THE 1948 Surprise Flower Garden was as popular among WLS listeners as last year—and the year before. Once again, WLS listeners sent more than 100,000 dimes for packets of flower seeds.

We offered the Surprise Flower Garden for only five weeks. We mentioned the offer in the early morning, at noon and at night. 80,881 people responded!* It's significant that during this same period two other flower offers were on WLS. A seed company received 14,216 one-dollar orders for gladiolus bulbs in twelve weeks; in two weeks, 4,301 people sent cereal boxtops and cash for chrysanthemums.

April spot announcements bring immediate response. That's true of any month—or any time of day—on WLS. Ask a John Blair man why our big market is filled with responsive friends of WLS.

*They're still coming in!
For 28 years, WWJ - THE DETROIT NEWS has enjoyed a “family relationship” with Detroiters, who have given WWJ the key to their homes, and keep the “welcome mat” out morning, afternoon, and evening.

This is due to WWJ's solicitude for the community's welfare, as evidenced by its continuous Public Service leadership. It is due to WWJ's constant catering to the desires of Detroiters in local programming. And it is due to the wealth of stars available through WWJ's 21-year old NBC affiliation.

The combination of these 3 elements provides WWJ advertisers with an effective economical medium for promotion of products of every description in the multi-billion dollar Detroit market. Through WWJ - THE DETROIT NEWS you gain entrée into the most homes—all the time.
Something Worth Crowing About!

For sales in New England you need Yankee's flock of 23 hometown stations covering the 23 principal markets where New England sales are made.

Every Yankee home-town station has the prestige of a locally successful enterprise, used by local merchants. It has local acceptance as the source of fine programs, in greatest variety, through its Yankee and Mutual hookups.

When you put 23 of these stations together you have an effective flock to tap New England's high per capita buying power. You have local impact multiplied by 23 — a resulting coverage that reaches 89.4% of New England radio homes.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Closed Circuit

QUEST of Sen. Tobey for information on distribution of RCA television sets on "loan basis" may yield several surprises. Biggest probably will be disclosure that White House has had set for more than year [Broadcasting, Jan. 6, 1947].

GENERAL MILLS considering shift of Kix account only from Dancer-Fitzgerald-Sample because of product-type duplication within agency. Likely choice Tatham-Laird or Needham, Louis & Brorby.

ATHEISM rears at FCC again. WHAM, Storrow-Carson's 50 kw outlet at Rochester, given temporary renewal to Sept. 1 last week pending further information. FCC warned it had refused to "Free Thinkers" organization. Left-winger Durr reportedly carrying torch and FCC by 3-2 vote (Coy, Durr, Hyde against—Walker, Sterling) declined regular renewal May 1 pending study. FCC cautious because of ruckus over KGW San Jose-San Francisco case wherein it held atheists as much right to time as theists.

PLANS to form group of high-dudgeon independents in major markets to specialize in classical recordings under way on west coast with national representative interested. Calvin J. Smith, general manager KFAC Los Angeles, is moving spirit.

INSIDE tip from FCC source to midwest Senator last week boomeranged. Senator had been notified of FM grant to an interested constituent. But he got letter and up with three-way parlay AM grants and so notified other constituents. FCC was in quandary, since it hadn't acted on AM cases.

HARRY WITT, assistant general manager CBS western division, most likely candidate for head of network's television operations in Los Angeles following agreement with Los Angeles Times as area's visual outlet.

GENE AUTRY, cowboy impresario and owner of KOWL Phoenix, along with interest in KOWL Santa Monica, has TV syndicate ambitions probably involving performance rights on film productions starring Gene Autry.

ABC considering contract television film deal which would provide network with hour of celluloid fare weekly. Pattern of contract similar to NBC agreement with Jerry Fairbanks Productions.

ARTHUR FELDMAN, ex-ABC roving war correspondent and more recently producer of Mutual's Radio Newsreel, to be transferred to Washington as Mutual manager, taking over post vacated several months ago by (Continued on page 90)

Upcoming

May 3: NAB District 2, (N.Y., N.J.) Conference, Hotel Roosevelt, N. Y.

May 3-6: CAB Directors Meeting, Royal York Hotel, Toronto.


May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles. (Other Upcomings on page 89)

Business Briefly


UNION ON ABC United Steel Workers of America (CIO) has bought one-time spot on ABC tonight (May 3) at 9:30-9:45 p.m. to present Philip Murray, president of Steelworkers and CIO, in discussion of U. S. Steel's wage and price policy. Agency, Wittman & Callahan, Pittsburgh.

EVANS PEN SPONSORS Evans Pen Corp., Los Angeles (Evannede ball pen), May 7 starts for 13 weeks weekly participation via CBS Meet the Missus on KNX Hollywood and 27 coast and mountain stations (Fri., 3:13:30 p.m. PDT). Agency, Capka & Kennedy, Los Angeles.

HELBROS REPLACEMENT Summer replacement for Quick as a Flash, 5:30-6 p.m. Sundays on MBS for Helbros Watches, is quiz show, What Makes You Tick, June 6 through September. Agency, William Weintraub, N. Y.

CAMPBELL SHOW TO NBC Double or Nothing, Campbell Soup show now heard Mon., Fri., 3:30-4 p.m. on CBS, switches to NBC 2:30-3 daily starting May 31. Agency, Ward Wheelock Co.

TV BASEBALL NEWS Cunningham Drug Stores sponsoring ten minutes of baseball news on WWJ-TV Detroit preceding twice-weekly telecasts of Tiger home games. Agency, Simons Michaelson, Gobel Brewing Co. sponsors games.

FOOTBALL SPONSORED Pontiac Dealers Assn. of Metropolitan Detroit to sponsor broadcasts of all U. of M. football games over WWJ Detroit. Agency, Powell-Grant Inc.

WLAW'S REPRESENTATIVE Paul H. Rayner Co. Inc. appointed national sales representative by WLAW Lawrence, Mass.

'BREAKFAST CLUB' M.C.

GARRY MOORE assigned Friday as m.c. of ABC's Breakfast in Hollywood to replace the late Tom Breneman (early story, page 50). Mr. Moore continues as m.c. of NBC's Take It or Leave It Sunday nights.

AHLERT HEADS ASCAP

FRED E. AHLERT elected to succeed Deems Taylor as president of ASCAP. Election took place at annual board of directors meeting in New York.

Bulletin

FM'S 500TH?

FM ASSN. proudly announced Friday that number of FM stations had passed 500 mark. However, junior research project will be required to determine which new FMer is entitled to wear mantle. Bill Bailey, FMA executive director, contacting dozen contenders to determine at what moment each made formal air debut. FCC formally recognized approach of 500 mark Friday in letter answering FMA's request that FM permit holder be required to go ahead with stations after getting FCC sanction (see separate story page 90).

Page 4 • May 3, 1948
BUYING TIME IN MEMPHIS IS LIKE SHOOTING FISH IN A BARREL!

For instance—now available on WHHM is the 4:45 pm to 5:00 pm segment of “BILL GORDON’s 1340 CLUB”. The latest Hooper station audience ratings show:

**WHHM . . . . 11.1**

- Station B 6.9
- Station C 4.5
- Station D 3.4
- Station E 3.4

Combined ratings of two other Memphis Stations “Plus” others 0.5

Patt McDonald, Manager

WHHM

“Best Music On the Air!”

MEMPHIS, TENNESSEE
ROBERT LEDER, account executive formerly with Booth, Vickery & Schwinn and George Elliot Adv., New York, joins W. Wallace Orr Adv., New York, as account executive and member of radio and TV staff.


RUTH ROWLAND, formerly of radio production department, Foote, Cone & Belding, New York, joins Ketchum, MacLeod & Grove, Pittsburgh, as assistant to WILLARD SCHROEDER, radio director. She previously was with Federal Radio Education Committee, Washington.

WILLIAM STOLLWITZ, formerly with Pedlar & Ryan, New York, joins Doherty, Clifford & Sheinfeld, New York, as production manager.


CECIL & PRESBREY Inc., New York, acquired additional space in present quarters at 247 Park Ave. to house media (including radio timebuying). Accounting and checking departments located at 218 E. 49th St.

JOHN F. REEDER, vice president and general manager, Walt Disney Productions, resigns to join LaRoche & Ellis as vice president of office to be established in Los Angeles. He remains as member of board of Disney. Firm's advertising will be handled by LaRoche & Ellis.

LESTER JAY, Los Angeles freelance actor-producer, joins J. M. Straus & Co., Los Angeles, as radio director.

GEORGE B. DIPPY, merchandising department manager, Young & Rubicam, New York, named assistant to president, SIGRUD S. LARMON.

HUGH BROWN, control department of Kudner Agency, New York, transferred to television department.

DAN LAYMAN, vice president and director of Dan B. Miner Co., Los Angeles, May 1 resigned to join Young & Rubicam, Hollywood, as account executive on Hunt's Foods.

ERVIN S. LOVAN and SCOTT LEONARD, account executives, and JOHN H. WELLENKAMP, treasurer, of Tracy-Locke Co., Dallas, elected vice presidents. JERRY MOFFETT resigns from Tracy-Locke, to open own business. He was with agency 17 years, 10 as vice president.

JOHN G. LETHBRIDGE Jr., former account executive, James S. Beettle Co., joins newly-organized Washington office of Robert Lee Miller & Assoc., as vice president in charge agency operations.


BURTON DURKEE, former national advertising manager for CVA Corp., San Francisco, appointed manager of Detroit office of Swaney, Drake & Bennett Inc.

NIEL HEARD, former sales manager for Louis Milani Foods, Los Angeles, joins Smith, Buhl & McCreery, San Francisco, as account executive.

MILES A. WALLACH resigned as director of research at Kastor, Farrell, Chesley & Clifford, New York, to open own firm, M. A. Wallach Research, New York.


FRED GARDNER Co., New York, announces, effective immediately, account of Travel Expositions Inc., Chicago and New York, has been resigned.

CHARLES KUDERNA, formerly with McCann-Erickson, and JOSEPH FERNANDEZ, formerly with J. Walter Thompson Co., join Moege- (Continued on page 85)

Page 6  May 3, 1948
WSIX scores again

When a leading food processor introduced a new product, WSIX helped him score again. And many other outstandingly successful food advertisers have used WSIX consistently—not only for special campaigns, but for year in, year out results in Nashville's 51-county retail trade area. Get all the facts from your nearest Katz representative. Let the record show you how WSIX can help build a sales score for you.

5000 WATTS : 980 KC
ABC Affiliate

WSIX gives you all three:
Market Coverage Economy

National Representative
THE KATZ AGENCY, INC.

And WSIX-FM 71,000 W 97.5 MC
Mr. A. B. Sambrook  
World Broadcasting System, Incorporated  
New York, N. Y.

Dear Al:

First of all, our sincere thanks for the fast and top ranking cooperation from George Roesch on my request for additional promotion material on your World Feature Library.

You will be interested in knowing that I consider the purchase of the World Feature Library the best 'buy' I have made in my twenty-one years in Miami radio. With a fledgling staff of salesmen, we have sold five of these programs to high class sponsors on long term and the balance will be in the commercial column within a few weeks. Had we never sold a show and broadcast sustaining only I would still consider that I made an excellent purchase.

With kindest personal regards, I am

Musically yours,

Steve

S. A. Vetter  
Ass't to the Owner

---

"What I have done is to split up the Library costs with the accounts already sold on individual shows, i.e. should all our shows or more additional shows be sold, the per program rate would be reduced for each account. . . . At any rate, Pat, the station, as I said, benefits, gains new accounts, and will break even on Library costs, which is to me, fair enough. Optioned already are the 'Hoosier Hot Shots,' 'Polka Holiday,' and 'Chapel Hymns' on a 3-5 and 1 week basis, in that order."

Mr. M. Baldwin, Manager KTIL

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"We're certainly well pleased with the World Feature Library recently purchased from you for WAYB-Waynesboro. As soon as some of my other contractual obligations permit, I want to add it to our Covington station."

Mr. E. M. Key, WKEY
HERE, in one big money-saving package, are twelve shows that will build audiences for you. Here, on famous World high fidelity transcriptions, are twelve shows that provide top musical entertainment... composed of over 1800 15-minute programs... and more than 2100 musical units. It's the World Feature Library and it may still be available for exclusive use in your market.

**LIVELY, INTERESTING SHOWS**

EACH one of these features is a musical treat in itself. They're musical novelty shows featuring well-known artists. There's Louis Jordan, the biggest little band in America. There's Western music, Hawaiian music, Polkas, Sacred Music, Latin American, Hot Jazz, Accordion, Guitar, vocal and instrumental novelties. And along with the transcriptions are sparkling, well-written continuities that make these shows flexible... suitable for sponsored or sustaining programs.

**IT'S ALL YOURS**

YOU can get the whole Library — Music and Continuities — in a single package, so that you can guarantee delivery to sponsors. You get Features that have been tested and proved on the air. And you get the quality transcriptions that have made World famous... the best for either AM or FM broadcasting. Available in lateral and vertical recording.

The World Feature Library is priced within the range of limited budgets and according to market classifications. Write, wire or phone us for full information and prices.

---

**SEE US AT N. A. B. CONVENTION IN ROOM 2223, HOTEL BILTMORE, LOS ANGELES**

**WORLD BROADCASTING SYSTEM, INC.**

TRANSCRIPTION HEADQUARTERS • A SUBSIDIARY OF DECCA RECORDS, INC.

Chicago  
22 West Hubbard Street

NEW YORK  
50 West 57th Street

Hollywood  
6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited, 1261 Shearer Street, Montreal 22, Quebec
Video Advertisers in February—Part A

(Part B Will Appear
May 10 Issue)

### Advertiser

- **AAA**
- **Abbe's Dairies**
- **Academy Theater**
- **Stoner Ackerman Clothes**
- **Adams Adman Corp.**
- **Alberto Television Headquarters**
- **Harry/Alper Co.**
- **American Blower**
- **American Packing Co.**
- **American Television Inc.**
- **American Tobacco Co.**
- **American Shoe**
- **Amstron Photo Corp.**
- **Atlantic Refining Corp.**
- **Alta Piano Buyers Co.**
- **Apple handcuff Inc.**
- **B&W Watch Co.**
- **Bowen's Louie's**
- **Bolton Motors**
- **B. V. D. Corp.**
- **B. W. Sears**
- **Beckman & Williamsson Tobacco**
- **Berry Auto Sales**
- **Marvin J. Berry**
- **Baltimore Savings Co.**

### Program Title

- **Inside Hollywood**
- **Stiles in Song**
- **People in the News**
- **Bab-O**
- **Shooting at Home**
- **Weather Forces**
- **Basketball**
- **Wrestling**
- **Sports Reports**
- **Bob Smith**
- **Sports**
- **Aud. Part.**
- **Halibut**
- **Weather Forecast**
- **Boxing**
- **Wrestling**
- **Sports**
- **News**
- **Times**
- **Among the Films**
- **Advertising**

### Station(s)

- **WWJ-TV**
- **WWL-TV**
- **KTLA**
- **WRGB**
- **KSD-TV**
- **WABC**
- **WBTV**

### Film

- **Ann.**
- **Shoppers World**
- **Sports**
- **Anch.**
- **Weather Forecast**
- **Sports**
- **Aud. Part.**

### Day & Time

- **L Next to sports**
- **L 7/8-7/15-7:45 p.m.**
- **L Tue. 7/15-7:45 p.m.**
- **F NBC Fri. 10:30-10:40 p.m.**
- **R M, W, S 8:30 p.m. to commercials**
- **F Thu. 8-9:30 p.m.**
- **F Mon. 9-10 p.m.**
- **F Max: 8:30 to 9:30 p.m.**
- **F Sun. 8:15-9:30 p.m.**
- **F 5 x week**
- **L Tues., Fri., 9 p.m. to conclusion**
- **L U. of Penn home games**
- **F Mon. 8:30-11 p.m.**
- **F Fri. 9-11 p.m.**
- **F Wed. 1-1:30 p.m.**
- **F Tues. 8-8:30 p.m.**
- **F Ann.**
- **F Ann.**
- **F Ann.**

### Agency

- **Rockwell & Warren**
- **Richard A. Foley Adv.**
- **L. W. Young & Frankel**
- **Ehrlich & Neuwirth**
- **Curtin & Eger**
- **Curtindale & Eger**
- **Arora Adv.**
- **Maitland-Howard**
- **Brooks, Smith, French & Dornace**
- **Ashbery Adv.**
- **Tanner Adv.**
- **Foods, Case & Belda**
- **Davidson & Co.**
- **Wrost-Miller**
- **O'Neill Adv. Agency**
- **Louis & Nickle Co., Inc.**
- **Mayers Co.**
- **Allied Silberstein, Bert Goldsmith**
- **Grey Adv. Agency**
- **James B. Beatie**
- **Bears Heads, Sees Co.**
- **BDDO**
- **Gene Reese Adv.**

### Notes

- Running sponsorship.
- Participating sponsorship.

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**Video Sponsors**

- 1. Agricultural & Farming
- 2. Apparel, Footwear & Accessories
- 3. Automotive, Automotive Accessories
- 4. Aviation, Aviation Accessories & Equipment
- 5. Beer, Wine & Liquor
- 6. Building Materials, Equipment & Fixtures
- 7. Confectionary & Soft Drinks
- 8. Consumer Services
- 9. Drugs & Remedies
- 10. Entertainment & Amusements
- 11. Food & Food Products
- 12. Furniture, Home Furnishing & Supplies
- 13. Horticulture
- 14. Household Equipment & Supplies
- 15. Household Furnishings
- 16. Industrial Materials
- 17. Insurance
- 18. Jewelry, Optical Goods & Cameras
- 19. Office Equipment & Writing Supplies
- 20. Publishing & Magazines
- 21. Radios, Phonographs, Musical Instruments & Accessories
- 22. Retail Stores & Shops
- 23. Smoking Materials
- 24. Soaps, Cleaners & Polishers
- 25. Sporting Goods & Toys
- 26. Toiletries
- 27. Transportation, Travel & Resorts
- 28. Miscellaneous
Big news in sponsorship results is being made in Baltimore these days. Here’s an example:
A telephone survey of television homes made at random on Tuesday evening (April 20) between 9:30 and 10:45 o’clock—while WMAR-TV was broadcasting the pro-basketball playoffs—found 90.8 percent of television sets in use. Of these, 80.5 percent were tuned to WMAR-TV and ... sponsor identification was 88.3 percent!

Here’s the proof: Television homes called 282
Sets in use 256
Watching WMAR-TV 214
Sponsor identification 188

Of 25 public places polled, all 25 were watching WMAR-TV!

FLASH!
WMAR-FM is now on the air daily on channel 250 (97.9 MC) with 20 kilowatts of effective radiated power.

Represented by
THE KATZ AGENCY, Inc.
500 FIFTH AVE • NEW YORK 18
We had a client who was skeptical. He bought Jimmy Scribner’s JOHNSON FAMILY and placed it on WIP, 6:15 P.M. across the board. He also bought three programs on other stations and said, “O.K., boys. It’s the survival of the fittest.” That was back in January, 1941. Today, he has only one program — the same JOHNSON FAMILY at the same time — that makes seven straight years on WIP. We had a client who was skeptical.
...WHERE 99 MILLION PEOPLE GATHER EVERY WEEK

...and if you want to reach this audience with LOWER PROGRAM COSTS, see back page of this insert
<table>
<thead>
<tr>
<th>DAY</th>
<th>BROADCASTER</th>
<th>TYPE</th>
<th>START TIME</th>
<th>END TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY</td>
<td>ABC</td>
<td>To Be Announced</td>
<td>8:00 AM</td>
<td>8:00 AM</td>
</tr>
<tr>
<td>MONDAY</td>
<td>NBC</td>
<td>To Be Announced</td>
<td>9:00 AM</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>MONDAY</td>
<td>CBS</td>
<td>To Be Announced</td>
<td>10:00 AM</td>
<td>10:00 AM</td>
</tr>
</tbody>
</table>

*EXPLANATORY NOTES*

LISTINGS IN FOLLOWING ORDER: BRIDGMAN'S NAME, PROGRMMING, NUMBER OF STATIONS, AND IN COMING ENDING. ADVERTISING AND INDIVIDUAL PROGRAMS IN BROADCAST ON W24G4 OVERSTAIRS.

**ABC**

- **Mon., Wed., Fri., Sun.**
  - **8:00 AM**
  - **10:00 AM**
  - **10:00 AM**

- **9:00 AM**
  - **10:00 AM**

**CBS**

- **9:00 AM**
  - **10:00 AM**

**NBC**

- **9:00 AM**
  - **10:00 AM**

**EXPLANATORY NOTES**

**BROADCASTING**

The Weekly Newsletter of Radio Telecasting

- **9:00 AM**
  - **10:00 AM**

**TELECASTING**

The Weekly Newsletter of Television Telecasting

- **9:00 AM**
  - **10:00 AM**
During the current winter season... advertisers sponsoring evening half-hour CBS Package Programs... averaged larger audiences... at 40% lower talent costs than the average sponsored evening half-hour program on any network.

*Whether you read Nugent or Hooper*
 toronto.


There's a home in Wyomin' (or two)

(IOWA)

Agency Executive Finds 'Broadcasting' Valuable

EDITOR, BROADCASTING:
While I have been a reader of BROADCASTING for many years as program producer, I find it even more valuable to me today. James D. Foote, Conel & Belding Radio Director Chicago

Comment on New Style Is 'Easier to Read'

EDITOR, BROADCASTING:
I wish to state, as the phrase unblocks, that the new makeup of BROADCASTING is a great step forward. I like it. It's business-like and does the first thing that the makeup of a magazine ought to do... makes it easier to read.

More power to you!
Joseph Katz
President
The Joseph Katz Co.
Baltimore

WHEB Manager Gives 'Clears' Coverage Views

EDITOR, BROADCASTING:
I wish that I could congratulate you on your reporting of the current hearing of the Senate Committee on Interstate and Foreign Commerce, but I believe... your coverage has been somewhat colored on the Clear Channel side. However, that is simply a difference of opinion and you, of course, are entitled to see it any way you wish. Best wishes.
Bert Georges
General Manager
WHEB Lebanon, N.H.

Opening of Agency Well Noticed—Orr

EDITOR, BROADCASTING:
This is just a few lines to tell you how much I appreciate the way you handled the recent announcement of the opening of my agency. I have received, about 99 1/4% mentioned the fact that they saw the announcement in BROADCASTING. Thanks again for your wonderful cooperation, and with best regards, I am.
W. Wallace Orr
President
W. Wallace Orr Inc.
Philadelphia

Features of Magazine Draw Compliments

EDITOR, BROADCASTING:
In my radio reincarnation as public relations consultant to Mr. Petrillo and the American Federation of Musicians, I'm back to reading your magazine from cover to cover as in the days when I was a station operator.

As a guy who professes to still have an eye for newsworthiness, typography and general readability, I'd like to tell you that the book bats an easy .999 improvement—and I thought the earlier magazine was a leader in the trade field.

Hal Leyshon
Hal Leyshon & Assoc.
New York

EDITOR, BROADCASTING:
A word of congratulations... for the excellent job of reporting a very complex and quickly growing subject, namely, television. It is possible that television is one of the big stories of the current year. You have been quick to recognize this and to change the pace and scope of your coverage to follow television's growth step by step...

I like what you are doing with the layout of your magazine. The changes made to date increase its readability and give it an attractive new look without sacrifice of the familiar features to which we are all accustomed...

James Nelson
Director
Advertising & Promotion
NBC, New York

EDITOR, BROADCASTING:
While others have commented on the content of your special market study, we at WENA feel that an equally important factor is the handy form in which it was presented.

The special section was lifted out of that issue and now is in our files in complete, un-torn form. By saving it and the special studies to come, we hope to build up a library of vital sales case histories and operating data...

John T. Gelder
Station Manager
WKEN Charleston, W. Va.

EDITOR, BROADCASTING:
I just want to take this opportunity to compliment you on the market series as well as the magazine format and the new features of your book.
Howard L. Chernoff
General Manager
WCHS Charleston, W. Va.

EDITOR, BROADCASTING:
May I congratulate you and your staff on the new BROADCASTING.

(Continued on page 16)
To maintain and strengthen its traditional role of Leadership—and to keep well ahead of the expanding needs of a fast-growing, prosperous market—KOMO now broadcasts with 50,000 watts. Thus, it gives advertisers even more "Selling Sock".

*KOMO sells the market surely, quickly, economically.*
The magazine is so sparkling that I forget, while I'm reading it, that I HAVE to read it.
I've heard nothing but favorable comments on every phase of your new format, so in being enthusiastic I'm only going along with the tide.

Jo Dixe
Trade Press Editor
NBC, New York

Nebraskan States Views On Clear Channel Issue

EDITOR, BROADCASTING:
Your present issue (April 19) reads like nothmg much change in "clears."
With a more "suitable type" propaganda by "clears more uniform coverage and smoothing out of "skip areas" would be possible, to benefit all of us. Then, possibly, "clears" or power would do the trick. Too much "cloud warning" in present energy-wasting method. Our signals are generally inadequate out here...
If need be a "clear" transmitter located at least 50 miles from a population center, would place it on a more equal footing commercially with other stations.
Not all papers are daily. Many a weekly "Beantown Bugle" serves. So, too, could stations in small towns, by operating with regular engineering requirements but only 3-4 hours a day using either AM or FM.

Bud Crawford
Broken Bow, Neb.

WCSI Has Praise For Cooperation

EDITOR, BROADCASTING:
I can't help but note that you fine magazine has given this station absolutely wonderful cooperation. One station could not ask for better cooperation than that which you have given us.

Graeme Zimmer
Promotions Director
WCSI Columbus, Ind.

Mickel Deplores Bias In Listener Surveys

EDITOR, BROADCASTING:
Recently, all four of the stations in this city ordered a telephone survey.
One of the employees of the newspapers with which we are affiliated told me that his next door neighbor had been working on the survey. He said he had seen her work sheets and that she commented on the results... she might possibly have been influenced to favor us because of her friendship with the newspaper man.

One of the local stations not satisfied with the results, ordered a similar survey to be made by another company. Our station had two listeners report to us that, after they had answered the telephone and reported that they were listening to our station, they were asked, "Are you sure?"

My feeling is that the survey companies are at fault; that radio stations, in view of the fees paid, are entitled to an unbiased, fair report; that such things as I've outlined undermine all surveys... we made a very satisfactory showing... but I hate to see such things continue.

David E. Mickel
General Manager
WGBA Columbus, Ga.

Open Mike
(Continued from page 14)

Read Konecky Book, WSWN Chief Suggests

EDITOR, BROADCASTING:
May I recommend as "must" reading for every broadcaster the wonderfully giberish writings of one Eugene Konecky intriguingly titled The American Communications Conspiracy.

Mr. Konecky makes it clear early in his book that the happy solution to all of radio's ills is government ownership. He points out the shining example set by England, Canada, Russia and "all the new democracies in Europe." Personally, I have never listened to the radio in Russia, as has, I am sure, Mr. Konecky, but I have listened in Canada and in England—and I'll take American radio listening any day.

Improves some shining hour by reading the Konecky writings. You'll love it!

Tom Watson Jr.
General Manager
WSWN Belle Glade, Fla.

Requests VD Editorial

EDITOR, BROADCASTING:
It was with a great deal of pleasure that I read the article "Radio vs. VD," by Erik Barnouw, and your editorial about the series being developed by Columbia U.

We believe that the article and editorial would make a fine one-page leaflet.

J. R. Heller, Jr.
Chief, Venerable Disease Division
U. S. Public Health Service
Washington, D. C.

Give 'Yes' a Rest, Alabaman Suggests

EDITOR, BROADCASTING:
... looking for ways to make commercials less painful. ... whenever a commercial ism is at a loss for a word he falls upon "yes" as though it had never before been heard.

Frank Craighead
Mobile, Ala.
NOW ON THE AIR COMMERCIALLY IN THE IMPORTANT MINNEAPOLIS—ST. PAUL MARKET...

**Ready—**

★ **FOR OUTSIDE TELECASTS**
  3 Mobile Units (one is a large Studio operation).
  3 Image Orthicon Cameras.
  2 Microwave Transmitters and Receivers.

★ **FOR STUDIO SHOWS**
  3 Orthicon Cameras.

★ **FOR FILM AND SLIDES**
  2 Iconoscopes.
  16 mm strobo-light projector equipped for over 140 minutes continuous projection.

★ **FOR SILENT MOVIES**
  Latest type Bell and Howell camera with complete lens complement.

★ **FOR STILL PICTURES**
  Leica with complete lens complement.

★ **FOR SOUND PICTURES**
  Single System Berndt-Bach auricon camera with full lens complement.

★ **FOR FILM PROCESSING**
  Huston Speed Developer.

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On April 27, 1948, KSTP-TV began full commercial operation with its 571 foot tower... the highest structure in the Northwest. Over 3,000 television receivers are already in operation. KSTP-TV men, with more than nine years video training are making Northwest television history.

**Nation's First NBC Affiliate**
**REPRESENTED BY EDWARD PETRY & CO.**

---

The Twin Cities' Market is Ready!
**Feature of the Week**

LAYING an educational trap for the nation's No. 1 killer—rheumatic fever and heart diseases—are Mr. Terry (standing) and (l to r seated) Mr. Roberts, Dr. Bouslog, and Mr. Wager.

JOINING FORCES with the Colorado Medical Society, KLZ Denver, has declared all-out war on Public Health Enemy No. 1—rheumatic fever and heart diseases. As a combat vehicle KLZ is utilizing a new series of public service shows on heart diseases entitled Knave of Hearts. The first of the series, prepared by KLZ staff members from authenticated data supplied by Dr. John S. Bouslog, president of the state medical society, and fellow doctors, was presented May 2, by the CBS affiliate. Medical circles offered more than (Continued on page 80)

**On All Accounts**

A s radio director of Roche, Williams & Cleary Inc., Chicago, Phil Stewart is a "natural." He was well-grounded in the fundamentals of radio when he joined the RW&C staff in 1942, having served in network announcing capacities for the better part of a decade.

Phil's dulcet-toned voice could easily be identified even today by any avid follower of the Wayne King orchestra which graced the network air waves from 1930 to 1938. The program began ... "This is the Lady Esther Serenade...."

Born in Glasgow, Scotland, in 1903, Phil came to the United States when he was 17 and soon found himself heading a musical combination in vaudeville. In 1928, while in Chicago, he struck an acquaintanceship with WCRW ("The Gold Coast station"), and accepted an offer to handle announcing duties and turn platters at $20 a week. In time he was weaned away by KYW, then located in Chicago. Listeners heard the famous Stewart voice dignify the instrumental efforts of such favorites as Rev. Maupin and his "Aces of the Air" and later Jules Herbeuveaux, present NBC program manager.

Hired as an announcer for the Wayne King show in 1930, Phil terminated his KYW association. The King program enjoyed tremendous success in the 30's, expanding at one time to five stints on three networks, and the suave-voiced Scotsman became identified as Mr. King's personal announcer.

In 1938 Phil went to the West Coast where he launched programs of his own. His best known, Dealer in Dreams, was aired on CBS' Pacific Coast hookup. Turn of the '40's found Phil back in Chicago—but soon inclined to another field. He (Continued on page 80)
There's a lot more to it than this...

In fact, there's a complete story behind this picture. The man is a Weed & Company representative. He's almost always welcome wherever he goes . . . Why? There's a lot to it that doesn't show in a receptionist's friendly smile.

There's training and timing, associations and experience . . . There's a lot of knowledge backed up by a lot more hard work. Basically . . . there's the fact that he never wastes time.

He means business . . . he talks business.

He knows specific markets like the back of his hand and he talks effective coverage in them. He knows how to get maximum results from every penny you spend for advertising . . . he talks Spot Radio.

Spot Radio is a highly complicated as well as a highly profitable medium. The expert knowledge required to use it correctly makes Weed and Company service indispensable to any radio advertiser.

Weed and Company radio station representatives

New York - Boston - Chicago - Detroit
San Francisco - Atlanta - Hollywood
Yes...pity the poor Sponsor...who listens to the claims of competing stations! Then, he gets swamped with Hoopers! Then, he's bewildered!

He's the fellow who pays the bills. And, to HIM...WHK in Cleveland, makes more than claims and promises. We make money for sponsors thru RESULTS! The proof? For the past 6 years WHK has consistently done more program business with local sponsors (who can watch results the most closely)...THAN ANY OTHER CLEVELAND STATION!
NO RADIO CENSUS?

By J. FRANK BEATTY

THE 1950 decennial census, showing the number of people in the U. S. as well as where and how they live, probably will not reveal any facts about radio set ownership, it was learned last week at the Bureau of the Census.

Highest officials at the bureau, as well as business advisors on whom they rely heavily for guidance, disclosed that the chances radio will be dropped are "very great."

These reasons are cited:

- Set ownership is so near the saturation point that a nose count won't show anything significant.
- There isn't any demand for the figures.

The 1940 census was too complicated and the Bureau, facing higher costs, wants to cut down the size and cost of the job, now estimated at over $100,000,000.

Since the Bureau started the vast task of winnowing out proposed questions it has been subjected to powerful campaigns from hundreds of groups and industries. Yet in the year-and-a-half of conferences, it has received only "a few" letters from the entire broadcasting industry, as well as related industries, requesting that the 1950 Census show how many homes have radios.

Recalling the insistent efforts by broadcasters to have radio set questions in the 1930 and 1940 census counts, bureau officials appear convinced that there isn't any point in spending the million or more dollars entailed in asking the question in 1950.

Though conceding the rapid growth of television, and its potentialities, bureau executives declare hardly any requests have been made for information on TV. One research group has asked for a breakdown on AM, FM, TV and shortwave receivers but this involves critical technical problems, it was indicated.

J. C. Capt, Director of the Census, told Broadcasting there seems to be almost a saturation of broadcasting receivers. He said it is "wasteful just to find out what you know already."

"The 1930 decennial census showed approximately 12,000,000 radio families, or about 40% radio ownership," Mr. Capt said. It was obvious to the Bureau during the next decade that set ownership was increasing rapidly. The Bureau was confronted on all sides with requests for a 1940 enumeration.

"After all, we naturally are influenced in selecting 30-odd questions for the population count and another 30 for the housing study on the demand for the information as well as its usefulness to the nation as a whole."

"The 1940 enumeration showed roughly 29,000,000 occupied homes with radios, or 83% ownership. A sample study in 1945 disclosed 34,000,000 radio dwellings, or 90% ownership."

"If broadcasters, advertisers and other groups believe a radio set question should be inserted in the 1950 enumeration, the Bureau will welcome their ideas."

"Great pressures are exerted for information ranging all the way from the number of flats in American kitchens to the number of blonds, redheads and brunettes."

"In 1930 the first radio set question merely consisted of a brief radio line with space for the enumerator to write the letter 'F' if the family had a receiving set. In 1940 the enumerator asked if there was a radio in the dwelling unit, 'Yes' or 'No.' However the 1940 question appeared in a separate Housing Census."

"The Bureau already has an appropriation of roughly $2,700,000 for preparatory work in 1949 fiscal year. Legislation providing for a 1950 housing enumeration is pending in the House Committee on Post Offices and Civil Service. It has already been passed by the Senate (S-554). Many marketing, advertising and business organizations appeared in behalf of this legislation."

"An organization like the Census Bureau which serves no special cause but which produces a great quantity of statistics on a take-it-or-leave-it basis, is at a serious disadvantage in competing for funds with regulatory and programming agencies which have specific functions to perform."

"In making appropriations, legislators are naturally influenced by the vigor of the expression of need for the services under consideration. It is only natural that the wide variety of basic statistics which the Census Bureau produces—and which are taken for granted like air and water—will not stir."

(Continued on page 70)

Sheppard Bill

Hits Networks Owning Outlets

By RUFUS CRATER

STATION and network properties worth more than $150,000,000 would be forced onto the market for sale under a bill introduced last week by Rep. Harry R. Sheppard (D-Calif.) to divest national networks of station ownership and limit use of network programs.

The bill (HR-6373), which even its author expected to be toned down, and for which other legislative observers held out little chance of enactment, would:

- Prohibit ownership of stations by national networks.
- Prohibit ownership of either networks or stations by manufacturers of equipment used in ation construction or operation.
- Forbid stations to own any two consecutive hours to network programs, limiting them to "every other or alternate hour."
- Define a network as two or more stations linked for simultaneous broadcast—a definition which, industry observers noted, is the same as that insisted upon by several radio unions.

Rep. Sheppard, making his first venture into the field of radio legislation in 11 years in Congress, conceded that "much compromising" probably would be done, and did not appear concerned over the likelihood that there would be no action on the measure this session.

Next Session Possibility

He said he did not intend to press for immediate consideration and that if Congress adjourns before action is taken, the bill will be reintroduced at the next session—by himself if re-elected in November, by someone else if he is defeated.

The 53-year-old Democrat, retired businessman and former com-
Radio Service for Non-Radio Towns

FIBER HEADS LIST IN SIX-MONTH POLL

Benny Second and Hope Third

In Fall-Winter Ratings

The Fibber McGee & Molly show was top-ranking program in the "Hoorapd of Stars," a calculation of program popularity for six months of the 1947-1948 fall-winter season, C. E. Hooper Inc. announced last week.

Fibber McGee & Molly topped programs not only in its own category, but also in all others. Its average Hoorapd was 27. Jack Benny was second with 26.1 and Bob Hope third with 24.2.

The rank in the variety category last year was Bob Hope, first; Fibber McGee & Molly, second, and Jack Benny third.

Other program categories and the top programs are shown in the following order in the rank, follow:

Radio May Be Dropped from Census 21
HIFAM System Discussed 22
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Allied Personnel Attend N. Y. Clinic 26
BBDO Replaces Ayer for Renall 28
SCOTUS May Get WSAV Case 29
Record Ban Accord Hopes No Brighter 30
WCKY Seeks Re-hearing 36

(Continued on page 71)
NAB CONCLAVE

NAB is going ahead on a convention-as-usual basis despite the threat of a nationwide rail strike May 11. Air-transport sources say that the strike has eased somewhat the early fears of a rail emergency.

Plans Not Halted by Rail Strike Threat

With the convention only a fortnight away, C. E. Arney Jr., secretary-treasurer, was operating from his temporary headquarters in the Los Angeles Biltmore, convention site. Scheduled to leave Wednesday of this week for Los Angeles are these members of the headquarters staff: Everett E. Revercomb, assistant secretary-treasurer; Robert K. Richards, director of the Board's reference manual, Dept. of Information; Jessie Basnight, secretary, Engineering Dept.; Helen A. Fruth, secretary to President Justin Miller; Donald S. Farver, auditor. Arthur C. Stringer, in charge of the exhibits, left Friday.

Judge Miller leaves this week, stopping at the U. of Arizona to receive an honorary degree. A. D. Willard Jr., executive vice presi- dent, will leave next week.

Registration Increases

Advance paid registration for the Management Conference totaled 565 Thursday night, with final registration of 800 to 800 anticipated. Advance registration a fortnight prior to the Atlantic City convention in September was about 1,000.

Advance registrations totaled 156 for the Engineering Confer- ence May 20-21, with well over 200 expected to attend. This number may be swelled by registration of managers during the manage- ment sessions.

Hotel space in the Biltmore, Ambas- sador and Town House has all been reserved, it was learned. The transportation problem was

causing concern at NAB headquarters last week, with hope that airliners would help out in case of a rail strike. The Air Transport Assn. told BROADCASTING the lines could add extra flights in case of an emergency and take care of a great deal of additional traffic.

They noted, however, that they will be under pressure everywhere to supply space.

Rail Crisis

Persons concerned about the rail crisis were advised to get air space as early as possible. Handling of the NAB convention traf- fic diverted from rail would not be a great success, AT A stated. With DC-6 planes coming back in to service "very fast," AT A said additional equipment is available for an emergency. Transcontinental rail traffic could be handled with most of their DC-6's back by mid-May, it was explained.

New entertainment event on the convention's agenda is a Santa Catalina trip for women, starting at 8:45 a.m. May 19. The event was arranged by P. K. Wrigley and the Santa Catalina Co.

CARE Praises Radio

COMMENDATION to broadcasters for "generous contributions of time and talent" in aiding deliveries of CARE packages to Europe was expressed in a letter to NAB President Justin Miller by Paul Comly French, executive director of CARE. The letter referred to work of members of the Assn. of Women Broadcasters. An outstanding example cited was the People Are Fighting program, which collected $100,000 in four weeks.

BROADCASTING • Telecasting

A SIX-Month agreement establishing wage scales for musicians in television performances was reached last Thursday in New York by major networks and James C. Petriollo, president of the American Federation of Musicians.

Ratification of the agreement covers all phases of television music and were as follows:

For local television origination, two-thirds of major-station local AM rates for staff work and for staff agreements and in the evening be devoted to simon-pure sustaining programs.

I'm sure that Mr. Big doesn't want that, nor do I, but neither do I nor many others want his telling me how to conduct myself in any quarter-hour, nor who my sponsors shall be, especially when I know that in the overall picture our stations are far less commerc- cial than the NBC radio stations.

A leading foe of the code at the Atlantic City convention, Mr. Breen later participated in an in-

6-Month Agreement Reached

TV WAGE

Musicians employed on television staffs must be paid the pro-rated difference in scale for each day of AM work in case they are assigned to it.

An additional $3 fee was set for musicians "called in for costum- ing or makeup," according to an announcement from Mr. Petriollo, but they "must be called within one hour prior to the telecast or dress rehearsal. The men are to furnish tuxedos and business suits as required.

Single Use

The union agreed that filmed records of live video performances must be used only once for ... single use over any station which is affiliated with the network at the time of the original telecast. Other uses of television film were not covered by the agree- ment. Discussions in this field will continue.

The AFM agreed that no addi- tional wages must be paid musi- cians in remote television pickups in which "music is incidental." Sports events, parades, political conventions fall into this category.

In all other remote television broadcasts, however, such as "con- certs, symphonies, operas, musi- cals from theatres, taverns, hotel dance bands, etc., the rates will be set by local federation," the an- nouncement said.

The agreement became effective May 1. Mr. Petriollo announced the arrangements would be "reconsidered" next October "in the light of developments.

In announcing the agreement, the union president described the television wage situation as "one of the most difficult ... I've ever faced."

"Our problem was to set a dec- ent scale without hampering the progress of an infant in- dustry," he said.

Official comment from the net- works was not forthcoming.

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Celenlüe Diesel
WNBC New York purchases spots on WCTC New Brunswick, N. J. promoting WNBC's salute to city. L to r: Schuyler Chapin, WNBC promotion; Derry Berry, WCTC sales; James Howe, WCTC president.

“CATERPILLAR” Diesel electric standby motor protects the KLZ Denver transmitter against power failure with assurance of 40 to 60 kw. KLZ engineers are (l to r) Warren Lockyear, George Bolts, Ed Clinkenbeard.

OVER-ALL VIEW of NBC's new television studio 8G in the RCA building shows four cameras covering two separate sets at once. Three cameras at rear pick up a rehearsal, while camera at right prepares to go on the air with a second show.

CATERPILLAR Diesel electric standby motor protects the KLZ Denver transmitter against power failure with assurance of 40 to 60 kw. KLZ engineers are (l to r) Warren Lockyear, George Bolts, Ed Clinkenbeard.

CONTRIBUTION of $1,575,000 from “Truth or Consequences” listeners is presented Dr. A. R. Barnes (r), president of American Heart Assn., by Ralph Edwards (l) m.c., and William Werner, Procter & Gamble.

VAUGHN MONROE (l) is interviewed by Ed Reimers on WBEN-TV Buffalo experimental telecast. Mr. Monroe “sang” mutely while his recording of “Matinee” was played. WBEN-TV “T-Day” is in late spring.

ARRANGING for Shell Oil's sponsorship of two daily newscasts on KTHT Houston are Shell representatives (l to r, seated) Hugh Mulvaney, Marion Grey, Ed Lier, Eric Boswell. Standing are Bill Bennett, manager, and Jack Edmunds, program director of KTHT, and John Heiney, J. Walter Thompson.

ARRANGING for Shell Oil’s sponsorship of two daily newscasts on KTHT Houston are Shell representatives (l to r, seated) Hugh Mulvaney, Marion Grey, Ed Lier, Eric Boswell. Standing are Bill Bennett, manager, and Jack Edmunds, program director of KTHT, and John Heiney, J. Walter Thompson.

LLOYD YODER (l), KOA Denver manager, gives NBC M.C. Art Linkletter a ten-gallon Stetson to wear on Denver visit.

MOVIE STAR handless veteran Harold Russell (l) is interviewed on WHLI Long Island by Announcer David Platt.

IN NEW YORK celebrating Paris opening of Harriet Hubbard Ayer salon (l to r) Ralph Lewis, Ayer president; Bill Paley, CBS board chairman; Charles Luckman, Lever Bros. president.

P&G CONTEST winner Allan Loomis (l, seated) gets Chevrolet on 63rd birthday. Standing: Edwin Hinkle, WTBO Cumberland program director; Harry Tracy, P&G.

AIR FRANCE traffic manager, Pierre Rousselle, bids WITC Hartforf's Jean Colbert "Ben Voyage" at airliner's first Boston-Paris flight.

AROUND 936-ft. tower of KOCT-FM Oklahoma City are (l to r) Royden Freeland, chief engineer; John Thomas, president; M. H. Bonebrake, manager.

BROADCASTING from train's "Astra-Dome," Jack Bennett (center), KWK St. Louis interviews Harry L. Blair (l), General Motors. KWK Technician Ken Hildenbran is at left.

JOHN GILMORE, president, New England School of Radio Broadcasting, for third year signs "New England School of the Air" on WICC Bridgeport, as Joe Lopes, WICC, observes.

ABCers attending L. A. Ad Club 20-years-in-radio luncheon include (l to r); Sid Stevens, Hollywood audience promotion director; Byron Nelson, salesman; Sid Goodwin, producer; Georgia Fuller, auditions; Carl Lorenz, engineer. Group totals almost 100 years in radio.
TOBEY Sharp Tongued Senator Rose Through Ranks

By JOE SITRICK

RADIO appears headed for another sweeping Congressional investigation—this time into patents, cross-licensing, allocations, FM and TV—with RCA, NBC and FCC the main subjects under scrutiny.

The initiating force is Sen. Charles W. Tobey (R-N.H.), who rose from an $18 a week bank clerk in 1903 to become one of the most powerful and high-ranking legislators in the land. How he achieved that height and what makes him tick as he does is a story in itself.

The varied occupations of the Senator's early days gave little indication that he would some day be at the helm of two important Senate Committees—Banking & Currency and Interstate & Foreign Commerce. In the former he has jurisdiction over all financial matters including prices, rent, housing, etc., while in the latter, he is concerned with all legislation affecting commerce, including commerce, transportation and allied fields.

Was Bank Clerk

From his inauspicious beginning as a bank clerk, he shifted to working on a farm in 1903 and acquired a chicken business before leaving that field in 1916 to enter the investment banking business in which he later became prominent. To add variety, he spent some time in the insurance business and later served as president of the Manchester Trust Company, Manchester, N.H.

His political history began in 1915 when he was elected to the New Hampshire House of Representatives. He was later re-elected in 1919-20 and 1923-24, serving as speaker in the 1919 term. He served as president of the state senate in 1925-26 and was elected governor in 1929-30.

The Senator's venture into national politics began in 1932 when he was elected to the U. S. House of Representatives. He was re-elected to the following two Congresses and in 1938, he succeeded in winning a Senate seat. He was re-elected in 1944 for a second term which ends Jan. 3, 1951.

Sen. Tobey is a long-time opponent of monopolies and has always been interested in the patent procedures and policies of any or all industries. He has often championed unpopular causes in the Senate, frequently against the wishes of the leadership. Republican conservatives regard him as "even more of a New Dealer than Claude Pepper," and a traitor to the GOP traditions.

He is a consistent nonconformist with an independent mind and a scalpel-edged tongue. With Ore-.

gon's Wayne Morse and Vermont's George D. Aiken, he forms what has been termed the "liberal" side of the Senate. The left-wing New York newspaper PM has called him "a courageous and far-sighted Republican Senator."

He has not always been such a "liberal." However, back in the pre-War World II days, he was a dyed-in-the-wool isolationist. He even opposed the 1940 census as a "sn spoofing attack" by the War Dept. to obtain information on mobilization.

With the advent of the war and under the pressure of criticism from constituents, however, he made a complete about face and has since been known as more of an internationalist.

But regardless of his other feelings he has always fought monopolies and their "fat lobbyists with round heads and round bottoms."

His most public entry into the radio limelight was his violent opposition to former FCC Comr. Thad Brown in 1940. Comr. Brown denied an accusation of Sen. Tobey that he (Comr. Brown) had been involved in a New York night club escapist with RCA as his host. The denial angered Sen. Tobey and he launched an investigation of FCC policies and practices.

When Comr. Brown was nominated by the late President Roosevelt for another term, Sen. Tobey bitterly opposed the appointment and as a result it was shelved by the committee. Comr. Brown died in a short time later.

Sen. Tobey acquired a renewed interest in radio about the time he became acquainted with Maj. Edwin Armstrong, FM inventor, a few years ago. Since that time, he has taken up the Major's oft-repeated charges that FM had been sidetracked and pushed around and that television belongs in the upper bands.

The New Hampshire Republican looks with jaundiced eye on the FCC black and white vs. color decision, reached during Charles Denny's tenure as FCC chairman, and favored by RCA, NBC and others. Moreover, he has frequently pointed out that Mr. Denny is now employed by NBC for a "high salary."

Fellowed White

Since Chairman Wallace H. White Jr. (R-Me.) became ill and he assumed the acting chairmanship of the Commerce Committee, Sen. Tobey has taken a greater and greater interest in radio matters.

His attendance was almost constant at the recent Johnson Bill hearings and he was a frequent and persistent questioner. The coming inquiry will probably start off with high RCA officials, who will most likely be asked a host of questions about patents, FM, television and general company policy. It may delve into any matters which happen to arise, since under the Legislative Reorganization Act, a standing committee may investigate anything under its jurisdiction at any time. Tentative date has been set for May 12.

The Senator was the main figure in the fight against President Truman's appointment of Edwin Pauley to a Navy post. This angered the President and he wrote Sen. Tobey a stinging letter on which he scrawled across the bottom, "Come and see me!" To which Sen. Tobey replied, "Who does he think I am—Mae West?" But he doesn't carry grudges and he has since been on the President's side many times, notably in the battle for confirmation of David Lilienthal.

The Senator is a staunch prohibitionist, and until recently he used to raise a glass of water before making a speech and acclaim it as the "best of potations."

He is a deeply religious man and draws inspiration from the Bible. During debates, he often quotes passages from Scriptures and from famous poetry. He is one of the top showmen in the Senate.

He is a widower with four children, but that is soon to be changed. The Senator is engaged to a retired Washington, D. C. schoolteacher who has three children by a previous marriage. The couple applied for a marriage license last week, but the date of the wedding is still being kept a secret.

gets State Dept. Post

EDWARD W. BEATTIE Jr., veteran of 15 years with United Press, has been appointed head of the news operation of the State Dept.'s International Broadcasting Division, according to an announcement last Thursday by Asst. Secretary for Public Affairs George V. Allen. Mr. Beattie will headquarter in New York, where he will direct all news operations for the "Voice of America."
WASHINGTON Is Scene Of 3-Day Clinic

RADIO farm directors comprise a life, they were told last week at a luncheon held in Washington under auspices of

Winding up the three-day session of the directors left for Columbus, Ohio, to take part in a series of meetings with the Ohio State U. institute.

Addressing the final luncheon, W. W. Og, director, Washington office, American Farm Bureau Federation, another "successful crop," if not the most potent agency for dissemination of information to farmers.

In a similar vein Russell Smith, Washington representative of the National Farmers Union, said "there isn't anything more important than radio to farm people. More farmers listen to radio than read newspapers, don't believe the FFC people realize that Mr. Smith suggested 50 kw stations should be moved from congested areas to rural sections so they could reach more people. He feared superpower might lead to monopoly.

Prior to the start of the sessions a subcommittee of the National Assn. of Farm Directors met with Harold Fair, NAB Program Dept. director. Mr. Fair discussed plans to produce an NAB program manual, asking the subcommittee to aid in preparing the farm chapter.

Subcommittee members taking part were Layne Beaty, WBAP Fort Worth, chairman; Charles Worchester, WMT Cedar Rapids, NAFD president; Herb Flambec, WHO Des Moines.

Information Sources

Sources of agricultural information were considered at the three-day meeting. Specialists of the Dept. of Agriculture discussed their operations and answered questions. Arrangements were handled by Ken Gagen, head of the Department's radio service; Dana Reynolds, in charge of operations; Tom Noone, television specialist, and Joe Tonkin, extension radio specialist.

Among those attending the meetings were:

Frank Arwood, WYTV Hartford; Phil Alampi, WZL New York; Banks Al- nold, Oklahoma A&M; Linwood Bro- tte, WSHC New Orleans; John Car- ter, Texas A&M; Roy Battles, WLW Cin- cinnati; Charles Day, ODOT; Rob- ert Cole, WDAY; Robert B. Chil, Rural Radio Network, Itahca, N. Y.; Frank Cooley, WBAS, Hou- ville; Bob Driscoll, NBC; Bill Diamond, Amer- ican Seed Mfg. Assn.; Neves Diaz, Puerto Rico Rice Extension Service; Phil Evans, KMBC Kansas City; Charles Eckhask, New England Radio News Service; Charles Finley, Stan- ton; Stanley Flower, PMA Radio, New York; Bill Goodwin, U.; Robert H. Gut, Re- minder; Robert Herbert, State College, N. M.; Lawrence Haber; Norman Harris, WBB Boston; Howard Hays, WJL Detroit; Robert Harding, Canadian Dept. of Agriculture;

C. W. Jackson, KCKO Kansas City; Arnie Johnson, WTH Trente; Tim Kirby, WCAU Philadelphia; Ed Lemoine, WKY Oklahoma City; Don Leech, CBS Washington; Ted Leeper, WPFF Raleigh; N. C.; Miguel E. Lopez, Puerto Rico Rice Extension Service; Ger- onimo London, WNW, New Orleans; John Merrifield, WWJ Detroit; Homer Martz, KMBC St. Louis; John M. Miyake, WSM Nashville; George Michael, three radio stations; Charles Backer Yankton, S. D.; Joe McQuay, WWVA Wheeling, W. Va.

Lane Palmer, N. C. State College; Herb Flambec, WBB New Bern, N.C.; Jim Romine, WSB Atlanta; George Round, WO, of Neb.; Merrill Rapo, Dorothy Rapp, WCOM Parkersburg, W. Va.; Ray Raper, WOKA Cleveland; Lee Schneider, KYW Tulsa; Maynard A. Speece, U. of Ill; Jerry Seaman, Brown, Des Moines; Paul Seibert, WKCO Clarksdale; Hal Totten, WGN Chicago; Virginia Tatam, CBS Washington; F. P. TAYLOR, WSTV Stenhouse; Maxine Thompson, Grocery Mfrs. of America; Charles Worchester, WMT Cedar Rapids, Marshall Wells, WJR Detroit; Ben WOR Worthington, Ohio; Robert Williams, Iowa Extension Service; Robert WYX Iowa City; RSTP St. Paul; George A. Van Horn, U. of Neb.

Robert Behrens, Campbell Soup Co.; Jesse Bixfum, WEHt Boston; Dean Bowers, WBAC New York; John John- pondy, WJW Cleveland; WGN Chicago; Robert Miller, WPBD Fort Wayne; Robert Thompson, QTV Salt Lake City; Russell Park, WLW Cincinnati; Gary Wiegand, WLS Chicago; Stan Grant, WLS Chicago; WITW Wlosa- ville, WIS; Gene Shiple, WBW Topska; George Soule, DuPont.

ALLIED STORES

ALLIED STORES radio personnel were familiarized with industry policies, problems and techniques at a meeting last week in the New Yorker radio and television director of the network, stressed the value of "letting in" employees and depart- ment buyers on their store's radio and advertising.

Howard P. Abrahams, sales promotion division manager of the National Retail Dry Goods Assn., declared that "radio produces best" when it repeatedly reflects the character of the store, promotes strongest departments, services or items, if used continuously, and promotes other advertising media.

Akon Speaker

Projecting the idea of reflecting the store's character on the air, Zahrt, radio director of A. Polsky Co., Akron, Ohio, stated sincerity, imagination and enthusiasm should be instilled in radio advertising. Therefore, outlined the store's schedule, which calls for about seven and a half hours of broadcast time for 27 weekly programs, on the basis of 52 weeks. Varied musical shows, serials, current events, and straight advertising, are outlined for store's store, when it clicked with a session Thursday afternoon. He added that store's programming

(Continued on page 66)

A LEADING national advertising executive believes that the infant television industry did better in 1947—its first year out of swaddling clothes—than the automotive industry did in its tenth year. He is M. F. Mahony, vice president of Maxon Inc., New York.

Mr. Mahony expressed this view before 178 radio and television leaders attending a three-day joint meeting of the Radio Manufactur- ers Assoc. (engineering department) and the Institute of Radio Engineers held in Syracuse April 26-28. Talking as an ad man to techni- cians, he pointed out that retail sales in television's first big year totaled almost $100,000,000, and thereby exceeded automotive sales in the tenth year of the horseless carriage. From this he drew a conclusion that television would in time become one of the nation's top economic fac- tors.

Speaking at a dinner meeting of RMA-IRE April 28, Mr. Mahony and also envisioned a new type of retail store in the future, out of the use of television. He called it a telephone store, in which housewives will see through television the merchandise exhibited in stores and then place their orders by telephone.

In another major address, given April 27, radio engineers were urged to think in terms of working for the good of all people to make their communities a better place to live and work. This new social evaluation of an engineer's duties was presented by E. Finley Carter, vice president of Sylvia Electric Products.

Another talk that attracted much interest was made by A. L. Durkee of Bell Telephone Laboratories on "Broad Band Microwave Relay Sys- tem Between New York and Bos- ton," He said much progress was being made in the experiment. But added that at present no conclu- sions can be drawn as to whether microwave relays or coaxial cables will provide the answer to tele- vision's No. 1 question.

And in connection with micro- wave relaying another speaker forecast a bright commercial fu- ture for Klystron tubes. He was Coleman Dodd of the Sperry Gyro- scope Co.
**PHILCO AWARD**

**TELEVISION** programs were produced and delivered simultaneously in the same spot for the benefit of 750 highly-receptive members of the Sales Managers' Assn. of Philadelphia during their 37th annual dinner April 27. The demonstrations highlighted the annual Howard G. Ford Award night.

The unique video program, stressing in the manner in which television can alter selling and buying habits of the nation, was presented in Philadelphia's Bellevue Stratford ballroom. It followed a ceremony in which James H. Carmine, vice president in charge of distribution for Philo Corp., accepted the coveted Howard G. Ford Award in behalf of his company.

A handsome wood plaque, it represents hand-crafting efforts of its donor, Howard G. Ford, vice president of W. H. Hoedt (Photo) Studios Inc., of Philadelphia, over a two-year period. It was presented to Mr. Carmine by M. F. Foeller, division manager of American Telephone and Telegraph Co. and chairman of the association's award committee. Philo Corp., an leader in the radio manufacturing field the past 18 years and a video pioneer, was accorded the honor "for its outstanding contribution in the scientific distribution of goods and services."

In accepting the award Mr. Carmine pointed to the rapid growth of video, and forecast that 6.94% of the nation—or roughly 7 out of every 100 Americans—will have ringside video seats for this summer's national party conventions.

Over 40,000 video sets a month are being installed in American homes, and this record promises to increase to 60,000 a month by the end of this year. Mr. Carmine pointed out to the members.

"Sales of television equipment, including home receivers, transmitters, and relay links promises to exceed a quarter of a billion dollars in 1948. There has been nothing in the history of America to equal it," he declared.

"Television," Mr. Carmine concluded, "will vitally affect the sale and distribution of goods and open entirely new fields of entertainment for millions of people."

Created by Hutchins

The demonstration, "Television In Action," was created and staged for Philco by the Hutchins Ad- Co., and the staff of WPTZ Phila- delphia. Designed as a preview of tomorrow's video programs, it featured Paul Whiteman, Bert Wheeler, Connie Haines, Joe Kirkwood, the Walter Wanger girls, Glenn Oser's orchestra and a cast of 25 prominent Broadway and radio actors and actresses.

The balloon stage was transformed into a studio. Cameras and a full crew operated back stage, where a monitor control room had been set up. A total of 16 large screen projection television receivers were distributed about the ballroom. Through a public address system, aural commercials were presented, then video commercials were heard and seen on the 16 re-

(Continued on page 7)

**Job Offers for Disabled Vets Follow TV Program**

**TV Demonstration Is Success**

**CBS, 'L. A. Times' To Operate KTVV**

CBS and the Los Angeles Times last Wednesday announced plans for the joint operation of KTTV Los Angeles, a television station for which the Times holds a construction permit [BROADCASTING, April 26]. The newspaper will own 51% and CBS 49% of KTTV, which is to operate on Channel 11 (198-204 mc) with 19.15 kw aural and visual power.

On FCC approval of transfer of the KTTV CP from the Times to a corporation representing both parties the station will become the Los Angeles outlet for CBS-TV. The board of directors of the corporation, to be capitalized at $1,000,000, is as follows:

Frank Stanton, CBS president; Norman Chandler, Times president and publisher; Philip Chan- dler, Times vice president; Don- ald V. Thornburgh, CBS vice president; Omar Johnson, assist- ant to the Times president; Ned Marr, CBS West Coast attorney; and Richard G. Adams, Times secretary.

There is "every hope" that KTTV will be on the air this fall, Norman Chandler said. Its plant will adjoin KNX-FM Los Angeles, a CBS station. On April 27 the Times filed applications with the FCC for a new KTTV transmitter plant on Mt. Wilson.

The exact amount of money involved in the transaction between CBS and the Times was not divulged, but it was reported by a CBS official that the network would presumably pay the Times 49% of the costs so far incurred in its television activities and would, of course, bear a proportionate share of future costs of the station.

**CBS, 'L. A. Times' To Operate KTVV**

**New Video Station on West Coast Expected to Start by Fall**

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*CBS, 'L. A. Times' To Operate KTVV*
**REXALL ACCOUNT**

**BDDO Replaces Ayer; Signs New Show**

**SAFETY AWARD GIVEN**

**ADVERTISING COUNCIL**

**THE HIGHEST AWARD of the National Safety Council was given to the Advertising Council in a presentation during an Alden Family program on BC last Friday night.**

The Council was credited with a major role in saving lives through the “stop accidents” campaign of the Safety Council. Radio alone was used by the Council to obtain nearly a billion and a half listener impressions it was pointed out.

Ned H. Dearborn, president of the Safety Council, in presenting the award to Charles G. Mortimer Jr., chairman of the Advertising Council and vice president of General Foods, said that although it was impossible to estimate the number of lives “which the Advertising Council has saved with its stop accidents campaign,” it was known that traffic deaths decreased 12% last year.

“...we in the National Safety Council are convinced that this was not a fluke; that hundreds of millions of people had been reached with your campaign message,” Mr. Dearborn said.

**NAME CHANGE**

LaRocche & Ellis is Now C.J. LaRocche and Co.

LaRocche & ELLIS, New York, on May 1 changed its name to C. J. LaRocche and Co.

Mr. LaRocche, head of the agency, formerly was chairman of the board of Young & Rubicam, one of the founders of the War Advertising Council and served as its organizer and first chairman during the war. He has been a former vice chairman of the board of ABC and is a past director of the National Assn. of Advertising Agencies.

Sherman K. Elzies, formerly president of the firm, has resigned and has not been actively connected since the first of the year. He will, however, continue to act as consultant to the agency. Mr. Ellis is associated with Diorana Corp.

**PERSONAL SHIFTS**

Organizational and personnel shifts took place simultaneously with change of name. John F. Price has been named senior vice president and he will continue to operate the Chicago office of the company. G. N. Beecher Jr. has been named vice president and contact supervisor in Chicago.

John F. Reeder, formerly vice president and general manager of Walt Disney Productions, has become vice president and director of the agency and will be in charge of operations in the company’s newly-opened Pacific Coast offices in Hollywood. Crawford D. Paton

**NBC Policy Stops Show Lend-Lease’**

Unusually Time Must Be Turned Back to Network

NBC “in the best interests of all advertisers,” advised its clients and advertising agencies last week that “lend-lease” arrangements on program time and talent will be discontinued immediately.

The policy provided that a client could relinquish his time and/or talent on NBC to another client with the privilege of reinstatement within a specified period of time, subject to the network’s approval.

In his letter rescinding the policy, Harry C. Kopf, administrative vice president, said “effective immediate action of this nature will prevent certain reasons find themselves unable to continue their time periods on NBC will be asked to relinquish the time to the network. The present “lend-lease” arrangement, after it is expired, will not be renewed.”

The only NBC program now being aired through such an arrangement is the Fred Allen Show, Sunday nights, 8:30-9 p.m. Standard Broadcasts & Radio announced the program to Ford Dealers on Jan. 4, 1948 to the spring of 1949, the network said.

Early in 1945 the network announced various changes in its program policy involving the following four points: Discontinuance of acceptance list; replacement programs subject to acceptability; no artist control of time period; no cross reference to programs on other networks.
A COURT DECISION upholding a network's right to set the network advertising rate, a decision reversed by an affiliated court, may give WSAY Rochester, N. Y., the opportunity to get the Supreme Court to review, WSAY may position a course was taken by ABC and Mutual from switching affiliations to other stations.

It held that a network is not a common carrier and therefore can make, "in the absence of concerted action" prohibited by the antitrust laws, whatever contracts it will the for the distribution of its programs.

Bid Refused

The bid for a temporary restraining order against ABC and Mutual for its alleged participation in a rate war was denied by Judge Alfred C. Cose of the U. S. Southern District Court, New York [BROADCASTING, Nov. 17, 1947], was linked with WSAY owner Gordon P. Brown's $12,000,000 suit against the four major networks in which he charges conspiracy to keep WSAY from carrying network programs.

It had not been definitely decided last week whether WSAY would petition the Supreme Court for review, but spokesmen said this course was under consideration. The Court may grant or deny such a request, as it wishes. Even without review, WSAY may proceed with prosecution of its suit. But legal observers felt the station's position in the case will be materially weakened unless the circuit court's ruling is first reversed.

The suit, for treble damages under the anti-trust laws, claims all four major networks by concerted action had "illegally attempted to conspire by a join together all important broadcasting stations and national advertisers by a series of mutually exclusive contracts and had used their resulting power to dictate arbitrarily the price at which all broadcasting facilities would be available, with the purpose and effect of excluding WSAY from the network advertising market," according to the circuit court's summary.

Seeks Permanent Injunction

Besides a preliminary injunction against ABC and MBS, WSAY in its suit seeks a permanent injunction against all four networks. It claims ABC and Mutual conspired to boycott WSAY, and that NBC and CBS refused to make their programs available to the station.

The Circuit Court noted that NBC and CBS have exclusive affiliations in Rochester (WHAM and WHEC, respectively), and that WSAY, which until 1947 was the only other station there, had been able to carry programs in competition with both Mutual and ABC. WSAY, the Court said, refused to sign standard affiliation contracts, insisting that it be allowed to fix its rates themselves.

ABC and Mutual contended the rates WSAY wanted were exorbitant, but that WSAY was then in a position to refuse a standard contract because it was the only un-affiliated station in Rochester. After FCC issued grants for two new stations ABC and Mutual terminated their special arrangements with WSAY, and signed up the new outlets (ABC with WARC, Mutual with WVET).

It was this change in affiliations which WSAY sought to block in its bid for a preliminary injunction. Judge Cose's denial of the petition, the appeals court — Circuit Judges Learned Hand, Thomas W. Swan, and Augustus N. Hand — said in its decision handed down April 15 and written by Judge Augustus Hand:

Appeals Court's Ruling

"A network is not a common carrier and each [ABC and Mutual] therefore had the right in the absence of concerted action to make such contracts for the distribution of its programs as it chose. Plaintiff [WSAY] concedes that its refusal to enter into a rate to an advertiser and in all other respects to use its outlets on the radio network, nor does the court have power to compel defendants to deal with the plaintiff on such terms. Plaintiff misconceives the function of a network, which bears time from the stations and sells to the advertisers its time and the right of those stations as an aggregate. Not only are the terms of the agreements between the stations and defendants not open to the Court, their contents can be as arbitrary as defendants would be powerless if not impracticable for plaintiff to be compelled to see that they did not have authority to deal independently with the advertising concerns instead of leaving the rates to be determined individually by contracts with separate stations which they serve.

Such contracts, however, as operating as a single coordinating agency, would seem to be as little susceptible of definition in order that it might compete with other networks and advertising media as the position of a common carrier. It might, however, be true that the network as a whole may receive. We can not say that it would be possible for a network to allow to block in a single rate, but it would seem a less practical course of business and certainly one to which plaintiff cannot be compelled against the wishes of the advertisers.

The fact that ABC and Mutual terminated their arrangements with WSAY on the same day, or that similarity was found in certain of their business practices and terms of their affiliation contracts, was not regarded as indicative that the networks "acted jointly" engaged in "conspiracy." The Court said:

No Conspiracy, Court Says

"In the record now before us there is no persuasive evidence of a conspiracy to exclude or to otherwise unlawfully exclude the plaintiff from obtaining designated ad space, rates, or terms, whatever may later be established as triable facts.

The two networks' cancellations of their special arrangements with WSAY, the Court said, came when "time was of the essence," competitively. With respect to "similarity" in business practices and affiliation contracts, the Court said:

"We cannot say that such similarity results from anything more than common business solutions to identical problems in a competitive industry. Moreover, the similarity of many of the terms might be explained by requirements of the FCC governing the stations." The decision continued:

"We think it improper to grant a preliminary injunction upon the charge that the networks have unlawful "exclusive" contracts with their stations (Continued on page 67)

AFRA CONTRACT

Aid on Union Shop Promised

CONTRACTING parties are expected to sign momentarily the agreement reached between the major networks and the American Federation of Radio Artists. Highlights are a 7 1/2% increase for staff announcers and sound men, and a management pledge of cooperation with AFRA in obtaining a union shop. [BROADCASTING, April 26]

Terms of the agreement, described by George Heller, AFRA executive secretary, as the best obtainable at present are:

(1) Renewal of all AFRA network and transmission agreements for two years from Nov. 1, 1948, to Nov. 1, 1950, with a clause permitting the union to reopen wage negotiations any time after Nov. 1, 1948, if the cost of living index is 10% higher than that of March 15, 1948.

(2) A 7 1/2% increase for all staff announcers and sound men who were on station's employment rolls April 1. A 5% increase in all minimums covered by the agreement. No increase in scale for actors, singers, or freelance announcers. The agreement carried the proviso that "it is understood that it commits the companies only to the staff agreements in New York City and the three network cities under the same ... code of fair practice for live commercial broadcasting, actors and singers sustaining agreement, and the transcription code. The companies, however, will be willing to recommend to their midwestern and western representatives acceptance of the same proposal."

(3) Agreement by respective management to join with AFRA in a consent petition to the National Labor Relations Board for union shop elections under the Taft-Hartley Law. (In pursuit of this, area elections are to be held in New York, Chicago, Los Angeles and San Francisco among all persons covered by the three network contracts named in paragraph 2).

Chief argument which decided AFRA's acceptance of these terms was the advantage of obtaining the networks' cooperation in securing union shops, Mr. Heller said.

Nelson Case, president of AFRA's New York local, said that those covered by the 7 1/2% rise are "well satisfied." The actors, singers, and freelance announcers not covered "seemed willing to forego scale rises in the belief that wider employment is possible if there is no increase in pay per job," Mr. Case said in an article in Stand-By, AFRA's New York monthly publication.

SPECIAL RADIO Committee on world trade goes over publicity plans for Harbor Day, May 22, closing event of 1948 World Trade Week celebration in Los Angeles-Long Beach area. Committee members are (1 to r): William Tillych, L. L. Junior member of Commerce, which is sponsoring Harbor Day; Jimmy Von- diveer, KFI Los Angeles director of public affairs; Virginia West of KECA Los Angeles program department; and Joe Michelet, co-chairman of radio trade week committee.

where the FCC, after protracted hearings and consideration not only of the general public interest but of the Sherman Anti-Trust Act, has specifically examined and approved or disapproved of the affiliation contracts at present in use and the defendants have given reasonable grounds for denying their exclusiveness or illegality.

For support, the Court cited FCC's network monopoly report—of which WSAY's Washington counsel, Seymour Krieger, then with FCC, was a co-author, William L. McGovern, formerly of Justice Dept., also is appearing for WSAY.

In statements submitted to both FCC and the Senate Interstate & Foreign Commerce Committee, Mr. Brown, WSAY owner, contends that the court ruling "in effect states that FCC licenses the radio char-mers and monopolists and the rates charged (Continued on page 67)
Record Ban Accord

Hopes No Brighter

Industry Music Committee Meets; Engages Public Relations Man

A SPOKESMAN for the Industry Music Committee declared after a meeting in the NBC board room in New York last Thursday that "we are no closer to a settlement (of the recording ban) with Petrillo than we've ever been." But he added that the committee would this week make "an important announcement," the nature of which was not divulged.

The committee also disclosed the retention of Millard C. Faught, of the firm of Young & Faught, as public relations counsel. Mr. Faught replaces Vern Burnett, who has completed the initial phase of the public relations campaign for which he was retained, committee spokesman explained.

Mr. Petrillo's union has failed to answer the last two communications of the Industry Music Committee, seeking a more rapid lifting or easing of the ban on recording, the spokesman added. Mr. Faught said a major part of his job will be to get across to the public the "irrational" settlement of radio and television contracts that has not entirely ended the Petrillo problem.

Present at last Thursday's meeting were Frank Nolan, NBC executive vice president; Richard P. Doherty, NAB director of employee employers' associations; Richard Testut, general manager, Associated Program Service; Sidney Kaye, BMI general counsel; Edward Wallstein, Columbia Recording Corp., and Mr. Faught.

The committee set no date for its next meeting, but adjourned sine die, to meet again "when the situation warrants it."

Actors-Artists TV Unit, Networks Resume Talks

THE TELEVISION committee of the Associated Actors and Artists of America will resume negotiations with the networks at the offices of ABC in New York May 5, according to George Heller, committee chairman.

The first meeting, held last Monday at CBS, was attended by representatives of the four major networks and WOR of New York. The current series of negotiations will, it is hoped, produce the first blanket contract covering television performances by actors, singers, and other members of the four AFL unions, of which the Associated Actors is the parent.

Campaign for Movie

CAMPAIGN of $1,000,000 will be disbursed in advertising RKO release, "Joan of Arc," through Footes, Cone & Belding, Los Angeles. Radio budget has not yet been determined.
THE simplest thing in radio is the formula for getting and holding an audience: (1) Enough power so that the audience can listen; (2) Enough program skill, showmanship and presentation to make them want to listen.

WHO offers both—therefore attracts and holds by far the largest audience in Iowa. In every one of the eight counties emphasized at the right, there is at least one good radio station. Yet the 1947 Iowa Radio Audience Survey shows that from 5:00 a.m. through 6:00 p.m., WHO's average percentage of total listening in those eight counties is 48.1%!

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
TV Grants Allotted Alabama, Florida

Birmingham, St. Petersburg CPs; Armstrong Gets TV Permit

CONSTRUCTION PERMITS for new commercial television stations were authorized last Thursday by FCC to Voice of Alabama Inc. (WAPI), Birmingham, and Sunshine Television Corp., St. Petersburg, Fla. Sunshine Television is headed by Robert B. Guthrie and B. Earl Puckett, officers and stockholders of Allied Stores Corp, department store chain operator.

Authorization for a new experimental high-band video outlet was made by the Commission to Edwin H. Armstrong, inventor of FM [Broadcasting, April 12].

Edwin H. Armstrong is on the list of the new commercial outlets were Channel 13 (210-216 mc) at Birmingham, with effective radiated power of 26 kw visual and 27.2 kw audio, and Channel 26 (174-150 mc) at St. Petersburg, with 26.2 kw visual and 13.1 kw audio. Sunshine Tele-}

vision has a petition pending at the Commission which requests amend-}

ing its license for on-air pattern of location so as to assign Channel 10 (192-198 mc) to Orlando, Fla. Firm indicated if such an allocation was made it would file application for a station there.

Armstrong Gran

The experimental grant to Prof. Armstrong is for Albion, N. J., home site of the applicant's extensive

work in FM. The video outlet will use 50 kw transmitter power on frequencies to be assigned from time to time by the Commission's chief engineer. Prof. Armstrong, in filing his request a fortnight ago, indicated he wished to work in the 480-500 mc region to investigate the technical characteristics and possibilities of both black-and-white and color television. He has contended repeatedly that video belonged above 400 mc and that FM should become a part of the present TV frequencies.

The new commercial authorizations:

Birmingham, Ala.—Voice of Alabama Inc., Channel 13 (210-216 mc), 26 kw visual, 27.2 kw audio, elevation height above average terrain 875 ft. Initial cost estimated at $138,500, first year cost $106,000, revenue unknown. Grantee is licensee of WAPI and WEPM-B, Birmingham.

St. Petersburg, Fla.—Sunshine Television Corp., Channel 26 (174-150 mc), 26.2 kw visual, 13.1 kw audio, antenna height above average terrain 363 ft. Initial cost $50,000, first year cost $45,000, revenue $150,000. Applicant is new corporation composed of following: Robert B. Guthrie, minority stockholder and president of Allied Stores Corp, and chief owner of Sunshine Motors Inc., $51,000; Edwin H. Armstrong, president and stockholder of Allied Stores, 40%; and Mrs. Guthrie, a former majority owner of WTSP St. Petersburg, sec-}

etary.

COLORED IN television and motion pictures will be for sale at the semi-annual convention of Society of Motion Picture Engineers in Los Angeles May 17-21. Attendance of about 1,500 technical ex-}

perts from among film industry, film and sound equipment manufacturers is expected.

James Wiaz Wins Florida

JEANNE GRAY, the "Women's Voice" on KMPC Hollywood, was awarded second annual Frances Holmes Award as "year's most outstanding advertising woman in southern California" by Los An-

gles Advertising Women Inc. on April 28 at Hollywood-Roosevelt Hotel, Hollywood. Eight other ad-

vertising women were given special awards.

Winners awarded Lula's (female counterpart of the Oscar Academy Award) for outstanding work in her particular field were: Miss Gray, who won for best radio script; Margot Mallory, account executive J. Walter Thompson Co., Hollywood, best copy; Corria Gay, Helm Balises, Los Angeles, best television production; Annette Honeywell freelance artist, best art; Charlotte de Armond, advertising manager, American Wine Co., Hollywood, best campaign; Mary E. Buchanan, as-

sistant, public relations, United Pacific Railroad, best publicity campaign; Jerry Olliff, Abbott Kinney, Los Angeles, best television promosi-}

tion; Josephine Holbeauge, Los Angeles Publishers Assn., best marketing analysis research; Joy Garrison Berghel, R. W. Webster Ad-

vrir, West-Marquis Inc., Los Angeles, best radio production campaign; Margaret Anders, home service director for May Co. department stores, was chairman of awards committee. Judges were John R. Ochs, president of the Radio and Television Salesmen's Foundation; chairman of channel management and publicizing, Citizens National Trust and Savings Bank of Los Angeles; Frances Corey, May Co. advertising and publicity director; Robert B. Shirey, manager, Los Angeles office, J. Walter Thompson Co.; Ted I. Stromberger, account ex-

ecutive, West-Marquis Inc., Los Angeles, and Harvey Weiser, president and Pacific Coast manager, Ruthrauff and Ryan.

Union Oil Buys Telecast

Rights to Rams' Games

WNSIN Joint Committee for Better Radio Listening, affiliated with 16 statewide and national or-

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Evaluation Committee of the or-

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rade, and William L. Shurer's news commentary. WGN shows singled out were The Northerners, Chicago Theatre of the Air (also duplicat-

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Fifteenth Annual Conference on Radio Listening was held April 24 in Madison.

WEMP Martinsburg, W. Va., has moved to new studios in Peoples Trust Co. Bldg. Station personnel held open house Sunday afternoon, April 28, for general public.

BROADCASTING * Telecasting

NO CONTRACT signing this. It's a game of tick-tack-toe indulged in following singling of a 13-week contract for Admiral Corp.'s sponsorship on ABC-TV of "The Henry Morgan Television Show." Players and kidnitters are to it to: William Neale Reoach, convention manager of the Democratic National Committee; Robert J. Enders, agency president; Jack Brook, ABC-TV sales director; Ed Sherwood, Admiral TV director; Roger Clip, general manager of WFIL-Tele Philadephia; Edward T. Ingle, radio and television director of Republican National Committee.

Ringing TV Tiff

THE SQUABBLE over television profits between New York's Twentieth Century Sporting Club and the Boxing Managers Guild was further complicated last week when the management of Madison Square Garden got into the act. The three-ring rival to the Garden's current attraction—the Ringing Bros. Circus.

In the latest of a series of de-

velopments stemming from the Guild's demand for a share of video profits from boxing in the Garden and the St. Nicholas Arena, the Garden vice president, Ned Irish, said the Garden would drop boxing altogether rather than yield any of its television income.

The Managers Guild had asked the Garden for half of its video take from boxing, after Twentieth Century officials had agreed to a similar split in the face of a month-old "gangster" by Guild-controlled fighters, who have refused to ap-

pearance in the Garden or in the Arena. [Broadcasting, April 19].

The Guild originally took the stand that it was entitled to such a split on the grounds that television was reducing box office receipts. They quickly abandoned this argu-

ment, however, when the Twentieth Century Club offered to suspend the fight telecasts temporarily, and a Guild official, tacitly admitting that it had been only a pretext, back-}

track with the assertion that if anything, television was increas-

ing actual fight audiences.

Further, as Mr. Irish declared: "Boxers have actually profited from television [at the Garden] for two or three years by getting higher percentages of the gate re-

 served, rather than the other promoter pays. Without our television and radio fees we could not pay such percentages."

Peter Lauria, attorney for the

Madison Square Garden, enters video melee.

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WBS programs drawing praise included Northwestern Reviewing Stand, Information Please, Symphonies for Youth, Adventure Parade, and William L. Shurer's news commentary. WGN shows singled out were The Northerners, Chicago Theatre of the Air (also duplicated on WGNB [FM]), and Chicago Philharmonic.

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Try your hand at this...

Sit down sometime and try your hand at making one of these lace tablecloths. You’ll soon realize how much skill this Belgian lacemaker has.

If you’re buying time, your job calls for plenty of skill, too. It’s not just a matter of picking out big-wattage stations and sending out your orders.

No, sir! Not if you’re trying to get top value for your client’s dollar! Get the facts, if you want to get the most for the money.

For instance, in Baltimore, it’s a fact that WITH delivers more listeners-per-dollar than any other station in town! WITH isn’t the biggest station, but, as many an advertiser knows . . . it’s the “cost-less” station.

So, if you’ve got clients who want to make money in the nation’s 6th largest market, make sure you talk to a Headley-Reed man about WITH.
So carefully researched that writers when possible try to visit actual scenes where the event occurred.

So vital to listeners that some have written pledging themselves to buy products the program advertises.

So vivid that a housewife in Connecticut heard her own voice crying "Stop!" to Joan of Arc's executioners.

Top CBS newsmen report the event as if it were happening before their very eyes.

CBS microphones and men are at all phases of the event, reporting, describing, and interviewing the chief figures.

The resources of modern radio are used to the fullest, giving the illusion of foreign pickups and switches from one point to another.
In case you missed the Battle of Gettysburg

...suddenly, because of a great CBS show, YOU ARE THERE!

"YOU ARE THERE" is the new title for one of the most applauded programs in Radio. Reasons for the name-change (from "CBS Is There"): the series is now available for sponsorship and no longer needs an institutional label; and the real point of the whole thing is that indeed, when this show goes on, you are there.

YOU ARE THERE as if you'd been sitting close by your radio when Columbus caught sight of land... or when Lincoln visited Ford's Theatre on a certain April night in 1865... or when a handful of men decided to make a stand at the Alamo.

Radio's critics have pulled out all the stops in praising this one. It's "arresting as the headlines you just scanned" to Walter Winchell, who knows a headline when he sees one. And from Vogue to Variety, the story's the same. It's "a blessing," "among the finest," it's "gripping entertainment," "an all-round top-drawer job," and "one of the most interesting and listenable programs of any sort ever heard," with its production "as slick a bit of business as you'll find in radio."

But even more important, the listeners have taken this show to their hearts. Seldom has a new radio program aroused such loyalty, or evoked such intense reaction, expressed in thousands upon thousands of letters, from people of all ages, in every kind of occupation, all over America.

To an advertiser who wants to reach all those people... and who's looking for an important radio program with the rarest of added features, "built-in" good will... CBS believes you'll have reason to be glad YOU ARE THERE.

A CBS PACKAGE PROGRAM
FIRST commercial use of network television relay facilities was slated to commence last Saturday (May 14), after FCC refused to suspend the proposed rates of AT&T and Western Union but ordered a hearing on their “lawfulness.”

The hearing was set for June 16. FCC’s action was taken Wednesday on a petition filed five days earlier by broadcasting associations, which sought unsuccessfully to have the rates suspended on grounds that they are “excessively discriminatory,” and “unreasonably burdensome upon commercial television transmission” [BROADCASTING, April 26]. The petition was successful only in its request for an investigation and hearing in Philadelphia in June of the two companies’ rates. Its request for temporary waiver of FCC’s approval permitting commercial operation of AT&T coaxial cable television facilities between Washington and New York was rejected.

The Commission meanwhile approved commercial operation of the telephone company’s New York-Boston microwave relay system for television. Thus for the first time AT&T may charge television broadcasters for use of intercity links extending from Boston to Washington. Heretofore these facilities have been used on a free basis.

Five Types of Service
AT&T’s rates set up schedules for five types of service. The base charge for four-hours’ daily use of a channel which must be shared with other broadcasters — which will apply in the case to all subscribers to “monthly service” — is $25 per airline mile per month. When there are enough channels to accommodate a monthly sharing basis, the rate will be based on $35 per airline mile per month for eight consecutive hours’ service daily.

The Western Union rates apply to two-way reversible radio beams between New York and Philadelphia, which the company expects to have ready for use for the political conventions in June of Philadelphia and July. The charge there will be $4,700 a month for one reversible channel connecting the two cities from 4 p.m. to midnight daily.

Television broadcasters have made it clear they regard the rates of both companies as a threat to the future of national video network operations.

The petition asked FCC to investigate the chances of national networks even to exist under the intercity rate structures. The association asked that this investigation be “especially in the light of Commission proposals to allocate the common carriers a major portion of the spectrum available for intercity microwave relay.”

The petition also argued that common carriers should not be permitted to charge for intercity facilities between any two points until they have facilities available to serve those two points which might be sent between those two points.

Private Relays Cheaper
Several video operators have insisted repeatedly that they could operate their own radio relays more economically than they could buy service from common carriers, and FCC has made frequencies available to stations for such use on a “temporary, secondary” basis.

Two companies have systems in operation under experimental grants. General Electric is relaying programs from New York to Schenectady using the 1800-mc area, and Philco Corp. is linking New York and Philadelphia in the 1300-mc band. “In due time” both will do experiments in television frequencies provided by FCC. These are 1900-2110 mc, 6575-7125 mc, and 12,700-13,200 mc, which were allocated primarily for television pickup and television STL but may be used secondarily, until permanent common carrier facilities are available, for intercity relaying [BROADCASTING, Feb. 23].

The position TBA made in FCC’s hearing on the lawfulness of the AT&T and WU rates was clearly shown in its petition for their suspension.

The two common carriers, TBA maintained, “have filed only informal and partial cost data . . . relating to said tariffs.” The rates themselves, the petition said, appear to include costs which are not applicable to television and, in the case of AT&T’s, “appear to include development costs appropriate to the operations of the affiliate . . . Electric Company in connection with the manufacture of coaxial cable relays and apparatus equipment.”

TBA argued that the costs “should not be applicable solely and without pro ration to common carrier use of the presently existing commercial television stations, and are therefore discriminatory, excessive and unreasonable.” Costs relating to coaxial cable were used to determine the charges for both cable and radio relay, and the rates contain “discriminatory rates” between the various types of service to which a station may subscribe, TBA asserted.

The association also argued that AT&T restrictions on the connection of its microwave channels with those of other common carriers are "unjust and unduly burdensome." Further, TBA noted, the rates involved include both sound and video on the [same cable or radio relay] channels, current engineering development to the contrary notwithstanding.

WCKY Decision
SEEKING to upset one of the farthest reaching court rulings ever handed down with respect to its policies, FCC last week petitioned the Circuit Court of Appeals in the WCKY Cincinnati daytime-skywave case [BROADCASTING, April 19].

FCC contended the decision making hearings necessary whenever an existing station claims that interference within its normally protected contour would result from the granting of a pending application to operate "unequally" by failing to define "interference."

The decision, FCC argued, recognizes the Commission’s Rules and Standards as defining the area within which an existing station is entitled to protection, but "fails to give any recognition to these same Rules and Standards as defining what the existing station is protected against . . . ." The petition continued:

The inequality thus created would give undue advantages to existing licensees in delaying the creation of new stations when it serves their interests to do so; it would place undue hardship on the way of new applicants; and it would leave the Commission unable to defend the existing station by shifting as to impair altogether the usefulness of its Rules and Standards to determine the rights of existing licensees and new applicants.

FCC Defines Interference
FCC Standards, it was emphasized, define "objectionable interference" and prescribe methods for determining its existence or absence. If the Court’s decision means a hearing is required by the "allocation of any interference whatsoever, whether or not recognized as ‘objectionable interference’ under the Commission’s standards, within a normally protected contour area.

Miller Kiwanis Speech
NAB President Justin Miller will be a featured speaker at the Kiwanis International Convention in Los Angeles the first week in June, according to Victor C. Diehm, WAZL Hazleton, Pa., supervising the NAB’s conventions’ program. Mr. Diehm will be unable to attend the NAB convention because of his Kiwanis commitments. He is a past governor of the Pennsylvania district of Kiwanis and former chairman of the Kiwanis International Public Relations Committee.

hearing, looking toward such changes be held at such time as such plan provides for.

The Court’s ruling that the Due Process Clause of the Constitution required an oral argument before WCKY’s petition could be denied, FCC argued, "appears to put in doubt" the Constitutionality of Sec. 6(d) of the Administrative Procedure Act dealing with disposition of petitions and similar matters.

WJR-WCPS Case Pending
The Commission made plain that it cannot determine the full implications of the WCKY decision until the Court decides a companion case: WJR Detroit’s appeal of the daytime clear-channel grant to WCPS Tarboro, N. C., which was reargued before the Court last June along with the WCKY-Stanton case.

FCC’s action was dated last Tuesday, day by Benedict P. Cottone, general counsel; Harry M. Plotkin, assistant general counsel, and Max Goldman, assistant chief of the litigation and administration division.
Richard G. Montgomery

Richard G. Montgomery & Associates
Portland, Oregon

It's nice to be able to say that we know an advertising agency head who is in "Who's Who in America," Dick. Your wide experiences in merchandising, public relations, radio broadcasting and writing have helped win this recognition for you. We at KGW like to recall that it was back in 1925 you started a book review program on the station that continued on the air for more than twenty years. You're also a top-notch tennis player, we understand, with cups to prove it, a collector of pipes, and author of three outstanding books. And we like the ideals on which you say your agency's success is based:

"Service to the client and the creation of ideas for the client." That's just the kind of service KGW has been offering to advertisers and their agencies for 26 years. And it's the kind of service you and all other time buyers who select KGW will get, year after year.

KGW
PORTLAND, OREGON
AFFILIATED WITH

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.
Nielsen Radio Index Top Programs
REPORT WEEK OF MARCH 21-27, 1948


RANK OF TOP PROGRAMS

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KEY TO SYMBOLS—(NR) Not ranked in “Top Programs” in preceding report. © 1948, A. C. Nielsen Co.

Sheppard Bill

(Continued from page 21)

and that its observance is declining.

Three of the four national networks and at least six equipment manufacturers would be required to divest themselves of stations, and RCA would be compelled to divorce itself from NBC if the Sheppard measure were enacted.

Television, FM and international stations, as well as AM, would be involved.

Effect on Networks

In the AM field alone NBC, in addition to being sold itself, would have to give up six stations; CBS, seven; ABC, four fulltime and one share-time station. All three networks have FM and video interests.

Among manufacturers, Westinghouse has six AM and six FM stations and one television outlet; DuMont has three TV outlets and is seeking a video network; General Electric has one station in each service; Farnsworth Radio & Television Corp. has AM and FM; Eitel-McCullough has FM, and International Telephone & Telegraph Co. has a Puerto Rican AM station.

Manufacturers who produce not only receiving equipment, such as Philco, would not be affected by the bill.

With June 18 set as target date for adjournment of Congress, legislative leaders saw little possibility of even a hearing on the measure this year. The House Interstate & Foreign Commerce Committee, to which it was referred, already is booked for hearings through May, spokesmen said. They considered it highly improbable that one could be wedged into the agenda before the tentative adjournment date.

The bill would amend Sec. 303 (1) of the Communications Act, which deals with FCC's authority to regulate stations engaged in network broadcasting, by adding the following:

Provided, that (1) no radio broadcast station shall be owned by or licensed to any person, firm or corporation in any manner, directly or indirectly, engaged in the manufacture or sale of electronic equipment; (2) no radio broadcasting station shall be engaged in providing for one or more period of a day or week, a regular network broadcast program service, unless it is owned by or licensed to a person, firm or corporation which is not, directly or indirectly, engaged in the manufacture or sale of electronic equipment; (3) no radio broadcast station shall be engaged in providing for one or more periods of a day or week, a regular network broadcast program service, unless it is owned by or licensed to a person, firm or corporation which is not, directly or indirectly, engaged in the manufacture or sale of electronic equipment; or (4) no radio broadcast station shall be engaged in providing for one or more periods of a day or week, a regular network broadcast program service, unless it is owned by or licensed to a person, firm or corporation which is not, directly or indirectly, engaged in the manufacture or sale of electronic equipment.

The "affirmative story of radio" was presented Wednesday to the student assembly of Bradley U., Peoria, Ill., by A. D. Willard Jr., NAB executive vice president. Mr. Willard participated in a discussion session after his talk, with students questioning him more than hour.

Rolf Kaitenborn, backer of a program, announced that wired service, appeared on the same platform last Nov. 13 in a speech on "Radio—Pawn of Politicians and Hucksters."
Loud and Clear - KFYR! Nobody has put a ban on your record of coming in Loud and Clear in a larger area than any other station in the U.S.*

*ASK ANY JOHN BLAIR MAN TO PROVE IT*
TITUS TRIAL IS DELAYED
4TH TIME TO MAY 26

FOURTH postponement of the trial of Paul M. Titus and two associates in the “fifth network case” [Broadcasting, Feb. 2] was allowed by the San Francisco Superior Court last Monday, with May 26 set as new trial date.

Mr. Titus, Rudolph J. Fjestrom and Charles J. Husband are charged with violating the California Corporate Securities Act in the sale of securities in North American Broadcasting Corp., a former fifth-network venture. The trial had been slated to start April 26 but was postponed on request of Bishop Moore of Los Angeles, new attorney for Mr. Husband, who asked for additional time to familiarize himself with the case.

Mr. Titus’ current fifth-network undertaking, Radio America Inc., reportedly is still soliciting affiliations, with commencement date set for about May 15.

Undertaking, asked new of 26 trial American California Corporate Securities charged with violating the

TV COSTS

THE OPINION that “television is a great thing for everybody but the station operator” was voiced by F. M. Flynn, president and general manager of New York’s Daily News, licensee of WPIX (TV) New York, at a luncheon meeting of the American Television Society in New York last Wednesday.

Appearing as a guest speaker, Mr. Flynn cited these estimated and actual WPIX cost figures in support of his statement that because of the financial headaches dogging video development, few station operators “will brag about our current profits”:

- Estimated equipment cost, $420,000, actual cost, $600,000;
- Estimated studio construction cost, $150,000, actual cost, $250,000;

(Additional construction cost not included in original planning, $350,000); estimated annual payroll including program department, $380,000, actual payroll, for 150-160 WPIX employees, not including program department, $750,000.

With the jocular remark that his speech might be titled “The Impressions of a Newspaper Man About to Go Into Television Without FM Interference,” Mr. Flynn disclosed that the News will not appeal the FCC’s denial of its FM application, and hence will be free to concentrate on video.

Although Mr. Flynn twice made wistful reference to “how nice it would be to get in on a push-button operation,” meaning a network affiliation, he indicated that WPIX intends to turn its position as the only non-network video station in New York into a decided asset.

Makes Suggestions

In closing Mr. Flynn urged the television group to give careful consideration to three suggestions for the benefit of the industry: (1) The establishment of an “Audit Bureau of Television” which would make available the names and addresses of set buyers; (2) The founding of a centralized school for the training of television personnel; (3) Curbing the practice of “bidding up prices” for talent and material, which he blamed for fostering “a dog-eat-dog atmosphere in an infant industry.”

EVANS STRESSES NEED IN TECHNICAL FIELD

WALTER EVANS, vice president of Westinghouse Electric Corp., was the speaker at a chapter dinner meeting of Tau Beta Pi, honorary engineering society, held Thursday night at Johns Hopkins U. in Baltimore. The dinner meeting was attended by students, alumni and faculty members following initiation ceremonies during which Mr. Evans was elected an honorary member of Tau Beta Pi.

Mr. Evans stated that one of the biggest needs in industry today is for more engineers qualified to accept industry’s executive positions. “To fill this need,” he said, “requires a joint effort on the part of the individual engineer, the college and industry is necessary if more engineers are to accept executive as well as traditional responsibilities.”

To prepare the engineer for his new responsibilities, Mr. Evans proposed that colleges and universities liberalize curricula to include more cultural courses; that industry provide specialized training for the graduate engineer; and that the individual engineer realign his sights and broaden his own personality and interests” to meet this new challenge.
Three Beauties of the Deep South

1. ST. LOUIS PLANTATION, Plaquemine, Louisiana. With its spacious lawns and live oaks, this is a favorite mecca of tourists.

2. ESSO OIL REFINERY, Baton Rouge. Louisiana's annual crude oil production is valued at more than 204 million dollars (1946 report). With vast natural resources and growing plant facilities, WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

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

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

50,000 WATTS CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.
WHITMAN, GRABHORN ARE MADE ABC VP'S

Mr. Grabhorn  Mr. Whitman

ABC announced election of Paul Whitman and Murray B. Grabhorn as vice presidents April 23.

Mr. Whitman has been director of music for ABC and attained an outstanding reputation as an organizer, director and executive in the field of broadcast music. He has been in radio since 1926.

Mr. Grabhorn was manager of ABC owned and operated stations, including WJZ, network's key station in New York. He joined the company in 1942 as national spot sales manager, became assistant general sales manager in 1944 and manager of station sales in 1946. A year later, Mr. Grabhorn was appointed manager of WJZ and owned and operated stations and supervisor of the network's cooperative program sales division.

 Vera Croft' Program

VERA CROFT' program, originating at KTUL Tulsa, Okla., has been expanded to enter the national transcribed program field. Program is primarily built around human interest stories. Script includes plugs for home-owned grocery stores for whom program was designed. First station to feature new program was KCMO Kansas City.

New England's Most Powerful Radio Station

WLAW AND WLAW-FM

50,000 Watts 680 Kilocycles

BASIC STATION OF THE AMERICAN BROADCASTING COMPANY

Lawrence, Massachusetts

WITH STUDIOS IN LAWRENCE, BOSTON AND LOWELL

Is Pleased To Announce

THE APPOINTMENT OF

Paul H. Rayner Company

as National Representative

NEW YORK * BOSTON * DETROIT * CHICAGO

ATLANTA * SAN FRANCISCO * LOS ANGELES

Effective May 1, 1948

WLAW is owned and operated by Hildreth & Rogers Company, Lawrence, Massachusetts

IRVING E. ROCKS, President and Treasurer

Management

EUGENE P. WEIL, former general manager of WJZ, New York, has been named general manager of WHOK Tucumcari, N.M. He previously was general manager of WLAQ Rome, Ga.

ED TIDWELL, manager of KSDJ San Diego, has resigned to return to his home. He will enter Army Public Relations School in June.

HERNRY BURLESON, former program director of WHHL Johnson City, Tenn., has joined WEBY Johnson City as station manager.

DOYLE J. OSWAN, manager of KXXO El Centro, Calif., since Jan. 1, 1947, has been named a vice president of Valradio Inc., and acquired stock interest in operation.

DON FORBES, has resigned as general manager of KWWK Burbank, Calif., to return to network announcing and production. Mr. Forbes retains his stock in the station.

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And when we say reach... we mean reach!

**KDKA** reaches *six* teeming Metropolitan Communities, night and day, in the 100% BMB classification.

**KDKA** reaches *twenty-four* counties, night and day, in the 95%-100% class; *forty-three* counties, night and day, in the 90%-100% class.

**KDKA** reaches more listeners in *corporate* Pittsburgh, more listeners in *metropolitan* Pittsburgh, than any other station.

Altogether, **KDKA** reaches 1,303,520 listener families in 194 U.S. nighttime counties; 1,159,910 listener families in 117 U.S. daytime counties.

Important reasons why **KDKA** is one of the nation's most resultful stations! Ask NBC Spot Sales... about availabilities.
BASEBALL COVERAGE
KOZY (FM) and KCKN Jointly
Airing K.C. Blues Games
KOZY (FM) and KCKN Kansas City, independent FM and AM stations under separate ownership, have joined forces to give complete coverage of the Kansas City Blues baseball games. Play-by-play is originated by KCKN and duplicated by KOZY. KCKN has an FM construction permit but station is not yet completed.

Stations are promoting the game coverage, as well as the sale of AM-FM radios, by means of window displays.

To promote sales of its AM-FM set in the Kansas City area, Philco has printed 50,000 schedules of the Kansas City Blues. Piece carries schedule on one side and promotion for Philco radios and KOZY on the other.

Rates for WBZ-TV
Boston Announced
RATES for WBZ-TV Boston were announced Wednesday by J. B. Conley, general manager of Westinghouse Radio Stations Inc.

Rates range from $35 for a one-minute segment to $250 for a full hour. Charges include airtime and facilities but do not include talent, rehearsal, art work, remote pickups, etc.

Different rates are listed for live programs and all-film broadcasts. The hourly charge for a live studio broadcast is $256, for all-film $175. Minute live announcement rate is $50, minute film rate $35. Discounts on air time run from 7½% for 26 times to 20% for 260 or more times a year.

Rehearsal rates are $25 per half hour for live studio broadcasts and $15 per half hour for all-film broadcasts.

WBZ-TV will start operation on Channel 4 (65-72 mc) as soon as its 656-ft. tower is completed at the WBZ Radio and Television Center. The 7,400-pound transmitting antenna is expected to be put in place at an early date, station reports. In addition to the CAA-required lighting, tower will carry huge WBZ neon signs on four sides.

New Use for Tape
ABC is using tape recorders to keep members of its spot sales department posted on ABC television developments, the network disclosed last week. At each of a series of weekly meetings which began April 27 questions and answers from ABC sales personnel will be tape-recorded and edited into half-hour session to be shipped to ABC offices in Chicago, Detroit, Los Angeles, San Francisco.

WAVE-TV Starts Video Promotion at Home Show
W A V E - T V Louisville, Ky., launched television promotion with a ten-day demonstration at the Kentuckiana Home Show Exposition, April 2-11. WAVE-TV equipment and personnel were used and RCA Victor Television Caravan supervised installation of equipment for cable transmission to 30 receivers in the Jefferson County Armory.

Prior to the Home Show, television was promoted with billboards, taxi covers, window displays, radio spots, newspaper ads and window cards. Stewart's, Louisville's largest department store, had a week's showing of five television windows.

WAVE-TV now has all its equipment except the tower, antenna and micro-wave relay. Experimental broadcasts are expected to start about Sept. 1 on Channel 5 (76-82 mc). Permittee is WAVE Inc., which operates WAVE and WRXW (FM) in Louisville.

Mrs. Durr at Rally
MRS. CLIFFORD J. DURR, wife of retiring FCC Comr. Durr, introduced Third Party vice presidential candidate, Glen H. Taylor, for the principal speech at a rally held in Winston-Salem on April 25 to organize the Third Party in North Carolina. About 500 persons attended. Mrs. Durr is chairman of the Northern Virginia Provincial Committee for Henry Wallace, presidential candidate who is running with Sen. Taylor (D-Iida.) shares the Third Party ticket.
WGFG
KALAMAZOO
A.B.C. 1000 W. 1360 Ke.

and

WJIM
LANSING
A.B.C. 250 W. 1240 Ke. (c.p. 1000 W. 550 Ke.)

announce the appointment of

Robert Meeker Associates, Inc.

as exclusive national representatives

effective May 1, 1948

HAROLD F. GROSS, General Manager
WGFG and WJIM
Only **WBAL** Gives

**WBAL-TV**

For Television

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.
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

Tobey or Not to Be?

THE ATOMIC Senator Tobey is releasing radio investigatory isotope with abandon.

Even before he had slammed closed the record on the Johnson Bill (S-2231) to break down clear channels and limit power to 50 kw, he had ordained a full-dress investigation of radio allocations, patents, and competitive practices. All this as Acting Chairman of the Senate Interstate & Foreign Commerce Committee, and without indicating the legislative vehicle for this inquisition. But it is clear that he intends probing and probe, and that FM and TV and patents are on his mind.

Mr. Tobey's immediate target appears to be RCA-NBC. RCA is the biggest single entity in radio. It has done more to advance television and develop the field than any other organization. RCA owns many of the basic TV patents. It probably has expended more money than any other group in television. It, along with DuMont, Philco, GE, and the other part, is only now beginning to reap the reward of years of laboratory work and experimentation.

We have seen many investigations of radio during the last score of years. Not one has produced much more than a waste of taxpayers' funds. When the FCC has been under scrutiny, the investigators haven't been able to pin down anything of substance, even though the substance may have been there. With hardly an exception these have been superficial fishing expeditions.

Now, the Tobey crusade appears aimed at both the licensing authority (FCC) and the licensees. The Johnson Bill can only be viewed as a usurpation of the FCC's functions. No less a personage than the all-living Chairman Wallace H. White Jr. (R-Me.) of the Committee on which Senator Tobey serves as ranking Republican member, harbors that view.

There is always motivation for such inquiries. It isn't necessary to dig very deeply. When Senator Tobey announced his new inquiry, a quest of "inquiry and decency," Maj. Edwin H. Armstrong, radio inventor of renown and the father of wide-band FM (the present system) was on the witness stand. Maj. Armstrong's battle with RCA over FM rights is the Allied forces and the inventor are friends and neighbors in New Hampshire, where the inventor maintains a summer home. With Maj. Armstrong on the stand, Senator Tobey commented, "I respect and admire your work, Major. In radio reve"; Maj. Armstrong as a distinguished scientist and inventor.

Maj. Armstrong vehemently opposed the low-band TV allocations. He steadfastly had contended the 50 mc band was ideal for FM. He has bitterly been opposed to FCC for what he feels was a colossal blunder in FM allocations. He has assailed RCA for fostering low-band TV and for alleged throttling of FM.

There may have been blunders. TV was stopped dead in its tracks by the FCC in 1939, when it was his idea to go FM, would have been much farther advanced, if it had gotten under way earlier and had not become enmeshed in allocation snarls.

That is past. The question now posed is whether a committee of Congress, devoid of engineering experts and without the technical knowledge, is better qualified to make allocations than the expert agencies supported by tax-payers' funds. If there has been channel-allocation game, let's have it out, and with a specific bill of particulars in an appropriate legislative vehicle.

But let's not confuse the public and further impede TV and FM development with errant talk about sets that will be obsolete overnight when there's no justification for it.

Unless there is a sound approach, founded on fact rather than whimsy, we're in for another mud-slinging orgy in which everyone gets smeared including the innocent bystanding public.

June 'Graduation'

IN TWO MONTHS the name of Clifford Judkins Durr, Democrat of Alabama, will be added to the list of ex-FCC Commissioners.

In his seven-year tenure, he has been the mentor of the FCC's liberals and free-thinkers. He has been the spearhead of what happily is an ill-starred campaign to reduce radio to common-carrier status. He has looked kindly upon the BBC-type of nationalized operation. He is the progenitor of the Blue Book and has championed every cause that would restrict commercial radio toward that inevitable chaos of complete Government domination.

There are many who regard his departure as good riddance; then a minority of left-wingers and do-gooders who must feel they have lost their spokesmen. And even a handful within radio who have felt that a discordant voice, however blatant, serves a useful purpose.

We would be less than frank if we didn't comment on Mr. Durr's imminent departure. We will miss him, but because we do not regard his ideologies as consistent with the intent of the statutes. With him, in due course, will probably go some of the more radical members of the FCC staff who acquire FCC status largely through his offices and who became his disciples in the "soak the radio rich" crusade.

The official word is that Mr. Durr declined reappointment because he couldn't make ends meet with $10,000 a year. We have no doubt that he has found it difficult. Others have left for the same reason. But we do doubt that this was Mr. Durr's only reason.

We think the FCC salary level should be increased to $15,000 for Commissioners and perhaps $7,500 for the chairman. There would be a far better chance of inducing high caliber men to accept appointment.

Even if Mr. Durr had been reappointed, he probably could not have been confirmed. The President has said he intends filling vacancies as they arise. The Senate Republican leaders have publicly insisted that, where party control of particular agencies may be involved, nominations will be permitted to lapse with the anticipated recess of Congress in June or July. The scent of victory in November is in the Republican nostrils and they must safeguard the political balance on independent agencies. That is the case at the FCC, for it now has three Democrats (Chairman Coy, Walker and the retiring Durr); three Republican (Hyde, Johnston, Sterling) and one independent (Webster).

We predict you'll be hearing more of Mr. Durr in radio after June 30. He is a lawyer. The labor unions, particularly the CIO, are big business. And they have big ideas in radio. But the scenery is a bit different looking up at the FCC bench.

Our Respects To—

FLOYD ROBERT HOLM

MATURE careers of choir boys seldom lead to advertising but song led to radio and radio to an advertising agency career for Floyd Holm, Hollywood manager of Compton Advertising Inc.

As such he oversees the following Hollywood origination: ABC Breakfast in Hollywood (Procter & Gamble for Ivory Flakes); CBS Guiding Light (Procter & Gamble for Duz); NBC Truth Or Consequences (Procter & Gamble for Duz).

A native of Duluth, Minn., Floyd Robert Holm was born Aug. 4, 1911. Graduating from Duluth Central High School in 1929, he spent the next two years attending Duluth Junior College and Duluth State Teachers College.

His start in radio came while still in high school singing with a quartet over WECB Duluth in 1929. At that time he was also active in high school theatricals and operatas.

His commercial bow in radio came in 1931 when a ladies' ready-to-wear firm sponsored the quartet over WECB. Mr. Holm collected just $2.50 for his share.

Following year he teamed with Ted Hansen and Cliff Petersen to sing on WCCO Minneapolis on Saturday nights. This meant a 175-mile drive from Duluth to meet the weekly engagements and fast return trips to keep faith with choir engagements each Sunday morning. But he held to this schedule for the entire winter of '32.

Finally KSTP St. Paul decided to keep Mr. Holm in one place and offered him a staff spot with the "Men of Notes." This vocal group had one network program a week as well as a flock of locals, according to Mr. Holm. In the fall of 1933 Chicago called when WBBM invited the group down for an audition.

Success was theirs and they performed for one year via WBBM, participating in an average of 18 shows weekly. Five of the programs were network sustainers and the rest local programs.

In the fall of 1934 the "Men of Notes" added a girl and became "The Escorts and Betty." Shifting over to NBC and WMAQ, they appeared on The Breakfast Club and Club Matinee twice weekly as well as on network spots of their own. In addition, they toured the Midwest vaudeville circuit.

Coincident with the split between NBC's Red and Blue networks, they came to New York in spring of 1943 for performances on NBC. Upon arrival in New York, Mr. Holm...
MUSIC IS A JOY FOREVER—A love of good music grows with the years, makes the music lover a special kind of radio listener. It keeps him devoted to the radio station that gives him the music he loves. More than half a million music lovers in and around New York spend so much time listening to WQXR and WQXR-FM, no other station can reach them so effectively. And because these music lovers are the most prosperous families in the world’s most prosperous market, advertisers find them their most valuable and profitable customers. If you want more sales more easily made, find out more about WQXR and WQXR-FM—the stations distinguished for good music and news bulletins of The New York Times.
DENIAL of license renewal for WJBW New Orleans to Charles C. Carlson and grant of the 250-watt fulltime, 1280 kHz facilities to Louise C. Carlson, his divorced wife, were reported by FCC last Monday in a final decision. WJBW's temporary license was terminated effective May 31.

Renewed was denied to WJBW, FCC concluded, because through repeated violation of FCC rules and standards over a period of several years, Mr. Carlson “has demonstrated his unfitness to continue further in the operation of the station. A majority of the violations alleged by the Commission were of a technical nature. Non-compliance with certain wartime security restrictions also were cited [BROADCASTING, Dec. 15, 1947].

In the same action the Commission denied a second petition by Mr. Carlson to reopen the record in the proceeding for further testimony to support his renewal bid.

The two applications were not given comparative consideration since the renewal request was denied independently and apart from the application of Mrs. Carlson, FCC stated.

Mrs. Carlson plans to build all new facilities, it was indicated, and will serve as general manager. None of the present WJBW staff is to be employed in any capacity.

Mr. Mills
dial
pasta
sprin
gurer
presents
red
residents
of music
organization
members
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of
Mr. Carlson had assisted her husband with the operation of WJBW from the time of its inception in 1926 until disagreement over management in 1943, the record showed. The Carlsons were divorced in 1942.

A writ for partition of the WJBW property, one half of which Mrs. Carlson claims under Louisiana’s community property laws, is pending in the 24th Judicial District Court of that state [BROADCASTING, March 15, 29]. An accounting of the property and injuction against any disposal not authorized by the court also is pending. A temporary restraining order to this effect has been issued in the matter and Mr. Carlson is under $5,000 bond. A request to increase the bond to $10,000, equal to the one-half property interest involved, has been made.

Objection has been reported filed by Mr. Carlson to the proceeding, claiming jurisdiction in the matter properly belongs in the District Court for the Parish of Orleans instead of present court in the Parish of Jefferson. The jurisdictional question is under consideration by the court.

Respects

(Article continued from page 48)

was all for giving vocal work one more year.

But in May 1944 he had decided that the advertising agency business was for him. Having known Lewis Titterton, radio head of the Compton agency, he dropped in with a proposed program. On that program the answer was no; but they talked about other things including Truth or Consequences.

It seemed that Mr. Titterton was looking for an agency contact man on Truth or Consequences and Mr. Holm’s background in radio and show business seemed ideal. He also handled production on such programs as Boston Symphony, Information Please and Lanny Ross Show for the agency.

In September 1946 he was shifted to Hollywood from New York to handle Truth or Consequences which had moved to the West Coast for origination about a year earlier. And in April 1947 he was named office manager.

Mr. Holm met Miriam Engle in Chicago when he discovered that she lived in the same apartment house. And rent for one apartment was cheaper than for two, so they were married Aug. 4, 1935. Today they live in Hollywood Hills with Patricia, 8, and Pamela, 5.

Singing is still his prime hobby and his home is the site of an informal quartet gathering about three times a month. Since acquiring the home he points out that gardening has become another active interest. Flying lessons constitute his next leisure hour pursuit. Professionally he lists the Hollywood Advertising Club as his extra-curricular activity.

BROADCASTING • Telecasting
Night and Day
wnox
makes your advertising pay
PROVED BEST by HOOPER-TEST

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Time after time, day and night, WNOX programs have more than 50% of the audience. For example: Arthur Godfrey has 65.4% of the audience with a rating of 24.2 on Monday night. WNOX programs beat all the big shows on the other major network Sunday night. Throughout the entire week, WNOX nighttime half-hours are in a big first place 73.2% of the time—lead or tie for first 78.6%.

WNOX is the only Knoxville station not using telephone give-aways or prizes-for-listening gimmicks.

Call A Branham man for availabilities!

---

10000 Watts • 990 ke • KNOXVILLE, TENN.
APRIL 23 Applications . . .

AGREEMENTS

WPJL Daytona Beach, Fla.—License to cover CP new station.

KIOA Des Moines, Iowa.—License to cover CP new station.

MODIFICATION OF CP

Kradio, Portland, Ore.—Mod. CP new standard station for extension of completion date, amended to change expiration date from 4/8-48 to 8-15-48.

License for CP

WTXO Cambridge, Mass.—License to cover CP new standard station.

WHJB Brookhaven, Miss.—Same.

AM—1240 kc

Lewis & Clark, Inc., Portland, Ore.— new standard station 150 kc to 200 kc w. power, to be operated from 150 kw to 200 kw non-DA, change officers and directors.

Reinstate CP

WAGK Syracuse, N.Y.—CP reinstatement of CP license power, new standard station, to change frequency to 150 mc, to be operated from 150 kw to 200 kw.

WWJ Philadelphia—Special service authorization 150 kc to 1 kw D period not to exceed 6 mos.

Transfer of Control

WHLG near Laurens, S. C.—Voluntary assignment of control of personal corporation from L. C. Barnesdale to H. D. Olson.


APRIL 29

AM—1150 kc

Blue Ridge Broadcasting Co., Inc., Seneca, S. C.—CP standard station 850 kc 500 w. D. AMENDED to change frequency to 1500 kw to power to 1 kw.

AM—1220 kc

Humboldt-Milan-Trenton Broadcasting Co., Humboldt, Tenn.—CP new standard station 550 kc 1 kw D. AMENDED to change frequency to 750 kw and power to 250 w.

Modification of CP

KCOH Houston, Tex.—Mod. CP new standard station for extension of completion date.

WOSY-FM Decatur, Ill.—Same.

FM—82.5 mc

Voice of the Rocker Inc., Preston, Idaho—CP new FM station (Class B) on Channel 105 101.1 mc, ERP 4.6 kw. AMENDED to change frequency to Channel 255, 106 mc.

License for CP

WUSZ Brunswick Heights, N. Y.—License to cover CP new FM station.

Modification of CP

WLAL Lakewood, Ohio.—Mod. CP new FM station for extension of completion date.

WRKZ-FM Oil City, Pa.—Same.

WJNP Providence, R. I.—Same.

WRCF-AM Charleston, S. C.—Same.

WHMM Memphis, Tenn.—Same.

Assignment of CP

KTRN Wichita Falls, Tex.—Voluntary assignment of CP new station to Texoma Broadcasting Co.

TV—50-66 mc

J. W. Woodley, Hollywood Woodflour Jr. & E. H. Cartridge, Jr., d/b/a as Columbus

Bestco, Columbus, Ga.—CP new commercial television station on Channel 3, 69-66 mc, ERP 1734 kw, aur. 8.857 kw uni.

TV—66-72 mc

Rock Island Bestco, Co., Rock Island, Ill.—CP new standard station 470 kc 500 w. D. AMENDED to change frequency on Channel 4, 66-72 mc, ERP vs. 2.2 kw.

TV—82-88 mc

Hildreth A. Co., Lawrence, Mass.—CP new commercial television station on Channel 7, 22-26 mc, ERP 1.6 kw.

TV—136-192 mc


TV—183-238 mc

R. L. Wheelock, W. L. Pickens and E. L. Coffield—CP new educational television station on Channel 3, 237-283 mc, ERP 0.2 kw.

TENDERED FOR FILING

WJDI Toledo, Ohio.—Mod. CP new standard station for extension of completion date.

WTBS Miami, Fla.—Same.

License for CP


WDEC, Decatur, Ga.—License renewal AM station.

AM—1280 kc

Defiance Broadcasting Corp., Defiance, Ohio.—CP new standard station 1280 kc 500 w. D. OSCAR 1500 mc.

WSZJ Philadelphia—Request for special date to be extended for changes in record affidavit, to reduce length of court time.

AM—1500 kc

WPJM Philadelphia—Request for special date to be extended for changes in record affidavit, to reduce length of court time. REMOVED.

AM—1500 mc

WJSJ Youngstown, Ohio.—Grant petition for amendment of CP to specify 500 kw 500 w D., accepted amendment and removed application from hearing docket.

AM—2500 kc

Redlands Bestco, Redlands, Calif.—Grant petition for leave to amend application for CP to specify 500 kw 500 w D., accepted amendment and removed application from hearing docket.

April 26 Decisions

DOCKET CASE ACTIONS

AM—1230 kc

Announced decision granting application of Michigan Commercial Broadcasting, Inc., for CP new station 1230 kc 200 w in New Lothrop, Mich., subject to conditions, that license applicant will, within 60 days, file application for license. Require station, subject to a site and ant. system, which will meet Commission requirements, and denying application of Charles C. Carlson for renewal of license WJBW New Orleans, and ordering that license by authority of which WJBW is now operating be terminated at 12 o'clock midnight May 31. The same Commission adopted order denying "solicitation" of CP license applicant by WJBW to recover record in open proceeding.

AM—1990 kc

Announced proposed decision looking toward granting application of Bestco, Inc. for CP to move WDBZ from Tunica, Miss., during closing of station. Applicant requests approval by CAA of station and ant. system, and increase to 1050 kw to 200 kw W. D. 

WBAP Fort Worth, Tex.—Grant petition for leave to hearing on application for extension of completion date, hearing continued to 6/1 at Washington.

KWIS San Francisco—Grant petition for leave to hearing on application for extension of completion date, hearing continued to 6/1 at Washington.

KJLH Los Angeles—Denied

ACTION on petition for leave to amend application.

Floral City Bestco, Monroe, Mich.—Grant petition for leave to amend application for CP to specify 1450 kw 500 w D in lieu of 1440 kc 250 w D. Install DA system; accelerate completion and removed application from hearing docket.

Steel City Bestco, Co., Gary, Ind.—Granted in part petition as it requests removal of CP to specify trans. site in lieu of site specified; denied as it requests removal of CP to specify trans. site in lieu of site specified.

The Orange Belt Station, Arlington, Calif.—Granted petition for leave to amend application for CP to specify 500 kw 500 w D at Redlands, Calif., in lieu of 1410 kc 250 w D. Install DA system; accelerate completion and removed application from hearing docket.

KQZL St. Louis, Mo.—Ordered that application of John L. Davis, St. Louis, Mo., be revised to specify trans. site in lieu of site specified.

KSDR-Lakeview, Ohio.—Granted petition for leave to amend application for CP to specify changes in officers and directors and stockholders in United Garage & Service Corp., to include amended to restructure corporation.

Lowe-Walters Inc., Lakewood, Ohio.—Denied petition for leave to amend application for CP to specify changes in officers and directors and stockholders in United Garage & Service Corp., to include amended to restructure corporation.

Lowe-Walters Inc., Lakewood, Ohio.—Denied petition for leave to amend application for CP to specify changes in officers and directors and stockholders in United Garage & Service Corp., to include amended to restructure corporation.

The Capital Bestco, Co., Annapolis, Md.—Grant petition to reopen record on applications for CP to specify 150 kw 75 w D., accepted amendment and removed application from hearing docket.

The Smith Davis Corp., New York.—Grant petition to reopen record on applications for CP to specify 150 kw 75 w D., accepted amendment and removed application from hearing docket.

Redlands Bestco, Redlands, Calif.—Grant petition for leave to amend application for CP to specify 500 kw 500 w D., accepted amendment and removed application from hearing docket.

Hollis O. Bishop, Harrisburg, Pa.—Grant petition to reopen record on applications for CP to specify 150 kw 75 w D., accepted amendment and removed application from hearing docket.

Tower Realty Co., Baltimore—At request of counsel, dismissed petition for leave for amendment of CP and removal from hearing docket.

Monticello Bestco, Co., Inc., Huntington, N. Y.—Grant petition to reopen record on applications for CP, hearing continued from 4/27 to 6/3 at Washington.

WTBM Emporia, Kan.—Grant petition for continuance of hearing on applications for CP, hearing continued from 4/26 to 6/24 at Washington.

WDBM Chicago—Reopened a petition of Church of Jesus Christ of Latter Day Saints, Independent, Mo.—Grant petition for continuance of hearing on applications for CP, hearing continued from 4/26 to 6/24 at Washington.

WJAV Los Angeles—Postponed a petition of Church of Jesus Christ of Latter Day Saints, Independent, Mo.—Grant petition for continuance of hearing on applications for CP, hearing continued from 4/26 to 6/24 at Washington.

KSWI Philadelphia—At request of counsel, dismissed petition for leave for amendment of CP and removal from hearing docket.

Huntington-Monticello Bestco, Co., Inc., Huntington, N. Y.—Grant petition to reopen record on applications for CP, hearing continued from 4/27 to 6/3 at Washington.

KTSW Emporia, Kan.—Grant petition for continuance of hearing on applications for CP, hearing continued from 4/26 to 6/24 at Washington.

KSWI Philadelphia—At request of counsel, dismissed petition for leave for amendment of CP and removal from hearing docket.

KSWI Philadelphia—At request of counsel, dismissed petition for leave for amendment of CP and removal from hearing docket.

WTVR—FIRST IN RICHMOND AND VIRGINIA

Nbc Television Affiliate

A SERVICE OF WMBG

THE STATION OF PROGRESS

Nbc Affiliate

REPRESENTED BY JOHN BLAIR & COMPANY

Page 52 • May 3, 1948

BROADCASTING • Telecasting
radio stations!

Get this free record that tells how Capitol's low cost Transcription Service can greatly help you sell station time

mail coupon now

Writs WMOB: "At the present time, we have the following programs SOLD out of the Capitol library: Music From Hollywood, Eddie LeMar, Jan Garber, Alvino Rey. We are very happy with the library and are able to give the listening audience in Mobile something that they cannot get on any other radio station in Mobile."

Capitol gives you dozens of top flight stars, including Peggy Lee, King Cole Trio, Alvino Rey, Stan Kenton, Johnny Mercer, Hal Derwin, King Sisters, Duke Ellington, Tex Ritter, Merle Travis and Gene Krupa.

There's plenty of variety in the library of 3000 numbers (with more added regularly); plenty of freshness in the 35 hours of programming provided each week.

Completely detailed format catalogue and simplified filing system—plus ingenious cross-indexes—make everything finger-tip convenient. Special music for commercials, special voice recordings of the stars, so your announcers can "talk" with them.

A terrific library! A real business getter. Send coupon for full details. No obligation!
ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

- With it—your signal from studio to transmitter now rides on air!
- With it—your problems of outages due to weather or rugged terrain are solved! Sleet storms, fires or floods can damage studio to transmitter transmission lines or cables—but not micro-wave transmission from G-E S-T broadcast system. There are no transmission lines or cables.
- With it—you can select the best site for your station with increased assurance of reliable program service!

The new General Electric S-T Link equipment is easily installed and occupies remarkably little studio space. A product of the research and engineering skills assembled at Electronics Park, this system is another General Electric contribution to better broadcasting.

Broadcasters, station managers and engineers will want all the facts.

Your nearest G-E office can give them to you. Call there, or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.

WHAT THE SYSTEM DOES FOR YOU...

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Uses standard type "N" RF fittings throughout.
- Provides high fidelity performance:
  - Less than 1% distortion from 50 to 15,000 cycles.
  - Noise level better than 65 db.
  - Frequency response well within ±1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.
S-T RECEIVER
- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt (for specified system performance).
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 19-inch cabinet rack.
- All tuning adjustments are made from the front.

S-T ANTENNAS
- 40-inch reinforced aluminum paraboloid, with dipole feed.
- Power gain each antenna 15.3 db over standard dipole. Total gain 30.6 db.
- Low standing-wave ratio over full frequency range (920-960 MC) without adjustment.
- Two-clamp mounting construction permits firm attachment to single structural member or pole.
- Easy to install and aim.
- Fully protected from adverse effects of icing.
- Designed for 100 m.p.h. wind loading.

For fast service call G.E.
FCC Actions

(Continued from page 52)

Decisions Cont.: amend application to show withdrawal of application filed by Eliza J. Weckmann as stockholder and subscriber, and add related information.

KGBB Tyler, Tex.—Granted request to intervene in proceeding on application of AM Enterprises, Inc., for license to erect and operate a new station.

KPLP Lake Charles, La.—Granted petition for leave to intervene in consolidated proceeding on applications of Continental Best, Co., et al., for new station.

Kansas City Best, Co., Inc., Kansas City, Mo.—Denied petition in part of station owners that requests authority to take deposits of new station from its employees; denied in part as it requests enlargement of staff.

KXAV Mattoon, III.—Denied application for waiver of rules and regulations.

Radio Television of Baltimore Inc., Baltimore, Md.—Denied petition for leave to intervene in proceeding on application for FM station.

Panhand Best Corp., Amargilie, Tex.—Granted petition in part as it requires leave to amend its application to show issuance of additional stock and also to file in other cases, denied in part as it requests enlargement of staff.

Communtion on April 21 designated for May 4 for the following cases: 1st—Postoria Best, Co., Postoria, Ohio; 2nd—Canfield Journal Co., Canfield, Ohio; and 3rd—Lake Erie Journal Co., Lakeport, Ohio; den—Mansfield Journal Co., Mansfield, Ohio; 3rd—Harding College (WHEG), Memphis, Tenn.

April 26 Applications . . . ACCEPTED for FILING

Acquisition of Control

KDON Monterey, Calif.—Voluntary acquisition of control of licensee corporation from Robert A. Griffin to Salinas Newspapers Inc.

Assignment of License

KLOK San Jose, Calif.—Voluntary assignment of CP new station to Concrete Broadcasting Company. Selected plans to build a new tower. Station will be a Radio Condensed Time station.

License for CP

KGUJ Susanville, Calif.—License to cover new standard station.

WNLK Norwalk, Conn.—License to cover CP new standard station.

AM—1380 kc

The Colorado Best, Co., Englewood, Colo.—New standard station 1380 kc 1 kW D.

AM—690 kc

William J. Brennan, Jacksonville, Fla.—CP new standard station 690 kc 5 kw D, with ERP 215 kw, from 5 kw D to 25 kw DN, hours from D to 25 kw, install DA-N; change in classification of applicant from William J. Brennan to William J. Brennan, Orly, Inc., Daniel M. Brennan and James F. Brennan, partnership, of Jacksonville.

Assignment of License

WHUM Reading, Pa.—Voluntary assignment of license of Eastern Radio Corp. (New York corporation) to Eastern Radio Corp. (Pennsylvania corporation).

Modification of CP

R PAC Port Arthur, Tex.—CP increased power, etc., for extension of completion date.

Kiwi Broadcast, Alaska—Mod. CP new standard station for extension of completion date.

KTXW Texas City, Tex.—Same.

NKA Salt Lake City, Utah—Mod. CP which authorized construction of new tower, increased power, etc., for extension of completion date.

AM—1490 kc

Culpeper Best Corp., Culpeper, Va.—Mod. CP new standard station 1490 kc 250 kw unil.

Modification of CP

WFAX Tala, Ala.—Mod. CP new standard station for extension of completion date.

License for CP

WRFW Eau Claire, Wis.—License to cover CP new standard station.

Modification of CP

WLDR Flambeau Township, Wis.—

Mod. CP new standard station for extension of completion date.

KFI-FM Los Angeles—Mod. CP new station to change ERP to 2853 kw, half height above average terrain to 2364 ft., and make changes in antenna system.

License for CP

WAMS Williams, Mont.—License to cover CP new standard station.

WQXW Buckhead, Ga.—Same.

WLFJ—1320 kc

Maplewood Beets, Inc., Maplewood, Minn.—CP new standard station 1320 kc 250 w unil.

AM—1290 kc

Logan Best Corp., Logan, W. Va.—CP new standard station 1290 kc 1 kw D, 5 kw N-W D-DA 1 unil.

AM—1580 kc

Watertown Radio Inc., Watertown, Wis.—CP new standard station 1580 kc 250 w D, AMENDRE re change in officers, directors and stockholders.

Modification of CP

G. W. Covington Jr., Montgomery, Ala.—Mod. CP new standard station for extension of completion date.

KRE-FM Berkeley, Calif.—Same.

Acquisition of Control

KDON-FM Monterey, Calif.—Voluntary acquisition of CP new station to Robert A. Griffin to Salinas Newspapers Inc.

Assignment of CP

KLOK-FM San Jose, Calif.—Voluntary assignment of CP new station to E. L. Barker, Claribel Barker, T. H. Canfield, and Opal Canfield, d/b/a as Valley Best Corp.

Modification of CP

WGAU-FM Athens, Ga.—Mod. CP new station for extension of completion date.

WATL-FM Atlanta, Ga.—Mod. CP new station to increase ERP from 40 kw to 44 kw; decrease ant. height above average terrain to 204 ft. and decrease overall height above ground to 300 ft.

WLAM-FM La Grange, Ga.—Mod. CP new station to change completion date.

WHBF-FM Rock Island, Ill.—Mod. CP new station to change ERP from 36 kw to 40 kw, ant. height above average terrain to 400 ft. and make changes in other system.

License for CP

WIRK Shreveport, La.—License to cover CP new station.

Modification of CP

KXEL-FM Waterloo, Iowa—Mod. CP new station for extension of completion date.

WACB Chico, Mass.—Same.

WLWH-FM Lowell, Mass.—Same.

WJCD-FM Chicago, Ill.—CP new station to change ERP to 150 kw, ant. height above average terrain to 443 ft.; make changes in other system.

WIRM-FM Jackson, Mich.—Mod. CP new station for extension of completion date.

WPGF-FM Atlantic City, N.J.—Same.

WHFM Rochester, N. Y.—Mod. CP new station to change ant. height above average terrain to 503 ft.; make changes in antenna system.

WISR-FM Butler, Pa.—Mod. CP new station for extension of completion date.

WKJT Johnstown, Pa.—Same.

WPPA-FM Pittsville, Pa.—Same.

KCOH-FM Houston, Tex.—Same.

TV—82-88 mc

M. R. Schacter, San Antonio, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vs. 1.5 kw, sur. 675 kw unil.

M. R. Schacter, Santa Barbara, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vs. 1.5 kw, sur. 675 kw unil.

TV—174-180 mc

KLZ Best, Co., Denver, Colo.—CP new commercial television station on Channel 7, 174-180 mc, ERP vs. 2.3 kw, sur. 11.5 kw unil.

CP new commercial television station to change ERP to 2.5 kw, sur. 11.5 kw unil.

WYVO Detroit, Mich.—Mod. CP new commercial television station to change ERP from vs. 14.26 kw, sur. 7.51 kw to vs. 18.33 kw, sur. 8.28 kw.

WYVO Detroit, Mich.—Mod. CP new commercial television station for extension of completion date.

APPLICATION RETURNED

License for CP

KVSO-FM Altoona, Iowa.—License to cover CP new station.

APPLICATION DISMISSED

Modification of CP

WIKR West Palm Beach, Fla.—Mod. CP change hours, etc. DISMISSED Apr. 22.

TENDERED FOR FILING

TV—186-192 mc

Homer W. Snowden d/b/a Denver Television Co., Denver, Colo.—CP new commercial television station on Channel 6, 186-192 mc, ERP vs. 20.7 kw, sur. 675 kw unil.

TV—186-192 mc

Howard W. Davis tr/as The Walmac Co., San Antonio, Tex.—CP new commercial television station on Channel 9, 186-192 mc, ERP vs. 22.73 kw, sur. 11.35 kw.

TV—199-204 mc

Tidewater Television Co., Norfolk County and Norfolk, Va.—CP new commercial television station on Channel 11, 199-204 mc, ERP vs. 2.8 kw, sur. 1.4 kw.

TV—66-72 mc


TRANSFER OF CONTROL

WIBB Macon, Ga.—Transfer of control of licensee corporation from Robert D. Thiener, Roy Richards, J. E. Duncan, Nathan Thomas Carr, Thomas Maxwell and Oliver Thomas.

AM—1230 kc

KBRK Ruston, La.—CP change from 9.4 to 8.2 kw.

(Continued on page 58)
HOW TO MAKE
ONE DOLLAR
WORK HARD IN RADIO

WHAT CHECK have you on the results your advertising dollar gets for you in radio? A good way of measuring sales effectiveness is to ask local advertisers their experience with a given station. Here's what some of CFRB's local advertisers say (Complete statements upon request.)

"CFRB has brought customers into my stores from Orillia, Cobourg, Collingwood, and even farther afield to buy clothes for themselves and their families." Jack Fraser, President of Jack Fraser Stores Ltd.

"We have found that our CFRB advertising brings us new customers for coal, oil burners and other heating equipment. It keeps our old customers coming back year after year." Elias Rogers Coal Co. Ltd.

"I have been broadcasting over CFRB three or four times a week since 1930. The hundreds of telephone calls and the written enquiries that come in are a good barometer of CFRB following." Ann Adam—Ann Adam Homecrafters.

CFRB offers you more listener per dollar than on any other station in the Toronto area. Compare our Bureau of Broadcasting Measurement standing and our Elliot-Haynes ratings with those of other stations.

A breakdown of latest figures shows that ONE DOLLAR buys on CFRB:

1,864 potential radio homes after 7 p.m. (54c per 1000 potential homes).
2,795 potential radio homes between 6 and 7 p.m. (36c per 1000 potential homes).
3,525 potential radio homes at other times (28c per 1000 potential homes).

All these radio homes are in Canada's richest market. The listeners in these homes do hear and act upon CFRB sales messages. Make your advertising dollar work harder—on CFRB!
FCC Actions

Applications Cont.: ... continues on next page...
Western Electric
1304 TYPE REPRODUCER SET

LOWEST DISTORTION
You get your high frequencies without introducing fuzz.

MINIMUM FLUTTER
You get piano notes without introducing wow.

NEGIGIBLE NOISE
You can boost bass response without introducing rumble.

Plus...
Features that make the 1304 tops in operating utility! Accurate playing time—less than 2 seconds' variation in 15 minutes. Fast pickup to stable speed, rapid slowdown. Quick, easy electrical speed change. Easy reproducer handling—positive protection against reproducer damage.

A NATURAL FOR FM!
If you're using FM, make the most of its possibilities! Start with well-cut recordings—then give them the finest in reproduction...with the 1304!

Plan to hear the 1304 Type Reproducer Set for yourself when you visit the NAB Convention. For early delivery, place your order now. Call your local Graybar Broadcast Representative for full details, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.

QUALITY COUNTS —

BR DOMCASTING • Telecasting


May 3, 1948 • Page 59
FCC Actions
(Continued from page 58)


WABT, St. Louis.—Continued hearing on application from 4-28 to 5-26-48 at Washington.

April 27 Applications...

ACCEPTED FOR FILING

AM—1400 kc

Crestview Bay Broad. Co., Santa Monica, Calif., petition to change standard station 1460 kc 250 w D. AMENDED to change power to 1 kw.

AM—1400 kc

Highlands Broad. Co., Sebring, Fla.—Petition to change standard station 1460 kc 250 w unil. AMENDED to change frequency to 1360 kc.

WIBM, Macom, Ga.—Petition to change standard station for extension of completion date from 5-19-48 to 60 days after grant of application for transfer of control.

KSAL, Salina, Kan.—Mod. CP increase power, etc., for extension of completion date.

License for CP

KATE near Albert Lea, Minn.—License to cover CP install new vertical antenna.

KDKA, Pittsburgh, Pa.—License to change trans. and studio locations.

Relinquishment of Control

KTNM, Wichita Falls, Tex.—Voluntary relinquishment of control of permittee corporation from M. L. Banks, Houston, Harte, Walter D. Gline and A. Boyd Eckert and M. B. Stambaugh to Houston Harte, 225 sh. of common stock—51%. Competing application by being granted assignment of license.

Assignment of License

WALS, Detroit, Mich.—Voluntary assignment of license from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

KWAQ, Charleston, W. Va.—Voluntary assignment of license from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

Transfer of Control

WKWK, Burlington, W. Va.—Transfer of control of licensee corporation from Joe L. Smith Jr. to Joe L. Smith Jr. Inc. of common stock—50.3%.

License for CP

WCOU-FM Lewiston, Me.—License to cover CP new FM station.

License Renewal

KQZY Kansas City, Mo.—License renewal filed.

TV—76-82 mc

The Daniel & Fisher Stores Co., Denver, Colo.—Petition to change new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.7 kw, aur. 9.1 kw unil.

Warner Bros. Pictures Inc., Chicago—Petition to change new commercial television station on Channel 5, 76-82 mc, ERP vis. 31.0 kw, aur. 15.5 kw unil.

Guy Gannett Broad. Services, Portland, Me.—Petition to change new commercial television station on Channel 13, 101-108 mc, ERP vis. 27.48 kw, aur. 13.7 kw unil.

TV—210-216 mc

KFQI Inc., St. Joseph, Mo.—Petition to change new commercial television station on Channel 13, 210-216 mc, ERP vis. 2.32 kw, aur. 1.17 kw unil.

TV—192-198 mc

WAGE Inc., Syracuse, N. Y.—Petition to change new commercial television station on Channel 13, 192-198 mc, ERP vis. 30 kw, aur. 15 kw unil.

SO—180-186 mc

Southern Broad. Inc., Richmond, Va.—Petition to change new commercial television station on Channel 16, 180-186 mc, ERP vis. 18.5 kw, aur. 9.3 kw unil.

Petition to Relinquish

The Valley Broad. Co., Steubenville, Ohio.—Petition to change new commercial television station on Channel 16, 180-210 mc, ERP vis. 25.7 kw, aur. 12.8 kw unil. Petition for withdrawal of application for reconsideration and for amendment of Section 21 to add WO from 12 to Steubenville as well as Wheeling area.

TENDERED FOR FILING

TV—190-196 mc

The Metropolis Co., Jacksonville, Fla.—Petition to change new commercial television station on Channel 6, 190-196 mc, ERP vis. 25.1 kw, aur. 13.2 kw unil.

TV—42-48 mc

Peoria Broad. Co., Peoria, Ill.—Petition to change new commercial television station on Channel 6, 42-48 mc, ERP vis. 17.2 kw, aur. 8.61 kw.
WNÉW, "America's Razzle Dazzle Station," proudly pops its top as VARIETY doffs a boff 'Showman' Award for "fabulous" '47 parlay of B.O., pubsrv & whiz biz. "Most copied" operation's fourth kudo cues sock citation on "How To Run A Radio Station."

Indubitably, Your No. 1 Purchase in New York

WNÉW

Represented by
John Blair Esq. & Co.
Undisputed Sales Facts

When you think of FM in Kansas City you naturally think of KOZY.

No other FM station is as well known in or outside of Kansas City.

Why? Because KOZY has done the most to make Kansas City FM conscious.

Therefore, KOZY is the choice station of the more than 20,000* FM set owners in the Greater Kansas City FM Audience.


Represented Nationally by FM Reps, Inc.

A DILLARD STATION

Robert F. Wolfsick Manager

FCC Actions

(Continued from page 60)

Applications Cont.

AM-999 kc
California Bestg, Co., Santa Monica, Calif.—CP new standard station 1460 kc D. AMENDED to change power to 1 kw.

AM-1410 kc
Christian County Bestg, Co., Taylorville, Ill.—CP new standard station 1410 kc D. AMENDED to change power to 250 w to 1 kw, install DA.

AM-1570 kc
Home Bestg. Co., Loganport, Ind.—CP new standard station 1570 kc D. AMENDED to change power to 2 kw.

KTRI Sioux City, Iowa.—Mod. CP change frequency, increase power etc. for extension of complete date.

AM-1590 kc
Twin Valley Bestg. Co., Coldwater, Mich.—CP new standard station 1590 kc 1 kw DA-D.

AM-1440 kc
Fellegin & Smehly, Detroit, Mich.—CP new standard station 1440 kc 1 kw D. AMENDED to change power to 500 w.

AM-1410 kc
WGRD Grand Rapids, Mich.—CP change hours from 5 kw D to 1 kw DA and install DA-N.

Modification of CP

WBBB Burlington, N. C.—Mod. CP increase power etc. for extension of complete date.

AM-1290 kc
Defiance Bryan Paulding Bestg. Co., Defiance, Ohio.—CP new standard station 1290 kc 500 w D.

AM-1210 kc
Sapulpa Bestg. Co., Sapulpa, Okla.—CP new standard station 1210 kc 250 w D.

Modifications of CP

WVAM Altoona, Pa.—Mod. CP new standard station for extension of complete date.

AM-1320 kc
WSCR Scranton, Pa.—CP change frequency from 1060 kc to 1320 kc. Change hours from D to uni., increase 1 kw-D to 1 kw-D 50 kw-N and install DA-N.

Modification of CP

KUCA-FM Sloan Springs, Ark.—CP new standard station to change frequency from 965 mc to 1057 mc. KIYX—CP new standard station for extension of complete date.

KSON-FM San Diego, Calif.—Same.

License for CP

WEWS-FM Cleveland.—License to cover CP new FM station.

Modifications of CP

WGOR Fort Lauderdale, Fla.—Mod. CP new FM station for extension of complete date.

Reinstate CP

WTSP-FM St. Petersburg, Fla.—CP to reinstate CP new FM station, which expired April 1.

Modification of CP

WSAY-FM Savannah, Ga.—Mod. CP new FM station for extension of complete date.

WMAQ-FM Chicago—Same.

WTII-FM Terre Haute, Ind.—Same.

KGO-FM Mason City, Iowa.—Same.

WCFR Fall River, Mass.—Same.

WWRR Albany, N. Y.—Mod. CP new FM station for extension of complete date. Increase 5 kw to 9.04 kw, decrease ant. height 180 feet, change terrain to 315 ft., increase overall height above ground to 352 ft.

Modification of CP

WFYI Troy, N. Y.—Mod. CP new FM station for extension of complete date.

KTEM-FM Temple, Tex.—Same.

Relinquishment of Control

KFWA Wichita Falls, Tex.—Voluntary relinquishment of control of permitted corporation from M. B. Hanks, Houston, Texas; Walter D. Clinton, and A. Boyd Kelley to M. B. Hanks and Houston Harte. Contingent upon KMFM being granted assignment of CP.

Transfer of Control

WWK-FM Wheeling, W. Va.—Voluntary transfer of control of permitted corporation from L. Smith Jr. to Joe L. Smith Jr. Inc.

Modification of CP

WOSH-FM Osceola, Wis.—Mod. CP new FM station for extension of complete date.

WISN-FM Milwaukee—Same.

TV—186-182 mc
Aladdin Television Inc., Denver, Colo.—CP new commercial television station on Channel 9 (186-182 mc) ERP vis. 31.6 kw, sur. 13.5 kw and uni.

Acquisition of Control


TV—188-186 mc
Southwestern Pub. Co., Tulsa, Okla.—CP new commercial television station on Channel 7 (174-180 mc) ERP vis. 15.4 kw, 12 kw.

TV—174-180 mc

Modification of CP


TENDERED FOR FILING

TV—174-180 mc

TV—198-204 mc

TV—264-210 mc
Tri-City Broadcasting, Beloit, Ohio.—CP new commercial television station on Channel 12 (264-210 mc) ERP vis. 27.0 kw, sur. 13.5 kw.

AM—610 kc
WKAN Kankakee, Ill.—CP change from 1290 kc to 610 kc, hours from D to uni., utilizing 1 kw and install DA.

Assignment of License

WISH WISH-FM Indianapolis.—Cons. License to cover CP new FM station and CP for FM station at Capitol Bestg. Corp. to Universal Broadcasting WFC-Universal Broadcasting, Inc.

WFDF WYDF-FM Flint, Mich.—Cons. to assignment of license of AM station and CP for FM from Flint Bestg. Co. to Trehit Corp.

Confirmed Hermit

RALPH EDWARDS, m.c. of The Truth or Consequences, learned recently Greta Garbo really wants to be alone. The star was invited to be a mysterious personality similar to those in the Walking Man or Miss Hush contests. Miss Garbo refused and reportedly claimed she had never heard of Ralph Edwards, or the Walking Man. She reputedly listened to the radio only when President Roosevelt on Dec. 8th, 1941 asked for a declaration of war.

April 29 Decisions . . .

BY COMMISSION ON BANC

FM Authorizations

Approved cond. grants for two Class A and four Class B FM stations: issued CP for eight Class A and Class B FM outlets; issued CPs in lieu previous cond. for two Class A and four Class B FM stations.

PROPOSED RULE

Adopted notice of proposed rule making to amend Class B FM allocation plan by substituting Channel 315 for Channel 227 now assigned to Hazleton, Pa. FCC finds the would be allocated in mine interference which might be caused by WJLW-FM Hazelton to WJFL-Philadelphia.

Extension Granted

Cor-New Kensington, Mass.—Granted 90-day extension of time to complete construction of Channel A class station on cond. that station commence inter station operation within such period.

ST Links

Rural Radio Network Inc., Ithaca, N. Y.—Des. new ST link station on 940-550 mc to be used with FM station WYPC, Ithaca and granted license.

STL Links

 persuasively Communications Authority, New York, N. Y.—Des. for license to operate satellite FM trans. on exp. basis at New Bedford to augment service provided for main trans. site at Taunton, Mass.

License for CP

KFKX-FM Nampa, Idaho—Granted license for new Class B FM station.

Designated for Hearing

Puerto Rico Communications Authority, San Juan, P. R.—Designated for hearing application for Class A FM station.

North Shore Broadcasting Co., Inc., Evanston, Ill.—Designated for hearing application for new B FM station in the consolidated proceeding with applications for station WJCA-AM and WJCO-AM and others for Class B stations in Chicago area, hearing scheduled June 2 in Chicago.

(Continued on page 64)
SELECT Andrew
TRANSMISSION LINE
and ANTENNA EQUIPMENT
for AM FM TV

At no extra cost, you get the advice and experience of a corps of skilled engineers when you select ANDREW equipment. They will answer your questions and assist in solving your specific installation problems.

From the day your inquiry is received, until the day you go on the air, your problems are our problems. The ANDREW sales staff of graduate engineers will not only quote on a complete bill of materials, but will also offer at no extra cost valuable engineering information on how to use ANDREW equipment most effectively. And the free advisory service of the ANDREW engineering department remains at your command until the equipment you purchase is installed and functioning at highest efficiency. ANDREW is not satisfied until you are.

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

If getting on the air is your problem, let ANDREW make your job easier, your station more efficient. Write today!
FCC Actions
(Continued from page 62)

Decisions Cont.: FM Grants Vacated
WKYK-FM, New Broadcasting Corp., Alexandria, Va.—Granted request to vacate con. grant for Class A FM station and dismissed application.
WKDK Newberry Broadcasting Co., Newberry, S.C.—Granted request to vacate Class B FM station and dismissed application.
KSTE Mercury Broadcasting Co. San Antonio, Tex.—Granted request to vacate Class C FM station and dismissed application.
KWFM Fred Jones Broadcasting Co., Tulsa, Okla.—Same.

WCLR Airplane & Marine Instruments, Inc., Cleveland, Ohio—Noncommercial Educational State of Wisconsin-State Radio Council, Delafield, Wis.—Granted application to replace CP for non-commercial educational FM station at Delafield, with studies at U. of Wis. Campus at Madison, specifying completion of construction date six months after grant. Also designated hearing before Comm. Comm. on May 28 at Madison, application for CP new station, to determine whether site and construction proposed in application would constitute undue burden to air navigation.

WEHR Pennsylvania State College, State College, Pa.—Granted request to vacate and dismissed application CP for non-commercial educational station in filing similar application in future.

TV—174-180 mc

Voice of the Sun, Inc., St. Petersburg, Fla.—Granted CP, new FM station, Tampa, Fla.; station 93.1 kw, 15.3 kw, 385 ft.

TV—210-216 mc

Sunshine Broadcasting Co., Birmingham, Ala.—Granted CP new FM station, Birmingham, Ala.; station 88.1 kw, 13.1 kw, 385 ft.

TV—219-221 mc

Voice of Life Broadcasting, Inc., Cleveland, Ohio—Granted CP new FM station, Cleveland, Ohio; station 93.1 kw, pending extension of license.

Toledo, Ohio—Perm. hearing Date—Granted license for non-commercial educational station WCTU, Toledo, Ohio.

Extension Granted

WNNK Chicago, Ill.—Granted extension of completion date of CP new FM station to Nov. 15.

FCC Correction

Commission on April 27 adopted order correcting Certificate of Class A FM station WACV-WMUP, Cape Girardeau, Mo., to read 283 w.

April 29 Applications

ACCEPTED FOR FILING

WAUD Auburn, Ala.—Voluntary assignment of CP of William W. Hunt, C. F. Sheetzky and Erwin Waller, partnership d/b/a as Auburn Broadcast Co. to Arthur B. Follars, Montgomery, Ala.; 27.1 kw, 1010 mc, 171 ft.

License for CP

WQAF Dallas, Ala.—License to cover CP change frequency etc.

WABX Utica, N.Y.—License to cover CP change frequency etc.

WYLA Rock Hill, S. C.—License to cover CP new standard station.

Modification of CP

KFI-TY Los Angeles—Mod. CP new commercial television station, to increase ERP from 161.8 kw, 17.1 kw to vis. 114.1 kw, aus. 157 kw.

KTTY Los Angeles—Mod. CP new commercial television station, to change frequency from 19.15 kw, aus. 19.15 kw to vis. 11.5 kw, aus. 185 kw.

KDYL—Salt Lake City, Utah—Mod. CP new commercial television station, to change frequency from 31.4 kw, aus. 157 kw, to Channel 4 (66-72 mc).

TV—Exp. Relay

NWS Syndicated Programming Network, New York—CP new experimental television relay station on 6923-6950, 7100-7125 mc, power of 0.1 w, emission special and hours of operation in accordance with Sec. 1431 (b), 4163.5 Mc, City Systems Co., Inc., New York—CP new experimental television station on 7050-7075 mc, power 0.1 w, emission special and hours of operation in accordance with Sec. 1431 (b), 4163.5 mc.

Modification of CP

KCFD-CO Denver, Colo.—Mod. CP new FM station for extension of completion date.

License for CP

KXWC-FM Moline, Ill.—License to cover CP new FM station.

Assignment of CP

WLS-FM Chicago, Ill.—Voluntary assignment of CP from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

APPLICATION DISMISSED

FM-92.3 mc

WHBY Inc., Appleton, Wis.—CP new FM station from Channel 25, 92.3 mc; ERP 4.5 kw and ant. height above average terrain 50 ft.

APPLICATIONS RETURNED

KNIT Dalhart, Tex.—License to cover CP new standard station. Returned April 25.

TENDERED FOR FILING

FM-92.7 mc

Red Wing Bstg. Co., Red Wing, Minn.—CP new FM station on new CP at 92.7 mc, Channel 224, ERP 0.51 kw.

FM-97.1 mc

Rutherford County Radio Co., Forest City, N. C.—CP new FM stations on new CP in Channel 246, ERP 1.7 kw.

FM-91.3 mc

U. of Minnesota, Minneapolis—CP new non-commercial educational station on 91.9 mc, Channel 300.

FM-91.7 mc

Tacoama School District No. 10, Tacoma, Wash.—CP new non-commercial television station on 91.7 mc, Channel 219.

TV—210-216 mc

Sacagawea Bstg. Co., Saugaw, Mich.—CP new commercial television station on Channel 1, 210-216 mc, ERP 2.75 kw, aus. 1.275 kw.

Harding College, Seattle, Ark.—CP new standard station.

Assignment of License

KYOR San Diego, Calif.—Consent to assignment of license to CP San Diego Bstg. Co., San Diego, Calif.

services, La.—Consent to assignment of license to The Pelican Bstg. Co. Inc.

MAY 3

AM—Further Hearing


WHLD Niagara Falls, N. Y.—CP 1200 kw limit time.

Parties respondent: WGEN Erie, Pa.; WHAM Rochester, N. Y.

AM—Hearing

The Acm-Scarboro, Akron, Ohio—CP 1450 kw 250 w unil.

Party respondent: WALP Lexington, Ky.

AM—Hearing

KXRO Aberdeen, Wash.—CP 1220 kw 1 kw DA-N unil.

AM—Hearing

KOY Phoenix, Ariz.—CP 550 kw 5 kw D-1 1 kw.

AM—Hearing

Concino Bstg. Co., Flagstaff, Ariz.—CP 1500 kw 1 kw unil.

KWZ Flagstaff, Ariz.—CP 800 kw 1 kw unil.

Intervenor: KPVD San Diego, Calif.

AM—Hearing

WDJS Savannah, Ga.—CP 710 kw 5 kw DA-2 unil.


Intervenor: KCNO Amarillo, Tex.

(Continued on page 68)
Mr. FM Broadcaster!

Ready Now! A Sure-Fire Promotional Plan to WIN NEW FM LISTENERS For Your Station!

TAKE ADVANTAGE OF IT IMMEDIATELY!
There's Advance Assurance of a Bigger Audience For You Through The Pilotuner "200" Plan!

This is it . . . this is the rocket power you have been waiting for! A hard-hitting realistic promotional plan that will bring FM solidly into the homes within your transmitting area! And it features the nationally-sensational FM Pilotuner — the most widely acclaimed FM tuner to reach the market!

AN ADVERTISING CAMPAIGN TO BACK IT!
The Pilotuner "200" Plan features radio and newspaper advertising to put you over the top with concentrated fire power . . . from you, your local dealers, and Pilot Radio!

Write, Wire or Phone NOW (Stillwell 4-5455) For Full Details!
WE'RE READY FOR IMMEDIATE ACTION!

PILOT RADIO CORPORATION, 37-06 36th ST., LONG ISLAND CITY, N. Y.
Makers of PILOTONE VINYLITE RECORDS - PIONEERS IN SHORT WAVE - FM - TELEVISION
FCC Actions (Continued from page 61)

Hearings Cont.

MAY 3-4
TV-Hearing
Louise G. Batters, Wilkes-Barre, Pa.
--For television facilities.

Wisconsin Telecast, Co., Wilkes-Barr.
--Same.

To be held in Federal Court Room, Wilkes-Barre.

MAY 6
Oral arguments before Commission en banc.

1st Argument
Fostoria Besty, Fostoria, Ohio.
--CP 190 kc 250 w D.

--Same.

2nd Argument
Lorain, Ohio.
--CP 140 kc 250 w D.

--For FM facilities.

MAY 7

WIHQ Memphis, Tenn.
--CP 580 kc 1 kw-N.

AM-Further Hearing
Petaluma Besty, Petaluma, Calif.
--CP 1400 kc 250 w un.

Walter L. Reed, Petaluma, Calif.
--Same.

--Same.

Interrogation: KBOA Sacramento, Calif.

MAY 8

WCLF Chicago, Ill.
--CP 1000 kc 50 kw DA-N.

AM-Hearing
WNVZ Wiscand, N. J.
--CP 1300 kc 1 kw DA-T.

FM-Hearing
WBNJ Mount Vernon, N. Y.
--For mode of FM facilities.

MAY 9-10

New England Television Co., Inc.
Fall River, Mass.
--For television facilities.

Fall River Herald, New Bedford, Mass.
--Same.

--Same.

To be held in Federal Bldg., Fall River, Mass., May 9-10, and in New Bedford Public Library Hearing Hall, May 10.

MAY 11

AM Hearing
The Farmington Besty, Farmington, N. M.
--CP 1245 kc 250 w un.

To be held at Farmington, N. M.

Crescent Broadcast Corp., Shenandoah, Pa.
--CP 250 kc 5 kw un.


AM-Further Hearing
Grand Haven Besty, Grand Haven, Mich.
--CP 1320 kc 250 w un.

WMUS Muskegon, Mich.
--Same.

MAY 12

AM Further Hearing
San Joaquin Besty, Fresno Calif.
--CP 1250 kc 50 kw un.

RBDU Dinuba, Calif.
--CP 1240 kc 250 w un.

Interrogation: KBOA Sacramento, Calif.

AM Further Hearing
Del Paso Besty, North Sacramento, Calif.
--CP 1500 kc 250 w D.

KVBR Lodin, Calif.
--CP 1570 kc 1 kw D.

AM-Hearing
WHLS Port Huron, Mich.
--Renewal of license.

Oral argument before Commission
Rules Hearing
Oral argument before Commission
In the matter of Amendment of Sec. 13.54 of Commission's rules and regulations.

SUMMER replacement for "A Date With Judy," Tues., 8:30-9 p.m. on NBC sponsored by Lewis-Howe Co., St. Louis, effective June 28 will be Carmen Cavallero and Richard Roche, Williams & Cleary, New York, is agency. Summer show will be presented until September.

ILGWU FM Station

INTERNATIONAL Ladies Garment Workers Union, Los Angeles, California, has announced that to go on air July 15, has leased offices at 6540 Sunset Blvd., Hollywood. Station will operate with 10 kw on 94.7 mc.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations - 1,049 licensed, 339 costs from license permits, 304 applications in pending file, 312 applications in hearing; FM - 122 licensed, 153 conditional grantees, 789 CPs (of which 361 are on air under special temporary authority) 61 applications pending, 41 applications in hearing; television - seven licensed, 880 CPs (of which 16 are on air), 225 applications pending of which 122 are in hearing.

Allied Clinic

(Continued from page 26)

indicates a better understanding between the stores and radio stations.

In outlining effective systems developed to check results from radio campaigns, Mr. Dennis described the "beamed technique of programming." It is promoting specific merchandise on a definite audience, and checking department sales figures after the radio campaign.

Joe Dumond, president of KEEL Waterloo, Iowa, declared that "no media will bring you a greater sum total of profit for every dollar spent than radio broadcasting in the rural interest." He suggested using radio as "the voice of your institution.

During the television sessions Friday afternoon, Sam Cuff, television consultant, advised the purchase of programs on film rather than locally-produced shows. The quality of the series will be better, he said, and good video programming is essential now, before the "novelty of a television set wears off.

Allied Stores during 1947 in conjunction with RCA sponsored a "Television Caravan" tour of some 22 major cities where Allied stores are located to demonstrate television to the public. The tour was organized just a year ago and employed six specially built General Motors cars to transport the $100,000 worth of video equipment and personnel [BROADCASTING, April 21, 1947].

Circus Rates Top

TELECAST of the circus from Madison Square Garden, sponsored by the Ford Motor Co. on WCBS-TV New York won the top telecasting in the C. E. Hooper Inc. survey for New York City in April. The score was 67.2. Share of audience for the program was 97.5, with the balance of 2.5% of the television homes listening to the radio. WABD and WNBCT, both New York, were not on the air at the time.

There are 372,000 farmers on 84,700 farms in the WSPA Piedmont — where raising prize poultry is a major enterprise. It brings their income up to 26 million dollars a year and makes neither the chicken nor the egg... but the farmer come first in this prosperous 17-county area.

The Piedmont’s farm produce, peaches and cotton enrich the rural population. But it’s the industrial output in timber, textiles, plastics and cotton staples that provides the urban wealth — and balances the Piedmont’s billion-dollar economy.

That’s why the Piedmont people go to market with $1,054,811,000 to spend.

And for the past 19 years they’ve gone to market over WSPA, South Carolina’s oldest station — dominant in 17 counties of the Carolina Piedmont.

We start from scratch for 226 million dollars...
Philco Award
(Continued from page 27)

receivers to provide a contrast between the services.

A vivid illustration of television's value as an advertising medium was offered by Mr. Whiteman, in the role of disc m.c. First he read his commercial over the public address system. Then he was panned in by the television cameras as he went through frantic and comical efforts to prepare a pot of coffee. He then demonstrated, before the cameras, in a leisurely fashion, how simple the preparation of coffee was by merely pouring hot water into a cup containing his sponsor's product.

When Joe Kirkwood, famous trick-shot golf artist performed, spectators were able to watch either the panorama scene on the stage, or wide-range and close-up shots on the video receivers, showing the form used by Mr. Kirkwood. A curtain was drawn across the improvised TV studio for songstress Connie Haines' act. She first sang over the public address system, then she appeared and was heard on the video screens. The act was closed with an "in person" finale, as she stepped from behind the curtain.

Climax of the program was a dramatic scene presented first over the P.A. system. In this scene actors played roles in which, from the standpoint of appearance and appropriate cost, they were definitely miscast. This was televised as the "broadcast" took place. Finally, it was staged and televised with well-typed and appropriately costumed actors and actresses that, would, of necessity, have to appear before television cameras. The sales managers could look alternately at the stage for a full view of the scene or at their receivers for both full views and close-ups.

Missouri Furrow
WHEN radio farm editors called at the White House Tuesday, during their annual Dept. of Agriculture meeting, President Truman showed interest in the annual WHO National Plowing Match and Soil Conservation Field Day, slated Sept. 18. He told Herb Plambeck, farm director of the Des Moines station, he hoped he might attend the event, which draws over 50,000 persons. The Chief Executive said he once plowed the straightest furrow in Missouri. Extending the invitation were Mr. Plambeck; Mal Hansen, WOW Omaha farm director; Howard Haas, WHO market editor; Howard Hill, president, Iowa Farm Bureau.

Ad Rate Fight
(Continued from page 29)
to advertisers by over 2,000 independent radio stations.

With respect to network claims that WSAV's rate was "exorbitant," Mr. Brown contended that "WAGE, the ABC affiliate in Syracuse, at a $240 an hour base rate was charging at a rate of $1 for every potential 214 listeners, whereas WSAV... at a $280 an hour base rate was charging at a rate of $1 for every 386 potential listeners."

This, he said, was "less than two-thirds the rate the network advertisers were paying for the station in Syracuse, with which the network has an affiliation agreement and to which the network did not refuse a contract because it considered its rate 'exorbitant.'"

Common Carriers Finding
Mr. Brown also attacked the court's findings that networks are not common carriers and that WSAV had "no inherent right" to set its own rate. If the Court held that a network buys time and sells it to advertisers, he said, then the networks are "brokering" and "every station which has signed a standard affiliation contract with any of the four networks... is in violation of the rules and regulations of the FCC." If a station has no control over the price which is charged for its facilities, he argued, then it does not have the full and complete control over operations which FCC demands.

Mr. Brown's attack on the ruling was contained in statements which he sent to the Senate Interstate Commerce Committee in connection with its hearings on the Johnson Bill (S-2231) and to FCC in its review of the Mayflower Decision.

He Types Like a Newspaper Man
...with his fingers on America's pulse

He dictates to himself five times a week, talking the lines while composing his evening solo. Before that he and his staff have spent bustling hours digging into, behind, and around the news. Fill-in interviews with Washington bigwigs bolster his background data. His zeal to ferret out facts sends staff members scurrying to remote points from Alaska to Mexico City.

His program is the original news "co-op". It generally originates in Washington, D. C., and is piped to the stations of the Mutual Network. Currently sponsored on 297 stations, his program affords local advertisers the prestige of a live network show at local time cost, plus pro-rated talent cost.

Since Mutual is more than 500 stations, perhaps there's an opening in your city for the Fulton Lewis, Jr. broadcast. If you want a ready-made audience for a client or yourself, check your Mutual outlet, or get in touch with the Co-operative Program Dept., Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
56 FM ACTIONS

Waukegan CG Includes Agency Men

CONDITIONAL grants for two Class A and four Class B FM stations were authorized last Thursday by FCC, plus construction permits for eight Class A and 20 Class B outlets. The批准 of four Class B and 14 Class A stations.

At the same time the Commission approved withdrawal of authorizations for six FM stations, affecting one noncommercial educational, one Class A and four Class B operators.

One of the two Class A conditional grantees, Waukegan Broadcasting Corp., Waukegan, Ill., includes J. Hugh Davis, vice president of Foote, Cone & Belding, Chicago, as director, and 16.5% owner, and Paul W. Larrabee, Waukegan agency owner, vice president and 18.6% owner. Proposed facility is Channel 224 (92.7 mc).

The conditional grants and proposed facilities:

Deliver, Col.—Eugene P. O'Fallon Inc., Class C, Channel 217 (92.7 mc). Grantee is licensee KFEL Denver.

Miami, Fla.—Potomac Broadcasting Co., Class C, Channel 218 (105.1 mc). Grantee is licensee WIZN Hollywood, Fla.

Waukegan, Ill.—Waukegan Broadcasting Corp., Class A, Channel 224 (92.7 mc). Ownership: William John Howard, president and 51.2% owner; Estelle Williams, vice president and 49.8% owner; Walter Ed. Williams, engineer, and 100% owner; William J. Williams, secretary-treasurer, 17%; Paul R. Williams, vice president of Foote, Cone & Belding, Chicago, director 16.5%.

Waukegan, Ind.—M. Rogers & Sons, Class B, Channel 227 (110.7 mc). Grantee is public utility Chicago & Gary Traffic Union. Ownership: Logan H. Williams, president, 100% owner; Estelle Williams, vice president 0.5%; Raymond B. Williams, secretary-treasurer 50.4%; Charles R. Williams, director 18.8%; Ky. R. Williams, director 16.4%. Application involved amendment of FCC's revised tentative regulations for Class B stations to give Channel 227 to Walnut, Ill.

Moiooe, La.—James A. Nose, Class C, Channel 236 (103.3 mc). Grantee is licensee KNOE that city.

Beaumont, Mich.—Kokomo Broadcasting Corp., Class A, Channel 237 (103.9 mc). Grantee is operator of WOKM and WKOI-AM, 100% owner.

Construction permits were issued by FCC to the following:

KWFM-AM West Memphis Bestz Broadcasting Co., Class A, Channel 238 (103.9 mc), 8.3 kw, 415 feet.

KDFC Sun Dial Broadcasting Corp. San Francisco, Calif., Class B, Channel 271, 102.1 mc, 33 kw, 1850 feet.

WLRD Mercantile Broadcasting Co.

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HIGGINS CITES RADIO ROLE AT BAKER MEET

RADIO is an effective medium for baking, as shown by a long list of broadcasting success stories, Hugh M. NAB, national agency owner, and director of broadcasting advertising, told the Southern Bakers Assn. Convention 19 at the Roxy Plaza, Miami Beach, Fla.

Besides serving as a sales weapon, he said, radio supports the heating and heightens effectiveness of other media. Thus it increases traffic flow and business volume, lowering the ratio of advertising costs to sales.

Mr. Higgins cited, among other success stories, that of Helmas Bakers, Los Angeles, which started operation 15 years ago. Today the firm sells $100,000,000 annually, aided by a carefully planned advertising program in which radio is stressed. The firm uses 15 and 30-second spots 200 times a week, he said.

He also described how Langendorf Bakers, San Francisco, uses radio to open new retail outlets.

Election for Bargaining Agent Ordered at WEEK

WEST CENTRAL Broadcasting Co., operating WEEK, 1-kw full-timer on 1350 kc at Peoria, Ill., has been directed by the National Labor Relations Board to hold a secret-ballot election to determine whether the seven announcers, two singers and two continuity writers it employs wish to be represented by the American Federation of Radio Artists (APL). The board's order was issued April 30.

WEEK, an NBC outlet, had raised the question of whether or not the employees in question are covered by a certification application for a new radio station.

The NLRC's ruling said, in part: "Although the employees . . . are trained and are undoubtedly skilled personnel, we do not believe they are 'professional employees' within the meaning of Section 2 (12) of the Act [National Labor Relations Act]."

BROADCASTING • Telecasting

KFMJ-FM Fred Jones Broadcasting Co. Thursday, request for vacate construction permit for Class B station. FCC told applicant "another medium of broadcasting would be more efficient." Comment on the air as free applications for video there.

WCLR Airplane and Marine Instruments, Grants tended to vacate construction for Class B station in Fort Smith. FCC said since the station is devoting full energies to getting AM outlet, it would be granted. Free applications for video there.

WEHR Pennsylvania State College, State College, Pa.—Granted request to vacate construction for Class B station. FCC added that the station is not devoting full energies to meeting service for AM outlet. Free applications for video there.

WJFR New Bedford, Mass., FM operators, FM Broadcasting Co., Inc., was granted a six-months' authority to file an FM satellite transmitter on an experimental basis at New Bedford. Satellite would augment service of station's transmitter at Taunton, Mass.
Meredith Enters Two Requests

**VIDEO PARADE**

On air: 23
Licensed: 7
CP's: 88
Pending: 225

The publishing firm and Tri-States Theatre Corp. each hold 50% interest in Tri-Mer, of Des Moines, Iowa. Syrane, N.Y.

**APPLICANTS**

KSG and has CP for KGW-FM Portland. States Theatre Corp. each hold 50% interest in Tri-Mer, of Des Moines, Iowa. Syrane, N.Y.

**VALUE OF COVERAGE**

Rochester, N.Y.—Meredith Pub. Co., Channel 11 (180-204 mc), 37.8 kw visual, 13.3 kw audio, antenna 60 ft. Initial cost $259,000, first year $100,000, revenue unknown. Applicant is publisher Better Homes and Gardens and Successful Farming and its video package in other cities.

Oregonia Pub. Co., licensee of KGW Portland, Ore., and which gave up its permit for value in Portland several months ago has filed new applications for TV facilities there.

The new applicants and facilities requested include:

- **Bellaire, Ohio—Tri-City Broadcasting Co., licensee of Channel 9, 186-204 mc, 25.8 kw visual, 12.9 kw audio, antenna 915 ft. Initial cost $3,024,000, first year $100,000, revenue $75,000. Applicant operates WTRF and WTRF-FM Bellaire.

- **Deaver, Tenn.**—Hans W. Snowden, an individual doing business as Deaver Television Co., Channel 11 (186-194 mc), 25 kw visual, 12.9 kw audio, antenna 915 ft. Initial cost $3,024,000, first year $100,000, revenue $75,000. Applicant is licensee of WBFS-FM Grand Rapids.

- **Hagerstown, Md.—Hagerstown Broadcasting Co., licensee of Channel 9 (186-194 mc), 13.0 kw visual, 9.83 kw audio, antenna 546 ft. Initial cost $150,000, first year $50,000, revenue $100,000. Applicant is owner of WJAC-AM and WJAC-FM Hagerstown.

- **Jacksonville, Fla.—The Metropolitan Co., licensee of Channel 8 (180-186 mc), 37.8 kw visual, 9,83 kw audio, antenna 68 ft. Initial cost $2,000,000, first year $100,000, revenue $75,000. Applicant is owner of WJAC-AM and WJAC-FM Jacksonville.

- **Norfolk, Va.—W.T.R. Air Corp., licensee of Channel 4 (180-186 mc), 12.1 kw visual, antenna 367 ft. Initial cost $250,000, first year $75,000, revenue unknown. Applicant owns WTRF and WTRF-FM Norfolk.

- **Peoria, Ill.—Peoria Broadcasting Co., licensee of Channel 6 (186-204 mc), 17.2 kw visual, 6.4 kw audio, antenna 561 ft. Initial cost $180,000, first year $50,000, revenue $23,000. Applicant is licensee of WBNM and WMAB-FM Peoria.

- **Portland, Ore.—True Case, licensee of Channel 11 (186-194 mc), 2.55 kw visual, 2.2 kw audio, antenna 68 ft. Initial cost $50,000, first year $10,000, revenue $10,000. Applicant is licensee of WRKO and WRKO-FM Portland.

- **Rochester, N.Y.—Meredith Pub. Co., licensee of Channel 11 (180-204 mc), 37.8 kw visual, 13.3 kw audio, antenna 60 ft. Initial cost $259,000, first year $100,000, revenue unknown. Applicant is publisher Better Homes and Gardens and Successful Farming and its video package in other cities.

- **Syracuse, N.Y.—Meredith Pub. Co., licensee of Channel 3 (180-186 mc), 12.5 kw visual, 7.5 kw audio, antenna 412 ft. Initial cost $385,000, first year $100,000, revenue $350,000.

- **Other new video requests, reported in brief in BROADCASTING, April 26, included:**

- **Portsmouth, Va.—T. W. Aydlett and Frederick F. Clark, 38% of The Transformers Television Co., licensee of Channel 9 (186-194 mc), 12.7 kw visual, 5.5 kw audio, antenna 625 ft. Initial cost $270,900, first year $75,000, revenue $100,000. Applicant is licensee of WRQW and WRQW-FM Portsmouth. Mr. Clark, chief engineer of Portsmouth Radio Corp., until Feb., 1948, is owner and director of Channel 32 Portsmouth.

- **San Antonio, Tex.—Howard W. Davis, an individual doing business as The San Antonio Times, licensee of Channel 13 (186-192 mc), 22.7 kw visual, 19.0 kw audio, antenna 625 ft. Initial cost $217,356, first year $75,000, revenue $75,000. Applicant is licensee of WRQW and WRQW-FM San Antonio.

- **Tulsa, Okla.—Southwestern Pub. Co., licensee of Channel 2 (186-192 mc), 24.13 kw visual, 12.7 kw audio, antenna 100 ft. Initial cost $225,235, first year $80,000, revenue $200,000. Donald W. Reynolds, majority stockholder of applicant company, is licensee of KFBS and KFBS-FM Fort Smith, Ark., holds Class A FM permit at Okmulgee, Okla., and is applicant for Class A FM facilities in that city. Applicant is licensee of Community Service Broadcasting Co., licensee of WINK Erie, Pa.

- **'47 RADIO RATES 7% OVER 1946—JEISEL**

TOTAL expenditure for national and local radio advertising during 1947 was $530,660,000—an increase of 7% over 1946, according to an estimate by Dr. Hans Zeisel, associate director of research for McCann-Erickson Inc., which appeared in Printers Ink for April 30.

Radio accounted for 13.7% of the total U. S. advertising volume of $3,879,800,000 last year, Dr. Zeisel said, and was exceeded only by newspapers. Magazines were the next most popular medium, according to the Printers Ink figures.

Radio's advertising dollar total for 1947 was broken down into $348,000,000 national, and $182,600,000 local Dr. Zeisel said.

**Godfrey Renewed**

LIGGETT & MLYERS signed a 52-week renewal contract with CBS for the Godfrey Show, Monday through Friday, 11:11:30 a.m. effective May 31. Newell-Emmett is the agency.

**Specify Air Express—It's Good Business**

- **Low rates**—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- **Multi-rate**—on all flights of all Scheduled Airlines.
- **Air-Train**—between 22,000 off-airline offices.

**True case history:** Machine parts made in Camden were needed in Chicago in a rush, 32-lb. package picked up the 26th at 10 a.m., delivered same day at 5 p.m. 669 miles, Air Express charge only $6.88. Give days more time to complete the job. Other weights, any distance, similarly inexpensive and fast. Just phone your local Air Express Division, Railway Express Agency, for fast shipping action.

**AIR EXPRESS**

**GETS THERE FIRST**

Rates include pick-up and delivery door to door in all principal towns and cities

**SCHEDULED AIRLINES OF THE U.S.**

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in the index to buying power, rather than the number of refrigerators, radios and other types of equipment.

Decision on questions to be asked in the census pretest to be conducted in early 1949 will be reached late this year, according to A. Ross Eckler, Assistant Director of the Census. Preliminary questions will be printed next January, with questions to be asked in April.

A typical area will be selected for this pretesting, he said, recalling that the pretest a decade ago was conducted in South Bend, Ind., and adjoining county. Final schedules for the 1950 enumeration go to the printer in October 1949.

AMA Meeting

Next meeting of the key AMA advisory committee will be held in Washington June 15-16, under chairmanship of Gordon Hughes, director of marketing research, General Mills. Active on the committee is Dr. Vergil Reed, of J. Walter Thompson Co., New York, a former Assistant Director of the Census.

The committee considers both the requests of physicians and those in the hands of the Census Bureau. Its criterion in recommendations is described as "information that serves the most people, plus pressure." Committee members have informally stated that they are opposed to a radio question in 1950 but if enough people think a question is important, chances of a favorable recommendation are increased. Practical problems involved in asking a radio question are pointed out by Robert C. Hamer, chief, Housing Facilities Unit, Population Division. "What is a radio set?" constitutes a serious matter, he explains. "What is an 'operating' set?" poses other questions to the professional enumerator. "Is a television set a radio set?" These technical problems involve millions of dollars, he explains in reminding of the work entailed in trimming down a list of thousands of questions and then framing them for handling by 150,000 citizens who serve as enumerators.

Mr. Hamer explains that a sample radio or television question (1 in 20) would provide highly accurate data for metropolitan areas, states and cities. Disclosure is forbidden if only three units appear for an area in the complete tabulations.

The Census Bureau sends questionnaires to all types of organizations and specialists in the process of preparing for an enumeration, Mr. Hamer said. These questionnaires cover type of questions and other technical details, since the Bureau taps key sources of information.

First U. S. Census was taken in 1790, according to Frank Wilson, Census Bureau information director. It revealed 3,900,000 persons living in the colonies. Some of the returns are still in the archives.

In the next two years the number of employes at Washington headquarters will increase from 4,000 to 10,000. There will be 150,000 enumerators, figuring 1,000 people to an enumerator.

To train enumerators two days will cost $3,000,000, he said. The bureau now is making maps for each enumerator. In 1940, 275,000 area maps were provided. Some 6,000 questions were sifted down to 30 on the population form, 29 on housing, and 223 classified questions for farm tabulations.

Drops Revlon Account

McCann-Erickson, New York, announced its resignation of the Revlon Products Corp. account last week. The resignation becomes effective as soon as convenient to Revlon.

KIPO Seattle staff members who have been with station continuously since its debut to 50 kw in 1941 welcome back Jim Hatfield (far r) as chief engineer. Mr. Hatfield replaces Homer J. Ray, resigned. As KIPO chief engineer in 1940 Mr. Hatfield supervised planning and installation of station's 50 kw transmitter. Since leaving KIRO he has been chief engineer for KING Seattle and has done consulting work for KNEW Spokane. KBPI Tacoma. KPUG Bellingham, Wash., and other stations. Shaking hands with Mr. Hatfield is Soul Haas (seated), president of Queen City Broadcasting Co., KIPO licensees. L to r, standing: James Upthegrove, studio engineer; Loren Stone, station manager; Carroll Foster, public affairs director, and Maury Rider, chief announcer.

**TV DEMONSTRATION**

Prices So High Rep. Douglas Forgets the Evidence

REP. HELEN CAHAGAN DOUGLAS (D-Calif.) almost "high-priced" herself out of a television program over WMAL-TV, and the ABC network, last Wednesday night from the Washington outlet.

Mrs. Douglas spent Tuesday and Wednesday shopping for groceries to illustrate her House floor appearance on inflation and high prices. She appeared on the floor of the House late Wednesday, and then was scheduled to appear at the WMAL-TV studios at 6:30 p.m., to rehearse for her television program at 7:30 p.m. She was delayed in reaching the studios, arriving about 7:15, only to discover that her groceries and charts on inflation were locked in the back of her car. And her keys were missing.

Bryson Rash of WMAL-TV did some fast thinking. He gave a five dollar bill to a colleague, and sent him hot-footing to a nearby grocery. Five minutes after the show was on the air into the studio came Mr. Rash's helper with a box of groceries, and Mrs. Douglas had her "props" for the remainder of the show.

O'Brien to FCC

MRS. THAIS G. O'BRIEN, who has been secretary to Charles R. Denny, vice president and general counsel of NBC, joined the staff of FCC Comr. George E. Sterling's office last Monday as secretary. She was confidential assistant to Mr. Denny when he was chairman of the Commission.
FM Brought Under Rule-Making Plan

New FCC Policy on Class B FM Allocation Proposed Changes

FCC's new policy of requiring "rule-making" whenever changes in the television allocations table are proposed [BROADCASTING, March 29] was extended to FM last week in a modified form.

Except in "emergency situations," FCC authorities said, proposed changes in the tentative FM Class B allocations table must be formally announced by the Commission and opportunity provided for any opposition to be heard.

In many cases it was expected that hearings would be necessary, leaving no room for a protracted battle in final FCC action on applications thus tied up.

Exempt from the necessity of advance notice and possible hearings would be those changes which could be accomplished without reducing the number of channel allocations in any other community and without exhausting the channels in the community where a frequency is being added. Changes of this type, authorities said, may be handled by a simple order of the Commission.

The rule-making plan will not apply to Class A FM channels since these are not allocated to specific areas.

FCC's decision to follow this policy in handling changes in the Class B allocations table was disclosed Thursday with the release of a "notice of proposed rule-making" looking toward substitution of Channel 250 for No. 227 at Hazelton, Pa. The purpose, FCC said, is to minimize interference which might result from a station operating at Hazelton.

Length of Time

The order gave an indication of the length of time that may be required whenever the new policy is invoked reporting that Robb Williams & Sons is seeking a station at Warsaw, Ind., but that no Class B channels are allocated there, the Commission issued an order specifying that No. 297 be used in that community.

But, it was pointed out, there are no other Warsaw applications, and "in addition to Channel 297 which is at least on the air and which is presently unallocated in this area and which could be allocated to Warsaw; that the adoption of the proposed amendment will increase the number of channels allocated to Warsaw, will not reduce the number of channels allocated to any other city, and will not re-

TV CENTER

WESTINGHOUSE, PHILCO MAKE PLANS

from the Architects Bldg. to the fifth and sixth floors it has leased at the Center. The fifth floor will be devoted to television broadcast-

ing, the sixth floor will be used for offices. Space which will be occupied by WPTZ is said to have been especially designed for television when the building was erected.

"Under the joint occupancy plan," the announcement said, "WPTZ also will use the large KYW auditorium studio for audi-

ence participation shows; and other KYW studios will be made available as needed for television shows, rehearsals and experimen-

tation."

Lyman Bryson Pens New Book on Radio in U. S.

TIME FOR REASON ABOUT RADIO by Lyman Bryson. (Dodd Mead, Publisher, New York. 1947 pp. $2.50)

THE GENERAL organization and philosophy of American radio is covered in Lyman Bryson's book, Time For Reason About Radio released April 27. It covers the subjects that listeners and those interested in the operation of radio most frequently ask about subjects that run the gamut from advertising to freedom and responsibilities of radio.

The book presents the problems and potentials of radio as broadcasters see them as well as the criticism and opinions of people outside the industry. All exact information has been brought up to date in footnotes and editor's notes.

Mr. Bryson is in CBS counsellor on public affairs. The book was edited by William C. Ackerman, director of the CBS reference department.

NAB FAVORS OPERATOR LICENSE CHANGE PLAN

FINAL adoption of the FCC's proposed amendments to its rules governing operator licenses was recommended Friday in a statement endorsed with the FCC by the NAB. The association said the changes are in step with technical advances in the industry.

NAB recommended that examinations for the various classes of operator's licenses be drawn to make the amendments fully effective and workable in meeting the modern, practical needs of broadcasters. The changes would provide a clearer set of technical service and availability of competent personnel, in NAB's opinion. The statement was signed by Don Petty, general counsel, and Bryce Rea Jr. and Ivar H. Peterson, attorneys.

The proposed amendments establish a new group of commercial operator licenses and outline the qualifications and examination requirements.

FIBBER HEADS

(Carried from page 22)

Sports—Boxing Bout, 9:5; Bill Stern, 6:30.

Weekday Variety—Arthur Godfrey, 6:30; County Fair, 4:15; Visiting Hour in Hollywood, 6:15.

Dancing of the Stars—Eddie Howard, 6:45; Fred Waring (combined), 4:30; King of the Country, 4:00.

First fifteen programs based on Hooper April 30 report follow:


*Includes second broadcast on Pacific Coast.

**Computed Hoppeating.

O'ROURNE MAKES PLANS

O'ROURNE MAKES PLANS

A change in the channel assignment of any existing FM authorization, and that no existing requirements of the Commission will be affected by said amendment."

K Ya President Crum Buys PM With Barnes

THE SALE of controlling interest in the New York newspaper PM may prove embarrassing to one of its purchasers, Bartley Crum, San Francisco attorney and author.

Mr. Crum, who bought control of the newspaper from Marshall Field III with Joseph Barnes, foreign editor of the New York Herald Tribune, is president and director of Kya San Francisco, owned by Dorothy Thackrey. Unless Mr. Crum breaks his San Francisco radio ties, he will find his new venture throwing him into competition with the owner of the station which he serves as an officer. Dorothy Thackrey is owner of the New York Post. Mr. Crum intends to move permanently to New York and take over the post of publisher of PM. Mr. Barnes, wartime deputy director of the overseas branch of the Office of War Information, is resigning from his job on the Herald Tribune as the editor-chief of PM. The Kya official testified during clear channel hearings in favor of breaking down the clears and providing more facilities for the West Coast.

Lorillard Will Keep L&M As Agency, James Avers

REPORT that the P. Lorillard Co., New York, (Old Gold cigarettes) is moving back to J. Walter Thompson from Lennen & Mitchell, New York, as a director last Wednesday by Alden James, director of advertising for Lorillard. Mr. James told BROADCASTING that the rumor was "absolutely unfounded" and that "we deny it categorically."

Lennen & Mitchell has had the account under the present contract since Nov. 30, 1944, and prior to that the J. Walter Thompson Co. serviced it from Jan. 1, 1941. Lennen & Mitchell was the original agency for the opening campaign of Old Gold in May 1926 while their association with Lorillard antedates that campaign by two years.
HIFAM
(Continued from page 22)

had not been called to consider the
comparative merits of FM and
HIFAM but to inquire solely into
the issues of the case. These were
whether the operation of W9XHZ
"has shown the existence of any
technical advantage of AM broad-
casting at very high frequencies"
and whether the continuance of
the station "would serve to advance
the broadcast service."

It was pointed out that the Com-
mission in allocations Docket 5805
in 1940 had weighed fully all the
merits of high-frequency AM and
FM and overwhelmingly chose FM
[BROADCASTING, June 1, 1940].

In defense of his experimenta-
tion, Mr. Tarzian told of favorable
public acceptance of HIFAM in
the Bloomington area. He said he
now wished to place another station
on the same frequency about 100
miles from Bloomington, at Ma-
riev, Ind., to study co-channel in-
terference and other characteris-
tics. Further plans call for an
additional transmitter in Bloom-
ington for adjacent channel experi-
mentation.

Mr. Tarzian also produced for
the record a number of letters from
listeners to his station as well as
comments from leading manufactu-

ers. All expressed favor or in-
terest in the work.

Thomas T. Goldsmith Jr., direc-
tor of research for Allen B. Du-
Mont Labs., stated the "sound
quality available in the range of
carrier frequencies from 40 to 100
mc using AM is excellent and the
further testing of this method is
certainly in the public interest."

Mr. Goldsmith pointed out that Du-
Mont is "very much interested in
tests, since we also have done
broadcasting in this range of fre-
cuencies, using AM on the televi-
sion sound channel."

Requesting reports of further
tests, Mr. Goldsmith continued: "In
view of interest in studies of meth-
ods of sound transmission for tele-
vision on the higher channels, I
would like to suggest that you also
investigate the possibilities of AM
'sound transmission on carriers be-
tween 500 and 900 mc."

William J. Schnell, director of
engineering for Sentinel Radio
Corp., stated he believed the
HIFAM operation was workable.
He cited: reception on the high
frequencies, "is usually free of at-
mospheric and man-made electrical
disturbances"; high band opera-
tion "provides for the utilization of a
band width which permits a high
fidelity modulation spectrum giving
high musical quality to the
listener"; converters are cheap and
usable on AM sets, and that "the
propagation characteristics of such
frequencies are such that practical-
ly no interference at any time oc-
curs inside the effective service
area on the operating channel."

Recommends Continuation
Recommendation that Mr. Tar-
zian's experimental work be con-
tinued was made by letter by D. M.
Fetterman, vice president in
charge of engineering for Sonora
Radio and Television Corp. Mr.
Fetterman confirmed the economic
receiver and converter aspect and
said Sonora believed HIFAM would
create a "new public service by
providing additional broadcasting
which can be received on satisfac-
tory low cost equipment."

Personal agreement with the
economic factor was expressed also by
B. H. Irwin, chief engineer, Nor-
lett-Sparks Industries Inc.

W9XHZ was authorized by the
Commission in September 1945 and
was licensed in January 1947. The
station went on the air in May
1946 with 200 w radiated power on
87.75 mc using a 200 ft. antenna.
The station puts a 100 microvolt
signal into Bedford, Ind., 21 air
miles distance, Mr. Tarzian said,
and covers the Bloomington area
with 5 millivolts.

Some 400 converters were sold
to listeners in the area in addition to
100 combination AM-HIFAM sets.
Mr. Schnell stated he has
back orders for another 1,000 con-
verters and could readily manufac-
ture converters, receivers and
transmitters should the system be
authorized on an expanded basis.

FCC earlier at the time of licens-
ing W9XHZ told Mr. Tarzian a
legislative hearing would be nec-
sary to designated channels for
commercial operation.

W9XHZ has been broadcasting
daily 5-11 p.m. and also on Sun-
day afternoons. Programs are
fashioned after regular broadcast
service and cover area coverage of
the Indiana U. and local high-
school sports events to musical and
public service-type programs.

Mr. Tarzian stated he proposes to
duplicate the programs of his
local high school which is to begin telecasting about late
summer. NBC affiliation for the TV
outlet is contemplated.

HIFAM's champion had been de-
sign and development engineer
at Atwater-Kent from 1924-1936 and
from that time to 1940 was chief
engineer of RCA Argentina. From
1940 to 1944 he was chief engineer
of RCA's Bloomington plant and
was in charge of RCA's proximity
fuse program there. He entered
business for himself in 1944.

Mr. Tarzian's Washington coun-
sel in the proceeding is Abe L.
Stein and Camden R. McAtee,
Washington.

Henry G. Canda
HENRY GREENMAN CANDA,
56, senior account executive
of BBDO New York, died Thursday
at his home in New York of a
heart attack. Mr. Canda had been
associated with the agency since
1929. He handled the National City
Bank and Ethyl Corp. accounts for
the agency. Surviving are his wife,
Mrs. Lucille Canda, and a son.

route 1

to complete coverage
in north jersey

WNJ R

Take the direct route to the consumers
in the rich North Jersey area. No detours
on this road to product success. You can ride
along with our exclusive programming
beamed to the 1,000,000 homes covered
by WNJR'S powerful 5000 WATTS.

Otis P. Williams
General Manager
91-93 Halsey St.
Newark 2, N. J.

FRIENDS
"To make a friend, you must be one."
Twenty years of service to farmers in
Kansas and adjoining states have
made us their friend.

WIRW The Voice of Kansas
in TOPEKA

Page 72 • May 3, 1948
Immediate Delivery
PRICE $630.00

TYPE 70-D
RCA HIGH-FIDELITY TRANSCRIPTION TURNTABLE

Standard of the Studios—NEW EDITION

Over 3000 units of this professional series are now in use

- Type 70-D is designed specifically to meet your needs for higher and higher reproduction quality in studio transcriptions.

In this unit—latest of the "70 series"—you will find all the exclusive features of the previous models... and important new ones. There's the universal lightweight pick-up with the diamond-point stylus... unexcelled for high-fidelity characteristics on either vertical or lateral recordings. And the mechanical filters and spring clutch assembly that completely isolate the driving motor from the platter and fly-wheel assembly.

There's the heavy-duty, constant-speed synchronous motor with all the driving power you need for recording and reproducing at 33⅓ or 78 rpm. And there's the handsome new hinged-door metal cabinet with its durable formica top... with the inside space to house booster amplifiers and record cueing amplifiers... and with accommodations on the formica top for adding an RCA 72-D or 72-DX Recording Attachment when you decide to go into recording.

For the finest response from your recording... for dependable timing to the very last second... for even running and smooth starts and stops, this studio turntable has it! Available in two cabinet-top heights... 28 inches and 30 inches. Equipped with convenience-plug outlets for a-c and audio circuits. Ask your RCA Broadcast Sales Engineer for complete data, or write Dept. 19-E.

* Typical lateral response of an MI.4875-G pick-up and filter

* Typical vertical response of an MI.4875-G pick-up and filter

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

May 3, 1948 • Page 73
LARRY FINLEY PRODUCTIONS, Hol- lywood, has signed ANN DYORK and her husband, 19OR DEGA, to do a weekly radio program. The series to be produced on 16 mm. Film. Production is scheduled to begin in three weeks.

BELLE MITCHELL and FRANK LACK- TEEN have joined cast of Jerry Fair-banks' "Public Victorooter" video series for NBC.

ADV. FEDERATION OF AMERICA has announced following have been accepted to membership: WBFK Rock Island, Ill.; Northland M. Sire and Angora, Columbus; Callaway Assoc.; Boston; KSB Broadcasting, Davenport, New York.

BOB DREW, announcer-comedian of WNLK Norwalk, Conn., has been added to faculty of Gosswriters Institute, where he will serve as lecturer and consultant.

Equipment

P. E. REED and C. A. LAHAV have been appointed as field sales administrators in the Eastern and Western regions respectively, of RCA Engineering Products Dept. Mr. Reed will make four headquarters in Camden, N. J., while Mr. LaHav's office is at 621 E. Hope St., Los Angeles.

JACK A. BERMAN, sales manager since 1942 of Schure Brothers Inc., Chicago (microphones and acoustic devices), has been appointed vice president in charge of sales. Mrs. Reed has been with Shure for 14 years.

MAragox Co., Port Wayne, Ind., has announced a new noise suppressor as optional equipment on its professional instruments. Price is approximately $25.00 plus installation.

Firm also is equipping its Instruments with range control, which permits the listener to cut off high frequencies if necessary because of roughness in record grooves.

NATIONAL ELECTRONICS Conference Proceedings 1947 and Proceedings of the Eastern and Western regions, respectively, of RCA Engineering Products Dept., have been published and are available at $4 a copy from Dr. H. H. WISE, secretary, NEA, Electrical Engineering Dept., Northwestern Tech- nological Institute, Brantwon, Ill. Copies of these proceedings are also available at $1.50, plus shipping. In addition, a complete set of all the Conference Proceedings is available at $85.00.

MUTING HOUSE ELECTRIC Co., Home Radio Div., Pittsburgh, has an- nounced the development of micarta ma- terial for use in radio cabinets and featuring extreme durability and quality appearance. It will resist abrasion, chipping, denting or breaking, according to firm. First commercial use of this material is being made in new model 104, Mi- curline, a compact, take-along radio-phonograph combination, to be released by West- inghouse May 5.

WBEL Beloit Will Take Air May 15 on 1380 kc
WBEL Beloit, Wis., will take the air May 15 on 1380 kc with 500 w daytime, Russ Satter, managing director of the station, has announced.

Bob Underhill of Beloit will be sales chief and Jim Schweitzer of WAUX Waukeha, Wis., will be in charge of sales in Rockford, Ill., and Janesville, Wis., both neighbor- ing cities. Studios and offices are under construction in downtown Beloit. A 200-foot antenna is being erected and a new 1 kw transmitter is being installed. Licen- se of the station is Beloit Broadcasting Inc. It is represented nationally by McGeohan and O'Mara Inc.

RCA Clinic Views TV Technical Side
BROADCAST ENGINEERS from all over United States gathered for week-long RCA Technical Television Clinic fortnight ago in Camden, N. J. The 65 visiting engineers took an initiative on their own, and designed to prepare them for telecast operations in 1948. RCA Engineer- ing Products Dept. executives conducted the course.

The engineers saw the television equipment used by many stations, and discussed and operated sample units.

To familiarize the group with motion picture aspects of television programming, several sessions were held on film projection equi- pment. T. Gentry Veal, in charge of television laboratories of East- man Kodak Co., discussed technical aspects of motion picture films and new effects techniques for pro- cessing film for TV presentation.

The engineers saw many of RCA's more important installations in the Philadelphia area. At conclusion of the course, they were presented with certificates.

According to M. A. Trainer, manager of the RCA Television Equipment Section, another training clinic of this type will be conducted on the West Coast immediately following the NAB convention this month.

Among those present were:
Oliver C. Beittel, KDKA Pittsburgh; Joseph F. Nisky, CBS, Chicago; Martin L. Jones, WRC, Washington; Warren F. Braun, WAM (TV) Baltimore; Jerome J. Wagoner, WBBM, Chicago; Harvey J. Aderhold, WCON Atlanta; R. B. Seahawk, RCA, Indianapolis; W. J. Koters, WOW Omaha; G. E. Eber- hart, WBKB York; J. L. Hodges, WHIO Dayton; M. B. Nance, WBTC; K. S. Fong, WJCO LAKEWOOD; E. V. Wolstenhoores, Jr., WRN, Rich- mond; E. E. Schrock, WCAI, Rochester; S. T. Terry, WRVA Richmond; H. W. Touhy, WBFE Buffalo; A. J. Mize, WTJQ Hartford; William C. Ellsworth, WITI, Milwaukee; WITG, Philadephia; Glen Davis, WJZ, Baltimore; Jack Whiting, Portland, Oreg; Frank A. Dieringer, Vindicator Print- ing Co., Warren, O.; J. H. Seitz, WFIL, Philadelphia; Paul C. Schultz, WJW Cleveland; S. A. Sald, WBBF Chicago; Blair King, WFFP Atlantic City; C. J. Auditors, WTOP Washington, D. C.; B. R. Jerns, Mississippi Valley Broadcasting Co., New Orleans; Reed E. Snyder, Central Broadcasting Co., Des Moines; Paul Arifson, WOC Springfield, Ill.; T. Beatson Jr., WHO Des Moines; Henry E. Keller, WKRC Cincinnati; Zehr, KWW St. Louis; Joe Herold, WOW Omaha; David Bain, RCA, Kansas City; Stan Benedict, KOMO Seattle; H. B. Kelly, WSB Atlanta; Clarence Jones, WSB Detroit; B. T. Wilkins, WBAA Youngstown; Warren F. Williamson Jr., WOR New York; David New- borg, RCA, Camden; P. G. Walters, RCA Atlanta; J. G. Casey, WBT Chari- lotee; H. T. Whetler, KPRC Houston; E. D. Birsch, WMCA Memphis; J. R. Whitworth, WMC.


CONVENTION NETWORK
WIP, MBS Installing Lines
For Political Coverage

SPECIAL NETWORK is being set up within the city of Philadelphia by WIP and MBS for coverage of the Republican and Democratic conventions during June and July. Lines are to be installed to tie the city's major hotels where delegates and candidates will be housed, Convention Hall, and WIP studios, which will serve as Mutual's control point.

Forty-five commentators and newscasters from Mutual and WIP will originate programs from Con- vention Hall during the sessions, with round-the-clock news desks collating reports for the broadcast- ers.

Special microphones will be installed at delegates' headquarters and on the speakers' platform, with "traveling mikes" being used for interview purposes. Two-way "walkie-talkies" will keep correspondents on the convention floor in constant touch with master control.

Tube-Making Device

MANUFACTURE of 10-inch cath- odo-ray television picture tubes at Lancaster (Pa.) plant of RCA Tube Dept. has been further stepped up by the installation of the first of three giant "setting machines." The new machine han- dles 144 glass bulbs at a time at the critical point at which the luminescent face is applied to the cathode-ray tube. The process previously was performed by hand on each individual bulb. Now only one girl operator is needed to load and unload the machine.

Cemetery Radio

TWO-WAY radio service for expediting burials and avoiding confu- sion which attends multiple fune- ral processions is being sought by Mount Carmel Cemetery, Hillside, Ill. Application has been filed with FCC in Washington.

BROADCASTING + Telecasting

National Advertisers

When shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS ... Ask

JOE READ & CO.,
350 Madison Ave., New York,
They also know about our new
5000-watt Transmitter
HAIFAUX, NOVA SCOTIA

National Advertisers

When shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS ... Ask

JOE READ & CO.,
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They also know about our new
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HAIFAUX, NOVA SCOTIA

HAIFAUX, NOVA SCOTIA

Page 74 • May 3, 1948
**WDZ MOVE**

PROPOSED DECISION to grant move of WDZ Tuscola, Ill. (1 kw day on 1050 kc), to Decatur, Ill., was announced last Monday by FCC. Comr. Clifford J. Durr, dissenting from the majority opinion and concurred with by Chairman Wayne Coy, held that FCC's duopoly rule should effect denial of the switch in view of the increased primary service overlap with WMBD Peoria, Ill. Comr. E. M. Webster did not participate in the decision.

The majority concluded the move was in the public interest since Tuscola (22,928 pop.), would continue to receive primary coverage from the proposed operation of WDZ in Decatur (69,305 pop.), which presently has a fulltime local outlet and an FM station. An auxiliary Tuscola studio would be maintained, record showed.

FCC indicated the overall population to be served would be increased to 880,469 persons from present 600,397 and that areas losing or gaining WDZ service receive multiple other signals. Interference to WKTM Mayfield, Ky., and WEFQ Kenosha, Wis., would be lessened by the proposed Decatur operation, the opinion also concluded.

Edgar L. Bill, president and 23.5% owner of WDZ, is president and 49% owner of WMBD, and the two stations have three common director-officers, FCC found. Overlap by the 0.5 mv/m (rural) contours of the outlets would be increased from present 24.4% in area and 17.6% population to 47.7% area and 43% population served by WDZ, the record showed. Overlap of the 2 mv/m (urban) contours would be raised from a negligible figure to 5.2% area and 7.2% population.

The majority reasoned the duopoly rule (Sec. 3.35) would violate since Peoria and Decatur are in two distinct trade areas, the stations having separate programming, sales and other operations. Further it was noted that several other services are obtainable in the overlap zones.

Comr. Durr held the WDZ grant is a direct violation of Sec. 3.35 as the overlap is "substantial" within meaning of that rule that the separate trade area argument is not mentioned in the duopoly law. He also considered the grant contrary to the Commission's policy of preferring grants to communities which have no local outlet and that "on a number of occasions" FCC has "even sacrificed engineering standards in order to provide a community with its first radio outlet."

Comr. Durr pointed out that five times as many people live in the overlap area as in Decatur and that for the purpose of construing Sec. 3.35 the majority considered only the 10% living in the city.

**INDIANA CONFERENCE TO FEATURE COY TALK**

SECOND ANNUAL Conference on Radio in Education will be held at Indiana U., Bloomington, on Thursday and Friday, July 29 and 30, it was announced last week by George C. Johnson, director of educational radio at the university and chairman of the conference.

Wayne Coy, chairman of the FCC, has tentatively been engaged to speak at an all-university convention, Mr. Johnson stated. Theme of the conference is "Radio and Education for the Democratic Way of Life."

National leaders in education and radio have been invited to participate in the conference which will consist of discussion groups, addresses, displays, and demonstrations of broadcasting methods, audio teaching aids, and audio school equipment.

All inquiries should be addressed to Mr. Johnson, Director of Educational Radio, Indiana U., Bloomington, Ind.

**Christian Radio School**

SUMMER SCHOOL of Christian Radio this year will conduct three two-week courses in the arts and techniques of gospel broadcasting in home and missionary work. From June 21 to July 2 school will be held at Bible Institute of Los Angeles, July 12 to 23, Providence Bible Institute, Providence, R. I., and Aug. 9 to 20, Moody Bible Institute, Chicago. Full information may be secured by writing Radio Station HCJB, 156 Fifth Ave., New York.

**Transfer to Decatur Is Proposed**

**Chesapeake Stakes**

WITHIN two hours of the running of the Chesapeake Stakes WMAR-TV, Swampers' television station in Baltimore, had film ready for the air. Edward Nolan, staff cameraman, left Havre de Grace, 35 miles away, with the film at 5:17 p.m. and by 7:10 p.m. it had been processed, viewed and edited and the commentary written. Film was presented at 7:30 p.m. as lead-off item on 15-minute newscast.

**RADIO SESSIONS HELD BY MISSOURI COLLEGE**

RADIO's important role in postwar Germany was described by Dr. I. Keith Tyler, Ohio State U. radio director, at a dinner April 23 climaxing the second annual Lindenwood College radio conference in St. Charles, Mo. The speech by Dr. Tyler, former radio consultant to the U. S. Army in Germany, was recorded and rebroadcast over 10 Illinois and Missouri stations.

Highlight of the afternoon session was a panel discussion, "Has Radio Come of Age?", moderated by W. G. Bowling, Washington U. dean of admissions. Panel members were Harry Renero, KXOK; Ray Dady, KWK; David Faste- nak, KSD and KSD-TV, and Marguerite Fleming, radio consultant of Harris Teachers College, all of St. Louis. Featured on a preconference morning session were Edward Breen, manager, KVFD Ft. Dodge, Iowa, and Joe DuMond, manager, KXEL Waterloo, Iowa.

The one-day conference opened Friday morning by Martha May Boyer, Lindenwood's radio chairman, was attended by approximately 250 student delegates from area schools, colleges and universities.

**Monogram Radio Names Noyes West Coast Head**

NORMAN E. NOYES, Los Angeles manager for Avery-Knodel station representatives, has been named West Coast manager for Monogram Radio Programs Inc., Lowell E. Jackson, president of the company announced Thursday at his Chicago headquarters. Mr. Noyes, a native of Hollywood, previously was with ABC Spot Sales on the West Coast.

Mr. Jackson also disclosed that Monogram, which is only four months old but already has one or more transmitted programs on over 400 stations, has purchased a three-story building in Nashville as an operations base. Within two months, a New York office will be opened, he said.

**Sell this New Medium**

**WNAO**

ABC Network
RALEIGH, N. C.
Broadcasting Service of The Raleigh News and Observer

5000 Watts
Day & Night ... 850 Kc.
157,470 ABC Listener-Families
$386,211,000 Retail Sales
"RMB 1946"
"SM 1947 Survey"
Represented by Avery-Knodel, Inc.

May 3, 1948 • Page 75
Elliott-Haynes Reports 'McCarthy' Top Program

THREE CANADIAN programs made the first ten evening programs in popularity in March, according to the national rating report issued by Elliott-Haynes Ltd., Toronto. Programs were led by Charlie McCarthy with rating of 38.4, followed by Fred Allen 37.6, Radio Theatre 36.4, Fibber McGee & Molly 33.2, Amos 'n Andy 29.4, Music Hall 26.4, NHL Hockey (Canadian program) 23.8, Wayne & Shuster (Canadian program) 22.5, Twenty Questions 22.0, and Share the Wealth (Canadian program) 22.3.

First five English language daytime programs in March were Ma Perkins 18.9, The Happy Gang (Canadian program) 18.5, Pepper Young's Family 18.6, Big Sister 18, and Life Can Be Beautiful 17.3.

French language evening programs were led by Un Homme et Son Peche 42.5, followed by Entendant dans le Viveau 40.8, Radio Canadienne 39.5, Le Rallier du Rive 37.9, and Metropole 36.

French language daytime programs were led by Rue Principale 32.3, followed by Jeunesse Doree 30.8, Tante Lucie 23.3, Les Joueurs Troubadours 21.9, and Le Quartier d'hôtel de Detente 21.7.

CHOY Pembroke, Ont., inaugurated its new 1-kw RCA transmitter on May 1.

DETROIT'S four Dorothy Daradays, 11 to 12 Joyce Chapman, Joan De Shong, Cherie Lee and Pat Hobar, dine with sponsors and agency officials. Standing (l to r) William C. Eldred, executive secretary of DRDA; Harry Averill, account executive, W. B. Doner & Co.; Dave Korp, president, DRDA, and Sam Ber, chairman, DRDA trade interests committee.

** **

TEN SHOWS SPONSORED BY DETROIT DRUGGISTS

FOUR YOUNG women, each using the air-name of Dorothy Daraday, are presenting series of ten five and 15-minute women's programs weekly, under sponsorship of the Detroit Retail Druggists Assn., over four Detroit stations.

The programs, handled through the W. B. Doner & Co. agency, cover homemaking hints, style notes and child care, among other topics. Sponsored on behalf of the association's 700 independent members, the program features Misses Jean De Shong on WWJ, Cherie Lee on WXYZ, Joyce Chapman on WJBK and Pat Hobar on WKNH. Their air name is derived from initials of the association. Plans are being considered to extend the program to six Detroit stations.

Magidoff Cites Russia's 'Hostile World' Pattern

ROBERT MAGIDOFF, former NBC Moscow correspondent who left Russia April 16 after being accused of espionage for the U. S. [Broadcasting, April 19], said in New York fortnight ago that the incident was part of a Soviet pattern intended to demonstrate that the U. S. S. R. "is surrounded by a hostile world." He said that although it is "next to impossible" for foreign newsmen to cover Russia adequately, the little news that can be cleared is so vital that the effort must be made.

Mr. Magidoff will make a series of broadcasts for NBC and then go on a lecture tour, he said. William F. Brooks, NBC vice president, said that Mr. Magidoff's future assignment has not yet been decided by the network. He added that NBC has not decided whether it will keep a correspondent in Moscow.

Jewett Appointed

APPOINTMENT of Frank B. Jewett, a former president of the National Academy of Sciences, as a member of the National Advisory Committee under the Research and Marketing Act of 1946 was announced April 23 by the U. S. Dept. of Agriculture. Among the committee's functions are consultation with officials of the department and the making of recommendations relative to research and service work authorized by the act. Mr. Jewett has served as vice president of American Telephone and Telegraph Co. in charge of development and research and as president of Bell Telephone Laboratories. More recently he has been chairman of the board of Bell.

Canadian Press

ASSOCIATE membership for Canadian broadcasters in Canadian Press, similar to associate membership in AP offered U. S. stations, was turned down at last week's CP board meeting at Toronto. CP felt there was no demand for associate membership, that stations were satisfied with Press News (radio subsidiary of CP) service. Canadian Assn. of Broadcasters had inquired about possible associate membership of CAB stations.

CKRC President Elected Head of Canadian Press

VICTOR SIFTON, publisher of Winnipeg Free Press and president of Transcanada Communications Ltd. (CKRC Winnipeg), was elected president of Canadian Press at annual meeting at Toronto.

Herve Major, editor of Montreal La Presse, who owns CKAC Montreal, was chosen first vice president, and Roy Thomson, owner of CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay, and a chain of Ontario dailies, was elected second vice president.


Mr. Sifton and Roy Thomson were named president and vice president, respectively, of Press News Ltd., radio subsidiary of Canadian Press. PN reported increase in stations taking service from 66 to 77 during the year.
Three basic elements of design determine how easy your transmitter is to inspect: safety, accessibility and visibility.

Here’s how these features stack up in the new Westinghouse FM transmitters.

**Safety**... All front and rear access doors are electrically interlocked and provided with high-voltage grounding for safety of operating personnel.

**Accessibility**... All key circuits are contained in 2 drawer-type chassis, accessible from the front of the transmitter.

The centralized control panels drop forward, exposing components and wiring. All components are accessible through full-length rear doors.

**Visibility**... All tubes are seen from the front of the transmitter. Log meters are at eye level. They have 270° anti-parallax scales with white on black numerals. Large windows in the rear doors permit quick, easy visual inspection.

It’s these important elements... found in advanced form in Westinghouse FM transmitters... that protect your investment and forestall obsolescence... simplify maintenance and inspection... and keep you on the air.

Your Westinghouse salesman is anxious to show you how these features benefit you; or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features...

- replace tubes in a matter of seconds.
- "finger-tip reach" for all tubes from FRONT of transmitter.
- only one control to adjust output power.
- S. W. R. indicator monitors operating conditions of transmitter line and antenna.

See the new Westinghouse 10 KW FM Transmitter, NAB Convention, Los Angeles, May 17-21.
Gimbels' TV

Gimbels, Philadelphia department store, has obtained bigger store traffic and sales through use of television, but still considers 15 purchases of television time as on an experimental basis, according to David Arons, publicity director of Gimbels.

The store has just completed its first year of sponsorship of The Handy Man, weekly program on Philadelphia television station WPTZ. The store regards The Handy Man a huge success. Program presents Jack Creamer mixing lively patter and commercials for Gimbels while he shows how to peel onions without weeping, how to cut out plywood toys, or how to be handy generally around the house. Assisted by Carol Reed, he offers answers to the gamut of "fix-it" questions from the television audience.

Executive watching results of program report that every 15-min-
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1329 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414

McNARY & WRATHALL
944 National Press Bldg. DI. 1096
Washington, D. C.

PAUL GODLEY CO.
Labs: Great N. J.
Little Falls 6-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 5456
Washington, D. C.

Everett L. Dillard, Gen. Mgr.
International Bldg., Di. 1319
Washington, D. C.

A. D. RING & CO.
50 Years’ Experience in Radio Engineering
Munsey Bldg., Republic 3547
Washington 6, D. C.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
983 National Press Bldg., HA. 8273
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
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E D JONES, former public relations officer and combat pilot of 12th Air Force, has joined news department of KRTA San Antonio, Texas. WALT OSBORN, freelance writer in Detroit, has joined WTOL Toledo, as news writer.

BOB BURLINGAME, former news editor for six years at WHA Des Moines, has been appointed head of news department at KXLY Spokane, Wash. Before going to WHA, Mr. Burlingame was executive field manager of WOR in New York, and for five years in radio station WJAS, Newark, N. J. During the war the Mr. Burlingame was assigned to the 14th Radio Propaganda Section of the War Department.

JOHN VANDERCOOK, noted radio commentator, has written full-length novellette for the Saturday Evening Post under the title "The Reign of Amalaka Joe," that appears in May 1.

CARLTON A. MERRITT has joined news staff of WBTW Atlanta, Ga., as director of tape recorder section.

JOSEPH R. HUMPHREY has been appointed night news editor of CHICAGO New Westminster, B. C.

SUSAN M. GARRISON, fishing and boating commentator of WIOD Miami, and outdoor editor of Miami Daily News, has been appointed chairman of Miami Chapter of Outdoor Writers Association of America.

BILLY RAPANOS, day news editor of CHICAGO New Westminster, B. C., is the father of a girl, Sharon Mary.

Feature of Week (Continued from page 18)

their blessings for the public service feature aired at 10 a.m. Sundays. The enthusiasm of the medics was demonstrated in part by the assignment of Evan Edwards, former newspaperman and field secretory of the state medical group, to work out promotion and publicity details with the KLZ crew.

His efforts have been spared by the station, either. KLZ Manager Hugh B. Terry has pulled out "all stops" to insure a superior production. Collaborating on the program are Charles Roberts, program director; Clayton Brice, production chief; Mack Switzer, public service director; Elliot Wager and Lewis Thomas, script writers; and John Connors, promotion manager. A cast of Denver's best radio acting talent has been assembled to play roles in the series.

Dr. Bougish is auditioning the city's doctors to secure the "best" radio voices to advise audiences on measures to forestall or show sneak attacks of the nation's greatest crippler of children.

Kneave of Hearts, according to Mr. Connors, represents one of the biggest productions KLZ has ever undertaken in the public service field. A gigantic promotion build-up is underway using billboards, car cards, newspaper ads and stories, movie trailers, personalized letters to business and civic leaders and others to insure that the venture is a top-notch success.

On All Accounts (Continued from page 18)

joined Roche, Williams & Cunningham, predecessor of Roche, Williams & Cleary. Today, as radio director of the agency, he sits in on the accounts of Bevans & Clarke Co., which sponsors the weekly Andy Russell-Marian Hutton variety show on MBS, and Holland Furnace Co., which goes in for seasonal spot campaigns. Other accounts he serves include those of Chicago, Milwaukee, St. Paul & Pacific Railroad and Studebaker Corp., which sponsor local newscasts.

Reminiscing, Phil disclosed he very nearly went back to narrating for Wayne King—but only for a special album. Because of time limitations occasioned by the record ban, however, the deal fell through. Phil muses, "Old Mother Wireless has been very good to me through the years."

Indocination in Video For ABC Chicago Staff

SERIES of weekly lectures designed to acquaint employees of ABC Central Division with various phases of the television picture have been scheduled by James L. Storton, division general manager. The lectures, to be held in ABC's studios in the Merchandise Mart, Chicago, will begin May 17 and run through June 28.

Subjects and lecturers are:

"Television Production"—Beulah Zachary, senior director, WKBK Chicago.
"Television News and Special Events in TV"—Joe Wilson, special events director, WKBK.
"An Advertising Agency Looks at Television"—Fred Harris, WKBK sales director.

There will also be a report on ABC's television progress to date and network's future video plans. A television training film will be shown.

Center Your Attention on WQCI

Center the Dial 860 kc MILWAUKEE
Herbert K. Horton, former executive producer at WPTZ (TV) in Philadelphia, has been named television program manager for WPTZ-TV Philadelphia. He has been associated with television since 1940, except for 2½ years in the U.S. Army Air Force.

Eleanor Kilgallen, formerly with Young & Rubicam, New York, has joined CBS television as a casting director. She was casting director of CBS for a year before joining TARK in 1945, and is a sister of Dorothy Roberts, WPIX New York's "Dorothy and Dick" breakfast show.

Alan Willis, recently discharged from Armed Services and formerly with WITL, Binghamton, N. Y., has been named director of programs and production for WOR, New York.

rended former editor of CBS (TV) New York. Theodore Franklin has been associated with television since 1938.

Joseph Johnstone, former MGM screenwriter, has been named director of continuity at WFLX (TV) New York. Theodore Franklin, former director of continuity at NBC, has joined WFLX as continuity director.

Robert B. Noack has been appointed film service supervisor. Mr. Noack was former director of continuity at WNBK (TV) New York.

Gerald A. Pierce, former studio manager and announcer of WILW (TV) Pittsburgh, has joined CBS as an announcer.

Ray Buch, formerly of WRAP, has been appointed announcer at WMAL-Dick Whelan, Jr., has joined CBS News as a producer.

Maywell Dudley Sloan, former program director of WLAD-Dick Whelan, Jr., has joined CBS News as a producer.

Ray Buch, formerly of WRAP, has been appointed announcer at WMAL-Dick Whelan, Jr., has joined CBS News as a producer.

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Ray Buch, formerly of WRAP, has been appointed announcer at WMAL-Dick Whelan, Jr., has joined CBS News as a producer.
**ABC's 1st Quarter Gross Is Up 14.2%**

ABC's gross time sales for the first quarter of 1948 reached a new peak, Fred Thrower, the network's vice president in charge of sales, announced last week in a letter to advertising agencies, clients and affiliated stations.

The total of $11,857,194 for the first quarter of this year represented a 14.2% increase over the 1947 figure, Mr. Thrower said. The network sold two and a quarter hours of new weekly business during the more recent period.

Mr. Thrower's report noted that the addition of seven new ABC affiliates during the first quarter of 1948, and said the network will add 14 more stations by June 1.

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**ALL NEW REVISED • 3-COLOR 1948 RADIO OUTLINE MAP**

**ACCURATE TO JANUARY 1, 1948**

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

You'll use it to define your coverage, for presentations; to plot your network and national spot campaigns. It's 35 1/2" x 25" and printed on durable white paper which takes ink like your letterhead.

**PRICES**

75c—per map

60c each 10 or more

50c each 50 or more

**SIMPLY MAIL COUPON NOW**

To: BROADCASTING PUBLICATIONS, Inc.
National Press Building
Washington 4, D. C.

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

NAME ________________________________

FIRM __________________________________

ADDRESS ______________________________

CITY ___________________ STATE ________ ZONE _______

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**WABD, WTTG PROJECTS APPROVED BY DU MONT**

AUTHORIZATION of almost a quarter million dollars for new equipment for WABD, its New York outlet, was announced last week by the DuMont television network. Improvements and additions to WTTG, Washington outlet, are to be announced "in the near future," the network added.

All phases of WABD operations are to be included in the remodeling project, including $37,000 in new master control room equipment and $50,000 for an expected step-up in the remote operations schedule, including a new micro-wave relay system and a third dual orthicon camera chain.

Initial use of a new system of remotely controlled and mechanically operated SO-1 radar antenna units, developed by DuMont engineers, was revealed last week. It eliminates climbing of the tower to adjust disks by hand.

Based on radar principles, electric motors swing the metal, dish-shaped disks horizontally and vertically to search the horizon or skies for signals from WABD mobile units, trucks, and planes.

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**Building to House KBTB To Be Erected in Dallas**

PLANS for the erection of a studio building to house KBTB Dallas have been announced by Tom Potter, oil operator and part-owner of Lacy-Potter Television Co., permittee of the television station. Proposed studio site is at 6336 Richmond St., northeast of downtown Dallas, near the Lakewood shopping district.

Mr. Potter and Rogers Lacy, who died last December, were granted a construction permit by FCC last September for the video station on Channel 8 (150-186 mc). Mr. Potter has filed application to take over the entire operation.

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**Five Candidates Accept NBC Show Appearance**


The schedule is as follows: Sen. Taft spoke yesterday, May 2; Gov. Warren is set for May 16; Mr. Thomas, May 23; Mr. Wallace, June 6 and Gov. Dewey, June 13. The program is heard Sundays, 4:35-5 p.m.

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**WIBG**

**PHILADELPHIA'S No. 1 Rated Station**

**SPORTS! MUSIC! NEWS!**

**REPRESENTED: Nationally by Adam J. Young, Inc.**

Page 82 • May 3, 1948
BACKGROUND of typical teen-age hangout is setting of new series, "Pepsi-Cola Teen Bar," telecast over KSD-TV St. Louis, under sponsorship of Pepsi-Cola. Boys and girls of St. Louis, as well as Mis- souri and Illinois, are invited to come, at the same time, 10 p.m. Saturday night, over Jim Dehurff Inc., that city. Central prop for 15-minute unrehearsed features are electric Pepsi-Cola bottle cooler from which beverage is purchased, a counter, record player and piano. Participating are from St. Louis, high school students, under the leadership of Maj. Samuel Franz, St. Louis, and M.C. Russ David at the piano, plus dancing by students.

OPEN-AIR Show OPEN-AIR show originating over 2,000 feet above sea level, atop Lookout Mountain, Chattanoog, Tenn., is new feature of WDOO Chattanooga. Visitors to this Rock City are interviewed from spectacular overlooks. Shows, which will be known as "Lover's Leap," on 15-minute Sunday afternoon show. Gay McGovern, m.m., interviews visitors from all over U.S. and Canada, and presents each interviewee with a gift. Special present is given to visitor farthest from home.

Grandpappy's Gramaphone RECORDINGS Sat.-Sun. to early days of phonograph are featured on "Grandpappy and His Gramaphone." Over WSM and WSM(FM) Saginaw, Mich., Show, which takes rustic poking at all of current disc jockey trends, promotions and tricks, stars Robert Liggett, former actor, and his old-time phonograph. Stations have made show available, on participating basis, to national accounts.

Amateur Talent SAFETY program, "Green Cross Search," a joint effort of N.J. State Police and New York State Police, to KGO San Francisco, is seeking amateur talent performers for New York State Fair. Stations is to present series in cooperation with WNYC and the New York State Fair. WNYC and the New York State Fair. WNYC and the New York State Fair. WNYC and the New York State Fair.


Video Golf Instruction INSTRUCTION on playing golf is latest sport to appear on video over WJW-TV Detroit. Program features Dick DeVore, president of Professional Golfers Assn., demonstrating the swing, and it is tailored to golfing level. "Follow These Steps" is 15-minute weekly series.

Cops Featured HIGHLIGHTS and spotlight of local police department are featured in new series, "Police of the Beat," over WCAP and WCAP-FM Asbury Park, N.J. Fifteen-minute program is prepared and conducted by Sgt. Frank Rowland of the force. Format consists of short skits proving that "a policeman's lot is not always a happy one," plus interviews with other law enforcement officers.

WBBG Is Insured SELLING of hours of silence by daytime stations has taken a new trend at WBBG Bethsúa, Md., where the station has sold its sign-off to a local insurance agent. Willard D. Edgar, president of WBBG and former NBA director of public relations, devised and copyrighted a sign-off which states: "This station's return to the air tomorrow is insured by the Roundway A. Bara Co.," and names of developers and sponsors.

"Negro in American Life" ARTISTIC CONTRIBUTIONS of the Negro to American culture are portrayed in new series over WFTP-Bay, Lehigh. Participants in program titled "The Negro in American Life" are outstanding Negro leaders in the state and local Negro collegiate choruses. Program is aired simultaneously with the North Carolina Interracial Commission, and is aired Saturday afternoons.

"I Learned Late" LIFE STORIES of women who have mastered a new job or skill in their forties are featured in weekly series "I Learned Late" on ABC network. Women from different parts of the U.S. tell how they "learned late" to master such skills as those of playwriting, management, coaching, swimming, instructor, etc.

TV Clubroom DESIGNED to appeal to both young and old television viewers, new video show has been inaugurated by WGN-Trib, featuring Dick "Two-ton" Baker, Titled "Wonder House," daily full-hour show originates in Puppet room where Art Nelson's marionettes and puppets entertain with installments of children's stories and Punch and Judy shows; the attic where the daily meeting takes place, and living room where Mr. Baker specializes in renditions of novelty songs. Also included are film cartoons, chapter of moving pictures, and speciality acts. Clubroom is intended as a television playground for Chicago youngsters, with membership solicited.

"Pepsi-Cola Teen Bar" COLORFUL background of St. Augustine, Fla., tallest school bell in the world, is brought to life in new series aired over WFBY-W. Participation takes place as "Singing Is There," weekly 30-minute dramatization is patterned after "CBS Is There," now called "Singing Is There" to be heard over WFOY. Major events in settlement of St. Augustine in 1565 are told in series. "I Am" and "We Are" are heard with WFOY reporters presenting commentary and conducting interviews.

FORTHCOMING return of Vic and Sade to the air was the occasion for the smiles. NBC owns the transcribed program, which will be produced by Green Assoc., Chicago, for regional or local sponsor. On hand for the contract negotiations were completed were: Seated: Lew Green (I), vice president of Green Assoc., and H. F. Showermann, NBC vice president in charge of Central Division; standing: I to r — Homer Heck, NBC, who will direct show; Paul Rymer, author of series; Art Van Horve, Bernadine Flynn and Paul Behlendorf, who play Vic, Sade and Rush, respectively, and Merrill R. Schaefer, Green Assoc.

"Jewish Life" CONTRIBUTIONS of Jewish people to democratic thought and culture are basis of new weekly series, "Jewish Life," started over WQGW Washington. Aired Sunday at 2 p.m., program presents folk and other traditional music, analysis of current news as it affects Jews, narration of folk stories, interviews with civic leaders in Washington, and round-up of forthcoming local events. Program is aired as public service under sponsorship of Joseph A. Wilner Co. of Washington.

Records Highlights TO BRING accuracy and more life to his reporting of Pittsburg, Chicago, and surrounding Chicago area, Bill Sutherland used RCA Victor camera, which carried wire recorder to press box with him to record play. Any time he thought there might be interesting play, he turned on wire recorder and gave play-by-play descriptions. Exchange plan was used on his five-minute sportscast over WQAE at 6 p.m. He plans to use similar recordings all season if possible. Regular play-by-play broadcasts of the games are sponsored over another station.

ERNSIE Hawkins Gabriel's Heeter and I'd Love to Make Love to You RCA Victor 20-2836

VAUGHN Monroe Melody Time Blue Shadows On The Trail RCA Victor 20-2763

SAMY Kaye

BILL Boyd

Closed for Repairs

American Patrol RCA Victor 20-2833

DESI Arnaz Rumba Rumberto

Bill Vadinal Juke Box Polka

In Santiago, Chile RCA Victor 20-3037

Johnny Caruso Carousel Waltz

RCA Victor 20-1115

Howard J. McColllister

10660 Bellagio, Los Angeles • BR. 04705

BROADCASTING • Telecasting

May 3, 1948 • Page 83
For that's the famous WLBR's in selling...
DUAL TV RATE CARD
Katz Recommends Setup Based
On Studio, Basic Rates

IN ATTEMPTING to simplify television rate cards, the Katz Agency, New York, has prepared recommendations involving two rate structures: a basic rate and a studio rate.

The basic rate covers any program or announcement which does not require extra production or personnel, such as film programs and announcements and recorded background music. The studio rate is designed for accounts for which the station provides a camera crew and technical director for live shows.

Costs for special features are not cited but the card stipulates that they are to be quoted on an "all-inclusive basis, fully commissionable."

Formula for time costs is as follows: 30 minutes, 60% of one-hour rate; 20 minutes, 50% of hour; 15 minutes, 40% of hour; 10 minutes, 30% of hour, and 5 minutes, 20% of hour.

Rates are guaranteed for six months from date of first telecast. Contracts are subject to cancellation on 28-day notice for programs and 14 days for announcements.

J. Albert Woll Becomes General Counsel of AFL

J. ALBERT WOLL, former U. S. attorney and son of Matthew Woll, union leader, has signed a three-year contract with the American Federation of Labor to serve as general counsel. He succeeds the late Joseph A. Padway. Dan Carmell, Chicago attorney, has been serving as James C. Petrillo’s and AFM’s legal advisor since the death of Mr. Padway.

Mr. Woll was attorney for the northern district of Illinois for seven years before resigning a year ago when he moved to Washington. He will serve also as attorney for the AFL Labor League for Political Education.

Agencies

Privett Inc., as art director and production manager, respectively. All are Los Angeles agencies.


ROGER C. MCDONALD and CATHERINE TIDEMANSON join Erwin Wasey Co., Los Angeles, as art director and home economist, respectively.

BERNARD A. DUFFY, president, BBDO, New York, to speak on media relations at eighth annual Spring Convention of Southern California American Assn. of Adv. Agencies, May 25 at Ambassador Hotel, Los Angeles.

STAN SCHULBERG, formerly in copy department of Madison Adv., New York, appointed account executive, Battistone & Bruce, New York advertising consultant.


MELTON Adv., Dallas, moved to larger offices in Hagar Bldg., 1708½ Commerce St.


WILLIAM R. BAKER Jr., executive vice president, Benton & Bowles, New York, and JACK EVANS, vice president, General Foods Corp., are in Hollywood for week’s conference in B&B office there.

WHITING HALL, former copy chief, Plymouth Motors in Detroit, joins copy department, Geyer, Newell & Ganger, New York.

J. ROBERT CONROY, formerly with J. C. Berens, New York public relations counsel, joins public relations staff of Brooke, Smith, French & Dorrance, Detroit and New York.

BENING Adv., Sacramento, Calif. changed name to Bening-Perkins Adv., with admission of SCOTT PERRINS as full partner.


GEORGE W. McMURPHEY Adv., Portland, Ore., moved to new offices in Lewis Bldg.

WILLIAM GREEN, former radio director, Knollin Adv., Los Angeles [Broadcasting, April 12], is no longer with the agency.

Spot Billings Up

THE ADAM YOUNG Jr. Inc., New York office announced last week a 138% increase in national spot radio billings for first three months of 1948 over the same 1947 period. The firm, a station representative, has approximately the same number of stations on its list as a year ago.

KENYON IS RE-ELECTED TO HEAD ARF BOARD

OTIS A. KENYON was re-elected chairman of the board of directors of the Advertising Research Foundation, it was announced last Friday. Mr. Kenyon is also board chairman of Kenyon & Eckhardt.

Paul B. West, president of the Assn. of National Advertisers, and Frederic R. Gamble, president of the American Assn. of Advertising Agencies, were re-elected secretary and treasurer, respectively, of the Foundation.

The following were re-elected for five-year terms: Gordon E. Hyde, president, Federal Advertising Agency; H. H. Kynett, partner, Aitkin-Kynett Co.; Robert B. Brown, vice president, Bristol-Myers Co.; H. M. Warren, vice president, National Carbon Co.; Marion Harper Jr., vice president, McCann-Erickson, was also elected a director.

It's 630 in Savannah...and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

WSAV
630kc · 5000 watts · full time

TULSA

John Esau
Vice President & General Manager

BROADCASTING • Telecasting
May 3, 1948 • Page 85
Help Wanted (Cont'd)
Managerial

Salesman-announcer. New Orleans, ex.

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Salesman-announcer. New Orleans, ex.

Salesman-announcer. New Orleans, ex.
## Video Advertisers in February — Part A
(Continued from page 10)

### Advertiser | Product | Program Type | Station(s) | Day & Time | Agency
--- | --- | --- | --- | --- | ---
Bellevue Ice Cream | Ice Cream | WMAR-TV | Ann. | F | L. One a week
Nick Bynoe | | WMAR-TV | Ann. | F | L. Mon., 7-7:30 p.m.
Beanwood Sportswear | Sportswear | WBAL-TV | Ann. | F | B. Shapero
Berry's | | WMAR-TV | Ann. | F | B. Shapero
Barry Jewelers | Jewelry | WMAR-TV | Ann. | F | B. Shapero
Berry's Inc. | | WMAR-TV | Ann. | F | B. Shapero
Broadway House of Music | | WMAR-TV | Ann. | F | B. Shapero
Robert Rock | | WMAR-TV | Ann. | F | B. Shapero
L. S. Bjerg | | WMAR-TV | Ann. | F | B. Shapero
James S. Beattle | | WMAR-TV | Ann. | F | B. Shapero
Century Show Repair | Autos | WMAR-TV | Ann. | F | B. Shapero
Chesterfield Dealers | Autos | WMAR-TV | Ann. | F | B. Shapero
Create Blance Wine Co. | Wine | WMAR-TV | Ann. | F | B. Shapero
Columbus Wholesale | Philco Appliances | WMAR-TV | Ann. | F | B. Shapero
Capitol Typewriter Co. | | WMAR-TV | Ann. | F | B. Shapero
Crownover Chevrolet Co. | Utility | WMAR-TV | Ann. | F | B. Shapero
Cheyanne Div. of General | Autos | WMAR-TV | Ann. | F | B. Shapero
Consolidated Gas, Electric & | Utility | WMAR-TV | Ann. | F | B. Shapero
Power Co. | | WMAR-TV | Ann. | F | B. Shapero
Calvert Halt | | WMAR-TV | Ann. | F | B. Shapero
Charley's Radio Service | | WMAR-TV | Ann. | F | B. Shapero
Col Co. | | WMAR-TV | Ann. | F | B. Shapero
Cheez Candy Co. | Candy | WMAR-TV | Ann. | F | B. Shapero
Century Shoe Repair | | WMAR-TV | Ann. | F | B. Shapero
D'Olive Barber Labs | Barber | WMAR-TV | Ann. | F | B. Shapero
Dad's Root Beer Co. | Beverages | WMAR-TV | Ann. | F | B. Shapero
Dempsey Marine Service | Boats | WMAR-TV | Ann. | F | B. Shapero
Debutante Motors | | WMAR-TV | Ann. | F | B. Shapero
Detroit Edison | Utility | WMAR-TV | Ann. | F | B. Shapero
Doo-Bey Distributor | Tile Products | WMAR-TV | Ann. | F | B. Shapero
E. C. hill, David | | WMAR-TV | Ann. | F | B. Shapero
Elgin National Watch Co. | | WMAR-TV | Ann. | F | B. Shapero
Emergency Radio & Appliance | TV sets | WMAR-TV | Ann. | F | B. Shapero
Emil Motors | Autos | WMAR-TV | Ann. | F | B. Shapero
Ford Motor Co. | Autos | WMAR-TV | Ann. | F | B. Shapero
Flash Electric Co. | Chrysanthemum | WMAR-TV | Ann. | F | B. Shapero
Fordon Co. | | WMAR-TV | Ann. | F | B. Shapero
Fair Store | | WMAR-TV | Ann. | F | B. Shapero
Fascia Adv. Co. | | WMAR-TV | Ann. | F | B. Shapero
Free State Brewing Co. | | WMAR-TV | Ann. | F | B. Shapero
Fisher Baking Co. | Bread, Cake | WMAR-TV | Ann. | F | B. Shapero
F. D. Beck Co. | | WMAR-TV | Ann. | F | B. Shapero
Food Fair | | WMAR-TV | Ann. | F | B. Shapero
Folks Motors | | WMAR-TV | Ann. | F | B. Shapero
General Electric Supply Corp. | Appliances | WMAR-TV | Ann. | F | B. Shapero
Gold Fabrications | Philco Distributors | WMAR-TV | Ann. | F | B. Shapero
General Petroleum Corp. of Cal. | Gas, Oil | WMAR-TV | Ann. | F | B. Shapero
General Electric Supply Corp. | | WMAR-TV | Ann. | F | B. Shapero
Globe Brewing Co. | | WMAR-TV | Ann. | F | B. Shapero
George's Radio & Television Co. | Radio, TV sets | WMAR-TV | Ann. | F | B. Shapero
Gunter Brewing Co. | Beer | WMAR-TV | Ann. | F | B. Shapero
Globe Brewing Co. | Anheuser Beer | WMAR-TV | Ann. | F | B. Shapero
General Electric Supply Corp. | Appliances | WMAR-TV | Ann. | F | B. Shapero
General Foods Corp. | Sanka Coffee | WMAR-TV | Ann. | F | B. Shapero
Gill Oil Co. | Gas, Oil | WMAR-TV | Ann. | F | B. Shapero
General Foods Corp. | Various Products | WMAR-TV | Ann. | F | B. Shapero
Kilco Foods | | WMAR-TV | Ann. | F | B. Shapero
Gillie's Safety Razor Corp. | Razors, Blades | WMAR-TV | Ann. | F | B. Shapero
Gill Oil Co. | Gas, Oil | WMAR-TV | Ann. | F | B. Shapero
Glenn Chevrolet | Cars | WMAR-TV | Ann. | F | B. Shapero
Glenn's Boxy | Cars | WMAR-TV | Ann. | F | B. Shapero
Gretz Brewing Co. | Beer | WMAR-TV | Ann. | F | B. Shapero
Guenther Brewing Co. | Beer | WMAR-TV | Ann. | F | B. Shapero
Guenther Brewing Co. | Beer | WMAR-TV | Ann. | F | B. Shapero
Hagan Stroh | | WMAR-TV | Ann. | F | B. Shapero
Honda Repell | Radio & TV sets | WMAR-TV | Ann. | F | B. Shapero
Hotel Herrman | Hotel | WMAR-TV | Ann. | F | B. Shapero
The Hotel | Hotel | WMAR-TV | Ann. | F | B. Shapero
Hilton Co. | Hotel | WMAR-TV | Ann. | F | B. Shapero
Hilton Inc. | Hotel & Restaurant | WMAR-TV | Ann. | F | B. Shapero
Hot's N' Cold Shores | Beverages | WMAR-TV | Ann. | F | B. Shapero
Hyde Park Breweries Assn | Beer | WMAR-TV | Ann. | F | B. Shapero
Heineken of America | Knobs, Hinges | WMAR-TV | Ann. | F | B. Shapero
Heinrich Electric Co. | | WMAR-TV | Ann. | F | B. Shapero
Helmel Motors | Cars | WMAR-TV | Ann. | F | B. Shapero
Helmel Motors | Cars | WMAR-TV | Ann. | F | B. Shapero
Ida's Dept. Store | TV Sets | WMAR-TV | Ann. | F | B. Shapero
Interstate Supply Co. | | WMAR-TV | Ann. | F | B. Shapero

**Broadcasting • Telecasting**

**Part B Will Appear May 10 Issue**
BROADCAST CRITICAL OF TRUMAN PROTESTED

ADHERENTS of President Truman in Texas political circles protested the granting of free time to Gov. Beauford Jester for a speech over WBAP Fort Worth and the Lone Star Chain in which the governor sharply criticized Mr. Truman.

The Texas Democrats sent a telegram to the FCC saying they had demanded equal time to speak in favor of Mr. Truman, but had been offered time on a commercial basis only. FCC authorities said they would follow their usual practice of asking the stations involved for "their side" of the incident.

The pro-Truman forces are to get a half hour on Lone Star without cost, following the protest, it was learned last Friday.

Commenting on the telegram, Harold Hough, president of the Lone Star Chain, said in part: "We carried the speech of Gov. Jester at Slate Fort Worth. His was the only speech carried, and as he advocated the candidacy of no one, his address was carried as a public service, as is the case with most of the stations when the governor speaks.

WCAV Manager

JUNE H. JOHNSON, former production manager of WGH Newport News, Va., took over April 25 as manager of WCAV Norfolk, Va., Mr. Brown has been in radio 20 years, and before that was in show business. He recently received a plaque from the Norfolk Salvation Army for his work with children in the area. At present he is executive director of the March of Dimes campaign. He will bring his "Helping Hand and Radio Gang" programs, formerly heard on WGH, to WCAV, station has announced.

RCA Catalog

NEW Broadcast Equipment Catalog is now available from RCA. It contains more than 260 pages with descriptive material photographs, application data and performance specifications covering complete line of AM, FM and television equipment manufactured by RCA. Price is $1.00.

EQUIPMENT WANTED

New 1 kw station in midwest expecting CP at early date. Need technical equipment, such as monitor, audio oscillator, R. F. meters, H.V. test equipment. Write us what you have for sale and price. Will have opening for capable staff engineers and announcers.

BOX 318, BROADCASTING

ENGINEERS PRACTICING BEFORE FCC ORGANIZE

A GROUP of consulting engineers practicing before the FCC formed an organization to be known as the Assn. of Pedestrian Communication Consulting Engineers at a meeting April 28 in Washington. The group announced its objective is "to aid and promote the proper federal administration and regulation of the engineering and technical phases of radio communications."

C. M. Jansky Jr., acting as temporary chairman prior to formal adoption of the AM band and regulations, stated that while a lawyer before the FCC is an advocate for the client, the engineer's function is to present the engineering facts in the case under consideration. In the carrying out of his duties, said Mr. Jansky, the engineer has obligations and responsibilities not only to the client but also to the public.

To insure the maintenance of the high standards necessary to fulfill these responsibilities, an association of consulting engineers with a rigid code of ethics seems not only desirable but necessary, he added.

Officers elected for the coming year are: Mr. Jansky, president; Glen D. Gillett, vice president; A. D. Ring, secretary; George Davis, treasurer.

BORDER BATTLE

New Mexican Station Stirs Military

U. S. MILITARY authorities were called on Mexico's station at 1350-kc broadcast frequency [BROADCASTING, April 26], for fear of interference to their own operations on lower adjacent channels.

A possibility that power limitations may have to be imposed on use of the channel would be authorized for inclusion in the AM band but whose exact use is to be determined by signatories of the North American Regional Broadcasting Agreement—also was foreseen, because of the adjacent-channel problem.

Broadcast operations on the frequency heretofore have been precluded for protection of services just below 540 kc—mostly government, including the military, and maritime mobile. Canada has used the channel with 50 kw for several years at CBK Watrous, Sask., under special arrangements guaranteeing protection to the U. S. services.

A reallocation of the frequencies between 415 and 553 kc is being made preparatory to AM use of the 540-kc band.

Because of the adjacent-channel interference question, some communications experts felt it might be necessary to limit 540-kc to complete the regional power class, at least when the frequency is used in the vicinity of installations in the 530-kc area.

Meanwhile, the U. S. protest against Mexico's assignment of a station on the channel was prepared and slated for prompt transmittal to the Mexican government. Extension of this inclusion of the 540-553-kc band was authorized by the International Telecommunications Conference last summer, but it was specified that the channel should not be used without agreement by the nations of Region Two, including NARBA signatories. The use to which it would be put was to be decided at the forthcoming NARBA treaty conference.

With both Canada and Mexico operating on the frequency and claiming 1:1 status for it, some of the applicants at use U. S. broadcasters could be effectively blocked. The Mexican assignment is at San Luis Potosi, about 350 miles south of the U. S. border, and the station is slated to begin operations about Dec. 1.

Midland Broadcasting Co. (KMBZ Kansas City) long sought a station near Concord, Kans. (KFRM), and presumably is still interested. KFRM is on 550 kc.

BROADCASTING • Telecasting

May 3, 1948 • Page 89
NEW AM GRANTS
ANNOUNCED BY FCC

CONSTRUCTION PERMITS granted by FCC Friday included three full-time standard stations. One of latter was reinstatement.

Changes of facilities awarded KVLF Alpine, Tex., and KIMA Yakima, Wash.; WSLA Hammond, La., deletion approved. New station grants:

HATTIESBURG, Miss.—Hub City Broadcasting Co., Inc., 1260 kc, 250 w, unlimited.

GRANT to Video Broadcasting Co. for new television station at Portland, Ore., announced Friday by FCC, which also designated 24 TV applications for hearings in seven communities where applicants outnumber channels. Portland station assigned Channel 3 (60-66 mc) with 16,500 kw aerial power, antenna height 865 feet.

Video Broadcasting also has application for San Jose, Calif., anticipates ultimate West Coast TV network [BROADCASTING, Feb. 23].

Applications designated for hearing were:

San Jose, Calif.—Video Broadcasting, Radio Diablo, FM Radio and Television Corp.

New Orleans—Mississippi Valley Broadcasting, WWL, New Orleans Television Co.

Richmond, Va.—WRNL, WBVA, WLEE, WRMV-FM.

Madison, Wis.—WIBA, Radio Wisconsin (AM permitted).

FCC ACTS ON PETITIONS

FCC ORDERS announced Friday which (1) denied WMEX Boston's petition against proposed relicensing in calling up WMEX renewal application for hearing; (2) denied petition of Mansfield and Lorain Journal companies (of Mansfield and Lorain, Ohio, respectively) for continuation of Tuesday's (May 4) argument on AM and FM applications pending outcome of court appeal on FM case; (3) ordered further hearing starting today (Monday) on 1200-1230 kc applications of WHLD Niagara Falls, Western Ontario Broadcasting, Detroit, and Concord Broadcasting, Niagara Falls; (4) denied petition of Surety Broadcasting Co. (WJS Columbia, S. C.) asking that its application for new station at Charlotte, N. C., on 930 kc be returned to hearing status and given prompt consideration or hearing.

CHICAGO NEWS SERVICE

COMMUNITY NEWS SERVICE, which is making strong bid to provide Chicago radio stations with extensive coverage of local news events will foreclose in calling up WMEX renewal application for hearing; (2) denied petition of Mansfield and Lorain Journal companies (of Mansfield and Lorain, Ohio, respectively) for continuation of Tuesday's (May 4) argument on AM and FM applications pending outcome of court appeal on FM case; (3) ordered further hearing starting today (Monday) on 1200-1230 kc applications of WHLD Niagara Falls, Western Ontario Broadcasting, Detroit, and Concord Broadcasting, Niagara Falls; (4) denied petition of Surety Broadcasting Co. (WJS Columbia, S. C.) asking that its application for new station at Charlotte, N. C., on 930 kc be returned to hearing status and given prompt consideration or hearing.

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Now...

HIGHER TOWER
GREATER POWER

The signal strength of television station WLWT, Cincinnati, has been increased 200-fold.

WLWT now operates at maximum government-authorized power—200 times more effective than the temporary transmitter used during the construction of our new facilities.

With the completion of the new $600,000 studio and transmitter plant, the sight-and-sound of Ohio's first television station originates from the newest, finest, most up-to-date television installation in the country. The WLWT effective coverage area now comprises a circle of 45 miles in radius... an area which encompasses 380,000 families—1,300,000 people.

WLWT is providing this important market with 20 to 30 hours of television service weekly—seven days a week, afternoon and evening. The program schedule provides a balanced fare of live features each week, including baseball, wrestling, news, home-maker shows, quiz games, fashion shows, weather news, hobby shows, puppet shows, audience-participation programs, advice on pets, and miscellaneous sports events... in addition to feature movies, cartoons and film shorts.

WLWT's coverage is available now also, on a non-interconnected network basis, to national advertisers using the NBC television network.

Every facility of WLWT has been designed especially for television. The very latest, most advanced equipment available has been used throughout the studios, the transmitter, the 570-foot antenna tower, and the mobile microwave transmitter unit. No expense has been spared to assure Greater Cincinnati and surrounding territory with the finest, most dependable television service possible.

Information on rates, availabilities, participating sponsorship and facilities are available upon request.
You will remember the fabulous lamp—and how it served its master, Aladdin. Serving you, today, is a real "magic lamp"... the electron tube.

You are familiar with these tubes in your radio, Victrola radio-phonograph or television set... but that is only a small part of the work they do. Using radio tubes, RCA Laboratories have helped to develop many new servants for man.

A partial list includes: all-electronic television, FM radio, portable radios, the electron microscope, radio-heat, radar, Shoran, Teleran, and countless special "tools" for science, communications and commerce.

The electron microscope, helping in the fight against disease, magnifies bacteria more than 100,000 diameters; radar sees through fog and darkness; all-electronic television shows events taking place at a distance; radio-heat "glues" wood or plastics; Shoran locates points on the earth's surface with unbelievable accuracy; Teleran adds to the safety of air travel.

Constant advances in radio-electronics are a major objective at RCA Laboratories. Fully developed, these progressive developments are part of the instruments bearing the name RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders on display at RCA Exhibition Hall, 36 West 49th Street. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York City 20, N. Y.