IN RADIO as in your industry, the public has an uncanny ability to select the best values from any number of competitive offerings. Best values are always "popular".

WHO's unmatched audience in Iowa is proof that WHO gives this State the sort of radio it wants and needs. In the mass of 58 Iowa counties shown at right (in which there are many other stations) from 5:00 a.m. to 6:00 p.m., WHO gets an average of 57.1% of all radio listening, according to the 1947 Iowa Radio Audience Survey.

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

WHO
+ for Iowa PLUS+

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President • P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Again, we at WLW are proud to acknowledge the honors bestowed upon us by the 1947 Committee on National Radio Awards of The City College of New York.

This is the fourth consecutive year The Nation's Station has received top honors for promotion in this annual competition. And it is the second consecutive year that WLW's All-Over Station Promotion entry has won dual honors... the Award of Merit for the most effective promotion in the 50,000-watt station classification... the bronze plaque for being selected, among all award winners, for the outstanding achievement in radio promotion during 1947.

Because sound promotion always has been an important function of our station operation, it is indeed gratifying to receive national recognition for our efforts. WLW's promotional activities are basic and two-fold: to keep our listeners informed of our sincere efforts to provide them with the best possible radio service and programming... to make our clients' advertising more resultful.
New England listens to YANKEE

The Yankee Network is a dominating sales factor in New England.

Yankee's 23 home-town stations cover more communities, reach more people than any other combination of stations.

Through their Yankee home-town stations New Englanders hear the programs of New England's largest regional network — plus the programs of Mutual Broadcasting System, the world's largest network — plus their own local station features sponsored by their local merchants.

That's why it's Yankee for good listening in New England.

That's how you can reach 89.4% of New England's radio homes — with a one-package buy.

Ask your Petry Man for the plan.

The Yankee Network, Inc.

Member of the Mutual Broadcasting System

21 Brookline Avenue, Boston 15, Mass.

Represented Nationally by Edward Petry & Co., Inc.
WALLACE ORR, account executive with N. W. Ayer & Son, Philadelphia, for 17 years, will buy Booth, Vickery & Schwinn Inc., advertising agency with offices in New York, Baltimore, and Philadelphia. Formal announcement expected next week. Mr. Orr recently started TV program syndicate.

AMERICAN AIRLINES investigating television station construction and operating costs with view to setting up own video network in Southwest, with six or seven stations hooked together by radio relay and programmed largely from single source. Economies in programming through this method and in relay (AA figures it can transmit programs into Texas for about 20% of rates cited by AT&T) should enable network to get on black-and-white basis quickly, AA anticipates.

TAG “Laughing Lady” may be used in next P&G Truth or Consequences contest.

WELCH’S GRAPE JUICE pondering advertising expansion in West. Firm recently decided to sponsor two 15-minute segments of CBS Meet the Missus. TV on KTLA Hollywood considered.

RUTHRAUFF & RYAN, New York, which has been placing spot announcement campaign for Orange Crush in Canada, contemplated extending spots to U.S. markets.

TELEVISION PLANS for Philip Morris through Biow Co., New York, likely to be revealed soon.

WMAL-TV, Washington Star-owned, will affiliate with its AM network—ABC—within fortnight. Station has been transmitting CBS network TV programs since latter has no Washington outlet.

SEVEN-LEAGUE STRIDES of television causing reappraisals by CP holders not only in FM but also in AM. Question being asked now is whether new or expanded AM facilities in major markets can be expected to pay off before TV cuts in on aural circulation to extent that investment would not be prudent.

“MEN, MICE AND MONEY” is title of five-installment series authored by M. H. (Dean) Aylesworth, NBC’s first president, which begins (Continued on page 106)

Page 4 • April 5, 1948

APRIL 5: Hearings on Johnson Bill (5-2231), Interstate & Foreign Commerce Committee, Senate Office Bldg., Washington.
April 6-7: Third annual Georgia Radio Institute, U. of Georgia, Athens, Ga.
April 7-9: AAAA Annual Meeting, Cavalier Hotel, Virginia Beach, Va.
April 8-9: U. S.-Canadian RMA Boards, Royal York Hotel, Toronto.
April 9: AWB Special Meeting with NAB officials, NAB Hdqrs., Washington.
May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.

(Other Upcomings on page 76)


HOUSE voted “Voice of America” deficiency appropriation of $3,000,000 for balance of ‘48 fiscal year; $2,000,000 to be spent for relay and transmitting facilities. Appropriation for ‘49 fiscal year now under consideration by Senate Appropriations Committee with decision expected this week.

KEARNS SEES DISC TRIO REP. CARROLL D. KEARNS (R-Pa.), after conferences with RCA, Columbia, and Decca record officials in New York late last week told BROADCASTING he planned other meetings, possibly next week, with stations, artists and small recording companies. Object is to take down all phases of recording problem and incorporate findings into musicians royalty plan he is authoring (BROADCASTING, March 29).

In Philadelphia---
Nearly Everybody Reads The Bulletin

In Memphis---
Nearly Everybody Listens To

WHHM

WHHM
Independent—But Not Aloof
Memphis, Tennessee

Patt McDonald, General Manager
Forjoe & Co.
Representatives
• Let the advertiser who only wants to get his radio feet wet use Spot Radio. Let him wade in slowly.

Let the advertiser who wants to make the biggest possible splash use Spot Radio. Let him dive in.

For the naked truth is that fully controlled, accurately directed, highly localized Spot Radio is the perfect springboard for any advertiser wanting to feel the full power of the radio medium.

 REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

 Any advertiser can — and most advertisers should — use Spot Radio
Get thar with the Mostest in your battle for WATERLOO (IOWA)

It's one of the most important markets in northeast Iowa—where WMT is the No. 1 station. It's a market worth conquering, a prosperous industrial city of 65,000, widely known for farm machinery and meat packing. Waterloo led the nation in percentage of increase (35%) in business volume for '47 over '46, as evidenced by bank debits. And it's the shopping center for the rich surrounding agricultural section.

Conquer Waterloo too with WMT—the big gun in Eastern Iowa radio, the area's only CBS outlet. Ask the Katz man.

Open Mike

Says Agencies Need More Station Facts
EDITOR, Broadcasting:
I have a suggestion to make for what it is worth. Many of your station advertisers fail to give agency people the type of information we so badly need in evaluating radio in competition with other advertising media in their own markets. More information about radio's ability to sell goods, as well as reach so many "radio families," would be of help in allocating to radio a proper place in general advertising budgets. I think someone, probably the NAB, should do the kind of promotion job for radio that the ANPA does for black and white.

Mrs. Claire Carl-Carri
Director of Station Relations
Gavnder Adv. Agency
St. Louis

Changes Strike Responsive Note
EDITOR, Broadcasting:
By the way, please accept my congratulations on the "New Look" in Broadcasting. We find your magazine tops in attempting to keep up with this rapidly changing radio industry.

Ralph J. Robinson
Exec. Vice President
WACE & WACE-FM
Chicopee, Mass.

Market Study Story Stirs Recollections
EDITOR, Broadcasting:
I enjoyed your Mr. Thompson's Washington market spread very much, and got quite a kick out of comparing my own recollections of Washington radio with the facts in the story. It was a swell story, and very readable.

Tom Means
Assistant to John Cowden
CBS
New York

Sees Market Studies' Value to Industry
EDITOR, Broadcasting:
Study No. 1 of major radio markets included in the March 29 issue of Broadcasting is well done. Congratulations. Unquestionably, these studies will help radio in survey markets and Broadcasting will have again proved its value to the industry.

Henry Liebeckutz,
Advertising Inc. of Washington,
Washington, D. C.

First in Major Market Series Called Excellent
EDITOR, Broadcasting:
Have just finished reading the current issue of Broadcasting. I think the coming series on the study of major radio markets is a wonderful idea. It is a completely thorough and excellent job.

I wonder if you are planning to incorporate the complete series in one volume when it is finished. In the meantime, of course, I will guard them very closely.

Howard E. Stark,
Director, Radio Dept.,
Smith Davis Corp.,
New York.

Editor's Note: Reader Stark's suggestion for publication of the market series in a single volume will be considered later. Favorable action depends upon publisher interest and publication costs.

Durr's 'Philosophy Of Freedom' Analyzed
EDITOR, Broadcasting:
I read with interest your account of Commissioner Durr's news conference in Chicago [Broadcasting, March 1].

I was particularly impressed with the following quotation from his address before the Lawyers Guild: "To withhold from the people any information or ideas on the proposition that they may have a harmful tendency is as inconsistent with democracy as to deprive them of the vote out of fear that it may be exercised unwisely. To suppress the advocacy or rational consideration of ideas by a threat of punishment is as much an act of aggression against democratic government as to deny access to the ballot box by force."...

I agree whole-heartedly with Commissioner Durr. That is why I insist that the Mayflower dictum stands as one of the most utterly incongruous principles ever laid down by a federal bureau of a democratic nation.

I hope that Commissioner Durr is equally willing to view the implications of the Mayflower ruling with respect to its "suppression of ideas by threat of punishment" as clearly as he apparently does when he considers the rights of political candidates, and the possible invasion of those rights when those candidates are labeled arbitrarily as of questionable loyalty.

If Mr. Durr is completely consistent in his philosophy of freedom, he will vote for the abolition of the Mayflower dictum, when the present hearings are concluded.

Rex Howell
Managing Director
KFXJ
Grand Junction, Col.

BROADCASTING • Telecasting
WSIX pays its way

In the food field, WSIX more than pays its way by selling kids and their mamas on the all-important breakfast and supper cereals. A half-dozen national producers have used dominant amounts of time for two, three and five years without a break. Evidently they recognize WSIX's power to sell the goods in Nashville's 51-county retail trade area. Plan now to let WSIX help boost your sales in this area. Call your nearest Katz representative for more facts and figures; and the ways WSIX can fit into your program.

5000 WATTS - 980 KC
ABC AFFILIATE

National Representative: THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy
TELEVISION broadcasters, present and future, got their first good look at prospective video network costs last week. They blushed, but for the most part chose to keep quiet until they could mull over what they had seen.

• AT&T, which has been providing intercity service along its New York-Washington coaxial cable route without charge, filed with FCC on Monday five alternative rate systems which it proposes to put into effect May 1 [BROADCASTING, March 29]. They would cover all AT&T television network facilities, whether coaxial cable or radio relay.

The Western Union followed on Tuesday with formal submission of the charges it plans to make for use of its two reversible radio beams between New York and Philadelphia. It has pledged for operation before the

AT&T'S CONTEMPLATED COMPLETIONS IN 1948

AT PRESENT AT&T's television relay facilities include one coaxial cable channel each way between New York and Washington and one telephone channel each way between New York and Boston.

The Washington-New York link has tie-ins at Philadelphia and Baltimore.

In June two more channels on the Washington-New York coaxial route are to be added and during the political convention period this four-channel route is to be set up so that channels will be available for program service out of Philadelphia and leaving one channel for feeding into that city from New York.

This means three convention pickups can be made simultaneously and will alleviate greatly the time-sharing situation for the video networks. In June it also is planned to extend the coaxial link from Washington for one-way service to Richmond, Va.

AT&T in October plans to open two-way coaxial service between Cleveland and Chicago with intermediate tie-in at Toledo. The same month a two-channel hookup between Chicago and St. Louis is planned and also a single channel between Cleveland and Buffalo running across the city of Buffalo.

By the end of the year it is hoped that a double coaxial link will be available between Philadelphia and Cleveland with a tie-in at Pittsburgh.

The bet to worry about was the first use of the intercity facilities. This was set Tuesday in proposed

AT&T files five alternative rate systems with FCC based on charge of $35 per airline mile per month for eight hours daily service.

Western Union contemplates $4,700 monthly for reversible New York to Philadelphia channel.

local-channel rates filed by New York Times Co.'s L. D. Swenson, a member of the AT&T system.

Though the television network rate structure set up by AT&T is based on a charge of $35 per airline mile per month for eight hours of service, the first use of the intercity facilities would be at the rate of $25 per mile per month for four hours daily.

The tariffs provide that the $25, for four-hour schedules, is the base of the monthly rate plan wherever two or more stations must share the use of the interexchange facilities. This will apply as long as the use of the coaxial cable currently used or feasible for the New York-Washington link—since stations in each city outnumber the circuits available.

It was felt, however, that the shared-channel schedule will be eliminated as more facilities become available.

For comparative purposes, eight-hour daily service between New York and Philadelphia on an unshared channel would cost approximately $3,965 a month. With two or more stations on the channel, the monthly rate per station would be $1,775 for four hours use daily. Two stations sharing time on the channel in New York, for example, would thus pay a total of $3,550 for eight hours—four hours each—while a single station could use the channel for eight hours for $3,905 at the unshared-channel rate.

When suspended by FCC, the rates will become effective May 1.

It seemed doubtful that the Commission would intervene unless strong opposition is evidenced by the television industry. Though the rates are substantially lower than those proposed and subsequently withdrawn by the telephone company last summer, some opposition was evident, though its strength

and extent could not be judged until the full implications of the tariff schedule could be studied.

Lawrence Phillips, director of the DuMont television network, said he thought it 'regrettable that full recognition was not given to the present embryonic state of the industry, the relatively small number of receivers outside of the New York area and the inability of the AT&T to give service on an adequate basis if all networks require the desirable hours for transmission.'

Mr. Phillips said it was not possible to calculate accurately now the 'commercial practicability of television network operation under the AT&T proposed rates,' but that a 'quick review makes it seem possible that the proposed rates might be practicable under network operations on a really commercial basis, which they cannot be for some time to come.'

The Western Union plan contemplates a $4,700 monthly charge for one reversible channel between New York and Philadelphia, covering the eight-hour period from 4 p.m. to midnight seven days a week. Each hour added to the 4-12 block on a regular basis would cost $340 a month, and each extra hour on an occasional-use basis would cost $25.

F. E. d'Huny, Western Union vice president in charge of development and research, said his company's service, 'unlike any other available by common carrier, provides for the transmission of video programs in either direction over the same channel. The unique two-way, reversible feature provides a major economy for the broadcaster.'

It was also pointed out that there would be added expenses for terminal equipment or local loops since WU will beam the signals

(Rest of page 99)

AT&T INTERCITY RATES

ASSUMING that network facilities were available and that AT&T's proposed rates were in effect, the monthly cost of a video network channel for eight hours' daily service between various key cities would be approximately as shown below.

The computation is based on airline mileage, which AT&T defines as 'the shortest airline mileage between service points.' Thus in determining the cost of a New York-Baltimore channel, for example, it is necessary to use the total airline mileage between the various service points between those cities, not the airline mileage from New York direct to Baltimore.

Cost figures in each case include $1,000 as the charge for a station connection at each service point—$500 each—but do not include local channel charges or the costs of transmitting sound.

<table>
<thead>
<tr>
<th>Intercity Channel</th>
<th>Approximate Airline Miles</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston-New York</td>
<td>188</td>
<td>$7,580</td>
</tr>
<tr>
<td>New York-Philadelphia</td>
<td>83</td>
<td>3,905</td>
</tr>
<tr>
<td>Philadelphia-Baltimore</td>
<td>89</td>
<td>4,115</td>
</tr>
<tr>
<td>Baltimore-Washington</td>
<td>35</td>
<td>2,925</td>
</tr>
<tr>
<td>Washington-Richmond</td>
<td>97</td>
<td>4,395</td>
</tr>
<tr>
<td>Richmond-Charlotte</td>
<td>247</td>
<td>9,645</td>
</tr>
<tr>
<td>Charlotte-Atlanta</td>
<td>276</td>
<td>8,105</td>
</tr>
<tr>
<td>Atlanta-New Orleans</td>
<td>435</td>
<td>15,925</td>
</tr>
<tr>
<td>New Orleans-Kansas City</td>
<td>682</td>
<td>24,870</td>
</tr>
<tr>
<td>Kansas City-St. Louis</td>
<td>234</td>
<td>9,190</td>
</tr>
<tr>
<td>St. Louis-Chicago</td>
<td>269</td>
<td>10,415</td>
</tr>
<tr>
<td>Chicago-Milwaukee</td>
<td>81</td>
<td>3,835</td>
</tr>
<tr>
<td>Chicago-Detroit</td>
<td>236</td>
<td>10,260</td>
</tr>
<tr>
<td>Chicago-Toledo</td>
<td>209</td>
<td>8,315</td>
</tr>
<tr>
<td>Toledo-Cleveland</td>
<td>96</td>
<td>3,990</td>
</tr>
<tr>
<td>Cleveland-Detroit</td>
<td>114</td>
<td>4,990</td>
</tr>
<tr>
<td>Cleveland-Pittsburgh</td>
<td>312</td>
<td>11,920</td>
</tr>
<tr>
<td>Pittsburgh-New York</td>
<td>54</td>
<td>2,890</td>
</tr>
<tr>
<td>New York-Trenton</td>
<td>30</td>
<td>2,050</td>
</tr>
<tr>
<td>Trenton-Philadelphia</td>
<td>108</td>
<td>4,780</td>
</tr>
<tr>
<td>New York-Wilmington</td>
<td>65</td>
<td>3,275</td>
</tr>
<tr>
<td>Wilmington-Baltimore</td>
<td>88</td>
<td>4,080</td>
</tr>
<tr>
<td>Washington-Lancaster, Pa.</td>
<td>29</td>
<td>2,530</td>
</tr>
<tr>
<td>Lancaster-Reading</td>
<td>353</td>
<td>13,915</td>
</tr>
<tr>
<td>Los Angeles-San Francisco</td>
<td>685</td>
<td>25,275</td>
</tr>
</tbody>
</table>
This is the way you spell it in Baltimore

THE SUN

WMAR TV FM

Things are happening fast in Baltimore—are you up-to-date? WMAR-TV, Maryland's first television station, is on the air daily on Channel 2. WMAR-FM is also going strong and operates daily on Channel 250 (97.9 Mc.). Write for availabilities.

Represented by THE KATZ AGENCY, Inc.
500 FIFTH AVE. • NEW YORK 18
Next month, we anticipate, WHB in Kansas City will offer greatly expanded facilities to carry your sales message to the rich Midwestern Marketland. WHB is swinging up to —

10,000 WATTS
710 KILOCYCLES
FULL-TIME

Get next to a good thing, Mr. Advertiser! See your John Blair man and join the Swing to WHB.

The Swing is to WHB in Kansas City

Agencies

THAYER RIDGWAY, president of Ridgway, Ferry & Yocum Inc., New York, has been named executive vice president of New York division of Brodie, Smith, French & Dorrance, to serve combine eastern operations of the two agencies. Latter agency has acquired t accounts and key personnel of Mr. Ridgway's firm, effective April TRELLE YOCUM will continue as a consultant.

E. T. KENNER Jr., formerly with Thomson, Sava & Valenti I has joined New York office of Brisacher, Van Norden & Staff Inc., an account executive. STELLING WARREN, formerly with McCann, Erickson, New York, has been appointed production manager of Brisacher, Van Norden & Staff's New York office.

HELEN MONROE, media director at Emil Mogul Adv., New York, has assumed the duties of radio and television director, position held until recently by LOUIS M. HEYWARD. Miss Monroe has been with the agency since it started in 1940.

TORREY STEARNS, manager of public relations and publicity department of Young & Rubicam, New York, has taken a leave of absence to direct "People for Eisenhower" movement with headquarters in New York. LARRY HOOVER, public relations supervisor, will be acting manager of the department.

ROBERT SHERMAN, formerly a radio director with Ruthrauff & Ryan, and ALBERT S. GIESECKE, former art director with N. W. Ayer & Son, have established new advertising agency in Russ Bldg., San Francisco. FRANK M. CHAPMAN, former director of advertising and sales promotion for Shell Oil Co., and MACALAN GARDNER, former account executive with Ruthrauff & Ryan, also have joined the agency.

M. L. (Mort) HENDERSON, account executive with Bruce B. Brewer & Co., Kansas City, has been appointed manager of the agency's Minneapolis office. He succeeds CLAIR B. HULL, resigned. Mr. Henderson has been with Brewer & Co. since 1941.

GORDON MANCHESTER, formerly in freelance writing and production in New York, Boston and other East Coast cities, has been appointed radio chief of Lewis Edwin Ryan Agency, Washington.

WILLIAM PRESTON WOOD, freelance radio writer, has joined radio commercial department of Young & Rubicam, New York.

DOROTHY AYRES, former timebuyer at Olian Adv., St. Louis, has joined the Chicago office of Swaney, Drake & Bennett Inc., in similar capacity, replacing ROSEMARY WAKEFIELD, retired.

CAMPBELL-EWALD Co. has opened a San Francisco office at 995 Market St., MIBURN JOHNSTON, former account executive in the agency's New York office, is in charge.

FRANCES MAE BALLACK, formerly with J. W. Robison Store, Los Angeles, has joined the San Francisco office of Abbott Kimball Inc. as copy director.

FORREST W. NOBLE, former Florida district advertising director for Borden Co., and before that on sales promotion staff of Campbell Soup Co., has joined merchandising staff of Erwin, Wasey & Co., Los Angeles.

RICHARD HALDERS, of Young & Rubicam, Hollywood, is in New York for month's conferences in agency's New York office.

ADOLPHE WENLAND, president of Adolphe Wenland & Assoc., Hollywood, is on three weeks business trip which will take him to 15 key cities in U. S. in effort to get survey of advertising conditions throughout country.

BRISACHER, VAN NORDEN & STAFF has expanded its Los Angeles staff with addition of CHARLES HUTCHINGS as assistant copy chief; AL HUBBARD as account executive; and ARNOLD POLK as member of production department.

ANFENGER Adv. Agency, St. Louis, effective April 1, changed name to WINIUS-DRESCHER-BRANDON Inc. Change is in name only, continuing to ENNO D. WINIUS, agency's president. Ownership, personnel and offices remain the same. JOHN M. DRESCHER, former vice president of

(Continued on page 103)
...WHERE
99 MILLION
PEOPLE
GATHER
EVERY
WEEK

...and where YOU can afford
to put a "big" Radio program
(see back page of this insert)
<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>SUN</th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- **SUNDAY**
- **MONDAY - FRIDAY**
- **SATURDAY**
- **WEDNESDAY**
- **Th**
Big enough to be smallest

Obviously, you’ve got the best in Radio when you can spend money for a “big” program and still get listeners at small cost.

That’s why the shrewdest buyers of Radio—the men who use Radio most and know it best—so overwhelmingly prefer the two top U.S. networks, the "big audience" networks.

Advertisers can afford to put a "big" program on a TYPE I network because these networks, with their stronger, better-balanced facilities and stronger schedules, deliver more customers in more markets to their programs—producing the lowest cost per customer in all Radio!

And more of the hundred largest users of Radio prefer CBS to any other network. For the unbiased figures show that CBS delivers its "big audience" at LOWER costs than ANY other network.
BULOVA WATCH Co., New York, has signed for series of nightly time announcements over WBEN-TV Buffalo, when station begins telecasting in late spring. Bulova is first advertiser to contract for time on WBEN-TV, and also was first sponsor on WBEN when the AM station started in 1930, according to station officials.

ALLIED ARTISTS has appointed Mal Boyd & Assoc., Hollywood, to handle radio exploitation for movie, "Song of My Heart.

CHALFONTE-HADDON HALL, Atlantic City (resort hotel), through its agency, Lamb, Smith & Keen, Philadelphia, has prepared one-minute video films of the hotel, its private beach and varied recreational facilities, for 13-week, twice-a-week test campaign on WFIL-TV Philadelphia. Campaign may be extended to other cities following test.


SHAW'S, Santa Monica, Hollywood, and Los Angeles (retail jeweler), has appointed Bass-Luckoff of Hollywood to handle advertising. Radio may be used.

NORGE APPLIANCE DEALERS of Charleston, W. Va. area have signed with WKNA Charleston for 780 news broadcasts over one-year period. Contract calls for 10-minute programs Mon.-Fri. 4:30 p.m., 8 p.m., and 11 p.m.

HOLLYWOOD STARS, professional baseball team, has appointed Hunter Adv., Los Angeles, to handle advertising. Budget for season will run between $5,000 to $10,000. Radio spots may be used.

FLOTHILL PRODUCTS Inc., Stockton, Calif., has appointed Roy S. Durstine Inc., New York, to handle advertising for its canned fruits and vegetables. Account will be served by the agency's Pacific Coast and New York offices with ROBERT L. NOURSE Jr., Pacific Coast manager, as account executive. Media plans have not been set as yet.

EASTERN COLUMBIA, Los Angeles (department store), has adapted its aural radio jingle to television and is using it twice weekly on television station KTAL Los Angeles—once weekly for 13 weeks on Shopping at Home (started April 1) and once weekly on Olympic Stadium Wrestling Matches broadcast (started March 31). Stodel Adv., Los Angeles, directs store's aural radio and video activities.

36TH DISTRICT Agricultural Assn. has appointed Lisle Sheldon Adv., Los Angeles, to handle advertising for Solano County District Fair being held April 30-May 2 in Dixon, Calif. Spot announcements and interviews from the fair will be carried to all Sacramento stations by remote.

TAN BARK CLUB, Los Angeles, has appointed Roche-Eckhoff & Assoc. to handle publicity for Seventh Annual National Horse Show to be held June 15-20 at the Horse Palace, Hollywood. Budget of approximately $3,000 is planned. Radio may be used.

JERSEYMAID Milk Products, Los Angeles (ice cream), April 12 starts four-week schedule of five daily spot announcements on two Los Angeles stations, KIJI and KFCA. Agency: Mogge-Privett Inc., same city.

Network Accounts • • •

KELVINATOR (refrigerators, electric ranges, home freezers) will sponsor Edwin C. Hill's The Human Side of the News on ABC Monday-Friday 7-7:05 p.m., starting April 26. Agency is Geyer, Newell & Gallery Inc., New York.

TONY Co., which begins sponsorship of This Is Nora Drake on CBS May 30 after four-week sustaining interlude, will continue the daytime program on NBC. Same story and cast will be used on each network.

(Continued on page 94)
NO CLAIMS...

Proof THAT

WIP

PRODUCES

We have a local program called "The Unseen Advisor." 7:00 P.M. nightly. Sponsored for seven years by the same client. Client recently felt he had saturated his market, dropped the program. We made this announcement: "We are thinking of taking this program off the air. If you want it to stay on, write us a letter." That is all we said. We made that announcement ONCE. We got 7,382 letters. No contest...no giveaway...no premium. 7,382 letters from one announcement. Period.

WIP

PHILADELPHIA

BASIC MUTUAL

Represented Nationally by Edward Petry & Co.
ALEXANDER GRAHAM BELL was first with his invention of the telephone which became a reality on March 10, 1876 with the famous message to his assistant, "Watson come here! I need you." Just as Bell needed Watson, you need WJR because WJR is...

first
IN POWER AND RESULTS
MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR
50,000 WATTS

CBS
THE GOODWILL STATION FISHER BLDG. DETROIT
G. A. RICHARDS Pres.

Represented by
PETRY

HARRY WISMER Asst. to the Pres.
Sell 'em while
they're hot... and they'll love you

in December as they do in May

Thirty-seven national spot and local advertisers used 50,000-watt WCCO last Summer. Just as they have every Summer for an average of eight years each. Just as they probably will again this Summer.

How come?

For one thing, WCCO's 37 year-round advertisers know that if they use summer campaigns, chances are their customers will be buying as much of their merchandise next Fall as they're buying this Spring.

But these 37 companies don't buy Summer advertising simply as investments in the future. They have discovered that “dog day” selling pays off during the Summer. Because almost as much cash is spent for retail products in WCCO territory during the Summer as in any other season of the year. More than $645,000,000 in June, July and August!

To sell one-quarter of your Northwest market—June, July and August—and to make sure that your customers will love you next December as they do this May, join these 37 WCCO Summer advertisers. Just ask WCCO or Radio Sales and we'll show you how to sell 'em while they're hot!

Data supporting statistical summaries are available on request.

WCCO - Sells 'em while they're hot!

50,000 WATTS • 830 KC • CBS
MINNEAPOLIS • ST. PAUL

Represented by Radio Sales... Radio Stations Representative... CBS
Feature of the Week

"YOU ARE NOW an honest-to-goodness, cash 'stakeholder' in WOW-Land—the richest part of God's great big green world," says the letter sent to agencies and advertisers last Friday, April 2—WOW's 25th birthday.

Claim was staked out by the Omaha station through a deposit of a silver dollar in The Omaha National Bank. With each letter went a real bank looking showing the deposit.

"You are now a part of WOW-Land," continues the letter. "You've got money invested here. It's your money!

"I hope you'll keep your investment in WOW-Land—and keep on investing advertising dollars on WOW. For spending dollars on WOW is just like putting money in the bank!" The letter is signed by John J. Gillin Jr., WOW president and general manager.

Attached is a map of WOW-Land, with black dots showing (Continued on page 34)

On All Accounts

FROM oil sales to audience surveys, from program producer to radio director—that's a capsule resume of the 16-year period James Fonda has been associated with radio in one form or another. Jim has been radio director of the Chicago office of Foote, Cone & Belding since last September.

The lean, distinguished gentleman from Charleston, Miss., was born in 1907. His first big job in the early '30s served as a convenient springboard for his radio career. Jim was assistant advertising manager of the Pennzoil Oil Co. on the West Coast where an unusual opportunity presented itself in the form of a new audience survey organization. He got in on the ground floor of Radio Survey, which actually anticipated both Holper and Nielsen. As a matter of fact, only the Crossley poll operated at that time (1933) and a growing industry was not yet rating-conscious.

The association proved fruitful. One day Jim was called upon to discuss business with Lord & Thomas, forerunner of the present Foote, Cone & Belding. Shortly thereafter he joined the agency as program producer. Branching into the production end, he served as co-director of talent for FCB's Adventures of Philip Marlowe (for Lever Bros. Pepsodent Div.). He took administrative charge of Hollywood Star Time (for Frigidaire).

While these duties feathered the Fonda cap, Jim still regarded as his most interesting assignment a show he produced for the Armed Forces Radio Service in which he served from 1943 to 1946. It was titled Jubilee, a weekly all-Negro series which AFRS beam overhead to talent-starved GIs.

Last year Jim transferred to Chicago where he replaced Richard Davis, producer of the Bob Hope Pepsodent show, who temporarily filled the position at the time of FCB's realignment. The Chicago branch, under Mr. Fonda, is concerned with the following programs: HINT HUNT (for Armour) and portions of the Breakfast Club and Ladies Be Seated (for Toni)—Chicago originated; Radio Reader's Digest (for Hallmark) and Give and Take and This Is Nora Drake (also for Toni)—New York-originated; and Man Called X (for Frigidaire) and The Saint (for Pepsodent TV) for Hollywood-originated. Another mystery (for Toni) currently is being added to the list. In connection (Continued on page 58)
"We're not so old in the Army List, 
But we're not so young at our trade."

—Kipling, "The Irish Guards."

As of April 2, 1948, Radio Station WOW celebrates its twenty-fifth birthday—which is old, as age goes in the radio business. But ripe age, alone, is no guarantee of effectiveness in love, war or the operation of a broadcasting station.

Age is not so important as wide experience, digested and assimilated, powered by the energy and enthusiasm required to translate knowledge into action.

It is the operational "know-how", born of twenty-five years experience, plus the energy and enthusiasm of its still youthful staff, that keeps WOW tops in its field—tops in listening audience—tops as an advertising medium.

That's why, Mr. Advertiser, in the territory within a radius of 200 miles from Omaha, RADIO WOW CAN DO YOUR ADVERTISING JOB ALONE!

RADIO STATION

WOW, Inc.

OMAHA, NEBRASKA

590 KC ★ NBC ★ 5000 WATTS

Owner and Operator of KODY at North Platte, Nebr.
WHK DOES A SOLID SELLING JOB IN CLEVELAND

THAT'S WHY . . . WHK CARRIES MORE LOCAL PROGRAM BUSINESS THAN ALL OTHER CLEVELAND STATIONS COMBINED!
CLEAR AT CROSS ROADS

By RUFUS CRATER

FOR THE FIRST TIME in more than 20 years of radio regulation, a Congressional committee today (Monday) undertakes a hearing to settle the always controversial clear-channel question.

The hearing, on the Johnson Bill (S-2231) to break down clear channels and keep the power ceiling at 50 kw, opens at 10:30 a.m. before the Senate Interstate & Foreign Commerce Committee.

Thirty-four witnesses for and 26 against the bill are in the tentative lineup announced by the Committee Friday, plus spokesmen for each of the four major networks who will appear in response to specific invitations from the Committee (see list of witnesses this page). With last-minute additions, it was thought the witness list might swell to around 70. About 10 full days of hearings are expected.

The opponents of the bill will be heard first, despite their plea that customary procedure entitles them to last voice.

Even though their witnesses outnumber those favoring the measure, the clear-channel advocates clearly face an uphill fight. Some 700 letters have been received by the Committee since it invited AM broadcasters throughout the nation to give their positions on the bill. Except for those from clear-channel stations, committee spokesmen reported, these almost exclusively have favored the breakdown legislation.

About 70 stations have outlined their positions but asked that they be kept confidential, reportedly because many were fearful of having their views made public.

The opponents of the bill will be heard first, despite their plea that customary procedure entitles them to last voice. Even though their witnesses outnumber those favoring the measure, the clear-channel advocates clearly face an uphill fight. Some 700 letters have been received by the Committee since it invited AM broadcasters throughout the nation to give their positions on the bill. Except for those from clear-channel stations, committee spokesmen reported, these almost exclusively have favored the breakdown legislation.

About 70 stations have outlined their positions but asked that they be kept confidential, reportedly because many were fearful of having their views made public.

FCC, which has devoted much of the last three years to study and hearings on the clear-channel question, plans to offer no testimony. Its silence was dictated by the pendency of its own decision, which is being held up on instruction of the Senate committee pending completion of the Johnson Bill hearings.

The Clear Channel Broadcasting Service, composed of all of the independently owned A-clear-channel stations except KSL Salt Lake City, will lead off the presentation against the bill. The opening day probably will be consumed by testimony of Louis G. Caldwell, FCC counsel; John H. DeWitt Jr., president of WSM Nashville and FCC engineering director; James D. Shouse, president of WLW Cincinnati and other Crosley Broadcasting Co. stations; and Victor A. Sholis, director of WHAS Louisville and also of CCBS.

The principal arguments of the main adversaries—the clear-channel advocates and the advocates of clear-channel break-downs—were summarized in statements given Broadcasters’ Friday by Mr. Caldwell of CCBS, and Donald Treloar of KGEZ Kalispell, Mont., who will represent the Montana Assn. of Broadcasters. Mr. Treloar’s views will also be representative of those of Ed Craney, head of the Pacific Northwest “XL” stations, long-time opponent of clear channels, and of the other anti-clear-channel stations.

The CCBS views, as outlined by Mr. Caldwell, emphasize the dependence of large areas and populations upon clear-channel stations, the “inadequacy” of present clear-channel service from the standpoint of signal strength, and the fallacy of arguments that higher power will threaten smaller stations, tend toward monopoly, or bring large segments of the nation’s population under the sway of the social values of a few stations.

The clear-channel supporters also will undertake to convince the committee that enactment of the Johnson Bill will imperil U. S. radio’s international position by failing to protect this nation’s channel rights under the North American Regional Broadcasting Agreement (NARBA).

International effects of the Johnson Bill already have been seen, with U. S. communications authorities in agreement that it will (Continued on page 87)

S-2231 Witnesses

LINEUP of witnesses for and against the Johnson Bill (S-2231) is presented below, subject to last-minute revisions. The opponents will be heard first, starting with the opening of hearings at 10:30 this morning (Monday).

AGAINST THE BILL

Louis G. Caldwell, counsel, Clear Channel Broadcasting Service.

John H. DeWitt Jr., engineering director, CBGS.

James D. Shouse, president, WLW Cincinnati.

Victor A. Sholis, secretary, CCBS.

Roy Bills, former director, WLW.

W. B. Ryan, manager, KFI Los Angeles.

Nelson Mclninch, former director, KFI.

Roy R. McClain, Paloma Citrus Fruit Assn., Visalia, Calif.

A. E. Isham, director, public relations, Mutual Orange Distributors, Los Angeles.

Eugene C. Jarvis, manager, United Date Growers Assn., Coachella, Calif.

Verne Jobe, commercial orchard worker, Corning, Calif.

Floyd D. Young, U. S. Weather Bureau, Los Angeles.

Clyde D. Hooper, vice president, California Farm Bureau Federation.

Harry Stone, manager, WSM Nashville.

(Continued on page 87)

BROADCASTING • Telecasting

TRANSIT FM BOOMS

By ED KEYS

FM RECEIVERS in the nation’s public transportation vehicles will be as commonplace within 24 months as radios in private autos.

This was the amazing prediction—anchored in what appeared to be a strong foundation—by Richard G. Crisler, executive vice president of Transit Radio Inc., Cincinnati, which may be the harbinger of:

• A boon to the entire FM industry.

• Broader fields for sponsors on FM stations.

• Phenomenal growth of the transit radio phase of the industry.

• Stimulation to greater radio listening.

Mr. Crisler presented some convincing facts, revolving about encouraging developments and overwhelmingly favorable public reaction to radioizing the public transportation systems of the nation, which would merit the respectful attention of the skeptics.

The Transit officials revealed that 96.66% of the passengers surveyed during tests in six American cities wanted FM reception in the transit vehicles regularly.

Surprisingly-consistent results of the surveys were as follows:

In favor of service
Baltimore (WMAR-FM)……………...55%
Washington (WWD-FM)…………...55%
Houston (KPRC-FM)……………..55%
Cincinnati (WCTC-FM)…………...55%
Whitney-Barre (Pa.)…………….55%
Worcester (Mass.)………………55%.

Mr. Crisler verified the successful completion March 30 of tri-cornered negotiations between Transit Radio Inc., WCTC Cincinnati (FM affiliate of WRC, Times-Star station), and the Cincinnati Street Railway Co. to guarantee Cincinnati bus and street car passengers specialized FM program free to relieve the monotony of rides between shop, office and home.

The contract provided for the immediate installation of FM receivers in 300 of their public conveyances. Installation will be completed in about six weeks.

But this is just the start, Mr. Crisler advises.

The transit company is also going to install FM receivers on the remaining 500 public transportation vehicles at a later date.

When all Cincinnati Street Railway Co. vehicles have been FM-equipped the entire transportation system of the city will be humming with music, news, shows, and advertising, because there will not be a public transportation vehicle without it.

Commuters, too, will benefit.

The Cincinnati, Newport and Covington Railway Co., known locally as the Green Line, will also be furnishing entertainment [Broadcasting, Feb. 29].

A contract was signed by the

(Continued on page 105)

April 5, 1948 • Page 21
WILKINSON RESIGNS

RESIGNATION of Vernon L. Wilkinson, for the last three years assistant general counsel of the FCC in charge of broadcast services, was submitted to the Commission last week, effective April 9. Mr. Wilkinson will enter private law practice in Washington.

Mr. Wilkinson joins the Washington radio law firm of Halsey & McKenna, which will become Halsey, McKenna & Wilkinson.

While no announcement was made at the FCC, it is thought that Harry M. Plotkin, senior assistant general counsel in charge of Litigation and Administration, promptly would be named to the important broadcasting post - most active of the legal assignments in the FCC. Mr. Plotkin was named an assistant general counsel in 1944, after having served three years on the FCC's legal staff. He has been the anchor man in the law department on broadcast policy matters.

Mr. Wilkinson, a long-time friend and associate of former FCC Chairman Charles R. Denny, became an assistant general counsel on April 16, 1946, shortly after Mr. Denny was elevated to a commissionship, and when now Commissioner Rosel H. Hyde was promoted from assistant general counsel in charge of broadcasting to general counsel. A native of Washington state, he had worked at the Department of Justice with Mr. Denny in the Lands Division. During his incumbency at the FCC he earned a reputation for fairness and objectivity among broadcasters and attorneys in his handling of broadcast matters.

Mr. Wilkinson has headed the broadcasting division in a time of unequalled expansion of the broadcasting field. The number of AM stations grew from 250 in 1922, when FCC authorized monochrome transmitters, to over 4,000, with 1100 in operation at the present time.

(Continued on page 88)

NAB’S BIG WEEK

Management, Engineering Agendas Drafted

NAB will take the "long-hair" out of technical topics to broaden the appeal of the Thursday-Friday Engineering Conference.}

A new type of seminar, with intricate scientific formulations sidetracked in favor of practical operating problems, is planned. The general idea, according to Royal V. Howard, NAB engineering director, is to talk the language of both the station manager and engineer so that both can learn the latest technical developments.

Station executives, managers and engineers alike, also will be told how to use these developments in day-to-day operation. Important scientific data will be presented but the format is designed to avoid the classroom aspect generally at engineering meetings.

Mr. Howard and Neal McNaughten, assistant director, are polishing off an agenda in which coverage, new methods and dollar-mark talk will dominate. They are following plans approved by the NAB Engineering Executive Committee.

Television Discussions

Most of the Thursday engineering meeting will be devoted to television. Ten engineers active in TV development will take the whole process apart to see what makes it tick. Starting with the radio wave as it leaves the transmitter, they will go into propagation traits of the TV frequencies, transmitter problems, studio equipment, field pickups, coaxial lines and all the way to servicing of receiving sets in the home.

Closing the Thursday proceedings will be discussions and demonstrations of magnetic tape recording. An evening event is planned but is not ready for announcement.

FM comes in for its share of attention Friday morning. Another feature of this session is to be revelation of a new system of measuring co-channel interference. This method is described as an important step forward in that it permits measurements of interference from other stations without shutting down any of the stations involved.

(Continued on page 88)
NAB BOARD VOTE

By J. FRANK BEATTY

NAB's new Board of Directors, facing a list of critical industry problems, will have seven new members when it meets for the first time in Los Angeles May 19, following the two-day industry Management Conference. The old board holds its final meeting May 15.

Six of the seven were elected in the March balloting. The seventh post must be decided in an April run-off election. Calvin J. Smith, KPAC Los Angeles, and Harry W. Witt, KNX Los Angeles, were tied in the 16th District vote.

The 28-man board will reflect few changes in complexion as a result of the elections though several key industry figures will retire at Los Angeles. The new members, however, are broadcasting veterans of long experience. FM engineering strength of the new board will be augmented but these factors are not expected to upset present policies.

With the Standards of Practice slated for Los Angeles action, the board has one new anti-code member in Edward Breen, of KVFD Fort Dodge, Ia. At Atlantic City last September Mr. Breen was one of the hottest code critics advocating instead a simple broadcasters' creed. Later he headed in conducting a nationwide poll designed to show the extent of industry opposition to a code.

The newest set of standards incorporate a creed [BROADCASTING, March 29], but at the same time retains many of the limitations opposed particularly by independent stations.

Take Up Code Suggestions

The day after the Los Angeles convention, board members will take up suggestions offered in floor debate on the code. Unless opposition is serious, the board may adopt the new standards finally with provision for minor redrafting. NAB By-Laws give the board complete power to adopt and enforce a code but the directors have been leaning over backwards to produce standards that will have industry blessing and support.

As the international situation becomes more serious, code discussion may be subordinated by the board as well as the membership. On the new board will be many directors who served during the war. Most of the others directed station operations during the period and are familiar with pre-war and wartime broadcasting problems.

NAB already has arranged with Ernst & Ernst, New York auditing firm in charge of voting, to conduct the run-off election. Ballots will be mailed today (April 5) to the 16th district's 81 stations, to be returned to Ernst & Ernst by April 20.

Sixteen directorships were voted on in March, comprising the eight directors-at-large (elected annually) and the even-numbered districts.

Results of director-at-large voting, with past directorships records since 1938 reorganization, follow:

Large Stations—Howard Lane, WJJD Chicago, (1939-42; 1947-48), reelected; Paul W. Moreney, WTIC Hartford, (1938-48); polled 72 stations eligible to vote, 58ballots cast.


Small Stations—Di Coughlin, WAGL Lancaster, Pa., (1938-39; 1945-48), reelected; Edward Breen, KVFD Fort Dodge, Ia., new, succeeding Robert T. Mason, WMBN Marion, O., (1947-48); 631 stations eligible to vote, 428 valid ballots, 14 void.


Results of even-numbered district elections, with directorship records, follow:

District 1—Michael R. Hanna, WHCU WHOU-FM Ithaca, N. Y., (1945-48), reelected; 110 stations eligible to vote, 86 valid ballots, 1 void.

District 2—Campbell Arnoux WTR WATR-FM Norfolk, Va., (1944-48), reelected; 235 stations eligible to vote, 167 valid ballots, 8 void.

District 3—Henry W. Slavick, WMC Memphis, succeeding Wiley P. Harris, WDJX Jackson, Miss., (1945-48); 141 stations eligible to vote, 91 valid ballots, 10 void.

District 4—Harry Bannister, WWJ Detroit, succeeding C. Bruce McConnell, WISH Indianapolis, (1944-48); 83 stations eligible to vote, 50 valid ballots, 6 void.

District 5—William B. Quarnton, WMT Cedar Rapids, Ia., succeeding John J. Gillin Jr., WOW Omaha, (1938-48); 103 stations eligible, 83 valid ballots, 6 void.

District 12—Robert Enoch, KTOK Oklahoma City, succeeding William B. Ryan, KVOO Tulsa, (1942-48); 60 stations eligible, 53 valid ballots.

District 14—Hugh B. Terry, KZL Denver, (1944-48), reelected; 74 stations eligible, 65 valid ballots, 1 void.

District 16—Tie between Calvin J. Smith, KPAC Los Angeles, (1942-44), and Harry W. Witt, KNX Los Angeles, with runoff election ordered. Incumbent, William B. Ryan, KFI Los Angeles, (1944-48); 81 stations eligible, 54 valid ballots, 2 void.

In all, 2501 ballots were mailed, with 1934 valid ballots and 91 invalid due to failure to follow instructions.

The director districts were elected under a temporary procedure required by adoption last year of new By-Laws. After the Los Angeles convention in May, future district elections will be conducted under new rules. In alternate years, even and odd-numbered districts will nominate their own directors by mail. Elections will be held at district meetings, with opportunity to submit nominations from the floor prior to final balloting.

Directors-at-large were elected for the first time under permanent mail balloting rules. They are elected annually.

Directors of odd-numbered districts (Continued on page 88)
50-mc FM SCRAP

LEMKE BILL HEARINGS HELD

STaunch opposition to Congressional assumption of authority over frequency allocations was raised last week as the House Interstate & Foreign Commerce Committee completed its hearings on the Lemke Bill (H. J. Res. 78).

The two-day session was devoted to testimony by opponents of the measure, which would give a portion of the 50-mc band to FM in addition to its present 88-108 mc band. Advocates of the measure were heard in February [Broadcasting, Feb. 9].

FCC and RCA in particular took the opportunity to present detailed replies to the oft-repeated charges of Prof. Edwin H. Armstrong, FM inventor, that they individually had held back the development of FM.

Congressional observers felt no inclination, after the hearing, to change their earlier view that there is little chance of the Lemke measure being enacted.

While there was no reference to the Johnson Bill to break down clear channels (S-2221), on which the Senate Interstate & Foreign Commerce Committee opens hearings today (see story page 21), the respective spokesmen for FCC, RCA, and Philco Corp., and representatives of the mobile services made clear that they felt Congress should leave allocation matters to the Commission.

FCC Commr. George E. Sterling pointed out that “even with its background of regularly handling radio matters, and even with its skilled technical staffs, the Commission required more than a month of hearings, and approximately eight months of study and investigation of the evidence submitted, before it was in a position to reach a final decision with respect to the proper place of FM in the spectrum.”

He said that “frankly, it seems to us that the only sound basis for a decision in a matter of this nature is a record such as that compiled by the Commission in its November 1947 hearing during which the services involved set out in detail the basis for their needs for the frequencies. It seems to us that sound regulatory policy would require such a decision to be reached in this way instead of by legislation such as H. J. Res. 78.”

Above 400 mc

The question of a possible opening up of the band above 400 mc for commercial television inevitably came up, and found both RCA and Philco in opposition to an early move in that direction.

Dr. C. B. Joliffe, executive vice president in charge of RCA Labs Division of RCA, estimated at one point that color television is “still five years away” though RCA is “working very hard” and has made “a lot of progress” in color work.

Commr. Sterling did not commit FCC on its final plans for its proposal to give to non-broadcast services the present Television Channel No. 1-44-50 mc—which FM interests also are seeking. But he did say that there is “serious ques-

tion” whether FM needs the space more than “the police and other services,” and whether intercity relays—some FM spokesmen requested the band—“would make for an efficient use of the limited frequency space available.”

Here the Commission is considering the possibility of using studio-transmitter link facilities around 940 mc for FM intercity relays.

Committee attendance at the hearing was relatively sparse as other legislation—notably the debate on the European Recovery Plan—demanded members on the House floor. Principal committee members in the session were Chairman Charles A. Wolverton (R. N. J.), and Reps. Leonard W. Hall (N. Y.), Robert Hale (Me.), Harris Ewalt (Ore.), and James L. Dolliver (Iowa), all Republicans.

Running account of the two-day session follows:

WEsdAy

Commr. Sterling, the first witness, told the committee that the Lemke Bill represented a “most unwise” approach to allocations. He said it fails to take into account either the scarcity of spectrum space or the possible impact of such a law upon the needs of other services. “It would be a most obvious invitation

(WContinued on page 78)

WCAU IN MIDDLE

Jurisdiction Tiff Forces TV Cancellation

A LABOR jurisdictional dispute which put the station right in the middle snagged WCAU-TV plans to televise the American Opera Co.'s staging of "Mariana's Bride" at the Academy of Music, Philadelphia, March 30 and forced the Bulletin project.

Though permission had been obtained from the opera company and AFM, negotiations hit a snarl when IATSE, the stage hands union (AFL), refused to work with WCAU's CIO technicians and cameramen.

James M. Douglas, business manager of IATSE, Local 6, Philadelphia, told WCAU officials on Monday he was under orders from the international in New York to demand that AFL technicians and cameramen be substituted for WCAU's men—members of CIO's American Communications Assn.—that his group would refuse to work the production.

WCAU officials pointed out that substituting AFL men for their own would be a violation of a WCAU-ACA contract and thus such a move was impossible. Mr. Douglas then reported that he was in no position to negotiate and re-

BROADCASTING • Telecasting
IN A SWIFT reallocation of its $12,000,000 account, American Tobacco Co. last week named two major agencies to take over its vast advertising schedule.

The appointments were made within three days after Foote, Cone & Belding dropped the account March 25 over a disagreement in policy. [Broadcasting, March 29].

Batten, Barton, Durstine & Osborn was designated on Monday, March 29, as agency for the major Lucky Strike portion totalling approximately $9,500,000 in annual billing.

Sullivan, Stauffer, Colwell & Byles had been previously named on Saturday March 27 to handle Pall Mall representing a yearly expenditure of about two and a half million dollars.

So sudden were the new moves of the cigarette company that Bernard C. Duffy, president of BBDO, informed Broadcasting that he became aware of the agency's appointment before the news was released to the trade. Cutting short a Florida vacation he arrived in New York on Monday to learn that, without even having submitted formal presentation and presumably on the basis of its general advertising policy, his agency had been named to handle the multi-million-dollar Lucky Strike business.

Explanating that BBDO would formally take over the account "as soon as we can absorb it," Mr. Duffy said that it was yet too early to form a specific policy and approach to the new business. Presumably, therefore, there will be no immediate change in programming, and the Hit Parade and Jack Benny Shows will continue, with the agency's overall billing to be in the neighborhood of $10,000,000, and with the new addition will run close to $12,000,000.

Little more than 19 months old, the agency started its career with about $5,000,000 worth of annual billing. It has thus more than doubled its business in slightly more than a year of operation.

The agency has indicated no plans to change the current programming policy of Pall Mall and it is assumed that for the time being The Big Story will continue in its present form on NBC. William Spire will be SSC&B account executive.

N. W. Ayer & Son has been named to continue handling Lucky Strike television advertising. The agency has already arranged a new weekly show for its client, titled Barney Blake, starting Thursday, April 22, 9:30-10 p.m. on NBC television network. The agency will immediately take over the spot announcement television campaign.

Mr. Foote, Cone & Belding, however, will finish out the TV variety show Broadway series which starts this week.

**AAA PROBES TV New Medium On Agenda**

RECOGNITION of television's rising importance in the advertising world will be given by the nation's advertising agencies at the 30th annual AAAA convention to be held April 5-9 at the Cavalier Hotel, Virginia Beach, Va., this week.

One of the Monday morning program will be devoted to video's growth and its impact on the agency business. Presiding will be Thomas D. A. Brophy, Kenyon & Eckhardt, New York AAAA vice chairman.

The three-day convention opens Wednesday afternoon with a closed business meeting followed by organization meeting of the new board.

Scheduled guest speakers are Rep. Karl E. Mundt (R-S.D.), co-author of the Smoke-Mundt Act which reactivated the "Voice of America," and Admiral William H. F. Blandy, commander in chief of the Atlantic Fleet. Rep. Mundt will deliver the main address at the 4-A's annual dinner April 8. Admiral Blandy will speak at the final luncheon April 9.

Chairman of the 4-A's board, and Thomas D. A. Brophy, Kenyon & Eckhardt, New York, vice chairman, will preside over the business session.

First open session, April 8, will be devoted to 4-A's activities in personnel and research, and to an analysis of television for clients already in the agency's client list. It will include: "Dimensions of the Television Industry," by Dr. Peter Langhoff, Young & Rubicam; "Principal Types of Television Programs and Commercials," by Walter Craig, Benton & Bowles; "Comments on Current Television Programs," by Jack Good, New York Times radio editor; and "Television and the Agency Business," by Kenneth W. Hinks, J. Walter Thompson Co., New York.

Election of 4-A's officers is slated for April 7 in a closed session. This executive session will include as its discussion of "Running an Agency at a Profit," by Ray Vir Den, Lennen & Mitchell, New York, and a jury of AAAA members.

Entertainment at the concave includes a golf tournament, a swimming exhibition, motion picture, dancing, a tennis tournament, and a tour of nearby Williamsburg by members' wives.

Joe Katz, of the Joseph Katz Co., Baltimore, is chairman of the entertainment committee. Bruce Brewer, of Bruce B. Brewer & Co., Kansas City, is president of the clients' reception committee. Mr. Katz, Mr. Brewer, and Mr. Smith serve as hostesses. Ladies, aided by Mrs. Thomas D. A. Brophy and Mrs. Clarence Goshorn.

Mr. DUFFY

6 at 7 p.m. on WCBS-TV New York. The program is contracted for three weeks. If at the end of the three week session the American Tobacco Co. decides to continue with the show, the N. W. Ayer & Son agency will then assume its production.

The $12,000,000 void created by Foote, Cone & Belding's relinquishing of the American Tobacco account has already begun to fill with the appointment of that agency for the Glass Container Manufacturers Institute to handle its million-and-a-half dollar advertising budget. The industry plans a three year advertising campaign. It is not known whether radio will be used.

**3 on AAAA Staff Are Named VP's**

Turnbull, Scheidker, Beckjorden Promoted by Association

AMERICAN Assn. of Advertising Agencies last week named the following as vice presidents: Richard L. Scheidker, to handle public relations, creative services, and commission and cost discount activities for the AAAA; Gerald Beckjorden, in charge of media operations, radio production and research, and Richard Turnbull, agency administration and mechanical production. All three are former assistant executive secretaries of the association.

Mr. Beckjorden has been in the advertising agency field for 15 years, beginning with financial advertising in the Midwest. He transferred to New York in 1932 and in 1944 was added to the AAAA staff.

Before joining AAAA in 1946, Mr. Scheidker served a four-year term in the Navy, emerging as a lieutenant-commander. Previously he had been vice president and director of the Anfenger Advertising Agency, St. Louis.

Mr. Turnbull joined the AAAA in 1926 as assistant treasurer and since 1945 has been assistant executive secretary.
AFM and Recorders Still Stalemated

NBC-RCA Cutdown Is Believed Due to Union’s Ban

THE AMERICAN FEDERATION of Musicians and other performers for records or transcriptions went into its fourth month last week, and there were no indications of early reconsideration of the union’s position.

The last official word from James C. Petrillo, AFM president, on the subject came three weeks ago when he reiterated his statement that “we are through.” His query to his office last week was answered with a similar remark.

Major recording companies were continuing to issue new releases pressed from master records cut before the work stoppage which began at midnight last Dec. 31. The large companies were understood to have accumulated masters to provide new releases for at least a year, and, it was believed, none is particularly eager to resolve the AFM situation until the backlog is assuaged and considerable expense, may be diminished.

Meanwhile, an official announcement from NBC and RCA last week confirmed a report in Broadcast-
ing March 16 that NBC’s radio recording division activities had been drastically curtailed.

Effective April 1 RCA Victor and NBC will cease programming activities formerly performed by NBC including the processing of masters and the manufacture of pressings from masters recorded for clients by NBC. RCA also took over processing and pressing for all transcription, slide film and phonograph records.

NBC continues to take care of programming management of the NBC Thesaurus, and to provide programming service to advertising agencies and clients. NBC recording facilities were made available in New York, Washington, Cleveland, Chicago, Denver, San Francisco and Hollywood. RCA Victor will maintain sales service offices in New York, Chicago and Hollywood.

The move, which resulted in severe reduction of the NBC radio recording staff, was said to have been an economy measure taken at least in part because of the musicians’ ban against recordings.

Quits FMA Post

LEONARD L. ASCH, president and manager of WBCA Schenectady, N. Y., has submitted his resignation as a member of the FM Assn. board of directors to President Everett L. Dillard, WASH Washington. Resignation was effective April 1. Mr. Asch said he is associated with W. R. David, General Electric Co., also an FM director, in business enterprises and felt the same firm should not be on the board. Mr. David leaves GE April 1.

BROADCASTING • Telecasting

1889 Burridge Davenal Butler 1948

BURRIDGE D. BUTLER, who disproved the often-expounded theory that radio is a “young man’s game,” died March 30 at his winter home in Phoenix after a brief illness. He had observed his eightieth birthday on Feb. 5.

In 1926, at 58, Mr. Butler purchased WLS Chicago. It soon became prominent among stations devoted to farm and rural service. Afterward he acquired control of KOY Phoenix and KTUC Tucson. The stations were operated in conjunction with the Prairie Farmer, published in Chicago, and the Arizona Farmer.

Mr. Butler’s death came suddenly. He was strolling in a citrus grove adjacent to his home March 23. He lost balance and fell backwards to the ground. Rushed to St. Monica’s Hospital in Phoenix 12 miles away, he died a week later, from complications.

Services in Phoenix

Funeral services were held Friday afternoon in Phoenix. At the behest of his widow, his body was cremated, the ashes to be returned to Chicago for further services. Dr. John W. Holland, staff pastor of WLS, delivered the eulogy. Mr. Butler left no other survivors.

A giant of a man, Mr. Butler had been a familiar figure at NAB sessions for many years. His last appearance was at the 1946 convention in Chicago.

His entire adult background up to the time he purchased WLS from Sears, Roebuck had been that of a militant publisher who dealt in the unorthodox. At various times he had owned 15 different newspapers, all of which had prospered under his direction. In his later years, as a journalist, he had been associated with newspaper publishing, sometimes as reporter, more often as publisher and owner, at Grand Rapids, St. Paul, Minneapolis, Kansas City, Omaha, Des Moines and Chicago, and Phoenix. One of his early assignments was coverage of the Johnstown flood, which he reported for the Associated Press.

At 40, Burridge Butler had planned to retire and devote his time to travel and writing. But he bought the Prairie Farmer in 1909 and from that day on never took the typewriter or the microphone.

When radio came along, he seized upon it with the conviction that a broadcasting station could do much for the farmers and would be an ideal companion for his farm publishing activities.

Few people knew about Burridge Butler’s philanthropic activities. He had financed many boys and girls through school. During the first World War, he was Illinois state director of the U. S. Working Boys’ Service. He served a committee of Blackburn U., a self-help school for boys and girls, which he had heavily endowed. He was a member of the National Council, Boy Scouts of America.

Born in Louisville

Burridge Davenal Butler was the son, grandson and great-grandson of clergymen. He was born in Louisville Feb. 5, 1868. He left home in his ‘teens, after attending public schools. Successfully, he sold papers, became a streetcar conductor and worked as a rodman in a steel rolling mill.

Mr. Butler’s first wife, the former Winifred Whitfield of Grand Rapids, died in 1904. He married Ida Harlow Busey in 1906.

A man of many hobbies aside from his philanthropies, Mr. Butler was a member of the Chicago Historical Society, the Art Institute, Chicago, and Field Museum, Chicago. His pet agricultural hobby was growing of cactuses and in other years he roamed the desert contours of his ranch and something in New Mexico and California to gather the many species of that plant. He owned an extensive art collection as well as an experimental farm. He maintained two homes, in Hinsdale, near Chicago, and in Phoenix. He attended the Christian Disciples Church.

‘Electronic Brain’ For Fax Operation

‘Miami Herald’ Starts Using New Device It Developed

AUTOMATIC facsimile publishing was demonstrated by the Miami Herald on April 1, and on the same date the Herald increased its daily facsimile editions from two to four.

John S. Knight, editor of the paper, who made the announcement, said that the Herald had developed and manufactured an “electronic brain” which, in combination with a timing device, “turns the facsimile writer’s ideas into tall, printed stories or pictures and turns the set off to remain silent between editions.”

The facsimile editions, presented daily at 9:45 a.m., 12:30 p.m., 2 p.m. and 5 p.m., are broadcast over the Herald’s FM station, WQAM-FM, and include AP news and photos and local news and photos. More news breaks will be added later, Mr. Knight said, and arrangements have been made so that if emergency news breaks extra editions owned by the Herald will be made available on a lease basis at $50 a month.

Designed by Gulick

The automatic receivers are located in Miami hotels and in the lobby of the city’s public utility company.

The “electronic brain” was designed and constructed by Marion Gulick, Herald facsimile engineer, Mr. Knight said. The Herald embarked on research to simplify receiver operation, he added, after field tests indicated that the original equipment made by General Electric had too many gadgets for customers.

The Herald began sending two facsimile editions daily last Dec. 15, and this schedule was continued until the new automatic operation was launched April 1.

Georgia Institute

To Begin Tomorrow

Miller, Reinisch Slated to Speak

MILLER, Georgia Institute

THIRD ANNUAL Radio Institute of the Georgia Assn. of Broadcasters opens tomorrow (April 6) at the U. of Georgia in Athens.

Extensive two-day agenda has been set up with such speakers as NAB President John Miller; J. Leonard Reinisch, radio adviser to President Truman; Robert Swelsey, MBS vice president and general manager; Paul Porter, former FCC chairman; Ray Harlow of BMM; Melvin Seed Jr., MBS Washington news staff; Harold Fair, director of NAB Program Dept., and Lee Hart, ass. director of broadcast advertising, NAB.

Twenty-five words were spoken over 100 representatives from 22 Georgia stations and this year the committee has set a goal of 200.

Page 26 • April 5, 1948
NOW IS THE TIME to get into television, CBS President Frank Stanton told some 250 owners and top management executives of CBS affiliated stations attending a one-day television clinic at New York's Waldorf-Astoria Hotel last Wednesday.

Declaring that television's meteoric progress is destined to equal if not surpass the outstanding success story of sound broadcasting, Mr. Stanton said:

"Every index of television is on the high uprising. There are about ten times as many receivers in use today as there were a year ago. Twenty-two stations are now on the air; 74 have filed for construction permits and 177 applications are awaiting action of the FCC. Permits for every one of the 400 stations which will be permitted to operate in the country's 140 metropolitan areas will be assigned before the end of the year. Advertisers in, and revenue from, television are moving upward at a fast rate."

Stating that "CBS feels there can be no half-way measures in building a network," Mr. Stanton said the network is "driving upward to full power to the top." He pointed out that wherever television stations are on the air they have captured the public imagination. Television, he declared, "has already begun changing the family habits of America. It is still too early to predict its full impact, but it is certain at least to repeat the accelerated growth curve of radio."

William B. Lodge, director of general engineering for CBS, told the meeting that 100 to 120 video stations will be broadcasting by the end of 1949. He described the amount of work and money needed for television operation, from the small satellite station which originates none of its own programs, depending entirely on network service, to the several hundred metropolitan stations with studios, mobile units and complete equipment.

A year ago the needed amount of general engineering for certain stations was predicted. He said it is impossible to say at this time what the smallest population area is that can support a video station.

The kind of program service CBS video affiliates may expect from the network was described by Adrian Murphy, vice president and general manager of CBS, who listed the April 1 telecast of the "Benny Goodman Handicaps of Jazz" film that is full impact, from the April 7 pickup of the cast and highlights of "Mr. Roberts" to launch a weekly series of visits to current Broadway successes such as "four play the April 7 pickup of the circus opening at Madison Square Garden; plus other remote and studio programs, including TV duplication of many CBS sound broadcasting shows."

George Moskovics, commercial manager of WCBS-TV New York, reported findings in the New York area showing 25% of video set owners in the top income brackets, 50% in the next highest, 23% in the third level and only 2% in the lowest income group. The average video family is 10% larger than the average aural radio family, he said, with the average owner of a television set having friends in to see television three times a week and averaging 17 hours of viewing time.

Pointing out that television "reaches the whole purchasing board of a family at one time with messages all can understand and remember," Mr. Moskovics said that television will aid in "the giant-size selling job required to move the 150 billion dollars worth of merchandise which will be produced by the nation this year." Advertisers using television, he said, have increased from 30 in January 1947 to 210 in February 1948. Their use of time also has increased, he reported, citing 169 advertisers using 265 video periods in November, compared with 210 advertisers sponsoring 375 periods in February.

Other speakers representing the network at the one-day video clinic included William C. Gittinger, vice president in charge of network sales, who predicted that AD will complement each other rather than compete; Herbert V. Akerberg, vice president in charge of station relations; Leonard Hole, associate director of television; Lawrence W. Lowman, vice president in charge of television. Mr. Lowman invited those attending the clinic to visit the WCBS-TV facilities in Grand Central Terminal Bldg., where new studios are now under construction.

Edward R. Murrow, CBS news analyst, spoke on world affairs during the luncheon period, when the group also watched a CBS video program, "Missus Goes a-Shopping," telecast from a supermarket in a New York suburb and received on video sets in the dining room. In a demonstration of remote pickup techniques, cameras were trained on the guests, who were able to watch themselves on the receivers viewing screens.

WGN-TV Given Big Sendoff by 'Trib'
Chicago Daily Publishes 40-page Sunday Television Supplement

PREPARATORY to launching of WGN-TV Chicago today (April 5), Chicagoans were greeted over the weekend with a special 40-page Sunday television supplement designed to launch the Chicago Tribune's video outlet in a printed blaze of glory.

Prominently displayed were articles based on interviews with Wayne Coy, FCC chairman; J. B. Poppele, president of Television Broadcasters Assn. and MBS director; Gov. Dwight Green of Illinois, and Mayor Martin H. Kennelly of Chicago. A signed article by Frank P. Schreiber, general manager of WGN Inc., and a two-column spread by Larry Wolters, Tribune radio editor, telling of initial programming operations tonight at 9, also are featured.

Mr. Coy foresaw television "as an unrivaled medium for spreading cultural and educational understanding" among the American people and hailed the Midwest as a growing force in the billion-dollar industry.

Mr. Poppele, interviewed in New York, urged readers to buy TV receivers now rather than wait for further developments. Present sets would not be obsolete within 10 years, he said, pointing out that he has had a receiver since 1938.

Another highlight of the special section is a glossary of video terms for the layman. Cartoons, brief biographies of WGN-TV personnel, short items and numerous feature articles make up the supplement, which also includes dealer advertising.
LADIES’ DINING room of the N. Y. Ad Club is opened as Mary Margaret McBride, WNBC New York commentator, cuts ribbon. Eugene Thomas (l), club president, and Charles C. Greene, managing director, supervise cutting.

HUCK FINNS are (l) James A. Noe, former governor, owner of WNOE New Orleans and KNOE Monroe, La., and Gen. Clair Chennault. The general caught the fish aboard “Noe’s Ark.”

HOWARD CLOTHES sponsors boxing on WABD (TV) New York. Seated (l to r): John McNeil, DuMont commercial manager; Samuel Sennet, Howard president; LeGrand L. Redfield, Redfield-Johnstone agency. Standing, Irving M. Cohan, Howard adv. manager; Samuel Koppel, Howard board chairman; Angus Machintosh, WABD.

NEW FILM processing machine is examined by J. R. Duncan (kneeling); Crocely acting TV director; and Chester Herman, WLWT(TV) Cincinnati program director.

VARIETY co-op, “The Happy Gang,” goes Mutual. Seated, l to r: Bert Pearl, star; Phillips Carlin, MBS program v p; (standing) Garry Carter, whose firm holds U. S. rights to series; Charles Michelson, director, Garry Carter Inc.; Bert Hauser, MBS co-op sales manager.

TARGET at Franklin County Sportsmen Show is Allen Saunders, WCHA Chambersburg, Pa. announcer. Archer Chuck Wolfram watches complacently. Station was a sponsor of show.

KELLOGG’s Corn Flakes’ 50th anniversary is celebrated by (l to r): Fanny Johnson, original “Sweetheart of the Corn”; Mary Barber, Kellogg’s home economics director; Dr. Willis Dunbar, WKZO Kalamazo.

“MERCHANDISE” is inspected by store co-owners, Herb Hollister (r), KBOL Boulder, Col. licensee, and Jim Yeager, ex-U. of Col. coach.

OSCAR KATZ (center), CBS research director, orients his new assistants, Harper Carraine (l), assistant research director, and Edward Reeve, research projects manager. Messrs. Carraine and Reeves joined the research department in 1938 and 1939, respectively.
AM DUPLICATION

NBC, CBS FM Rules Given to FCC

NBC and CBS last week explained to the FCC their rules governing duplication of AM network programs on FM stations.

In a brief paragraph, CBS recited the “equal treatment” policy governing duplication. The policy was outlined in a letter by Julius F. Brauner, secretary and general attorney, in response to an FCC request to all networks [see MBS and ABC policies in Broadcasting, March 22].

Mr. Brauner said that CBS on Jan. 29 had advised its affiliates as follows:

... beginning Feb. 1, without cost to affiliates or charge to our advertisers, all CBS commercial programs which affiliates carry on AM (with the exception of those programs as to which you have been advised agencies have requested no duplication on FM), and sustaining programs as well, will be made available to our affiliates’ FM stations, it being understood that in fairness to network clients all such commercial CBS programs receive equal treatment during your hours of FM operation for duplication.

Mr. Brauner added that the network has not yet formulated policies on non-affiliated FM stations in communities where there are no AM affiliates, or in communities where its regular affiliate does not carry the program on FM but another FM station might desire so to do, pointing to the complexity of the problems.

NBC Regulations

Frank E. Mullen, NBC executive vice president, in defending the Commission the network’s affiliates may duplicate over their FM facilities, but must carry the programs in the same form as when broadcast over AM, with deletions, additions, or modifications. He cited provisions of the interim agreement with American Federation of Musicians that no charge would be made.

If an NBC affiliate duplicates one commercial program it must duplicate all, within the hours of its

UN Gives Dorothy Lewis Radio Coordinating Post

THE APPOINTMENT of Dorothy Lewis as coordinator of women’s broadcasts by the United Nations Dept. of Public Information, following her resignation from NAB two months ago, was announced last week.

Active in women's organizations and the radio industry for many years, Mrs. Lewis joined NAB in 1942, and was serving as coordinator of listener activities at the time she resigned. She founded and helped build the Assn. of Women Broadcasters, and has been a lifetime vice president, and also instigated the formation of radio councils throughout the country.

Her new appointment was effective March 29.

REAM LAUDS TV May Become Cheapest Of Media, He Says

"TELEVISION is expensive, but from the advertisers' point of view, it may well be the cheapest of all media," Joseph H. Ream, executive vice president of CBS, said April 1 in an address before the Chicago Federated Advertising Club.

"Some people have said that television is the greatest advertising medium ever created by the genius of man," Mr. Ream stated. "I think this is true, but I prefer to think of it as the greatest sales tool. This is because television is able to do something which none of the other great advertising media can do—it can actually demonstrate the product to the customer."

"It has been estimated that the cost of demonstrating an automobile to 1,000 prospects is $5,000—$5 a demonstration," Mr. Ream continued. "The demonstration of a home appliance in a house-to-house canvass can sometimes be done for as little as 50c per demonstration. A demonstration of a kitchen product by a girl in a store will sometimes cost no more than 10c a person. Yet today on television the demonstration of a product can be projected into the home before the eyes of the family group at a cost of only 3½c."

"This cost has been calculated on the basis of an average evening program in New York City over our television station WCBS-TV, enjoying only the average rating of 3."

S. L. Capell, Canadian RMA head, will preside.

Two luncheons and a dinner are on the program. U. S. RMA topics will include reports of its various divisions, including those covering sets, parts, tubes, transmitters, amplifiers and sound equipment.

April 3, 1948 • Page 29
**CENSORSHIP**

**Radio-Press Advisory Body Is Suggested**

CREATION of a radio and press body to serve in an advisory capacity to Defense Secretary James V. Forrestal is under way following rejection of a presidential plan for voluntary peacetime radio and press censorship by a press media committee March 29.

Representatives of radio, press and motion picture interests comprising the committee made it clear in a resolution presented to Secretary Forrestal that any system bearing even the slightest resemblance to censorship to prevent security "leaks" would be unacceptable [BROADCASTING, March 29].

"We do not believe," the resolution advised, "that any type of censorship in peace time is desirable in the public interest."

The committee did recognize the existence of a national security problem in the protection of necessary military secrecy in the fields of scientific research and development of new military weapons.

A wise solution would be the re-establishment of the National Military Establishment, as suggested, but it acknowledged that this responsibility should be shared to some extent by all media of public information. The resolution recommended that nine representatives of 14 radio, press, and movie organizations be designated by the defense chief as a Security Advisory Council.

"We recommend," the resolution stated, "that these organizations respond and that the council be available to the Secretary for advice and discussion of the security problem from the viewpoint of the press, the radio and the moving picture industry. Establishment of such continuing liaison, we believe, will be mutually helpful to the information media represented and to the Secretary of Defense."

The Security Advisory Council would consist of a representative of the NAB, National Assn. of Magazine Publishers, American So-

**DEFENSE**

**Communications Phase Progressing Rapidly**

Official confirmation of his appointment as director of the vital NSRB Communications Division, is expected at a later date. A group of assistants will be named to work with him on matters including broadcasting and mobile radio, it is reliably reported. An advisory committee from the radio industry will be formed to counsel Mr. Peebles.

Other Appointees

Edward Falck, consulting engineer in Washington, D. C., has been appointed principal consultant and advisor to Chairman Hill in the fields of power, gas and water.

Mr. Falck was director of the Civilian Production Administration, Office of Emergency Controls, in 1946. He entered war-time government service in 1941 as con-
Signs of the times?

Some time ago everybody bid for that porker. He was a bargain at $30.50 per hundredweight. Then all of a sudden nobody wanted him at $22.25 per hundred pounds.

Fortunately, the makers of packaged, branded goods aren't exposed to such fluctuation in prices to the same degree.

But they sure are wide open for sniping by the opposition. Today the battle for brands is on in full sway.

Down here is the country's 6th largest city, if you use radio, there's a way to keep your brand on top and selling.

Use W-I-T-H. That's the hard-working sales station that has become one of the most successful independents in the country.

In this big city, W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

Smart time buyers know this . . . they've been using W-I-T-H as the backbone of their schedules. W-I-T-H pays off with low-cost sales.

Try it . . . chances are you'll like the action it gives you.
ELIMINATE STA's

FCC Orders May Oral Argument

ORAL ARGUMENT was ordered by FCC last week for May 7 on the Commission's proposal to abolish granting of special temporary authorizations to AM stations. A number of objections to the proposed change have been received.

Many of the parties which have filed comment on the matter take issue with the Commission's stand that the increasing number of operating FM stations now makes the issuance of STA's unnecessary, particularly in view of the crowded condition of the AM band. Objectors contend that in the small town areas, where STA's are more often sought, FM stations have yet to begin broadcasting. Further it is noted that the public in these areas own relatively few FM receivers.

The broadcasters on the whole emphasize the loss to listeners of vital, local special event-public service programs.

STA's as a rule have been granted by the Commission to day-time-only stations for broadcast in evening hours of important public events such as high school athletic contests. The stations usually operate on considerably reduced power for these night programs to protect other stations regularly licensed for night operation and entitled to protection, it was indicated.

Asks Postponement

WNYC, New York City-owned outlet (830 ke 1 kw, limited to WCPO Minneapolis), asks that proposed change be postponed at least until the proportion of FM receivers in New York is sufficient to make the effective use of FM facilities comparable to AM.

WNYC estimates that only 3% of New York's set owners have FM.

Postponement likewise is asked by WMRQ Aurora, Ill. (1250 kc, 250 w day) for a six-month period. WMRQ is one of Aurora's only FM outlet, WBNJ, assigned to the Copley Press Inc., is not yet operating and a small minority of FM receivers exist in the area.

Andrew G. Haley, Washington radio attorney, on behalf of his own KAGH Pasadena, Calif. (1300 kc, 1 kw day) and several other broadcasters, also notes the relatively few operating FM stations and small appearance of receivers in the public's hands. His brief also represents WBEL Beloit, Wis.; WBET Brockton, Mass.; WNW York Pa.; KMBJ Grand Island, Neb.; WWEB Southern Pines, N. C.; WSFT Thomson, Ga.; WAUX Waukesha, Wis.; KBWA Wichita, Kan.; and San Gabriel Valley Broadcasting Co., San Gabriel, Calif., permittees. Most are daytime only stations and some have FM authorizations not yet on the air.

WFPB Middletown, Ohio (910 kc, 1 kw day), cites its STA experience and need for special event privileges. WIL Urbana, Ill., U. of Illinois outlet assigned 5 kw day on 880 kc, and WOI Ames, Iowa, Iowa State College station, assigned 5 kw day on 640 kc, emphasize educational factors involved as well as need for STA's for special athletic events. WKAR East Lansing, Mich. (870 kc, 5 kw day), Michigan State College station, takes like view and believes door should not be completely closed.

Harry J. Daly, Washington attorney, cites the small community need as one reason why STA's should be given more liberally. He urges that more Class IV local stations be assigned.

McConnell Elected Indiana Group Head

PRESIDENT of the Indiana Assn. of Broadcasters for the coming year is G. Bruce McConnell, president of WHOT South Bend and WBNU Anderson and Eighth Dis- trict director of the NAB. Mr. Mc- Connell, with the following other officers, was elect- ed at a meeting of the association in Indianapolis March 26:

Gerald F. Al- bright, WKBV Richmond, vice president; Warren G. Davis, WSUA Bloomington, sec- retary; William F. Rippetoe, WBOB Terre Haute, treasurer, and Dan Park, WIRE Indianapolis, executive secretary.

Plans were discussed for dedication of the new radio center to be opened this year at the Indiana State Fair. Next meeting of the association will be held in June.
A Coast-to-Coast Favorite COMES TO CHICAGO!

ART BAKER'S Notebook

WGN

THIS story-telling, humorous philosopher of the air waves from Los Angeles, California to Ithaca, New York, is now being heard in Chicago with his new show, featuring live participations, over WGN from 3:30-4:00 PM Monday thru Friday.

A Clear Channel Station... Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

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
710 Lewis Bldg., 333 SW Oak St., Portland 4
Taft Next on CBS Presidential Show

THE CBS OFFER of free air time to seven Presidential aspirants brought three acceptances, one tentative acceptance and one refusal as of April 1. President Truman declined an invitation to appear on the network's Wednesday night Presidential Timber series, according to a CBS spokesman, saying he was unable to accept further speaking engagements due to the press of official duties.

Harold Stassen inaugurated the series March 31, 10:30-10:45. Sen. Robert Taft (R-Ohio) is slated to speak this Wednesday April 7. Henry Wallace will air his views on April 21 or April 28. Gov. Earl Warren of California is set tentatively for April 14. Replies have not yet been received from Gov. Thomas Dewey of New York and Gen. Douglas MacArthur, CBS said.

Gov. Dewey also is scheduled to make a political address over ABC on Thursday, April 8, 9:30-10 p.m.

'Times' Spot Drive

AN INTENSIVE spot campaign, believed to be the first sponsored by the New York Times to plug an editorial feature, is scheduled to start April 12 on four New York stations. One-minute spots and station breaks will be heard, mostly in the morning, on WOR WJZ WHN WNEW and the Times outlet, WQXR. Campaign, to run two weeks, will promote publication of Winston Churchill's war memoirs beginning April 16. Advertising was placed by St. Georges & Keyes, agency for the Times.

FM THREAT

DEATH KNEEL for FM broadcasting may develop from the present network policies on FM-AM duplication, David G. Taft, manager of WCTS (FM) Cincinnati (affiliate of WKRC) and a director of FM Assn., declared in an official protest to J. N. (Bill) Bailey, FMA executive director.

If continued, the present policy "would relegate FM to a very secondary role and would probably mean that in time it would die out completely," Mr. Taft wrote.

The network requirement that FM stations carry all or none of their commercial musical programs and only sustainers also broadcast over their AM transmitters will have "a very detrimental effect on the future of FM in the average American market," Mr. Taft wrote.

Taft Protests Present Network Policies

If all Cincinnati FM stations with AM affiliates air the same shows, incentive for mass buying of FM sets will be eliminated as much as normal AM sets are cheaper than combinations, he argued. Since static is rarely a problem in Cincinnati and since network lines are limited to 5000 cycles, the public would be denied the advantages of FM, discouraging FM set sales, he contended.

Mr. Taft contended that if FM became a free service, set promotion would be stopped, another "serious blow to FM." He said that "if the network sponsors were given a free ride on the FM station, the local and national spot advertisers would demand the same privilege." He added that if WCTS duplicated, "it would be necessary for us in all honesty to rebate our present and past FM advertisers the full amount billed since our station went on the air."

DEMOCRATIC LEADERS STAR IN ABC TV SHOW

FORERUNNER of what promises to be a summer of political telecasts, ABC and the Democratic National Committee last Wednesday staged an hour-long video program featuring Democratic party leaders picked up in four cities, New York, Philadelphia, Washington and Baltimore. The program, broadcast March 31, 5-6 p.m., was said to have marked the first time a coaxial cable video network has handled a four-point program originatation.

Starting in the studios of WFIL-TV Philadelphia with talks by Sen. Francis J. Meyers (D-Pa.) and William N. Reach, Democratic convention manager, who outlined plans for the party's national convention in July, the program switched next to New York, where acting Mayor Vincent Impellitteri and Robert F. Wagner Jr., chairman of the city's planning commission, spoke to the video audience.


Produced under supervision of Paul Movrey, ABC national director of television, the program was broadcast by WFIL-TV Philadelphia, WMAR-TV Baltimore, WABD New York, and in Washington by both WMAL-TV and WTG.
Surprised?

IT ACTUALLY COSTS LESS MONEY TO BUY
FAR MORE LISTENERS IN THIS RICH MARKET
WHEN YOU PICK KPRC an NBC affiliate

```
<table>
<thead>
<tr>
<th></th>
<th>KPRC</th>
<th>STATION &quot;B&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>11.4</td>
<td>7.4</td>
</tr>
<tr>
<td>Afternoon</td>
<td>27.9</td>
<td>7.1</td>
</tr>
<tr>
<td>Evening</td>
<td>29.8</td>
<td>16.1</td>
</tr>
<tr>
<td>Sunday Afternoon</td>
<td>20.2</td>
<td>7.6</td>
</tr>
</tbody>
</table>
``` 

IT'S TRUE! KPRC, HOUSTON LEADS STATION "B" BY MORE THAN 2 TO 1* IN THE BEAUMONT-PORT ARTHUR AREA... YET COSTS LESS OF COURSE, KPRC LEADS IN HOUSTON...

*KPRC does have a tremendous audience. Yet Standard Rate and Data shows KPRC time costs are less. As for listeners, here's how an independent survey reveals their actual division between KPRC and the second Houston station, here named "B".

Hooper Station Listening Index in Beaumont-Port Arthur

KPRC STATION "B"

- Morning: 11.4 vs. 7.4
- Afternoon: 27.9 vs. 7.1
- Evening: 29.8 vs. 16.1
- Sunday Afternoon: 20.2 vs. 7.6

All you buy is Houston, yet we deliver Beaumont and Port Arthur—important shipping ports. (Beaumont exceeds Boston in tonnage; Port Arthur exceeds Los Angeles).

KPRC also leads all but one of six local stations in Beaumont—leads all but one of six local stations in Port Arthur. KPRC dominance in this vast area is obviously and firmly established.

KPRC HOUSTON

950 Kilocycles • 5000 Watts

National Representatives, Edward Petry and Company • Affiliated with NBC & TON, Jack Harris, General Manager

April 5, 1948 • Page 35
This is Ken Roberts, a terribly frequent caller at the Aces', and a radio announcer to boot (which mr. ace would like to do).

This is mr. ace, advertising man of sorrows - three of whom are shown in this picture.

These feet belong to a heel called Paul. Paul is mr. ace's brother-in-law. He's steadily unemployed, except for the job he does on mr. ace's nerves.
And this is JANE, mr. ace's devoted little wife, who holds him in the hollow of her head.

They keep calling this show names

Names like “the prize comedy package among the season's entrants” (Variety)…“a gladsome gift to network programming” (Billboard)… “CBS' captivating number” (New Republic)… “Very, very, funny” (N. Y. Herald Tribune) …and stuff like that.

But even those names don’t do justice to our mr. ace and JANE.

For how, after all, do you define the dimensions of big-time Radio laughter? How can you find a name for the gaiety of the audience—and of the sponsor, too—when Radio comedy is written and played by experts?

One clue, of course, is that mr. ace and JANE are the same Goodman and Jane Ace (more name-calling) of “Radio's earliest and sharpest husband-and-wife program” (Time).

Surely it's a surprise to just about nobody that this latest CBS-built program—written, produced and directed by Goodman Ace—is a hit. For it has all the action, situations and lines which make for really big audience laughs. It is expert new Radio comedy with all the “if” removed.

So to listeners all over America…and to the advertiser now looking for a better program…CBS can offer no better advice than more name-calling (from the N. Y. Post):

“This is bright, refreshing…Don't miss it…”

It's on CBS, Saturday night at 7:00, EST.

Columbia Broadcasting System
BUYS INTO PAPERS

Fort Industry Gets 50% of Dailies

A HALF-INTEREST in the Miami Beach, Fla., Sun and Star, sole local dailies, has been acquired by the Fort Industry Co., it was announced last week by George B. Storer, president of the firm which is licensee of WGBS Miami and also of AM, FM and video properties in other parts of the country. Price is understood to be in the neighborhood of $300,000.

Acquisition of the newspaper interest by the radio firm is one of the few such purchases by broadcasters.

In 1944 Eugene Pulliam, operator of WIRE Indianapolis and WAOV Vincennes, Ind., bought the Indianapolis Star and the Muncie (Ind.) Star for $2,500,000. In November 1946, the Pulliam interests bought the Arizona Republic and the Phoenix Gazette of Phoenix.

Mr. Pulliam, however, was originally a newspaperman who started as a reporter on the Kansas City Star and later established Central Newspapers Inc. in Indiana. The Fort Industry Co. has until now been interested in radio exclusively.

Mr. Storer will become chairman of the board of the Miami Beach Pub. Co., which publishes the Morning Star, the Evening Sun and Sunday Sun-Star. John D. Montgomery will continue as president and publisher of the paper.

WGBS, a CBS affiliate, is assigned 10 k on 710 kc and holds construction permit for boost in daytime power to 50 kw. The new 50-kw plant is being installed on a site three miles northeast of Hialeah and will afford coverage of entire Caribbean area, station claims. WGBS also holds permit for FM and a request for television Channel 7 (174-180 mc) is pending at FCC.

The other Fort Industry radio interests include: WSPD, WSPD-FM and WVT (TV) Toledo, Ohio; WAGA-AM, FM and TV Atlanta, Ga.; WJBA, WJBA-FM and WTVY (TV) Detroit; WWVA and WWVAFM Wheeling and WMMN Fairmont, W. Va., and WLOK and WLOK-FM Lima, Ohio. WSPD is said to be the third commercially licensed station in the U. S., established in July 1921.

J. Harold Ryan, past president

AFA Names ‘Advertising Woman of Year’ Judges

BRUCE BARTON, chairman of the Board of BBDO, New York, and Henry T. Ewald, president of Campbell-Ewald, Detroit, are to judge entries for the “Advertising Woman of the Year,” national competition sponsored by the Woman’s Council of the Advertising Federation of America.

Nominations must reach the council, 330 W. 42nd St., New York, by April 15. Anyone or any advertising group may nominate a favorite advertising woman for the award in the form of a business letter to the Council. The winner will be announced at the annual AFA convention scheduled to be held in Cincinnati and scheduled to start June 15.

Downey Retires

WILLIAM E. DOWNEY, assistant chief of the Field Engineering and Monitoring Division of FCC, has retired after 30 years of federal radio service. He was honored by about 100 FCC colleagues at a testimonial dinner last Wednesday. Mr. Downey entered federal service in 1918 as an assistant radio inspector with the San Francisco district of the Commerce Dept., later joining the Washing- ton staff of the Federal Radio Commission and its successor, FCC.

During the last war he was in charge of the wartime Radio Intelligence Division for the South Pacific area.
There's a lot more to it than this...

In any kind of business these days you certainly have to get around. But in the highly complex advertising field of Spot Radio there's a lot more to it than this.

To cash in on Spot's tremendous sales-making potential—to give advertisers the kind of expert service they need and want, a number of qualities are required. Weed and Company representatives have them all.

First there's training and experience; you can't even get started without them. Then there are the intangibles of timing, associations, persistence—and maybe even a little luck. But, most important of all—are expert knowledge and plain hard work. For these are the two factors that produce most of the results most of the time... the two factors that make Weed and Company service so valuable to any advertiser.

Weed and Company

radio station representatives

new york • boston • chicago • detroit

san francisco • atlanta • hollywood

April 5, 1948 • Page 39
Small mug of Bier; a farm editor in the making.
DOES HE KNOW ABOUT CHICKENS?

The saga of Joe Bier, WOR farm editor. What he can save 4,029,547 farm folks in a year's time, isn't hay!

At 3 A.M. six days a week, WOR's Joe Bier sneaks out of bed, checks to see that wife Wilhelmina is covered. At 4:05 he's clomping his heels along the lonely sidewalks of Broadway.

At 5:41 A.M., Joe's feeling chipper. The farm news has been snatched off the tickers. Last-minute weather reports and price lists are in. The fruit and vegetable quotations from Washington Market--rushed to WOR five minutes after they were set--are sorted, and stacked precariously close to Joe's cigar.

Joe takes a final look. Potatoes are up. Broilers are down two cents. Joe Bier grins. "Still get a kick out of it," he tells the man in the control room. "Farmers never knew what the market would bring for them before we started broadcasting these early market quotations. Makes me feel good; helping out this way."

Joe flicks the ash off his cigar. The clock hand slides to 5:45--and Joe Bier is on the air!

WOR's Farm Editor starts his "News of the Farm" program with a rousing march. It wakes up the farm folks (and Joe) like a stiff bracer of well water. In upstate New York, a farmer listens in the barn while he milks. In New Jersey, a farm family around the kitchen table, waits to hear what Joe Bier says about the weather before the plans for the day are set. All up and down the 18 states where WOR can be heard, farmers check with Joe Bier.

The Bier Without The Froth: Farmers have a feeling for Joe. He has a built-in, eight-cylinder respect for farmers and they know it. A farm wife put it into words: "Of all the voices I hear on the radio," she wrote, "yours tells more of the man behind the voice than any."

What does the voice tell? That there's no froth to Joe Bier. He's as plain as mashed potatoes. He could pass as a member of local Board of Trade. You'd trust him with your last gulp of water on a desert island. Joe's hair is going sparse on top but his salt and pepper mustache is a substantial crop. Behind the bifocals, his eyes look at you square and straight.

Joe Bier is addicted to home and family the way some men are addicted to gin rummy. "My wife, Minnie," he'll say without a trace of self-consciousness, "makes the darned best roast beef, grows the darned best roses." This, after 35 years of marriage. Joe's other loves are his son, his daughter-in-law, his house in Woodhaven, L. I., television, and farmers.

Like all the people who make up WOR, Joe Bier is a friendly soul. He's been with WOR for 18 years, and like Martha Deane, the McCanns, John Gambling and the others... he is the heart and brick and steel that have made WOR loved and great.

From Hymns To Hens: Joe Bier has sung in almost every church in Manhattan. On December 28, 1921, the Premier Quartet (Joe Bier, Baritone) sang over the wireless-telephone. His wife had to travel ten miles to listen in. From then on, papa Bier was in radio. As an announcer, a singer, and finally as a farm reporter.

"News of the Farm" was the first big-league farm program in the East. (11 years ago, WOR decided it was high time that some station served the 4,029,547 farm folks in the 18 states where WOR can be heard). When Joe Bier became Farm Editor, he plunged into the job like a pitchfork. "You can't help farmers unless you know them," he says. Joe knows them. He speaks at grange meetings and agricultural shows, goes to county fairs and church suppers. If some wiseacre heehaws at farmers, the effect on Joe is like filling his studio with boll weevils. "Farmers?" he laughs out, "Farmers are smart. And modern? Say, I'm the man who knows."

He knows. Because Joe Bier, over WOR, feeds the farmer a mass of modern farm data, and they use it. The U.S. Department of Agriculture, Farm Bureaus, the experimental station of Rutgers and other colleges—all depend on Joe Bier to help get their scientific facts right into the Eastern farmers' homes.
Farmers credit Joe Bier and WOR with saving their crops, improving their breeds, and adding to their bank balances. "You certainly helped me save my trees," a Connecticut man wrote after an ice storm. Before the ice had a chance to rip branches from the trees Joe Bier had gone on the air, telling the farmers what to do.

"You have no idea what your accurate weather reports mean to me," a farmer reported, "I had only one load of hay get wet and that's a record, seeing all the rain we had during haying". And still another wrote: "The insects were ruining my tomatoes until you told us about that new spray. Much obliged, Joe."

**Penetrating Poking:** Joe Bier's WOR program is said to be the most listened-to local farm program on the air. According to some penetrating poking done among 15,000 Eastern farmers by the U.S. Department of Agriculture... 85% of those who answered queries, said they listened to WOR's Joe Bier. WOR, a station that can be heard by 4,029,547 farm folks, feels proud about serving this important part of the population.

**WOR Reminds The Sponsor** that WOR can be heard by people in the most highly concentrated farm area in America, and that farm folks hereabouts, have an annual effective buying income of some $3,051,572-000. Not exactly hay.

Finally, Joe Bier's reputation is a priceless asset for a sponsor. Farmers believe in Joe, in what he says and in what he sells. As one farmer from Pennsylvania wrote him, hieroglyphics and all: "I certainly owe a lot to you and your program, Mr. Bier. Well, got to get out and clean the barn?@¼%$."
CCNY Will Discuss AM and Television
Fourth Annual Radio, Business
Conference Starts April 13

A PANEL of outstanding radio industry figures is slated to open the Fourth Annual Radio and Business Conference sponsored by the City College School of Business, New York, with a discussion of “What Can We Expect from Radio and Television?” on Tuesday, April 13.

Panel members include: Fred Allen, NBC comedy star; Harold E. Fellows, WEPI Boston general manager and CBS manager for New England; Gerald O. Kaye, general sales manager, Bruno New York (RCA distributor); Gordon Mills, manager of radio department, Kudner Agency; Paul B. Mowrey, national director of television, ABC; Robert A. Schmidt, vice president in charge of station relations, MBS, and James D. Shouse, president, Crosley Broadcasting Corp.; and Ted Cott, WNEW New York vice president and program manager, who will preside over the panel, which is to start at 8:30 p.m.

Awards Luncheon

Sessions on Wednesday, April 14, will be highlighted by the Awards Luncheon at the Hotel Roosevelt at noon, when the annual CCNY awards (BROADCASTING, March 29) will be presented by John A. Graef, chairman of the National Radio Awards Committee, and associate dean of the College of Liberal Arts and Sciences. This is to be followed by a speech by Arthur Godfrey, CBS star, on “Public Service Possibilities of Commercial Radio,” and the presentation of bronze plaques to Rayshow Inc., producer of Goodyear Tire & Rubber Co.’s “Greatest Story Ever Told” on ABC, adjudged the outstanding program created and broadcast in 1947, and to WCLF Cincinnati, for “the outstanding achievement of promotion during 1947.”

The afternoon session starting at 2:30 p.m. will be devoted to a panel discussion of “The Business Future of Radio and Television.” Panel members include: Harry Bannister, WWJ Detroit general manager; George C. Dibern, J. Walter Thompson Co. vice president; Bruce Dodge, radio production director, Biow Co.; John B. Hayes, general manager, WIX New York; Francis Kersta, director of television, NBC, and Craig Lawrence, general manager, WCPQ Boston. A. A. Schechter, vice president, will be panel chairman and moderator.

Paramount Newsreel

PARAMOUNT Pictures is offering a daily video ten-minute newreel to be sponsored by one advertiser nationally five days a week on an exclusive basis for $400,000 and $500,000 for 52-week contract.

ARCHITECT’S drawing shows Yankee Network’s new WNYW-TV-FM transmitter under construction in Medford, Mass. The Boston station expects to launch its video outlet in June on Channel 7 (174-180 mc). The tower and antenna will stand 467 feet above ground. Both TV and FM antennas are to be mounted on some pole atop tower. Effective radiated power of the television antenna will be 32.7 kw for both visual and aural. WNYW, under construction, is assigned Channel 253 (98.5 mc).

ARCHITECT’S drawing shows Yankee Network’s new WNYW-TV-FM transmitter under construction in Medford, Mass. The Boston station expects to launch its video outlet in June on Channel 7 (174-180 mc). The tower and antenna will stand 467 feet above ground. Both TV and FM antennas are to be mounted on some pole atop tower. Effective radiated power of the television antenna will be 32.7 kw for both visual and aural. WNYW, under construction, is assigned Channel 253 (98.5 mc).

500-900 MC

COMMENTING on a speech given March 23 by Wayne Coy, Federal Communications Commission chairman, at the President’s Luncheon of the Institute of Radio Engineers, Dr. Allen B. DuMont, head of the DuMont Laboratories Inc., declared that “the suggestion that television should utilize some of the higher frequencies between 500 and 900 mc seems to me to be premature.”

“There are numerous objections to this suggestion,” he continued. “In the first place, the propagation characteristics in this band are very inferior to those of the present assigned television channels. In addition, at the present time it is impossible to build transmitters with comparative power to those transmitters in the present band. Furthermore, the design of receivers to cover both the present band and the band between 500 and 900 mc would be extremely costly.

Receiver Importance

“For some time I have been emphasizing the importance of properly designed television receivers. In the receivers manufactured by this company, extremely good selectivity has been obtained at small additional cost, and with additional stations coming on the air we find that this selectivity is absolutely essential. Certain receivers on the market without this selectivity have encountered difficulty in properly separating the signals from the various stations. We have found that the selectivity built into our receivers it is possible in many areas to get more stations in the present channels. For instance, it would be possible in Los Angeles to have a station in each of the 15 assigned channels rather than on alternate channels as at present.

“This fact should provide a very considerable number of additional channels. It should be pointed out, however, that in order to obtain the additional channels, it is necessary that all transmitters be located within a relatively short distance of each other, say a mile or two, to maintain the desired ratio between the signal from the various transmitters.

“This is true in the case of Los Angeles, as all transmitters are located on Mt. Wilson. It is possible to accomplish the same thing in any city in the United States where co-channel interference is not a problem. The situation in Los Angeles, for instance, is that there are no other large cities in the immediate vicinity and hence the co-channel problem is not a serious one.

“On the East Coast the problem is somewhat more difficult because of co-channel interference between major cities close together, as for instance, New York, Philadelphia, Baltimore and Washington, although it may be possible to obtain some additional channels along the East Coast by taking into account the ability of properly designed receivers to select stations operating even on adjacent channels.”

RCA Victor Sees High Chicago TV Set Sales

RCA VICTOR expects to sell $10,000,000 worth of television sets in the Chicago area in 1948—three of the volume which forecasters say Chicagoans will buy. But only 2,000 receivers will be available for this sales area between now and July.

H. C. Chapman, Chicago manager of the company, made this announcement before 300 dealers at an RCA Victor “Television Warm-up” Tuesday night at Chicago Sheraton Hotel.

“If freight shipments continue to be curtailed and we are forced to rely on the overburdened trucking industry, if selective service is taking 5,000,000 youngsters out of industry, if we have industrial mobilization again, di-verting vital parts from civilian to military production—then anything can happen to our supply of television sets,” he warned.

WCBS-TV Increases Its Evening Rates

Hourly Cost Rises From $400
To $700 Under New Card

WCBS-TV New York has increased its evening rates from $400 to $700 an hour under a new rate card for the CBS key video station which became effective April 1. “The increase in charges is moderate,” George W. Mosher, commercial manager of the station, said, “in comparison with the continued upward spiral of set sales.”

New card also introduces frequency discounts for WCBS-TV as follows: 5% for the first ten times, 10% for 52 times, 12.5% for 104 times, 15% for 208 times or more, all to be broadcast within one year.

Class “A” rates are: 60 minutes, $700; 40 minutes, $560; 30 minutes, $420; 20 minutes, $350; 15 minutes, $280; 10 minutes, $235; 5 minutes, $200; 1 minute, $150 (for sound film and radio features). For rehearsal purposes are charged at $200 an hour as used, with availability guaranteed at a ratio of five to one of air time. For studio set-up and strike, the charge is $50 an hour as used.

Film facilities charges are: 60 minutes, $125; 40 minutes, $105; 30 minutes, $85; 20 minutes, $75; 15 minutes, $65; 10 minutes, $55; five minutes, $45. Those rates are for sound film and include the pre-broadcast run-through that is required to safeguard the actual broadcast. Additional time needed for rehearsal of commentators and interpolation and cueing of material is charged for at the rate of $150 per hour.

The standard charge for remote pickups is $800, with normal equipment and crew, including rehearsal at the remote location.

Time signals, on sound film and averaging 20 seconds, cost $75 each, including the film facilities.

All charges for both air time and facilities are subject to 15% commission to recognized agencies.

WNBT New York also puts the rates into effect April 1 [BROADCASTING, Feb. 21]: Base rate of $750 an hour for transmitter time, 7-11 p.m. Monday through Friday and 1-11 p.m. Saturday and Sunday, with three-fourths of the base rate for 5-7 p.m., Monday through Friday, and all other periods at half the base rate. Studio time is $1,000 an hour or $100 an hour for film studio; both charges including rehearsal time.

April 5, 1948 • Page 43
TODAY'S THE

WGN-TV STARTS TELECASTING IN
DAY !!!

SPORTS

WGN-TV

CHILDREN'S PROGRAMS

HOME ARTS

PLAYS

VISUAL ANIMATED EDUCATION

all Chicagoland....
CHICAGO ON CHANNEL 9 [186-192 MEGACYCLES]
WOOD SALE

PROMPT action by FCC on ABC's report last Tuesday by the Commission that Liberty Broadcasting Inc. had withdrawn its competitive bid for the station.

Liberty's move to dismiss its application came March 26 as FCC denied its petition to postpone for two weeks the comparative hearing which had been set for March 29 [BROADCASTING, Feb. 23]. Liberty sought the continuance in order to repair its financial condition.

Grandwood is owned by Harry M. Bitner, Indianapolis broadcaster, and his family and associates, while Liberty is principally owned by Roy C. Kelley and Ray M. Veenstra.

WOOD, a 5-kw NBC affiliate on 1300 kc, was acquired by ABC in its $3,600,000 purchase of King.

Approval Seen for Bitner; Liberty Withdraws

Trendle Broadcasting Corp., which also included WXYZ Detroit [BROADCASTING, July 22, 1946], FCC stipulated that ABC must hold WOOD in trust pending resale.

The network subsequently negotiated with Liberty for purchase of Wood and Commission consent was given in December 1946. The transfer was never consummated, however, and ABC sold the station to Grandwood subject to FCC approval. Liberty then filed a new request under the Arco advertising procedure offering to match Grandwood's $850,000 offer [BROADCASTING, Nov. 10, 1947].

In seeking continuance of the comparative hearing Liberty advised the Commission it had been refused further extension of the initial loan commitment by Modern Woodmen of America, Rock Island, III., and therefore was no longer financially qualified. The two-week continuance was asked in order to pursue a prospective loan from the International Bank of Washington, D. C.

FCC's order denying the extension request found that both Grandwood and ABC's King-Trendle Broadcasting Corp., opposed any further delay, that "an early disposition of the ... matter would serve public interest" and that "petitioner is unable to represent that it has a firm commitment for the financial resources which would be consummated if the requested continuance were granted." Thereupon Liberty made and was granted its oral petition for dismissal of its application without prejudice.

After approving the Liberty dismissal the Commission further ordered that the Grandwood application be removed from the hearing docket. An FCC spokesman stated that this necessarily does not mean a hearing on the merits of the proposed individual assignee is precluded. Revised intra-commission memoranda must be drafted which will be more detailed than the preliminary review which is usual in the comparative proceeding, it was indicated. The closer study might show need for development of certain information in a hearing.

Bitner Family Interests

Grandwood Broadcasting stock is held (50%) by WFBN Inc., largely owned by Mr. Bitner and members of his family; and by Ralph S. Euler (30%), executive vice president of Mellon National Bank and Trust Co., Pittsburgh; his wife, Bertha G. Euler (8%), and Frank R. Denton (12%), vice chairman of the board and chief executive officer of Mellon Bank. WFBN Inc. is licensee of WFBN Indianapolis and owner of WEAO Evansville, Ind.

Messrs. Kelley and Veenstra have about 51% of Liberty Broadcasting. With 13 other Grand Rapids business and professional men, and Paul H. Raymer Co., New York station representative firm, they have subscribed a total $500,000 for preferred stock. Remaining money was to be obtained in loans.

KYW Award

KYW Philadelphia won an honorable mention "for unusually effective all-over radio station promotion" in the all-over station promotion category of the 1947 City College of New York annual radio awards, to be presented April 14 in New York. KYW was omitted inadvertently in the awards listing in BROADCASTING, March 29.
DOUBLE-COVERAGE!
Your KFJZ-WRR Combination Gives
A Double-Shot at the Fabulous
$2,000,000,000 Ft. Worth-Dallas Market
Two Powerful Stations for a Single Price
Separate or Simultaneous Schedules!

TEXAS' ZEST RADIO
KFJZ-WRR AREA
(100 Mile Radii)

*Population . . . 1,898,300
*Buying Income . $1,890,148,000.00
*Retail Sales . . $1,239,913,000.00

*Wholesale Sales $1,662,055,000.00
Bank Deposits . $1,904,769,000.00
Radio Families . 410,033

Copyright: Sales Management Survey of Buying Power, 1947

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

April 5, 1948 • Page 47
FRANK M. FOLSOM, executive vice president of the RCA Victor Division, Radio Corp. of America, was elected chairman of the board of the Brand Names Foundation at its annual meeting March 29 in the Waldorf-Astoria in New York. Mr. Folsom, in the merchandising and sales promotion field for 35 years, succeeds Edward S. Rogers, chairman of the board, Sterling Drug Inc., New York.

Henry E. Abt was reelected president of the Foundation; named as vice chairman of the group were W. T. Holliday, president, Standard Oil Co. (Ohio), Cleveland, and Donald B. Douglas, vice president, Quaker Oats Co., Chicago. Theophil H. Mueller, president, Julius Kayser & Co., New York, was named chairman of the executive committee, and Guvin MacBain, treasurer, Bristol-Myers Co., New York, was reelected treasurer of the foundation.


A symposium featuring five key executives in merchandising and sales promotion was conducted during the afternoon session, attended by more than 500 national and local advertisers, advertising agency executives, media men and public relations counselors.

Speaking for the national advertiser, Mr. Folsom, the Foundation's new board chairman, compared America's continued acceptance of democracy and free enterprise with this country's "faith in brand names and advertising. All have helped our country make tremendous strides economically and socially," he said.

Other speakers were Stephen A. Douglas, sales promotion manager, the Kroger Co., Cincinnati; James Rotto, sales and publicity director, Hecht Co., Washington; Alfred B. Stanford, national director, Bureau of Advertising, American Newspaper Publishers Assn. and C. D. Southard, vice president and director of sales promotion, Butler Brothers, Chicago.

Firms who have been in constant operation for 50, 75 and 100 years were cited during the noon luncheon meeting, at which L. R. Boulware, vice president of General Electric, New York, was the speaker. Mr. Boulware challenged manufacturers to apply the same practices in creating and selling the "job package" as they use in creating and selling their "product package."

**WMT Planning Farm Field Day Second Week in July**

WMT Cedar Rapids, Iowa, is now making plans to sponsor a National Farm Field Day during the second week of July. The event will take place on three farms located about 20 miles from the station's transmitter, Iowa State College of Agriculture, Soil Conservation Service and Farm Bureau groups will assist Chuck Wroeester, WMT farm service director, and Leo Cole, promotion manager.

All types of farm machinery and equipment will be displayed and operated. Highlight event will be a tractor steep-leekish, where tractors having different attachments will be put through an obstacle course. WMT will again display its annual Farm Gadget Show.

**RELIGIOUS UNITY**

Contest on KYW Raises Funds
For Chapel Bells

AN INTENSIVE DRIVE in behalf of religious unity, inspired by the Chapel of the Four Chaplains which is under construction in Philadelphia, is the theme of a contest conducted by KYW Philadelphia.

The Westinghouse station is endeavoring to raise money for purchase of carillon bells to be used in the chapel, which is being built in commemoration of the four chaplains who gave their lives aboard the USS Dorchester, February 1943. Listeners were asked to submit donations plus letters written on the subject: "We had religious unity during the war. How can we maintain it in the peace?" Distinguished representatives of the Protestant, Catholic and Jewish faiths picked the 100 best letters. Writers were awarded trip to the state-wide producer of "Miracle of the Bells," held in KYW's main auditorium studio.

Chairman of the drive in Philadelphia is Dr. Daniel A. Poling, pastor of Baptist Temple, whose son was one of the four chaplains who died aboard the Dorchester.

**RMA ADV. COMMITTEE PLANS SET CAMPAIGN**

RMA Advertising Committee last week urged that the experience gained in the successful Hartford test promotion [BROADCASTING, March 29] be applied to "grass roots" campaigns in a number of towns throughout the country by means of a workbook or some similar device. A recommendation to that effect will be placed before RMA board of directors when it convenes with its Canadian counterpart in Toronto this week.

Meeting Tuesday at the Stevens Hotel, in Chicago, the committee devoted the day's session primarily to a resume of the Feb. 23-March 6 promotion, built around the slogan, "A Radio for Every Room—a Radio for Everyone." It also approved a subcommittee recommendation calling for observance of National Radio Week Nov. 14-20. Promotion would be on local levels including such organizations as the National Electrical Retailers Assn. and U. S. Junior Chamber of Commerce.

Three representatives of NERA were guests at the luncheon. Clifford Simpson, managing director, outlined a plan for National Radio Week, which would tie in radio dealers with the campaign in cooperation with RMA and NAB.

**8 Times BIGGER!**

This year WDNC has a primary of eight times more people making six times more retail sales. This whooping big jump is the result of WDNC's rise from 250 watts at 1490 on the dial to 5000 watts day and 1000 watts night at 620 on the dial. Before selecting your markers and advertising in North Carolina—the South's Number One State—he sure to get the new WDNC story. We and Paul H. Rayner, our national representatives, are at your factual command.

**WDNC**

DURHAM, NORTH CAROLINA

5000 WATTS 620 KC CBS

BONUS: WDNC-FM 36,000 WATTS

OWNED BY THE HERALD-SUN NEWSPAPERS

Page 48 • April 5, 1948
A few weeks ago, WPTZ produced and broadcast the first of a new series of television programs called "The Nature of Things," featuring Dr. Roy K. Marshall, noted Philadelphia scientist. Perhaps you have seen the show over the NBC television network.

The very first week, "The Nature of Things" was on the air, it drew a rating of 214—a most respectable figure, actually higher than three of the five sporting events on the schedule for that week!

Motorola representatives saw the program in New York...liked it...bought it for the network beginning April 1st!

We're calling this particular program to your attention because for one thing, it substantiates our contention that a television program doesn't necessarily have to be elaborate in order to be effective and entertaining. More than that, however, "The Nature of Things" demonstrates what happens when an engaging personality with a natural flair for showmanship is coupled with experienced production and direction.

If you're contemplating television for your company or your client, we think our experience, facilities and record in television here at WPTZ will be most interesting and valuable to you. If you would like to know more about the service we have to offer please give us a call or drop us a line.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
Philadelphia Astronomer On Motorola Video Series

DR. ROY K. MARSHALL, prominent astronomer and director of the Fels Planetarium in Philadelphia, has been signed by Motorola Inc. for a video series titled The Nature of Things, broadcast Thursdays 8:15-8:30 p.m., over the NBC television network. The series began April 1.

Dr. Marshall's programs originate at WPTZ Philadelphia, and are fed to WNBT New York, WRGB Schenectady, WJZ TV Baltimore, and WJW Washington. With the aid of visual props ranging from a piano to basketballs, he explains the earth's rotation, atomic energy, earthquakes, or whatever scientific topic is currently in the news.

Motorola agency is Gourfain-Cobb, Chicago.

Bennett Gets Longines

VICTOR A. BENNETT CO., New York, last week was appointed to handle the $1,000,000 account of Longines-Wittnauer Watch Co., New York, 60% of which will be spent in radio. The company currently sponsors Symphonette, 30-minute transcribed musical show, carried on more than 100 U.S. stations. It also uses spots and time signals. Victor A. Bennett is the account executive.

KFSA delivers a market that can't be covered from Outside Ft. Smith!

FORT SMITH, the number 2 market in Arkansas ... the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 millions of dollars per year ... retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1,100 PER CAPITA! A great market for the best in products through KFSA ... Fort Smith.

Hollywood Ad Club Debates Merits

Hollywood Hotel; later, he said whether they realized the sales impact, it was possible to select and choose.

Don McNamara, Telefilm Inc. television director, observed that present network series in film is the modest factual and feature subject handling. He characterized this and commercial spots as the "black ink" film productions at present.

He conceded that film libraries are able to rent at prices below what present production costs allow. But he pointed out that such sources of supply are beginning to thin. Further he pointed out that local attempts to produce free, though live, had to be met with material of universal appeal. In this realm instances of static local spot and women's appeal programs were being done around the country but he felt that Hollywood angles to this type of programming offered a plus factor not available in any other city.

Landers' Viewpoint

Lew Landers, currently directing The Public Prosecutor series for NBC through Jerry Fairbanks Productions believed that "people who are going to produce film must look to the studios" and not to radio or stage. This was disputed in a measure by Mr. Bacher who observed that the force controlling television is that controlling radio which is extending in the new medium.

Rudy Vallee, head of his own independent film video unit, announced that he expected to offer a 25 minute film package featuring Lionel Stander and others in College Life originally based on a radio script. If bought, he said that the package would likely be priced in the neighborhood of $10,000 per presentation.

Harry MacMahan, head of Five Star Productions, advanced his position in "do's" and "don'ts". Do's: Use color in making original commercials on Kodachrome since it offers better gray values at present and may be used again when the medium is able to transmit color.

Among the don'ts: Don't use radio commercials as script; use actors to demonstrate the product and announcers to handle the commercial sell; don't make one film at a time but think of a series in terms of a theme adaptable to 6 or 13.

Larry Finley, head of his own transcription firm as well as video packaging operation, cautioned against too heavy film investments at present "because you can't get your money back." Recognizing that stations can't operate without programs and sets can't be without programs either, he proposed that set makers subsidize the making of films.

NICKEL NAUSEA

Rochester Newscaster Takes Off on Kaltenborn Plan

THE SUBSCRIPTION RADIO plan of Rolf Kaltenborn was administered a verbal lashing by John W. LaRue in a facetiously worded newscast over WVTI Rochester.

Explaining his absence from the air, Mr. LaRue said he had been the victim of Virus X. During that period he declared he had read an article, carrying Rolf Kaltenborn's byline, in the Times-Union, which "made me almost as ill as the flu." He explained that the article was a reprint from the Saturday Review of Literature and "an ivory tower which probably aches to be filled with good, profitable advertising."

"How did any one," Mr. LaRue asked his listeners, "ever get the silly idea that your nickel for a paper, or a quarter for a magazine, paid for that item of information or entertainment? If the subscriber had to pay for the production of those media—not the vast weight of advertising in their pages—and counting the vast cost of their production—they would ask him about ten bucks a throw."

It was the commercial advertiser, Mr. LaRue deduced, who paid the bill in this instance also.

"Still, in one sense," continued Mr. LaRue, "the nickel radio scheme has its entitlements—even to us. There are some 200,000 radio sets in WVTI's primary area. At a nickel a day, that's a potential of $10,000 a day, $70,000 a week, $3,840,000 a year. Whooppe!"

Admitting that his analogy was fantastic, he said that there was "still something to be said for this present system, which spends vast sums of money for the origination and betterment of programs, and yet isn't very expensive to anyone."

ZUMA PALMER, radio editor of Hollywood Citizen News for past 25 years, was to be honored at an outing today (April 5) at Milton Samuel, West Coast director of public relations of Young & Rubicam, is general chairman.
In the interest of improved customer service and higher quality recording at lowest possible rates, a realignment of electrical transcription activities in the broadcasting field has been arranged between the National Broadcasting Company's Radio-Recording Division and the RCA Victor Division of the Radio Corporation of America.

Effective April 1, 1948, the RCA Victor Division will sell and service customers directly for processing of masters and manufacture of pressings from masters recorded for clients by the NBC Radio-Recording Division. In addition, the RCA Victor Division will render processing and pressing service for all electrical transcriptions, slide film and phonograph records.

The NBC Radio-Recording Division will continue to handle the programming and marketing of NBC Thesaurus, its recorded musical program service, and NBC Syndicated Programs, comprising complete recorded programs. NBC will continue to supply full programming service to advertising agencies and clients, including production, direction and script writing, and will make available complete studio and recording facilities for master recording and reference recording for clients' use in connection with broadcasting.

Recording facilities of the National Broadcasting Company will be available in New York, Washington, Chicago, Cleveland, Denver, San Francisco and Hollywood.

The RCA Victor Division will maintain sales service offices in New York, Chicago and Hollywood, where processing and pressing facilities for all types of recording are available. RCA Victor will maintain studios in these cities for all types of recording other than recordings used in connection with broadcasting.
Occupational Ills

Radio held its share of troubles for Robert Cleary, KCMC Texarkana, Tex., engineer March 24. Notified by a neighbor while he was on duty that his apartment was on fire, Mr. Cleary streaked for the door but braked to a halt when he remembered that FCC regulations required him to be on hand when the station was transmitting. When Mr. Cleary eventually arrived home, he was told, the fire apparently started from a short circuit in his home radio set.

ACTORS EQUITY ASSN. TO PRODUCE TV SHOW

ACTORS' EQUITY ASSN., AFL theatrical talent union, is preparing its own video show for inspection by prospective sponsors, Television Theatre of the Air, with touring companies of name actors and actresses presenting video adaptations of Broadway hits around a circuit of cities with video facilities.

Bert Lytell will be in charge of the program, which will be produced by Equity and remain Equity property, with profits going into the Actors' Fund. Music Corp., of America is agent.

Pointing out that "it would be impractical for one live company to do a television program every week," Equity said that "it is probable that a show would originate in New York, followed by a performance with the same cast from another city a few nights later."

Frank Lawrence, BBDO Secretary, Dies March 27

FRANK M. LAWRENCE, 75, secretary of BBDO, New York, died March 27. Funeral services were held March 30 in Christ Episcopal Church, Glen Ridge, N. J.

Mr. Lawrence had been associated with the agency since 1896, when it was the George Batten Co. When the agency was incorporated, Mr. Lawrence became secretary as well as media head. After the merger with Barton, Durstine & Osborn, he relinquished the direction of the media department to Ben Duffy, now president of the agency, but continued as secretary.

Surviving are his wife, Mrs. Constance R. Lawrence, and three sons, William W., of the BBDO marketing and merchandising department; Robert N., and Frank M. Lawrence Jr.

WBBM Chicago's "Listen to Clio" program (BROADCASTING, March 13), has been given an award by Mt. Prospect Midget Club of that town for "the most original unrehearsed program in radio to interpret the happiness of the American home."

Day-Duke-Tarleton Staff Is Realigned

Promotions, New Appointments
Announced by N. Y. Agency

FIVE new appointments and promotions have been announced by Day, Duke & Tarleton Inc., New York.

Robert S. Simpers, formerly an account executive with J. Walter Thompson, joined the agency as vice president, G. Dudley Perrine and Samuel H. Weber were promoted. Mr. Perrine, who was assistant treasurer and assistant secretary, has been named treasurer and secretary, and Mr. Weber, formerly secretary, is a new vice president and general manager.

Maria J. White, who has been radio time buyer for the Bow Co. and Benton & Bowles, now holds the same position for Day, Duke & Tarleton. Paul S. Valentino, formerly art director for Shellmar Products, New York, is the agency's new art director.

AIR TOO CONTROLLED, SAYS WNYC'S SIEGEL

"A COMPLEX pattern of controlling agencies has developed in the past 25 years in radio broadcasting, contradicting the axiom that the air belongs to the people," Seymour Siegel, New York general manager, told a gathering of the City Federation of Women's Clubs in New York last week.

Speaking on "Control Factors in Radio," Mr. Siegel listed the "controlling agencies" in broadcasting: FCC broadcasters, advertisers and advertising agencies, educators, and listeners. Outlining how each group has a hand in the control of what may not be aired, the speaker challenged the argument that the listener knows what he wants on the radio. He suggested that civic and other organizations establish committees to review radio programming and activities of the FCC and the broadcasting trade.

WRFC Planning to Start Soon as Athens Daytimer

WRFC plans to go on the air soon as an independent Athens, Ga., daytime outlet with 500 kw on 560 kc. Staff of the new station has been announced by the permittee, Radio Athens Inc.

General manager is L. H. Chris- tian, formerly manager of WGGA Gainesville, Ga., and WSGC Elber- ton, Ga. Other staffers: Claude Williams Jr., commercial manager, at one time with WFO/Marietta, Ga.; Charles McClure, program di- rector, formerly with WSB Atlanta; Sue Parks, public relations, previous- ly with WGGC; R. Lowery, engineer, formerly with WDRW Augusta, Ga., and F. L. Fitzpatrick, engi- neer, from Wilmington, N. C.
1. **LONGFELLOW HOUSE**, Pascagoula, Miss.
   One of the South's famed ante-bellum homes.

2. **INGALLS SHIPBUILDING YARDS**, Pascagoula, where large luxury liners and cargo ships are being built or refitted. Another new Southern industry that means more employment, bigger pay rolls, and added retail sales.

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

   *The Greatest SELLING Power in the South's Greatest City*

---

**WWL**

**NEW ORLEANS**

A DEPARTMENT OF LOYOLA UNIVERSITY

**WWL PRIMARY NIGHT-TIME COVERAGE**

2,000,000 RADIO HOMES

50,000 WATTS - CLEAR CHANNEL

CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
WBAL-TV's superb facilities and "know how" are already showing excellent results. Twenty local programs, weekly, originate in the main television studio (30 ft. x 50 ft.) and 15 local programs, weekly, originate in the "Air Theatre." We've found Baltimore talent excellent for television in both quantity and quality. Combined with the great NBC television network shows—this means—as in "AM"—that "the greatest shows in Television are on WBAL-TV."

WBAL-TV's antenna is located near the center of population of Baltimore City. It is 447 feet above ground, 837 feet above sea level. Effective radiated power 32,600 watts video, 17,200 watts audio.

WBAL-TV — NBC AFFILIATE
2610 N. Charles Street
Baltimore 18, Md.
Baltimore .... BOTH!

WBAL For
Standard Broadcasts

WBAL's local programs are of a size and quality unexcelled by any radio station — anywhere. Add to that the NBC "America's No. 1 Network" Parade of Stars. So we say with pride—"The Greatest Shows in Radio are on WBAL."

WBAL's "New World of Tomorrow" studios are the most modern with the finest facilities in the country. WBAL's power — 50,000 watts, is the greatest amount allowed any American commercial radio station.

Day in and day out—WBAL gives Baltimore, America's 6th city, programming and radio reception of the very highest quality. There's a plus market, too, of parts of Pennsylvania, Virginia, W. Virginia, Delaware and all of Maryland.

WBAL — 50,000 WATTS—NBC AFFILIATE
"One of America's Great Radio Stations"
2610 N. Charles Street, Baltimore 18, Md.
Represented Nationally by Edward Petry & Co., Inc.
EDITORIAL

Sense of Censorship

VOLUNTARY CENSORSHIP for radio and the press as recommended is washed up for the present.

That became evident last week when representatives of the public information media met with Secretary of Defense Forrestal and recommended that the proposed fulltime Information Advisory Group be rejected. They offered to create an informal security advisory council. (See story this issue.) This proposal from a group representing radio and the printed media is an admission that there will be no formal censorship unless the world situation changes materially for the worse or some overly enthusiastic newsman broadcasts or publishes defense secrets.

Meanwhile in Geneva at the United Nations Conference on Freedom of Information the U.S. asked all nations to eliminate censorship of news except that "relating directly to the maintenance of national security."

Broadcasters are rightfully jealous of their rights as Americans to present the news in full when it happens. It is in the American tradition. During the past war radio far outstripped all other media because of the speed and accuracy of its reports. Authoritative surveys showed time and again that radio was the first news source.

But while broadcasters are zealous in presenting full news coverage they also recognize their responsibility to Americans to safeguard the nation first. The secret of a new defense weapon must be guarded as carefully by every broadcaster as though a code of censorship did exist.

Fortunately radio's newsmen by and large are the best in the business. The corps of news gatherers and commentators who report from the Capital are almost without exception journalists' top echelon. Some have been trained entirely in radio, others have newspapers, magazines and background, but all are well schooled in factual reporting and analysis. The majority have reported World War II at home and abroad.

With men like these handling the news, security, radio news-wise, is in good hands.

Common sense needs no censorship.

Code & Competition

FOR THE next seven weeks the Code hot-stove league is in session. From now until the NAB convention in Los Angeles May 17-18 all and sundry can digest and dissect the proposed standards for American broadcasters.

Think vast improvements have been made code now is affirmative. It isn't ever will be. But standards have been under which all in radio can live—symphony, pride and dignity.

Readers will be considered at the Los Angeles convention should not be a beacon-runner. To-be-forgotten Atlantic City has been—September. This is no steam-mitten.

If every segment of radio this is not "by and a representative community wouldn't a be "Thou shalt not." But there is work-puff code; if it was it every plank has been platform for radio.

The eventful discussions held at Atlantic City.

We do not look for a voice vote, without discussion, at Los Angeles. Of its nature, the code is controversial. All important documents are controversial—the Bible, the Constitution, the Balfour Declaration, the UN Charter.

But by May the code may shrink to secondary status. This world is troubled again. There are more men in uniform, "Defense" construction is being resumed. There's talk of voluntary censorship. Radio, along with all industry and all arts, may be donning war toga again.

More immediate are radio events at home. There are just too many stations for the business available. Reports of rate-cutting are becoming more frequent. In the fight for survival, business heretofore unacceptable (hardly permissible under the code) is being solicited. All radio thereby gets the black eye.

The newspapers went through it a generation ago. Many of them died. Those that survived adhered, by and large, to rate ethics or were without substantial competition. The big difference is that natural laws of competition prevailed; there was no licensing authority.

What has all this to do with the code? Or with possible war? Everything, because a code, judiciously contrived and observed, will give to radio the virility, health and stability it must have to condition it for any eventuality short of Government intervention. And healthy radio will frustrate overt moves toward Government ownership. Competition will take its toll. After all, that's the American way.

Burdridge Davenal Butler

ON THE OCCASION OF YOUR EIGHTIETH MILESTONE, GREETINGS AND CONGRATULATIONS, MANKIND IS BETTER OFF BECAUSE OF YOUR LEADERSHIP, INSPIRATION AND SELFLESS GENTILITY.

That was the message from us to the venerable Mr. and broadcaster on Feb. 5 at his winter home in Phoenix, when he was still active in the direction of WLS, KOY, KTUC, the Prairie Farmer and the Arizona Farmer. Last Tuesday death came following complications resulting from a fall.

Burdridge Davenal Butler had been a man with a mission from the day he first sniffed printer's ink. By 40 he had owned 15 different newspapers, every one a success. At 58 he ventured into radio, acquiring WLS. He viewed it as an aural companion of the Prairie Farmer—the "Voice of Agriculture," he called it. How completely this station has served its aim may be judged by the fact that it has received more than 19-million listener letters in 18 years.

The story of Burridge Butler is a saga of both American journalism and American radio. He viewed them as synonymous. He once said: "No one can own a radio station any more than he can own a church. We can only consider it a stewardship, for which we are responsible to the people."

Arthur Page, long associated with Mr. Butler, said of his revered chief in the current Prairie Farmer:

Here was a man who dreamed big dreams and galvanized others into action. The man who could hardly quote him without exclamation points. Perhaps never in one human being was there such a combination of driving energy, of hatred for sham and falsehood, and tender idealism and soft sentiment, as in Burridge Davenal Butler.

Radio has benefited because there was a Burridge Butler as a warrior in its cause. Radio has long wanted a voice as strong for broadcasting as has been be-reaved widow and to his co-workers who can do no better than continue in the Burridge Butler tradition.

Our Respects To—

BEVERLY THOMPSON WHITMIRE

Honesty sometimes produces momentary discomforts for those readily confessing inadequacies. But it also pays handsome dividends to its loyal subscribers.

Beverly (Bevo) T. Whitmire's reward for continued efforts could take the form of appointment as manager of WFBC Greenville, S. C.

Mr. Whitmire got his desserts in this fashion: WFBC took the air with 250 w on 660 kc May 20, 1933. Mr. Whitmire at that time was assuring citizens attractive news fare at his assistant city editor's desk at The Piedmont, Greenville's afternoon newspaper. He was also serving parttime as a photographer for that publication.

Fearful that a few blades of grass might spring from beneath his shoes, he resolutely set out to find an avenue into radio.

A local photo-finishing company provided the opportunity. It placed him on the air once a week with a show entitled, Thrills of News Photography. Mr. Whitmire utilized an imaginary scrapbook of news pictures as the dramatic vehicle for bringing to life before his audience news stories he had covered.

The post of WFBC manager became vacant a few months after station began operation. Mr. Whitmire started a campaign to get the job, knowing full well that he was lacking in the experience pre-requisite.

Abundantly armed with confidence and courage, he set off for the office of ex-Senator Roger C. Peace the station's publisher-owner. His six-word appeal, if nothing more, was disarm:

"Send me around to run it," implored the radio neophyte.

"What do you know about radio?" was the not unreasonable retort.

"Nothing, but I'll run the little thing for you," honestly but confidently responded Mr. Whitmire.

The station owner's deep grunt terminated negotiations that day of this rich virtue was appointment as manager of WFBC Greenville, S. C.

The station owner's deep grunt terminated negotiations that day of this rich virtue was appointment as manager of WFBC Greenville, S. C.

Two weeks later Mr. Whitmire was startled to receive instructions from Mr. Peace to "go around and run it."

"Any instructions?" Mr. Whitmire asked.

"Stay out of my hair and stay off the air," was the crisp reply.

"Hours?" inquired Mr. Whitmire.

"Quit when you get through," he was advised.

"That's all?" Mr. Whitmire wanted to know.

"That's all," was the laconic reply offered by Mr. Peace in promoting Mr. Whitmire from virtual obscurity in the industry to the post (Continued on page 58)

BROADCASTING • Telcasting

Page 56 • April 5, 1946

Editorial
MUSIC WEAVES A SPELL  Good music weaves a spell that attracts and holds listeners, keeps them close to the station that gives them the music they love. More than half a million families in and around New York spend so much time listening to WQXR and WQXR-FM that no other station can reach them so effectively. And because these music lovers are better-income families in the world’s biggest and richest market ... advertisers find them valuable and profitable customers. For bigger sales more easily made, use the stations distinguished for good music and the news bulletins of The New York Times.
Respects
(Continued from page 56)
of WFCF station manager.

In the 15 years since Mr. Whitmire took over its management WFCF has been highly successful. It will soon begin operating a powerful FM station.

Mr. Whitmire’s popularity began spreading at a phenomenal speed throughout the community. He became known to Greenville’s man on the street simply as “a swell guy,” to commentator Robert St. John as “a unique raconteur, and to singer Conrad Tihbault as an "excellent host." Author Glenn Allan describes him as being “completely uninhibited.”

Estimates suggest that people who say “there’s only one like him,” are guilty of gross understatement.

Now, as general manager of a 5-kw NBC outlet, owned and operated by the News-Piedmont Co., Mr. Whitmire, familiarly known as “Bevo,” is an outstanding civic leader, with a finger in just about every community pie.

Almost single-handedly he captured the interest and imagination of the community and discreetly squeezed the community pocketbook for enough to acquire a home for Greenville Little Theatre, which has grown to a membership of 2,400 during his two-year tenure as its president.

Seeking an opportunity to buy an abandoned military theatre, the radio executive spearheaded a successful drive for $25,000 to purchase and remodel the structure. He supervised renovation of the 500-seat theatre, then adjusted his heavy schedule to permit him to play the role of Jim Conover in "The State of the Union."

Love of the theatre is a family characteristic. The radio official’s father years ago managed Opera House, a legitimate theatre, in Greenville.

Other Activities

Somehow, despite the multitude of his other activities, Mr. Whitmire finds time to teach a Sunday school class and act as a guardian angel to an Episcopal Brotherhood of high school boys. He has just wound up a tour as treasurer of the Greenville Community Chest and is also active in the Kiwanis Club.

Pars are foreign to Mr. Whitmire’s golf score cards. Consequently, he finds it more relaxing to spend some of his “spare moments” in his home workshop.

As if his agenda weren’t packed full enough, he reserves time in the summer months to take the helm of his sleek yacht “Lollipop” and take friends for cruises down the nearby Saluda River.

But Mr. Whitmire never permits other activities to detract from his home life, for his chief interests are his wife and young daughter.

He married the former Mildred Edwards of Charleston in 1930.

Their daughter, Beverly McBee, was nine last Thursday. The family lives in the home in which Mr. Whitmire was born.

The head of the house takes justifiable pride in the concoctions he whips up at the full-size drugstore fountain he installed. Among the house specialties are chocolate and peanut butter bars.

Mr. Whitmire’s reportorial ability is amply demonstrated when an emergency puts him on the air. When Greenville’s largest lawn was destroyed by an explosion and fire, Mr. Whitmire commandeered the State Highway Patrol chief’s car and sped to the scene. Mr. Whitmire brought listeners an on-the-spot broadcast complete with names of the victims, and interviews with survivors and firemen. This completed, he dashed for the Little Theatre rehearsal only to find himself the only member of the cast on hand. The others were at the fire.

The 44-year-old Bevo Whitmire was educated at Sewanee Military Academy, Georgetown College, the University of Pennsylvania and Columbia University.

In addition to managing WFCF, he has been an active partner in the InterCity Advertising Co., owner and operator of WAYS Charlotte, WKIX Columbia and WCOC Greensboro. He is one of radio’s many energetic ambassadors of good will.

Proven Enthusiasts

CITIZENS of Cedar City, Utah are avid basketball fans. When it became apparent that play-by-play descriptions of the Branch Agriculture College games at Compton, Calif., could not be carried by KSUE Cedar City due to prohibitive costs, 100 of the local residents contributed $1 to $25 each to pay for the line and remote control charges.

On All Accounts

(Continued from page 18)

with these shows Jim finds extensive travel occupying much of his time and energy.

He is married to the former Margaret Brayton, an actress in her own domain whom he met in his production days on the coast. His hobby is golfing, though he admits it is a prejudice against Chicago weather which obviates indulging the sport on a year-around basis. He and his wife live in Chicago.

CBS has announced that "The Adventures of Christopher Wels," network’s Tuesday night dramatic series, has been recommended by National Safety Council for private school distribution. The series, sponsored by the State of New Jersey, is heard 8:30-9 p.m. Tuesdays.
Ordinarily, we don't try to sell our advertisers on the idea that we regularly serve their customers who live 497 airline miles from our transmitter. But, when listeners from that distance buy time on KVOO to advertise to their own folks...well, we thought other advertisers ought to know about it!

The Chamber of Commerce out in Clovis, New Mexico, 497 airline miles from Tulsa, now sponsors a half-hour “Clovis Campfire” program on KVOO every Saturday night to tell and sell their friends and our friends on Clovis, the “Cattle Capital” of the west! Produced in Clovis, this show is designed to invite people from all over the west to visit Clovis on business and pleasure.

The first broadcast drew mail from 16 western states so evidently a lot of folks like to gather 'round the KVOO Clovis Campfire on Saturday nights to hear a swell show!

Thanks, Clovis, for inviting us to be “pardners” with you in sending the “Clovis Campfire” to your friends and our friends all over the west!

EDWARD PETRY & COMPANY, INC.
National Representatives
NBC AFFILIATE UNLIMITED TIME
WMBG  
RICHMOND, VIRGINIA  
IS ALWAYS  
A STEP AHEAD  

✓ IN SALES  
✓ IN SERVICE  
✓ IN SATISFACTION  
✓ IN SOUND  
✓ IN SIGHT*  

*WMBG's Television Station, WTVR, will soon join the ranks of other pioneer Television Stations . . . Now on the air! Our FM Station, WCOD, is currently celebrating its first year of 18 1/2 hours per day continuous service.

WHEN PLANNING YOUR CAMPAIGN PLAN ON USING

WMBG  
The Station of Progress  
5000 Watts  
AFFILIATED NBC  

REPRESENTED BY JOHN BLAIR & COMPANY

ABC STOCK

EXPLANATION of the basis on which affiliate stations would be offered stock is contained in an amendment filed with ABC with the Securities and Exchange Commission to its original request for sale of 250,000 shares of its $1 par value stock [Broadcasting, March 1].

Plans call for sale of the stock as soon as SEC approves the registration statement and makes it effective. The ABC amendment states that a particular time for the statement to become effective will be requested in a "so-called price amendment" to be filed at a later date. Price, however, cannot be announced until SEC approval is obtained.

According to the amendment, the number of shares offered to each affiliate station will be determined on the basis of compensation received by the station from the network during 1947, with adjustments made for rate changes since that time.

A minimum of 100 shares would be offered to each affiliate with the number in every case a multiple of 100 shares. Each station would be notified of the "firm offering" or the number of shares being offered to it and would be furnished a subscription form to be filled out and returned in a specified time.

Each station would then have the further right to subscribe, subject to allotment, for such additional number as he may desire.

New Series Is Announced By Broadcasters Guild

OFFERING a five-week, 15-minute transcribed series known as The Road To Gold, James Parks, Hollywood vice president of Broadcasters Guild, today announced the firm's latest program presentation.

Dramatizations are stories behind an estimated $250,000,000,000 of treasures scattered throughout the world, according to official U.S. government estimates.

Packaged by Gilbert A. Ralston & Assoc., The Road To Gold will be produced by 29-30 Productions Inc., Hollywood, under supervision of Stuart D. Ludlum. Mr. Ralston is director of nighttime radio for Procter & Gamble Co., Cincinnati.

Heads Bond Drive

THOMAS H. YOUNG will head the Advertising Council's U. S. Savings Bond campaign as coordinator, the council announced last week. Mr. Young, director of advertising for U. S. Rubber Co. since 1935, served for five years as a director of the War Production Board."
KEX

the Westinghouse station serving Portland, Oregon (19th in retail sales) and its trading area (one of America's richest and fastest-growing markets)

NOW

increases its power from 5,000 to 50,000 watts.* For advertisers this means one-station coverage of most of the Oregon market, plus a substantial slice of Washington. If you want to sell the Pacific Northwest, do it the powerful way: use KEX with its

50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc - KYW - KDKA - WBZ - WBZA - WOWO - KEX

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

*BMB maps of KEX coverage are obsolete after April 8, 1948. In preparation: a "mail-map" to define new coverage
March 26 Decisions

DOCKET CASE ACTIONS

Petitions Denied

Announced order making final proposed decision and granted application of Fulton County Cbl. Corp. for new station Atlanta, Ga., 1550 kw. kw-D 10 kw-N unali. DA-N, subject to CRA approval, to cover use of technical data in system and make changes in transmission facilities.

March 26 Applications

ACCEPTED FOR FILING

March 26 Applications

Modifications of CP

WVCL Chicago—Mod. CP increase power, etc., for extension of completion date.

KMBM St. Louis, Mo.,—Mod. CP new station for extension of completion date.

March 26 Decisions

DOCKET CASE ACTIONS

Petitions Denied

Announced order granting petitions for rehearing of Interstate Cbl. Corp. (KLO), Ogden, Utah, and Lakeland City Cbl. Corp., New York City, to reconsider decision of Commission granting application of Allentown Cbl. Corp. for new station Allentown, Pa., and denying petitioners' mutually exclusive applications for same facilities at Allentown and East Allentown, respectively. Com. rules that petition of Easton Pub. Co. should be granted.

March 26 Decisions

DOCKET CASE ACTIONS

Petitions Granted

Announced order granting petitions for rehearing of Interstate Cbl. Corp. (KLO), Ogden, Utah, and Lakeland City Cbl. Corp., New York City, to reconsider decision of Commission granting application of Allentown Cbl. Corp. for new station Allentown, Pa., and denying petitioners' mutually exclusive applications for same facilities at Allentown and East Allentown, respectively. Com. rules that petition of Easton Pub. Co. should be granted.

March 26 Applications

ACCEPTED FOR FILING

Modifications of CP

WVCL Chicago—Mod. CP increase power, etc., for extension of completion date.

March 26 Applications

Modifications of CP

KMBM St. Louis, Mo.,—Mod. CP new station for extension of completion date.

ACCEPTED FOR FILING

March 26 Applications

Modifications of CP

WVCL Chicago—Mod. CP new station for extension of completion date.

March 26 Decisions

DOCKET CASE ACTIONS

Petitions Denied

Announced order making final proposed decision and granted application of Fulton County Cbl. Corp. for new station Atlanta, Ga., 1550 kw. kw-D 10 kw-N unali. DA-N, subject to CRA approval, to cover use of technical data in system and make changes in transmission facilities.

March 26 Applications

ACCEPTED FOR FILING

March 26 Applications

Modifications of CP

WVCL Chicago—Mod. CP increase power, etc., for extension of completion date.

KMBM St. Louis, Mo.,—Mod. CP new station for extension of completion date.

March 26 Decisions

DOCKET CASE ACTIONS

Petitions Denied

Announced order granting petitions for rehearing of Interstate Cbl. Corp. (KLO), Ogden, Utah, and Lakeland City Cbl. Corp., New York City, to reconsider decision of Commission granting application of Allentown Cbl. Corp. for new station Allentown, Pa., and denying petitioners' mutually exclusive applications for same facilities at Allentown and East Allentown, respectively. Com. rules that petition of Easton Pub. Co. should be granted.

March 26 Decisions

DOCKET CASE ACTIONS

Petitions Granted

Announced order granting petitions for rehearing of Interstate Cbl. Corp. (KLO), Ogden, Utah, and Lakeland City Cbl. Corp., New York City, to reconsider decision of Commission granting application of Allentown Cbl. Corp. for new station Allentown, Pa., and denying petitioners' mutually exclusive applications for same facilities at Allentown and East Allentown, respectively. Com. rules that petition of Easton Pub. Co. should be granted.

March 26 Applications

ACCEPTED FOR FILING

Modifications of CP

WVCL Chicago—Mod. CP increase power, etc., for extension of completion date.

KMBM St. Louis, Mo.,—Mod. CP new station for extension of completion date.

March 26 Applications

Modifications of CP

WVCL Chicago—Mod. CP new station for extension of completion date.

ACCEPTED FOR FILING

March 26 Applications

Modifications of CP

WVCL Chicago—Mod. CP new station for extension of completion date.

March 26 Decisions

DOCKET CASE ACTIONS

Petitions Denied

Announced order making final proposed decision and granted application of Fulton County Cbl. Corp. for new station Atlanta, Ga., 1550 kw. kw-D 10 kw-N unali. DA-N, subject to CRA approval, to cover use of technical data in system and make changes in transmission facilities.
The Monona Broadcasting Company, Madison, Wisconsin, had the money but no station. Faced with "impossible" allocation difficulties, they called on Andrew engineers, who succeeded in finding a frequency and designing a directional antenna system. Thus, WKOW was born. Within ten months after the construction permit was granted, Andrew engineers completely designed, built, tuned, and proved performance of a six-tower 10 kw. station—an unusually difficult engineering feat accomplished in record-smashing time. A complete "package" of Andrew transmission line and antenna equipment was used, again emphasizing Andrew's unique qualifications: Complete engineering service with unsurpassed equipment.

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

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

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

So, just write Andrew when you are ready to enter the broadcasting field. Andrew will get you on the air.
N. Y. TV Ownership
Up 100% Since Jan.

TELEVISION ownership in the New York metropolitan area increased more than 100% from January to March, with every indication of continued growth. The Pulse Index reported last week at the conclusion of its third monthly exploratory survey of video audiences in that area. Survey covered personal interviews with 3,500 families in ten communities in New York and northern New Jersey.

Middle and lower middle income groups own more than 40% of the video sets, with the poorer homes, including non-telephone homes, spending more time watching television than do their wealthier neighbors. Of the non-telephone homes, 84.5% reported use of their video sets "yesterday," as compared to 80.6% of telephone homes.

The five top evening video programs noted during the survey period were the Sunday night hockey game and the Monday night basketball contest between NYU and Notre Dame on WCBS-TV; WNTI Friday night boxing matches, WADB's Small Fry Club, Madison-Boule through Friday night, and the same station's birthday party on Thursday, March 4.

Samples were too small for ratings to be given these programs, but the Pulse announced its regular monthly video rating service will be started in April, ratings to be based on 100 television homes for each quarter-hour studied.
A Statement in the Advertisers' Interest

The proposed N. A. B. code wouldn't exist if all radio stations would program their entire schedule with showmanship . . . and spend a greater share of their advertising budget for listener promotion.

KRNT does just that, and enjoys the highest Hooper ratings in Des Moines. At the same time, KRNT is carrying the largest advertising schedule in its history.

That's listener preference . . . advertiser preference too.

Radio Station KRNT
Des Moines, Iowa
50 KW—One of the larger members of the G-E transmitter family. Note wide doors, providing full accessibility for "walk-in" maintenance. Like all high-power G-E transmitters, this model uses transformers filled with a non-inflammable liquid. This eliminates necessity for fireproof vault and lowers installation costs and insurance.

General Electric's complete new line of AM TRANSMITTERS—now in production

Power for every

1 KW—Compactness is an outstanding quality of this sturdy equipment. Reliable, high-standard performance makes it an ideal transmitter in its power class. Now in stock and ready for immediate delivery.

10 KW—Tube switching from the front panel minimizes program outages. This model is a unified assembly of exciter-modulator, power amplifier, and rectifier-control units.

TRANSMITTER-CONTROL CONSOLE
This versatile unit can be used to control a transmitter of any power rating. The de luxe version includes a separate clock panel for timing transmitter interruptions; also, an executive type desk and chair of matching color.
HERE are five outstanding AM units that will help you profit from your station investment. Featuring lower cost per hour of broadcast service, these transmitters are built to one high standard of quality, backed by one source of responsibility. Every detail of this completely new line reflects the unequalled engineering and operating experience of the General Electric Company.*

The G-E line of broadcast equipment covers all your station needs—transmitters from 250 watts to 50,000 watts, complete studio equipment, the AM station monitor and accessory units to fit every requirement.

Whether you are planning a new station or modernizing an existing one, take a big step in the right direction by calling your nearby General Electric broadcast representative (see list below), or write to Transmitter Division, General Electric Co., Electronics Park, Syracuse, N.Y.

*G.E. built its first commercial broadcast transmitter in 1922. Since that time the company has produced broadcast transmitters whose combined power ratings total over 2,500,000 watts.

ATLANTA 3, GA.
187 Spring Street
Woolf 9767

BOSTON 1, MASS.
440 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitman 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
LD 274

DENVER 9, COLO.
650 17th Street
Keystone 7771

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9743

CLEVELAND 4, OHIO
710 Williamson Bldg.
Eustis & Public Square
Supervisor 6623

LOS ANGELES 14, CALIF.
830 S. Hill Street
Key 2784

MINNEAPOLIS 2, MINN.
12 South Street
Mall 2544

NEW YORK 23, N. Y.
273 Lexington Avenue
Wickham 5-1311

PHILADELPHIA 2, PA.
1403 Locust Street
Pennypacker 6-9000

SAN FRANCISCO 4, CALIF.
215 Montgomery Street
Douglas 2276

WASHINGTON 5, D. C.
806 15th Street N. W.
Executive 3600

250 Watt—Highest quality performance at lowest operating cost—you profit both ways with this 250-watt AM transmitter. Simplified circuits. Numbers and types of tubes minimized. Immediate delivery from stock.

5 KW—An exclusive G-E feature of this transmitter is the spare tube switching of all high-power stages from front panel. Air-cooled throughout, as are all G-E standard broadcast transmitters.

SYRACUSE 1, N. Y.—Syracuse 6-4411

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC
FCC Actions (Continued from page 64)

Applications Cont.: TENDERED FOR FILING TV—186-192 mc.

The Birmingham News Co., Birmingham, Ala.—CP new commercial television station on Channel 5, 186 mc. ERP 25.8 kw. sur. 12.8 kw. ARRA TV—186 mc. 

Columbia—Montour Bstg. Corp., Bloomsburg, Pa.—new FM station on Channel 304, 104.7 mc.

AM—1400 kc.

Sidney H. Tinkle Jr., Rockette—new standard station 1400 kc 250 w unil.

AM—1680 mc.


March 30 Decisions...

ACTIONS ON MOTIONS (By the Commission)


Liberty Bstg. Inc., Grand Rapids, Mich.—Denied oral petition requesting dismissal without prejudice its application for assignment of license of WOOD; further ordered that application of Grandwood Bstg. Co. be removed from hearing dockets.

(By Commissioner Jones)

Blackhawk Bstg. Corp., Sterling, Ill. and WTAX Springfield, Ill.—Ordered that consolidated hearing scheduled for March 31 in this proceeding, be continued to April 12.

KKRX Aberdeen, S. Dak.—Ordered that hearing scheduled for March 21 be continued to April 12.

The Four States Bstg. Co., Inc., Hagerstown, Md.—Granted petition for dismissal without prejudice of its application.

Charles Wilbur Lamar Jr., Mansion City, La.—Commission, on its own motion, continued hearing scheduled for March 31 to April 12.

WWGY Minneapolis, Minn.—Granted petition to proceed on application of UWG-Ost Bstg., Corp.

WJR Detroit—Granted petition for leave to amend its TV application to specify different equipment.

Foundation Co. of Washington, D. C.—Continued hearing scheduled for March 29 to April 30.

The WGR-Bstg. Co. et al., Cleveland—Continued consolidated hearing on TV applications from May 24 to June 14 at Cleveland.

Columbia Bstg. System Inc., San Francisco—Granted petition for continuation of consolidated hearing on TV applications from April 5 to May 24 at San Francisco.

(by the Secretary)

KTO Oklahoma City, Okla.—Granted license for new station 186 mc 250 w day and for change of studio location.

WPFD Worthington, Ohio—Granted license for new station 5 kw E.

WAVE Inc., loudville, Ky.—Granted CP new exp. television relay station.

WLNE Muscle Shoals Bstg. Corp., Muscle Shoals City, Ala.—Granted license for new remote pickup station.

KMYC Marysville, Calif.—Granted mod. license to change studio location.

Following were granted mod. CPs for extension of completion dates as shown: WBFA-FM Montgomery, Ala., to 7-14-48; WBOA-FM Rome, Ga., to 7-10-48; KVFC-FM San Luis Otilo, Calif., to 3-8-48; WCDM-FM Dubuok, Pa., to 7-5-48; WCHR New Brunswick, N. J., to 7-14-48; WKPT-FM Kingsport, Tenn., to 7-7-48; KCMN-FM Portland, Ore., to 6-14-48; WCMW-FM Canton, Ohio, to 6-14-48; WJET-FM Milwaukee, Wis., to 5-15-48; WIBA-FM Madison, Wis., to 10-3-48; WAVE-TV St. Louis, Mo., to 6-14-48; WTD-A TV-Quincy, Ill., to 10-15-48; WAGW-TV Philadelphia, Pa., to 10-15-48.

WBUE Lexington, N. C.—Granted CP now station 1450 mc 250 w unil. and change studio location.

WHAW Westbra, W. Va.—Granted license for new station 1450 mc 250 w unil. and change studio location.

WNYE New York, N. Y.—Granted license for new station 1450 mc 250 w unil. and specify studio location.

KBURK Bismark, N. D.—Granted license for new station 580 kc 250 w D.

WROL Knoxville, Tenn.—Granted license to use old main trans. for aux. purposes with 1 DA

WJJD Chicago, Ill.—Granted license to use old trans. for aux. purposes with 20 kw.


WKBZ Muskegon, Mich.—Granted mod. CP change type trans.

WABG Savannah, Ga.—Granted CP install aux. trans. at present location of main trans. to be operated on 630 kw.

WBBQ Augusta, Ga.—Granted CP change trans.

Following were granted extension of completion dates as shown: WBJN Raends. Co., to 7-21-48; KWEK-FM St. Louis, to 10-14-48; WILAN-FM Lancaster, Pa., to 6-13-48; KUGN-FM Eugene, Ore., to 10-14-48; KGKH-FM Harker Heights, Tex., to 9-15-48; WSAR-FM Fall River, Mass., to 7-14-48; WMAL E'Neill, Ind., to 7-20-48; EFAC-FM Los Angeles, to 7-27-48; WREU Griffin, Ga., to 5-1-48; WSAU Wausau, Wis., to 7-14-48.

WMIN St. Paul, Minn.—Granted license to use map. CP now station 1450 mc 250 w unil.

Following an application made by the radio committee of the FCC, the Federal Communications Commission has been granted an extension of time to submit its report on the licensing of television stations. The report is due to the FCC by February 28, 1948.

March 30 Applications...

ACCEPTED FOR FILING

AM—680 kc.

WWOK Birmingham, Ala.—CP now station 1450 mc 250 w unil. on 6000 hours from D to unil. increase power from 5 kw to 15 kw.

WHJO Opelika, Ala.—Mod. license increase power from 100 w-N 250 w to 250 w.

KCKU Talulah, Calif.—Mod. CP change frequency, etc., for extension of commission completion dates.

AM—1540 kc.

James H. Burns, Monroe, Mich.—CP new standard station 1540 kc power 250 w D.

AM—1510 kc.


(Continued on page 70)

FCC's Radio Broadcasting Forms Considered

COMMITTEE on Radio Broadcasting for the Advisory Council on Federal Reports is to meet April 16 at the U. S. Chamber of Commerce, Washington, to consider extending FCC's new radio station application forms prior to their printing. Meeting has been called by Ben Strouse, general manager of WPCD Washington, committee chairman.

Several communications have been received by the Council in reply to its invitation for comments on the forms [BROADCASTING, March 8]. These include suggestions from the FCC Bar Assn. and Frazier & Peter, radio management consultant.

Comments will be received by Russell Schneider, Advisory Council executive secretary, 1615 H St., N. W., Washington, up until the date of the radio committee meeting. Comments shall be confined to procedural and not policy matters, Mr. Schneider stated.

Composed of representatives of national business organizations, the Advisory Council has been formed at the request of the Bureau of the Budget to advise in simplifying and improving questionnaire and reporting procedures of Federal agencies. Mr. Strouse succeeded Wayne Coy as chairman of the Committee on Radio Broadcasting when the latter became FCC chairman.

Zoning Board Considers

2 New Towers for KYW

SPECIAL HEARING has been called for today (April 5) by the zoning board of Whitemarsh Township (Pa.) on the application of KYW for permission to erect two 465-foot transmission towers adjacent to its present transmitting site.

R. E. White, KYW manager, wrote the township that the station wants to bring its transmissions to maximum efficiency, in order to be able to invoke international law against XEPC Mexico City, which is beaming programs on KYW's frequency.

KFRB Fairbanks Becomes CBS' 4th Alaskan Outlet

CBS' fourth Alaskan affiliate, KFRB Fairbanks, joined the network Friday afternoon, April 2, operating unlimited time with 1 kw on 1290 kc. Other CBS affiliates in Alaska are KFQD Anchorage, KINY Juneau, and KTKN Ketchikan.

WIOU Koko- mo, Ind., 100 w on 1350 kc, replaces WKMO as the CBS affiliate in Kokomo, the network announced. WCUM Cumberland, Md., operating with 100 w on 1400 kc, becomes a basic supplementary CBS station on May 30, bringing to 175 the total of CBS affiliates.
send coupon today
get 16" record free

with complete story of Capitol's low cost
Transcription Library that helps you

sell new sponsors

"During one month we signed up these sponsors for Capitol
Transcriptions shows—all on one-year contracts:

De Soto distributor 12 quarter-hours weekly Eddie LeMar show
Furniture 3 quarter-hours weekly Alvino Rey
Jeweler 7 quarter-hours weekly Jan Garber
Jeweler 2 quarter-hours weekly Juke Box Review
Jewelry 2 quarter-hours weekly Lullaby in Rhythm

I am now out to sell Music from Hollywood, an outstanding
program if there ever was one."

WIZZ is just one of more than 300 stations using the Capitol
Library. And what a library! Big names? Get these:
Peggy Lee, King Cole Trio, Johnny Mercer, King Sisters, Duke
Ellington, Stan Kenton, Tex Ritter, Merle Travis, Gene Krupa,
just to name a few.

Fresh material? Each week you get enough for 27 programs (35
hours). Wide variety? 3000 selections in basic library, with more
added all the time. Simple-to-use? Big format catalog makes it
A-B-C easy. Cross indexes and filing cabinets provided. Flexibility?
Exceptionally so, with musical backgrounds for commercials, and
artists’ voices on separate tracks.

Quality recording? Vinylite throughout. But hear the proof for
yourself. Mail coupon now.
**AMERICA OPPORTUNITY LAND, SAYS SARNOFF**

DAVID SARNOFF, president and chairman of the board of RCA, said, "The United States today is even more the land of opportunity than it was when I arrived here nearly 50 years ago," in an article which appeared in the April issue of *American Magazine*.

The radio magnate, who started his climb as a $5 a week messenger boy for a New York Postal Telegraph branch, stated, "In America there's luck enough for all." He disputed the argument that opportunities are fewer today than in his youth by reviewing the future of such scientific discoveries as television, weather controllers, and the ultrafax, an RCA-developed communication system combining television and facsimile.

"International television is nearer than most people realize," he declared, stating that no technical problems remain unsolved.

"Science is forcing world cooperation," Mr. Sarnoff wrote. "We need more science, not less. But we especially need more social science," Mr. Sarnoff wrote. "Science has been, and will continue to be, lavish with its gifts. But basic problem in creating a better world is to learn how best to accept and use those gifts for our spiritual enrichment and the strengthening of our democracy."

---

**Radio Libel Law Studied**

At Meeting In Nebraska FORMULATION of a radio libel measure for introduction in the 1949 Nebraska unicameral session was expected to highlight activities at the annual meeting of the Nebraska Broadcasters Assn. held April 2 at North Platte, Neb.

Harry Peck, KFOR Lincoln, associated with policemen present at the meeting, which was attended by 20 representatives of 15 stations.

---

**FCC Actions**

(Continued from page 68)

**Applications Cont.**

**Assignment of License**

**WPARK Charleston, S.C.—Voluntary assignment of license of J. B. Fugua, Mrs. Dorothy Chapman Fugua and Frederick Kennedy, d/b/a Charleston Bestg. to George Graham Weiss.**

**AM-1270**


**TENDED FOR FILING**

**WARK Baltimore, Md.—CP new commercial television station on Channel 5, 76-82 mc, 17.5 kw, 6.7 kw un.**

**Transfer of Control**

**KWHO Tucson, Ariz.—Consent to transfer of control of licensee to Charles T. Hines.**

**AM-1340**

**KINO Fresno, Calif.—Consent to assignment of license to Robert Schuler, Sheldon Anderson, Lester Eugene Chen-
THE GEORGIA MAJOR MARKET TRIO

1. Concentrated coverage in Georgia's 3 major markets
2. Listener loyalties built by local programming in Georgia's 3 major markets
3. Dealer loyalties in Georgia's 3 major markets
4. Merchandising assistance in Georgia's 3 major markets

Represented by THE KATZ AGENCY, INC.
In the new Conlan survey KXEL listening runs up to 9.6%, more of the total listening homes surveyed than all other stations combined.

KXEL—50,000 watts
Josh Higgins Broadcasting Company
WATERLOO, IOWA
Represented by Avery-Kodell, Inc.

THE LONG ISLAND STORY

Vacationers by the thousands pour into Long Island during the summer months. There is no summer letdown.

This summer sell Long Island’s extra-large quality market with advertising over WHL—the station that delivers more listeners per dollar than any other station heard here including the New York City 50,000 watters.

In the new Conlan survey KXEL listening runs up to 9.6% more of the total listening homes surveyed than all other stations combined.

KXEL—50,000 watts
Josh Higgins Broadcasting Company
WATERLOO, IOWA
Represented by Avery-Kodell, Inc.

THE LONG ISLAND STORY

Vacationers by the thousands pour into Long Island during the summer months. There is no summer letdown.

This summer sell Long Island’s extra-large quality market with advertising over WHL—the station that delivers more listeners per dollar than any other station heard here including the New York City 50,000 watters.
is the ONLY station in Detroit that offers you a complete merchandising operation, plus proved sales power!

Last year a citrus packer (name on request) decided to introduce his line in the Detroit market. Because of its national reputation in merchandising, WXYZ was given the job. In cooperation with the food broker for the account, the station's merchandising staff undertook the complete assignment: jobbers, distribution, point-of-sale promotion, etc. Demonstrations that tied in with WXYZ advertising were conducted in supermarkets... an average of 600 cans a store were sold... a total of 26,858 cans sold over a 13-week period. In the first half year, sales zoomed from sixty-sixth place to forty-fifth... and to twelfth place in the second half year!

If you have a product to sell in Detroit, this story is important to you for several reasons...

FIRST: it proves the tremendous sales power of the station. Jobbers are willing to cooperate on WXYZ-advertised goods because they know that WXYZ moves merchandise.

SECOND: it illustrates a complete merchandising service that is unique in Detroit. It does not consist of just sending out letters and providing the usual merchandising helps...WXYZ's staff of food and drug experts does the entire job from start to finish.

THIRD: it shows you that, at WXYZ, the emphasis is on efficiency and service... on getting more for your advertising dollars than you can get on any other Detroit station.

If you are in the competitive selling market in Detroit—or planning to be—remember: WXYZ is the merchandise-minded medium for your product!

ABC

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ—New York 50,000 watts 770 kc  
WENR—Chicago 50,000 watts 880 kc  
KECA—Los Angeles 5,000 watts 790 kc  
KGO—San Francisco 50,000 watts 810 kc  
WMAL—Washington 5,000 watts 630 kc

ABC PACIFIC NETWORK

...your best bet—both ends of the alphabet

American Broadcasting Company
HERMAN BESS IS NAMED AS DIRECTOR OF WLIB

APPOINTMENT of Herman Bess as director of WLIB New York effective March 29 was announced last week by Mrs. Dorothy S. Thackrey, president of the station. Mrs. Thackrey added that she has "canceled all negotiations regarding the sale of the station."

Formerly sales manager of WMC A New York, Mr. Bess resigned that position to head the General Broadcasting Corp., which has applied to the FCC for purchase of WOV New York. Mr. Bess will remain with WLIB until the WOV application is approved, he said.

There will be no personnel changes at WLIB, Mr. Bess said, but the station's programming format will be changed from light classical music and news to block programming of popular music and news starting April 5.

RCA VICTOR'S latest table model radio, to retail at $29.95, is described by the firm as having "powerful receiver in a small hardwood cabinet." With four tubes and one rectifier, set operates on AC or DC.

They Say....

"... NOBODY wants to legislate the editorial page out of existence, just to be safe. Nobody wants to pass laws requiring both sides of a story... These things are common and voluntary practices of the press. Why are fearful persons so certain that it would be different in radio?... The federal gag on free expression and the demand for its continuance betray an almost insulting lack of faith in the people who operate radio stations. They betray an almost equal lack of faith in the public intelligence..."

From an editorial in the Chicago Daily News.

"IT IS not often that we have found occasion to commend Mr. James Caesar Petrillo's labor relations conduct. But unless there is some joke not discernible in the settlement with the radio networks one can only say of it that he has achieved a measure of statesmanship... Though he has personified for years the labor dictator, made possible under New Deal laws and policy, this performance deserves applause."

From editorial in New York Herald-Tribune.

"IT IS NECESSARY to acknowledge at the outset that the constitutional standards for this sort of thing—absolutely unlimited freedom of speech, assembly and the press—cannot apply to radio broadcasting... For the sovereign to license anybody and everybody to operate a radio station—even were we all rich enough to buy one—would be to license chaos. We must allocate bands to certain responsible broadcasters. And the sovereign's duty becomes seeing that the use of the common air is for the common benefit... The present state of affairs, which amounts to federal censorship, is far from reassuring. An owner's censorship would be even more ominous. But it is not at all true that there is no middle way."

From editorial in Bergen (N. J.) Evening Record.

Barrett Is DuMont Video Station Relations Head

HALSEY V. BARRETT, formerly sales promotion manager of CBS Television, joins the DuMont Television Network today (April 5) as manager of a newly created stations relations department.

In his appointment, Lawrence Phillips, director of the DuMont network, pointed out that the network "is entering a period of rapid expansion. Our interest in this phase of television is reflected in the establishment of a stations relations department."

Mr. Barrett was associated with Tide magazine, and with WOR and WNEW New York before the war, during which he served as a lieutenamt in the Navy. On his release from service he joined CBS. He is a charter member of American Television Society and is presently chairman of the ATS publicity committee.

THE WORM TURNS

And Listeners Do the Giving,
Not Station or Sponsor

FROM WNEW New York last week came indications that the public, groaning beneath the weight of free washing machines, refrigerators, radio-phonographs, prefabricated houses and other items offered in giveaway shows and contests is a turning worm.

WNEW listeners, egged on by Gene Rayburn and Dee Finch, who conduct a daily show on that station called Anything Goes, have sent WNEW more than a thousand widely-assorted items in response to suggestions that they send in "a thing," the station reports.

Mrs. Barbara Nortons' entry came from Mrs. Eunice Ribeau, New York. She sent WNEW her husband, Charles. "He'll clean your studio, shine shoes, run errands, aid the sound effects man, etc.," she wrote. Messrs. Rayburn and Finch rewarded Mrs. Norton by doing their three-hour morning show on April 1 from the Nortons' Manhattan apartment.
WPIK Drops FM; Says No Site

WPIK-FM Alexandria, Va., at 9 p.m., March 31, ceased operations. Overshadowing spectacle of television, WPIK Alexandria, WPIK-FM was and one of seven on the air in the operation was found to be too distant for efficient operation. Alexandria is in the immediate vicinity of Washington's National Airport and across the Potomac River from the Capital's major military air installations. Several other lesser commercial and private airfields also exist in the Virginia area. Beside the 13 FM and four video outlets, metropolitan Washington has six fulltime and six daytime standard stations, not including WPIK.

Union Demand Threatens BBC's Relay Musicals

DISCONTINUATION of radio relay musicals by BBC appeared as a possibility last week after the British musicians' union demanded the present scale be quadrupled. New York bureau of BBC disclosed Thursday that the union stated relays "will not be permitted unless full BBC studio fee (average about $10) is paid instead of public relay fee . . . $2.50. BBC has informed the union that it "cannot agree to pay full studio fees" but it has offered to "double the present rate of payment" of $2.50.

Exception was made by the union for symphony concerts because of concerts contracted for later in the year.

CAPITAL CASUALTY

WPIK Drops FM; Says No Site

WPIK-FM Alexandria, Va., at 9 p.m., March 31, ceased operations. Overshadowing spectacle of television, WPIK Alexandria, WPIK-FM was and one of seven on the air in the operation was found to be too distant for efficient operation. Alexandria is in the immediate vicinity of Washington's National Airport and across the Potomac River from the Capital's major military air installations. Several other lesser commercial and private airfields also exist in the Virginia area. Beside the 13 FM and four video outlets, metropolitan Washington has six fulltime and six daytime standard stations, not including WPIK.
THE THEATRE VIDEO PACE has slowed on swift entry into active theatre television, according to sentiments expressed at the meeting of Southern California, Hollywood, March 31, by several pictures produced for the theatre consumption as video fare. Exhibitors felt that the film for television should be produced for it and theatre fare should not be placed in competition with itself by use as teletext material.

DAVID JOINING WPTR, NEW ALBANY OUTLET
W. R. DAVID has joined Patroon Broadcasting Co., Albany, N. Y., as vice president in charge of engineering and member of board of directors, effective today (April 5).

Mr. David

Mr. David is vice president in charge of sales. Mr. David has been with General Electric Co. since 1919 in radio engineering, research, development, design and sales work. He is a member of the Institute of Radio Engineers and a board director of FMA. Mr. DuVal has been with GE since 1934 and has been in charge of sales.

FRC FORMALLY TAKES 50 KW NEXT THURSDAY
FOUR-DAY celebration marking the increase to 50 kw for KEX Portland, Ore., will get underway next Wednesday. Formal switch-over for the Westinghouse station on 1100 kc will take place in a special program 6:30-7 p.m. PST, Thursday.

Dedication program Thursday is to be attended by Gov. John W. Hall, Portland Mayor Earl Riley and other civic dignitaries. Representing Westinghouse Radio Stations Inc., will be J. B. Conley, WRS general manager. He will be accompanied by W. B. McGill, advertising manager of WRS. Program will also feature a documentary dramatization, with Francis Conrad, station relations manager of ABC for the Pacific Coast and son of the late Dr. Con- rad, taking part.

Hollywood brings its greeting to the new KEX operation when Edward Arnold originates his April 11 network show, Mr. President, from the station's studios.

KEX is managed by C. S. Young.
Defense (Continued from page 40) superintendently, through 1945, he held the positions of WPB assistant deputy director-general for distribution, deputy director, Office of War Utilities, and director of the latter office.

Other civilian defense bodies were stepping up their organization at the same time.

Spurred formation was underway at the National Defense Department's Office of Civil Defense Planning, under the guidance of Director Russell J. Hopley, who recently revealed that radio and other communications would be the backbone of his organization [BROADCASTING, March 29].


Col. Barnet Beers, assistant to Director Hopley, told BROADCASTING March 31 that the office "is making excellent progress on its organization and is moving forward faster than I've seen similar organizations move before."

The Civil Defense Office, Colonel Beers said, is searching for an expert to serve in the communications section of the technical division, which will also include medicine, engineering, atomic and transportation sections.

Panels of communications experts will be assembled later to offer advice to Mr. Hopley and the communications chief, Colonel Beers said.

Will Contact Plants The Munitions Board of the National Military Establishment announced March 30 that representatives of the Armed Services are preparing to contact approximately 11,000 industrial plants to discuss types and amounts of products that could be produced for war.

Col. Fred W. Kunesh, chief of industrial mobilization in the office of the Signal Corps chief, revealed that surveys of the radio industry are already in progress and will ultimately cover a total of 600 plants producing or capable of manufacturing electrical and communications materials or products.

Colonel Kunesh, who personally lays the groundwork for surveys before engineers perform their duties, told BROADCASTING March 31 that he has contacted about 30 plants, including some producers of radio parts, and has found officials "very cooperative."

Plant officials appear to be most anxious to proceed with plans, Colonel Kunesh said.

Colonel Kunesh estimated that about 200 plants producing component electrical and communications parts or smaller finished products and 400 plants manufacturing larger finished items would be included in the survey.

Manufacturers of large quantities of products who have "a long lead time" (longer periods between time of letting contracts and reaching peak production) will be contacted first, the Signal Corps official declared.

The overall list of plants to be surveyed will be expanded later to include approximately 24,000 of the estimated 86,000 industrial plants of recognizable size and productivity in the United States.

Government officials point out that although the survey will be a great stride in military-industry preparedness, it is but a part of a much greater preparedness activity contemplated.

Military representatives will advise the management of industry the products the Armed Services need in the event of an emergency, the management will select the product it believes itself best capable of producing with maximum speed and volume in an emergency and provide the representative with data concerning production capacities and potential problems.

Thomas J. Hargrave, Munitions Board chairman, in announcing the survey, stated that "although it is projected on the long-range basis, its value to our national security in an emergency, near or distant, is immeasurable. If only partially completed by the time an emergency occurs, the work already completed will be of inestimable assistance in gearing that part of our industry to emergency war production."

NEWADENE HAYES and RAY GORDON have been added to cast of Jerry Fairbanks Productions' (Hollywood) "Public Prosecutor" video film series for NBC.
50 mc FM Scrap

(Continued from page 24)

to the various other services to seek additional frequencies in the same manner," he said.

The former FCC chief engineer reviewed at length the hearings and studies which preceded the decision to move FM from the low band to the high, followed by another hearing when Zenith petitioned unsuccessfully for space around 50 mc for FM in addition to 88-108 mc. The move "upstairs," he insisted, was "based upon engineering considerations which were valid then and are valid now." Chief among these, he said, was the desire to avoid interference from sporadic E layer and F-2 reflections.

In defense of FCC's assignment of television and safety services in the 50-mc region despite the interferences encountered there, Mr. Sterling pointed out that further development was necessary in the ultrahigh frequency range which is expected to be television's ultimate home. "Accordingly," he explained, "some television channels which might be available for immediate use were allocated in the 50-mc region even though it was known that these channels would be subject to interference."

Other Services

With respect to other services placed in the 50-mc area, he noted that their operations are conducted on an intermittent basis and that the possibility of reverberating messages in these services further minimizes the interference problem.

Comm. Sterling rejected as "wholly without substance" such charges as those of J. E. Brown of Zenith and Prof. Armstrong that the grounds for the reallocation of FM have since been proved fallacious, and that FCC acted against the greater weight of evidence. To Prof. Armstrong's claim that K. A. Norton, whose famed "Norton's Curves" were a factor in the reallocation, has since admitted a basic error, he said:

Mr. Norton admitted this prediction to have been in error not only in the recent hearing to which Major Armstrong refers, but also as early as the closed sessions of March 12-13, 1945. You will note, therefore, that this admission of error was made well before the Commission arrived at a final decision with respect to the place of FM broadcasting in the spectrum. In arriving at its final FM decision the Commission no way relied on this early and erroneous prediction with respect to 50 mc. The statement by Major Armstrong that the error referred to in his testimony was the basis for the Commission's action with respect to FM is therefore completely without foundation.

Because of the complexities involved, he said, such errors of prediction "can hardly be said to detract from the stature of the men who make them."

Answers Armstrong

In response to Prof. Armstrong's charges that a portion of FCC's May 1945 allocations report had been tampered with, Comm. Sterling submitted detailed memoranda recently submitted by FCC Chairman Wayne Coy to Sen. Charles W. Tobey (R. N. H.), acting chairman of the Senate Interstate & Foreign Commerce Committee. Mr. Coy, who investigated the charge at Sen. Tobey's behest, said he found "difference of opinion and judgment on the technical matters involved, but [no] evidence of dishonesty."

The charge related to a sentence in a secret allocations report and its counterpart in the report as later made public. Prof. Armstrong claimed the secret report recognized a basic error by Mr. Norton while the public report denied any error.

With his letter to Sen. Tobey, Chairman Coy submitted a memorandum by FCC General Counsel Benedict P. Cottone covering the investigation of Prof. Armstrong's charges. Mr. Cottone said: "have found no evidence that the transcript of testimony, the exhibits, or any other data or records upon which the Commission's reports were based have in any way been tampered with or altered."

Changes Explained

Mr. Coy said the change in language was in the handwriting of Cyril M. Braun, now chief of the Engineering Dept.'s FM Division, but that "I am positive that Mr. Braun is not the author. . . . My conversations with him lead me to believe that he performed no other function with respect to this language than to record it on a master copy" which he was keeping as coordinator of FCC staff work on the report. He said Mr. Braun does not recall who suggested the change, but that "I am certain that wherever the change came from, it was first approved by the staff as a proper answer" to the exhibit to which it related.

Mr. Cottone's memo maintained that "it was quite evident from the record in the closed hearing that the 'basic error' attributed to Mr. Norton in Exhibit No. 577 [filed by Prof. Armstrong and others] had not in fact been made.

Mr. Sterling foresaw ultimate use of microwaves for FM intercity relaying, but said FCC meanwhile is considering the feasibility of using, studio-transmitter link frequencies—940-952 mc—for this purpose. Preliminary studies, he said, indicate this "may be feasible at least from a technical standpoint."

Mr. Sterling was not questioned by the Committee but may be recalled later.

Mr. Poppele, TBA president, told the Committee that video channels have been reduced from 19 to 13 since 1940 and that further reductions "might very well nullify the investment made in television today by private enterprise and the public, which is supporting television and accepting it with unbounded enthusiasm." He reiterated that 13 channels are inadequate for television.

'Billion-Dollar' Industry

He said television is "now on its way to rapidly becoming a billion-dollar industry," but has been stunted by a shortage of channels and "its backbone can be broken by further channel retrenchment. If Channel 1—44-50 mc—were given to FM, "it might mean that television would be reduced to 11 channels, so that mobile and emergency services could be given adequate spectrum space."

He predicted video set production would increase from 180,000 in 1947 to 750,000 this year and 1,100,000 in 1949; that the dollar value of sets would grow from $74,000,000 to $400,750,000 in the same period. Total industry production, he said, was $4,554,000 in 1944 and $70,000,000 in 1945; will approximate $397,000,000 this year and reach $472,750,000 in 1949.

F. J. Bingley, technical assistant to the vice president in charge of engineering of Philco Corp., said adoption of the Lemke Bill would obsolete existing FM sets and create uncertainties that would slow the production of receivers. He pointed out that broadcasters are reluctant to take assignments in the 50-mc band since most sets now will not receive that band. Aside from the "disservice" to FM, he said, the bill would "add tremendous handicap to television" by cutting the number of channels, and also would be harmful to nonbroadcast services. He maintained that "such important services as ocean and safety communications . . . should not suffer as a result of unnecessary expansion of FM service, which is already adequately provided for in the 100 mc band."

Under questioning, Mr. Bingley said he did not feel qualified to say whether a trend away from FM is indicated by the continued manufacture and promotion of receivers which do not contain FM.

RCA Position

Dr. Jolliffe, executive vice president in charge of RCA Labs Division of RCA, said the bill would "confuse and delay the advancement of FM and television" and other radio services.

Obviously answering Prof. Arm-
strong's frequent charges that RCA has sought to impede FM, Dr. Jolliffe reviewed at length the company's work in this field, dating to 1924, and in other developments in the higher frequencies.

He said NBC was "the first of the major networks" to apply for an FM license, the first to propose duplication of programs on FM, one of the first to urge FCC to open up the higher frequencies to new broadcasting services, and the first to recommend to FCC that FM be given commercial status.

Dr. Jolliffe asserted:

The statements that RCA and NBC, together with the FCC, CBS, other radio networks, companies and individuals "retarded" FM are utterly groundless. The only "proof" offered for such charges is the "silent treatment" alleged to have been given to FM; the assumption that "high policy" at RCA was against FM, and the allegedly inadequate frequency allocations given FM by the government.

Armstrong's allegation of the "silent treatment" is based upon a newspaper article of 1936 in which the president of RCA did not refer to FM. Nor, for that matter, did he refer to television because neither of these subjects was germane to his discussion.

The assertion that only five channels were made available to FM as the result of the FCC hearing in 1936 is contradicted by the fact that 16, not 5 channels, were allocated. Frequency accuracy was no more channel than commercial television is developing on today.

The allegation that "high policy" dictated disinterestedness in RCA in every aspect of FM development is denied by the activity of RCA Labs executive in every aspect of development.

Dr. Jolliffe said that "perhaps Armstrong's greatest error was his assertion that RCA actively opposed FM at the 1940 hearings before the FCC." Actually, he said, "RCA recommended FM."

The RCA Labs executive conceded that television is a "threat to the existing order." More than that, he said, it is "a reality...a revolution in broadcasting."

He maintained that FM can not be best promoted via a feud with television, and considered it "unfortunate that Armstrong should lend his name to an attack on television. He has even gone so far as to suggest that the very thing of which he so much complains in the case of FM-moving it to a higher place in the frequency spectrum—be done to television."

He told the committee that "the television industry could be shaken to its foundations" if the number of video channels is further reduced.

**THURSDAY**

Dr. Thomas T. Goldsmith, research director, Allen B. DuMont Labs., defended the Commission's action in assigning FM the 88-108 me band and said that if FM were given the 50-me band, even for relay, it would encounter interference and fading, present sets would become obsolete, and television service would be "seriously" disrupted.

Rep. Robert Hale (R-Me.), referring to Prof. Armstrong's testimony in February, asked if it were true that adverse decisions by FCC had retarded FM. Dr. Goldsmith replied that it was true to some extent but that the decision was to the "ultimate best good" of the public.

Dr. Goldsmith described FM as "another way of getting sound broadcasting to the public." He said that television will supersede FM by adding sight to sound, but he said later that this might not take place for 10-20 years.

Comparing AM to FM, the DuMont executive said that FM was given commercial only in that it had more programs to offer on more channels. Otherwise, he said, there was practically no difference in urban areas.

IRAC Hit

Daniel E. Noble, chairman of Panel 13, Radio Technical Planning Board, and also vice president of Motorola Inc., Chicago, centered much of his attack on the Interdepartmental Radio Advisory Committee (IRAC), which he said had allocated "more than half of the total useful channels in the radio spectrum below 450 mc."

"There seems to be no valid reason," said Mr. Noble, "for the reserve or the storage of a large number of channels by IRAC on the basis of future war-time needs, since IRAC can take control of all channels in time of national emergency."

"If IRAC had not been so prolific in its demand for channels," he continued, "FCC would have had an easier task in allocating channels for commercial and city and state government use." In the "desirable" mobile frequency band between 30 and 220 me, Mr. Noble said that Federal government assignments exceed the non-Federal government mobile assignments by two to one.

The FM problem, he said, requires two decisions: (1) number of channels given to FM should be relative to demands of other important services and (2) selection of spectrum space depends on rela-
tive importance of other services demanded.

"In view of the importance of many of the other services, and in
view of the fact that FM broadcasting is not essentially a new
service, but rather an extension or supplement to the aural broadcast
service," said Mr. Noble, "I believe that the allocation of chan-

nels to this service was most gen-

erous."

Speaking for the police, fire
forestry and other safety systems,
Mr. Noble said he would prefer
to have the 88-108 mc band for
those services, but that in the FCC
hearings, being under oath, he
was forced to recommend that FM
would be better off in the 88-108
mc band. The mobile services are
now asking for 44-50 mc, he said,
because "half a loaf is better than
none."

FM broadcasters, he said, would
deny the use of 44-50 mc to the
vital mobile services "in order to
provide a limited number of lis-
teners with an additional 6 kc of
audio range for listening pur-
poses."

Stressing the importance of the
mobile services from a security
standpoint, Mr. Noble warned that
"if bombs should begin to fall, it
would be too late to decide that we
could have managed successfully
without an extra television chan-
nel to watch a periscope. . . . We
wish to see the development of tele-
vision FM and AM, but within reason-
able limits dictated by an intelli-
gent examination of the needs for the vital com-
communication services so important to any plan
for national defense."

Two great "pressure groups,"
Mr. Noble said he had warned that
"if bombs should begin to fall, it
would be too late to decide that we
could have managed successfully
without an extra television chan-
nel to watch a periscope. . . . We
wish to see the development of tele-
vision FM and AM, but within reason-
able limits dictated by an intelli-
gent examination of the needs for the vital com-
communication services so important to any plan
for national defense."

Complete Rejection Asked
He asked the committee not to
take the "easy way" out and
shelve the resolution but to re-
ject it completely and in full sup-
port of the Commission's efforts
to provide some measure of relief
to the essential mobile communi-
cations services." He warned that
any attempt by Congress to divide
or circumscribe FCC authority
"must inevitably lead to a shock-
ing and dangerous state of chaos."

Pressed by Chairman Wolter-
on whether Congress should not
have the right to question FCC
actions since FCC is an admin-
istrative agency controlled by Con-
gress, Mr. Noble insisted that it
was no place for a committee to meddling, he agreed, however, with
Rep. W Link that Congress might well look into the IRAC
situation, which prompted the
chairman to quip that he was glad that
the witness had found at least
one good use for Congress.

In reply to Rep. Ellsworth, Mr.
Noble said he thought IRAC con-
trolled more channels than ne-
necessary and was largely responsible
for the present problem.

he was currently engaged in con-
ferences at the Dept. of National
Defense to decide what might be
done.

A score of witnesses, led by Don-
ald S. Leonard, Commissioner of the International Assn.
of Chiefs of Police, and representing police and highway departments, asked
the committee to kill the bill.

In addition, a number of Con-
gressmen not on the committee
appeared and presented telegrams
from police departments and state
officials in their areas opposing the
measure.

Henry A. Radeckiowski, repre-
senting American Assn. of State
Highway Officials, said there was
at present only one usable fre-
quency for all the highway depart-
ments in the U. S., and a forestry
representative said their channels
were loaded.

Attorney Jeremiah Courtney,
representing taxi, auto and bus
associations, said it would be a
"grave injustice" to give FM a po-
tion of the band.

Chief Ellis, executive manager,
National Rural Electric Coopera-
tive Assn., said his organization
needed more communications with
repair people in inaccessible areas.
He said that farmers would prefer
better maintenance of their elec-
tricity to more FM.

Rep. Leonard W. Hall (R.N.Y.)
A ranking member of the com-
mittee, indicated his position when
during questioning of a police wit-
ness who had just testified against
WGHF (FM) Joins Rural
AFFILIATION of WGHF (FM)
New York with the Rural Radio
Netowrk Inc., Ythaca, N. Y.
[BROADCASTING, March 1], was
announced April 1 by W. G. H. Finch,
the station's president. WGHF will
originate facsimile programs for
the other stations in the network
when it is scheduled. The Rural Network is scheduled to begin operations early next
month with three of its six pro-
jected FM outlets.

were loaded.

ASKING FCC to reconsider its
680-kec grant to WCBM Baltimore
[BROADCASTING, March 29], Tower Realty Co. of Baltimore told the Com-
mission last week that its own earlier
petition to the 680-kec case was based on a belief that FCC would not
reverse its original propos-
ded decision, and Towen asked for
rehearing to give consideration
to its own application. Towen said
its petition to amend to 1470 kc
was being withdrawn.

680 Kc Grant
Involved

ASKING FCC to reconsider its
680-kec grant to WCBM Baltimore
[BROADCASTING, March 29], Tower Realty Co. of Baltimore told the Com-
mission last week that its own earlier
petition to the 680-kec case was based on a belief that FCC would not
reverse its original propos-
ded decision, and Towen asked for
rehearing to give consideration
to its own application. Towen said
its petition to amend to 1470 kc
was being withdrawn.

If petitioner had known or had
adequate reasons to believe that the
Commission was to reverse its deci-
sion — on the basis of efficiency of
use of the channel — or that a
new fulltime station would be author-
ized in Lancaster and considered by
the Commission as a basis for prefer-
ing the Baltimore application, it would not have sought to amend its applica-
tion, since its decision to amend was based solely on a desire to bring a new radio
service to Baltimore, combined with the belief that the proposed decision
would not be changed in its final form.

WCBM PETITION

ASKING FCC to reconsider its
680-kec grant to WCBM Baltimore
[BROADCASTING, March 29], Tower Realty Co. of Baltimore told the Com-
mission last week that its own earlier
petition to the 680-kec case was based on a belief that FCC would not
reverse its original propos-
ded decision, and Towen asked for
rehearing to give consideration
to its own application. Towen said
its petition to amend to 1470 kc
was being withdrawn.

If petitioner had known or had
adequate reasons to believe that the
Commission was to reverse its deci-
sion — on the basis of efficiency of
use of the channel — or that a
new fulltime station would be author-
ized in Lancaster and considered by
the Commission as a basis for prefer-
ing the Baltimore application, it would not have sought to amend its applica-
tion, since its decision to amend was based solely on a desire to bring a new radio
service to Baltimore, combined with the belief that the proposed decision
would not be changed in its final form.
Censorship
(Continued from page 80)

for Clear Channel Broadcasting Service; Theodore F. Koop, news director, CBS Washington; J. R. Poppele, president, Television Broadcasters Assn., and A. A. Schechter, vice president, MBS.

The resolution commended Secretary Forrestal "upon steps now being taken . . . to coordinate military establishment policies designed for the quick and full release of all information to the American people compatible with the necessary protection of knowledge which should not be revealed to potential enemies."

"We do believe," the report said, "that consciousness of the fact that security of the nation could be compromised by careless or premeditated publication of classified military information on technical, scientific developments should impose an effective restraint on all responsible media of public information."

Few Violations

Subcommittee questioning of those in charge of information branches of the three armed services revealed only three instances since V-J Day when stories regarded as injurious to security had been deliberately or carelessly published.

"On the other hand, testimony was received from each of the three services attesting the willingness . . . to obtain proper clearance in the 'twilight zone' of security," the subcommittee report disclosed.

Meanwhile, civil-military relations were undergoing changes thousands of miles from the Capital scene. The Army issued a new statement of policy placing correspondents in overseas Army areas directly under control of the Secretary of the Army and the Army Chief of Public Information rather than under overseas commanders.

The Army announced that "unfavorable criticism of Army policies or of an individual will not be considered as a basis for dis accreditation." The action stemmed from a long controversy between General MacArthur and correspondents. One of the key figures in the verbal exchanges was Bill Costello, CBS correspondent.

NBC TV Newsreel Adds Wednesday Night Period

NBC Video network will broadcast the NBC Video Newsreel on Wednesdays, 10-10:10 p.m., each week starting April 7, the fourth regular period for this program. The show also is broadcast on Monday, Friday and Sunday nights, the last two sponsored by General Electric Co. and Oldsmobile Division of General Motors, respectively.

The ten-minute news program is prepared for NBC by Jerry Fairbanks Productions, under the five-year contract recently negotiated between this film manufacturer and the network. Paul Alley, formerly NBC newsreel editor and now with Fairbanks, continues to supervise production of the NBC television newsreel.

MIDNIGHT MAYOR
Wheeling Names WWVA Man
Honorary Manager

Newman Whitaker at the microphone for a night session.

JIM WHITAKER, newsman and announcer at WWVA Wheeling, W. Va., does such a good job of publicizing his city that Mayor Carl G. Bachman and the city council have appointed him honorary "Sunday Night City Manager" of the city.

City council resolution creating the position cited Mr. Whitaker for his capable coverage of weekly council meetings over the past two years, for community services he had performed and for initiating a rat extermination drive.

"Jim Whitaker," the resolution read, "... is hereby authorized to voice the friendship and goodwill of the people and council of the City of Wheeling to the nation on his Sunday evening programs from 11:30 p.m. to 1 a.m." The announcer also was authorized to use his title during his broadcast.

Disc jockey, grocer, farmer — all find speed pays

Transcriptions and radio scripts move regularly by Air Express. In the radio business, speed pays.

Frozen foods, as well as food equipment parts, represent a big share of Air Express business. Food industries find speed pays.

Even baby chicks—in countless numbers—travel this fastest way. In any kind of business, speed pays.

Speed pays in your business, too!

Air Express is the fastest possible way to ship or receive. Goes on all flights of Scheduled Airlines. Door-to-door service, no extra cost. And rates are low: 35 lbs. goes 800 miles for only $10.40, 15 lbs. for $3.80. Use it regularly. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

• Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
• Moves on all flights of all Scheduled Airlines.
• Air-rail between 22,000 off-airline offices.

Make Every Month "Perfect Shipping Month" — Use Air Express

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

Center Your Attention on

Center of the Dial
860 kc
MILWAUKEE

BROADCASTING • Te lecasting

April 5, 1948 • Page 81
Durr

(Continued from page 28)

Durr has been an avid supporter of racial equality.

All labor elements, non-commercial and educational broadcasters and various cooperative organizations, it is surmised, would rally to the support of Mr. Durr. But the majority of the nation's broadcasters are known to feel that Mr. Durr's philosophy is in the direction of common carrier status and perhaps eventual Government ownership. He has championed every crackdown against the established order in standard broadcasting since he assumed office and was the staunchest advocate of the Blue Book, accepting it as a compromise when his more extreme proposal of setting mathematical formulae of commercial versus sustaining programs was vetoed two years ago.

Mr. Durr, should he decide to enter private law practice, probably would specialize in corporation practice. He practiced law in both Alabama and Wisconsin before joining the Reconstruction Finance Corp. in Washington with the onset of the Roosevelt administration in 1933. He served in various legal and policy capacities with RFC agencies until his appointment to the FCC in 1941.

NAB Board

(Continued from page 28)

districts must decide quickly if they desire to hold elections at the district meetings scheduled to start in late July [Broadcasting, March 22]. For example, George D. Coleman, WGBI Scranton, Pa., director of District 3, must reach a decision in time to permit mailing of nominating forms by May 29, since the district meets July 29-30 at the Bellevue-Stratford, Philadelphia.

First use of the mail ballot system revealed a flaw in the By-Laws due to lack of provision for incumbents or nominees to withdraw their names if they do not desire to run. Mr. Gillin, nominated both as district director and director-at-large, was given his choice and withdrew altogether. He has served well over a decade. Mr. McConnell stayed out of the nominating by submitting the name of another station executive for the eligibility list. Morse, Harris, Ryan and Way preferred not to run for re-election but their names appeared on the ballots under By-Laws requirements because they received nominations.

Suggested remedy for this flaw is a change in the By-Laws giving all nominees a chance to withdraw within five days if their names are on the nominating list. Twenty-nine persons were nominated twice for vacant directorships in the recent balloting, with one person nominated in three categories.

German Symbols

A DICTIONARY, containing 120 pages of approximately 1,200 German electrical symbols, originally published for U. S. military use is now available for $2 at Office of Technical Services, Department of Commerce, Washington, D.C. Each symbol is identified according to conventional American designation. Dictionary contains symbols representing switches, relays, selectors, acoustic transmission apparatus, tubes, equipment peculiar to radio television and radar, and communications set-ups.

Independents Seek Two NAB Directors

Cott Starts Petition to Get 5% Membership Support

A MOVE aimed at amendment of the NAB by-laws to assure presence on the NAB board of at least two representatives of non-network stations was started last week by Ted Cott, vice president and program director of WNEW New York.

Mr. Cott, who was one of the leaders of the movement to revise the proposed NAB code, said he was hopeful of acquiring signatures of 5% of the NAB membership, the number needed to initiate a by-laws change, on his petition.

The amendment proposed by Mr. Cott would change Article VI, Section 2, Paragraph B to provide:

There shall be 12 directors-at-large, two from large stations, two from medium stations, two from small stations (non-network) and at least two representatives (non-network) stations. In the event that the stations represented by the NAB affiliate without the tenure of service on the board, the position shall be declared vacant and filled by the board as provided in Section B.

Mr. Cott said his petition would point out that problems of independent stations are "frequently unlike those of network affiliates." The independents, he said, felt that "their interests could be better protected" if at least two members of the NAB board represented non-network stations.

Meanwhile, approval of the revised NAB By-Laws [Broadcasting, March 29] came from Bernice Judis, vice president and general manager of WNEW. "The early mistake in not taking independent station operations into consideration has been rectified," she said.

"This is now a genuine industry document, which reflects the experience and participation of hundreds of radio executives. WNEW hopes that its activities in relation to the code have been of positive help in formulating the final standards. Members of our staff have been active in the revisions, and we are pleased that so many of our recommendations have been accepted."

Zoning Board in Philly Studies Tower Complaint

ZONING BOARD of Adjustment in Philadelphia took under advisement last Tuesday application of Franklin Broadcasting Corp. to erect a 350-ft. tower in the Roxborough section of Philadelphia where residents complained against building of the structure. The company has construction and operating permits for an FM station with call letters WQLN.

The company plans to buy the site from Samuel F. Houston, father-in-law of Lawrence M. C. Smith, president of the station. Abraham L. Freedman, attorney for the company, said the station will cost $75,000 at the outset.
AM GRANTS

THREE 1-KW DAYTIME stations and a fulltime local outlet were authorized last week by FCC. One existing station was granted improvement of facilities.

KVOY, ex-Governor of Kansas and 1936 Republican Presidential nominee, received a construction permit for 1 kw daytime on 1270 kc at Liberal, Kan. Mr. Landon is partner of KCKL Leavenworth, and KTLN Denver, both daytime stations.

Craig Broadcasting Co., Chester, S. C., received permit for 250 w fulltime on 1490 kc. Grant is subject to condition that operation must await switch by WKIX Columbia, S. C., from the local 1490 kc assignment to 1 kw day, 500 w on 1320 kc.

KSYT, Pleasant Valley Broadcasting, Oxnard, Calif., was assigned 1 kw day on 910 kc. Its petition of Feb. 9 for grant without hearing was dismissed.

Third 1 kw daytime authorization, on 1280 kc, went to Carolina Broadcasters, Anderson, S. C.

Two 1-kw daytimes and one fulltime, on 250 w or 1490 kc to 5 kw on 1480 kc with directional antenna at night, were granted to California stations.

KSPAN, Idaho Falls, 1 kw, and WERC, Fresno, Calif., were granted fulltime assignments.

FCC also granted daytime station for WERC Erie, Pa., to reinitiate its application from 250 w on 1230 kc to 5 kw on 1260 kc, directional.

The new station grantees and respective owners:

- Chester, S. C. - Craig Broadcasting Co., 1490 kc, 250 w, unlimited. Owners: Jerry H. Craig, real estate dealer, and farmer, 50%, and Morgan J. Craig, 50%. Craig has been on inactive list of Army as major. Craig has served in various military capacities.
KLANT NEWS
A. E. MICKEL, general manager of WGBA and WGBA-FM Columbus, said last week that the stations treated the so-called Ku Klux Klan episode, which led to a demand for revocation of their licenses (BROADCASTING, March 29), just as "any hot story would have been."

His statement was in reply to the petition filed with FCC by F. W. New, editor and publisher of the weekly Georgia Tribune at Columbus, who protested the handling of stories purporting to link him with a Klan meeting at which three members of the Columbus Ledger-Enquirer staff claimed to have been mistreated. He said a formal answer will be submitted to FCC by the stations' Washington counsel, Dempsey & Koplitz.

While the Columbus Ledger-Enquirer newspapers and the radio stations have common ownership, he said, "the stations operate independently and have in no way whatever been influenced by the papers in this case. WGBA and WGBA-FM feature news, and this story was treated as any hot story would have been handled."

Mr. Mickle denied that the station "editorialized." The Ledger editor, he said, was asked for a statement and recorded an editorial which was broadcast "purely because of its news value." He continued:

Endeavoring to cover both sides of the question, these stations made arrangements to use a radio station studio in Atlanta so that we might obtain a statement by Dr. Samuel Green, Grand Dragon of the Klan. A broadcast loop was ordered in and kept live for five hours so that we might procure such statements, which was broadcast by tape recorder once over WGBA-FM and again over both stations on the following day."

He pointed out that WGBA and WGBA-FM also recorded and broadcast a 15-minute statement by Mr. New, in which "our listeners first learned the details of New's petition [to FCC]." He denied that Mr. New was "challenged" to answer charges, asserting that when Mr. New failed earlier to appear to make the recording this fact was announced "in order to answer the many telephone calls from our listeners."

To claims of censorship, he said that Mr. New agreed, during discussions just before the recording was made, that in a broadcast over another station he had made "certain statements which had no bearing on the case." In the recording for WGBA, he said, Mr. New eliminated these statements and "certain statements" which Mr. Mickle did not consider to be in good taste.

Right photo—Mr. New, as he appeared March 17 at the WGBA and WGBA-FM studios to tape record his statement.

Below—The three "Ledger" staff members as they recorded their statements March 13.

TV APPLICATIONS
Landon Among Five Asking Channels

Applications for five new commercial television stations, including one initiated by Alf M. Landon, ex-Governor of Kansas and 1936 Presidential nominee, were filed last week with FCC.

Partnerships, each composed of the same three independent oil producers, have applied for new commercial video outlets in San Antonio, New Orleans, Phoenix and plan also to seek TV in Corpus Christi (BROADCASTING, March 16).

Channel 5 (76-82 mc) is sought by the group as San Antonio Television Co. at San Antonio. Applicant is a partnership of R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators. Messrs. Wheelock, Pickens, Coffield, and John B. Mils, also oil producer, as well as stockholder in many Texas, New Mexico, Arizona and Oklahoma hotels, doing business as Phoenix Television Co., seek Channel 5 at Phoenix as Phoenix Television Co. Plans contemplate erection of a 250-foot antenna atop the Westward Ho Hotel.

Mr. Landon of Topeka, Kan., doing business as Landon Television Broadcast Co., has applied for Channel 5 (76-82 mc) at Denver. Station would be operated in conjunction with its KTTLN, an AM outlet authorized and under construction. An independent oil producer, Mr. Landon also is a permittee of KCLO Leavenworth, Kan., and 65% owner of Seward County Broadcasting Co., Liberal, Kan., permittee of new AM station (see story this issue).

Channel 7 (174-180 mc) in...
Just 3 weeks till deadline...

The 1948 NAB Convention Issue will feature an expanded analysis of competitive radio billings. Hitherto unreleased figures on 24 general product groups; product name, amount the sponsor spends, where he spends it and what his money buys. Timely figures based on the last 3 months of 1947 and the first 3 of 1948.

Watch, too, for BROADCASTING's capsule analyses of radio success stories. Program, type, sponsor, how it's produced, how it's merchandised, what it's designed to accomplish and its sales record.

PHOENIX ARIZONA

DECREMENTS IN THE COMPLEX, LONG CONTESTED ILLINOIS-WISCONSIN SCRAMBLE FOR 1490-1490 KC WERE ISSUED BY FCC LAST WEEK TO:

1. GRANT APPLICATION OF RADIO WISCONSIN INC., FOR 1 KW FULLTIME, DIRECTIVITY ON 1490 KC AT MADISON, WIS., AND DENY APPLICATION OF EDWIN MEAD FOR SAME FACILITIES AT ROCKFORD, ILL. ALSO DENIED PETITION OF RADIO WISCONSIN TO AMEND TO REQUEST 5 KW, 1 KW NIGHT.

2. GRANT APPLICATION OF VILLAGE BROADCASTING CO. FOR 250 W FULLTIME ON 1490 KC AT OAK PARK, ILL., AND DENY APPLICATION OF VICEN, WEBSTER, ELGIN, AND COMMUNITY BROADCASTING CO., OAK PARK, ILL.

3. DENY COMPETITIVE 1490 KC-250 W APPLICATIONS ON THE ELGIN BROADCASTING CO., ELGIN; VINES, COFFY, ELGIN, AND COMMUNITY BROADCASTING CO., OAK PARK, ILL.

In the 1490 KC case, COMRS. WAYNE COY, PAUL A. WALKER AND E. ST. WEBSTER CONSIDERED THAT THE APPLICATION OF COMMUNITY BROADCASTING SHOULD BE PREFERRED TO THAT OF VILLAGE BROADCASTING. COMRS. WALKER, WEBSTER AND CLIFFORD J. DURR FURTHER CONSIDERED THAT THE GRANT SHOULD BE MADE TO ELGIN RATHER THAN TO OAK PARK.

In the 1490 KC case, COMRS. WAYNE COY, PAUL A. WALKER AND E. ST. WEBSTER CONSIDERED THAT THE APPLICATION OF COMMUNITY BROADCASTING SHOULD BE PREFERRED TO THAT OF VILLAGE BROADCASTING. COMRS. WALKER, WEBSTER AND CLIFFORD J. DURR FURTHER CONSIDERED THAT THE GRANT SHOULD BE MADE TO ELGIN RATHER THAN TO OAK PARK.

Regarding the 1490 KC case, COMRS. WALKER, DURR AND GEORGE E. ST. WEBSTER WOULD HAVE GRANTED THE MEAD APPLICATION TO THAT OF RADIO WISCONSIN BUT FOR THE FACT THAT THE GRANT TO OAK PARK WOULD HAVE BEEN MADE TO MEAD.

FCC ORIGINALLY HAD PROPOSED TO APPROVE THE MEAD REQUEST BUT IN SUPPLEMENTAL PROPOSED DECISION IN MARCH AND FINAL DECISION IN LATE JUNE 1947 (BROADCASTING, JULY 17, 1947) THE COMMISSION HELD THE OAK PARK GRANT TO BE MORE IN THE INTEREST OF THE COMMUNITY.

The 1490 KC rulings have fluctuations among Beloit Broadcasting, Village Broadcasting and Beloit Broadcasting individually and in combination. The Commission on Feb. 18 set aside then existing grants to Elgin Broadcasting, as well as Radio Wisconsin, and ordered another oral argument.

Radio Wisconsin is headed by Morgan May and is operated by a group including Harry Stauhoff, former Wisconsin Tribune owner, and stockholders in Arrowhead Network and a group of Wisconsin and Minnesota newspapers.

Village Broadcasting is a partnership owned 50% by William L. Klein, who is 80% owner of United Broadcasting Co., Chicago radio advertising, transcription and production firm. Joseph Triner, president of Joseph Triner Corp.

Fourth Ruling Made in 1480-1490 KC Scrap

Oak Park, maker of proprietary medicines and wholesale liquor distributor, and Charles M. Hickman, local attorney, held 27½% each.

Beloit Broadcasting is owned solely by Sidney H. Bliss who has been managing for 15 years.

Network Hits On TV Grants Policy

YANKEE NETWORK told FCC last week that its new policy of changes in the television allocations plan (BROADCASTING, March 29) "constitutes legal error."

The protest was filed against the FCC's ruling that would allow Yankee's Bridgeport television application—which seeks a channel currently allocated to the Hartford-New Britain area—in consolidation with the Hartford-New Britain applications. FCC ruled that changes in the allocations plan, such as those sought by Yankee, must be preceded by separate rule-making proceedings.

Yankee's protest and request for reconsideration, filed by W. Theodore Pierson of the Washington law firm of Pierson, Ball, contained this paragraph: "Changes in the allocations plan, such as those sought by Yankee, must be preceded by separate rule-making proceedings.

An alternative to the FCC's policy, the petition said, is "unreasonable and unfairly discriminatory." Yankee also protested FCC's ruling that the network had failed to offer evidence in support of its request.

Mr. Langfitt (1) and Researcher Enrique Salas inspect Guatemalan corn test plot.

AMERICAN FARMERS may fall heir to revolutionary corn growing techniques, thanks to KMA Shenandoah, Iowa.

KMA has been making corn news for the last three years. Its farm service director, Merrill Langfitt, who has traveled more than 41,000 miles during the past year rounding up this news, is presently at Agronomy, Guateamala, furnishing daily reports for KMA on the work of Iowa State College's Tropical Research Center there. The Center is the birthplace of the May family, owners and operators of KMA.

Early May in 1945 visited President Charles E. Friley of Iowa State College and made suggestion that Guatemalan maize might contain characteristics which would materially increase the U.S. yield. Work commenced that year, with Mr. May providing finances and President Friley furnishing scientific "know-how."

Yields have been increased 25 bushels to the acre, according to the KMA officials. Experiments are said to have been successful than scientists had anticipated. Meanwhile KMA listeners are being supplied news of some of the latest and most spectacular developments in the world of corn.

John Arthur has been added to cast of Jerry Fairbanks Production's "Public Prosecutor" television film series for NBC.

HOWARD J. McCallister
10660 BELLAGIO, LOS ANGELES • BR 04705

RADIO-BRED CORN
Guatemala Project of KMA
Owner Is Success

CASE WIS. ILL.

Regional promotion campaign

21st Year

HOWARD J. McCOLLISTER

BROADCASTING • Teletcasting

Page 86 • April 3, 1948
FRANK S. MEGARGEE, 47, president of Scranton Broadcasters Inc., which operates WGBI Scranton, Pa., died of pneumonia March 30 in a Scranton hospital.

A radio engineer since childhood, when his hobby was constructing his own receiving sets, Mr. Megargee built that hobby into a successful business. Shortly after completing his college education (he was a graduate of Columbia U.), he opened a radio store in Scranton. In the rear of the store he set up and operated a 10-watt station, which soon gave birth to WGBI.

Scranton Broadcasters Inc. was organized in 1925 and on Jan. 22 of that year WGBI began operation. Station operates on 910 kc with 1 kw daytime and 500 w at night.

First associates of Mr. Megargee in his radio venture were Al K. Harvey, engineer, and Carl Grosinger. Later Mr. Megargee assumed sole ownership. Mr. Megargee had made plans to expand WGBI's facilities and had applied for both television and FM permits.

He was also interested in other phases of radio. Before the outbreak of World War II his experiments with shortwave and intercommunication were carried on between trucks using the highways. Surviving him are his wife, Madge Monaghan Megargee, four daughters and a son.

**S-2231 Witnesses**

(Continued from page 21)

John F. Cloggett, for WDKR Newberry, S. C.

Bert Georges, manager, WHEB Portsmouth, N. H.

Joseph L. Brechner, manager, WGAY Silver Spring, Md.

Charles F. Williams, Jr., manager, WNOC New York.

Frank U. Fletcher, part owner, WARL Arlington, Va., and also representing WCMX Canton, Ohio.

Hubert Toft Jr., director, WRK Cleveland, Ohio.

Morris H. Blum, manager, WANN Annapolis, Md.

Charles U. Wayland, counsel for WVE St. Louis.

Herbert L. Wilson, owner, WHLW Rutland, Vt.

Edward Breen, president, KVFD Fort Dodge, Iowa.

Walter Tison, president, WALT Tampa, Fla.

Richard F. Lewis Jr., owner, WINC Winchester, Va., and also representing WWSC Glens Falls, N. Y.

Arthur McCracken, manager, WFGC Grand Junction, Colo.

L. E. Cawley, Jr., manager, WANN Oklahoma City.

H. J. Whitley, counsel, WKY Wrigley, N. Y.

Ted Wright, manager, KXLM Reno, Nev.

Fred Bailey or Dr. J. T. Sanders, National Grange.


N. Joe Rahall, president, WNAR Norristown, Pa.

Andrew Jarema, president, WKOP Binghamton, N. Y.

Ted H. Whiteley, owner, WGTL Knoxville, N. C.

Martin Korij, president, WWSN Glen Falls, N. Y.

April 5, 1948 • Page 87
NAB's Big Wish (Continued from page 22)

Mr. Carlson Mr. Page  Mr. Guy Mr. Howard Mr. Lodge Mr. de Mars Mr. Towner Mr. Marx

A. Fox, of the G. A. Richards stations (WQG-ERL, WJR, WWJ, KMP, WHRO, KBBS-HQ), engineers familiar with the work of Mr. Fox, who is still ironing out kinks in the process, believe that he will have widespread use, since interference can be measured at any given point without disrupting broadcast service. Actual ratio of strength of various signals is shown.

Stereo sound demonstration will be given at the Friday luncheon by Mr. Halton A. Leedy, acting director, Armour Research Foundation, Chicago. Winding up the Friday afternoon meeting will be an FCC-industry roundtable in which both groups will frankly discuss common problems. A number of FCC engineering specialists are to take part, perhaps including Commissioner George Sterling.

Guests of Weiss

Engineers and managers will be guests Friday evening of Lewis Allen Weiss, Don Lee vice president and general manager, and of Western Electric Co. at the new Mutual-Don Lee studios. Saturday they will take a tour of Mr. Wilson television stations and the observatory.

The NAB Engineering Executive Committee will hold the only executive committee meeting scheduled thus far for convention week. These meetings have been curtailed under the new management conference formula. The engineering group will meet at 8 a.m. Tuesday in the Biltmore, adjourning before sessions resume at 10 a.m.

Though reservation forms for the Management and Engineering Conferences were mailed only a fortnight ago, replies have been coming in rapidly, the NAB reports. Late week nearly 300 confirmed reservations had been received for the management meeting, with almost 100 received for the engineering session.

Four out of five request rooms or suites in the Biltmore Hotel, some of the week’s proceedings. Available rooms will be allotted in order of receipt of reservations.

To stimulate attendance NAB announced Friday it would give individual “Certificates of Attendance” suitable for framing to every delegate attending, and a trophy for the district having the highest percentage of attendance. The trophy will be a permanent one, to be held each year by the winning district.

Analysis of reservations Friday showed that exactly half come from the East of the Mississippi, with New York and Chicago leading. Texas ranks high in the western reservations.

NAB board members will be guests of the Los Angeles Chamber of Commerce Thursday at a Palm Springs luncheon. They will be flown to the resort.

NAB MANAGEMENT CONFERENCE AGENDA

MONDAY, MAY 17 (10 a.m.)

LUNCHEON (12:30 p.m.)
Speaker to be announced.

AFTERNOON SESSION (2 p.m.)

TENTATIVE ENGINEERING AGENDA

THURSDAY (9 a.m.)

WILKINSON (Continued from page 22)

stations have doubled. FM has de- 
veloped from a few stations to a thousand, and television has grown from a handful of stations to almost 100. His resignation was un- 
derstood to be dictated by the feel- 
ing of his technical qualifications, and the financial sacrifice involved in government service, in which he has engaged for 15 years.

Now 39, he is a native of Chelan, Wash., and received his B.A. de- 
gree magna cum laude from Whit- 
man College at Walla Walla, where he graduated first in his class. Studying under a Carnegie fel- 
deanship, he received the Certificate of the Faculte de Droit, U. of Paris, in 1932, and the following year his Ph.D. degree in international law at American U., Washington, D.C. He earned his L.L.B. in 1936, University of Washington, M.A. degree. He received his LLB degree from Georgetown Law School, Washington, in 1938.

Mr. N. Peltier is a native of Athol, Mass., and a Harvard Law School graduate, magna cum laude, 1937. From 1937 to 1940 he was with the Chicago firm of Topliff & Horwitz. He was a child of the litigation and administration division in Octo- 
ber 1942, under the Chairman James Lawrence Fly regime, and has prominently figured in all broadcast policy and legislation mat- 
ters since he became an assistant general counsel.

There was speculation as to Mr. Peltier's successor—assuming that he is named to the post vacated by Mr. Wilkinson. Most likely ap- 
pointee is Max Goldman, assistant chief of the division. Others men- 
tioned include William Bauer, tele- 
vision vice-president and general 
manager, NBC, and Edward F. Kenehan, chief of the AM section, Broadcast Division; Richard A. Solomon, of the Litigation section, and Bernard Koteen, chief of the Review Section.

BROADCASTING • Telecasting

Page 88 • April 5, 1948

Mr. Carlson Mr. Page  Mr. Guy Mr. Howard Mr. Lodge Mr. de Mars Mr. Towner Mr. Marx

FM Bethesda, Md.; Harold Fair, NAB Program Dept. Director. General discussion of Standards of Practice.

TUESDAY (10 a.m.)

LUNCHEON (12:30 p.m.)
Wm. Coy, FCC Chairman (subject to be announced).

AFTERNOON SESSION (2:30 p.m.)
"Broadcasting—Horizons Unlimited"—Panel discussion on outlook of AM, FM, TV, Facsimile. General Discussion.

NAB Business Session.

EVENING
Annual banquet and Bowl. Entertain- ment by Southern California Broadcasters' Corp. in cooperation with ABC, CBS, NBS, MBS.

"Network Facilities for Audio and Studio Broadcasting," Ernst H. Schreiber, chairman, Broadcast Technical 
Committee. "The Development of Magnetic Record- 
ing Leading to Stereophonic Sound," demonstration by Mr. Halton A. Leedy, acting director, Armour Research Foundation, Chicago.

AFTERNOON (2:30 p.m.)
Orrin W. Towner, WHAS Louisville, assistant director, president, broadcasting division, NBC.

"Developments in Sound and Relay Broadcast Equipment," J. L. Rainey, assistant director, Sound Broadcast Equipment Division, NBC.


"Festivities Roundable," Mr. Howard presiding.
How come WFBR is FIRST in Baltimore?

No radio station was ever accused of modesty. If you have super-power, you blow your top about it. If you sell your time for lunch money, you get up on your hind legs and yell.

But what does a radio station have to sell? An advertiser can't put a zillion watts in the bank—and no matter if he buys time for 2c a year, it's expensive if it doesn't deliver the goods.

Radio stations sell audience—and that's how come WFBR is first in Baltimore!

**FACT:** For October-February, Hooper shows WFBR FIRST in morning period: 8-12 A.M.

**FACT:** For October-February, Hooper shows WFBR FIRST in afternoon period: 12-6 P.M.

**FACT:** During the months of October through February, WFBR led all other stations in Baltimore, according to Hooper Total Rated Time Periods from the Hooper Station Listening Index for the City of Baltimore.*

**FACT:** WFBR seats 100,000 studio visitors yearly! WFBR audience broke all Maryland records for March of Dimes contributions! WFBR audience wrote in for 75,000 tickets because of one mention that a few were available! Yes, in America's 6th largest Market, WFBR is your first choice!

*Hooper Station Listening Index—October, 1947, through February, 1948.

WFBR
THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • ASK YOUR JOHN BLAIR MAN
THE NEW MILLION DOLLAR HOME OF
WHAM-WHFM

... symbolizes WHAM leadership to listeners in Western New York.

WHAM is the station for TOP listening and also the place to visit in Rochester. 50,000 people each week witness 13 locally originated programs at Rochester Radio City. More than 35,000 people took guided tours during the first two weeks the building was open.

WHAM gives you Rochester, Monroe County PLUS 43 rich and prosperous Western New York counties over 900,000 radio homes.

For coverage... for listener loyalty... for prestige

WHAM TOPS THEM ALL

WHAM

ROCHESTER, N. Y.
80,000 Watts • Clear Channel
NBC AFFILIATE

GEORGE F. BOLLINGER, CO.

"The Strawberry Carillon Station"
Federal’s 342-A’s

END TUBE TROBBLES

at

TESTIMONIAL LETTERS like this prove that the extra quality and performance built into every Federal tube really pays off on the job.

Long service life—the ability to stand up under severe operating conditions—maintenance of original characteristics for the life of the tube. These are the result of Federal’s 37 years of research and experience in designing and manufacturing better broadcast tubes. The result of careful attention to every detail, and vigorous testing all along the line.

Write Federal today for information on broadcast tubes for your requirements. Dept. K909.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. O.

Export Distributors: International Standard Electric Corp., 87 Broad St., N. Y.
FM LOOKING UP

It Will Replace AM, Dannan Declares

FM EVENTUALLY will replace AM, Walter Dannan, vice president and general manager of radio, The Journal Co., Milwaukee, said in Chicago last Wednesday. Mr. Dannan addressed the weekly luncheon of the Chicago Radio Management Club.

"Once manufacturers empty their warehouses of present sets — once FM sets become cheaper, nothing can stop it. FM will replace AM as the American system of broadcasting. Whether it will be five or ten years — I don't know." Mr. Dannan, who is in charge of WTMJ WTMJ-FM and WTMJ TV, said The Journal Co. had increased its audience for network shows since it began duplication on WTMJ-FM, citing the Jack Benny program in particular. The station is duplicating 100%, he said, at a cost of $85,000 a year.

WTMJ-FM's signal, he reported, has been extending as far as 100 miles beyond Milwaukee, affording better reception than that offered by its AM outlet.

Gives Views on TV

Mr. Dannan also briefly reviewed WTMJ-TV's experiences, including comments on cost of installation, personnel and types of programming. He told the group WTMJ-TV has had operating costs of $44,000 for the months of January and February. He said the station was realizing about 50% of what he considered "the break-even point" in revenue.

Foreseeing television as the ultimate standard, he said: "People just won't be satisfied with sound alone. It's like going into a theatre and hearing only the dialogue. A television is a 90% audience loss for aural broadcasting during the evening hours."

SERVICE DIRECTORY

TOWER SALES & ERECTING CO.

Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland, 11, Oregon
C. H. Fisher, Agent Phone TR 7303

LYNNE C. MEBEY
Consulting Radio Engineers
820 13th St. N. W., Ex. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultants
1833 M Street, N.W.
EXECUTIVE 1230
WASHINGTON 8, D. C.

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUS, Associate
826-28 Londers Bldg., Ph. 3621
SPRINGFIELD, MISSOURI

ARCHER S. TAYLOR
Consulting Radio Engineer
MISSOULA, MONTANA
PHONE 8566

Radio Towere Erected
Painted and Serviced
Ground Systems and Transmision Lines Installed
CLAY PYNATE COMPANY, INC.
1154 Ave. Kansas City, Missouri

RADIO TOWERS
Ground Systems & FM Antennas Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4615 S. Compton Ave. Adanaw 3-4197
Los Angeles 11, Calif.

NATHAN WILLIAMS
Consulting Engineer
Allocations & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wis.

WFU LOOKING UP

FREQUENCY MEASURING SERVICE

Exact Measurements of any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Radio Towers
Erection, painting, erection & Demantling
524 Hillcrest Terrace
Covina, Calif.
Phone 3-0566—Pasadena, Calif.

New WBKB Equipment Designed by Station Staff

INSTALLATION of new equipment at WBKB Chicago, the Balaban & Katz video outlet, will make it possible for the station to telecast shows which "are not now technically possible in any other station in the country," Capt. Bill Eddy, director, announced Monday. The new facilities, designed mostly by WBKB engineers to specifications of producers and directors, will be completed this year.

Present cameras will be replaced with new-type RCA studio image orthicons. A new control system will provide new methods of dissolving and fading. The station will be equipped to handle any standard type of film. The master control room soon will be able to integrate into one program live action from two studios, scenes from film or slides on any of six projectors, events transmitted by remote crews, and a material from WBKB's South Bend relay netwok.

PHENOMENAL VALUE!

17 JEWEL 2 PUSH BUTTON CHRONOGRAPH $29.75

WRIST WATCH • TELEMETRY • STOP WATCH • TACHOMETER

INCBLOC SHOCK RESISTANT FEATURE • Swapp second hand • Radium Dial • Anti-Magnetic • Unbreakable crystal • Stainless steel back (formerly $7.50)

IDEAL FOR PHYSICIAN • ENGINEER • RADIOMEN • SPORTSMEN • PHOTOGRAPHERS • Aviators • PISTOL OWNERS AVAILABLE IN 18-K GOLD CASE • $64.50 (Plus 10% tax) FORMERLY $125

MONEY TODAYS! If not satisfied back within five days and a full refund will be given.

ABDEW JEWELERS
117 W. 42d St., N.Y. 18

MAIL ORDERS FULILY FILLED. Shipped C.O.D. on orders over $5.00. Address all mail-orders to ADDEW JEWELERS (Dept. A) 152 W. 42d St., N.Y. 18.
New Business
(Continued from page 18)

Joan Tomkins will replace Charlotte Holland, however, April 12. NBC will continue the five-a-week series in 11-11:15 a.m. segment while CBS has scheduled it for 2:30-2:45 p.m. period which Toni originally bought in advance. Addition of another network will give the company six shows in May. Agency: Foote, Cone & Belding, Chicago.

VELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice, grape jelly, grapeade), April 7 starts for 13 weeks Wed. and Sat., 5:15-5:30 p.m. (PST) Segments of *Meet the Muses* on CBS Pacific stations. Agency is Buchanan & Co., New York.

SWIFT & Co.'s Swift Show on the NBC television network, formerly heard Fri. at 1 p.m., switched to Thurs. at 8:30 p.m. on April 1. Program, which now stars Lanny Ross, replaces *Swift Home Service Club.* McCann-Erickson, New York, is agency for Swift & Co.

**Adpeople**

HENRY M. SWARTWOOD has been appointed director of advertising of Kaiser-Frazer Corp., Willow Run, Mich. Formerly consultant on advertising and public relations with Kaiser Co., Mr. Swartwood will assume joint responsibility with HAL BABBITT, director of public relations, and NORRIS NASH, sales promotion manager, for combined operations of company's advertising, public relations and sales promotion departments. Prior to joining Kaiser organization, Mr. Swartwood was in Pacific Coast radio. He had been program manager of KOIN Portland and on board of governors of Oregon State Broadcasters' Assn.

ROBERT M. PRENTICE has been named assistant advertising manager of Calumet-La France Div. of General Foods Corp., effective April 1. Mr. Prentice joined firm in 1938, and served as advertising manager of export division before his new appointment. DAVID W. THURSTON, assistant export advertising manager, succeeds Mr. Prentice in that capacity.

THOMAS M. CURTIN has joined advertising staff of Westinghouse Electric Co., New York, after having served as advertising director of the Cargoaire Engineering Corp., New York.

Signal Oil Co. Sponsors Pacific League Baseball

**SIGNAL OIL Co.** Los Angeles, in co-operation with three other sponsors, March 30 started broadcasts over four stations of Pacific Coast League baseball games to run weekly for the next six months. League games broadcast are Oakland Oaks, Hollywood Stars, Los Angeles Angels and Seattle Rainiers.

Co-sponsors include Pabst Sales Co., Los Angeles (Pabst Blue Ribbon Beer), on KLAC Hollywood; Brown & Williamson Tobacco Co., Los Angeles (Wing cigarettes), on KMPC Hollywood; Remar Baking Co., Oakland, Calif. (bread), on KXLK Oakland; Hanson Baking Co., Seattle (bread), on KING that city.

Fred Haney announces on KLAC; Bob Kelley, KMPC; Bud Foster, KLX, and Leo Lassen, KING. Barton A. Stebbins Adv., Los Angeles, handles Signal Oil account.

**REBROADCASTS of daily races of Western Harness Racing Assn. which** started April 2 to continue to May 15 at Santa Anita Race Track, are being heard weekly for half-hour on KLAC Hollywood. Actual running is recorded daily on the spot for rebroadcast in evening.

**TV-CREATED PROBLEMS VIEWED BY MACDONALD BROADCASTERS** communicate companies and set manufacturers have sufficient faith in the future of America to solve the economic and business problems posed by television, John H. Mac-Donald, NBC administrative vice president, declared last week. Addressing the 26th anniversary meeting of the Hartford, Conn. chapter, National Assn. of Cost Accountants in Hartford on March 30, Mr. MacDonald said the problems created by television necessarily follow any progressive step.

"Obviously, a new industry such as television cannot become profitable immediately; in fact, some years will be required before the profits of real consequence will be realized," he said.

CHARLES C. SQUIRES, of NBC research department, won the Advertising Club of New York's Gold Medal Award April 1 for his essay on "What I got out of the advertising and selling course of the Advertising Club of New York."

**Light of Happiness**

ALTHOUGH STILL sightless, Paul Clark has realized a long-cherished ambition to present piano concerts for a radio audience. Quarter-hour concerts by the 42-year-old pianist are aired over W H B C Canto, Ohio, Sunday afternoons under sponsorship of the Canton Refining Co. Mr. Clark's program is introduced by his original theme song. During the program he presents classical, popular and original compositions. The blind musician moved to Canton four years ago searching for employment. Failing to secure industrial employment, he has supported himself through piano playing engagements before service clubs and in places of entertainment. Radio is his newest venture.

**Feature of the Week**

(Continued from page 18)

"where a couple of thousand other ad-fraternity friends of WOW now have Silver Anniversary dollars on deposit ... WOW has 96% coverage in the county where you have your new investment ... WOW alone serves this area ... AD-dollars invested here reap rich returns ..."

DEPT. of Audio-Visual Instruction of National Education Assn. through its executive secretary, Vernon Demertron, has cited WFTU-Philadelphia for its part in preparing a demonstration of the educational potentialities of television for a conference of the association held in Atlantic City in February.

---

*PHILADELPHIA'S No. 1 Independent Telecasting*

*SPORTS! MUSIC! NEWS!*

REPRESENTED: Nationally by Adam J. Young, Inc.
Program Hooper’s
First 15 Evening—National
(March 15 Report)

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper Rating</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Truth or Consequences</td>
<td>136</td>
<td>Procter &amp; Gamble</td>
<td>Compton Advertising</td>
<td>31.7</td>
<td>21.4 +10.3 13</td>
</tr>
<tr>
<td>Jack Benny*</td>
<td>161</td>
<td>American Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
<td>29.2</td>
<td>24.9 +4.3 4</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>141</td>
<td>S. C. Johnson &amp; Sons</td>
<td>Needham, Louis &amp; Broby</td>
<td>31.1</td>
<td>29.9 +1.2 2</td>
</tr>
<tr>
<td>Radio Theater</td>
<td>152</td>
<td>Lever Bros.</td>
<td>J. Walter Thompson</td>
<td>27.3</td>
<td>24.0 +3.3 7</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>128</td>
<td>Pepsodent Div.—Lever Bros.</td>
<td>Ford &amp; Belding</td>
<td>26.2</td>
<td>30.7 -5.5 1</td>
</tr>
<tr>
<td>Amos ‘n Andy</td>
<td>149</td>
<td>Lever Bros.</td>
<td>Ruthrauff &amp; Ryan</td>
<td>24.9</td>
<td>23.3 +1.6 9</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>160</td>
<td>Ford Dealers of America</td>
<td>J. Walter Thompson</td>
<td>24.1</td>
<td>29.5 -5.4 3</td>
</tr>
<tr>
<td>Arthur Godfrey’s Talent Scouts</td>
<td>145</td>
<td>T. J. Lipton Div.—Lever Bros.</td>
<td>Young &amp; Rubicam</td>
<td>22.8</td>
<td>--- ---</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>143</td>
<td>Standard Brands</td>
<td>J. Walter Thompson</td>
<td>22.6</td>
<td>26.8 -4.2 5</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>146</td>
<td>Lever Bros.</td>
<td>Young &amp; Rubicam</td>
<td>22.0</td>
<td>22.3 ---</td>
</tr>
<tr>
<td>Walter Winchell*</td>
<td>220</td>
<td>Andrew Jergens Co.</td>
<td>Robert W. Orr</td>
<td>21.8</td>
<td>22.6 -0.8 10</td>
</tr>
<tr>
<td>Bandwagon</td>
<td>159</td>
<td>F. W. Fitch Co.</td>
<td>L. W. Romney</td>
<td>21.0</td>
<td>20.3 +0.7 14</td>
</tr>
<tr>
<td>Music Hall</td>
<td>143</td>
<td>Kraft Foods</td>
<td>J. Walter Thompson</td>
<td>20.2</td>
<td>12.7 +7.5 49</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>160</td>
<td>B. &amp; W. Tobacco Corp.</td>
<td>Russell M. Seeds</td>
<td>20.0</td>
<td>25.9 -5.9 6</td>
</tr>
<tr>
<td>Life of Riley</td>
<td>136</td>
<td>Procter &amp; Gamble</td>
<td>Benton &amp; Bowles</td>
<td>18.0</td>
<td>16.4 +1.6 22</td>
</tr>
</tbody>
</table>

*Benny and Winchell includes first and second broadcasts.

Top 10 Daytime Program Hoopers
(March 15 Report)

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper Rating</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Gal, Sunday</td>
<td>79</td>
<td>Whitalltubular Pharmaceutical</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>9.1</td>
<td>7.4 +1.5 7</td>
</tr>
<tr>
<td>Big Sister</td>
<td>88</td>
<td>Procter &amp; Gamble</td>
<td>Compton Advertising</td>
<td>9.0</td>
<td>6.0 +3.0 23</td>
</tr>
<tr>
<td>Ma Perkins (CBS)</td>
<td>80</td>
<td>Procter &amp; Gamble</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>8.9</td>
<td>7.0 +1.9 14</td>
</tr>
<tr>
<td>Becky Joe</td>
<td>143</td>
<td>Sterling Drug</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>8.3</td>
<td>7.1 +1.2 34</td>
</tr>
<tr>
<td>Art Godfrey</td>
<td>158</td>
<td>Liggett &amp; Myers</td>
<td>Newell-Emmco Co.</td>
<td>8.2</td>
<td>--- ---</td>
</tr>
<tr>
<td>When a Girl Marries</td>
<td>76</td>
<td>General Foods</td>
<td>Benton &amp; Bowles and Young</td>
<td>8.1</td>
<td>7.9 +0.2 6</td>
</tr>
<tr>
<td>Romance of Helen Trent</td>
<td>77</td>
<td>Whitalltubular Pharmaceutical</td>
<td>Young &amp; Rubicam</td>
<td>7.9</td>
<td>--- ---</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>143</td>
<td>Procter &amp; Gamble</td>
<td>Compton Advertising</td>
<td>7.8</td>
<td>7.8 ---</td>
</tr>
<tr>
<td>Stella Dallas</td>
<td>142</td>
<td>Sterling Drug</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>7.7</td>
<td>7.5 +0.2 8</td>
</tr>
<tr>
<td>Rosemary</td>
<td>64</td>
<td>Procter &amp; Gamble</td>
<td>Benton &amp; Bowles</td>
<td>7.6</td>
<td>7.6 ---</td>
</tr>
<tr>
<td>Grand Slam</td>
<td>48</td>
<td>Continental Baking</td>
<td>Ted Bates Inc.</td>
<td>7.6</td>
<td>4.5 +3.1 41</td>
</tr>
</tbody>
</table>

Leading Pacific Program Hoopers
(March 30 Report)

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper Rating</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walter Winchell*</td>
<td>36</td>
<td>Andrew Jergens Co.</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>9.1</td>
<td>26.3 +2.5 4</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>36</td>
<td>S. C. Johnson &amp; Sons</td>
<td>Compton Advertising</td>
<td>26.8</td>
<td>27.1 -0.3 3</td>
</tr>
<tr>
<td>Radio Theater</td>
<td>36</td>
<td>Lever Bros.</td>
<td>J. Walter Thompson</td>
<td>26.1</td>
<td>25.1 +1.0 5</td>
</tr>
<tr>
<td>Jack Benny*</td>
<td>36</td>
<td>American Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
<td>25.5</td>
<td>28.5 -3.0 2</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>36</td>
<td>Ford Dealers of America</td>
<td>J. Walter Thompson</td>
<td>24.0</td>
<td>22.1 +1.9 9</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>36</td>
<td>Pepsodent Div.—Lever Bros.</td>
<td>Foote, Cone &amp; Belding</td>
<td>23.4</td>
<td>31.0 -7.6 16</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>36</td>
<td>Stoddard Brands</td>
<td>J. Walter Thompson</td>
<td>23.4</td>
<td>19.4 +4.0 12</td>
</tr>
<tr>
<td>Amos ‘n Andy</td>
<td>36</td>
<td>Lever Bros.</td>
<td>Ruthrauff &amp; Ryan</td>
<td>23.3</td>
<td>24.4 -1.1 7</td>
</tr>
<tr>
<td>Red Skelton (CH)</td>
<td>36</td>
<td>B. &amp; W. Tobacco Corp.</td>
<td>Russel M. Seeds Co.</td>
<td>21.8</td>
<td>24.7 -2.9 6</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>36</td>
<td>Lever Bros.</td>
<td>Young &amp; Rubicam</td>
<td>20.8</td>
<td>--- ---</td>
</tr>
<tr>
<td>Bandwagon</td>
<td>36</td>
<td>F. W. Fitch Co.</td>
<td>L. W. Romney Co.</td>
<td>20.2</td>
<td>19.3 +0.9 13</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>35</td>
<td>Procter &amp; Gamble</td>
<td>Compton Advertising</td>
<td>20.0</td>
<td>20.4 -0.4 10</td>
</tr>
<tr>
<td>Arthur Godfrey’s Talent Scouts</td>
<td>36</td>
<td>T. J. Lipton Co.—Div. Lever</td>
<td>Young &amp; Rubicam</td>
<td>19.1</td>
<td>--- ---</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>36</td>
<td>Bristol-Myers Co.</td>
<td>Deherty, Clifford &amp; Shenfield</td>
<td>18.5</td>
<td>18.6 -0.1 14</td>
</tr>
<tr>
<td>Duffy’s Tavern</td>
<td>36</td>
<td>Bristol-Myers Co.</td>
<td>Young &amp; Rubicam</td>
<td>18.1</td>
<td>20.0 -1.9 11</td>
</tr>
</tbody>
</table>

(ICH) — Computed Hooperating
* Includes second broadcast

Parks Praises Promotion Work of Radio for Army

Radio has been "generously cooperative" in both war and peace in promoting the Army's activities, Maj. Gen. F. L. Parks, chief of the Public Information Division, wrote NAB President Justin Miller in welcoming formation of a committee to spearhead radio's observance of Army Day April 6. Judge Miller is ex-officio chairman of the committee of 15, comprising Army veterans.

Committee members include:

David Sarnoff, NBC board chairman; William S. Paley, CBS board chairman; Robert E. Kintner, executive vice president of ABC; A. A. Schechter, vice president of MBS; Ken R. Dyke, administrative vice president of NBC; Harry Wilder, WSBY Syracuse; Albert P. Thompson, chief, MBS Washington news staff; Richard A. Borel, general manager, WBNS Columbus, Ohio; John S. Hayes, manager, WINX Washington; Lester W. Lindow, manager, WDFD Fillmore, Mich.; Edward M. Kirby, WMAK Nashville; Jack Harris, manager, KPRC Houston; James Hanrahan, Scripps-Howard Radio Inc., Cleveland; Mark Finley, KFJZ Los Angeles; Douglas Meserey, Simon-Meserey, Beverly Hills, Calif.

AM WLBR FM
HAS MORE LISTENERS IN THE LEBANON AREA THAN ALL OTHER STATIONS COMBINED
—Robert S. Conlan Survey

Within 30 miles of Lebanon, Pennsylvania, over 1,000,000 buyers in six cities and eight counties—comprising a rich agricultural and steel market—spend $300,000,000 annually in retail sales... When considering Central Pennsylvania, be sure to specify—

In Atlanta's
WCON
The Atlanta Constitution Station

$336,669,000
Retail sales to families in WCON's coverage area were three hundred thirty-six million, twelve thousand dollars and nineteen thousand, nine hundred and thirty dollars in 1947.

WCON is the medium to help you get your share. Write or wire.

April 5, 1948 • Page 95
HELP WANTED

Managerial

Are you a radio time salesman? Can you sell programs and keep them sold? There is a position opening for a good salesman to be opened by a real radio salesman who is about to retire. He could become sales manager. A thousand watt, full-service network station. Write fully to Box 17, BROADCASTING.

Network affiliate in northern Wisconsin has small town selling opening in established, prosperous territory. Pleasant working conditions, good earnings for ambitious, stable worker. Write full details to Box 65, BROADCASTING.

Help Wanted (Cont'd)

Announcer-di jockey, experienced, ad and well-lighted for midwest and national shows. Disc and photo must precede written interview. WMMW, Meriden, Connecticut.

Good all-round announcer able to handle news, sports and disc jockey starting salary $50.00 for 40 hours. Box 99, BROADCASTING.

Announcer—For central U.S. metropolitan market of 500,000. Must have following qualifications—1. Experience. 2. Good recommendations. 3. Knowledge of programming. 4. Able to handle disc jockey show. 5. Reasonable salary. 6. Congenial and willing to work. This position pays $60 for 40 hours a week to start. Send particulars, with photo first letter. Box 75, BROADCASTING.

Announcer—Staff position with NBC affiliate in progressive market. Send disc and data and write for appointment to WTCB, Flint, Michigan.

Wanted—First rate all-round announcer who is able to gather and write local news. Eastern affiliate, starting salary $60, 40 hours. Box 98, BROADCASTING.

Combination man who is good all around. Send $5.00, KAYV, Havre, Montana.

Technical

Transmitter engineers, fulltime kilowatt. Car necessary. $50.00 weekly if accepted. Write Box 137, BROADCASTING.


Radio Engineer, capable of adjusting (or learning) complex directional antennas. Must have 2 years experience as consultant. State detailed qualifications, education, and salary requirements. Box 118, BROADCASTING.

Production-Programming, others

Wanted—Experienced radio news men, with or without B.A. Degree, as teacher or assistant in large western school of Journalism while working for B.A. or Ph.D. Openings June and September. Write Box 971, BROADCASTING.

Scriptwriter, with wide range of experience, at leading eastern university. Departmental, dramatic, commercial, etc. Show state qualifications and salary. Reference box 12, BROADCASTING.

Experienced continuity writer, male or female, to handle traffic, special events. Work disc, pictures, cut, write copy. Good salary, chance for advancement. Excellent location. Reply Box 49, BROADCASTING.

Traffic gal. The person we want is young, bright, full of enthusiasm, easy to work with, good on detail, anxious to get ahead. Experience and ambition is responsible but secondary to these qualifications. We are a young, fast growing network affiliate. Box 94, BROADCASTING.

Program director for northern New York station. Must be experienced with ad sales. Must be willing to travel. Experienced announcers. Box 87, BROADCASTING.

Traffic girl with experience for midwest MBS affiliate. Unless experienced, do not reply. Write WROW, Madison, Wis.

Situations Wanted

Managerial

THREE MEN IN ONE MANAGEMENT

Can efficiently handle manager, sales manager, program director position. Experience of record proven successful. Has established himself in successful operation. Good showmanship, aggressive and hard work. Available May 1st. Box 101, BROADCASTING.

Manager with outstanding know-how in sales, programming, promotion and public relations. Can build profits for a successful station. Has ability to find it difficult to operate in the black. Will work and open a new station. Good showman, vigorous, aggressive and hard working. Available May 1st. Box 101, BROADCASTING.

Available within 90 days, experienced contest director,Peabody, Illinois. Requires aggressive director-commercial manager. $7,500 minimum. Interested only in new stations or those having difficulties operating in black. Will guarantee results on salary plus bonus basis. Now employed. Reply Box 45, BROADCASTING.

Commercial man, experienced all phases radio. Thorough knowledge sales, programming, promotion. Box 69, BROADCASTING.

Manager: Now seeking executive position with metropolitan New York Independent. Can even better strengthen station's market. Must have strong sales background. Prefer independent station. Available within 90 days. Box 101, BROADCASTING.

Wanted new executive position with metropolitan New York Independent. Can even better strengthen station's market. Must have strong sales background. Prefer independent station. Available within 90 days. Box 101, BROADCASTING.

WANTED STATION MANAGER

For regional network station in southern California. Must have list of prominent local advertisers and list of radio stations in East. Experienced. Also send picture and when available Compensation and salary and profit participation. Job available immediately for West Coast man.

BOX 102, BROADCASTING

Salesmen

Salesman for 5 kw unlimited time midwest station. Good market but good market. Need a live wire, energetic person with lots of ideas. Salary and commission open. Box 104, BROADCASTING.

Wanted—Two salesmen-who want to earn $7500 the first year. Immediate, permanent openings in midwest. Give details, return with photo at first letter. Box 100, BROADCASTING.

ANNOUNCERS

Wanted—An announcer for 250 watt, fulltime network affiliate station in small market, northern New York area. With or without experience acceptable. Write Box 13, BROADCASTING.

Can You Wake Up

A Sleeping City?

WANTED — A "morning man" with enough air personality and salesmanship to stimulate a situation in midwest industrial and educational center. Box 156, BROADCASTING.

Can You Handle the Pressure?

Can you handle the pressure of announcing, selling, and a little on-air work? Write Box 156, BROADCASTING.

RADIO ACCOUNT EXECUTIVE

To the Agency or Compan with substantial present or potential radio billings this 34-year-old New York advertising executive is anxious to prove his value. Administrative skill, plus writing ability and a thorough understanding of radio advertising from 1938 to date, is supplemented by a knowledge of what makes a business "tick"—acquired when serving as a business analyst for Wall Street underwriter.

Your talents are at your disposal if you have an advertising problem. The opportunity to be of real assistance is paramount. Can we talk it over? Write

BOX 62, BROADCASTING

Page 96 • April 5, 1948
1. In AM, the Western Electric 1126C level governing limiter prevents splash or short interval adjacent channel interference caused by instantaneous overmodulation—and brings increased coverage more than equal to doubling transmitter power.

2. In FM, it eliminates oversights that might cause over-riding of guard band and distortion in receivers.

3. In any transmission system, it smoothly but positively prevents overload on power peaks and consequent distortion.

For full details on the 1126C, the most widely used level governing amplifier in broadcasting, call your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—


Western Electric

April 5, 1948 • Page 97
KCLW Construction

CONSTRUCTION has begun on KCLW Hamilton, Tex. Station will be a 250-watt daytimer on 900 kc. It will have downtown studios and a studio building two miles west of Hamilton, Clay and Weatherby, Dallas, permittee, announced.

For Sale (Cont'd)

For sale—Thousand watt Western Electric transmitter converted for air-cooled 228-R-1 kilowatt Ampex tubes with rectifier and mo- tor generators for filaments only. Also, Westinghouse A 1 amplifier. Price $2,500. Address all inquiries to John M. River, President, WCS, Inc., Francs Morien Hotel, Charleston, South Carolina.

For sale—Complete recording set-up; less than one year old, consisting of four 5-A-34, RCA type 77-A magnetic equalizers; two 88-A Preto recording amplifiers; two Collins DX type 1000-12000 amplifier with RCA Universal head; RCA BAY amplifier and cascode 40-B booster amplifier; complete control panel for above equipment; 3 channel mixers for studio; three 74-B RCA microphones; one Jensen tube relay; two watt amplifier to drive speaker; will be sold complete or in part. Weaver Recording Company, Farm Credit Building, Omaha, Neb.


45% interest in midwestern network station, $8500. Immediate interest for another station. Box 88, WFAA, Dallas, Tex. 1600 watt station operating as profit. Midwest. Excellent buy. Box 80, BROADCASTING.

For sale—One Western Electric 1 kw transmitter 2KD-79050, one Western Electric 5 kw line amplifier 2DG7112. Complete with power supplies. Reasonable price if taken at once. Contact Robert J. Dean at Station KBEE, KOTA, Rapid City, South Dakota.

For sale—22-C Western Electric com- sole in excellent condition, $600. Box 74, KELA, Centralla, Washington.

For sale—Western Electric 5-C transmitter with two sets of tubes and full back up. A new model. $500 for each model. Spare armatures, for all genera- tors. Will meet standard. 9000 watts. Price $1600. Box 114, BROADCASTING.

For sale—Imperial—4 kw; 250 watts and 900 watts—folded horn. 900 watts, 1 kw; 3 kw amplifier. 2 kw amplifier. 1 kw amplifier. 4 kw amplifier. Broken for parts. 2 kw amplifier. 1 kw amplifier.

Station with or without network affili- ation in greater market or CP. Box 89, BROADCASTING.

Miscellaneous

WUSN at Charleston

LauNched on 1450 k

WUSN Charleston, S. C., will inaugurate its new 1450 k station at 3:30 p.m. on Saturday (April 3) with 250 w full time on 1450 kc.

Station is owned by the Southern Broadcasting Co. C. Norwood Ha- tie is president, and formerly was Middleton vice president and gen- eral manager. Middleton formerly was assistant to the pres- ident of the Wilder radio station; and before that sales manager WCBS New York.

WUSN staff includes J. Dra- ton Hastie, commercial manager; Henry Hoppe, formerly of WEN Whitville, N. C., acting program director; Larry Martin, previous chief engineer at WCRK Morri- town, Tenn.; Hubert Wilke, for- merly with Young & Rubican Joyce Wilson, director of women programs; Talmadge England, e- gineer; Mary Ann Collison, secr- tary to the general manager, at Richard Voorhis, secretary. Station has been given signif- icant play-by-play broadcasts of the Charleston Rebels' baseball games over WUSN.

KRLD - FM Dallas Take

The Air on Channel 22

KRLD-FM Dallas, Tex. took to air with 50 kw on channel 22 92.5 mc, fulltime March 21. Licenssee is KRLD Radio Corp.

CBS programs are being dup- licated by KRLD-FM to account for about 75% of its time. The remain- der of its time is devoted to local programs designed for F3 KRLD-FM is the third FM station in Dallas. Others are WFAA-F and KIXL-FM. Rates for KRLI FM are $45 a night for national night $22-$20 daily time, $27 an $13.50 for local night and daytim- e respectively.

McClatchy Firm Start

KBEI (FM) at Modesto

THE MccLATCHY Broadcastin Co. of California was scheduled to launch its third FM station, KBEI, Modesto, on April 3.

KBEI will be on the air dial 2-11 p.m. at 103.3 mc (Channel 277). The station has a 150-ft. one bay antenna and a 3-kw transmit- ter, radiating 4 kw power.

FM in Oak Park

WOAK, Oak Park, Ill.'s first FM station, is scheduled to begin broad- cast soon, according to Bernard Jacobs, station manager. WOAK a Class A station, will operate on 93 mc at 100 kw. Licensee is Gale Broadcasting Co. Program di- rector is Jack Shefrin, formerly with WMBC Kansas City and WEEK Peoria.
Telestatus Report
(Continued from page 10)

drect to microwave relay equipment at the station. WU uses a 5-Mc band for video transmission. chiloc Corp., cooperating with Western Union, is rushing the video equipment to completion. The New York-Philadelphia channels will be the first link in WU's network video relay system.

The AT&T rates apply only to intercity video channels. Sound channels and the video links (local channels) between intercity channels and the studio and transmitter are extra, under rates already set up.

It has been expected, however, that AT&T would revise its local channel charges. Support for this relief was seen when New Jersey Bell Telephone Co. filed its own proposed local-channel charges. Whether they would mean a raising or lowering of an individual station's expenses, authorities said, would depend on such variables as the length of the local or studio-transmitter channels in each case.

AT&T's proposed intercity tariffs provide five different rate plans: (1) monthly service where allocation of usage, or time sharing, is not required; (2) monthly service where time sharing is necessary; (3) occasional service; (4) non-alien service on intercity links not more than 25 miles long, and (5) occasional service on these shorter links. The latter plans, involving intercity links less than 25 miles long, are almost identical with New Jersey Bell's proposed local-channel charges, and more significance was attached to that resemblance than to the likelihood that there will be great demand, at least in the immediate future, for intercity network service to cities less than 25 miles distant from other television communities.

In each of the AT&T plans, the proposed rates cover the use of (1) interexchange channel, and (2) station connections. A station connection is required where a station transmits to or receives from an interexchange channel, and separate connections are required for transmitting and receiving. Thus two station connections would be needed by any station which originates as well as receives network programs.

The rates under the various plans are as follows (fractions of hours are counted as full hours):

MONTHLY SERVICE WHERE CHANNEL SHARING IS NOT REQUIRED: For use of the interexchange channel for eight consecutive hours (or fraction) each day, the rate is $5 per airline mile per month. Each additional consecutive hour per day costs $2 per mile per month. For occasional additional hours the cost is 25c per airline mile per hour if the hours are consecutive with the regular daily service period; if the additional hours are not consecutive with the regular service period, the charge is 50c per mile per hour.

Station connection charges are $500 per connection per month, which covers the regular daily period of eight consecutive hours, plus $35 per connection per month for each additional consecutive hour per day. For occasional additional hours the charge is $5 per connection per hour if the hours are consecutive with the regular service period; otherwise, $10 per hour.

MONTHLY SERVICE WHERE CHANNEL SHARING IS REQUIRED: For use of the interexchange channel for eight hours (or fraction) per day, the rate is $25 per airline mile per month. Each additional consecutive hour of use daily is charged at the rate of $4 per mile per month. For occasional additional hours the rates are the same as in the monthly service where sharing of facilities is not necessary.

Station connection rates are $350 a month for four hours' use per day, whether the hours are consecutive or non-consecutive. Each additional hour's use each day costs $50 per month. Occasional additional hours are charged at the rate of $5 per connection per hour if the additional hours are consecutive with the regular daily period; otherwise, $10 per connection per hour.

OCCASIONAL SERVICE: The rate for use of the interexchange channel is $1 per airline mile for the first hour of use and 25c per mile for each consecutive additional quarter-hour. The cost for station connections is $200 per connection per month, plus $10 per hour of use. The maximum charge for occasional service, however, will not exceed the charge for service at the monthly rates.

MONTHLY SERVICE ON CHANNELS UNDER 25 MILES: The monthly charge for fulltime use, 24 hours a day, is $175, plus monthly mileage charges at the rate of $60 per airline mile for the first eight miles and $35 per mile for the next 17 miles.

OCCASIONAL SERVICE ON CHANNELS UNDER 25 MILES: The monthly charge is $175, plus mileage charges as follows: first day, 15% of the monthly charge; each additional non-consecutive day, same; each additional consecutive day, 10%.

Almost identical with AT&T's rates for intercity channels less than 25 miles in length, New Jersey Bell's proposed local-channel charges would be $175 a month (covering 24 hours of service per day), plus monthly mileage charges of $20 per one-quarter airline mile for the first 8 miles and $35 for each additional airline mile.

On an occasional-service basis there would be the $175 monthly charge, plus daily mileage charges of 15% of the monthly charge for the first day, the same for each additional non-consecutive day, and 10% of the monthly service charge for each additional consecutive day. Studio-transmitter channels would be provided at the same monthly rate as local channels.

The present local-channel charges of AT&T include $50 per channel for installation; $20 a month per one-fourth circuit mile for each channel; $250 for installation of transmitting terminal amplifier, plus a monthly charge of $60; $250 for installation of receiving amplifier, and a monthly charge of $90. Studio-transmitter channels are provided at the local-channel rates.

KDON Expansion

EXPANSION of KDON Monterey, Calif., is under way. A new mountain top transmitter house for KDON-FM is nearing completion atop Mt. Baldy, near Salinas. KDON has applied to FCC for authority to increase its AM power to 10 kw.

TV Bargain Counter

AN INNOVATION in television programming by WBNW Washington should percolate along way toward countering criticism about the high cost of program sponsorship. WBNW has developed a participation variety show, "Spot News," Tuesday through Saturday on which six different sponsors take part each night. Designed for limited budget advertisers, the show offers each sponsor a one minute television message and demonstration of his product at a cost of $30 per sponsor. Featured in the show is the promising RCA Victor singing star, Johnny Bradford.

CHNS
The Shortest Route
To Results in
This Area Is Via
HALIFAX NOVA SCOTIA
Maritime Busing Station
Contact
OS. WEG & CO.
350 Madison Ave., New York
5000 WATTS
SOON!

A PAYING PROPOSITION

KZ DENTON

In
SALT LAKE CITY
There's more
National Spot Radio on
KDYL
... nationally represented for
15 years by

JOHN BLAIR
& COMPANY

Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco
TORNADO

ALERT news staffs of radio stations in the midwest area struck by a tornado March 19, arrived on the disaster scene with emergency crews to perform public services and furnish news coverage.

Comprehensive coverage was given by KMOX St. Louis through its co-operative news reporting system organized among community weekly newspapers in that area. The entire news staff of KMOX began phoning acquaintances—editors of newspapers in the towns hardest hit—when the first news of the tornado was reported. They received regular reports from towns where telephones were still up. The cooperative reporting system has been developed over the past two years by Rex Davis, KMOX news director.

 Victims of the tornado-struck area northeast of St. Louis were able to advise relatives of their safety via radio-telephone equipment operated by KXOK St. Louis. Shortly after announcement of the tornado was made, Bruce Barrington, KXOK news editor, dashed to the scene with the KXOK radio-telephone equipped station wagon. Upon his arrival he granted use of the radio-telephone to victims anxious to contact their relatives. His radio-telephone reports from the scene were broadcast at various times during the day by KXOK. Latest reports of deaths and damage were fed to the ABC Headline Edition news program.

Furnishing on-the-spot coverage for WLBH Mattoon, Ill., were Bob LaMere, program and news director, and Rolland Looper, commercial manager. In addition, they gathered casualty lists at the scene and at the Litchfield, Ill., hospital and made these available to authorities, news services, the American Red Cross and emergency units working at the scene.

Havoc wrought in three Indiana counties was described for listeners by WIBC Indianapolis. Making arrangements with the U. S. Navy for loan of power equipment, Gene Kelly, newscaster and Jim Shelton chief announcer, joined the emergency caravan bound for Coatesville They recorded eye-witness accounts and then proceeded to Danville, Indiana, also hit by the tornado, before returning to the studio to prepare a summary. Facilities of the Indiana State Police on the scene were used to relay casualty lists, messages and warnings to the WIBC studios.

PICK-UP FOR WTAR Mobile Unit Makes Debut

WTAR Norfolk now has a new mobile unit which was put into operation April 1, according to Henry Cowles Whitehead, program manager. Its first big job was the pick-up of the "Canadian American Day" festival at the College of William and Mary, with President Truman, Canadian Prime Minister Mackenzie King, and Virginia's Gov. William Tuck as guests.

The mobile unit contains two recording tables, a 20-w relay broadcast transmitter and receiver, a remote amplifier, and wire recorder among other equipment. All units are fed into a central jack panel so that any part of the equipment may be used in connection with any other part of the equipment.

SECOND annual examination for advertising, given by Southern California Advertising, will be held in Los Angeles April 17 and April 24.
I BROADCASTING, orators, spectators' attire, spectators to witness the feats of cockfighting experts. Prize fights, interviews with Chicago Sun. Problems encountered. diced and jack knives, designated "fixers." Birthday party is scheduled to begin at 7:45 p.m., and members attend the festivities. Latest news, summaries, and greetings from Windsor and Philadelphia experts serve as regional representatives. Local discussion supplements the network program which features spontaneous and unrehearsed conversations by group of children on varied topics such as truancy, stealing, disease, etc. Presented as public service by KBC, in cooperation with Community Chest and Council, national and local programs are heard Sat.-11:45 a.m. by children in home. "diamond" experts have been invited to appear on local program in round table discussion and interpretation of what children have said on the network show.

Radio Copy Clinic

BEST METHODS of using radio are presented in dramatic form in script prepared by Harold Bratberg, continuity director of KEK Portland, Ore., and transcribed for use by business groups and advertising agencies. Titled "Radio Copy Clinic," script dramatizes incidents by which advertisers can successfully use radio as most effective advertising medium. Mr. Bratberg, author of the series, has transcribed the production and is presenting it before various groups in the area.

Aired from School

SCHOOL CHAPEL programs and other interesting features of local schools participate broadcast over WFAH (FM) Shiloh, Ohio, direct from schools. In new series titled "From Our Schools," the station has set up direct wire contacts with KJFR, Columbus, and with Seattle-King County Broadcasting Network, and with neighboring Sebring High School for the pick-ups.

Moves to Street

WHEN main building fails at WLCR-Torrington, WV, recently, laying the studios of power, station moved to the street. Announcer Roy Hansen converted the telephone wires into heavy television signal from downtown location, so he was able to bring the entire broadcast building, and secured sponsorship of Greendale baseball for the game. Following day, House of Representatives adopted another bill extending appreciation to the station for the broadcast.

Problems of Old Age

PROBLEMS confronting persons 65 years of age and older are discussed on series "Problems of Old Age" over WATQ New- York. N. J. Series is presented in cooperation with New Jersey Dept. of Rehabilitation and Education, American Society of New York. Round table meeting with elderly persons is held in the field. Problems of age are covered, including health, recreation, finance, and more.

Children's Welfare

EXPERTS in field of children's welfare are participating in weekly broadcast over KBCR Seattle immediately following the ABC presentation of "A Child's World." Local discussion supplements the network program which features spontaneous and unrehearsed conversations by group of children on varied topics such as truancy, stealing, disease, etc. Presented as public service by KBC, in cooperation with Community Chest and Council, national and local programs are heard Sat.-11:45 a.m. by children in home. "diamond" experts have been invited to appear on local program in round table discussion and interpretation of what children have said on the network show.

THE PICK OF THE NEW HITS!

Keep your record shows up-to-the-minute with RCA Victor's latest!

TEX BENEKE
Encore, Cherie and Saturday Date
RCA Victor 20-2770

Poppin' Bubble Gum

Ole Mother Nature
RCA Victor 20-2780

FREDY MARTIN
The New Look and Jungle Rumba
RCA Victor 20-2789

THE THREE SUNS
The Gong That Sang Heart of My Heart
RCA Victor 20-2790

Hindustan
RCA Victor 20-2790

TEX JIM ROBERTSON
Mountain Rosalie

The Letter I'm Mailing to You
RCA Victor 20-2764

SPIKE JONES
Down in Jungle Town
Eugie Boo Bug
RCA Victor 20-3020

RCA Victor RECORDS
**INVEST YOUR AD DOLLAR**

**WCKY**
50,000 WATS
OF SALES POWER

**L.B. Wilson**

**F RONTIER PURCHASES K RIO AT MAK C ELL, T E X A S**

PURCHASE of KROY McAllen, Tex. (1 kw fulltime on 910 ke), by Frontier Broadcasting Co., Fort Worth, from the Valley Broadcasting Assn., Inc., of McAllen, was announced last week by Gene L. Cagle, Frontier president. Frontier also operates WAOC Waco and KNOW Austin.

Price involved in the proposed change of ownership was not disclosed, pending FCC approval of the transaction. Decision to dispose of KROY was made by unanimous vote of the 32 Rio Grande valley businessmen who are shareholders in Valley Broadcasting, Mr. Cagle said. Firm is headed by Judge Bryce Ferguson, of Pharr, Tex.

Continuing as general manager of KROY, which began operations June 21, 1947, is Ingham S. Roberts. Station is affiliated with Mutual and the Texas State Network.

**Synthetic Crystals**

WARTIME attempts at making synthetic piezo-electric crystals for use in radio and electrical equipment in place of natural quartz are described in five reports now on sale by the Department of Commerce. Reports were made by American and British investigators who visited German laboratories and plants after VE-Day.

**L ILLI MARIE LAUGHLIN, former general manager of WCTR Washington, D.C., has joined Stair Enterprises, Willey-Barron, Pa., booking agency, as public relations director.**

**WIRE RECORDING CORP. of America has announced portable wire recording machines, "Wireway," as a combination telephone, phonograph and recorder. Weighing 210 pounds and retailing for $195.00, recorder includes oscillating tube which permits broadcast to any radio tuned to its frequency within 150 feet.**

**NATIONAL RADIO PROMOTION service, San Antonio, has mailed the first of a series of weekly bulletins for promotion work to its members, according to W. F. O NBDSTONE J ACKSON, originator of the organization. Mr. Jackson has announced "The Case of the Disappearing Gravy Train," which is mailed without charge to stations in February. Inquiries received as result of WFL and WCCY, both Philadelphian stations, was started. Bulletins are to be mailed to members weekly, covering audience predictions, merchandising and sales promotion ideas, layouts, copy and suggestions. NRPS has offices at 508 Walton Ave., San Antonio. Mr. Jackson also is promotion manager for Texas State Network.**

**DORIS LEIGH CRAIG, former account executive with Boleford, Constantine & Gardner, San Francisco, has opened her own office in the same city as freelance commercial writer.**

**ADVERTISING COUNCIL has moved its Washington, D. C. office from 1015 Vermont Ave., N. W., to 1200 16th St., N. W. Telephone: Sterling 1533.**

**A. F. FILMS Inc., New York, has announced that "Les Actualités Françaises," 10-minute French newsreel depicting current events in Europe and Africa, will be carried weekly by at least four television stations. Stations include WDIV-TV New York, WBAL-TV Baltimore, WWJ-TV Detroit, and WGN-TV Chicago.**

**EMERSON RADIO AND PHONOGRAPH CORP. has announced a 32-square-inch-screen television model selling for $265.00. Set replaces Emerson's 10-square-inch set. Three-way portable (AC, DC, battery) also was announced by Emerson with listed price of $99.95.**

**WSM Wins Again**

RIGHT of WSM Nashville to exclusive use of the show title, Gran Ole Opry, has been upheld by all other federal court, according to Harry Stone, WSM general manager. U. S. Judge S. C. Mize ruled late last month, in a suit brought in the southern division of the Southern District of Mississippi, that a permanent injunction be granted to WSM Inc. restraining Chuck Williams and his Georgi Peach Pickers from using the name and Ole Opry. Similar action brought within the past year by WSM in Kentucky and Georgia likewise was successful.

**A G R I C U L T U R E**

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

**SEM PER F IDELIT Y**

**Musician-Technician Proves His Musical Theory**

WITH A LIFE virtually dedicated to fidelity in musical reproduction, Harold G. Col Jr., 30-year-old president of the Hartford, Conn. Oratorio Society, is now demonstrating his acoustic theories over the air. In an unusual arrangement, WKNB-FM Hartford broadcasts Mr. Col's own music program each weekday night, 10 p.m., direct from his home, at his Requesting and loudspeaker arrangement.

The young musician-technician reputedly has the largest record collection in New England—arrangement is the majority of those he has heard himself, in most cases, live performances. He has a complex loudspeaker system, comprising 18 speakers, to allow for full and and most faithful reproduction of the instruments and their range. The resulting musical presentation is one of the facilities on FM is said to be virtually flaw-free musical reproduction.

In addition to recording of all concerts, from all parts of New England for the last ten years, Mr. Col also has recorded a number of shortwave broadcasts, including many European prewar music festivals and Hitler's speech, his troops the day before they invaded the Lowlands.
ON COMPLETION of five years' service in Grant Advertising Inc., Chicago, George McGivern (r), agency media di-
jor, receives a gold watch and con-
clusions from Don Deedy (t) of southern Agriculturist" and Will C. ant, agency president, at party March 19 in Chicago's Drake Hotel.

Sets-in-Use Show decline in March

TEST REPORT published by
the Pulse Inc. indicated that sets-
use declined slightly during
March, while Jack Benny continued
lead the list of top-rated even-
ing shows and Fibber McGee and
Consequences regained their positions in the top ten, re-
sulting Seesall Village and Fitch
redwagon.

Sets-in-use for March totaled
1.1, compared to 2.69 for Febru-
ary and 5.47 for March 1947. Top
rate-set shows for the month's
highest quarter-hour ratings
were:

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evening</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td>Art Radio Theatre</td>
</tr>
<tr>
<td></td>
<td>Fred Allen</td>
</tr>
<tr>
<td></td>
<td>Walter Winchell</td>
</tr>
<tr>
<td></td>
<td>Charlie McCarthy</td>
</tr>
<tr>
<td></td>
<td>Fibber McGee</td>
</tr>
<tr>
<td></td>
<td>Bob Hope</td>
</tr>
<tr>
<td></td>
<td>Craft Music Hall</td>
</tr>
<tr>
<td></td>
<td>This Is Your FBI</td>
</tr>
<tr>
<td></td>
<td>Truth or Consequences</td>
</tr>
<tr>
<td></td>
<td>Amoco 'N Andy</td>
</tr>
</tbody>
</table>

Daytime

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Arthur Godfrey (11:15)</td>
</tr>
<tr>
<td></td>
<td>Harry Clark, news</td>
</tr>
<tr>
<td></td>
<td>Arthur Godfrey (7:30)</td>
</tr>
<tr>
<td></td>
<td>Grand Slam</td>
</tr>
<tr>
<td></td>
<td>Rosemary</td>
</tr>
<tr>
<td></td>
<td>Helen Trent</td>
</tr>
<tr>
<td></td>
<td>Jarr Ool Sunday</td>
</tr>
<tr>
<td></td>
<td>Breakfast Club</td>
</tr>
<tr>
<td></td>
<td>Big Sister</td>
</tr>
<tr>
<td></td>
<td>Right to Happiness</td>
</tr>
<tr>
<td></td>
<td>Saturday &amp; Sunday daytime</td>
</tr>
</tbody>
</table>

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

BROADCASTING • Telecasting

Agencies

(Continued from page 18)

D'Arcy Adv., is executive vice president, and C. A. BRANDON, formerly an advertising executive withRalston Purina Co., is senior vice president.

ELLIOTT, DALY & SCHNITZER Adv., San Francisco and Oakland, has moved its San Francisco offices to larger quarters at 36 O'Farrell St.

ROBERT L. MOORE, formerly in research department of BBDO, New
York, has joined executive staff of sales department of Bureau of
Advertising, American Newspaper Publishers Assn.

DONALD McCORMIM and V. L. HANNA have been appointed group
supervisors of Montreal office of Spitzer & Mills Ltd. Mr. McCormim comes from Toronto office of the agency and Mr. Hanna formerly was sales promotion and advertising manager of British American Oil Co.,

R. R. THREFFALL has been appointed manager of Toronto office of
Stewart-Lovick & Macpherson Ltd.

MANN HOLINER, first vice president in charge of radio at Lennen &
Mitchell, Los Angeles, is in New York for month's conferences in
agency's headquarters there.

DAVID KAPLAN, former advertising manager of Ever Ready Label
Corp., has been appointed director of planning for Miller Adv., New York.

RADIO PROGRAMS HAVE IMPROVED, POLL SHOWS

MORE THAN two-thirds of the radio listeners queried by 64 In-
diana U. students in 50 hometown communities think radio programs have improved, according to the
second annual university radio poll.

Dr. H. J. Skornia, director of radio, Indiana U., Bloomington,
announced that the survey, which included a telephone check of
Bloomington, showed that a total of
66.1% of Bloomington listeners thought radio had improved, 11.5% felt it was getting worse, and
22.4% noticed little change.

In other cities tested, 71% were of the radio opinion that
radio was improving, 15% thought they were getting worse, 14% saw no appreciable change.

AAAN Regional Meeting

Will Be Held In Raleigh

NATIONAL convention plans will
be one of the topics of discussion
during the annual meeting of the
Southeastern Region of the Affili-
ated Advertising Agencies Network
in Raleigh, N. C., April 5 and 6.

W. I. Brockton, national director of Gebhardt & Brockton, Inc., will
furnish additional details about the
national convention scheduled for
Spokane, Wash. this fall. Guests
will be welcomed to Raleigh by
Lester Rose, secretary of the local
Chamber of Commerce, during a
breakfast April 5 at the Hotel Sir
Walter.

Members who have indicated
their intentions of attending the
regional meeting are J. T. Howard,
regional director, of J. T. Howard
Advertising Agency, Raleigh; John L. Fort, Fort & Co., Charlotte, N. C.; Jack Lacey, Jack Lacey Adver-
tising Agency, Tampa, Fla.; T. O.
White, T. O. White Advertising,
Birmingham, Ala., and George W.
Doyne, Doyne Advertising Agency,
Nashville, Tenn.

Ad Club TV Course

FOURTH ANNUAL advertising course on television offered by the
Advertising Club of Baltimore will
open tonight (April 5) at the
WBAL-TV studios, with J. R. Pop-
pelle, vice president, secretary and
chief engineer of WOR New York, speaking on "A General Introduc-
tion to Television." Next Monday
night's speaker will be William
Forbes, manager of the television
department of Young and Rubicam.
The ten Monday night sessions will
close June 14. Course director is
Theodore A. Newhoff, head of the
Baltimore agency bearing his name. Assisting him are E. R. Jett, former
FCC commissioner, now vice presi-
dent in charge of radio of the Sun-
papers, Baltimore, and Harold P.
See, television director, WBAL.
O\n\n\n\n\n
Promotion

First series of columns also is present

ings sketches of KOOS staff memb

HABIT

ALEC'SIAIION and Son

ALBERT WATTS, the WORD

page by page: ...sponsoring ads. The

WINNER as 'Mr. Personality' for the

\necommons, radio's part in in

October 20, 1948

\nthan AM hours and therefore franchise

ough may become scarce, Mr. Cooley

\nmarathon contest, announced by Lee

\nout sponsors to enter the medium for

\naccorded. He emphasized that his agen

\nLee Cooley, television director of McCann-Erickson Inc, who

\nMarch 26 at a meeting of the Television Association of Philadelphia.

\nHe emphasized that his agency did not urge sponsors to enter

\nnone of its clients that there will probably be fewer TV hours than AM hours and therefore franchise

\nMr. Cooley said.

\nKenneth Stowman, television director of WFXF, Philadelphia, is

\nannounced that the April meeting will be an inspection tour of one of the Philadelphia television stations. Agency executives present were

\ninvited.

\nRoland V. Tooko, vice president of the association and assistant general manager of WPTZ Philadelphia was in charge of program for the March 25 meeting.

\nWXIO (FM) to Open

\nWXIO, the WORD Spartanburg, S. C. FM affiliate, is scheduled to

\nbegin operations April 14, Walter J. Brown, president of Spartan

\nBroadcasting Co., has announced. The station has signed an ex-

\nclusive contract with the Spartanburg baseball club to broadcast all games played by the Baseball team, this season. Becker's Bakery and Coca-Cola Bottling Co. are to be the sponsors, with a contract price in excess of $12,000.

\nU. S. Dept. of Agriculture will incorporate budget menus mentioned by Jeanne E. McCann, director of nutrition program on KMPC in Hollywood in

\nprograms of its current official food-saving program.

Page 104 • April 5, 1948
Broadcasting

(Continued from page 31)

reen Line and Transit Radio Inc., in. 22 to install FM receivers in 10 of its vehicles. The line serves the 1 Northern Kentucky-Cincinnati metropolitan area.

A new installation wrinkle has been introduced at Transit Radio Inc., which introduces variable level expansion.

New rolling stock will be equipped with FM receivers when reaches Cincinnati, to provide FM service. Under an agreement between bus and streetcar manufacturers and the transit firms, installation will be accomplished at a manufacturing plants. Expiration of the service is scheduled for 1970.

John L. McCallister, vice-president of the Sunpapers and former member of the FCC, is enthusiastic about prospects following tests conducted last weekend. He indicated that initial installations in Baltimore may be completed by fall, with service to be supplied by WMAR-FM, which then will be operating with its full 50,000.

Ben Strouse, general manager of WWDC and WWDC-FM, told Broadcasting April 1 that plans which would allow WWDC-FM to equip some 500 buses and street cars with Transit Radio receivers and speakers, are "progressing very well." *Very Promising*

Mr. Strouse indicated that only the return of Mr. C. O. Allen, one of the important negotiating transit officials presently stymies culmination of plans. He described prospects of radio transportation routes in Baltimore as "very promising and encouraging."

Transit Radio was introduced to the capital city March 16, alternating two weeks of tests between street cars and buses [Broadcasting, March 22]. The tests, in various sections of the city, produced excellent reception.

Speaking to Mr. Strouse each vehicle installation costs $175, but no expense would accrue to either the bus line or the public for installation or operation of the system.

If granted, the franchise would include a flat fee and percentage agreement and WWDC-FM would program movies to entertain the audience and encourage good habits, music, news and sport information, and similar programs. Commercials would be sold to advertisers at an estimated rate of about $1 per guaranteed 1,000 listeners. The home audience would be between two and 1.5 million.

The audience is estimated at about 2,000,000 persons that listen to Transit Radio during the four-week trial period. A second period was added because of the number of FCC license applications the program attract.

The broadcast opens on April 15 with the 75th birthday of the First Lady. The program is recorded during the first week of May on the campus of the University of Maryland. It opens with a performance by the School of Music's chamber choir, followed by a symphony orchestra

*New Post at State Dept.*

Assumed by George Allen

GEORGE V. ALLEN, former U.S. Ambassador to Iran, was sworn in Wednesday as Assistant Secretary of State for Public Affairs. He succeeds William Benton, currently heading U.S. delegation to International Conference on Freedom of Information meeting at Geneva.

The day after he took office, Mr. Allen spoke on foreign policy to a joint luncheon meeting of the Radio Executives Club and Overseas Press Club in New York.

CBS Gets Video Rights To 21 N. Y. Race Events

SIGNING of exclusive video rights to 21 top-purse features and stakes races at five New York tracks was announced today (April 5) by CBS Television.

The contract, signed by Robert F. Kelly, president of New York Racing Assn., and Lawrence W. Lowman, CBS vice president in charge of television, covers 18 racing days at the Jamaica, Aqueduct, Saratoga and Empire tracks.

ABC Promotes Brandt

OTTO BRANDT has been named manager of the eastern division of ABC station relations department, succeeding Erneste Jahncke, who has retired. Mr. Brandt will head his new division as an NBC page in 1938. He joined ABC's station relations department in 1945.
**At Deadline...**

**KWK AGAIN GETS 5 KW NIGHT, ROCHESTER, MINN., AM GRANT**

KWK St. Louis won its second grant for boost in night power to 5 kw, and Rochester Broadcasting Co. received its second authori-
tization for new station at Rochester, Minn. on 970 kc., in FCC actions Friday. Earlier grants in each case had been set aside by Commission.

Rochester grant is in company, principally owned by group affiliated with Mayo Clinic, was authorized to use 970 kc with 500 w day and 1 kw night. Its original grant was for 1 kw fulltime but was set aside on claims of inter-
ference [BROADCASTING, Sept. 15, 1947].

Spokesmen said need to protect WHA Madison, co-channel daytimer, resulted in lowering day-
time power below that for night. Principal stockholder of Rochester paging is Mr. Alice P. Mayo, wife of Dr. Charles W. Mayo of Mayo Clinic.

In KWK case, FCC reinstated CP issued last April to increase power on 1390 kc from 5 kw day and 3 kw night to 5 kw fulltime. Grant had been set aside on grounds of co-channel interference to WTSF St. Petersburg, Fla., and WMBG Richmond [BROADCASTING, Sept. 29, 1947]. Reinstatement CP, FCC specified that WTSF and WMBG must be protected. KWK will use DA at night.

**TRANSCRIPT IN WBAL CASE NOW EXCEEDS 4000 PAGES**

THIRTIETH day of WBAL Baltimore re-
newal hearing, held Friday, highlighted by request of Public Service Radio Corp., com-
pleted its evidence in support of application for January anti-vice-program on WBAL reprinted in affiliated Hearst Baltimore News-Post on Jan. 28. WBAL Manager Harold C. Burke to be recalled by Commission (Monday) on matter.

Public Service, headed by Columnists Drew Pearson and Robert S. Allen, indicated it was interested in how WBAL programming tied in with News-Post editorial policy. Reference also made to Jan. 23 article in paper reprinted in William Randolph Hearst commended by Vot-
ers' League for anti-vice-section stand. WBAL counsel stated vivisectionists declared pro-
ferred time to air view CP. FCC specified that WBAL and KWK must be protected. KWK will use DA at night.

**MANSFIELD JOURNAL CO. APPEALS FM ACTIONS**

MANSFIELD JOURNAL Co. Friday filed notice of appeal in U. S. Court of Appeals for District of Columbia from actions by FCC in January severing from hearing and granting Class B FM request of WMAN Mansfield, Ohio, and severing Class B FM request of Unity Corp. [BROADCASTING, Jan. 19]. Mans-
field Journal today is to file petition with Com-
mision for rehearing of subsequent March grant to Unity [BROADCASTING, March 22].

Publishing firm, which in January decision received proposed denial for Class B FM as well as for AM facilities of 250 w daytime on 1610 kc at Mansfield, in appeal contended FCC's action circumvented procedure normally established and provided for by Communi-
cations Act. It held right to due process of law was denied. Unity Corp., headed by Edward Lamb, is operator WOTD and WOTD-FM Toledo and holds permits for FM facilities in other locations.

**ABC PLANS DISC PLANTS, GETS GOVERNMENT CONTRACT**

ABC planning to install own recording and transmitting facilities in New York and later Chicago as part of expansion program bol-
stered by acquisition of government contract worth more than $1,000,000, it was reported Friday in New York.

Advertising, formerly handled by NBC, taken over by ABC month ago. ABC will let subcontracts to transcription manufac-
turers for government work but will supervi-
sue all jobs. Network has not set definite date for expansion in New York and Chicago, but reportedly considering it for this year.

**MINNEAPOLIS TV CLAUSE**

MINNEAPOLIS television grant to North-
west Broadcasting Co. [BROADCASTING, March 15] Friday was made subject to Minnesota Tribune Co. disposing of its 14.6% interest in Minneapolis Star & Tribune Co. (parent of Northwest Broadcasting), or of its 50% inter-
est in licensee of WTCN and WTCN-TV Min-
neapolis. Star & Tribune Co. is controlled by Cowles interests. Minnesota Tribune Co. is owned by family and associates of late Frank Murphy. FCC authorities said interlocking interests of Minnesota Tribune in two Min-
neapolis television grantees was overlooked when Northwest Broadcasting received grant (for Channel 9). Ninety days allowed to achieve separation.

**TV HEARING DEFERRED**

HEARING on Hartford-New Britain televis-
ion applications postponed by FCC from April 19 to May 24. With reference to Yankee Net-
work's bid for one of Hartford's channels for use at Bridgeport, FCC deleted sentence of its ruling allowing Yankee 15 days to file rule-
making petition [BROADCASTING, March 29].

Commission planning to pass upon Yankee's request for extension of that deadline when it considers its own work's petition for rehearing (see story page 86). Two TV channels allo-
cated to Hartford area. There are four appli-
cants, aside from Yankee request to move one channel to Bridgeport.

**Closed Circuit (Continued from page 4)**


gins in April 17 Collier's on newstand at Ap-
9. Articles, described as exciting, if not na-
tional, are distilled from upcoming Ayl-
worth book.

CBC HAS REQUESTED another loan fr-
Canadian government of $1,250,000 for expri-
sion of national coverage, understood to cu-
clude increasing power of CBM Montreal a
CBF Vancouver to 50 kw, adding station Win-
dor, opposite Detroit, on 1550 kc, w 10 kw. That frequency now used by CKTB Catherine's, slated for 1570 kc.

NEW wrinkle in selling radio medium
stores, agencies and other groups being de-
veloped by NAB Retail Section. Dramati-
success stories, such as that of H & S Pos-
Co., Cincinnati department store, to be co-
blined with breezy radio catechism in transac-
tion series using radio program techni-
que.

LATEST DEVELOPMENTS at RCA's ra-
dio show of wonders at Princeton will be view-
by FCC group April 11-12. Inspection will cul-
tune TV developments in low end of "ci-
stars" band, status of electronic color ' (which RCA Lab. chief C. B. Jolliffe says soon to happen), and new instru-
ments which automatically computes direc-
tional tenna coverage patterns.

DONALD WITHYCOMB, now general mai-
th of television operations of Meredith Pub-
lishing Co. (Better Homes & Gardens, Succe-
sful Farming). Company plans to enter te-
sion on national scale, with emphasis on fa-
market field. Mr. Withycumb, who recen-
tly completed two years as radio coordinator for Baltimore Sunpapers, exploring sites in N.
York state and Midwest.

PREOCCUPIED with Johnson Bill (S-223) hearings relating to clear channels, Seni-
 Interstate & Foreign Commerce Committee no-
expected to consider matter of TV allo-
tions until clear-channel record is closed. Bi-
gues is FCC will be called upon later to ex-
plain whys and wherefores of video allo-
tions.

TELEVISION'S swift pace has attracted least three big-name industrialists not here fore in radio who individually are explori-
prospects of establishing stations in specif-
maximum of five major markets.

**WLEE RICHMOND ASKS TV**

TELEVISION Channel 10 (192-198 mc) Richmond, Va., sought in application filed F.

day with FCC by Lee Broadcasting Co.,
censee WLEE and permitted WLEE-F

Richmond. Power asked: 27.3 kw visual, 12
kw aurial. Initial cost $198,000, first year o-
rate allowing Yankee 15 days to file rule-
Thomas G. Tinsley Jr., 99.6% owner, wi-
mother and father is majority owner WIT
and WITH-FM Baltimore. WITH also T

**HEARST AWARDED MEDAL**

WILLIAM RANDOLPH HEARST Sr., own-
of Hearst stations and newspapers, awar-
Distinguished Public Service Award by Nav-
Friday. Award, highest given to civilians, pr-
sented by Navy Secretary John L. Sullivan
who said Hearst through medium of station
and publications "has consistently support-
armed forces . . . and importance of ade-
ade defense establishment."

BROADCASTING • Telecast
once upon a time...

... children's radio programs were heard, but not seen. Today, in Detroit, they're both SEEN and LISTENED-TO by a wide-eyed audience of thousands, in their own homes, through WWJ-TV. Detroit's only television station. For 75 minutes daily, WWJ-TV caters to "kids", whose enjoyment of these programs has been expressed through thousands of letters received from children and their parents. Naturally, WWJ-TV is proud to add this success to its long list of program accomplishments during its first year of operation.
“BLAZING new trails” is one way of putting it, another is “setting new standards.” Somehow, we prefer to think of ourselves as the network with its sleeves rolled up—working, expanding, developing new ideas, new techniques — so as to give our listeners better programs and our advertisers a better advertising medium.

In living up to this concept, we’ve often taken the lead. And because actions speak louder than “copy”—let’s look at some examples of this leadership; and at a few things we have up our rolled-up sleeve.

**COVERAGE**

We developed Listenability—a more dependable measurement of network physical coverage— to give advertisers a clearer picture of what they are buying. Our daytime Listenability figures created something of a stir last Fall; our nighttime figures will be released in the near future. Interest in Listenability is gaining because it is practical and always up-to-date.

**COVERAGE FROM WITHIN**

Here’s another Mutual idea, rooted in the conviction (proved by countless surveys) that a station which is the only one in its market, dominates that market—with anywhere from 90% to 90% of the listening. Mutual has nearly 275 such stations—serving about 20% of the U.S. radio homes.

**PACKAGE PLAN**

To make time-buying easier and to deliver even greater value, we instituted the “Package Plan,” whereby an advertiser gets, free of charge, all stations added to the network during the contract year. Since 1945 our Package Plan advertisers have received literally thousands of dollars in “bonus” time.

**RATE CONTROL**

To the best of our ability we’ve fought the rising cost of advertising. True, the rates for some of our stations went up—when their power and coverage increased. To offset this we have, in three years, adjusted downward the rates for 114 of our stations—to the tune of $2,085 per evening hour. Moreover, we are the only national network that is continuing the full-year guarantee on rates (the others have cut it to six months). We think an advertiser should be able to budget at least a year ahead with some confidence that his costs won’t jump.

**RESEARCH**

We are planning some studies and surveys on one of the most important aspects of radio—just another of the things we have up our sleeve that will be up the advertiser’s alley.

**STATION CONTRACTS AND CONTACT**

After three years of work, we now have all our affiliates on a standard station contract. We also maintain a full staff of field representatives to call on stations and work with them on programming, sales, promotion and overall operations. These two Mutual ideas not only help our affiliates and us, but our advertisers benefit too.

---

**PROGRAM INNOVATIONS**

We think our Program people, under the direction of Phillips Carlin, have imagination: it shows up in the p.m.'s they develop and discover. For instance, Variety said of our new Mutual Newsread—"It's about time one of the networks got around to a show like this." Opinion-Aire is the only discussion type of show that gives the listeners a chance to express their thoughts. Twenty Questions took a parlor-game and made it national entertainment, while Juvenile Jury gives the mopsters the mike—and what a job they do of it! Other program innovations include Queen For A Day, Heart's Desire, Meet the Press and the award-winning Family Theater. And Mutual was the first to permit and use transcriptions for network broadcasts.

**PUBLIC SERVICE PROGRAMS**

We could a tale unfold about the impact of our two recent series—"War Babies" and "Influence of Radio, Movies and Comics on Children." Our new documentary series based on Civil Rights report, is receiving more bouquets than we can remember in a long time.

**CO-OP PROGRAMS**

Mutual started the Co-op idea a dozen years ago with the Fulton Lewis, Jr, show: today it's one of the top Co-ops. Mutual started the practice of "big-name" Co-ops. Today Mutual leads the other networks in number of good Co-op shows and in volume—twice as many program sales as the next network.

**TELEVISION**

Don Lee, our Pacific Coast affiliate, is one of television's real pioneers—having been active in it for the past 16 years. WGN, our Chicago affiliate, will soon be on the air; and WOR will have stations in New York and Washington. Altogether we have 35 stations, mostly in major markets, under construction or with permits. A network organization is in the blueprint stage, and soon we’ll be in the network TV picture actively.

**SIGNIFICANCE**

The progress we’ve made in the past three years can be expected to continue—because our sleeves are rolled up. Our stations are benefiting from affiliation with this kind of network—which explains why we could go from 300 to nearly 500 in two years. And advertisers with eyes on the future, might seriously ponder the advisability of buying Mutual now—for results now and a franchise in the competitive tomorrow.