of WCBM and three others (Broadcasting, Sept. 15, 1947). In a separate decision FCC meanwhile made final its proposed decision to grant Northwestern Ohio Broadcasting Corp.'s application for a new station on 1150 kc with 1 kw directional fulltime at Lima, Ohio (Broadcasting, Oct. 20, 1947). Competing 1150-ke applications of WOOP Inc., Dayton, and Sky Wave Broadcasting Corp., Columbus, were denied.

In the 680-ke case, denials were issued to Lomar Broadcasting, Lancaster; Tower Realty Co., Baltimore, and Foundation Co. of Washington, which was applying for a Philadelphia station. Denial to Tower Realty was without prejudice to any action FCC may take on Tower's petition, pending since last October, to change its application to 1470 kc to Towson, Md., instead of 680 kc at Baltimore. WRNY Rochester's bid for fulltime and increased power on 680 kc (1 kw day and 500 w night, in lieu of 250 w daytime only) originally was part of the proceeding but was severed a week ago for further hearing independently.

FCC's decision eliminated the Foundation Co. application on grounds of interference to WOOP and WNBC New York and for failure to meet certain engineering standards. Under the equitable-distribution provisions of the Communications Act, FCC preferred Baltimore for a grant instead of Lancaster, because of the greater number of persons and larger area that would be served.

The Commission recognized "the facts of the limited number of services available to the City of Lancaster which indicates that Lancaster, rather than Baltimore, should be favored under the 'fair and equitable' requirements of Sec. 308(b)." But, FCC noted: 

...in a comparative proceeding such as this, unless one of the communities involved has no fulltime transmission facility or unless there is no primary service to part of the proposed service area, we can find no compelling reason to justify our sanction of the exceptions to the Standards of Good Engineering Practice and resultant inefficient use of the frequency which would come about from the proposed Lancaster operation.

WCBM is one of seven Baltimore stations and is affiliated with Mutual. Mr. Elmer has been associated with the station since 1930, and has overall supervision of operations. From 1934 until he became associated with WCBM, he was in the newspaper and advertising business in Baltimore, where he is active in civic affairs in addition to prominent participation in radio organizations. Jointly with his wife, he owns 49% of the common stock and 29.8% of the first preferred stock of WCBM. George H. Roe, one of the general managers, secretary-treasurer, and minority stockholder.

Lomar Principals

Lomar Broadcasting at Lancaster, where there are two existing stations, is owned by Frank Z. Temerson, Lancaster businessman, and Mark A. Braynes, radio man and wartime major in the Army. For three years Major Braynes was in charge of the Armed Forces station in Panama.

Karl F. Steinmann, Baltimore attorney and businessman, is chairman of the board and principal owner of Tower Realty, of which Gen. Philip Hayes, USA (Ret.), is president. Foundation Co. of Washington, which also is seeking a Washington station, is owned by 10 stockholders headed by Elmer W. Pratt. Stockholders include Lawrence J. Hexter, former owner of WINX Washington; Frank H. McIntosh, Washington consulting radio engineer; Richard K. Lyon, Washington attorney, and Stephen W. Haller, son of Lawrence Haller.

Chairman Wayne Coyle and (Continued on page 48)
We've got that far-away look...

And it's more than a look. We've got that faraway coverage, too! When we moved to 630, with 5000 watts, it was equivalent to adding 140,000 watts on our old frequency... it enabled us to reach 3½ times more people than any other station in this important $320 million retail sales area.

Now a million people in 79 prosperous counties look and listen to WSAV as their favorite source of entertainment and information. These loyal listeners can become your customers, if you set your sales clock at 630 in Savannah!
When the Orthophonie phonograph, developed in Bell Telephone Laboratories, was introduced in 1925, it represented an outstanding advance over previous acoustical types. Even more important to the progress in mechanical-acoustical and electro-acoustical systems, it represented the practical application of a basically new design tool—the equivalent circuit.

Instead of time-consuming cut-and-try methods—involving experiments with mechanical parts of different sizes and shapes—Bell engineers tackled the design of the Orthophonie phonograph by representing each of its mechanical parts by an electrical equivalent. The effect of changing the mechanical specifications of any part of the Orthophonie phonograph could then be predicted simply by changing the value of the corresponding electrical component, in accordance with the mathematics of electrical networks.

The close analogy between elements in electrical and vibrating mechanical systems has long been recognized. Inductance corresponds to mass; capacitance to elasticity; electrical resistance to mechanical resistance, etc.

But it remained for the engineers of Bell Telephone Laboratories to integrate these facts into a practical design tool—to recognize and utilize the equivalence, not merely between parts, but between systems.

Once the fundamental idea of the "equivalent circuit" was applied, it quickly proved its merits as a practical, effective tool of transducer design. Employed in the design of the revolutionary Orthophonie phonograph, the equivalent circuit technique later became a standard procedure in transducer design.

The concept of the equivalent circuit is one of the many advances originating in Bell Telephone Laboratories that have contributed materially to progress in communications equipment.

**BELL TELEPHONE LABORATORIES**

World's largest organization devoted exclusively to research and development in all phases of electrical communications.
WHY
it means
better quality
in Western Electric
equipment

In designing Western Electric microphones, crystal filters and recording and reproducing equipment, Bell Laboratories applies its long experience and thorough knowledge in the use of equivalent circuits.

The results are twofold: product designs that mean greater dependability and improved performance, and precise manufacturing information that gives better control of quality during production.

The use of equivalent circuits is another example of the thorough research and careful manufacture which typify all Western Electric products—for radio broadcasting, radio communications, sound distribution and industrial uses.

—QUALITY COUNTS—

OTHER WESTERN ELECTRIC EQUIPMENT IN WHICH
THE EQUIVALENT CIRCUIT IS A USEFUL DESIGN TOOL

LOUDSPEAKERS
Finest in the Western Electric line is the dual-unit 757A—handling 30 watts, giving uniform response from 60 to 15,000 cycles, having a 90 degree coverage angle.

CRYSTALS
This new line of crystals for oscillator control ranges from 1.2 KC to 50 MC. All are engineered for improved accuracy and stability.

REPRODUCERS
The 9A, specially recommended for vertical cuts, and the 9B, used to best advantage on lateral cuts, have low distortion and provide maximum elimination of record noise.

Western Electric
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

ANOTHER WINNER FOR WLAC

The Reflector

STATE COLLEGE, MISSISSIPPI, FEBRUARY 25, 1948

ADHD WINNER FOR WLAC

Gene', WLAC Disc 'Jerky' Rates High on State Campus

As the time rolls around to eleven most nights at Mississippi State, you can bet your last dollar that 75% of the disc jockey followers on the campus are tuned to the "Sterling Dance Hour" from radio station WLAC, Nashville, Tennessee, which features one of the most popular disc jockeys of modern radio—Gene Nobles.

Gene out-polled every one of his opponents 2 to 1 in a recent popularity "Gallup Poll" on the campus, and this self-styled human edition of musical terms has proved his worth to late State listeners.

A typical Wednesday evening broadcast. The familiar call of "It's boogie-woogie on Wednesday Night" resounds over the speaker, and the hour of music begins. The program is open to all written requests, but Gene refrains from verbal requests over the phone.

As the program progresses, one listens to one of the most unlimited sources of coined phrases ever heard, and his descriptions of music and people are unique. Blues are either gut bucket, low down, or intestinal fortitude, and females are always called "billes." Gene plays havoc with requests, and joys upon ridiculing the various college listeners who always have a bone to pick with him.

Yes, that's Gene and the Sterling Dance Hour—every night at 11, except Sundays. Station WLAC, Nashville, at 1510 on your dial, Columbia Broadcasting System.


50,000 WATTS CBS Affiliate

Represented by 'PAUL H. RAYMER CO.'

DEMOCRACY

Expansion of the Voice of Democracy contest, as a feature of National Radio Week, into one of the main educational events of the year is planned by NAB, Radio Manufacturers Assn. and the U. S. Loyal Order of Moose.

Working with the U. S. Office of Education, the organizations propose a contest which will focus attention of American youth on principles of democracy and draw many times the total of 20,000 entries received in the first contest last November.

First steps toward planning of National Radio Week activities were taken last Monday at a meeting held in the BMB board room, New York, by representatives of the sponsoring associations. Date selected for National Radio Week was Nov. 14-20 (CLOSED CIRCUIT, Feb. 2).

Though much of the week's program is still in the early discussion stage, the project began to take shape as the joint committee went into all angles. As it now stands, one contest is proposed divided to confusion last year over the simultaneous letter-writing contest sponsored by Assn. of Women Broadcasters and the high school competition.

Assistance Offered Active cooperation is promised by the Office of Education, which endorsed the 1947 Voice of Democracy contest. Dr. John W. Studebaker, U. S. Commissioner of Education, highly praised 1947 project and plans to use the contest material in schools all over the nation. NAB is preparing a condensation of speeches, by the four contest winners from which a transcription will be cut.

Top level Steering Committee in charge of Radio Week is to be named in the near future. It will include Dr. Studebaker and presidents of the three associations.

A Joint Operating Committee will be appointed. Suggested for the chairmanship at last Monday's meeting was W. B. McGill, advertising manager of Westinghouse Radio Stations.

The Junior Chamber indicates it will greatly expand its role in Radio Week this year. Besides enlisting its local organizations, the chamber will go into towns where it is not organized and promote the Voice of Democracy contest.

New approach to radio dealer participation is planned this year, with promotional activities operated through distributors instead of on a national basis. Electric institutes in some 50 cities are expected to join the project and work with dealers, and public utility companies all over the nation will be contacted.

FM Assn.; Television Broadcasters Assn., National Retail Dry Goods Assn. and other merchandising and promotion groups will be invited to take part in the 1948 Radio Week. The whole project is gaining under way well ahead of the schedule of Commerce.

4 More Names Are Added To Lemke Bill Witnesses LIST of witnesses slated to testify against the Lemke Bill (H.J.Res. 78) in hearings before the House Interstate & Foreign Commerce Committee March 31-April 1 [BROADCASTING, March 8 and 15] continued to grow with the addition last week of four more names.

Proponents of the measure, which would grant FM part of the 44-50 mc band in addition to the 88-108 mc band on which it now operates, were heard early in February [BROADCASTING, Feb. 9]. The hearings next week will afford opponents an opportunity to present their views.

Last names added to the roster of witnesses are: Jack R. Poppele, president of TBA; F. J. Bingley of Philco Corp. and a member of TBA board; Daniel E. Noble of Motorola Inc. and chairman of Panel 13, Radio Technical Planning Board; and Dr. Thomas T. Goldsmith of DuMont Labs.
CHANGING KMAC from 250 watts to 5,000 watts, unlimited ... from 1240 kilocycles to 630 kilocycles

CHANGING KISS from 3,000 watts to 50,000 watts at 99.5 megacycles ... in the center of the FM band.

CHANGING our coverage pattern ... from 100,000 radio homes to more than 300,000 radio homes ... from 500,000 people to 1,250,000 people.

CHANGING to everything new ... new studios —new offices—new transmitters—new frequencies—new power, radiated from "Texas Tallest Tower!"

KMAC AND KISS GIVE YOU MORE FOR YOUR MONEY. SEE PEARSON.
PRIVATE AGENCY SHOW CRITICIZED BY MUNDT
REP. KARL E. MUNDT' (R-S.D.) co-author of the Smith-Mundt Bill, last week attacked U. S. radio programs shortwaved overseas by private agencies as “disgraceful” and “indescribable.”

Private concerns employ “second rate talent” and beam “fourth rate programs” to an “uninformed” Europe, Mr. Mundt said. He spoke in New York to a combined luncheon meeting of the Export Advertising Assn. and the Export Managers Club at the 28th annual get-together.

Advertisers, such as the exporters group, can voluntarily play a vital role in spreading a true picture of American life, culture, and freedom, he told the meeting.


KSD-TV ALMOST MAKING MONEY
After 15 Months St. Louis Station Close
To Paying Own Way

KSD-TV St. Louis is indirectly making money for its owner, the St. Louis Post Dispatch, George M. Burbach, general manager of the station, told a group of station officials attending NBC's Midwest Workshop Monday in Chicago. KSD-TV took the air 15 months ago.

Addressing a luncheon meeting in the Drake Hotel, Mr. Burbach said the St. Louis TV operation is "$1,000-a-month from paying its own way," but, he added, the Post Dispatch took in about $50,000 from television advertising during the past year "which more than evens up the family account."

"We expect to be completely out of the red when baseball gets into full swing this summer," said Mr. Burbach. "Only a possible shift from a five to a seven-day weekly schedule would keep us in the hole. We are getting enough business to be uneasy about how to handle it."

He revealed that KSD-TV's $200 hourly rate will be raised "substantially" May 1.

"We will put this increase into effect without even bringing up the subject of how many television sets there are in town," he said. "We don't have to discuss such details when we sell television in St. Louis. Our advertisers know TV is far beyond the experimental stage there."

Mr. Burbach said KSD-TV's rates "would not be so high as to give us back what a program costs us—plus", but should be in line with the old-fashioned storekeeper's policy: "Give the customer a stick of candy, then he'll be back."

He emphasized that television is costly, but suggested several ways to "get around" KSD-TV, for example, has a standby newsreel organization—subject to call—which eliminates the high cost of a full-time newsreel staff, he said.

For smaller stations, he advocated setting up "with remote offices—then you won't even need a studio."

Protestants Create Radio Commission

FORMATION of a Protestant Radio Commission, a cooperative agency of 16 major denominational and eight inter-denominational bodies, was completed last week in New York.

A commission spokesman said the purpose of the organization is to encourage a wider and more intelligent use of radio for religious purposes; to maintain Christian standards of public decency and good taste in commercial programs; to serve as Protestantism's representative before the FCC; to represent Protestantism on inter-faith broadcasts; to further cordial relations with the radio industry, and to help ministers and church leaders to make more effective use of radio.

The commission plans to institute a comprehensive research study of the field of religious radio and its relations to the church, as one of its first projects.


The Federal Council of Churches of Christ in America was designated as the general administrative and fiscal agent for the commission.
WE HAVE BEEN FLATTERED
(imitation is the sincerest form of flattery)

WARC (broadcasting only 120 days) is first (already)
in Rochester, N.Y.

FIRST... in Rochester to sign Sibley, Lindsay & Curr (the largest department store between New York and Buffalo) to a one year non-cancellable contract for a WARC PRODUCED show one hour daily from 7 to 8 AM across the board Monday thru Friday!!! That's 260 hours, Sir!

FIRST... to develop an active teen-ager organization—"WARC 950 Club" with a registered membership of 3,528! Their initial event was a huge success for 3,125 members and their guests danced to their heart's content and filled the huge Sports Arena to capacity!

FIRST... to develop a LOCAL luncheon participation-type program "Meet the People." We blushingly admit the appeal is the same as another ABC show at 11:00 A.M. EST!

FIRST... to incorporate LOCAL an the air spot wire recorded interviews on the Newscasts!!

FIRST... to present a smooth easy-listening late evening program "Music to Dream By."

ABC in Rochester, N.Y. WARC 950

REPRESENTED NATIONALLY BY THE KATZ AGENCY
TRANSFERS

TRANSFER of control of WHTB Tailadega, Ala. (1230 kc, 250 w) to Melvin Hutson for $16,500 and assignment of license of KTFX Texarkana, Tex. (1400 kc, 250 w) to David M. Segal for $16,337 have been granted by FCC.

Commission also has approved assignment of license of WKRC Cincinnati from The Cincinnati Times Star Co., owned by the Taft family, to Radio Cincinnati Inc., newly formed subsidiary. No money is involved, purpose being to separate newspaper and radio interests.

In the WHTB sale, Mr. Hutson, general manager of WMSL Decatur, Ala., acquires 60% interest from D. Hardy Riddle and Harry Held, who owned 49% each. J. C. Vessels retains 2% interest.

Mr. Segal, who owned 70% of WHTB, acquires 30% holding of Henry N. Fones, retiring partner. License is transferred from Messrs. Segal and Fones doing business as Texarkana Broadcasting Co. to Mr. Segal as individual.

FCC meanwhile granted the request of Radio Indianapolis Inc. to take over "immediately" from Associated Broadcasters the control and operation of WABW (FM) Indianapolis and its AM affiliate, WBBW, not yet on the air.

Radio Indianapolis, originally bidding against On the Air Inc. (WGBF and WMLL-FM Evansville and WTMV East St. Louis) for acquisition of the Indianapolis outlets under the Aveco procedure, won transfer approval from FCC late last month.

Under the contracts since worked out, Radio Indianapolis is to pay $27,750 for 15 of the 20 shares of Associated stock and reportedly is working out a settlement with Martin R. Williams, Associated stockholder who did not participate in the agreement. On the Air Inc., which withdrew its purchase application, is to receive from Radio Indianapolis approximately $20,000 for services, equipment, and funds advanced to Associated.

Radio Indianapolis is owned by 18 stockholders and was organized by Stephen A. Cisler Jr., 49.3% owner of WKYW Louisville and 25% stockholder of WXG Rich- mond, Va., and WWSO Spring- field, Ohio. Mr. Cisler has sub- scribed for 17% of Class A stock and 25% of Class B. Conrad Ruckel- haus, Indianapolis businessman, is president. Sims Gaynor, former stockholder of WTCO Savannah, Ga., is proposed station manager as well as a stockholder.

Sellers of the AM and FM stations are the following Associated stockholders: Rudolph M. Cran- dall (19%); Benjamin C. Tamney and Thompson Kurriz (22% each); Myron J. McKee (25%); Doris Coffey (4%). Martin Williams, who did not participate in the sale and who has a disputed claim in the amount of $6,000, has 8% in- terest. WBBW is authorized to use 1550 kc with 25 w fulltime.

WTMJ-TV Proposes New Rates Effective April 1

A NEW SCHEDULE of rates will go into effect April 1 at WTMJ- TV, the Milwaukee Journal television station, it was announced Tuesday. Transmitter charges will range from $25 for a 20-second slide, film or card, to $200 an hour for a live program, including facilities. Program facilities charges begin at $50 for five minutes in the studio, and $30 for five minutes of film, and are graduated to $350 an hour in the studio and $75 for an hour of film. Ample rehearsal time is allowed for both studio and film shows.

The station quotes no rates on remote pickups, reserving the right to base these on program conditions, and lists no program promotion charges. Rates for fac- tors, musicians, announcers, trans- scriptions, and other talent "are dependent on cost and availability." Rates for sets, backgrounds, and props are based on cost.

NAB Informs Disney Firm Of Policy on Free-Time

NAB has informed Walt Disney Productions, Burbank, Calif., of its policies against free-time solicita- tions by commercial firms. J. Allen Brown, NAB Small Stations Di- vision director, sent a letter to the film company last week after re- ceiving notice from member stations of a promotion project based on the new film "Melody Time." According to NAB's information, the Disney firm contacted stations listing broadcasts of the same name, offering to provide vinyl cuts and recordings of the Buddy Clark re- cording of a song also titled "Mel- ody Time." This recording would be used as theme song for pro- grams of that title.
Both Famous for their Spots!

Spots broadcast on WCAU... with its 50,000 Watts extending in all directions... reach more people than any other Philadelphia station. That's why time buyers select WCAU first for their SPOTS in the Philadelphia market.

WCAU  
50,000 WATTS  CBS AFFILIATE  
PHILADELPHIA'S LEADING RADIO INSTITUTION  
The Philadelphia Bulletin Station
VIDEO SOCIAL ASPECTS TOPIC AT BOSTON U.

TELEVISION was hailed as an incomparable instrument for improving social and international relations in a speech by James S. Powers of the Yankee Network, and chairman of a video clinic held at Boston U. on March 12.

Today's children can, with the aid of television, "learn more about the world by the time they are 10 than their grandfathers could learn in a lifetime," Mr. Powers said.

Philip Caldwell, chief of General Electric's transmitter sales division, also addressed the clinic, speaking on the development of television. Using non-technical language, he explained the operation of various types of video relay systems and described the setup of regional networks.

PRELIMINARY to launching of television operations of WBZ-WBZA Boston-Springfield this spring, buttons in recognition of lengthy service with the Westinghouse-owned stations were presented recently by WBZ Station Manager W. C. Swartley (second from l) to four veteran staff members. Receiving 15-year buttons were (l to r) Robert S. Halloran, office manager and auditor; John F. McNamara, eight news supervisor, and Malcolm McCormack, announcer, while Program Manager W. Gordon Swan (far r) was awarded a 20-year button.

A question and answer period followed the formal discussions. The audience of 300 included Boston U. students, teachers, agency representatives and the general public. Clinic was opened by Prof. Samuel Gould, head of the department of radio and television of the university's School of Public Relations.

WCBM

(Continued from page 32)

Conns. Robert F. Jones and George E. Sterling did not participate in either the 680-ke decision or the 1150-ke proceeding, in which Northwestern Ohio Broadcasting Corp. won a grant for a new station in Mr. Jones' home town, Lima. Conn. Jones had been a minority stockholder in the company before he was appointed Commissioner.

The owners of Northwestern Ohio, which has a Class B FM grant, are three Lima businessmen: George E. Hamilton (45.45% plus), president; William L. Richman and Robert W. Mack (27.27% plus), vice president and secretary-treasurer, respectively.

In reaching its decision, FCC concluded the Lima applicant should be preferred because "Lima receives only three radio services whereas the City of Columbus receives a minimum of five unlimited time radio services, including the four network services. That a regional channel is normally intended to serve a metropolitan district and that Sky Way Broadcasting Corp. would achieve a more efficient use of the frequency by serving a larger population day and night," FCC said, are "outweighed by the greater need in respect to radio broadcast service at Lima." The Dayton applicant, WOOP Inc., was found "technically unqualified."

Sky Way Broadcasting, FM conditional grantee for Columbus, is owned by 28 persons, none of whom has more than 8% interest. Gustav Hirsch, owner of an electrical construction engineering business, is president. Stockholders include a group of minority stockholders in applicants for Dayton and Elyria, Ohio. Among these are Ronald B. Woodyard, 47.2% owner of WIZE Springfield; Mr. Hirsch, Loren M. Berry, J. Frank Gallaher, and Roy W. Ammel.

Work Started on Studios Of KTTL Denver Daytimer

WORK has started on studios for KTTL Denver on the mezzanine of the Park Lane Hotel. Alf M. Landon, former Kansas Governor and 1936 Republican Presidential nominee, was granted authority for the station after withdrawing an application some months ago for a station in Englewood, a Denver suburb.

Construction of a transmitter south of Denver for the 1,000-w. daytime station on 990 ke is to begin as soon as recent snows have melted, according to W. P. (Bill) Gillin, manager. Mr. Gillin formerly was with Englewood Radio & Recording Co., which also applied for an Englewood grant but subsequently withdrew its application.

AMERICA'S SMART SET IS EVEN SMARTER*

"ADMIRAL" Radio is in the forefront in design and hearing quality in fine radios ... and Admiral spots are in the forefront on WHHM.

Admiral dealers have found it pays off at the register to run spots on the station that's rated first in the nation among the independents.

MORE LISTENERS PER DOLLAR IN MEMPHIS

It's also an Admirable Quality when you find a radio station that's in the forefront with the listeners at low cost. That's why your Memphis budget should include ...
The Miami Herald introduced paid radio station listings in the interest of better coverage and better service for readers and stations alike. Since this innovation in radio-newspaper relations, The Herald has...

1. Added the popular and informative John Crosby radio column.
2. Expanded its radio listings to include daily art.
3. Enlarged its local column of radio news and comment.

Today only The Herald gives complete coverage of radio news in Metropolitan Miami, another significant service of Florida's Most Complete Newspaper.

The Miami Herald

Affiliated Station: WQAM, WQAM-FM - Miami's First Station
Piedmont Shirt Co.
Pleased With Results
EDITOR, BROADCASTING:
I wish to express the appreciation of myself and my company for the
recent adoption of radio as our main advertising medium.
As mentioned to Miss Small in our recent interview, we are ex-
tremely well pleased with the initial reaction and results being obtained
on our national broadcast and our sponsorship of Crown L. Shirey.
I feel that we are pioneering in radio advertising with a degree of
success which will enable us not only to maintain our present rate of
expenditures but increase it considerably for the future.
Shepard Saltzman
President
Piedmont Shirt Co.
New York City

Reactions to Format
Change Received
The following letters commenting on BROADCASTING's changes in dress
have been received by the editors spontaneously and without solicita-
tion. We appreciate the comments and regret that limitations make it
impossible to publish all such letters which we have reached us.
EDITOR, BROADCASTING:
BROADCASTING's new inside dress is a welcome recognition of the fact
that 1948 is really here. Congratulations to all concerned in this
notable improvement...
Gene Katz
The Katz Agency
New York

EDITOR, BROADCASTING:
One of life's minor tragedies is the fact that you always hear from
people when something goes wrong. . . But never when things go
fine, or better than ever. All of which brings me to the point of this note.
It is simply to compliment you for BROADCASTING's "new look."
The magazine is infinitely more readable and more visually attrac-
tive before.
My congratulations to you.
John Cowden
Promotion Service Director
CBS New York.

EDITOR, BROADCASTING:
Reading Broadcasting each week is a must for all staff mem-
bers here at KUGN. . . To get caught without a copy is similar to
forgetting to put on your pants in the morning.
Robert R. Whitley
Program Manager
KUGN Eugene, Ore.

EDITOR, BROADCASTING:
The new make-up on the book is really sharp. . .
All except those bleed pictures, which I can't get used to. . . May-
be it's because I'm afraid you're going to trim the fanzy off some
satchel-shaped VIP who stands too close to the edge of the page.
Charles W. Balthrepe
KITE San Antonio, Tex.

EDITOR, BROADCASTING:
Just a few lines to congratulate you upon the "New Look" which I
see in my magazine every week now.
Though a "break" from the recent BROADCASTING tradition, it is
very attractive and highlights more colorfully, I think, the excellent
coverage you give to the most pertinent and important radio news of
the week in the front pages.
Don L. Kearney
National Sales Manager
Cooperative Program Dept.
MBS New York

EDITOR, BROADCASTING:
Congratulations on the wonderful job you are doing. . .
Ed M. Anderson
President
WBBO Forest City, N. C.

EDITOR, BROADCASTING:
I don't know who the guy is who is changing the format now but I
heartily agree with him. The only negative suggestion I have is that
you are going to have a hell of a lot of trouble lines with those bleed
photographs—but maybe not.
Howard J. London
Radio Director
National Federation
For Infantile Paralysis
New York

EDITOR, BROADCASTING:
This new makeup of yours really looks swell. I find it very readable,
too. Congratulations!
Charles A. Batson
NAB Washington, D. C.

EDITOR, BROADCASTING:
I'm not sure whether I like your new format but I'll give it a fair
trial.
Edgar Kobak
President
Mutual Broadcasting System

EDITOR, BROADCASTING:
We also like the new typography and layout in Broadcasting
weekly—sort of freshens up the appearance and makes for
easier reading.
Law M. Fremont
Promotion Director
KFEL Denver

EDITOR, BROADCASTING:
Just a note to let you know that each weekly issue of BROADCASTING
is received by our entire staff with open arms. . . Congratulations
on swell publication that's a de-
cided service to the entire industry.
Del Hester
Program Director
WPAG Ann Arbor, Mich.

EDITOR, BROADCASTING:
Let me add my congratulations to the words I am sure you have
received for the new BROADCASTING format.
In my opinion it is a great improvement, much easier read and
should even make advertising more productive.
While it might seem a minor thing to you, I have found the
classified section much easier to read, eliminating the necessity of
reading two or three full pages in order to hire an announcer.
Phil Hoffman
Vice President
KRTN Des Moines.

EDITOR, BROADCASTING:
... You really have put into effect some splendid new features
in the last few months and we appreciate them very much. Congratulations
on the rapid strides BROADCASTING has consistently made.
John G. Ballard
Dir., National Sales and Adv.
Nunn Stations, Lexington

EDITOR, BROADCASTING:
Just a note to compliment you on the type face and format of
Broadcasting these days.
Always pleasant reading, it now becomes even more attractive to the
eye.
Lee Fondren
National Sales Manager
KLEZ Denver

EDITOR, BROADCASTING:
... A line to compliment you upon the improvement in the lay-
cut of Broadcasting during the past few weeks. The old girl has
certainly had her face lifted which is undoubtedly a good idea every
so often. Your new set-up is very readable and I like the way you are
handling the headings for each story.
Clair R. McCollough
President
WGAL Lancaster, Pa.

EDITOR, BROADCASTING:
Congratulations on your new heads and the classification of your
(Continued on page 90)

BROADCASTING • Telecasting

Open Mike

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

Bostonians
don't listen
to WFLA

but...

FLORIDIANS in the rich
Tampa-St. Petersburg area
continue to listen to WFLA
— according to the latest
Hooper. Morning, afternoon
and night WFLA leads in lis-
teners in this growing market
where expanding industry,
agriculture and business keep
buying power high and steady
all year 'round!

Page 44 • March 22, 1948
PART IS LUCK. PART WE PLANNED THAT WAY—BACKED BY 18 YEARS' EXPERIENCE IN STRONG LOCAL PROGRAMING.

RECENTLY—

1. WLVA received final C. P. for 590 kc at 1,000 watts D. & N. coverage increase—200%.

2. WLVA received FIRST PRIZE in General Mills Jack Armstrong contest for greatest number of contest winners per radio family.

3. WLVA awarded 2nd prize in NRDGA competition for best local farm show. Local sponsor C. M. Guggenheimer Corp., produced by WLVA.

4. WLVA awarded Honorable mention in competition for best 'Teen-age show. Sponsor: C. M. Guggenheimer Corp. Produced by WLVA. TWO out of TWENTY-NINE NRDGA radio awards went to WLVA.

PART IS LUCK. PART WE Planned THAT WAY!
EXECUTIVES of James M. Cox stations discuss television at recent strategy meeting. Seated (1 to r): Robert Moody, general manager, WHIO Dayton, Ohio; James M. LeGare, general manager, WIOD Miami, Fla.; J. Leonard Reinsch, managing director of Cox stations; James M. Cox Jr., and John Outter, general manager, WSB Atlanta. Standing (1 to r): Milton Scott, chief engineer, WIOD; Robert F. Fidor, commercial manager, WIOD; Ernest Adams, chief engineer, WHIO; C. F. Dougherty, chief engineer, WSB; Anna Mae Burke, secretary to Mr. Reinsch; Frank Goither, commercial manager, WSB; M. K. Tealton, production manager, WSB; Robert Holbrook, assistant chief engineer, WSB, and Marcus Bartlett, program manager, WSB.

PHILLY TV BIDS

THE WEALTH of Gimbel's, Inc., parent organization of the multi-million-dollar department store chain, will be mobilized behind its Pennsylvania Broadcasting Co., if the latter is given the one remaining television channel in thePhiladelphia area.

This promise climaxed two days of FCC hearings (March 11 and 12) in Philadelphia in the contest between Pennsylvania Broadcasting Co., operator of WIP, and the Daily News Television Co., the latter a combination of Philadelphia's tabloid Daily News and the independent WIBG Philadelphia.

Testifying before FCC examiner Judge J. Fred Johnson, Arthur Kaufman, a director of Pennsylvania Broadcasting, executive head of Gimbel's Philadelphia and vice president of Gimbel's Inc., reported that the Gimbel organization would make one million dollars available to Pennsylvania Broadcasting if it should be given the video license.

He added that if such a sum should prove inadequate, even more would be made available.

On cross-examination by William A. Roberts, of Roberts and McGinnis, attorneys for Daily News Television, Mr. Kaufman emphasized that not only would such funds be advanced but that the broadcasting affiliate had never been turned down in its requests for funds.

Earlier in the hearing, Benedict Gimbel, president of Pennsylvania Broadcasting, testified that if his organization were given the license, it was prepared to operate without a profit or even without commercial revenue for some time.

The hearing raised the question of whether a newspaper should be given a TV license in order to compete with other newspapers in the same area already holding such permits, and the further question of whether an exceptional AM record is a proper basis on which to award an applicant a TV license.

The Daily News stressed the importance of television rights in its competitive position with the Philadelphia Inquirer, operator of WFIL-TV, and the Philadelphia Bulletin, operator of WCAU-TV. WIP stressed its past AM record.

Lead-Off Witness

Lemuel B. Schofield, director and general counsel of the Daily News and a prominent Philadelphia lawyer, was lead-off witness for the Daily News. The Daily News bid also was bolstered by the claim of D. R. McCullough, the tabloid's editor, that a newspaper association with a television station gave the latter advantages in operation, particularly in news and picture coverage.

Another witness for the Daily News-WIBG side was Lawrence Phillips, director of DuMont Television Network. He, too, expressed the view that a video station with a newspaper affiliation had an advantage in covering news.

Many executives from other stations attended the hearings. They heard 13 witnesses for the Daily News and WIBG combine, including Paul Harron, president of Seaboard Broadcasting Co., operator of WIBG, and John B. Kelly, chairman of its board.

In addition to Judge Johnson, FCC was represented by William H. Bauer, head attorney.Appearances for Pennsylvania Broadcasting were entered by D. M. Patrick, Joseph J. O'Brien, and A. A. Miller, while lawyers for the Daily News-WIBG were Mr. Roberts and Thad Brown Jr., of Washington, and John Morgan Davis, attorney for Seaboard.

Kenneth M. Cumming

KENNETH M. CUMMING, 54, radio engineer in charge of RCA communications in New Brunswick, N. J. since the first of the year, died March 13 in Plainfield, N. J. Mr. Cumings joined RCA in 1919.
No other transmitter gives you the important benefit of all key circuits in just two drawers*. It's exclusive with Westinghouse and it offers you these advantages:

- Your transmitter won't become obsolete . . . important FM developments are added to your unit by a simple drawer replacement.
- You stay on the air . . . while one unit is being serviced, a stand-by can be slipped readily into place.
- Maintenance and inspection are easier . . . plug-in cables are long enough to permit inspection while the chassis is in operation.
- Tube selection is unnecessary . . . any tube that registers "good" will work in the Westinghouse-developed "pulse-counting" center frequency control circuit*

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.

Get the full story on the way these transmitter extras can mean money in your pocket. Ask your nearby Westinghouse office or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*One generates the FM carrier and adds the audio; the other contains the "pulse-counting" center frequency control.

Here are more of these advantages!

- Replace tubes in a matter of seconds
- Easiest in the industry to inspect and service
- "Finger-tip" reach for all tubes from the FRONT of transmitter
- Only one control to adjust output power
- Entire unit in only 3 cubicles cuts installation costs

First of all . . .
...over five million people listen to one station every week
KNX
Los Angeles • 50,000 Watts
EDITORIAL

AS-CARP

ONE DOES NOT expect a society of musical composers and publishers whose business is harmony, however close, to give voice to the dissonant croaks of a fish who finds what a new competitor peddling the same kind of mackerel in an adjacent stall. It is that kind of surprising yelp, however, that ASCAP has emitted, now that the federal government has accused it of a cartel.

ASCAP, still peddling the same old fish story, is howling that there's nothing wrong with its pitch or product, but just look next door where a monopoly—oh, whisper the evil word—has suddenly sprung to life under the guise of BMI.

In its answer to the federal anti-trust suit (see story this issue), ASCAP whines that it is confronted "by the tacit threat that, if it shall at any time refuse to bow to the will of the broadcasters, the radio industry could once more shut ASCAP's music off the air and utilize BMI in the same monopolistic manner as was done in 1941."<br>

Perhaps slight variance of this ASCAP allegation is needed. In 1940-41, it might be recalled, broadcasters quit using ASCAP tunes because ASCAP demanded new fees about twice as heavy as those prevailing previously. A similar situation would occur again only if ASCAP decided to hoist its rates still higher. The contracts between broadcasters and the society are automatically renewable after Dec. 31, 1948, until Dec. 31, 1958—unless ASCAP asks for rate increases in the renewal period.

Its new fish wife's croak ill becomes ASCAP. If, indeed, it is getting competition from the next stall now, so much the better for the customer. If ASCAP wants to raise its price of carp, it can watch the buyers flocking to the next stall where the fish are just as tasty and their prices are at a level people can afford.

FAX FACTS

THE OUTLOOK for facsimile has never been brighter. After three days of FCC hearings which produced singularly little controversy (see story this issue), the new service appears destined to receive an early blessing for operation on a commercial basis.

Its development will be evolutionary, not revolutionary. That production bugaboo with which other branches of the radio art are so familiar must be overcome. The public must be sold. Programming techniques must be perfected. But these are obstacles which can and will be hurdled.

The important point is that facsimile get the green light. In commercial status it can begin, at last, to contribute to its own development.

Of no less importance, perhaps, will be its contribution to the growth of FM sound broadcasting. Broadcasters have not yet found much black ink in Facsimile advertising, even though the returns will be limited at first, will help there, in addition to widening the FM audiences. With the rapid strides that television is making in the major markets, this may be a vital contribution by the now swaddling facsimile art.

TV—Going Up?

ONE WHIPF of the Washington atmosphere you'll unmistakably that the FCC is behind—wholly, one marked TV. And the broadcasters too?

The TV stampede has the FCC snorted. In virtually every major market there are more applications than available assignments. Certain of the applications are of the "Dixie" class, a procedural device which automatically throws all applicants into hearings. Others would not have been filed except for the fear that the hat is being passed around for the last time in the foreseeable future.

The FCC meeting of the "up-stairs" band for commercial television. Within the next few months something tangible must be done.

There are many imponderables. Little is known about propagation in the 500 mc range. Applications for commercial use of the band haven't been filed, because there are no commercial standards, and in fact, no known usable equipment. It's up to manufacturers and prospective broadcasters to acquire the know-how; not the FCC. The FCC, in devising the low-band allocations, made it abundantly clear that the structure was inadequate and temporary and that there were not sufficient assignments available for nationwide competitive service.

Opening of the 500 mc band for commercial TV probably would alleviate the pressure for licenses even though the band is not immeasurably broader. Aspirants not yet financially heeded probably would be willing to wait.

The art could develop gradually and normally, as did AM. The public would be protected on reasonable amortization of its investment in lower band receivers. First things would come first.

In fairness to the FCC, it must be recalled that when the present allocations were devised, it was generally felt they would hold for at least ten years, allowing for gradual development of the upper band, and normal depreciation of investment of both public and telecaster. The flash-flood of TV applications these last few months has inundated that time-table.

This perplexing allocations problem challenges the wisdom of seven Solomons.

Red-Headed

LET'S scan a few of the headlines.

President Truman lashes out against Hank Wallace and his Communist supporters in his first out-and-out campaign thrust.

The FCC grants television permits to Dispatch Inc. in Erie and Picture Waves Inc. in Columbus. Edward Lamb, attorney and licensee of WTOD Toledo, whose ideologies have been questioned, and who has resigned the CIO portal-to-portal cases, is president of one and substantial stockholder of the other. (And FCC also granted Lamb-connected operations two FM stations in Springfield and Mansfield.)

The FCC is pondering punitive action against G. A. (Dick) Richards, chief owner of WJR, WGAR and KMPC—all 50,000-watters—because of alleged dictation of the editorial lines pursued by his newsmen at KMPC.

The FCC last week reversed Commissioner Robert F. Jones, who had denied a petition of UAW-CIO, Detroit to go after the facilities sought by WCAR in Pontiac, Mich. The reversal came the same day WCAR's hearing had been scheduled to start. Just a few headlines, that's all.

Our Respects to—

HOWARD SIDNEY MEIGHAN

H OWARD SIDNEY MEIGHAN is a man who has always delighted in bringing together people with ideas and people with money, to use his own words. Self-indulgence in this direction in the years since he entered Columbia U. in 1924 has brought him together with such varied people and institutions as Rodgers and Hart, a Russian rug-maker named Victor Victor, J. Walter Thompson Co., and the Columbia Broadcasting System, of which he is a vice president and general executive.

A veteran of 20 years in and around radio, Mr. Meighan may well be one of the first men who declared authoritatively that radio was here to stay. This was in 1929, a period when the permanency of nothing seemed certain. He reached this conclusion while preparing for the J. Walter Thompson agency, his first employer, a comparative analysis of broadcasting and commercial movies.

Mr. Meighan went to J. Walter Thompson Co. from the Columbia class of '28. Behind him were law studies and a brief undergraduate triumph in the first Rodgers and Hart musical comedy, "Half-Moon Inn." Young Howard, who already had reached his full height of 6 feet 4 inches but weighed only 155 pounds, did a song-and-dance routine with a short man. "They loved us in Buffalo, Rochester, and Pittsburgh," he recalls.

He was thus well-rounded if angular youth, when he entered the agency, eager to apply himself to commercial art. He was assigned instead to an apprenticeship in the card index section. In no time at all he was promoted to doorbell-pushing—taking part in a house-to-house canvass on behalf of Lux Soap Flakes. Mr. Meighan was very conscientious about this, and says he has scars on his foot to prove it.

"It taught me a great deal about how people live," he says. The lessons learned then were to be applied years later at CBS in "mod sequence" programming. Among them was the theory that the tempo of soap operas should be very slow in the morning, accelerating into the afternoon with the pace of the housewife's day.

It was soon after learning about life and Lux that Mr. Meighan wrote the early report on radio mentioned above. When in due course J. Walter Thompson established the first agency radio department, he was one of its leading spirits. He was also active in formulating the first American Assn. of Advertising Agencies contract with the NAB, and was (Continued on page 54?)

BROADCASTING • Telecasting

Page 50 • March 22, 1948
SALES MESSAGES ARE LIKE SEEDS...

"And some fell among thorns; and the thorns sprang up, and choked them. But others fell into good ground, and brought forth fruit, some an hundredfold..."

RADIO TIME BUYERS sow the "seeds of sell" up and down the land. The fruit of that sowing depends upon the fertility of the ground... in this case, the receptivity of a particular audience to a selling message.

Here at WSAI, a sales message is not something to be grafted to a program. Our programming is built to sell products... to produce PURPOSEFUL TUNE-IN by the people who buy those products. We believe this purposeful tune-in is the radio equivalent of the paid subscription in printed media... that it produces the most sales for the advertising dollar.

Cincinnati time buyers know this...... that's why WSAI CARRIES MORE DEPARTMENT STORE ADVERTISING THAN ALL OTHER CINCINNATI STATIONS COMBINED!

CINCINNATI WSAI

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

March 22, 1948 • Page 51
Respects
(Continued from page 50)

tapped again later when the contract was re-drafted.
Mr. Meighan left J. Walter
Thompson after two years to be-
come vice president and general
manager of Scott Howe Bowen. His
successor at the Thompson agency
was Linne Nelson, who had been
his assistant as chief timebuyer.
At Bowen Mr. Meighan was
certified with having closed the first
exclusive station representation
contract in radio. By this time he
was building a reputation as a
providing traveler as well as a
phenomenal salesman. The firm
represented stations all over the
U. S. and Mr. Meighan felt obliged
to visit each of them as often as possible.
The game of cross-country bad-
minton with himself as shuttle-
cock told on him presently. He was
hurrying to keep a date at the Wal-
dorf-Astoria in New York one day in
the spring of 1900 when he col-
lapsed within sight of his goal. As
he sometimes remembers it, when
he regained consciousness he was
heading the radio department for
a rather fabulous advertising fig-
ure named J. Sterling Getchell.
Actually, his dramatic fade-out at
the Waldorf was followed first by
a restful interlude in Bermuda, where his doctor sent him.
He left J. Sterling Getchell after
about six months for a post as
account executive with CBS Radio
Sales. Five years later he was
named eastern sales manager of
Radio Sales, and in August 1945
was appointed vice president in
charge of station administration,
which includes executive supervisi-
on Columbia's owned-and-operated
stations. In January 1948 Mr. Meighan
was elevated to his present post
and became a general executive of
CBS.

Although this job involves scrutiny of a great many other
departments of the network, he has
retained his early interest in sales
and arranging happy meetings of
"people with money and people
with ideas," or with merchandise,
or sizable services. Currently he is
devoting much time to development of
ways and means to bring more
sales to the network.
In spite of the increasing pres-
sure of his network duties, he still
keeps fingers in a number of wildly-
varied extracurricular pies.

Supports Others
For many years Mr. Meighan has
acted as middleman for inventive
but non-commercial geniuses with
great ideas but not enough money to
back them. One of the inventors he
steadied in the direction of capital
was Victor Victor, the redundant
Russian mentioned in the opening
paragraph, who had devised a
method of producing lumberous
gangs. Mr. Meighan—or "One-Percent"
Meighan as he is known in inven-
tive circles—owns a piece of that
patent, and also a share of the
rights to a patented hatband de-
scribed merely as revolutionary.
The son of a doctor, Mr. Meighan
always has had a keen interest in
medical science. He reads widely in
that field and has been known to astonish luncheon companions
with fragments of medical lore tossed
off between courses.
Politics has been a hobby of his
for some years. For eight years he
was acting mayor of Mamaroneck,
N. Y., where he was born in 1906,
and has held positions in both
Republican and Democratic
affairs there.
He was married seven years ago
to the former Maryelaine Pryor, of
Scarsdale, N. Y. The Meighans and
their young daughters, two-and-a-
half-year-old Melissa and five-and-
a-half-year-old Deborah, have just
returned from a visit to Mamaroneck, where there have been Meighans since 1725.
Mr. Meighan is a member of the
Larchmont Yacht Club, the Yale Club
and Delta Kappa Epsilon. He is a
director of the Knicker-
bocker Savings and Loan Assn.,
an activity which provides further
exercise for his theories about
people with money and people with ideas.

Clifford E. McFadden

CLIFFORD E. McFADDEN, 41, supervisor of production and traffic
for J. M. Mathes Inc., New York,
died suddenly March 15 in his
office. Mr. McFadden, who joined
the agency in 1938, lived in Ridgefield,
Conn.

Page 52 • March 22, 1948
The Voice of America gives other nations a full and fair picture of American life, aims and policies, plus factual news of the world and the United States.

Broadcast in twenty-three languages, these programs blanket Europe, Latin America and the Far East, with a potential radio audience of more than 150,000,000 persons.

Of the thirty-two hours of daily broadcast, approximately one-fourth of the time is devoted to news, one-half to additional comment and informational programs, and the remainder to music and entertainment.

A substantial part of these daily programs is recorded and, due to the excellent quality of these transcriptions, such recorded portions cannot be distinguished from the live transmissions.

Today, as from the beginning, the recorded parts of these broadcasts are on AUDIODISCS.

**VOICE OF AMERICA!... ON AUDIODISCS**

The Voice of America gives other nations a full and fair picture of American life, aims and policies, plus factual news of the world and the United States.

Broadcast in twenty-three languages, these programs blanket Europe, Latin America and the Far East, with a potential radio audience of more than 150,000,000 persons.

Of the thirty-two hours of daily broadcast, approximately one-fourth of the time is devoted to news, one-half to additional comment and informational programs, and the remainder to music and entertainment.

A substantial part of these daily programs is recorded and, due to the excellent quality of these transcriptions, such recorded portions cannot be distinguished from the live transmissions.

Today, as from the beginning, the recorded parts of these broadcasts are on AUDIODISCS.

**AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.**

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodes are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.
Radio Acceptance Poll Rates College Honor

the same show), Dennis Day and Don Wilson (Jack Benny program).

Least Acceptable Programs—Bob Hope and Jim Backus shows.

Least Acceptable Performers—Eliot Lewis (of Fitch Bandwagon) and Vera Vague (of hope show).

College student monitors also took the Fitch Bandwagon to task for its "barely acceptable" program of Feb. 15 which brought such ball sheet comments as "bad taste for radio ... definitely not suitable for children listeners ..." Reference was made to one instance in the script which utilized a questionable play on words.

WLVA Wins Prize

FIRST PRIZE for stations in the General Mills - Admiral Radio "Name a Bike" contest, conducted on ABC's Jack Armstrong, was awarded to WLVA Lynchburg, Va., in a special broadcast March 4. WLVA took first place by having more winners per radio family than any other station over which the program is aired. E. H. Wilson, representative of General Mills, presented a check for $125 to Philip F. Allen, WLVA general manager, during the broadcast. Mr. Allen, in turn, presented the check to Walter C. Chapman, executive director for Virginia Society for Crippled Children. The money will be used in the society's annual Easter Seal sale for funds to carry on its work, Mr. Chapman stated.

"Passing Parade"

JOHN NESBITT'S Passing Parade, which started as a Mutual co-op on Feb. 2, has been sold thus far to 67 stations, the network said last week. Before the end of March more than 100 local advertisers will be participating in the show, according to Bert Hauser, MBS director of co-ops.

McGEE DEGREE

JIM and Marian Jordan—Fibber McGee and Molly of long-standing radio fame—will receive honorary degrees April 15 for their "outstanding good taste and all-round family entertainment." The degrees (doctors of law) will be conferred by St. Joseph's of Indiana at Covington, Ind., tabulation headquarters of the Radio Acceptance Poll, which terminates next month.

While the honors will be based in part upon their RAP showing to date, they will be extended chiefly in recognition of the "good taste" which has characterized the couple's 25 years of entertainment, according to the Rev. Henry A. Lucks, St. Joseph's president.

Simultaneously, RAP headquarters announced the Fibber McGee and Molly show as the "most acceptable" from a good taste standpoint after 10 weeks of ballots. No details for that week were disclosed. Cumulative ratings based on 19 weeks of ballots (up to and including Feb. 21) showed programs and individual performers ranked in the following order:


Most Acceptable Performers—Molly, Harlow Wilcox, Fibber (of General Mills).
You get two complete transmitters...

...when you buy the Western Electric 10KW FM!

In this 10 kw transmitter the 1 kw driver is your standby equipment. If your final amplifier or its power supply should fail, a simple operation (taking less than a minute) puts you back on the air—with the driver itself as your emergency transmitter!

This Western Electric feature gives you still another safeguard against off-the-air time. If your main source of power fails, your emergency power source may be too small to handle a 10 kw transmitter. In that case, just cut back to 1 kw operation!

This is only one of many reasons why you should consider Western when you go to 10 kw FM. For complete information, please call your local Graybar Broadcast Representative—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
—QUALITY COUNTS—

WATTS 50,000 THE 1879.

REMUS: "Listen Most" to WHO (during daytime) 8.9% to Station B!

50,000 Watts DES MOINES
Free & Peters, Inc. Representatives

WBAL-TV Will Air 9 Network Shows
WBAL-TV Baltimore, which joined NBC March 11 as the fifth station on the East Coast network, is to carry nine NBC video network commercial programs. Several of the programs already are seen on WBAL-TV. The complete listing, with the starting dates, follows:

March 12—Sports Films, sponsored by U. S. Rubber Co., New York, 8:15 p.m.; Sports Reports, Brown & Williamson Tobacco Corp., Louisville, 8:25-8:30 p.m.; Neureel, General Electric Co., Schenectady, N. Y., 9:10 p.m.; world wrestling, NBC's "Ring of Steel," Chicago, 9:30-10 p.m.; Lubricum, New York. He has been with agency since 1944.

WILLIAM ZERWECK, former sales supervisor of Paris and Pearl, New York, has joined Westinghouse Electric & Radio Corp., New York, as head of production department.

WILLIAM D. WHITE, formerly with CFBF Toronto, where he handled station operation for ten years, has joined Benton & Bowles, New York, to head Canadian station operations. His newest assignment also will include handling of Procter & Gamble Canadian radio activities.

JEAN STAPLETON, who has been associated with CLAUDE BARRERE in his new program representation agency, has taken leave of absence to accept part of Myrle Mae in Frank Pay Co. production of "Harvey" on tour.

PARK HAY, vice president of the sports division of Swenson & Edwin Co., New York, with whom he has been associated for seven years, has resigned, effective March 31.

RALPH H. WHITAKER Co., new advertising agency specializing in television, has been formed by RALPH H. WHITAKER, who last week announced his resignation from ABC. The agency, 150 East 55th St., New York, is to open April 15. Mr. Whitaker has been account executive with ABC for the past ten years and previously was an executive of Kon & Eckhardt, New York. He also has been with the Curriculum Co. and the McCall Corp.

Mr. Whitaker is joined by FRANK L. WOODRUFF, producer and director of "This Is Hollywood" and "This Is Broadway" with J. Walter Thompson Co., New York. Mr. Woodruff has handled new West Coast office radio director. He is joined by MANN HOLINGER, first vice president in charge of advertising for the agency.

FRIEDLANDER & MEYER, New York, has moved from 320 E. 42nd St. to 32 W. 42nd St. Telephone: Longacre 7-7649.

W. H. FLEISCHMAN, formerly with McCann Adv. Ltd., Montreal, as account executive and public relations counsel to National Council of the Baking Industry, has joined Benton & Bowles, New York, as account executive.

WILSON W. CROOK, head of Crook Adv. Co., Dallas, was elected president of the Dallas Rotary Club.

SANFORD Adv., New York, has been formally opened at 155 E. 18th St., according to its president and manager, HOWARD SANFORD.

FRED GARDNER Co., New York, is running weekly series of ads promoting their agency in advertising trade press.

RALPH ALLRUD and WILLIAM LAL- LEY have joined copy staff of G. M. Bradford Co., New York. Both are new to the agency. J. W. BENES, radio director of McDaniel, Fisher & Spelman, advertising, Akron, Ohio, and freelancer at WAKR Akron, Ohio, has rented both these posts to enter West Coast radio.

FRED STICKEL, former assistant production supervisor for Campbell-Ewald Co., Detroit for nine years, has been appointed manager of Grant Adv., Detroit office.

MUTUAL—Don Lee "Heart's Desire" show, previously televised three times weekly on WLAG Los Angeles, starting March 13 is being put on an additional day weekly. The show also started two-minute weekly "Message to Veterans" strip to precede telecasting of boxing bouts.
Handiest MIKE ARRANGEMENT YOU'VE EVER SEEN

From up there to down here is just one s-w-e-e-p.
When your microphone is mounted on the Dazor Floating Arm, you get the flexibility of a hand instrument without the weight of holding one. A touch of the fingers floats the mike from the tall to the short speaker, from announcer to soloist, from interviewer to guest. Once it's placed, the mike remains in that position without fastening of any kind, due to a patented enclosed spring force.

The Dazor pedestal model, illustrated above, extends the reach of the emcee in the studio, auditorium or night club...gives him the welcome feeling that he is free from mechanical chores...keeps him on top of the program. A universal model, fastened to table, desk or speakers' stand, provides similar assurance for the individual broadcaster or small group.

Plane, train and police dispatchers—who want hands free for writing, typing or chart operations—lose no time with mikes that are readied or pushed back in an instant. In addition to supporting the microphone of your choice, the Dazor Floating Arm can be individualized to meet any space or mounting limitations peculiar to your layout.

Phone Your Dazor Distributor for details. If you wish the name of this helpful supplier, write Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo. In Canada address inquiries to Amalgamated Electric Corporation Limited, Toronto 6, Ontario.
Chapin Promoted By General Foods

HOWARD M. CHAPIN, formerly sales and advertising manager of the Jell-O Minute Division of General Foods, has been promoted to director of advertising for the General Foods Corp., replacing Mrs. E. B. Myers, who has retired.

This was announced last week by Charles G. Mortimer Jr., General Foods marketing vice president, who said that Mrs. Myers has agreed to handle special assignments for him during the rest of 1948. Mrs. Myers joined the firm in 1930, serving successively as director of Consumer Service, product merchandising manager, and advertising director.

Mr. Chapin joined General Foods in 1929 as export advertising manager, and in 1937 was named assistant to the president of the former General Foods Sales Co., Inc. He was an associate advertising manager of the Maxwell House division, and later that year was assigned to the Jell-O Minute Division.

Pabst TV Film

ONE time video film productions are being undertaken by Pabst Sales Co. (Blue Ribbon Beer) for free distribution to television stations throughout the country. Featuring the story behind the introduction of the Eddie Cantor Show, film is budgeted at $18,000,000. Star will direct picture which is expected to run 20 minutes. No direct commercials are to be used; plan is only to insert product for recognition purposes without any attempt made at direct pitch.
you get stars like these

PEGGY LEE
JAN GARBER
KING COLE TRIO
JOHNNY MERCER
PAUL WESTON
REX MAUPIN
DUKE ELLINGTON
TEX RITTER
MERLE TRAVIS...and 40 others

you get programs like these

MUSIC FROM HOLLYWOOD
SUNDAY SALON
JUKE BOX REVIEW
HAYLOFT JAMBOREE
SUNSET & VINE
MY SERENADE
DINNING SISTERS
ALVINO REY...and 19 others

easiest way to
SELL TIME

Offer Sponsors Big-Audience Programs
With Small-Cost Price Tags

No wonder more than 300 stations have gone all out for Capitol's
Transcription Service. It offers so much! Star names, sure-fire programs—
yes! And more: a Vinylite library of 3000 selections of almost every type,
with 50 more added each month. 35 hours of material (27 programs)
every week. Flexibility! Easy to make up special programs for any sponsor.
Voice tracks of stars (they "chat" with your announcer) and musical
backgrounds for commercials. Finished, polished programming—the appeal of
a live show. Big program format book tells all about stars, numbers, timing, etc.
Easy-file cabinets have 3-way cross index. You locate anything—presto!

Sell time easier, faster. Be wise—Capitol-ize on Capitol's many
selling features. Investigate today!

free! Demonstration record and
complete details. Send name, address,
and position on station letterhead.
Address: Capitol, Sunset & Vine,
Hollywood 28, California

BROADCASTING • Telecasting
March 22, 1948 • Page 59
Allied Arts

COME AND SEE

SONOCRAFT

FIVE MINUTES FROM IRE CONVENTION HEADQUARTERS

Representing the Products of:

- ALTEC LANSING CORP.
- BRUSH DEVELOPMENT CO.
- MINNESOTA MINING & MFG. CO.
- PRESTO RECORDING CORP.
- REK-O-KUT CO.

...AND A FULL LINE OF ACCESSORIES

Available Now at:

SONOCRAFT COMPANY, INC.

45 W. 45th St.

NEW YORK 19, N. Y.

BRYANT 9-8997

(Between 5th Avenue and Avenue of the Americas)
Deadly Partner of Fire!

Roaring fire + blind terror + ignorance of what to do = PANIC...treacherous killer!

In America's never-ending parade of fires, panic claims hundreds of tragic victims year after year—in homes, apartments, hotels, public places.

Fire in all its terrible phases kills nearly 1000 people a month! Most of them die not in spectacular blazes but in small fires that never make the headlines. It is a shameful picture.

Learn what to do in case fire ever traps you—and you'll have a better chance to escape panic and get out alive.

A 48-state program to combat fires already has been launched by experts on fire, through The President's Conference on Fire Prevention.

Join this fight! Interest your school, your clubs, your local authorities in a program to stop fires in your community.

Follow these all-important rules at home: 1. Replace frayed electric cords and faulty appliances with new ones bearing the seal of the Underwriters' Laboratories. 2. Repair and clean heating and cooking equipment. 3. Avoid misuse of flammable liquids. 4. Be careful with matches and smoking.

Do your part—and you'll help halt fire and all its deadly partners!

Send right now for the booklet "Report on Research," which points out the causes of fire panic, and outlines ways your community can protect itself against fire. Address: The President's Conference on Fire Prevention, Washington, D. C.

* * *

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

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!
Broadcast men through the years have been generous in informing us of their exact likes in audio equipment. When asked, "what is your pet peeve about all makes of broadcast station audio equipment" they were quick to reply, "lack of quick accessibility to all parts in case of trouble."

So Gates men went to work. Eight engineers were asked to submit working models of their ideas of the most serviceable equipment possible to manufacture. As you might expect, there were eight different ideas, but on one they all agreed — parts-resistors, condensers, terminal strips, wiring, must be accessible from the front without removing the equipment from the cabinet; without removing style strips and without plug-in devices. From constructive suggestions of broadcast men to long thought-out action by Gates engineers, the Gates "SA" line of audio equipment was born.

This Year in the Swing's T

Gates
Radio Company
Quincy
Illinois

BRANCHES

Western Sales Office: 374 Hargrave Street, Inglewood, California;
222 East 10th St., Tulsa 4, Okla.; 2227 East 10th St., Tulsa, Okla.; 246 Baltimore, Waterloo, Iowa.
Canadian Sales: Canadian Marconi Co., Montreal.

SA22: Casing Amplifier used in pre-checking before broadcasting. Self-contained speaker with curve pitched to penetrate using only low volume level. 8.34 rack space required.

SA8: Volume Indicator Panel designed to check 5 circuits by means of selector switch. 

10.44 V.U. range — 2 V.U. steps. Type 562 illuminated meter. Requires 7 rack space.
We at Gates feel there is no line of audio equipment that will even approach in quality, design ideas and longevity that of the "SA" series of equipment. The housing and front drop-down panel are of cast aluminum even to the hinges. You can reach every part, the very smallest, simply by opening the front door. The tubes and large transformers are on the back so they will not be in the way of some small part. Power transformers and reactors are designed for a maximum of 40 degree temperature rise inside a cabinet. Audio transformers are quad-shielded to produce and not just approach FM noise requirements. Filter capacitors in the large part plug in just in case of a line surge of undue proportions. Quality of materials is plainly evident. Thinking in design is dominantly noticeable. Even the instruction book has been engineered to tell you everything.

Not strangely, the long planning developed new and faster ways of construction which does not excessively price these definitely better "SA" equipments. Why not write today for the complete story on radio's newest and most modern audio equipment—the "SA" series of Gates Audio Amplifiers which is complete from preamplifier to multi-cabinet installations. Yes—they will be on display at the NAB Convention, May 17 in Los Angeles.

"G" YEARATES...in '48

SA7 Power Supply—for use with up to ten preamplifiers. Requires 7" rack space and delivers well filtered plate current and steady filament voltage.

SA66 General Purpose Amplifier—a multi-purpose line, monitor, audition and recording amplifier. Will bridge or couple low impedance to line. Three outputs, one padded for line. Requires 10 1/2" rack space.
March 12 Decisions...

DOCKET CASE ACTIONS

AM-1340 km
Announced proposed decision looking toward grant of application of Clearwater Pub. Co., Inc. for a new station at Clearwater, Fla., 1540 km 250 w unl. and denial of application of Leon County Pub. Co., Inc., seeking same facilities as Lakeland.

Petition Granted

Adopted order granting petition of Leon County Pub. Co., Inc., requesting immediate consideration of its motion to strike heard or in-process replies in opposition to the petition of Village Bostg. Co., Inc. so as to strike exceptions of Edwin Mead; dened motions to strike exceptions of Edwin Mead by Village Bostg. Co. and RKO General, Inc. and ordered Village Bostg. Co. Insofar as it requests to reopen for consideration of proposed decisions in Dockets 6262 et al and 850 et al.

BY COMMISSION EN BANC

AM-1329 kc
Frank A. Gandia, Rio Piedras, P. R.—Granted new license 1520 km 250 w unl.; engineering cond.

The Master Bostg. Corp., Rio Piedras, P. R.—New station 1140 kc 1 kw D-O.

KGBS Harlingen, Tex.—For hearing application to change frequency to 1240 to 880 kilocycles from 1250 to 250 w to 5 w change, trans. location and calls and for location of a new station at Freeport, Texas, and made RKO Denver party to proceedings.

KCRC Ruid, Okla.—For hearing application for permit to change frequency of station KCRC from 1 to 5 kw and install new trans.

AM-1096 kc
KING Seattle, Wash.—Granted petition to remove power from 700 kw to 75 kw and to make changes in DA-DN and install new station at Tacoma.

Petition Granted

WRNY New York, N. Y.—Granted in part petition of WRNY to sever from commission proceedings in re applications of WCBM et al its application for CP for 100 kw from 1 to 5 kw on D 600 w-n D-A, and hours from D to U for new trans. on said application of WRNY be reduced from 20 hours to 14 hours and place and times to be designated by Commission for determination on certain stipulated issues.

Petition Denied

KTFA Pharr, Tex.—Adopted memorandum opinion and order denying petition of KTVX television Commission to set aside order of Aug. 21, 1947, granting new license to Continental TV Station, Inc., for new station at Pharr, Tex. with application of Continental TV Station, Inc. for change of frequency from 1250 to 1150 kc, power from 5 kw to 10 kw and install DA.

The Toledo Blade Co., Toledo, Ohio—Designated for consolidated hearing application of Martiner-Rodrigues Bostg. Co. for new station at Toledo, Ohio, with application of WEMB for mod. CP to change of frequency from 1220 to 1150 kc, power from 5 kw to 10 kw and install DA.

WTVX Columbus, Miss.—Designated for hearing application for CP to change from 1070 kc to 850 kc, increase to 10 kw, change trans. location, install new trans. and DA-DN; and ordered that said petition be heard in Pharr, Texas, June 1 to 3.

WMMW Meriden, Conn.—Designated for consolidated hearing application of Maplewood Bostg. Co., change of hours from D to U, install DA and change trans. location.

Petition Granted

KTTC Fresno, Calif.—Granted petition in part to set aside Commission's action of Dec. 15, 1947, granting application of Yuma-Phoenix Bostg. Co. for new station at Woodland, Calif. to be mod. to subject proceeding to mandatory hearing at Woodland, Calif. to what ever interference, if any, it may receive from proposed operation of KTTC at Fresno as 50 kw.

Fresno Merger

Adopted order granting merger (for hearing), granting joint petition of J. E. Rodman and Tulare-Kings Counties Radio Assoc. for change of facilities of KFPR Fresno, Calif., from 1340 to 970 kc.

(2) Removed from hearing docket and dismissed at request of applicant, application to change facilities of KFPR Fresno, Calif., from 1340 to 970 kc.

(2) Removed from hearing docket and application to change facilities of Tulare-Kings Counties Radio Assoc. for CP to change facilities of station KTKC to increase power to 5 kw on station, site and move main antenna from Fresno to Fresno, Calif., cond.

(2) Granted applications for consent to assignment of CP for FM station KRPN Fresno, Calif., assignment of license and CP for AM station KTKC. (1) Granted petition to reverse and make changes in proposed findings in re applications of Edwin Mead, J. E. Rodman and Tulare-Kings Counties Radio Assoc. respectively, to California Inland Bostg. Co., newly formed corporation composed of Rodman and Tulare-Kings.

Further ordered that Commission's action in granting said petition and applications is subject to further conditions that (1) upon consummation of assignment of license and CP for AM station KTKC to California Inland Bostg. Co., Tulare-Kings Counties Radio Assoc. shall within 10 days thereof surrender to Commission CP for Fresno, Calif. for new station KRPN Fresno, Calif. (2) upon commencement of program tests for KFPR Fresno, Calif. for new station, it shall be at the discretion of Edwin Mead, J. E. Rodman and Tulare-Kings Counties Radio Assoc. to increase power from present to future, and subject to further conditions that (1) in proceeding for grant of new station site and facility of said station, the decision of the court shall be immediately reversed.

Further ordered that Commission's action in granting said petition and applications is subject to further conditions that (1) upon consummation of assignment of license and CP for AM station KTKC to California Inland Bostg. Co., Tulare-Kings Counties Radio Assoc. shall within 10 days thereof surrender to Commission CP for Fresno, Calif. for new station KRPN Fresno, Calif. (2) upon commencement of program tests for KFPR Fresno, Calif. for new station, it shall be at the discretion of Edwin Mead, J. E. Rodman and Tulare-Kings Counties Radio Assoc. to increase power from present to future, and subject to further conditions that (1) in proceeding for grant of new station site and facility of said station, the decision of the court shall be immediately reversed.

Further ordered that Commission's action in granting said petition and applications is subject to further conditions that (1) upon consummation of assignment of license and CP for AM station KTKC to California Inland Bostg. Co., Tulare-Kings Counties Radio Assoc. shall within 10 days thereof surrender to Commission CP for Fresno, Calif. for new station KRPN Fresno, Calif. (2) upon commencement of program tests for KFPR Fresno, Calif. for new station, it shall be at the discretion of Edwin Mead, J. E. Rodman and Tulare-Kings Counties Radio Assoc. to increase power from present to future, and subject to further conditions that (1) in proceeding for grant of new station site and facility of said station, the decision of the court shall be immediately reversed.

Further ordered that Commission's action in granting said petition and applications is subject to further conditions that (1) upon consummation of assignment of license and CP for AM station KTKC to California Inland Bostg. Co., Tulare-Kings Counties Radio Assoc. shall within 10 days thereof surrender to Commission CP for Fresno, Calif. for new station KRPN Fresno, Calif. (2) upon commencement of program tests for KFPR Fresno, Calif. for new station, it shall be at the discretion of Edwin Mead, J. E. Rodman and Tulare-Kings Counties Radio Assoc. to increase power from present to future, and subject to further conditions that (1) in proceeding for grant of new station site and facility of said station, the decision of the court shall be immediately reversed.

Further ordered that Commission's action in granting said petition and applications is subject to further conditions that (1) upon consummation of assignment of license and CP for AM station KTKC to California Inland Bostg. Co., Tulare-Kings Counties Radio Assoc. shall within 10 days thereof surrender to Commission CP for Fresno, Calif. for new station KRPN Fresno, Calif. (2) upon commencement of program tests for KFPR Fresno, Calif. for new station, it shall be at the discretion of Edwin Mead, J. E. Rodman and Tulare-Kings Counties Radio Assoc. to increase power from present to future, and subject to further conditions that (1) in proceeding for grant of new station site and facility of said station, the decision of the court shall be immediately reversed.

Further ordered that Commission's action in granting said petition and applications is subject to further conditions that (1) upon consummation of assignment of license and CP for AM station KTKC to California Inland Bostg. Co., Tulare-Kings Counties Radio Assoc. shall within 10 days thereof surrender to Commission CP for Fresno, Calif. for new station KRPN Fresno, Calif. (2) upon commencement of program tests for KFPR Fresno, Calif. for new station, it shall be at the discretion of Edwin Mead, J. E. Rodman and Tulare-Kings Counties Radio Assoc. to increase power from present to future, and subject to further conditions that (1) in proceeding for grant of new station site and facility of said station, the decision of the court shall be immediately reversed.

Further ordered that Commission's action in granting said petition and applications is subject to further conditions that (1) upon consummation of assignment of license and CP for AM station KTKC to California Inland Bostg. Co., Tulare-Kings Counties Radio Assoc. shall within 10 days thereof surrender to Commission CP for Fresno, Calif. for new station KRPN Fresno, Calif. (2) upon commencement of program tests for KFPR Fresno, Calif. for new station, it shall be at the discretion of Edwin Mead, J. E. Rodman and Tulare-Kings Counties Radio Assoc. to increase power from present to future, and subject to further conditions that (1) in proceeding for grant of new station site and facility of said station, the decision of the court shall be immediately reversed.
March 16 to April 1 at Wilkes-Barre, in rerere television laboratories. Dept. 9879 and 9880.

George M. Hughes, Florence, S.C.—Granted petition to leave to amend its application to specify 940 kc in lieu of 760 kc etc.

Continued consolidated hearing on applications of Endit Bosf Co., Enid, Okla., and Leaders Pub. Co., Guthrie, Okla., from March 15 to March 20 at Guthrie and Enid, respectively.

Continued hearing on applications of Charles W. Emmett Jr. Morgan City, La., from March 11 to March 31.

Granted petition of WFAT Paterson, N.J., for continuation of consolidated hearing scheduled for March 11, to April 5, re objections to application and that WWFD Frederick, Md., is a station.

JAMOT Bote Corp., Detroit, Mich. —Denied petition to leave to amend its application to specify 1120 kc 5 kw-D, 1.5 kw-N, unlicensed, in lieu of 680 kc 250 w-D.

Granted in part joint petition of five applicants for TV stations in Cleveland, for continued consolidated hearing from March 18 to May 24 at Cleveland.

March 12 Applications...

ACCEPTED FOR FILING

AM—1080 kc Southland Broadcasting Co., Atmore, Ala.—CP new standard station 1080 kc 250 w.

AM—900 kc Redline Best. Inc., Georgetown, Del.—CP new standard station 900 kc 1 kw DA-D.

Modification of CP

WOLO Orlando, Fla.—CP. CP change frequency etc. for extension of completion date.


License for CP

KXSM Morgan City, La.—License to cover CP new standard station.

AM—1320 kc Davis Broadcast Inc., Lewiston, Me.—CP new standard station 1320 kc 250 w. AMENDED to change frequency to 1320 kc, change power to 500 w.

Bunker Hill Best. Inc., Boston—CP new standard station 950 kc 1 kw D. Request facilities of WORLD Boston. AMENDED to change frequency to 950 kc, change power to 500 w.

AM—1400 kc Benjamin Bosf. Co., Boston—CP new standard station 1400 kc 550 w. Request facilities of WORLD Boston. AMENDED to change frequency to 1400 kc, change power to 550 w.

AM—1490 kc Best J. Sinning, Alliance, Neb.—CP new standard station 1490 kc 250 w.

AM—990 kc KOB Albuquerque, N.M.—Extension of SBA 770 kc 25 kw-N/50 kw-D. AMENDED to change frequency to 770 kc 25 kw-N.

AM—1230 kc Belen Best. Inc., Belen, N.M.—CP new standard station 1230 kc 250 w.

PAL—45 kc Washington, D.C.—CP change frequency etc. to change from DA-DN to DA-N and for extension of commencement of operation dates.


AM—1320 kc A. M. Respondel, Cuero, Tex.—CP new standard station 1320 kc 250 w.

AM—1400 kc WJW-FM Macca, Mo.—Modification of CP new FM station for extension of completion date.

WFJZ Freeport, Ill.—Same.

KCFY-FM Council Grove, Ia.—Same.

WEXL-FM Royal Oak, Mich.—Same.

KUBR St. Louis, Mo.—Same.

Modification of CP

WNAL-FM Macedon, Ga.—CP new FM station to change antenna height above average terrain from 2 ft. to 14 ft. and make changes in antenna system.

Exp. TV Relay

WBEN Inc., Area Buffalo, N. Y.—CP new experimental television station on 6950-6975 mc 0.1 kw. emission special for FM and broadcast in accordance with Secs. 4.132(b) and 4.163. Also CP new remote pickup station at 125.75, 152.75, 152.99, 153.47 mc 50 w. emission special for FM. hours in accordance with Sec. 4.46.

Modification of CP

WNHC-TV New Haven, Conn.—CP, which authorized new commercial television station to transmit ERP from 1.8 kw, au. 0.9 kw to 18.9 kw, 9.45 kw.

TV—60-66 mc

Uteca Observer-Diaper Vnct., Utica, N. Y.—CP new commercial television station on Channel 3, 68-66 mc, ERP 15.5 kw. authorized 7.75 kw. ein.

TV—194-210 mc

West Virginia Best. Corp., Wheeling, W. Va.—CP new commercial television station on Channel 12, 204-210 mc, ERP 32.6 kw, au. 17.1 kw ein.

Modification of CP

KRLD-TV Dallas, Tex.—CP. CP new commercial television station to create ERP from 40 kw to 15.3 kw, au. not stated, extension of commencement and completion dates.

APPLICATION DISMISSAL

March 15 Decisions...

DOCKET CASE ACTIONS

FM—100.7 mc

Announced order granting application of Unity Corp., Inc. for Class B FM station at Springfield, Ohio, subject to approval by FAA of transmitter site and antenna structure, subject to Canadian objections within 15 days, and further subject to following channel assignment conditions: (1) 103.3 mc (Channel 261); ERP, 10 kw, height 175 ft. above average terrain. (Connor Jones voting for further hearing in this proceeding).

FM—105.3 mc

Announced order granting application of Unity Corp., Inc. for Class B FM station at Mansfield, Ohio, subject to approval by FAA of transmitter site and antenna structure, subject to Canadian objections within 15 days, and further subject to following channel assignment and conditions: (1) 105.3 mc (Channel 287); ERP, 7.25 kw; height 345 ft. above average terrain. (Connor Jones voting for further hearing in this proceeding).

Petitions Denied

Announced memoranda of opinion and order denying petitions filed by Mansfield Journal Co. requesting rehearing and other relief and recalling replay of CP heritage issued to Richard Inc. for Class B FM station at Mansfield, Ohio.

March 15 Applications...

ACCEPTED FOR FILING

AM—1380 kc

Kansas City Best. and Television Co., Kansas City—CP new standard station 1380 kc 5 kw D. AMENDED to change name of applicant from Wendell Zimmerman, Carle J. Jones, Roy L. Morris and D. G. Garber, to Kansas City Best. and Television Co. Kansas City Best. Co., Inc.

AM—580 kc

Butterly Best. Inc., Billings, Mont.—CP new standard station 580 kc 5 kw D. AMENDED to change hours from D to UUni., install DA-N.

(Continued on page 78)
Population Soars Over 145 Million
UNDER STIMULUS of an unprecedented annual birth rate increase and a continuing low death rate, the population of the United States last year experienced a record annual increase and rose to a record high in excess of 145 million persons on Jan. 1, 1948.
According to estimates released March 10 by J. C. Capt, director of the Census Bureau of the Department of Commerce, the increase during 1947 amounted to approximately 2,667,000 persons, and exceeded the previous record increase of 1946 by approximately 400,000. During the period between April 1, 1940, date of the last census, and Jan. 1, 1948, the population increased by approximately 13,700,000 persons, or 10.4%.

Provisional estimates of the population, including persons in the armed forces overseas for recent months are as follows: Dec. 1, 1947, 144,949,000; Dec. 1, 1947, 145,149,000, and Jan. 1, 1948, 145,340,000. The great population increase during 1947, according to Mr. Capt, was due largely to the rise in the number of live births during 1947, which was placed at approximately 3,908,000, a record never equaled in this country in the past. Continuation of a low death rate and a net immigration of about 215,000 persons also contributed to the large population increase.

Johnny St. Leger, "captain" of Sibley's "Dawn Patrol," consults Warcie, the weather bird, for forecasts in mock broadcast before Sibley employs.

* * *

Speed FilmingPossible
With Portable Recorder

VIDEO PRODUCTION has gotten another boost with announcement of a portable wide-range tape recorder synchronized to film speed by William V. Stancil, head of the West Coast equipment firm bearing his name.

The unit, currently in production, may be used in shooting film as well as in projection of talking films, according to Mr. Stancil. The instrument, designed by Mr. Stancil, utilizes a perforated tape and introduces high fidelity of sound to narrower gauge films.

According to Mr. Stancil, the new recorders will retail for approximately $1,000.

DESPITE financial difficulties enplanes of Canadian Broadcasting Corp. receiving less than $5,000 a year are to receive a double annual increase on April 1, according to GBC General Manager Dr. A. Prigon. Increases are to take care largely of increased cost of living, and to take the place of another cost-of-living bonus.

Page 66 • March 22, 1948
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, Adams 2414</td>
</tr>
<tr>
<td></td>
<td>1339 Wisconsin Ave., N. W., Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>INTERNATIONAL BLDG. Dl. 1219 WASHINGTON, D. C.</td>
</tr>
<tr>
<td></td>
<td>PORTER BLDG. LO.8811 KANSAS CITY, MO.</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>PAUL A. deMARS ASSOCIATE, 1469 CHURCH ST., N.W. DE. 1234</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 5, D. C.</td>
</tr>
<tr>
<td></td>
<td>ROY S. MAY, 1422 F St., N.W. Kellogg Bldg., Washington, D. C. Republic 3994</td>
</tr>
<tr>
<td></td>
<td>HERBERT L. WILSON, 1025 CONNECTICUT AVE., N.W. WASHINGTON 6, D. C. NA 7161</td>
</tr>
<tr>
<td></td>
<td>WELDON &amp; CARR, 1605 Connecticut Ave., MI 4151</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas, 1728 Wood St., Riverside 3611</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE, DALLAS 5, TEXAS JUSTIN 6-6108</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer, Wash., D. C., 3459 24th St., S. E., TW 0251</td>
</tr>
<tr>
<td></td>
<td>Birmingham, Ala., P. O. Box 2468 6-5924</td>
</tr>
<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City, New Orleans</td>
</tr>
<tr>
<td></td>
<td>88 W. 62nd St., American Bk. Bldg.</td>
</tr>
<tr>
<td></td>
<td>Langsford 4-4059 Lake Charles, La. 6-1450</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218</td>
</tr>
<tr>
<td></td>
<td>ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>PREISMAN &amp; BISER</td>
<td>AAL, FM, Television</td>
</tr>
<tr>
<td></td>
<td>Allocation, Station Design</td>
</tr>
<tr>
<td></td>
<td>MANAGEMENT TRAINING ASSOCIATES, 2806 14th St., N. W.</td>
</tr>
<tr>
<td></td>
<td>Washington 10, D. C. ADams 7299</td>
</tr>
<tr>
<td>A. R. Bitter</td>
<td>CONSULTING RADIO ENGINEERS</td>
</tr>
<tr>
<td></td>
<td>622 Madison Avenue TOLEDO 4, OHIO</td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>3524 South Henderson</td>
</tr>
<tr>
<td></td>
<td>Telephones 4-6440</td>
</tr>
<tr>
<td></td>
<td>Fort Worth, Texas</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td></td>
<td>Specializing in Broadcast and Allocation Engineering</td>
</tr>
<tr>
<td></td>
<td>Warner Building, Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td>Telephone National 7757</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>GEORGE C. DAVIS</td>
</tr>
<tr>
<td></td>
<td>500-114 Munsey Bldg. - District 6404</td>
</tr>
<tr>
<td></td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>LOHES &amp; CULVER</td>
</tr>
<tr>
<td></td>
<td>MUNSEY BUILDING DISTRICT 2119</td>
</tr>
<tr>
<td></td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td>RAYMOND B. ROTHROCK</td>
<td>GARO W. RAY</td>
</tr>
<tr>
<td></td>
<td>901 BROAD STREET</td>
</tr>
<tr>
<td></td>
<td>LOC 8-3059</td>
</tr>
<tr>
<td></td>
<td>BRIDGEPORT, CONNECTICUT</td>
</tr>
<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>ANDREW CORPORATION</td>
</tr>
<tr>
<td></td>
<td>1146 Briarcliff Pl., N.E. ATwood 3328</td>
</tr>
<tr>
<td></td>
<td>363 E. 79TH ST. TRIMBLE 4406</td>
</tr>
<tr>
<td></td>
<td>CHICAGO 18, ILLINOIS</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>CHAMBERS &amp; GARRISON</td>
</tr>
<tr>
<td></td>
<td>1519 Connecticut Avenue</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td></td>
<td>Michigan 2261</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>JOHN CREUTZ</td>
</tr>
<tr>
<td></td>
<td>837 17TH ST., N.W. RE. 2008</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td></td>
<td>GUY C. HUTCHESON</td>
</tr>
<tr>
<td></td>
<td>1100 W. ABRAM ST. PHONE 1218</td>
</tr>
<tr>
<td></td>
<td>ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td></td>
<td>Dixie Engineering Co.</td>
</tr>
<tr>
<td></td>
<td>T. P. Miller</td>
</tr>
<tr>
<td></td>
<td>R. L. Easter</td>
</tr>
<tr>
<td></td>
<td>I. H. Willis</td>
</tr>
<tr>
<td></td>
<td>Telephone 2-2742</td>
</tr>
<tr>
<td>GILLE BROS.</td>
<td>1100 LILLIAN WAY GLADSTONE 0120</td>
</tr>
<tr>
<td></td>
<td>HOLLYWOOD, CALIFORNIA</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N.W. STERLING 7932</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td></td>
<td>Dixie Engineering Co.</td>
</tr>
<tr>
<td></td>
<td>T. P. Miller</td>
</tr>
<tr>
<td></td>
<td>R. L. Easter</td>
</tr>
<tr>
<td></td>
<td>I. H. Willis</td>
</tr>
<tr>
<td></td>
<td>Telephone 2-2742</td>
</tr>
<tr>
<td></td>
<td>COLUMBIA 1, S. C.</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>1605 Connecticut Ave., MI 4151</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas, 1728 Wood St., Riverside 3611</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE, DALLAS 5, TEXAS JUSTIN 6-6108</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
</tr>
<tr>
<td></td>
<td>837 17TH ST., N.W. RE. 2008</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>837 17TH ST., N.W. REPUBLIC 2018</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>3524 South Henderson</td>
</tr>
<tr>
<td></td>
<td>Telephones 4-6440</td>
</tr>
<tr>
<td></td>
<td>Fort Worth, Texas</td>
</tr>
<tr>
<td>ROBERT M. SILLSMAN</td>
<td>CONSULTING RADIO ENGINEER</td>
</tr>
<tr>
<td></td>
<td>Specializing in Antenna Problems</td>
</tr>
<tr>
<td></td>
<td>1011 New Hampshire Ave., RE. 6446</td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
</tr>
</tbody>
</table>
TIME AND PROGRAM SALESMAN ACCOUNT EXECUTIVE

Here's an opportunity for the right man to make a key spot for himself in the mid-west 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 fully, covering experience, personal data and salary required.

Box 944 BROADCASTING

Salesmen. Experienced or learn radio sales with opportunity in all phases of radio. Drawing account against commission. WRBQ, Gardner, Mass.
CASTING.

Program director—Young, single, college graduate. Seek place on staff of up-and-coming station. Must be available to fill a sizeable position. Versatility, experience, ideas—and that’s the “do the job right” box. 993, BROADCASTING.

Continuity, writer, director—Young, single, college graduate. Professional, aggressive. Excellent vocal quality. Room to grow. 967, BROADCASTING.

Mistress-farmer. Unusual fellow—Can combine farming experience: 11 years piano, piano; Pictor in Pacific Northwest. Farm experience—Degraded, 8 years running my own farm. Just out of the “break” Audition disc? Yes, but a family farm prevents me from wanting to go where prospects are steady. 901, BROADCASTING.

New opportunity wanted. Five years in radio have taught me the value of a lot of things. Can present two job offers, as program director in national and local stations. Will be interested in any reasonable proposition. 932, BROADCASTING.

Public relations representative for large and small stations. Excellent experience and capabilities. Good writing, program-production, salesmanship, writing, publicity and promotion, de-

Program director—6 years programming, production, news, special events, 2 years as executive, Top references. Midwest. 857, BROADCASTING.

Veteran White House correspondent as well as copywriter-an- nouncer-expert. Offers public relations, writing, good reference. Will present a good reference and connection with station in South, East, Midwest or West. 902, BROADCASTING.

Young woman, 28, single. 11 years experience in radio scripting, programming, and announcing. Excellent writing, publicizing and promotion, de-

Willing to gamble $25 a week on a hard -working, go-getter. Ideal! Continuity, pro-

Young woman wants writing, announcing, music job in home state Mon- 

A-1 program director with fine reputa-

Neat, clean job. Must work with station staff, be pleasant to know, be a hard hitter, be a good programmer. 600, BROADCASTING.

Production-Engineering, others

Production-program director—Has made enviable record on AM-FM network affiliate, now seeking better connection. Fine production background. Box 3, BROAD-

Tired of specialists who can’t handle routine? Top-notch engineer live a radio “ninja.” Over four years experience before and behind mike at key WYZ-YM, Single, Union, Colby, Cambridge, Mass. $650.00. Box 964, BROADCASTING.

Program director, announcer, producer. Twenty years radio experience. Must have own facilities. 15 years in sales, agency experience. Superlative showmanship. "Veteran" wants break. Box 983, BROADCASTING.

Young veteran, seeks complete educ-

Desire employment. Radio training, 10 years experience, $5000 gross income, 3 yr. experience. Good all around ability. 903, BROADCASTING.

Continuity, writer, director—Young, single, college graduate. "Do the job right." 992, BROADCASTING.

Mistress-farmer. Unusual fellow—Can combine farming experience: 11 years piano, piano; Pictor in Pacific Northwest. Farm experience—Degraded, 8 years running my own farm. Just out of the “break” Audition disc? Yes, but a family farm prevents me from wanting to go where prospects are steady. 901, BROADCASTING.

New opportunity wanted. Five years in radio have taught me the value of a lot of things. Can present two job offers, as program director in national and local stations. Will be interested in any reasonable proposition. 932, BROADCASTING.

Public relations representative for large and small stations. Excellent experience and capabilities. Good writing, program-production, salesmanship, writing, publicity and promotion, de-

Program director—6 years programming, production, news, special events, 2 years as executive, Top references. Midwest. 857, BROADCASTING.

Veteran White House correspondent as well as copywriter-an- nouncer-expert. Offers public relations, writing, good reference. Will present a good reference and connection with station in South, East, Midwest or West. 902, BROADCASTING.

Young woman, 28, single. 11 years experience in radio scripting, programming, and announcing. Excellent writing, publicizing and promotion, de-

Willing to gamble $25 a week on a hard -working, go-getter. Ideal! Continuity, pro-

Young woman wants writing, announcing, music job in home state Mon- 

A-1 program director with fine reputa-

Neat, clean job. Must work with station staff, be pleasant to know, be a hard hitter, be a good programmer. 600, BROADCASTING.

Production-Engineering, others

Production-program director—Has made enviable record on AM-FM network affiliate, now seeking better connection. Fine production background. Box 3, BROAD-

Tired of specialists who can’t handle routine? Top-notch engineer live a radio “ninja.” Over four years experience before and behind mike at key WYZ-YM, Single, Union, Colby, Cambridge, Mass. $650.00. Box 964, BROADCASTING.

Program director, announcer, producer. Twenty years radio experience. Must have own facilities. 15 years in sales, agency experience. Superlative showmanship. "Veteran" wants break. Box 983, BROADCASTING.

Young veteran, seeks complete educ-

Desire employment. Radio training, 10 years experience, $5000 gross income, 3 yr. experience. Good all around ability. 903, BROADCASTING.
TRANSMITTER.

For sale—New towers, any height, immediate delivery. We also erect and service towers, own truck to coast. Wire or phone 8503. John Greene, Mid-South Tower Company, Southern Pines, N. C.

230 ft. Truscon triangular self-supporting tower, complete with base insulators, top beam and traffic lights. New built and new lightning cage will make like new. Dismantled, ready for shipment FOR Dubuque, Iowa. Write or wire Dubuque Cable Service.

250 watt transmitter, WS 310-B. Adjusted for 250-100 watt operation. Includes micromanual. Extra power available immediately to highest bidder. WAT-T, Miami, Diamond Island.

For sale—Absolutely new Winchagger 3KFM, 44-40, including 4 1/2 lightning, 1 extra set metal earth anchors, 1 top guy set and mounting plates for 200 or 500 watt PAs. Also new General Electric type EY-4-A, 6 bay antenna complete for installation atop Winchagher type 300 tower. Tower, PA antennas both stored and ready for immediate delivery at cost price of $11,400. Write, wire or call collect, Chief Engineer, WORD, Spartanburg, S. C.

For sale—Federal 3 kw FM transmitter, in excellent condition. Available immediately or at a substantial saving.

Radio Station KWK St. Louis, Mo.


1000 watt Western Electric Type 355EI transmitter. In excellent condition. Available immediately. Write for complete data.

Radio Station KDAL Duluth, Minnesota.

CENSUS

A RELATIVELY LARGE increase in elderly persons will shrink demands for extreme styles in consumer goods in a population which will have reached 166,000,000 by 1975, according to conclusions reached in a forecast published by the Census Bureau.

The report was prepared by P. K. Whelpton, associate director of the Scripps Foundation for Research in population problems, Miami, Ohio, and the assistance of Hope Tisdale Eldridge and Jacob S. Siegel of the Bureau.

United States population figures expected in the future by age, sex, color, and nativity, according to different sets of assumptions about trends in fertility, mortality, but not immigration, are presented in the study, titled “Forecasts of the Population of the United States.”

For Sale (Cont’d)

Presto 40-A portable preamplifier. Multiple input, 12 volt operation, registered 500 ohms. $75.00. Also, Presto B-2 port recording and other work, 500 ohms, frequency equalizer, input and output impedences 500 ohms. $250.00. Price combined $300.00. Rocky Mountain Radio Council, 21 East 18th Ave., Denver, Colorado.

Wanted to Buy

Station wanted—General manager network station, program director independent, want to team up. What will $20,000 cash buy? Box 903, BROADCASTING.

Low (old) b,n,d Am FM transmitters wanted. Please state power, manufacturer and condition. Box 977, BROADCASTING.

Miscellaneous


Radio Broadcast Stations

Buyers!—List With Us

Prompt, Confidential Service

National Radio Station Brokers
3581 Sunset Blvd., Hollywood, Calif.

WNYC, New York City’s municipal sta- tion, is seeking applications for technical engineering positions. Applications may be obtained from Municipal Civil Serv- ice Commission, 60 Duane St., New York. WNYC is ready to be filed in person before March 30, 1948, at 4 p.m.

XECR MOBILE STATION PLAN GETS FCC OKAY

MEXICAN Government plan to set up XECR as roving mobile station, with operation on 1060, 1450 and 1480 kc, was agreed to by FCC with reservation that objection could be raised later if interference to U. S. receivers is reported.

The operation would last only through 1949, according to Mexican officials, and would entail about 10 days of broadcasting from each of some 50 towns, 1945, at the frequency best suited in each instance.

Since the operation would be for a limited time, it was pointed out that there would be no classification by priority of those channels. Purpose of the plan is not indicated, although it is believed to be a government educational project.

Armour Luxor Cosmetics Business Goes to Lever LEVER BROS. Co., Cambridge, Mass., has purchased the Luxor cosmetics business from Armour & Co., Charles Luckman, Lever president, has announced. Sale of the cosmetics business brings the total between $1,500,000 and $2,000,000 annually becomes effective July 1, after which Lever Bros. will market Luxor items.

Mr. Luckman stated that the Luxor business will be carried on by the Peoplesd division of Lever in Chicago, which already distributes Lever toiletries to drug, syndicate and five and dime stores.

This marks the second Lever Bros. purchase of a cosmetics firm. In July 1947 the firm bought Harriet Hubbard Ayer Inc., which now operates as a separate subsidiary of the company.

Harley C. Renollet

Harley C. (Hal) RENOLLET, 46, agriculture director of KOA Radio, Denver, Denver, March 11 of a cerebral hemor- rhage suffered earlier in the day.

Mr. Renollet, a native of Paulding County, Ohio, for nine years was vocation- al agriculture instructor at Brookville High School in Montgomery, Ohio, and from 1945 to 1946, he served as 4-H Club leader in that county. In January 1944 he was county agricultural agent of Butler County, Ohio, before joining the NBC sta- tion. Surviving are his wife, Edna, and daughter, Martha Bess, 7, of Denver, and a daughter, Mrs. Robert Barnes of Boulder, Colo.

“WORLD WORDS,” a guide on pronun- ciations of names in the news, compiled by CBS radio analyst J. D. Cabell Greer, is to be published by the American Press Association. It contains 50,000 entries, or twice as many as the last guide published in 1944.
I. "OPEN HOUSE" promotion

**Promotion**

**NORTH EAST**

**SOUTH**

**WEST**

**FIVE strategically located BROADCASTING bureaus placed where most of the radio news is made—New York, Washington, Chicago, Hollywood and Toronto—assure you all the radio news told in the week it happened.**

**BROADCASTING**

**TELECASTING**

**NATIONAL PRESS BUILDING**

**WASHINGTON 4, D.C.**

**March 22, 1948 • Page 71**
casting by supersonic sound beyond range of human hearing, which reportedly eliminates noise. Requiring no vacuum tubes, this system is known as "reflected power" communication.

On Tuesday evening a panel of experts from the Atomic Energy Commission and the Research and Development Board of the Dept. of Defense are scheduled to discuss the role of electronic devices in atomic research and development. Wednesday morning will be devoted to "Advances Significant to Electronics," a summation of the present and future of the electronics field.

TELEVISION and FM radio set servicing and installation courses, including laboratory exercises with video and FM equipment, have been added to radio servicing curriculum of YMCA Trade and Technical School of New York City. The 90-week course, to be offered Mon., Tues., and Thurs., starts April 1. in radio laboratories of Walter Hervey Junior College, New York.

IRE Meeting Starts; 15,000 to Attend
MORE THAN 15,000 radio engineers and guests are expected to attend the conclave of the Institute of Radio Engineers which opens today (March 22) at the Hotel Commodore and Grand Central Palace in New York, and is slated to continue through Thursday, March 25.

A total of 185 radio and electronic equipment manufacturers will display apparatus valued at more than $6,000,000 in the vast Grand Central Palace. At the opening technical session, set for 2:30 this afternoon, IRE members will describe new tubes and circuits for use in home receivers, particularly FM, to reduce the cost of sets without sacrificing efficiency.

One of the papers to be read outlines a new method of broad-

Mr. Miller

JOHN COLE has joined news staff of KQV-AM, Pittsburgh, Pa.

MILTON MILLER, veteran newspaperman and sportscaster, has signed to do series of programs devoted to softball under the auspices of Munzenmiller Broadcasting Co., Kansas City. He will be regular guest on Munzenmiller’s Sunday programs over WQWW, Woodside, N. Y. and WAMT, Jersey City, N. J. Mr. Miller formerly conducted sports programs over WBNM Milwaukee, etc., while sports editor of Wilkes-Barre Record and later did weekly baseball program on WLB-New York. He has appeared on local and network sports programs and has handled telecasts of soccer games over WABD and WOAS-TV, both New York. He is managing editor of Eastern Soccer News and his soccer column is syndicated in many newspapers.

HOWARD K. SMITH, chief of CBS European news staff, has been named to five-member board of consultants to American delegation at United Nations Freedom of Information Conference to be held in Geneva starting March 23. The board also will supervise shooting and editing of Rocky Mountain Life Magazine.

ALVIN D. BAUER, former assistant county agent for Okanogan County, Wash., has joined KKEO Portland, Ore., as farm service director. He succeeds DONALD S. CORDRAY, former newscaster and special events announcer at WARK Akron, Ohio, has joined news staff of WJR Detroit. Mr. Cordray, veteran of 15 years AM and TV experience, has done writing, announcing, producing and special events. He formerly had his own commercial television program.

Mr. Miller

PHIL KERBY, news editor of KOHP Pueblo, Colo., has won top honors in radio news division of Denver Press Club's first annual awards of merit. He was cited for "outstanding production of selectivity, speed and fullness in his coverage of Colorado State prison break last December. Mr. Kerby is former staff member of Denver Post and San Diego Daily Journal. He is currently on leave from KOHP and is editing Rocky Mountain Life Magazine.

ALVIN D. BAUER, former assistant county agent for Okanogan County, Wash., has joined KKEO Portland, Ore., as farm service director. He succeeds DONALD S. CORDRAY, former newscaster and special events announcer at WARK Akron, Ohio, has joined news staff of WJR Detroit. Mr. Cordray, veteran of 15 years AM and TV experience, has done writing, announcing, producing and special events. He formerly had his own commercial television program.

Mr. Kerby

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

The scientific design, quality materials and skilled workmanship that were put into KIMO's Truscon Radio Tower enable it to serve its midwest audience with maximum efficiency.

Truscon experience encompasses every modern radio tower need. There are hundreds of Truscon Radio Towers in America and foreign lands, and each tower exactly meets specific requirements. The knowledge gained from such a wide diversity of installations assures you highly competent engineering service.

Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, for AM and FM broadcasting. Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

Manufacturers of a Complete Line of Self-Supporting Radio Towers...
Uniform Cross-Section Guyed Radio Towers... Copper Mesh Ground Screen... Steel Building Products.
Lucian Self, formerly associated with WXYZ Detroit, stage directing and acting for 18 years, has been appointed program manager of WXYZ-TV-Boston, Mass. Irvin Berlow, executive vice president and art director for Harveys Media Television Association, New York, has joined production staff of WXYZ.

PETER JAMerson, chief announcer of WAVE-Nashville, and Jerry Urquhart, long time director of the program department, have been promoted to position of program directors.

James S. Pollak, former Hollywood film executive, will head recently created film department for WXYZ. New York television station to begin operations in March. The new department will cover all phases of motion picture operations, procurement of new talent and production, and relations with studio址es, E. T. Ruff, formerly film department manager, has been named manager of the new department, which was joined in 1941, has been appointed to head WXYZ's motion picture operations.

Barton Wilson has joined KTXL San Angelo, Tex., as part-time announcer. Mr. Wilson is operator of El Patio Motel, which houses KTXL studio.

Frank J. Voss, chief announcer at WRAV Reading, Pa., has been appointed program director, succeeding the late J. CALVIN JACKSON. Mr. Voss has been with WRAV since 1941, except for service with Armed Forces Radio Service during the war.

Robert Moore, formerly with KSDK Sioux City, has joined announcing staff of WBO and WHD-PM Des Moines.

Frank Young has been named public manager of WPIX-TV (New York, N.Y.). Station plans to begin operations June 15.

Harry Guntherff, Jr., formerly with KOMO Tulsa, Okla., and KXN Portland, Ore., has been joined announcing staff of KOMO Kansas City, Mo.

Frank Wimmer, moderator of "Junior Tiki" program recently joined KWWA Lewiston-Auburn, Me., has joined regular announcing staff of that station.

Dean Kendeigh, program director of WTTM Trenton, N.J., has been appointed to New Jersey State Committee on Cancer Drive Campaign.

Gene Norman, of KFWB Los Angeles, has resigned as program director, for DuMont network, which he joined in 1941, has been appointed to head WPIX's motion picture operations.

J. CALVIN JACKSON. Mr. Voss is an associate of the program department and has been seconded to the continuity department.

Mary Lou Bell, formerly with KTWJ, has been appointed program director of WSM and WSLA, New York, and will continue in her capacity as program manager of WSN, New York.

Stan Dale, former announcer at WLS Chicago, and a freelance actor, has joined directing staff of WSBM Chicago, and will become the station's new continuity department manager.

Bill Walker, former pianist and arranger for many leading name band personnel, has joined musical staff of WIND Chicago.

LARRY ALEXANDER, former announcer at WLS Chicago and a freelance actor, has joined directing staff of WSBM Chicago. Mr. Alexander, began his radio career at WJJS Beckley, W. Va., in 1930.

Sam Moore, former stage announcer for NBC, "The Great Gildersleeve," will supervise writing for NBC "Jack Carson Show.

Roy Drumhull, former ABC Hollywood announcer and newscaster, has joined RQWL Santa Monica, Calif., in similar capacity.

Stan Dale, formerly with WNYE and WPIX, New York, and DICK FETTY, former staff and sports announcer with WWNO, New Orleans, and WLEC Sandusky, Ohio, have joined WSLR and WLSR-FM Lebanon, Pa., as announcers.

Frances H. Castle, has resigned as continuity writer for WLAB and WLAB-FM Lawrence, Mass., to become assistant director of continuity for WLB's parent company.

Mary Lou Bell, formerly with WSM and WSLA, New York, and former associate of the program department and has been seconded to the continuity department.

Judith Abbott has been named director of talent auditions for the Arthur Godfrey Talent Scouts of CBS, succeeding the late Bessie MACK. Miss Abbott is an attorney by profession, and is a graduate of George Abbott, Broadway producer.

Louise Erickson, star of NBC "A Date With Judy," has rejoined cast of CBS "Meet Corliss Archer.

George Falkenstein, formerly in the shipping department of the ABC talent exchange programs, has joined KDFKX Sacramento, Calif., as a program manager. Mr. Falkenstein also has written for Columbia Workshop, "Good Gildersleeve," and for The Catholic Hour.

Mr. Burdick, formerly on WBBM Chicago, has joined production staff of KFBK.

Robert Lyons, formerly with WHZ Evanston, Ill., and WRAC Richmond, as executive announcing staff of WBBM Canton, Ohio.

W. John Dunclo, supervisor of institutional broadcasts of CBC Toronto, has been appointed supervisor of NBC international programs in addition to his other post. He is expected to develop more Canadian programs for U.S. network exchange.

Sincerely,

A. S. WILSON

KTV requests that if Mr. Maloney or Mr. Dolan reads this, "we hear that he has been told to talk a little louder for Santa Barbara listeners.

John Franklin, former voice-over announcer for WPIX, has joined KYW Philadelphia.

Robert "Booho" Benson, KYW Philadelphia, is the father of a girl, Mary Margaret.

James Furness has been appointed member of production staff of WFIU, Bloomington, Ill., and has joined the CBS-WCBR-TV and ABC television staff.

Tom Benson, former supervisor of announcers at OKY Winnipeg, has joined International Service of Canadian Broadcasting Corp., as production supervisor for operations with headquarters at Winnipeg.

Jack Warren Ostrobe, formerly a gag writer for the Old Gold show in Chicago, has been appointed producer of "The Bob Hope Show.

Dean Kendeigh, program director of WTTM Trenton, N.J., has been appointed to New Jersey State Committee on Cancer Drive Campaign.

Gene Norman, of KFWB Los Angeles, has resigned as program director, for DuMont network, which he joined in 1941, has been appointed to head WPIX's motion picture operations.

Mr. Voss is an associate of the program department and has been seconded to the continuity department.

Mary Lou Bell, formerly with KTWJ, has been appointed program director of WSM and WSLA, New York, and will continue in her capacity as program manager of WSN, New York.

Stan Dale, formerly with WNYE and WPIX, New York, and DICK FETTY, former staff and sports announcer with WWNO, New Orleans, and WLEC Sandusky, Ohio, have joined WSLR and WLSR-FM Lebanon, Pa., as announcers.

Frances H. Castle, has resigned as continuity writer for WLAB and WLAB-FM Lawrence, Mass., to become assistant director of continuity for WLB's parent company.

Mary Lou Bell, formerly with WSM and WSLA, New York, and former associate of the program department and has been seconded to the continuity department.

Judith Abbott has been named director of talent auditions for the Arthur Godfrey Talent Scouts of CBS, succeeding the late Bessie MACK. Miss Abbott is an attorney by profession, and is a graduate of George Abbott, Broadway producer.

Louise Erickson, star of NBC "A Date With Judy," has rejoined cast of CBS "Meet Corliss Archer.

George Falkenstein, formerly in the shipping department of the ABC talent exchange programs, has joined KDFKX Sacramento, Calif., as a program manager. Mr. Falkenstein also has written for Columbia Workshop, "Good Gildersleeve," and for The Catholic Hour.

Mr. Burdick, formerly on WBBM Chicago, has joined production staff of KFBK.

Robert Lyons, formerly with WHZ Evanston, Ill., and WRAC Richmond, as executive announcing staff of WBBM Canton, Ohio.
**Junior Jockeys**

YOUNGSTERS from throughout Tennessee have opportunity to gain "all" experience under new series started on WMB Nashville. Conducted by the station's dining car, "Bobby Landon," program is titled "Junior Jockeys." Saturday 9 to 9:30 a.m. Each week six young jockeys do their job. Children of young jockeys, younger and older, may enter for the show, provided they bring their own records and ad lib introductions. Program originates from junior department of Harvey's, Nashville store. Agency is Moore-Dury & Associates, Nashville.

**Family Problems**

DEVOTED to problems of family life, new program has been started on WQW, Toledo, Ohio, by Marion Resch, director of women's activities, in cooperation with Youngstown Board of Education, Judge of Domestic Relations, psychiatrists, doctors, police officials and education experts participating. Program, which features talks from listeners regarding particular problems of family life. Transcription of each program is made for use in public schools Youngstown and PTA.

**Salute Mother**

IT'S MOTHER'S DAY every day on "Hillbilly Hit Parade" over WJQJ Detroit. This year it has started a new feature known as "a tribute to Mother." Listen- ers are asked to send in letters telling of outstanding features of each one's mother, including special incidents, by originality and sincerity, are chosen each week for the broadcast, are brought to their mothers to visit the show. Un- successful letters are prised and mothers are accompanied to WJQJ studio, where they are read on air with greeting to entire mothers by their children.

**Concert or Corn?**

LISTENERS have chance to hear both hillbilly and classical music on "Concert or Corn." program over KXMO St. Louis. Series of programs is devoted to recordings of records of popular music is devoted to recordings of songs by popular music. Each week, invitations to listeners to hear music on Saturdays and nights and about half of the week. Each week, invitations to listeners to hear music on Saturdays and nights and about half of the week. Each week, one program is devoted to music and one program to classical music. The "Gift of Life" is heard Wednesday at 9:30 p.m.

**KLAQ Documentary**

DRUNKEN driving, transportation problems and hospital conditions are some of the subjects being taken up in a new public service documentary series which started March 15 on KLAQ Hollywood, Program, to run one hour, is heard every week, features on the scene interviews regarding problem in.

**Disc Daughter**

FATHER-AND-Daughter disc jockey team has been introduced by WBZ-AM-Boston. "Champion Hillbilly, regular Saturday morning record show, frequently plays, now receives personality, Mr. Dorey's seven-year-old daughter Carol. Carol reviews children's records and suggests records to their liking and introduces songs with commentary of interest to other age.

**Completes Coverage**

CLEVELAND JUBLY's verdict of guilty 1944 of the case first degree completed what is believed to be television's first complete coverage of a murder trial. WENW, Scripps-Howard video station in Cleveland, began its coverage of the case a few hours after an eight-year- old girl was found murdered last New Year's night. Station's cameramen followed fugitive for 60 hours, before the newscaster as police ran down leads and finally closed in on the killer (BROAD- CASTING, Jan. 18). As trial progressed, WENW had crew in courtroom to film all developments and within hour and half after verdict was rendered, had newsware of event on the air, station reports. Station also presented the film version of complete story, WEWS/PM shared in coverage, also broadcasting regular hourly newscasts and special bulletins.

**Power Time**

IT MAY be "Daylight Saving Time" to everyone else, but to WJTT St. Louis, Calif., the time shift is being more aptly called "Power Saving Time." Station has initiated policy of using letter phrases following time announcements in attempt to impress listeners with reason for change. Other stations will adopt plan.

**Rededication Series**

ATTEMPT to "awaken an American citi- zens to a reeducation of their heritage" is being made by WJRT Hollywood with new series of programs titled "Your American Heritage." Programs include daily "Great American Speeches" pro- gram and historical series designed for children, now in preparation. Much of station's music programs will be de- voted to music by American composers, particularly folk and patriotic songs. Reminder that show is a job will be given at each hour and half-hour. Music has been selected, broadcast with breaking of Liberty Bell.

**Fire Company News**

TO KEEP members of Shomokin, Pa., volunteer fire company informed about social events at fire company's social halls, "Ten Thirty Alarm" program has been started over WLSL St. Louis. Every third Sunday every two weeks, program features full hour dramatic presentation from social rooms of fire house. Fire company has signed 6-week contract with WLSL for the show.

**Garden Show on TV**

ANNUAL Greater St. Louis Flower and Garden Show was televised March 11 by KSDK-TV St. Louis. For one hour, two cameras dolly to prime winning exhibits which included a roadside market, or a complete blast of living, with strolling, and others through the scene. Also shown was ship- ment of new growth of giant sunflowers from the "Garden of Eden." Show is heard Wed. 9:30-10 p.m.

**KLAQ Documentary**

DRUNKEN driving, transportation problems and hospital conditions are some of the subjects being taken up in a new public service documentary series which started March 15 on KLAQ Hollywood, Program, to run one hour, is heard every week, features on the scene interviews regarding problem in.

**Disc Daughter**

FATHER-AND-Daughter disc jockey team has been introduced by WBZ-AM-Boston. "Champion Hillbilly, regular Saturday morning record show, frequently plays, now receives personality, Mr. Dorey's seven-year-old daughter Carol. Carol reviews children's records and suggests records to their liking and introduces songs with commentary of interest to other age.

**Completes Coverage**

CLEVELAND JUBLY's verdict of guilty 1944 of the case first degree completed what is believed to be television's first complete coverage of a murder trial. WENW, Scripps-Howard video station in Cleveland, began its coverage of the case a few hours after an eight-year- old girl was found murdered last New Year's night. Station's cameramen followed fugitive for 60 hours, before the newscaster as police ran down leads and finally closed in on the killer (BROAD- CASTING, Jan. 18). As trial progressed, WENW had crew in courtroom to film all developments and within hour and half after verdict was rendered, had newsware of event on the air, station reports. Station also presented the film version of complete story, WEWS/PM shared in coverage, also broadcasting regular hourly newscasts and special bulletins.

**Power Time**

IT MAY be "Daylight Saving Time" to everyone else, but to WJTT St. Louis, Calif., the time shift is being more aptly called "Power Saving Time." Station has initiated policy of using letter phrases following time announcements in attempt to impress listeners with reason for change. Other stations will adopt plan.

**Rededication Series**

ATTEMPT to "awaken an American citi- zens to a reeducation of their heritage" is being made by WJRT Hollywood with new series of programs titled "Your American Heritage." Programs include daily "Great American Speeches" pro- gram and historical series designed for children, now in preparation. Much of station's music programs will be de- voted to music by American composers, particularly folk and patriotic songs. Reminder that show is a job will be given at each hour and half-hour. Music has been selected, broadcast with breaking of Liberty Bell.

**Fire Company News**

TO KEEP members of Shomokin, Pa., volunteer fire company informed about social events at fire company's social halls, "Ten Thirty Alarm" program has been started over WLSL St. Louis. Every third Sunday every two weeks, program features full hour dramatic presentation from social rooms of fire house. Fire company has signed 6-week contract with WLSL for the show.

**Garden Show on TV**

ANNUAL Greater St. Louis Flower and Garden Show was televised March 11 by KSDK-TV St. Louis. For one hour, two cameras dolly to prime winning exhibits which included a roadside market, or a complete blast of living, with strolling, and others through the scene. Also shown was ship- ment of new growth of giant sunflowers from the "Garden of Eden." Show is heard Wed. 9:30-10 p.m.

**KLAQ Documentary**

DRUNKEN driving, transportation problems and hospital conditions are some of the subjects being taken up in a new public service documentary series which started March 15 on KLAQ Hollywood, Program, to run one hour, is heard every week, features on the scene interviews regarding problem in.

**Disc Daughter**

FATHER-AND-Daughter disc jockey team has been introduced by WBZ-AM-Boston. "Champion Hillbilly, regular Saturday morning record show, frequently plays, now receives personality, Mr. Dorey's seven-year-old daughter Carol. Carol reviews children's records and suggests records to their liking and introduces songs with commentary of interest to other age.

**Completes Coverage**

CLEVELAND JUBLY's verdict of guilty 1944 of the case first degree completed what is believed to be television's first complete coverage of a murder trial. WENW, Scripps-Howard video station in Cleveland, began its coverage of the case a few hours after an eight-year- old girl was found murdered last New Year's night. Station's cameramen followed fugitive for 60 hours, before the newscaster as police ran down leads and finally closed in on the killer (BROAD- CASTING, Jan. 18). As trial progressed, WENW had crew in courtroom to film all developments and within hour and half after verdict was rendered, had newsware of event on the air, station reports. Station also presented the film version of complete story, WEWS/PM shared in coverage, also broadcasting regular hourly newscasts and special bulletins.

**Power Time**

IT MAY be "Daylight Saving Time" to everyone else, but to WJTT St. Louis, Calif., the time shift is being more aptly called "Power Saving Time." Station has initiated policy of using letter phrases following time announcements in attempt to impress listeners with reason for change. Other stations will adopt plan.

**Rededication Series**

ATTEMPT to "awaken an American citi- zens to a reeducation of their heritage" is being made by WJRT Hollywood with new series of programs titled "Your American Heritage." Programs include daily "Great American Speeches" pro- gram and historical series designed for children, now in preparation. Much of station's music programs will be de- voted to music by American composers, particularly folk and patriotic songs. Reminder that show is a job will be given at each hour and half-hour. Music has been selected, broadcast with breaking of Liberty Bell.
weekly series was started on WPII-TV Philadelphia as a regular Wednesday evening feature from 8 to 9:30 p.m. Titled "Keeping up with Science," the series features Dr. J. M. Levitt of Philadelphia's well-known Franklin Institute, who presents as his guests prominent figures from various fields of scientific research. Explanations of recent experiments and discoveries are couched in terms understandable to laymen.

Under-Water Shows
DIVING BELL submerged 25 feet under surface of Biscayne Bay was origination point of five programs aired early this month over WBBM Miami Beach, under auspices of U. S. Army and Air Force recruiting service. Designed to promote advantages of enlistment in the Army, broadcasts featured interviews with Army officials and testimonials of ceremony of new recruits. Diving bell was patented by Jack Diamond, Navy veteran, and developed over two-year period of experimentation.

SEARCH for talent is under way in Danbury, Conn., by WLAD that city, for its new series of "Talent Scout Shows." Local Lions Club and WLAD are collaborating in the shows, which will run for ten weeks. Each week an outstanding performer is chosen by the audience to participate in final play-offs for a trip to Washington, D.C., and an audition for Arthur Godfrey's CBS "Talent Scouts." Winner will receive an award of $100 and will have his picture published in "This Is Your City."

Command Repeat
FOLLOWING recent documentary presentation of "Last Water Hole" on Columbia Pacific Network stations, network received request from Arizona Gov. Sidney P. Osborn for repeat. To commemorate event with which he proclaimed the day "Last Water Hole" day and urged all citizens to hear program concerned with Colorado River Water Rights dispute. Unusual aspect to repeat broadcast was in that all stations in networks in Arizona united to carry 75 minute feature with full credit to CBS.

TO SAVES electric power in current Ontario power shortage, CBL and CJBC Toronto, has cut broadcasting hours, while power is being maintained "to a minimum" as possible without interfering with normal coverage. Main CJBC studios at Toronto also have been equipped with standby motor-generator plants to take care of operations during daily electric power cut-offs.

VIDEO FARE AVAILABLE IF THEATRES WANT IT
THEATRES can obtain the technical developments necessary to establish video as part of their screen fare if the industry wants it. Fred Albin, RCA engineer, advised the Theatre Owners of America during their board meeting in Los Angeles March 10. Mr. Albin reported that RCA is aiming to produce a unit which will film, develop and project video within a matter of seconds and only awaits support of such from the motion picture industry. He exhibited large screen results which RCA had obtained. Similarly, Loren Ryder, Paramount sound department head and president of the Society of Motion Picture Engineers, demonstrated the results obtained through his organization's 66-second film. James H. Nicholson, chairman of the Southern California Theatre Owners Assn. video committee showed the results he had obtained in personal experimentation. All three pointed out that theatre television can be a present reality if theatres seek to adopt the medium.

Charles Skouras, president of National Theatres, said that he was prepared to spend $100,000 to establish a theatre television proved its theatre worth.

The TOA board is understood to be watching the theatre-television code which has been submitted to local stations and advertising agencies in Los Angeles as an example of what is established is expected to be adopted in other cities.

GROWING CHILD?
Texas Writer Peeks Around
-Corner at Video-
AMALGAMATED aural radio and video forces may "be wowing us nightly long before press and pulpit begin sniffing social implications." Sam Acheson, Dallas Morning News, historian, has editorially surmised with an admonition for retention of radio's best qualities.

Crystal-gazing in an editorial entitled "Hail, Video," Mr. Acheson took cognizance of statistics which he said, indicate there are now 300,000 television sets in the nation, and concluded this may mean television will become a household name sooner than most people anticipate.

"It may be that a sightless radio will long exist, a sort of yardstick alongside the slick and powerful video of, say, 1968," Mr. Acheson said. "If radio as we know it today became a lost art, many of its best qualities would be missed. Chief among these is its power of arousing the imagination. The human voice, alone, the radio has shown us, can conjure up such ter-
Havana: — This little island of five million souls and of only 500,000 radio homes can show Uncle Sam a thing or two in the sphere of radio freedom.

And it proposes to show the North American nations why it can get along with fewer facilities in the standard band when the next NARBA (North American Regional Broadcasting Agreement) conference, tentatively scheduled for Montreal in August, takes place.

There are no Blue Books, bans on editorializing or duopoly regulations here. Stations, till now, have operated with almost complete freedom except for an old law that prohibits the publication or broadcast of spot news from 11 a.m. Sunday to 11 a.m. Monday. The law originally applied to newspapers to enable their staffs to have that full day of rest.

Goar Mestre, 35-year-old Yale educated fourth generation Cuban, is "Mr. Radio" on the island. And he wields a powerful influence throughout Latin America as vice chairman of the Inter-American Assn. of Broadcasters.

Mr. Mestre is sponsoring a model radio law which, among other things, would end this Sunday "censorship" of spot news. All Cuban broadcasters (and there are 53 stations in Havana, a market of nearly a million) will openly lobby for the legislation. They do it that way in Cuba.

There and other interesting aspects of Cuban radio were ferreted out during the inauguration March 11-13 of Havana's new "Radiocentro," three million dollar entertainment and cultural center built by Goar Mestre, his two brothers, Luis Augusto and Abel, and Angel Cambo, one of the founders of CMQ, key station of the seven-outlet Cuban network. The poured concrete and marble edifice incorporates the latest in engineering and acoustical developments in radio (except television) and houses three stations, all owned by the Mestres and Cambo. They're applying for their fourth station in Havana, each to offer a separate programming technique. They call it "mood programming" too.

Open house was held practically all week long for the Cuban public, with drinks and refreshments served to all comers. The dedication fell on the fiftieth anniversary of CMQ, which turned a neat $1,400,000 in time sales last year. The whirling discus series of celebrations made the average Hollywood premiere look like a side show.

Every speaker, from the Republic's president, Ramon Grau San Martin, through the Minister of Communications and the governors of the respective provinces, spoke of radio's freedom and the rights of station owners, politicians and the public to say what they please practically when they please. Goar Mestre, during the ceremonies, made seven full-length speeches and also did a roving mike tour of the headquarters with President Grau and his retinue. Then President Grau ad libbed for nearly an hour.

Every political faction has its finger in at least one of Havana's "independent" stations, the only exceptions apparently being the CMQ operation and RHC, which means Radio Havana Cuba. The latter operation runs a network too. The Havana key stations of these two networks do all of the programming. Affiliated stations do not have local studios.

At a press-gathering NARBA, Goar Mestre made one point clear. If any effort is made to force Cuba to relinquish any of its present assignments, he predicted an "ether war" of unprecedented proportions. While Cuba is seeking a dozen additional assignments, it appears evident that it is doing so for bargaining purposes only and would be content to retain the status quo.

Selection in June

The head of the Cuban delegation won't be selected until the new president is named in June. The Mestre group is supporting appointment of Luis Machado, one of Cuba's most distinguished international lawyers, who was on the NARBA delegation which evolved the Inter-American Agreement two years ago and from which Cuba walked off with the radio bacon in the form of a dozen new assignments on clear channels, including 640 kc now used by CMQ with 25,000 w.

Evidently it's Mexico's turn to put on the NARBA heat, for this time it is seeking revision of the regulations on clear channels to permit duplication almost everywhere. It is proposing a full-scale reallocation of the spectrum.

In addition to Cuba's elite (and the Cuban Juan Q. Publico), Radiocentro dedication was attended by some 30 advertisers, agency men, NBC network executives, with whom the Mestre organization co-

**Programming**

Cuba may have the answer for the hard-pressed independent station in the major market looking for a programming theme—FCC permitting.

Havana's new Radiocentro boasts a 250-w station called "Radio Clock." You can tune in at any hour and get the headline news and a flock of spot announcements, all in a minute.

"Radio Reloj" works this way: A metronome ticks away in the background of a small studio. Two announcers work at separate microphones. On the minute announcer No. 1 whacks a gong. He gives the correct time.

Announcer No. 2 chimes in with two 5-second announcements. Announcer No. 1 returns with 30 seconds of news. Announcer No. 2 returns with two 5-second announcements. That takes 55 seconds. The other five gives plenty of time for the gong and the correct time announcement.

There are a total of 4,320 announcements made during an 18-hour day. The advertiser pays $297 per month (American money) for each daily block of 135 announcements.

Radio Reloj now realizes $7,000 a month and has a potential of $9,000, according to Goar Mestre, president and general manager, who also runs the 25,000-w CMQ, and the 5,000-w CMBF, which is the classical music station. Radio Reloj is netting $3500 per month. It was purchased for $15,000 six months ago.
FM Grant Holders
Stalling, FCC Told
FMA Charges Attempt to Stifle Competition; Asks Action
FM Assn. in a petition slated for filing today (Monday) asked FCC to take “drastic” action against broadcasters accused of holding their FM grants to keep out competition.

Contending that many channels are closed to applicants because of stalling by CP holders, FMA asks the FCC to conduct “show cause” revocation proceedings in cases where the Commission feels the CP holders have been “negligent” in putting FM stations on the air.

The action was taken by direction of the FMA board [Broadcasting, March 5]. In a letter transmitted to the Commission, Bill Bailey, FMA executive director, enclosed the board’s March 5 resolution asking careful investigation of all applications to extend permits for FM station construction as well as show-cause revocation proceedings where negligence may be involved.

In a statement accompanying the announcement of the petition, FMA reminded that “others would like to establish FM stations and provide good service to the public but in those crowded areas where channels are limited and where established broadcasters have con-

sistedly applied for and received extensions of time for FM operations, there is not a possible chance for competition.

“There are today 442 commercial stations on the air. In January of 1947 former FCC Chairman Charles R. Denny stated 700 FM stations should be in operation by the end of 1947. Today, 14 months after that prediction, little more than half that number are in operation. We believe the time is here for drastic action on the part of the FCC.”

FMA said it had learned that several broadcasters have held FM construction permits for a year or more and have not yet placed their stations on the air, failing to adhere to FCC rules requiring that they go in operation eight months after CPs are issued.

Because of the “acute shortage of FM channels in certain areas,” FMA charged, “these delays are depriving the public” of FM service. “Now that popular network programs are available to FM stations, as well as live music for FM stations and FM networks,” the public is entitled to FM reception, according to FMA.

Six U. S. Broadcasters
Guests on French Trip
Six AMERICAN broadcasters were scheduled to leave for France last Saturday, March 29, as guests of the French Broadcasting System and Air France.

At a luncheon in their honor at the Plaza Hotel in New York Pierre Grenane, new director of FBS in United States, expressed the hope that their trip would result in a heavier exchange of culture and education between France and U.S.

Those who planned to make the trip are: Frederick Bate, assistant to the vice president, NBC; William Fineshriber, national program director, CBS; John S. Hayes, vice president and general manager, WINX Washington, D. C.; representing independent stations; Robert Sweeney, vice president and general manager, MBS; Thomas Velotta, vice president, ABC, and A. D. Willard Jr., executive vice president, NAB.

WKRG to Join CBS
WKRG Mobile, Ala., is scheduled to join CBS as the 174th affiliate on April 4, the network announced last week. WKRG operates with 1 kw daytime, 250 w nighttime on 710 kc. It is owned and operated by Kenneth R. Giddens and T. J. Rester. F. E. Bushy is general manager.

Feature of Week
(Continued from page 10)
outstanding contribution of the month to community life is designated “Man of the Month.” He is featured in Swing, and presented to radio listeners in a quarter-hour program broadcast over WHB the first Sunday of each month at 12:30 p.m. (CST). His story is presented in dramatic narrative form with music.

Members of the “Man of the Month Club” serve WHB as an executive advisory board, counselling the station on public interest programming and service in behalf of the Kansas City area.
Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

March 16 Decisions

DOCKET CASE ACTIONS

AM-1400 kc


AM-2500 kc


AM-750 kc

Granted license for new station 1340 kc 250 w unlim. granted for location of FM station. KRBJ Birmingham, N. C.

March 16 Applications

ACCEPTED FOR FILING

AM-1400 kc

WKBW Buffalo, N. Y., to change on Channel 2, 420 kc w to 1450 kc w. 647 WKBW-FM Buffalo, N. Y.

WJL Louisville, Ky., to change on Channel 3, 1360 kc w to 1380 kc w. 825 WJLX Louisville, Ky.

March 16 Applications

March 16 Applications

March 16 Applications
NEW CAB BOARD (1 to 1): Paul Lapage CCCV Quebec; Fred Lyons, WKW Buffalo, CQCO; John Sedwick, CFBB Toronto; Dick Rice, CFRN Edmonton; George Chandler, CJOR Vancouver; Ken Soble, CHML Hamilton; Ralph Snegrove, CFOS Owen Sound; Jos. Sedgwick, CAB counsel, Toronto. Alexander photo was taken were Karl Palolinde, CKAC Montreal; A. A. Murphy, CFQC Saskatoon, all of whom serve on the board.


Assignment of License

KKNF Shebandowan, Iowa—Consent to assignment of license to Capital Bestg. Co.

AM—1290 kHz Metropolitan Bestg. Co., Alamo Heights, Texas—new standard station 1390 kHz 250 w. untl. Contingent on KMAO, Ypsilanti 1240 kHz.

(Continued on page 80)

AND HERE'S WHY!

"THEY'RE ALL OUT" Averagew 45% More Than National Average

Youngstown Ratings

Network Shows

Average 100% Higher

A Greater Audience at Lower Cost

Ask HEADLEY-REED

WFMJ Sells

The Rich Mahoning Valley

March 22, 1948 • Page 79
FCC Actions
(Continued from page 79)

Applications Cont.

Transfer of Control
KRCC Colorado Springs, Co., to transfer of control CP new FM station to Leo K. Reynolds, Jr.
TENDERED FOR FILING

9:37 A.M.

Eugene P. O’Fallon, Denver, Col., —CP new FM station on Channel 246, 73.7 mc.

FM—58.7 mc.

Serive Broadcasting Inc., Anderson, Ind.—CP new FM station on Channel 254, 98.7 mc.

TV—54—60 mc.

Murphy Beest, Co., Des Moines—CP new commercial television station on Channel 2, 54—60 mc, ERP 16.85, curt. 8.425 kw.

TV—174—180 mc.

Tepeka Broadcasting Co., Inc., Tepeka, Kan.—CP new commercial television station on Channel 7, 174—180 mc, ERP 21.4 kw, cur. 10.6 kw.

TV—186—192 mc.

Columbia Baptist System, Inc., San Francisco—CP new commercial television station on Channel 9, 186—192 mc, ERP 21.4 kw, curt. 15.7 kw.

AM—12,300 mc.

Leonard Murel Rose, Elmer Lawrence Donze and Norbert Bernard Donze, partners, 6% as owners of Santa Clara Beest, Co., Cownay, Ark.—CP new station 1260 mc, reserved.

Acquisition of Control

WDBT Minneapolis—Indirect acquisition of control of Commodore Beest, Co. (stockholder of licensee) by James Potter.

KFOR Lincoln, Neb.—Indirect acquisition of control of Stuart Investment Co. (stockholder of licensee) by James Stuart.

KOIL Omaha, Neb.—Indirect acquisition of control of Stuart Investment Co. (stockholder of licensee) by James Stuart.

KQUP Pueblo, Wash.—Consent to acquire CP KQUP Inc.

March 18 Decisions

BY COMMISSION EN BANC

Assignment of License

WMIT Charlotte, N. C.—Granted voluntary assignment of license and CP

for FM station from Gordon Gray, individual, to Radio Station WMIT, partners.

Transfer of Control

KSJO KSJO-PM San Jose, Calif.—Granted authority to transfer of control of station to Santa Clara Beest, Co. by sale of controlling interest to 占ood Beest, Co., Inc., and others; grants ownership to Beest, Co., Inc., and others, approximately $76,000.

KZOR Milwaukee, T. H.—Reconferred action taken Dec. 15, 1947, in reconsidering consent to transfer of control and application granted to KHJ, no. 3877, to Turner, and granted application to extend time for further consideration of interest in Aloha Beest, Co. Ltd. by James C. Hardy to Weleby E. Edwards (reappraisal of ownership for $47,500).

Transfer of Control

WDFD Flint, Mich.—Reconsidered action of Oct. 16, 1947, which designated for hearing application for transfer of control of Flint Beest, Co. and granted same, transferring control from Howard M. and Frederick S. Loeb to Trent Corp. fee $177,937; consents.

Assignment of License

KSOR Arizona City, Kan.—Granted consent to assign license and control from The Traveler Pub. Co. to KSOR Beest, Co. (new owner) on condition of new owner retaining present duty of $10,000 annually, the same for combined benefits, for $47,000.

Transfer of Control

WWOK Flint, Mich.—Granted petition of DLCL to transfer of control of station due to expiration of lease, granting application for transfer of control under Rule 1386, and granted application to extend time for further consideration of transfer of control under Rule 1386.

Assignment of License

WOKK Cleveland, Ohio.—Adopted order granting petition for consent to transfer of control of station, designating for consent to transfer of control to King Electronics, Inc., and granted said petition to amend, to specify $10,000 kw, D 3-41, and make temporary grant of license and make temporary grant of license to WOKK, Inc., for $100,000 (Comr. Durr voting no) and granted consent.

Petition Granted

UAW-CLC Washington, D. C.—Adopted order granting petition for consent to transfer of control of station, designating for consent to transfer of control to Associated Press, for $500,000, D 3-8, and make temporary grant of license and make temporary grant of license to UAW, Inc., for temporary grant of license for $10,000.

Petition Granted

Dispatch Inc., Erie, Pa.—Granted CP new TV station on Channel 13, 1301—1305 mc, ERP 1.33 kw; 370 ft. curt.

KZRB Columbus, Ohio.—Granted CP new TV station (Comr. Jones for hearing). Channel 15, 1504—1510 mc, ERP 1.33 kw, curt. 9 kw; 385 ft. curt.

Picture Waves Inc., Columbus, Ohio.—Granted CP new TV station (Comr. Jones for hearing). Channel 6, 624—630 mc, ERP 1.33 kw, curt. 9 kw; 385 ft. curt.

TV—138'A mc.

TV Inc., Columbus, Ohio.—Granted CP new TV station, Channel 10, 192—198 mc, ERP 1.33 kw, curt. 9 kw; 385 ft. curt.

Petition Dismissed

Designated for Hearing

Leland Holmes, Radio Diabo Inc. and Columbia Baptist System, Inc., San Francisco, Calif.—Petition granted for hearing application for consolidation of applications for new stations on actions of April 29, 1947, in granting without hearing applications of WFLA and KTSO.

Designation for Hearing

Kentucky Electronics Corporation, Bridgeport on behalf of Kentuckiana Electronics Corporation, Bridgeport, Conn., petitioned for 160 kw, D 3-46, and $50,000, spectrum interference as it requests that granting of new station be made to new owner of station, that granting of new station might receive from operation proposed by petitioned new owner of station, that Commission's action of Dec. 4, 1947, granting applications of Bridgeport Broadcasting, Inc., for grants ownership and control of new station, may be granted to new owner of station, for grants ownership and control of new station, and for grants ownership and control of new station.

Designated for Hearing

Antelope Valley, C. A.—On application of Conse-

joe Beest, Co., Inc., Lancaster, Calif.—Designated for consolidated hearing with petitions for renewal and change of station, and for assignment to new owner of station.

Mediated

WYAA Dallas, Tex.—Applicant granted for hearing, to permit in answering questions and hearing or answering questions and hearing of applications of WJEL and KTSA.

Application grandson

WJW Cleveland, Ohio.—Application grandson of granting application of WAPA, WTVN, and WJW.

March 18 Applications

 Accepted for FILING

WJJJ Montgomery, Ala.—Mod. CP new standard station for extension of application of completed.

Transfer of Control


AM—1450 kc.

Veterans Beest, Co., Ottawa, Ill.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1450 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Garfield Beest, Co., Carlin, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.

Waukegan Beest, Co., Waukegan, III.—CP new standard station, for 1 kw, D 3-58, and granted 1 kw to new owner of station.

AM—1460 kc.
**WE LOVE OUR LISTENERS**

Yes... and they love us. From the outset, we have given them exactly what they wanted. There is and has always been a friendly warmth between WAIR and its listener friends. They buy any good product we tell them about.

**WAIR**
Winston-Salem, North Carolina
Representatives: The Walker Co.

---

**FIVE APPLICATIONS for new commercial television stations were filed last week with FCC. Four of the applicants presently have other broadcasting interests.**

**Television California,** new partnership headed by Edwin W. Pauley, until February special assistant to Secretary of the Army Kenneth C. Royall, seeks Channel 11 (198-204 mc) at San Francisco. Station would have effective radiated power of 31.25 kw visual and 15.66 kw aurai with antenna height above average terrain of 1,935.4 ft.

Mr. Pauley, who gave his net worth in excess of $1,000,000 and annual income in excess of $400,000, has contributed $60,000,000 of the total $400,000,000 capitalization of the partnership firm for 90% interest. R. H. Chamberlain, real estate operator, holds 6.25% and V. E. Breeden, vice president, William R. Staats Co., San Francisco and Los Angeles investment banking firm, holds 3.75% interest. Onetime aide to the late President Roosevelt, Mr. Pauley stated in the application he was prepared to meet annual operating losses to extent of $150,000.

**Rural Service**
A "rural" service outlet at San Jose, Calif., to serve the Santa Clara Valley, is sought by FM Radio and Television Corp., permitted of FM station KRP0 there and which is chiefly owned by William L. Gleeson, president and majority owner of Broadcasting Corp. of America, operator of several California outlets including KARO (TV) Riverside. Channel 13 (210-216 mc) and power of 32.5 kw visual and 16.6 kw aurai are requested at San Jose.

The new TV applicants:

**Jacksonville, Fla.—**Florida Broadcasting Co., Channel 4 (66-72 mc), 14.4 kw visual, 3.4 kw aurai. Total cost estimated $197,500, first year operating cost $50,000, revenue unknown. Applicant is licensee WMNL that city.

**Milwaukee—**Wisconsin Broadcasting System Inc., Channel 8 (186-190 mc), 26 kw visual, 13 kw aurai. Total cost $119,200, first year operating cost $108,000. Applicant is licensee of WISO Milwaukee.

**Niagara Falls, N. Y.—**Niagara Falls Gazette Pub. Co., Channel 10 (186-192 mc), 23.1 kw visual, 11.85 kw aurai. Total cost $250,750, first year operating cost $60,000, revenue unknown. Applicant is owner WJHD and WISO that city.

**San Francisco**—Television California, Channel 11 (198-204 mc), 31.25 kw visual, 15.66 kw aurai. Total cost $126,870, first year operating cost $100,000, revenue $75,000. Partnership: Edwin W. Pauley, independent oil producer, 90%; R. H. Chamberlain, real estate operator, 4%; V. E. Breeden, vice president. Wm. R. Staats Co., Los Angeles and San Francisco investment banking firm, 5.75%.

**San Jose, Calif.—**FM Radio and Television Corp., Channel 13 (310-316 mc), 33.2 kw visual, 16.6 kw aurai. Total cost $198,450, first year operating cost $156,000, revenue $156,000. Applicant is permitted FM station KDOG San Jose and is chiefly owned by Willard L. Gleeson, president and major stockholder of Broadcasting Corp. of America, BCA owns AM stations KBCI, WOR-TV, KRONO Blythe, KRONO Inyo, KPRO Riverside; FM station KPOH Riverside, and TV station KARO Riverside, all California.

KARO last week filed application with FCC for modification of its permit to request Channel 13 (210-216 mc) in lieu of Channel 1 (44-50 mc) and to request power of 33.2 kw visual and 16.6 kw aurai. Permit presently provides for 1 kw visual and aurai.

WOR-TV New York has requested decrease in its authorized power from 31 kw visual and 18.3 kw aurai to 22 kw visual and 11 kw aurai. Station also seeks to move its transmitter from New York to Port Lee, N. J. WOR-TV is assigned Channel 9 (186-192 mc).

The Daniels & Fisher Stores Co., Denver department store, has announced that it will file application for a new television station in that city providing approval is granted by the firm's board of directors, meeting April 6. Antenna would be placed atop store's 375-ft. tower, it was indicated.
WCBS-TV ADDS SEVEN TO PRODUCTION STAFF

ADDITION of seven producers and directors to the staff of WCBS-TV New York, as part of the CBS station's expansion program was announced last week by Worthington C. Miner, director of CBS television.

New appointees are Nat Karson, Broadway producer, who will be a consultant producer; directors, Ed Mabardy and Aceuchs; and associate directors, Robert Merrill, Kenneth Redford, Kingman T. Moore and Hugh Muir Rogers.

Mr. Karson has been connected with numerous New York theatrical productions as producer, director and scenic designer; Mr. Mabardy has written numerous radio plays for CBS as well as Broadway productions; Mr. Ochs has written, produced and directed for CBS; Mr. Merrill is a music composer and has been associated with several theatres as director; Mr. Redford was formerly connected with N. W. Ayer & Son, Philadelphia, and Young & Rubicam, New York; Mr. Moore was formerly with RKO Radio Pictures in editing and production, and Mr. Rogers is a former staff member of Time Magazine.

EDUCATORS, network and local radio station representatives from nine western states attended the first annual Western Radio Conference in San Francisco, March 20 and 21. One of the keynote addresses was given on March 20 by Dr. Herbert C. Clish, superintendent of San Francisco schools, who was chairman of the opening session.

Dr. Erwin A. Long, associate superintendent, San Francisco city schools, recommended the use of radio in school education. He said: "The radio has been a tremendous factor in the development of social, political and moral attitudes.

"It is imperative that educators understand the full potentialities of the radio and acquaint the boys and girls in our schools with its use."

Other Speakers

Other speakers at the opening session, whose themes were based on the subject, "Responsible Use of Radio in Public and Human Relations and Education" were: Jennings Pierce, public service director of NBC, Hollywood; Dr. H. H. Fisher, chairman of the Hoover Memorial Institute and Hoover Library at Stanford U.; Dr. A. John Harky, dean of the school of education at Stanford U. James Day, public service director, NBC, San Francisco, opened the conference.

At a luncheon meeting on the opening day, Paul Speegle, radio editor of The Chronicle, presided. Guest speakers were: Bill Thompson, the "Wallace Wimple" of the PIB; Mort Mole and Molly show; Richard Reeves, director of the Assn. for Education by Radio and Luke Roberts, KOIN Portland, Ore.

The March 20 afternoon session was devoted to the subject: "The Local Stations and Community Education." Francis Noel, of California State Department of Education, Sacramento, was chairman. Speakers were: William Sener, KUSC, U. of Southern California; J. F. Tighe, KTIP Porterville, Calif.; O. H. Brown, KSBR (FM) San Bruno, Calif. and McCull Smith, U. of California.

"Radio and the School—Achievement and Challenge" was the subject of first session of second day. Hale Sparks, radio administrator, U. of California, Los Angeles, was chairman. Speakers were Frances Frater, of the McClatchy Broadcasting Co.; Majorie McGilvery, Mountain View High School; Everett Brau, principal, San Luis Obispo, Calif. Junior High School.

Afternoon session of first day was devoted to subject, "Of Mikes and Men's Minds." Norman Ostby, assistant vice president, ABC, Hollywood, was chairman. Speakers were: Dr. Peter Odegard, president, Reed College, Portland, Ore.; Allen Miller, director, Rocky Mountain Radio Council and Stanford Radio Institute; Glen Shaw, manager, KLX Oakland, Calif.; Harlan Adams, dean of arts and sciences, Chico, Calif. State College and Nancy Novant, production director, CBS, Los Angeles.

John C. Crabbe, director of radio, College of the Pacific, Stockton, Calif., was in charge of the program and assisted in the session.

In conjunction with the conference there were exhibits by manufacturers and retailers of audio-visual equipment and by the stations and networks participating in the meetings.

CHICAGO TV SOCIETY STEERING UNIT NAMED

REPRESENTATIVES of advertising agencies, stations and the television production field met last Wednesday in Chicago to lay the groundwork for a local society designed to foster the advancement of the city's television industry. Two previous meetings were held last month [BROADCASTING, Feb. 23].

The new organization, meeting at the Sheraton Hotel, elected a steering committee of nine members to set up its structure and offer recommendations for procedure. Officers will be elected at a next meeting. Membership will be open to all persons associated with the video field, it was announced.

Chosen for the committee were: Agencies—Holman Faust, vice president and radio director, Mitchell-Faust Adv. Co.; Arthur Roland, television director and account executive, Malcolm-Howard Adv. Agency; Fran Harris, video director, the Walt and Ryan. Stations—Reardon Wrennfarth Jr., program director, WAKS Chicago; Thomas & Katz station; Don Cook, en- tomer, WGN-TV, Chicago; Tribune Sta- tion; Fred Killian, ABC.

Production—Arno Rodner, president, Televising Productions; Fred Niles, King studios, Chicago; Betty Babcock, free lance producer.

Mr. Rodner is serving as temporary chairman.

Red Cross Newspaper Ad Policy in Freepport Hit

IMPLIED endorsement of newspaper advertising by the local Red Cross chapter at Freepport, Ill., has been protested by Dave Taylor, commercial manager of WFRL Freepport. In a letter to Freepport Red Cross officials he said the chapter had directly solicited paid newspaper advertising, resulting in additional local revenue for the local newspaper.

Mr. Taylor wrote that broadcasters are glad to donate all possible time to the Red Cross but objected to the endorsement of newspaper advertising.

In a letter to the local chairman, Philip Schenkenberg, of Red Cross' midwestern headquarters, St. Louis, said the Red Cross does not expect advertisers to make additional media expenditures to promote Red Cross projects nor does it ask free broadcasting time from stations when such time would ordinarily be sold to sponsors.

PROPOSITION

A PAYING

NBC Appoints Two To Key Video Jobs

Blackburn Is National Program Chief, Wade Production Head

FOLLOWING the increase in the number of NBC television affiliates and the planned completion this year of additional NBC-owned and operated video outlets, NBC Television announces it will appoint its Norman Blackburn as national program director.

Mr. Blackburn, formerly vice president of the J. Walter Thomp- son Hollywood office, will be charged with overall program planning for the video network. Warren Wade, of NBC Television, simul- taneously was appointed production manager. He will supervise program production of NBC's owned-and-operated TV stations.

HEARTY congratulations are extended by John Outler (r), general manager of WSB Atlanta, to Fred E. Mogmenheimer, secretary of Mason, As and Mogmenheimer, Brooklyn confectioners, at a cocktail par- ty following initial WSB Born Dance pro- gram, sponsored by the sweets concern. Pleased onlookers are Franklin Dyson (l), Moore & Homm, New York agency, and Frank Gaither, WSB commercial man- agers.

Phenomenal Value!

17 JEWEL • 2 PUSH BUTTON CHRONOGRAPH 299+
Wrist Watch • Telemeter • Stop Watch • Tachometer

INCABLOC SHOCK RESISTANT FEATURE

• Sweep second hand • Radium Dial • Anti-Magnetic • Unbreakable crystal • Stainless steel back (formerly $75.00) • Ideal for College Physicians • Broadcast man • Sportsman • Photographers • Aviators

Also available in 18K GOLD CASE • $54.50 (Plus 10% tax) FORMERLY $125.00

MONEY BACK IN 10 DAYS if not satisfied

117 W. 42d St., Dept. R

MAIL ORDERS PROMPTLY FILLED. Shipped C.O.D. on cash or order-check, Address all mail orders to ADLEY JEWELERS

ADLEY JEWELERS

BROADCASTING  *  Telecasting

Page 82  •  March 22, 1948

KZL

DENVER

Ask the Katz Agency

CBS 560 Kc.
Fax Future
(Continued from page 15)
traced the development of facsimile, and said that last April there were only two main points of difference between standards proposed by the Radio Manufacturers Assn.'s facsimile committee and those proposed by Panel 7.

Panel 7, he recalled, felt that standard "definition" and "length of available scanning line" should be stated in terms of "index of cooperation" and that a single value—984—should be established for this index. The recommendation looked toward two standard values: 492 and 894. Panel 7 felt that by standardizing the index of cooperation, rather than the length of available scanning line and the definition, facsimile recorders of any page width might be used interchangeably as one of the two index values, just as television sets receive pictures on varying size screens.

Under the RMA proposal, he testified, transmission of photographs could involve serious distortion.

Favored Index

Mr. Hogan pointed out that the panel in its pre-hearing conference two weeks ago went on record favoring the use of both 984 and 492 index values "until such time as a single value can be selected." He said he was confident the 984 index—involving an 8.2-inch width with definition of 105 lines per minute, permitting transmission at the rate of 28 and 29 minutes per page—would ultimately be preferred. By comparison, he said, a 492 index—based on 4.1-inch width and 105 lines per minute—would transmit at the rate of 14 square inches per minute.

Under questioning he said that "all other things being the same," it would be possible to use a 50% narrower channel if the index value were 492; that a 4.1-inch width recorder could be converted to 8.2 with little expense, and that both values could be accommodated by changing the rate of paper feed.

Mr. Hogan said the RTBP panel, with Mr. Alden not voting, adopted a resolution which said it "found no multiplex proposal that would meet the FCC requirements" and therefore had "limited its recommendation to simplex operation." He added that the panel felt provision should be continued for experimentation in multiplex transmissions.

Testifying as president of Radio Inventions Inc. and Faximile Inc., Mr. Hogan said "thousands and thousands of persons have seen General Electric equipment built to RTBP standards, and the service is 'wanted.' He said the service to the broadcaster would be "exceedingly favorable," estimating $8,000 to $10,000 would put a small FM station into the facsimile business and $12,000 to $15,000. But he said a "fully elaborate" installation. He estimated a top-quality combination receiver would cost $700 to $900, and that a "deluxe" recorder and some palmtopcmeri would cost $250 but could be brought down to $100 "reasonably soon" through quantity production. Paper, he said, costs about 1c per sheet and every inch would be reduced to 25% of that, with the result that a 15-minute edition would cost one cent.

The questions from Mr. Plotkin, he said facsimile operation in the AM band would be feasible but not desirable, and that operation on television frequencies would be "very feasible." He did not feel that there would be room for both simplex facsimile and FM within the same band if both services develop to the proportions expected. He added that multiplexing would be perfected, and said allocations should be reconsidered in "two or three years."

 Asked whether there was any possibility of 100% FM operation in the FM band where facsimile might operate on a simplex basis, Mr. Hogan suggested the "lower part of the television band." Mr. Finch told the Commission that his firm's Colorfax could be operated on the same standards as the black-and-white facsimile, that the recorders would be about the same in cost, and that the paper used in Colorfax—ordinary paper, unprocessed—would cost about 28c per 100 feet against 8c per 100 feet of monochrome paper. The color machine, he said, operates at one-fourth the speed of the black-and-white machines.

Colorfax Copies

Mr. Finch offered copies of Colorfax transmissions, which Dr. LaVerne Philpott, Finch Telecommunications director of research and development, said are produced by scanning each line with three colors—red, green, and blue, with an amber filter for black. The colors are reproduced in the recorder by pigment leads of the corresponding color.

Referring to Mr. Plotkin, Dr. Philpott said that due to the different operating speeds a black-and-white recorder would elongate color transmissions four times. But, he said, it was not proposed to use color in the transmission of non-photographic material. He said a color recorder could be converted to black-and-white by substituting black leads for the colored leads, and could pick up black-and-white transmissions without distortions. Most of the Finch color work, he concluded, has been done in the laboratory.

Mr. Crooks, director of News Publishers Facsimile Service, said that "wherever facsimile is shown and the public can see it, there is a spontaneous public demand for the service." If it were available, he said, the demand might exceed that for television. He estimated a staff of five persons could prepare a facsimile edition.

No Objection

Mr. Alden, first Tuesday witness, told the Commission his company believes the 4.1-inch width is the best preferred service—"from both economic and performance standpoint. But he thought limited service should be permitted on the 8.2-inch width.

Voicing no objection to the Commission's present facsimile rule 3.266, Mr. Alden said that multiplexing at least be permitted on an experimental basis to determine whether or not objectionable interference would result to the aural program portion. Throughout his presentation, and also that evening at a demonstration staged by his firm, Mr. Alden stressed the entertainment potentials of facsimile.

Mr. Alden said his firm is prepared to produce any likely number of scanners for broadcasters and that tooling and jigs for 4.1-inch recorder production are ready. From 5,000 to 25,000 recorders could be turned out in a "reasonable" time. He said 8.2-inch rec expect to either the bus line or the public in the installation or operation of the system.

WWDC-FM most of the day for the transit audience would program an easy-to-listen-to-fare of good music, news and sports information and similar programs. Commercials would be sold to advertisers at an estimated rate of about $1 per guaranteed 1,000 transit listeners. The home audience would be a bonus. Commercials would be limited to not more than one every five minutes and to length of 30 seconds.

Initial trials in Washington produced excellent reception in varied sections of the city. WWDC-FM is assigned Channel 266 (101.1 mc) with effective radiated power of 20 kw.

Mr. Streece pointed out that while the music was designed to provide bus riders a soothing background to overcome the disagreeable traffic sounds, the programs were highly acceptable to the home audience.

Transit Radio
(Continued from page 15)

with card questionnaires which they fill out and return. Questions cover acceptance of programs being broadcast, preference suggestions and other comments.

WWDC-FM is broadcasting a special format of light classical music and news for the test. Transmissions are 10:30-noon, 4-6 p.m., and 7:30-8:30 p.m. The programs are aired in 20-minute segments with 18 minutes of music and two minutes of news. Announcements, which may be commercial, are planned every five minutes.

According to proposed plans Capital Transit several months hence would allow WWDC-FM to equip some 600 buses and 80 other cars on the Transit Radio receivers and speakers. It is expected the franchise would include a flat fee and percentage agreement. Each vehicle installation costs $175, according to Broadcasting WWDC and WWDC-FM general manager. He said no expense would accrue March 22, 1948 • Page 83

Announcing... the appointment of WILLIAM G. RAMBEAU COMPANY as EXCLUSIVE NATIONAL REPRESENTATIVE for...
ON THE FACSIMILE SIGNAL

Mr. Alden stated the company also has an 18-inch width recorder available as a utility model suitable for use in public places. Producing enlarged-print copy, the model exposes 51 inches of paper at a time and is easily read at distances of 20 feet or more.

Summary of the Alden preference for the 4.1 system was offered by Alexander Nyman, the firm's technical director. Among the points he made for the smaller width were the following: Economy of recorders and paper; simple copy preparation through use of single-column, continuous presentation format; important news or announcements could be cut in any time without delay until end of a multi-column "page" in larger width system; public display on utility model possible through four-fold enlargement; particular suitability to multiplexing on FM network; perhaps AM later; immediate adaptability to transmission on regular telephone lines. Lower power consumption, simplicity of synchronization makes it ideal for farm area or mobile use; no extra equipment required, workable on any FM receiver or tuner; better quality, measurable economies in electricity; single column permits readjustment in scanning to get better photograph definition; wire circuit adaptability makes system suitable for foreign market consumption where public wired broadcast systems exist.

Mr. Nyman said multiplexing might be accomplished by carrying the facsimile signal on the upper 3,000 cycles of the FM channel, with modulation about 25%. He said no filter is required on the FM receiver but an inexpensive one is placed on the facsimile recorder to cut out the aural signal. He indicated interference would be greater with multiplexing of the 8.2-inch system.

On Tuesday afternoon Finch Telecommunications presented a quarter-hour technicolor movie illustrating varied applications of facsimile in business and industry.

E. Z. Jones, general manager of WBBB and WBBB-FM Burlington, N. C., went on record supporting the RTPB Panel 7 proposal. He termed facsimile the "poor man's television."

Some experiments in network multiplexing have been tried, Mr. Jones said, in conjunction with the Dixie Relay Network, composed of FM outlets in North and South Carolina.

Comprehensive exhibit of its 8.2-inch width facsimile operations was entered by Triangle Publications Inc., operator of WFIL-AM, FM, TV and FX, and publisher of the Philadelphia Inquirer. WFIL-AM General Manager Roger W. Clipp testified that the "immediate establishment of commercial standards is not enough, in and of itself."

"Implicit in the economies of the situation is the necessity of assigning to facsimile a permanent home in the spectrum" as assurance to manufacturer and public alike, he said.

Mr. Clipp indicated he would like to see separate frequencies for facsimile but that present simplex operation in the FM band would be satisfactory.

WFIL Investment

Capital invested in facsimile by WFIL, according to Mr. Clipp, is $67,496.85, with $57,611 of that amount representing equipment. Operations expense for January, the full month of operation, was given as $4,686.46. Two editions per day were aired.

A public acceptance survey conducted by WFIL-FX at recorder display sites, computed on 945 questionnaire returns, showed 83.4% had viewed a facsimile newspaper for the first time and that 73.6% would like a home set. Mr. Clipp reported 79.6% would pay $100 for a recorder, 31.2% would be willing to pay $200 and 5.7%, $500. National and international news ranked highest in popularity.

Louis E. Littlejohn, chief engineer of the Inquirer stations, related technical details of operation.

Merrill Panitt, editor of the Philadelphia Inquirer Facsimile Edition, told the Commission, "We feel that facsimile is a marriage of the newspaper and radio." Mr. Panitt did not favor the 4.1-inch system, on grounds that it is not adaptable to a facsimile newspaper.

Lee Hills, managing editor of the Miami Herald, operator of WQAM and WQAM-FM, testified facsimile should be given the commercial green light to get it "off the ground." He said public reaction has been very good to the WQAM-Herald single column 8.2-inch width transmissions. Mr. Hills favored the simplex system, sharing hours with FM aural broadcsting.

Expressing strong preference for the 8.2-inch width, Mr. Hills said if 4.1-inch were chosen exclusively the Herald would drop out of facsimile.

G. Bennett Larson, vice president in charge of television for WCAU Philadelphia, affiliate of the Philadelphia Bulletin, favored immediate commercialization of facsimile even to the extent of FM multiplex. He believed more multiplex experience is needed, however.

WCAU-FM is being interrupted daily around noon for about 1 1/2 hours of 4.1-inch simplex facsimile transmission. Mr. Larson said WCAU has 8.2-inch equipment on order, he told FCC, estimating that the larger size would cost about four times as much.

Robin D. Compton, engineer in charge of television and FM for WCAU Inc., supported Mr. Nyman's testimony in behalf of FM multiplexing and said that the average FM receiver today does not deliver to the listener faithful reproduction above 8 or 10 kc. He favored 4.1 as best for multiplexing.

Although WCAU would go on commercial facsimile basis if FCC permitted, Mr. Compton stated his personal opinion was that experience is insufficient at present to warrant authorizing a full commercial system. As to WCAU experimentation Mr. Compton said some 20 recorders have been used in about 100 different locations up to 70 or 80 miles from the station. Even where FM reception was not too good the facsimile system functioned satisfactorily, he said.

FM Assn. presented for the record a resolution favoring multiplexing and stating that no channels in the 88-108 mc FM band be assigned exclusively to facsimile.

De Neuf Statement

Rural Radio Network Inc., permitted for six FM stations in New York state, entered a statement by Donald K. De Neuf, chief engineer, which asked immediate adoption of standards and recommending RTPB Panel 7 proposals. The 8.2-inch system was favored.

Agreement with RTPB Panel 7 recommendations also was expressed for RCA by Charles J. Young, in charge of facsimile development and research for the RCA Laboratories Division. He outlined RCA work in the field since 1930 and indicated a single standard is desirable. Mr. Young declined to comment at any length on multiplexing. He said the last work on multiplexing was in 1941, at which time considerable intermodulation trouble was experienced.
UNITY'S FM

UNITY Corp., licensee of WTD and WTD-FM Toledo, received grants from FCC last week for new Class B FM stations at Springfield and Mansfield, Ohio.

At the same time the Commission approved a petition by Mansfield Journal Co., former Unity rival, which had asked that a previous FM grant to WMAN Mansfield be recalled and had also opposed Unity on charges that Edward Lamb, owner of WMAN, is "not qualified to be" a licensee [Broadcasting, Feb. 9].

It was the Journal's contention that WMAN had campaigned against establishment of a competitive station in Mansfield and that Unity's Mr. Lamb had written a book on Russia which advocates overthrow of the U. S. by force [Broadcasting, Feb. 9].

But FCC ruled that the Journal's claim that it is not in the public interest to grant either the Unity or [WMAN] applications is not sustained. The Commission has full and complete information regarding these applications and nothing new is contained in the instant petitions such as would warrant a rehearing on these applications."

Jones Dissents

Comr. Robert F. Jones dissented from the Unity grants, voting for further hearing on each application.

The grants were issued "subject to Canadian objections within 15 days" from March 12, and subject to the usual conditions with respect to approval of transmitter sites and antenna structures by the Civil Aeronautics Administration.

The Springfield grant was for use of 100.7 mc (Channel 264) with 10 kw effective radiated power and antenna height 308 feet above average terrain. At Mansfield the grant was for 105.3 mc (Channel 287) with 7.25 kw and antenna height of 345 feet.

In the Mansfield case, the Mansfield Journal, Unity, and WMAN originally went through a competitive hearing because there were then only two channels allocated there. Subsequently a third channel was moved to Mansfield and FCC granted WMAN's application severing Unity's and the Journal's for consideration independently of each other [Broadcasting, Jan. 19]. It was this action that drew the Journal's petition for rehearing.

The Commission ruled that there was no merit in the Journal's claim that failure to keep all three applications in consolidated hearings would deprive it of its own chances for a grant. The Journal contended this might be the result (1) if one of the three Mansfield channels were allocated elsewhere; or (2) if a new applicant should apply for the third channel and get into competition with the Journal. Grant of WMAN's application and severance of Unity's, the Journal argued, would take away the Journal's rights to oppose the two others and deprive it of its rights to "due process."

In addition to its FM application, the Journal and its affiliated Lorain Journal Co., of Lorain, Ohio, have pending AM applications (for 250-w daytime stations on 1510 and 1140 kc, respectively). FCC has proposed to deny both the AM and FM applications, on grounds that the newspaper firm's owners had sought consistently to suppress competition. The two newspaper firms will oppose this proposal in oral argument.

L. A. ANGELS TELECASTS TO HAVE COMMERCIALS

BBDO Hollywood is projecting series of 25-30 film commercials for use during telecast of the Los Angeles Angels under sponsorship of Standard Oil of California.

No fixed budget has yet been determined for production of commercials. Plans call for 30-second and one-minute commercials, although ratio of each has not yet been fixed.

Although agreement provides that telecasts are non-exclusive, it is believed that P. K. Wrigley, owner of the Angels as well as the Chicago Cubs, would not be likely to sell the rights to another sponsor as well. It is believed he may see fit to allow other stations to offer the games as program fare in addition to KTLA which will carry the games for Standard.

Whether the signboards of other advertisers at the ballpark will be left up had not been worked out last week.

The 66-day game home schedule of the Angels will start April 18 with Stahard paying an estimated $50,000 for time and the rights [Broadcasting, March 15].

Gen. Taylor, Wife Hurt Parachuting From Plane

BRIG. GEN. TELFORD TAYLOR, on leave from his post of FCC general counsel and more recently chief U. S. war crimes prosecutor at Nuremberg, was injured along with his wife and nine other Americans when they were forced to parachute from a crippled U. S. Army plane over Berlin last Thursday.

Gen. Taylor has been hospitalized for a broken leg, cuts and bruises and severe shock, and his wife suffered minor injuries, according to U. S. Army headquarters in Berlin.
PACT REACTION

COMMENTS by broadcasters in connection with the three-year agreement reached last week by AFM and the four major networks follow in part:

Justin Miller, NAB president: "I am happy to observe that the negotiations have reached a successful culmination. This shows clearly that broadcasters and musicians can calmly and reasonably work out the solution of their problems to their mutual benefit."

Frank E. Mullen, executive vice president of NBC: "The arrangements are of the greatest significance to the entire broadcasting industry. Peace has been established on the network front. Willingness of the AFM to cooperate with the broadcasters for the development of television is most heartening and will provide a great stimulus to the entire television industry. I am certain that the development of television in the United States will provide new and additional employment to the members of the federation. We propose that already established sound programs such as the NBC Symphony, the Fred Waring Show, the Chesterfield Supper Club and the Telephone Hour will be televised in the very near future."

Mark Woods, president of ABC: "I believe the agreement reached by the four networks with Mr. Petrillo and his associates means that we have finally settled an extremely important aspect of musical presentations by the radio industry. ABC's television plans call for extensive use of live music. We are arranging to televise the Metropolitan Opera and orchestras whose music is carried over our standard band facilities. ABC, with some 70 FM affiliates, will continue to present FM programs. The spirit of cooperation which marked these negotiations brings credit to the AFM and Mr. Petrillo in their sincere efforts to work with the broadcasters in guaranteeing the rapid development of the newest radio forms."

J. R. Poppele, vice president of WGN, New York and president of Television Broadcasters Assn.: "End of the ban on live music in television will give television programming a tremendous uplift. Greatly superior programming may be expected from telecasts by famous artists, symphony concerts, operas and operettas, musical comedies and the like. The musician and the concert artist will find new avenues and employment for talents. We feel television has now hurdled one of the few remaining obstacles in its path to ultimate national success."

Joseph H. Bean, executive vice president of CBS: "The agreement is a constructive step in providing stability for the radio industry and in paving the way for the advancement for both FM and television broadcasting. With work underway on the largest television studio plant in the nation, CBS intends to utilize live musicians in its varied programs scheduled for 1946. In addition special events television broadcasts will be enriched by music from the scene of the event. Columbia's plans also include the televising of certain of its FM programs which utilize musicians."

LEVER BROS. TO AIR 'JUNIOR MISS' SERIES

LEVER BROS. and its Pepsodent Division are in the final stages of negotiations for Junior Miss, a harbinger of current teen-age dramatic shows, originally aired Wednesday evenings on CBS until last July. New episodes and details were expected over the weekend or early this week.

New series, which will originate in Hollywood, will be carried in the 10-10:30 a.m. (CST) segment on CBS, Saturday mornings.

According to present plans, shows initially would advertise Pepsodent products (tooth powder, paste) but eventually extend to other Lever Bros. products.

Agency for Pepsodent tooth powder is Needham, Louis and Brody Inc., Chicago; for tooth paste, Poole, Cone and Belding, Chicago.

Dean BROTHERS CARTER

Broadcasters Comment
On Petrillo Action

JIMMY TOOTLED
Sounds a Quavering "A"

At the Conference

TO THE AMUSEMENT of everyone at the news conference announcing the AFM-network agreement last week, James C. Petrillo was handed a trumpet, an instrument he once played for a precarious living before he became boss of the AFM.

The trumpet was brought to the conference by Charles F. Denny, NBC vice president and general counsel, who is perhaps the highest priced musician's helper in history. Mr. Denny and Frank E. Mullen, NBC executive vice president, suggested that Mr. Petrillo test his trumpet's lip—which has been put to active but other uses since.

Mr. Petrillo, not unnerved, tooted a quivering note which the keenest musical ears in the room identified as an approach to "A."

GUILD TV WARNING
Has Little Effect

Producers Claim Thai Position
Of Union Is Untenable

UNCONCERNED by movie producers last week greeted the Screen Actors Guild in Hollywood when SAG issued a statement March 16 that "no producer has the legal right to sell or use for television any film made for theatrical exhibition."

In most quarters this was interpreted as an advance stand by the producers in preparation for the start of negotiations for a new contract following expiration of the current one. As to the future, "the whole subject of television is something to be considered in current negotiations," in the opinion of Charles Boren, labor relations head of the Motion Picture Producers and Distributors of America. Similar sentiments were voiced by other representatives of the smaller producing units. SAG stand springs from plan of Dr. Ferenc Peto, director of Audio Pictures who also has organized Television Libraries Inc. to sell for television film backlog of more than 40 producing units. Specifically, the SAG letter which last week was issued by 200 producers said "our attention has been called to a report in the press that certain producers are about to sell for use in television certain motion pictures made for theatre exhibition."

Dr. Fodor told Broadcasting that the Guild position is untenable in light of past contract terms. Further it is believed that the film industry is unlikely to relinquish its contract position on television since it offers a source of revenue which will grow in the face of a declining world market.

Network—AFM
(Continued from page 18)

...to permit the use of the services of musicians on AM and FM, simultaneously and interchangeably, and to include cooperative and local participating programs.

In the field of television broadcasting, both parties agree to cooperate fully in making the services of musicians available for television.

Thus, it was announced, that musical programs broadcast on AM networks may also be broadcast on television and vice versa; and that musicians employed under the AM contracts will also be subject to assignment for independent television programming. Television pickups of public events, including live music, such as parades, activities at stadiums and arenas and the like may also be picked up via television; and use of filmed transcriptions of television shows, for the purpose of making such broadcasts available to the affiliates of the originating stations, will also be permitted. All parties agree that any scheduling plans can be made to fit the fixed rate pattern for such television use of musicians services, agreed that, instead, individual rate arrangements would be made from time to time as the parties need as they arise. All such arrangements will be subject to mutual agreement by the parties involved in each case.

Mr. Petrillo stated that the AFM fully recognized the developmental stage of television broadcasting today and wished to help it grow. Accordingly, he pledged that the rate patterns set during this period would be reasonable and economic ones which the television industry could afford to pay. It was understood that this developmental period during which screen talent fluid would continue until both the AFM and the television broadcasters agree that it was feasible to set long-term rate patterns. The AFM has television plans continue to be available for television purposes during the three-year period.

De Mille Case Appealed
To U. S. Supreme Court

THE LONG FIGHT of Cecil B. De Mille against American Federation of Radio Artists was carried into the Supreme Court March 17 when the movie producer's attorney filed an appeal from the California Supreme Court.

Three state courts have upheld AFRA's rights in suspending Mr. De Mille's trademark for failure to pay a $1 assessment, purportedly of a political nature, in 1944. Attorneys for Mr. De Mille have advised the Supreme Court that the producer abridged his constitutional rights. The compulsory assessment violated, they said, his freedom of speech, and denied him his right to work.
Clears' Fate
(Continued from page 87)
channel broadcasting shows that it was instituted for the benefit of these listeners," he declared.

He pointed out that Mexico has one 250-kw and two 100-kw stations in operation on Mexican clear channels. "No station in this country would be expected to be assigned to these channels because of interference with which they would suffer at night. Conversely the best way for us to keep our channels clear is to use adequate power on them both to render a reliable service in this country and to discourage their use in other countries," he wrote.

James D. House, president of WLW, called the Senate committee's attention to the fact that WLW operated with 500 kw from April 1934 to March 1939. "I personally had the experience of operating Station WLW with this power, and since the latter date with the reduced power of 50 kw," he said. "I would like a sufficient opportunity to acquaint the committee with my experience in this connection and the conclusions which in my opinion should be drawn therefrom."

Ernest L. Wilkinson, Washington attorney for KSL, reviewed the urgency of clear-channel decision in view of NARBA negotiations and told the committee that KSL had presented "compelling evidence" to FCC in support of its bid for 500 kw. "We are ready and anxious to present a summary of that evidence, together with other relevant material, to your committee, in opposition to" the Johnson bill, he said.

On the other side—endorsing the Johnson measure—were virtually all of the other letters thus far received by the committee, according to committee spokesmen.

Warner C. Tidemann, manager of the TIE Albert Lee, Md., felt that so-called "super-power stations" would merely become a medium for doing the business of advertising with small consideration for the listening public other than to cram an advertiser's message down the throats of the listeners." He said:

As you pointed out, it would undoubtedly lead to the concentration of national advertising into a few very powerful and monopolistic stations strategically located throughout the country. Their claims of coverage naturally would affect tremendously the advertising dollar which even at the present time, does flitter down to stations of our size.

He said KATE and other smaller stations "take a place of leadership in the community which could not be attained by the higher powered stations.

Tom Watson Jr., general manager of WSWN Belle Glade, Fla., took a similar position:

"As you point out, it seems to me, are called upon in these decisions to say which is the destiny of radio: public service on a level permitting adequate performance in behalf of all citizens, or service of private, moneyminded groups on a level permitting performance primarily in behalf of a limited audience. In more generalized terms, you who govern must now decide whether radio is to further the cause of the individual, or become still another force in the sure process of regimentation ..."

Lou Poller, owner of WFWA, Littleton daytime at Chester, Pa., told Sen. Tobey that "what you propose is truly an implementation of the traditions of democracy in a most practical way." He struck out at the "set-up tendencies of the networks" and their "ball-and-chain network contracts."

OFFICERS and directors of New Jersey Broadcasters' Assn. posed for the the camera men at their March 12-13 meeting in Asbury Park. Seated (1 to r) are the officers: Roland Tranchard, WAAT Newark, secretary-treasurer; James Howe, WCCN New Brunswick, president; James Cosman, WPAT Paterson, vice president. Standing (1 to r) are the board members: Edward Kahn, WMID Atlantic City; Walter Reid Jr., WCAP Asbury Park; Thomas Tighe, WJLK-FM Asbury Park; Irving Teetsell, WFPG Atlantic City; Paul Alger, representing both WITM Trenton and WSNJ Bridgeton.

WMAR - TV BALTIMORE RATES ARE ANNOUNCED
WMAR-TV Baltimore, owned and operated by The Sunpapers, has announced its rate card No. 1. One-time rate for one hour is $200, half-hour $150, quarter-hour $100, quarter-hour $80, 10 minutes $60, 5 minutes $40, announcements of one-minute or less $32.

This basic rate includes transmitters and film facilities, services of staff announcer and recorded music as background for film commercials. It also applies to programs and announcements relayed from other stations also by a network. The rate does not cover programs or announcements using live talent of which require extra production facilities and personnel on the part of the station.

All live talent programs (including remotes) produced by WMAR-TV will be offered as "special features."

Potent Force, Sarnoff tells Edison Dinner

TELEVISION will enable political candidates to achieve even more intimate contact with the voters than aural radio has made possible and it will vastly change political strategy, Brig. Gen. David Sarnoff, president and board chairman of RCA, told a Washington, D. C., audience Friday night.

Gen. Sarnoff's remarks were made at a dinner sponsored by the Newsmen Society in tribute to the memory of Thomas A. Edison, whom he called "America's greatest inventor."

"We have but to recall the tremendous effect of radio broadcasting upon the social and political life of the nation to look forward to the profound effect which television is certain to have on democratic habits and politics," said Gen. Sarnoff.

Referring to the Presidential campaign and the extensive plans being made to televise the national political conventions, Gen. Sarnoff declared that political candidates are more than ever in the spotlight, no longer able to hide behind a microphone with eyes cast down on the printed manuscript.

Voters will become acquainted with the "complete personality" of candidates through television, and there will be less necessity for candidates to travel, the RCA executive said, for television will take them directly into every city and every home. He predicted that before many years have passed the majority of the 37,000,000 American homes (90% of all U. S. homes) now equipped with radios will have television.

"More Americans have seen President Truman by television in one evening than saw Lincoln during his entire term in the White House," Gen. Sarnoff added. "In 1861 the population of this country numbered 38,000,000. Today more than that number of people live within the areas already covered by television."

Gen. Sarnoff recalled that "Edison established an early alliance with television in 1889 when he demonstrated his invention of the 'kinetoscope' at a Fourth of July celebration in the form of motion pictures on a strip of film."

Paying eloquent tribute to the noted inventor, Gen. Sarnoff said: "Edison lived through the IMMORTALITY of his creative force."

RATe CARD RELEASED BY CHICAGO'S WGN-TV FIRST RATE CARD for WGN-TV, the Chicago Tribune video station, was released Wednesday by William A. McGuiness, commercial manager of WGN Inc.

Rates quoted for each of seven time categories apply to Class A time, between 7 and 11 p.m., with a 75% figure (of basic rates) pertaining in each when telecasting falls between 5 and 7 p.m. (Monday & Friday). Other time periods derive an amount of 50% of basic costs.

Salmon in New Post

ABC SPOT SALES department last week announced that Earl B. Salmon has been named eastern sales manager, succeeding John W. Brooke, who has been promoted to the ABC network sales department as account executive. Mr. Brooke specializes in video ads. Mr. Salmon joined ABC Spot Sales in 1944.

Page 88 • March 22, 1948
Clears' Fate

(Continued from page 18)

tee. "So much of that record as may be pertinent, or perhaps a digest of it, may be made a part of the record before this committee.

FCC itself planned no presentation. The Commission's decision, unique in a proceeding of this kind, was sent to the committee Friday in a letter by FCC Chairman Wayne C. Coy. It left no doubt, however, that the pendency of the clear-channel case made it inappropriate for FCC to comment on the proposed legislation.

Meanwhile, it became apparent that FCC and other communications experts had conceded the need not only for a postponement of the August conference to revise the North American Region 3 Clear Channel Broadcasting Agreement—in which the U. S. position will depend upon the outcome of the Johnson Bill and the clear-channel case—but also for a substantial extension of the NARBA agreement now in effect [BROADCASTING, March 8, 15].

State Dept. officials reportedly were exploring the possibility of such a course, but it was learned in other quarters that Mexico may itself ask for a postponement of the NARBA conference and there-fore make it unnecessary for the U. S. to suggest that action. With proposals for changes in NARBA due May 1, it concededly would be impossible to meet that deadline and comply with the Senate committee's request that the clear-channel decision be held up until after the hearing on the Johnson bill.

It was believed that Canada would agree to a NARBA conference postponement, so that the only real concern was for Cuba's reaction. Unofficial reports, however, were that Cuba would be content to retain the status quo, despite its bid for a dozen 1-B channels when the new NARBA is worked out.

Tobey Threat

Sen. Tobey, who since assumption of the acting chairmanship of the Senate committee has been an outspoken inquisitor of both FCC and the industry, indicated he might resurrect the 1946 Interim NARBA conference with an investigation of charges "that our country bargained off valuable frequencies for the Congressional hearings, but these were discounted in view of the association's hands-off attitude toward the clear-channel question, on which the interests of NAB members are divided.

While the CCBS planned no detailed presentation as the committee will permit, its chief adversary in the FCC hearings, the Regional Broadcasters Committee, was reported by Attorney Paul D. P. Spalton to be planning no part in the Congressional sessions.

It was understood that Ed Craney, managing director of the Pacific Northwest "XL" stations association and member of the CBC, who had been prominent in the 1944 hearings on clear channels and power, would not appear personally. His position, it was understood, would be presented by Don Treloar, owner of KGEZ Kalspg, Mont.

KOB's Viewpoint

In the more than 300 letters received by the Senate Committee was one from President T. M. Pepperday of KOB Albuquerque, asking the committee, in view of the major domestic and international problems involved, to reconsider and permit FCC to issue its decision in the three-year-old clear-channel case without waiting for the John bill hearings. Mr. Pepperday wrote: . . . if, as your committee apparently believes, this (FCC) decision is found to be erroneous, the Senate and Congress and your committee would have the power to correct any errors by the Commission that Congress may have been wrong to act against the public interest. If, on the other hand, your committee and Congress should find that the Commission's disposition was in the public interest, there would be no necessity for further delays.

KOB said it was unlikely that FCC's decision would be considered wholly unsatisfactory—"unless we assume that the Public, which your committee has approved, have a complete lack of capacity to determine the interest of the public in any respect." The station announced that hearings would start on April 5 (heretofore, starting date has been listed as "on or about April 5.").

It appeared likely that most of the independently owned clear channel stations would file appearances for the hearing in addition to CCBS. Whether the networks planned to take part apparently was undecided.

Others on Hand

The number of other licensees who would be on hand could not be forecast. Commissioners said that many of the 300-odd broadcasters who had submitted statements had indicated that distance or other factors would preclude their appearance. And among these asked that their letters be made a part of the record. Others were said to have asked that their statements not be entered in the record.

Clear-channel stations asking to be heard include WLW Cincinnati,

LOCAL AND STATE dignitaries were on hand for the Leap Day opening of KXLL Missoula, Mont., on Feb. 29. E. B. Croney (l), head of Pacific Northwest broadcasters group, discusses operations with Sen. A. H. Smith (r), president of Montana State U., Missoula, and Dr. G. D. Shallenberger, professor at Montana State U. KXLL, on NSF affiliate, is the ninth station to join FBI ranks. It operates on 1450 kc with 250 w fulltime.

the only U. S. station which ever operated with 500 kw during regular broadcast hours; WHAS Louis-ville, whose director, Victor A. Sholis, is also CCBS director; WSM Nashville, headed by John H. DeWitt Jr., CCBS engineering consultant; KSL Salt Lake City, only full-time independent owned 1-A station which is not a CCBS member. Others, including WGN Chicago, were known to be planning presentations.

CCBS Attorney Caldwell wrote Chairman Tobey that his group would need "substantial time," pointing out that FCC's record on the issue has taken three years to compile and totals 6,047 pages of testimony and 404 technical and statistical exhibits running to "thousands of pages, introduced by all interested groups, concerns and classes of stations in the radio industry" and by experts in other fields.

Refers to Tobey Letters

He referred to Mr. Tobey's letter to broadcasters enumerating "reports" of economic injury that would result from the use of higher power independent owned 1-A station [BROADCASTING, March 8, 15], declaring that such reports "are demonstrably contrary to the technical and economic facts.

Sen. Tobey responded:

It may be that you and your group believe these reports are not correct, but there are obviously hundreds of radio station licensees who believe to the contrary. The committee has a right to assume that one group is as correct in its beliefs as the other until it hears the facts.

The Senator offered a similar reply to Mr. Sholis of WHAS, who charged economic injury "based on "myths." To Mr. Sholis' disclosure that WHAS planned to present witnesses "representing our rural and small-town audi- ences" and his assertion that the interests of this class of listeners should be "paramount," Sen. Tobey replied:

We expect to hear principally broadcasters; if requests for appearances from others who are competent and have pertinent 50 kw stations are received they will be given the fullest con- sideration. While I fully appreciate that radio listeners are much concerned, I of the committee are concerned here am of the opinion that many members with a question of monopoly in radio broadcasting.

On the same subject, Sen. Tobey wrote to Mr. Caldwell:

Insofar as the question of service to rural listeners is concerned, I am not surprised but it appears significant that it is this generally unanimous opinion of the several hundred licensees who have been interviewed by the committee on this subject that they render a more satisfactory local service than do stations far distant from the local market. However, these are matters that un- doubtedly will be discussed fully at the hearing.

Mr. Sholis maintained that the Johnson Bill "would torpedo once and for all any hopes of giving rural listeners a reasonably good radio signal" and would "strip [the U. S.] of our international rights to protection from interference on these channels . . . ." He said he saw "Cuba walk off with valuable facilities to which it was not en- titled on any basis of moral jus- tice," in the interim NARBA con- ference two years ago. Sen. Tobey wrote back:

I note with interest your assertion that our country bargained off valuable frequency rights. I have heard that fact and I do not understand why we should have done so. No one has ever asked me with a clear conscience to do it. The Bill was passed in the best interest of radio and the general public within the U. S.

Heard the NARBA committee that the John bill would be a "terrible blow" to listeners in small communities and rural areas. "I have no clear

(Continued on page 88)
NAB Engineering

(Continued from page 14)

half of the NAB headquarters staff will be Royal Y. Howard, director of engineering, and Neal McNaughten, assistant director.

Magnetic Recording

Papers on magnetic tape recording will cover new developments in that field. The whole subject of recording will be emphasized, interest may grow. 1, 500 NAB Recording & Reproducing Standards Committee. This project, revised after wartime interruption, looks toward international uniformity in that area.

Receiving careful attention in the project is magnetic recording. First subcommittee to complete its work is Project Group I, preparing a glossary of recording terminology and definitions. Subcommittee chairman, Warren Birkenhead of Capitol Records, Hollywood, was praised by Robert M. Mollo, NAB chairman of the standards executive committee.

C. J. LeBel, Audio Devices, has been named chairman of Project Group E, dealing with preparation of standards on distortion, signal-to-noise ratio and recorded level.

Added to the engineering program last week was a Friday evening informal meeting of 1, 500 new MBS-Don Lee studios in Hollywood, with Lewis Allen Weiss, MBS board chairman and Don Lee, vice president, and general manager, as host. An inspection tour of Mt. Wilson is on the Saturday program.

Intense interest in the management conference Monday and Tuesday of convention week has been shown by station owners and high executives, according to NAB Secretary-Treasurer C. E. Arney Jr. Registrations for attendance, 1, 500, despite the fact that the conference is confined to industrywide problems at the management level. This compares with registration of 1, 857 at Atlanta in April, and total known attendance of 2, 700.

Rapid growth of the industry, with new stations taking the air by the hundreds and with NAB membership over 2, 000, promises a large meeting despite the elimination of such topics as sales and broadcast survey reports; instead, the emphasis will be on management c linics, being of a specialized nature, will be presented during the series of NAB district meetings scheduled to start in late July.

District Meetings

District meetings in the East and Midwest will run into late August, according to tentative plans. Three West Coast district meetings will be held in September, with the Southern areas to meet in October. The area plan, in which more than 800 neighboring districts met because individual district memberships are growing so rapidly that combined meetings are cumbersome.

Typical of events already listed on the agenda of the Los Angeles management conference is the two-hour panel in which the future of AM, FM, TV and facsimile will be discussed by industry authorities and officials of the four services. As now lined up, each segment of the panel will take up a half-hour.

Other panels will cover broadcast advertising from the management viewpoint; employee-employer relations, along with wage-hour problems; discussion of the Standards of Practice, which may take up more than the allotted time, should heated debate develop; the NORC survey of public opinion of radio [Broadcasting, March 8], along with BMB and other recent matters; the ASCAP contract loans; legislative and international frequency development.

The summary of problems now facing broadcasters, with trends during the past year and issues still to be faced, will be presented in the keynote address by President Justin Miller.

FM Plans

The FM Dept. is well along in plans for their portions of the meeting. Two speakers on FM will be presented, the FM Executive Committee's convention subcommittee decided at a meeting held last week, one to be Hotel Syracuse, Syracuse, N. Y. The subcommittee decided to approach FM's future from two perspectives—the wholly FM station, and the FM in AM. Suggested as the "wholly FM" speaker was Everett Dillard, pioneer FM station owner, engineering consultant and president of Dillard, Inc. Mr. Dillard has been nominated as an NAB director in the FM-B class [Broadcasting, March 15].

Attending the subcommittee meeting were C. D. Martin, WBNF, FM Binghamton, N. Y., subcommittee chairman, and Arthur C. Stringer, NAB FM Dept. director. Leonard L. Asch, WBCA, Salesman, and William D. Egolit, WBCC, FM Bethesda, Md., an NAB director, were unable to attend.

Mr. Arney will leave Washington May 10 and arrive in West Coast. He will stop in Chicago to complete arrangements for the 1949 convention which will be held April 8-13 at the Stevens Hotel. Chicago also was chosen for the 1950 convention during the NAB board's February meeting at Hot Springs, Va. Mr. Arney was instructed to secure an option for that date. Driving to Los Angeles April 25, he will tackle the maze of problems that must be cleared up in the brief three-week period.

Mr. Stringer, who directs the heavy and light equipment exhibition, will leave April 30 and arrive in Los Angeles May 3. Plans for the heavy exhibit in the ballroom and foyer of the Hotel Biltmore, as well as the transcription program, exhibits in a second-floor display rooms, are moving along.

Though the hotel will not accommodate high towers and some of the equipment shown at Atlantic City Convention Hall last summer, Mr. Stringer said the exhibit promises to surpass anything in exhibition history. Many new and improved developed during the past two months will be unveiled, he indicated.

Exhibit Dates

Exhibits will be open Monday morning, May 17, through the 21st. Transcription and program firms will be able to audition their products in the second-floor rooms.

Added to the list of exhibitors [Broadcasting, March 15] are Commonwealth Broadcasting Division and SESAC in the light field, and Audio Devices in the heavy equipment category.

In mailing registration and hotel reservation blanks, NAB reminded that only NAB can allot space in convention hotels. Members were asked to return forms promptly, along with payment ($15) to pay for management conference and $15 for the engineering conference).

The $2.50 deduction for advance registration has been discarded, and NAB announced no refunds will be granted since commitments are made on basis of advance registrations. However, any registration fee will be refunded persons compelled to abandon plans for attendance prior to the convention date if prompt notice is given.

While NAB will not handle transportation for the delegates, it has issued a convention bulletin listing special rail arrangements. Pennsylvania Railroad plans a special train leaving New York Wednesday, May 12, 4:30 p.m. and arriving in Los Angeles Saturday at 10 a.m. The train will stop at Newark, North Philadelphia, Harrisburg, Pa., Altoona, Pa., Pittsburgh and Fort Wayne, Ind.

Special cars will leave Washington at 5:30 p.m. and be attached to the convention special. New England delegates can take the Colonial Express leaving Boston at 9 a.m.

Baltimore & Ohio Railroad operates through Pullman service between Washington and Los Angeles, leaving Washington daily on the Capitol Limited at 5:30 p.m. Pennsylvania Railroad operates a similar service. B&D announced it would offer special accommodations or a special train if sufficient number of delegates desire.

Airlines have offered to operate special planes where demand justifies. Here, too, arrangements must be made direct.

Calendar of convention events tentatively line up like this:

May 15 (Saturday)—NAB board meeting.
May 16 (Sunday)—Registration in gallery at Biltmore Hotel, from 10 a.m. to 5 p.m., Atlantic City Convention Hall, 3:30 a.m. to 5 p.m—Management conference; equipment exhibit open (will remain open through Friday).
May 18 (Tuesday) 10 a.m.—5 p.m.—Management conference; banquet.
May 19 (Wednesday)—NAB golf tournament for BROADCASTING Magazine trophy registrations, management conference in gallery of Biltmore.
May 20 (Thursday) 10 a.m.—5 p.m.—Engineering conference.
May 21 (Friday) 10 a.m.—5 p.m.—Engineering conference; evening inspection.
May 22 (Saturday) 9:30 a.m.—Buses leave Biltmore for Mt. Wilson trip.

In OMAHA and Council Bluffs

get's you that

EXTRA SOFT

THROUGH EFFECTIVE MEDIA TIE-UPS

- Car Cards - Taxi Signs
- Outdoor Boards - Displays
- Dealer Letters - Newspapers

BASIC ABC - 5000 WATTS
Represented by EDWARD PETRO CO., INC.

March 22, 1948 • Page 89
Open Mike
(Continued from page 44)

ad page. Those are the first new heads—really new—I've ever seen. John Miles
Director, Purdue U.
WBAA Lafayette, Ind.

* * *

EDITOR, BROADCASTING:
... And to get our 3c worth while we're at it, we like the new layout of BROADCASTING, the headlines, etc. Also your augmented TV coverage. We were swerving around for an authoritative TV magazine—and all at once, we found that we had it.

Thanks for your cooperation.
John Croft
General Manager
WFLB Fayetteville, N. C.
* * *

EDITOR, BROADCASTING:
Since I was one of those who yelled loudest about the make-up of BROADCASTING, I want to be one of the first to compliment you on the new handling of headings and departments. I think it has improved the magazine immeasurably. As evidence of this, it makes me want to read it much more thoroughly than before this change was made.

Maybe I am oversensitive to an artistic format, but I do feel that...
H. T.’s Hooper—33.4

President Truman’s broadcast message to Congress on March 17 asking for universal military training and revival of selective service got a Hooper rating of 33.4—his highest daytime rating since the record 64.1 for his V-E Day announcement, according to a CBS statistician. Reviews on a special Hooper survey full translated texts to Russia, Austria, Germany, Poland and Canada. The findings were followed by reports of the reactions to and editorial comment on the speech.

Zoom for KTAL

KTLA Hollywood last week became first western station with its own zoom lens. Ordered last year, lens was delivered by Jerry Fairbanks.

MBS and ABC Permit It

But Set Standards

In order to be completely fair to all of our advertisers, we have requested our affiliates to honor over their FM facilities all of the commercial programs which they carry in their AM facilities, and to propose to broadcast any of such programs over their FM facilities.

In other words, we expect them to carry all of our advertisers the benefit of any additional service accorded to any of our advertisers, provided there are no unusual circumstances, such as incompatibility of the operating hours of an affiliate’s FM facility with those of its AM facility.

In question-and-answer form, ABC answered its replies to the specific queries posed by FCC in its Feb. 26 letter:

May AM affiliates broadcast the AM network programs simultaneously over the affiliates’ FM facilities?”—Yes.

“If affiliates broadcast some of the AM network programs over one station, are they required to carry over the FM station all network programs which they carry over the AM stations?”—Yes.

“May non-affiliated FM stations in communities where there are no AM affiliates carry your network programs?”—Yes, provided our consent is obtained.

“In the communities where your reputation is that you do not carry the network programs on FM, may another non-affiliated FM station carry these programs?”—Yes, provided our consent is obtained.

The letter was signed by Joseph A. McDonald, vice president and general attorney of ABC.

Mutual’s reply to the other queries was given by Mr. Sweezy as follows:

We have permitted several non-affiliated FM stations to carry our network programs in communities where we have no AM affiliate. We have no rule or policy against permitting a non-affiliated FM station to carry our network programs in cases in which the facility and regulations involved are not doing so. Our decision to do so in instances would be entirely upon the considerations of the public interests involved.

Time Bills Doomed By Tardy Hearings

Death knell for uniform time this year seems to have been sounded with the announcement by Sen. Clyde M. Reed (R-Kan.) last week that he will insist that the matter would not be held until April 13, less than two weeks before part of the nation switches to daylight time.

Sen. Reed, chairman of an Interstate Commerce Subcommittee which also contains Sen. Owen Brewster (R-Me.) and Sen. Ernest W. McFarland (D-Ariz.). The group will consider both Sen. Reed’s bill (S-226) for uniform daylight time and S-2041 by Sen. John Overton (D-La.) providing for national standard time [BROADCASTING, March 8 and 15].

In his announcement, Sen. Reed revealed that his bill was introduced at the request of the ICC, which, in several annual reports, has recommended bringing the matter under general control so as to have a uniform practice at all times.

“I am not personally committed to the provisions of this bill,” says Sen. Reed, explaining that his real purpose is to determine “the broad public convenience and desire in the matter of time standards.”

According to the Kansas Republic, these three issues are involved:

(1) Whether a single time standard prescribed by the ICC and to cover a “measure of time for all purposes” should be used throughout the various zones.

(2) Whether daylight saving should be observed from April to October, or

(3) Whether the same measure of time should be uniform throughout the year.

All interested parties are invited by Sen. Reed to appear at the hearings and express their views.

Calif. Time Battle

Seeking a permanent daylight savings law, the California State Broadcasters Assn. will ask the state legislature to submit the proposition to popular vote in the November elections. This follows a resolution to this effect at the meeting of the association at Los Angeles March 12.

Detroit Asks DST

Daylight saving time won a test in Detroit last week when the City Council voted S-3, one vote short of approval, for the switch. One councilman, pronouncing illness, also favors putting the clock one hour ahead from April 24 to Sept. 26, and final approval is expected at a meeting of the Council March 23. Suburban communities and farm leaders indicated districts surrounding Detroit would accept DST, but farmers protested the change.

Study Shows Farmer Dependence on Radio

Extent of farm listener dependence on radio for information on nutrition is shown in another in the series of homemakers studies by the Dept. of Agriculture.

Thirty-eight per cent of farm women get their ideas on nutrition from radio compared to 56% from newspapers and magazines combined, the survey reveals, with 30% depending on friends, neighbors or family and 29% on booklets and pamphlets. Data are based on a study conducted in the Richmond, Va., metropolitan area.

Radio was found equally effective among various groups of homemakers regardless of age, education, race and income, it was reported. Women under 44, along with better-educated and higher-income women, figured higher in the percentages giving papers and magazines, friends and neighbors, and booklets and pamphlets as sources of information. About one out of ten with high-school or college training rated radio as the most effective medium as against three out of ten women with less information.

Second Edition of Canadian Radio Yearbook, edited by Hugh Newton, has been issued at Toronto. Book contains reference to all Canadian radio legislation, code of ethics of Canadian Assn. of Broadcasters.

Radio’s Thrilling Half-Hour Transcribed Detective Show!

“Boston Blackie”

Radio’s greatest point-per-dollar buy!

In New York

C. E. Hooper

May-June, 1947

Consistently Beats All Competition on Stations From Coast-to-Coast.

WRITE

February 22

Hollywood

New York — Chicago

March 22, 1948 • Page 91
Headliners Award
To TV News Show

A TELEVISION news program was voted an award for the first time in the National Headliners Club history when the club announced its medal winners and honorable mentions last week. Edward R. Murrow, Morgan Beatty, and Al Warner were also cited.

WPIL-TV Philadelphia, owned by the Philadelphia Inquirer, was honored for its "general excellence in the daily presentation of an up-to-the-minute televised news-reel of events taking place the same day as shown."

In the aural radio division, the panel of 11 judges made the following awards: Mr. Murrow, CBS, for the "best foreign on-the-spot radio reporting for his coverage of the wedding of Princess Elizabeth and Philip in England last fall"; Mr. Beatty, NBC, for "outstanding assigned radio reporting in his broadcasts of the Texas City explosion," and Mr. Warner, MBS, for "outstanding domestic coverage in his reporting of the Congressional hearings in Washington."

Mr. Murrow also was the recipient of two other awards during the past fortnight, the du Pont award for his "outstanding radio newscasts" and a special citation from the Overseas Press Club.

BUDGET

FATE of FCC's appropriation for the coming fiscal year is now in the hands of a joint Senate-House conference committee following Senate approval last Monday of a $6,360,000 figure. No date has been set yet for the conference committee meeting, but it is expected to take place this week.

The House early last month [BROADCASTING, Feb. 9] backed up the recommendation of its Appropriations Committee and voted the full amount of $6,200,000 for the '49 fiscal year.

On the Senate side a few weeks later [BROADCASTING, March 8] a subcommittee headed by Sen. Clyde M. Reed (R-Kan.) heard testimony from FCC Chairman Wayne coy and Comrs. Rosel Hyde, E. M. Webster and George Meyer and then decided to increase the House figure by $100,000. This action was backed up by the full committee [BROADCASTING, March 15].

Members of the Senate group are Sens. Reed, Styles Bridges (N. H.), Leverett Saltonstall (Mass.), Republicans, and Theodore P. Green (R. I.) and Richard B. Russell (Ga. Democrats). Sen. O'Mahoney, chief committee proponent of increased funds for FCC, is not a member of the conference group.

When the measure reached the Senate floor last Monday, Sen. Joseph C. O'Mahoney (D-Wyo.), a member of the Appropriations Sub-committee, introduced an amendment to decrease the budget by an additional $125,000 over and above the $100,000 increase so as to restore the Budget estimate.

The Wisconsin Democrat introduced a letter from Chairman Coy in answer to one the Senator had written asking what services would have to be abandoned by the FCC if the $100,000 increase were the only one granted.

The logic in choosing this activity over safety and special services, testing of equipment and Colbert clearance, monitoring and other work, said Mr. Coy, serves to emphasize the importance of receiving the full increase.

Sen. Reed said he "readily granted" that the work of the FCC had increased. "The science of electronics," he said, "has developed in the last year, and in the past five years, than it would normally have developed in 50 years."

The Kansas Republican said it was also true that the number of appropriations increased. In the present, he added, "I think the backlog is somewhat less than it was some months ago . . ."

"Any way you check it concluded Sen. Reed, "were allowed $100,000 above what the House allowed. I do not think there is need for more than that." The majority agreed with Sen. Reed and Sen. O'Mahoney's amendment was rejected.

The question of the salaries of Commissioners of FCC and other agencies also crept into the debate on the Senate floor Monday, when Sen. Arthur V. Watkins (R-Utah) asked the Senate to strike out that portion of the Economy Act of 1952 which limits salaries of members of the Tariff Commission to $10,000.

Sen. Watkins said he understood other Commissioners' salaries had since been raised but not those of members of the Tariff Commission. Sen. Reed replied that this was not the case and that all Commissioners of this sort, including the FCC and FTC, were limited to $10,000.

Buys Daily Reel

TELENEWS PRODUCTIONS, Inc., New York last week announced a long-term contract with the Don Lee television station in Hollywood, W6XAO, for a daily video newssave, to start today. Management agreement was reached in cooperation with INS, sales agent for Telenews.

C Approves Five Applications

The station within two weeks, according to Harry M. Bittner Jr., WFBB general manager. Lester W. Lindsey, former general manager of WRNY and WRNY-FM Rochester, N. Y., and present WFBB station manager for the Biitners, is to become WFBB general manager. The Katz Agency also is to be named WFBB national representative, it was indicated.

Commission in the WWOK case granted a petition by the Dohich Bros. for reconsideration and grant without hearing. The assignee, Cooperative Radio Co., is headed by Howard C. Evans, former commercial manager of KPRC Houston, Tex., who holds 25% as vice president. Economic interest is held by group of local businessmen and Harold B. Rothrock and George B. Bairey, Washington consulting engineers, and Franz O. Willen- butcher, attorney. None owns more than 5% interest.

The Dohlichs sold WWOK because of unexpected "wholesale" granting of new competitive stations in that area [BROADCASTING, Sept. 8, Dec. 22, 1947].

Mr. Peabody, KSJO transferee, is publisher of several weekly and semi-weekly papers in the San Jose area. The transferees are Redwood Broadcasting Co., licensee of KIEM Eureka, Calif., owning 60%, and 22 individual stockholders owning remaining 40%. KSJO licenseara Broadcast- ing Co. Redwood itself is 51% owned by William B. Smullin, KIEM general manager, and 49% by Eureka Newspapers.

Double action occurred in the KHON case. FCC granted transfer of 25% interest from the 50% holding of President Fitkin and his wife to Mr. Turner and approved sale by Mr. Hardy of 25% from his 50% interest to Station Manager Edwards. The Commission had rescinded the first transaction [BROADCASTING, Dec. 22] to order advertising of the sale in compliance with rule. In the present deal and Hardy- Edwards deal also was held to be subject to Avco procedure.

FCC last week also approved assignment of license of WMIT (FM) Charlotte, N. C., from Gordon Gray to Radio Station WMIT, partnership composed of Mr. Gray and members of his family. No money is involved. Mr. Gray is also chief owner of WSJS and WSJS-FM Winston-Salem, N. C.
FCC Revises Three Fulltime Regional

THREE FULLTIME regional assignments at 740 kc, granted by FCC almost a year ago, were reconsidered by the Commission last week and revised to daytime only authorizations with the nighttime region, dropped from hearing. The action stemmed from two applications for reconsideration filed by KSAL Salina, Kan., and KRCSC Seattle, Wash.

The authorizations affected Gila Broadcasting Corp., permittee of KTOR Coolidge, Ariz., 1150 kc, 1 kw fulltime, directionalized at night; Mosby's Inc., permittee of KOFM Great Falls, Mont., 1150 kc, 5 kw fulltime, directional antenna at night, and KFJII Klamath Falls, Ore., holder of CP to change from 100 w on 1240 kc to 1 kw fulltime, directionalized at night, on 1 kw.

Request of KSAL (1150 kc, 5 kw day, 1 kw night) to boost its night power to 5 kw also was designated for consolidation in the nighttime hearing as was an application of KRKD Los Angeles (1150 kc, 2.5 kw.day, 1 kw night) to change day power to 5 kw and move its transmitter site. Moreover, its antenna efficiency and FCC is concerned about night interference to KSRC. KRKD (on present assignment) and KRSC (1 kw on 1140 kc), also were made parties to the proceeding. KSAL at time of April 1947 decision had sought 5 kw fulltime.

A third petition for reconsideration of the April 1947 action, filed by KRKD and directed against the grant to Gila Broadcasting, was dismissed by FCC.

The Commission also adopted an order granting petition of Connecticut Electronics Corp. to modify the Dec. 4, 1947 grant on 740 kc to Harvey Radio Labs, Inc. Harvey revised its daytime hearing to 740 kc at Cambridge, Mass. (WTAO). The modification makes it subject to any possible interference from the proposed station of Connecticut Electronics Corp. requested at Bridgeport, Conn. The Bridgeport application, seeking 1 kw day on 740 kc, is pending at FCC and has been designated for hearing. Harvey initially consented to the modification.

Disney Hats Plans Video Sponsorship

A TELEVISION show titled News Review of the Week will be sponsored by Disney in the United States in which television facilities are available this fall by Disney Hats, Frank H. Lee, president of the Frank H. Lee Co. (manufacturer of Disney hats), revealed to the Disney sales staff at its annual convention in Danbury, Conn., last week.

Jack Beltaire, Disney's vice president in charge of sales and advertising, told the group that "the television audience is a natural audience for our home. That has a television set spent anywhere from $200 to $400 for that set. What better market could be found for Disney hats, which range in price from $10 to $50?"

Norton Kersta, director of television for NBC, also appeared before the convention and mentioned that today 13 cities already have television and that by Sept. 1, 16 additional cities are expected to have it. By the end of the year, he said, it is estimated that there will be over a million sets in operation in the U. S.

FCC last week reversed Comr. Robert F. Jones' ruling which denied UAW-CIO Broadcasting Corp.'s petition to amend its Detroit AM application so as to request 1130 kc, the frequency on which WCAR Pontiac is seeking to improve its position [BROADCASTING, March 8].

The action was taken late Wednesday, the day a Commission hearing was to have started on WCAR's application to move to Detroit and increase evening time to 1 kw, daytime only, to 50 kw day and 10 kw night. James D. Cunningham, FCC examiner for the hearing, was then adjourned until Thursday. With the UAW-CIO application added to the proceeding, the hearing was then adjourned until April 1130 kc was dismissed by the FCC.

Schatz, president and director of WCAR, said he would thereupon request determination whether 1130 kc should be moved from Pontiac to Detroit, as proposed by WCAR; whether it is available for fulltime use, and to decide which applicant is better qualified. A show-case proceeding against WCAR might be the course if UAW-CIO were represented by superior, FCC authorities said.

The Commission rejected UAW-CIO's petition insofar as it requested that the issues for the hearing be enlarged. The Detroit company had asked inclusion of additional issues, including one to determine whether another frequency is available for WCAR at Pontiac.

FCC last week reversed Comr. Robert F. Jones' ruling which denied UAW-CIO Broadcasting Corp.'s petition to amend its Detroit AM application so as to request 1130 kc, the frequency on which WCAR Pontiac is seeking to improve its position. The action was taken late Wednesday, the day a Commission hearing was to have started on WCAR's application to move to Detroit and increase evening time to 1 kw, daytime only, to 50 kw day and 10 kw night. James D. Cunningham, FCC examiner for the hearing, was then adjourned until Thursday. With the UAW-CIO application added to the proceeding, the hearing was then adjourned until April 11.

The action was taken late Wednesday, the day a Commission hearing was to have started on WCAR's application to move to Detroit and increase evening time to 1 kw, daytime only, to 50 kw day and 10 kw night. James D. Cunningham, FCC examiner for the hearing, was then adjourned until Thursday. With the UAW-CIO application added to the proceeding, the hearing was then adjourned until April 1130 kc was dismissed by the FCC.

Arthur W. Scharfled of the Washington law firm of Loucks & Scharfled, counsel for WCAR, protested strongly against the FCC's decision. He said that WCAR was in no position to proceed with its presentation until he had an opportunity to study the contents of the FCC order overruling UAW-CIO to come into the proceeding. FCC spokesmen replied that the order had not been written, which led to the week-end adjournment of the hearing.

Mr. Scharfled protested that the full Commission had acted upon the UAW-CIO petition for review of Comr. Jones' ruling—which was taken in a motions hearing—before

FCC Reverses Ruling

On Union Petition

FCC had had an opportunity to file its position with the FCC's rule, Comr. Jones dissented from the Commission's action. He protested strongly against the FCC's decision reversing his previous ruling.

FCC spokesmen said that, even though the cases were consolidated for hearing, Mr. Ream's union company's request for 1130 kc (with 5 kw day, 2500 w, nighttime) was not considered an application for WCAR's facilities. It was their position that the hearing would be designed to determine whether 1130 kc should be moved from Pontiac to Detroit, as proposed by WCAR.

In a speech before the United Auto Workers' convention in Detroit, Mr. Ream told of the UAW-CIO's interest in the news report and allowing Mr. Jones to change day time to fulltime, directionalized at night, on 1 kw.

The modification makes it subject to any possible interference from the proposed station of Connecticut Electronics Corp. requested at Bridgeport, Conn. The Bridgeport application, seeking 1 kw day on 740 kc, is pending at FCC and has been designated for hearing. Harvey initially consented to the modification.

McKinnon Withdraws

CLINTON D. McKINNON, licensee of KSDJ San Diego, Calif., and publisher of the San Diego Journal of Commerce, Initial application for license was made to FCC for sale of KSDJ and 51% interest in the Journal by Mr. McKinnon to John A. Kennedy, president of WCHS Charleston, Va. Total price is about $500,000.

EDITORIALIZING

THE CONTENTION of major network leaders that broadcasters should be permitted to editorialize without restriction got added support last week from Joseph H. Ream, executive vice president of CBS, in a speech before the New York Radio Executives Club at the Hotel Roosevelt.

Mr. Ream told of editorial experiments by CBS since 1946 and 1947, with an eye to possible reversal by the FCC of the Mayflower ruling. The network prepared but did not broadcast, he said, a number of special editorial programs with varying approaches in the field. Independently owned CBS affiliates would be able to carry or reject any such network editorial, as they chose, according to Mr. Ream. CBS editorial would be clearly labeled as such and the network would continue to make its facilities available without charge to spokesmen representing opposing views on issues of public interest, he said.

James Lawrence Fly, who was chairman of the FCC in 1941 when the Mayflower case was decided, and who was sitting at the speakers' table, was asked by William Hedges, REC president, if he would comment on Mr. Ream's speech.

Mr. Fly, speaking extemporaneously, said that "in terms of the fundamentals involved here, Mr. Ream was completely correct.

Nathan Straus, WMCA New York president, and Morris Novik, radio consultant, both reiterating their views on editorializing as expounded by the FCC during the recent hearings on that subject [BROADCASTING, March 8].

FCC Revises Three Commercial Video

THREE more commercial television stations, including two for Columbus, were granted licenses last week by FCC. The third was for Erie, Pa.

The Erie grantee, Dispatch Inc., and one of the Columbus grantees, Picture Wave, Inc., both proposed by Edward Lamb, Toledo attorney and substantial stockholder in Unity Corp., which operates WTOD and WTOD-FM Toledo, Comr. Robert F. Jones voting for hearings in both cases. Unity last week received FM authorizations also for Springfield and Mansfield, Ohio (see separate this issue).

The new television grantees:

Columbus, Ohio—TV Inc., Channel 22 (146.38 mc), power 16 kw visual, 8 kw audio, antenna height above average terrain 30 ft. Granted subject to filing engineering information prior to license, $8,500 monthly operating cost $13,000, revenue sources wholly subsidiary of The Dispatch Printing Co., director Weldon 'Bud' radiocolorOhio Inc., operator of WTOD-FM, Columbus.

WPLD (FM and WPLD) (facsimile experimental) in that city. Columbus, Ohio—Picture Waves Inc., Channel 6 (38.32 mc), 14.3 kw visual, 32 kw audio, antenna height above average terrain $27,700, monthly operating cost $5,000, revenue $11,000. Ownership: Gude Inc., president Truck-Tractor Co., president and 26%; Louis W. Adams, attorney, vice president 64%; Edwin W. Brandt, public accountant, treasurer 4%; Richard D. McCann, attorney, secretary 4.8%; Ralph D. Davis, director; Lowell Goerlich, Toledo attorney, director 12%; Goerlich Publications publisher; Charles J. Goerlich, sales manager; ex-editor of the Mansfield, Ohio, Journal, 49%: Edwin W. Adam, president 24%; Edward Lamb, Toledo attorney, director 29%; Patrick Photography Inc., Columbus, Ohio, 117, 204-210 mc, 3 kw visual, 1.53 kw audio, antenna height above average terrain $110,000. Ownership of publishing firm includes: Mr. Lamb, president and 60%; Mr. Davis wife 15.5%; Record Pub. Co., 8%.

Ream of CBS Supports It in REC Talk

Three of the four available channels will be used and the new stations will be put into operation within ten months. The four available channels will be supplemented by the other two when they have been allocated. No applications are pending there. In Erie, the Dispatch Inc. grant was for the only facility allocated.

March 1948 • Page 93
At Deadline...

JONES HITS COLLEAGUES FOR DETROIT ACTION

FCC COMR. Robert F. Jones took colleagues to task Friday in dissent against reversal of his ruling that UAW-CIO Broadcasting Corp. should not be allowed to amend its Detroit AM application and get into 1190-ke hearing of WCAB Pontiac, Mich. (earlier story, page 93).

Majority conceded union-identified applicant's amendment was not complete, but said it was "substantially complete" and acceptable under FCC rules. To reject it, majority said, would be inconsistent with announced policy. They held it met requirement of being filed 20 days before date of hearing on application with which it conflicted. Dissenting, Comr. Jones said:

I believe the procedural rule that competing applicants must file their applications not less than 30 days before the applicant be allowed to file an application that meets statutory requirements and the requirements under the Commission's rules. In this case answers to six questions of the application and same questions of operation were omitted. Without such answers the UAW-CIO Broadcasting Corp. may file its application 30 days before the hearing was deficient in minimum requirements to be amended by agreement under the rule or the Communications Act, and when attacked by points of order such response of deficiency the decision must be made upon the sufficiency of the application on such 30th day. Nor are such deficiencies, when attacked by an opposing applicant, corrected by amendments and an affidavit of no consideration for the applicant's amendment, filed subsequent to the 30 days prior to the hearing ...

WALLACE ORR PRODUCES VIDEO SERIES FOR PHILCO

WALLACE ORR, who resigned N. W. Ayer & Son vice presidency after 17 years with agency, is producing television package show of major league ball teams in spring training for Philco. Series, including nine 10-minute films, to be presented starting tomorrow (March 23) over WLWT Cincinnati. First eight to be shown Tuesday and Thursday, 7:45 p.m. (EST); final film to be screened Saturday evening before Cincinnati Reds' opening.

Robert E. Dunville, Crosley Broadcasting Corp. vice president-general manager, says series will advertise Philco video sets. Account placed through Tri-State Distributing Corp., Cincinnati Philco distributor.

TWO PROPOSED AM GRANTS ANNOUNCED BY FCC

DECISIONS proposing to grant new AM station on 1240 kc, 250 w fulltime at Eufaula, Ala., to Alabama-Georgia Broadcasters Inc. and new AM outlet on 1010 kc, 1 kw day at Baltimore to Radio Television of Baltimore, video permittee, reported by FCC Friday. Commission would deny respective competitive requests of Andrew College Broadcasting Co. for 250 w on 1240 kc, at Cuthbert, Ga., and WLOW Norfolk, Va., seeking change from 1 kw day on 1590 kc to 5 kw fulltime on 1010 kc, directional night.

FM ASSN., in move to help Radio Mfrs. Assn. in consigning FM receivers to areas where stations are opening, sent questionnaire to all FM permittees Friday asking when they plan to start operation and if they are carrying baseball programs.

WHOM CLAIMS HARM IN PROPOSED PROGRAM RULE

FCC was asked Friday by WIOM New York to include discretionary waiver clause in its proposed rule to require that stations originate majority of non-network programs from city of their main-studio location [BROADCASTING, March 1].

New York foreign-language station said proposed rule is "basically sound" in that it would compel stations to carry their own programs, including WHOM's. But in WHOM's case, petition said, rule "would be unfair and would amount to a deprivation of property without due process." Petition, filed by Marcus Cohn of Washington law firm of Cohn & Marks, noted that when Generoso Pope and associates bought WHOM for 450,000 in October 1948 they specifically told FCC they planned to program for metropolitan New York and not Jersey City, where main studios are located, and pointed out these programs would originate from New York studios. Similar representations were made in subsequent applications—both successful—for power increase to 5 kw and for license renewal, petition said.

FINAL GRANT TO SKYLAND FOR 5 KW 980 KC IN DAYTON

FINAL FCC DECISION granting Skyland Broadcasting Corp.'s application for new fulltime Dayton, 980 kc station with 5 kw (DA fulltime) and denying WTOL Toledo's bid for same facilities was announced Friday. As in proposed decision [BROADCASTING, Nov. 19], FCC ruled that Skyland proposed more efficient use of frequency on basis of area and population to be served. It is Dayton's third AM station (all 5-kw regions).

Grant to Skyland was conditioned on Ronald B. Woodyard, president and 17.48% owner, disposing of his 45% interest in WIZE Springfield within 90 days, due to overlap between stations. Similar requirement was imposed when Skyland received Dayton Class B FM grant [BROADCASTING, Jan. 19]. Mr. Woodyard and Loren M. Beery, vice president and 17.48% owner, are also minority stockholders of FM permittees for Elyria and Columbus. Remainder of Skyland stock held by 13 other Dayton business and professional men. Network affiliation will be accepted if available.

LOTTERY LAW ASPECTS OF WNOE SHOW STUDIED

WNOE New Orleans' Don't Say Hello show [BROADCASTING, Feb. 16] is under study for possible violation of lottery law, FCC indicated Friday.

Question of legality was raised by Mississippi Valley Broadcasting Co. in petition seeking to have its own 1060-ke application given comparative consideration with two others for New Orleans, including WNOE's.

FCC replied memorandum opinion that petition should be denied "irrespective of the question as to whether the program in question is a lottery program or not and irrespective of the action of the Commission in regard to reopening of the WNOE hearing record to take testimony regarding this program."

SECRETARY MARSHALL PROMISES CLOSER CONGRESS LIASON

ASSURANCE that Senate and House Interstate Commerce committees will be represented at all future international telecommunications conferences given Friday by Secretary of State George C. Marshall.

In letter to Acting Chairman Charles W. Tobey of Senate committee and Sen. Ernest W. McFarland, of Arizona, Democrat, Secretary Marshall expressed "complete agreement" with their observation, in joint letter to him [BROADCASTING, March 8], that "cooperation" between committee and executive branches would be helpful.

Forbidding conferences include NARBA in Canada (voted for August) and high-frequency in Mexico City in October, two at Stockholm and one each at Geneva and Brussels.

To Senators' references to "reports" that certain commercial interests are seeking to upset Atlantic City Conference's high-frequency allocations, Sec. Marshall said State Dept. would insist on U. S. delegates holding up Atlantic City findings and that instructions had already been issued to that effect.

BURKE CROTTY, television director of WMAL Washington, leaves in near future to head ABC TV special events in New York. He formerly was with NBC.

ROYAL V. HOWARD, NAB Engineering Director, named member of Committee on Professional Groups of Institute of Radio Engineers by President B. E. Shackleford.

Closed Circuit

(Continued from page 4)

supposedly had jumped after protest year ago from State Dept.

IN RESPONSE to demand of Acting Chairman Tobey of Senate Interstate & Foreign Commerce Committee that FCC ascertain what radio stations had been tampered with, as alleged by FM Inventor E. H. Armstrong, Commission last week notified committee it could find nothing untoward after thorough check of all its records and of individuals involved—many of whose have since left government service.

LATEST BEEHIVE of TV-network activity is Baltimore. With WBAL-TV definitely NBC, WMAR, Baltimore Sunpaper outlet, is negotiating with all other networks. And upcoming WAAM, which expects to start in June, likewise is talking affiliation. Sunpapers, as of last week, had made no deal, despite reports it had affiliated with CBS.

STRONG MOVE under way to postpone Interamerican Assn. of Broadcasters conference scheduled for Buenos Aires in June until year-end. Reasons: Political conventions here; Presidential elections in Cuba; unsettled radio-censorship situation in Argentina by virtue of Peron government's activities.

INTEREST in television in Canada on up grade. Three eastern Canadian broadcasters to apply for TV soon to CBC board of governors; CKEY Toronto plans TV station, and at least one equipment manufacturer is preparing to start early production of TV mantel-size receivers.

BROADCASTING • Telecasting
A TRIPLE PLAY!

MUSIC
Irving Landau and Orch.
Jack Eigen
Jack Lacy
Johnny Clarke

NEWS
Don Goddard
Howard Chamberlin
Jay Latimer
Sid Walton

SPORTS
Mel Allen
Russ Hodges
Geoff Davis
Don Dunphy

On the field a triple play is thrilling — on the air it means greater listening. Our listeners approve of the WINS three-way programming. They like music, news, and sports — and in that order. (They told us so in 10,000 letters received in a two-week period recently). "It's easy listening," they wrote. "There's something for every member of the family."

We've knocked many a "homer" for our clients, too. One was just nice enough to let us know that WINS secured for him the lowest cost-per-thousand response of the 101 stations he was using from Coast-to-Coast. Another told us to take a bow for pulling the second greatest number of letters of the eight New York stations in his campaign. (The first just nosed us out; the third was far behind).

It takes teamwork to win . . . and WINS has the team!

CROSLEY BROADCASTING CORPORATION

WINS
50KW NEW YORK
You walk into an eerie room. The door swings shut and you're wrapped in a silence so complete that it's an effort to listen. Sound in this vault-like cavern is reduced to the minimum of hearing.

But even silence has a sound of its own. Faintly you hear a subdued hiss, sometimes a soft hum. Scientists have suggested this may be the "noise" of molecules hitting the eardrums. Others wonder if it is caused by the coursing of the body's bloodstream.

On the walls, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out...

When acoustic scientists at RCA Laboratories want to study the voice of an instrument, they take it to this room of silence. What they hear then is the instrument itself—and only the instrument. They get a true measure of its performance.

Information gained here is part of such advances as: The "Golden Throat" tone system found only in RCA Victor radios and Victrola radio-phonographs...superb sound for television...the true-to-life quality of RCA Victor records...high-fidelity microphones, clear voices for motion picture sound systems, public address systems, interoffice communications.

Research at RCA Laboratories moves along many paths. Advanced scientific thinking—put into practical form—is part of any product bearing the names RCA, or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.