to advertisers experiencing a 1948 headache

In conference rooms all over the country, men are weighing one advertising medium against another. For 1948, an unpredictable year, calls for putting your money where it will pay off best. Agency-men and advertisers who know—men who have had WOR do amazing things for them—will tell you why WOR is heading more and more media recommendation lists in 1948:

1. WOR can be heard by more people—34,057,161—than any other single station in the United States.

2. WOR is heard regularly in 430 counties in 18 states.

3. WOR umbrellas the world’s richest single market. Here, live your potential customers; people who spend at least $2,662,021,000 a year for general merchandise.

WOR—heard by the most people where the most people are mutual
"WLS is the most popular station around here"

... L. W. Ritter, implement dealer, of Argos, Indiana

Merchants in towns throughout Midwest America know WLS—and know the impact WLS has on their customers. L. W. Ritter, proprietor of the Argos Implement and Supply Co., Argos, Indiana, is typical.

"WLS is the most popular station around here," he says. "All the farmers listen to WLS. In fact, everybody has some program they listen to on WLS sometime during the day."

Before opening his own firm last May, Mr. Ritter worked for 12 years in the town's hardware store. His customers are all personal friends—he knows them well from living with them and serving them this long time. We know these people, too. For 24 years WLS has lived with them, served them. To listeners on farms and in towns throughout the Midwest, WLS has given the information they need, the entertainment they want.

Mr. Ritter's reaction to WLS is typical of most small town merchants—and Argos is typical of most small towns in the WLS area. It's a minor trading center (population 1,190) 32 miles south of South Bend, in Marshall County. WLS has the highest BMB in the county: 89% day and 88% night. Total population is 25,935, with 78% rural. Retail sales in 1946 were 181/2 million dollars, 31/2 million of this in food sales, almost half a million in drug sales.

Here's an important market—yet only a small part of the market intensively covered by WLS. In Argos and Marshall County, as in many other Midwest communities, WLS is the leading radio station—most listeners, most influence... and the merchants know it. For further details about WLS—its audience, its market, its results—ask any John Blair man.
Reaching for Business?

WCAU's 50,000 watts reaching out in all directions, gives a plus listening audience in sixteen states in addition to the largest audience in Philadelphia*.

WCAU
50,000 WATTS • CBS AFFILIATE
PHILADELPHIA'S LEADING RADIO INSTITUTION

The Philadelphia Bulletin Station

*Pulse of Philadelphia
Umbrella Coverage

FEB 7 1950

A-93771

Closed Circuit

DESPITE fact network-AFM music contracts expire Jan. 31, four reliable Chicago music sources predict Petrillo will not pull musicians off jobs but has secretly instructed them to continue working without contract until agreement with network is reached. Much depends, it is said, on decision to be handed down Jan. 14 by Judge Walter LaBuy.

WITH EMPHASIS on allocations and technical aspects of radio, drive for appointment of third engineer to FCC may get under way soon. Logically suggested is John A. Willoughby, acting chief engineer, as successor to Clifford J. Durr, whose term winds up June 30. Durr is from Alabama; Willoughby is from South Carolina.

FREDERIC W. ZIV Co., New York, one of largest transcription firms, by mid-month will announce packaging of television film shows in addition to radio shows.

ANOTHER "man bites dog" radio transaction is in offing. Important station owner reported negotiating for acquisition of half interest in newspaper in competitive market where other newspapers have radio ownership affiliations. Last such big deal was purchase of Indianapolis Star by Eugene C. Pulliam, owner of WIRE, several years ago.

NEWEST U. S. agency to take interest in television is Dept. of Agriculture, which is experimenting with visual medium as aid to farming. Department pioneered in network programming in '20's when Farm & Home Hour was started on NBC with backing of Frank E. Mullen, NBC's agricultural-minded executive vice president.

ONE OF QUESTIONS to be popped at Wayne Coy—probably by Chairman White (R-Me.), author of proposed new Communications Act—will be how long new chairman intends to stay. Term runs until June 30, 1951. Mr. Coy probably will say his tenure depends upon his ability to get adequate funds for FCC to do its job and to keep his head above water at present $10,000 per year stipend, representing less than half of what he drew as executive vice president of WINX Washington.

AMONG CHANGES which may be made in revised White Bill before it reaches Senate floor next month may be boost in FCC Commissioners' pay from present $10,000 and proposed $12,500 to $15,500. Members of recently created Atomic Energy Commission get $15,000, with chairman drawing $17,500, which creates new precedent for independent agencies.

FCC COMR. Clifford J. Durr's outburst against President's loyalty program (story page 17) arousing speculation whether Alabama dissenter will choose to support President Truman or Third Party Candidate Henry A. Wallace in next year's elections. That's one subject Mr. Durr hasn't talked about.

BUSINESS BRIEFLY

ALL TONI CO. STOCK BOUGHT BY GILLETTE

PURCHASE as of Jan. 2 of all stock of Toni Co., Chicago (Toni Home Permanent Wave Kit and Creme Shampoo) by Gillette Safety Razor Co., Boston, announced in Chicago Friday by J. P. Spang Jr., Gillette president. Mr. Spang said sale was cash transaction involving neither an exchange of stock nor public financing. Price of Toni stock fixed at eight million dollars, plus true net worth of Toni. Con on Dec. 31, 1947, as determined by audit. Net worth estimated at more than four million dollars. Total of $11,500,000 cash paid by Gillette Jan. 2 and balance, less reserve for contingencies, to become payable July 1, 1948.

Gillette agreed that when Toni's earnings after taxes under Gillette ownership reach eight million dollars—representing major part of Gillette's initial investment—Gillette will pay to sellers additional sums equal to 50% of Toni's later earnings after taxes to total of eight million dollars.

Toni Co. will operate as heretofore under active management of R. Nelson Harris and Irving B. Harris, founders, and Phil Kalech, sales manager. Toni sales and advertising offices in Chicago, plant and research facilities in St. Paul.

Sale said to be motivated by fact that Toni, radio-built operation [broadcasting, Oct. 20], needed outside capital and organization. Firm to operate as division of Gillette. Maxon Inc. handles advertising and publicity for Gillette.

Toni billings approximately $22,000,000 in 1947, with estimated $4,000,000 advertising budget, predominantly radio. Firm skyrocketed from $5,000 investment three years ago. Toni agency has been Fote, Cone & Belding, Chicago.

NEW ACCOUNT: Warner Bros. Co. (foundation garments) has appointed LaBoeuf & Ellis, New York, as agency. Plans under way for fall campaign.

FCC Extends Time for Mayflower Briefs

TIME HAS BEEN extended to Feb. 1 by which notices of appearances may be filed with FCC for participation in March 1 hearing on rights of stations to editorialize on the air. Commission reported Friday. Briefs and written statements also must be filed by that date.

Some 49 individuals and organizations thus far have expressed intent or filed for appearance in the proceeding which involves renewed consideration of the Commission's 1941 Mayflower Decision banning expression of opinion by broadcast licensees. In addition to NAB and numerous licensees and industry spokesmen, these include Charles A. Siepmann, New York U. professor of education and co-author of FCC's Blue Book; Dr. Stephen S. Wise, American Jewish Congress president, who foresaw dangers involved in relaxation of the FCC ruling; CIO; AFL; American Veterans Committee; Saul Carson, radio columnist of New Republic and Radio Best, and Dr. I. Keith Tyler, head of Institute for Education by Radio, Ohio State U.

NAB, in addition to its own staff, has proposed to invite score of industry representatives. John Shepard 3d, chairman of board, Yankee Network, is to appear and relate circumstances of original Mayflower ruling involving Yankee's WAAB Boston (now Worcester, Mass.).

O. Thomas Franklin, editorial supervisor, KYA San Francisco news bureau, has gone on record as opposing relaxation of editorial ban saying: "The American public is now given straight, unbiased news only by radio and that "a federal stamp of approval on editorial-

(Continued on page 86)

Upcoming

Jan. 5: NAB Legislative Committee, NAB Hdqrs., Washington.


Jan. 7: Wage & Hour hearing on radio industry overime, Interdepartmental Auditorium, Washington, 10 a.m.


(Other Upcomings on page 82)

Bullets

CONTRACTS with ABC, CBS and NBC were signed Jan. 2 by Radio Writers Guild Western Regional division. Contracts follow national pattern. Regional programs are assigned minimum equal to 60% of national rate; local programs 40% of national.

BARTLETT T. MILLER, assistant vice president of American Telephone & Telegraph Co., has been elected vice president in charge of AT&T's long lines division. He succeeds Frank P. Lawrence, who is retiring after 35 years with the Bell System.

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(Continued on page 86)

BROADCASTING • Telecasting
Mid-America is many markets in one — metropolitan, urban and rural. And KCMO, Greater Kansas City's most powerful station for Mid-America, covers this entire area . . . reaching out far beyond the ½ millivolt contour to a mail area (based on first 3 months' operation) which includes:

100 counties in Missouri  
79 counties in Kansas  
42 counties in Nebraska  
70 counties in Iowa  
19 counties in Oklahoma  
30 counties in Arkansas  
23 counties in Illinois . . . plus  
18 other states not tabulated.

This is 150 counties more than the 213 counties in the ½ millivolt area.

With 50,000 watts day, non-directional, and 10,000 watts night, KCMO, and only KCMO, offers you one-station, one-rate coverage of this important industrial and agricultural area.

National Representative:  
JOHN E PEARSON CO.

Kansas City, Mo. • Basic ABC for Mid-America
WHB is swinging high because...

Throughout every period of its broadcast time, WHB is the area's highest cooperated station.

In the vast and incredibly rich Kansas City Marketland, WHB reaches effectively the greatest number of listeners per advertising dollar, has the lowest cost per thousand listener rate.

WHB will soon be offering greater power, a better frequency and full-time operation!

See your John Blair man today, and join the Swing to WHB in Kansas City!
INDIANA (Pa.) IS 100%

To more than 10,000 men, women and children, Indiana (Pa.) is back home. That's where they spent $17 million at retail in 1946, and that's where they listen faithfully to KDKA (whose nighttime BMB rating in Indiana, and throughout Indiana County, is 100%).

In the BMB 90-100% class, KDKA has 19 daytime counties and 24 nighttime counties—a generous portion of the Pittsburgh market, two-thirds of whose people live outside the city limits. Altogether, BMB credits the nation's pioneer station with 1,159,910 daytime families and 1,303,520 nighttime families. The facts of this amazing listener-ship are contained in "The Pittsburgh Story." You don't have a copy? Write, by all means, today!

KDKA, Pittsburgh. 50,000 watts. NBC affiliate. Westinghouse Radio Stations Inc (KEX, KYW, WBI, WBZ, WQO, KDKA). Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.
Perform
Performance, the dictionary says, is an "exhibition of skill." And that is what we mean when we say "you can count on these stations for performance." We mean exhibitions of local programming skill and demonstrations of smooth, efficient handling of the advertiser's campaign. You'll get performance on these stations which will make spot radio even more profitable for you.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

THE YANKEE AND TEXAS
QUALITY NETWORKS
SELL-OUT SALE, disposing of more than a half million dollars worth of stock, was a slam-bang success principally because it was promoted through spot radio. C. J. Farley Co., big dry goods firm in Grand Rapids, Mich., used radio heavily in advertising its close-out sale—and WJEF Grand Rapids, in cooperation with the John Lynch Sales organization of the same city, produced a campaign that had customers lined up for a half-block an hour before the opening of the sale.

Farley Co. officials estimated the first day's crowds to be 8,000 persons, a figure especially significant because the outlet had been a wholesale store, and had never before opened its doors to the retail market.

Five other Grand Rapids stations, WOOD, WLAV, WPUR, WGRD and WFRS (FM), were used in the campaign. On Dec. 4 and 5, WJEF opened the campaign by airing spot announcements for sales help to work in the gigantic sale. The spots brought in the necessary help—and on Dec. 6 the CBS outlet began to advertise the sale with eight announcements daily.

The crowd these spot announce-

(Continued on page 71)

**Feature of the Week**

**Sellers of Sales**

DESCRIBING present status of and future plans for the many fashion and cosmetics accounts she handles, Miriam Traeger, timebuyer for Abbott & Kimball, New York, said: "You might say my heart is in radio, but my mind is in television. It is my feeling, and that of Mr. Kimball" (president of the agency), Miss Traeger continued, "that television is the coming medium for fashion. It is bound to be used, although confessedly fashion accounts are buying in the medium rather slowly." However, she predicted that many of the agency's clients would be using video the early part of next year. The agency already has used television shows for Harper's Bazaar and Dobbs Hats.

Miss Traeger, who has been associated with Abbott & Kimball since March 1944, started her career on the clerical side in 1931 with WMCA New York as secretary to Donald Flamm, who was then president of WMCA. She remained in that capacity until 1940 when Mr. Flamm sold the station.

Her next job was with the Constance Bennett Co., New York, as assistant manager of the company's newly opened New York office.

A year and a half later radio beckoned again and she returned to the industry, this time as secretary in the sales department of WINS New York, whose general sales manager was then Cecil Hackett. When Mr. Hackett left the station to join Abbott & Kimball as vice president in charge of radio, he offered Miss Traeger her present position of timebuyer. She accepted and now handles the following accounts: Joe Love Corp. (Popsicles), Marvella Pearls, Bonne Bell Cosmetics, Blackstone and Gorham, Colonial Dames Cosmetics, Renoir Perfumes, Queen Make Dresses, Koret of California, Mark Cross, Union Pharmaceutical, Artra Cosmetics, Peggy Sage Products, Volupte Compacts.

Miss Traeger is an attractive, slim, brown-haired, green-eyed young lady who lives with her parents at their home in Brooklyn.
One of a series. Facts on radio listening in the Intermountain West

Intermountain Network Delivers 40.7% of the Audience

FOR GROVE LABORATORIES

(11.0 Hooperating at 1 p. m.)

The Winter, 1947 Hooper reveals that the "Intermountain News"; aired at 1 p.m., had 40.7% of the audience and a rating or 11.0 in 14 intermountain network cities including Salt Lake City. Grove Laboratories had a participating spot in this program for 4-Way Cold Tablets. Here is the Hooper report:

**URBAN AUDIENCE MEASUREMENTS**

Week, 1947

Monday thru Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>A Set</th>
<th>B Set</th>
<th>C Set</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m.</td>
<td>27.0</td>
<td>11.0</td>
<td>2.1</td>
<td>1.8</td>
<td>9.5</td>
</tr>
</tbody>
</table>

14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

What the Intermountain Network has done for Grove Laboratories, Intermountain can do for you, too. See Avery-Knodell

**THE INTERMOUNTAIN NETWORK Inc.**

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

January 5, 1948 • Page 11
Here’s a nice example of the extra values that are always available in “national spot”.

In the Washington State Grange’s most recent survey of its 47,000 farmer members to determine the relative popularity of all stations heard in the State, KIRO, Seattle, had 3 1/2 times more Grange listeners than its next competitor and more Grange listeners than all other Seattle Stations combined!

The heart of KIRO’s farm programming is a 7:15-7:30 a.m. daily feature called “Farming With KIRO”—a spot availability, and the best farm program in the Pacific Northwest.

Let us show you what Bull’s-Eye Radio can do for you—in Seattle or any of the other top markets shown at the right.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Petrillo In Court as Musicians Strike

**770 Transcription, Recording Firms Affected**

By EDWIN H. JAMES

JAMES C. PETRILLO, unquestioned boss of 105,000 U. S. musicians, last week made good his threat to pull his boys out of the recording and transcription studios.

At midnight Dec. 31 his American Federation of Musicians imposed its long-heralded policy of refusing to work; about 770 recording and transcription companies were affected.

The AFM president was undeterred from embarking on his severe course of action despite his coincidental prosecution by the federal government on charges of violating the Lea Act. Mr. Petrillo was engaged in defending himself in federal court (see separate story) when his musicians, following his command, quit the recording and transcription business.

Mr. Petrillo's fiat prohibits his musicians from playing for any recording or transcription, including recorded or transcribed radio shows.

For a few hours Wednesday it was feared that Mr. Petrillo had broadened the original scope of his ban to include all recorded or transcribed repeat broadcasts on networks.

A blanket order issued by the AFM covering the work stoppage for recordings and transcriptions indicated that such broadcasts repeats were included. The union, however, quickly clarified this situation to permit recorded and transcribed repeats in those instances where they are performed because of time differentials in various zones.

A day before the imposition of the AFM recording ban, countermeasures by all branches of radio and recording began to crystallize with the appointment by the Industry Music Committee of legal and public relations counsel to serve as special advisors to the inter-industry group in the coming tilt with Mr. Petrillo.

Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc. and leading strategist in the radio campaign against Mr. Petrillo (Continued on page 14)
Canned Music or Canned Petrillo

NOW AND FOR the foreseeable future James Caesar Petrillo is front page news. He is out to assert full dominance over radio and related fields. His ban on recordings is effective. He is standing counsel to the music committee, bent for violation of the Lea Act written to end his terror reign over radio. Next week he will probably appear before the House Labor Committee, bent upon tightening up the Taft- Hartley Act which Jimmy has been flouting to force radio to acquiesce to the very things which the law asserts he can't have.

Left no alternative as Jimmy stalls, dawdles and threatens, broadcasters are prepared to operate without live musicians now, heedless to Jimmy's dictatorial control. Advertisers are cooperating. Program formats will change when the survival battle begins Feb. 1. Musicians will go on the AFM relief rolls, whacking up the money pot Jimmy has stowed away since his 1942 victory over recorders and transcribers forcing payment of royalties on each record produced.

In Chicago court, Jimmy found himself eating his words again. His ludicrous contention that he had not intentionally violated the Lea Act as a legal test certainly is at variance with what almost everyone in radio understood. This claim is made at the second trial, and after the Supreme Court has upheld the constitutionality of the Lea Act.

Another aspect of the Chicago trial is worthy of note. The key AFM witness was Richard V. Gilbert, a consulting economist, and former advisor to Secretary of Commerce Harry Hopkins and his successor, Jesse Jones. Mr. Gilbert relied upon the FCC Blue Book and perhaps the more recent Lemon Book to support the contention that the FCC expected stations to provide "more live than canned and more local than network music."

It is refreshing to find Petrillo, who has been sharply condemned by all FCC chairmen since James Lawrence Fly for impeding radio progress and more particularly FM and television, through his arbitrary bans on duplication and use of music, should turn to FCC documents for solace. The court might well take judicial notice of past utterances by the FCC on Petrillo.

It is interesting in another light too. It proves how mischief might be wrought through use of discredited and extra-legal documents of the FCC. The Blue Book, even in the eyes of its numerous creators, is something of unpleasant memory. And the Lemon Book, dealing with the sheet-music war-post, is admittedly conclusive of nothing.

There was radio before James Caesar Petrillo became the AFM boss. And there was music before the time another Caesar became boss of Rome. There'll be radio and music for all facets of radio—live, transcribed, and by the sheet—long after JCP sounds that last sour note on the trumpet of his craft.

Musicians Strike

(Continued from page 18)

ASCAP a decade ago, was appointed counsel [Broadcasting, Dec. 29].

Verne Burnett Assoc., New York, was appointed as public relations counsel [Closed Circuit Dec. 29].

Mr. Burnett was public relations director and vice president of Gen- erals Foods Corp. for 12 years and is a veteran industrial public relations executive.

To Divide Fees

Both Mr. Kaye and Mr. Burnett were understood to have been engaged on a per diem basis, with the amount of their fees deter- mined by the amount of their work. The funds for their services will be contributed equitably by the seven groups represented on the music committee, with contribu- tions appropriated in ratio with the total earnings of the groups.

The appointments were made by the music committee's executive and Burnett tomorrow (Jan. 6) at NAB headquarters, Washing- ton, for a discussion of strategy. It became known that in search- ing for a public relations counsel, an industry committee had several times crossed trails with its adversary, Mr. Petrillo, who reportedly is bent on unearthing a publicity agent who can make him in what doubtless will become tumultuous months ahead.

Whether Mr. Petrillo had thus far succeeded in hiring a public relations man was unknown. One source in the committee reported that the union chief had proposed qualifications which would be diffi- cult for an ordinary publicity man to meet. Members of the Industry Music Committee did not minimize the complications of future dealings with the AFM, inasmuch as Mr. Petrillo not only is an industry order against the entire re- cording industry but also is engaged in what thus far have been tense, unproductive negotiations for renewals of radio network contracts.

Some Doubted Words

Some doubted, however, that Mr. Petrillo, who has repeatedly an- nounced that his union would never again work for recordings, was as good as his word. The union chief, it was said, had intimated in private conversations that he would be willing to talk with the recording firms after his issues with the networks and with FM and tele- vision broadcasting had been re- solved.

This confirmed earlier reports that Mr. Petrillo was anxious to seek a way to settle his recording problems with which the Taft- Hartley law, a piece of legis- lation which led to the present stalemate, and without losing face with his rank-and-file musicians.

Industry sources guessed that if a means could be found to assure the AFM of continued income from recordings matching the not in- considerable royalties which the union has received under the contracts that expired Dec. 31, the way would be cleared for settle- ments.

This problem, however, was deli- cate indeed, they admitted, since the Taft-Hartley law prohibits contractual arrangements like that under which the AFM has re- ceived royalties ranging from a quarter-cent to 5 cents on every record sold.

Mr. BURNETT

Study Royalty Question

Meanwhile, attorneys were still studying the question whether payments of royalties on records made during the life of the AFM contracts would be legal after next July when the section of the Taft- Hartley Act covering that procedure becomes effective. Mr. Petrillo has decided [Broadcasting, Dec. 22] that such will be the case, and he estimated his union might re- alize a total of $10,000,000 from royalties on records sold after the deadline but made before it.

The union president's negotia- tions with the networks were in abeyance while Mr. Petrillo con- cluded his business with Federal Judge LaBuy in Chicago. It was thought possible that negotiations

WEISS WOULD FIGHT BAN ON DELAY DISCS

REFUSING to accept Petrillo's edict on delayed transcribed programs, Louis Allen Weiss, MBS broadcasts as well as vice- president and general manager of Don Lee Broadcasting System, is ready to battle the question up to the Supreme Court. "Our network will abide by these terms of the Lea Act and Labor Managers Relations Act of 1947," Mr. Weiss asserted.

If we pay extra fees for delay broadcasts we are as liable as the union to any penalties imposed.

"Mr. Petrillo knows as well as we do that the act prohibits pay- ment of fees for services not rendered. Our network is entitled to broadcast programs to everyone of its affiliated stations and whether we do it hours later by mechanized means no one has concern to Petrillo and his union."

Mr. Weiss feels that the time has come to determine whether the law of the land means anything or whether Petrillo is the law of the land.

GOEBEL VOTES MILLION FOR 1948 ADVERTISING

OVER ONE MILLION dollars, largest advertising expenditure in its history, has been earmarked for 1948 advertising by Goebel Brew- ing Co., Detroit and Muskegon, brewers of Goebel Beer.

A good share of the funds will be used to continue sponsorship of the Detroit Tigers baseball and Detroit Lions football broadcasts and telecasts. The company also sponsored the Chicago Rockets foot- ball broadcasts during the past year.

The Goebel account is handled in Brooklyn, Smith, French & Dor- rance Inc., Detroit and New York. The account might not be resumed until after a meeting of the AFM executive board, scheduled in New York for mid-January.
Radio Aids in Snow Storms, Tornadoes
Throughout Country; Antennas Topple

TORNADOES and snow storms New Year's day, causing havoc over wide areas, found broadcast stations providing storm warnings, informing the public of developments and taking part in relief work. In several cases station towers were toppled or power failure interrupted transmissions.

Heavy rain followed by low temperatures brought damage in Illinois, Missouri, Iowa and Michigan. New York City streets were waterlogged and houses were flooded. But low temperatures covered the area with ice. Five stations were hit by southern tornadoes, accompanied by a cold wave. The stations were Louisiana, Tennessee, Mississippi, Arkansas and Alabama.

The midwestern storm played havoc with Chicago stations New Year's day, blowing over towers and effecting full failure. Hardest hit were WGES (all of whose four towers toppled) and WAIT (which lost its tower near Elmhurst, Ill.). Both went off the air. WYIN, which was on one tower, was damaged, operated for a time on reduced power. WLS, off two hours, was operating on its diesel emergency generator, while companion station WENR was out for an hour. NBC owned and operated station (Continued on page 85)

CHICAGO TO NEW YORK RELAY CHAIN BEGUN

A NEW 250-foot tower, Chicago terminal of a chain of repeater stations stretching to New York to provide radio telephone communication and a television circuit between Chicago and New York, East, is under construction on the roof of the New Congress Street Exchange of the Illinois Bell Telephone Company.

Tower repeater stations, spaced 30 miles apart, will be used for the relay chain to New York, according to A. C. Carlson, building engineer. The radio telephone service is planned as an auxiliary means of communication in the event of emergency, he said.

The New York station, which ultimately will include several channels in both directions, is expected to be ready for service late in 1949. Each channel will be capable of handling commercial circuit or, alternately, for hundreds of telephone circuits. Mr. Carlson added. Work is underway on a Chicago-New York coaxial circuit, but the radio system is expected to provide clearer transmission for television. Such a system already is in use between Chicago and South Bend.

January 5, 1948 Page 15

Radio in the news

FISCAL 1947 Shows Big Gains in AM, FM and TV

By RUFUS CRATER

(See Text of Report's chapter on "Radio Broadcast Services," this page.)

FISCAL 1947 brought an approxi-
mately 60% gain in the number of U. S. commercial AM, FM, and television stations, FCC declared Sunday in its 19th Annual report to Congress.

Covering the period from July 1, 1946, through June 30, 1947, the Report recognized "an increasing demand for radio facilities of all types," and, conceding that "electronic and other developments are so fast moving" that mid-1947 statistics "have filtered considerably," offered a brief summary of sub-
sequent events.

Although the Report gave no statistics on new-station grants made during the latter half of 1947, other evidence established that by the end of the year the number of AM, FM, and TV stations had increased approximately 80% over the totals of July 1, 1946. Uncompleted applica-
tions in late December indicated 1,964 AM, 1,049 FM, and 72 video stations either operating or author-
ized [BROADCASTING, Dec. 29].

Commission Highlights

Highlights of the July-December 1947 period as reported by the Commission included: (1) signing of a new international radio communica-
tions treaty at Atlantic City on Oct. 21, (2) decision to call a hearing, now set for March 1, on the advisability of relaxing the 1941 Mayflower decision's ban on editorialising by radio stations; (3) issuance of an economic study on Nov. 4; (4) simplification of broadcast and other FCC application forms; (5) hearing on FCC plan to allocate Tele-
vision Channel No. 1 to other serv-
ces.

The Report noted that "fall estimates by radio manufacturers indicated 10,000,000 broadcast receiving sets in this country by the close of the calendar year 1947, or 12,000,000 more than at the start of the year. Of the anticipated new sets, nearly 2,400,000 would be FM and 300,000 television." The 18-month period from July 1, 1946, brought several changes in FCC policy. Among these was Denny, who had served as acting chairman since the resignation of Paul A. Porter, was named chair-
man on Dec. 4, 1946. On April 10, 1947, E. W. M. Weather took office to serve out Mr. Porter's term. Ray C. Wakefield was nominated to succeed himself but the nomination was withdrawn and Robert F. Jones was named in his stead, win-
ing Senate confirmation on July 11 and taking office Sept. 5. Chairman Denny resigned effective Oct. 31 to become vice president and general counsel of NBC. E. K. Jeff reappointed chairman of the FCC at the end, to become vice president and director of radio of the Baltimore Sunpapers, and on the same day W. F. Jett of the Washington Post stations announced he would be succeeded as FCC Chief Engineer George E. Sterling was chosen to succeed Mr. Jett.

FCC had 22 cases in the courts during the 1947 fiscal year, including eight as yet unsettled appeals by clear-channel stations in protest against FCC grants for daytime use of their respective channels.

FCC Applications

During the fiscal year FCC received 5,336 broadcast applications (1,268 for new stations) and dis-
patched replies to 4,719 for existing stations. On June 30, a total of 2,209 were pending (1,146 for new stations).

In all fields of FCC activity—all of which were covered in the 100-
odd page report—114,437 applications were received (not counting 27,000 tariff filings and peti-
tions and other papers relating to dealings with the FCC) and 126,588 were disposed of, bringing the June 30 pending total to 6,105 as compared to 18,256 a year earlier.

At the end of the 1947 calendar year some 7,000 AM and other radio authorizations were out-
standing. These included approximately 4,000 broadcast stations, 40,000 non-commercial, 30,000 te-
auser stations; 940,000 commercial radio operators, 85,000 amateur operators, and 30,000 special aircraft authorizations.

The Commission had 1,328 em-
ployees at the close of the fiscal year (840 in Washington and 488 in the field). Engineering Dept. manpower included 140, law, 10, and secretary, 248, and 102 others were engaged in administrative duties. Appropriations for the year aggregated $60,256,800 including $6,250 for printing and binding.

FCC in June 1946 to 1,268 in June 1947. The one-thousandth license was issued to N. B. Carlson on May 19, 1946, and was held by the Chicago, Ill., firm of Carlson & Co., Inc., at the new AM station (WGN) in the Chicago area.

However, construction permits out-
standing at the close of the fiscal year numbered 497, which brought the total number of station grants at June 30, 1947 to 6,195, as compared with 5,135 one year before. It is estimated that 4,000 new stations were authorized during the fiscal year, plus 1,705 by FCC and an additional 1,400 by the FCC in the previous year. In addition, 466 applications for new stations were pending.

More Small Local Outlets

Of significance in connection with (Continued on page 56)
Four ABC Executives Elected To Vice Presidential Positions

THE ELECTION of four ABC executives to vice presidencies was announced last week by the network.

They are Iver Kenway, vice president in charge of advertising, promotion and research; Frank Marx, vice president in charge of general engineering; Robert Saudek, vice president in charge of public affairs, and Thomas Velotta, vice president in charge of news and special events. The appointments were effective Jan. 1.

Mr. Kenway joined ABC in January 1944 after serving as advertising manager of Devoe and Reynolds Co. He is a graduate of Princeton U., and is an officer in several national youth organizations.

Mr. Marx, for 13 years chief engineer of WMCA New York, joined ABC in 1943. He is a member of the Institute of Radio Engineers.

Test's Success Prompts John Hancock To Raise Radio Budget to $800,000

AFTER an original 13-week test in only two states, Texas and California, the John Hancock Mutual Life Insurance Co., Boston, has budgeted approximately $800,000 for next year in order to increase sponsorship of its program, Point Sublime, from 18 stations to 73 stations across the country in 27 additional states on ABC.

The show has proven to be such a boon to the insurance company's agents in assisting them to sell insurance in the area that by the close of the 13-week run the company decided to expand, it was reported.

Influencing that decision also was the fact that booklet offers (made for two successive weeks in a hitch-hike on the show) pulled approximately 4000 requests. The booklets, incidentally, were to be delivered by the insurance agents themselves.

On a national scale this would mean that approximately 40,000 requests would be made, it was estimated by the company's advertising agency, McCann-Erickson, New York.

Another factor in the success of Point Sublime was the Hooper rating. The agency had a special Hooper rating taken during the 13-week test. After the third program the show was rated 3.5 but after the fifth show the rating had risen to 5.5.

Sheaffer Adds on NBC: American Meat Renews

AMERICAN Meat Institute, Chicago (meat and food products), Jan. 13 renews for 52 weeks Fred Waring Show on 152 NBC stations, Tuesday and Thursday, 9-9:30 a.m. (CST). Agency is Leo Burnett Inc., Chicago.


ABC's Billings Up For First Quarter

11% Increase Noted for First Period in 1948

A ROSY future in the time sales department is anticipated by the American Broadcasting Co. for January and the first quarter of 1948, according to figures showing business booked to date for those periods, ABC announced last week.

An 11.5% increase in gross billings for the first quarter of the new year, involving a total of $14,575,000, has been figured against last year's total of $10,387,004. Billings for January, mirroring the 205 weekly quarter-hours of commercial time booked on the network, are expected to be an 11% increase over January 1947. The comparative totals are approximately $3,905,000 for this year, as against $3,577,008 reported for January 1947.

The network also said the number of weekly daytime quarter-hour periods sold this January indicates a 10% increase over last year's billings, with 152 periods booked between 9 a.m. and 7 p.m. Monday through Sunday. This tops last year's 136 periods. And commercial evening quarter-hour periods show a similar increase of 10%.

Weekly blocks of five shows, when considered as one program in the calculation, total 59, sponsored by 43 advertisers, as compared with 56 programs and 48 sponsors a year ago.

Falstaff Placing

FALSTAFF Brewing Corp., St. Louis, Mo. (beer) Feb. 6 begins Music From the Heart of America, musical variety program, on 31 midwestern and southern NBC stations, Thursday, 8:30-9 p.m. (CST). Contract is for 52 weeks. Agency is Dancer - Fitzgerald-Sample Inc., Chicago.

Ayer Plans

N. W. AYER & Son, New York, is planning a new U. S. Air Force show to be heard on MBS. Full details will be revealed soon, the agency said.

WHITEHALL DROPS MBS SHOW; TO USE SPOTS

WHITEHALL PHARMACAL Co., New York, will convert its 1948 yearly budget of $350,000 for sponsorship of Real Stories From Real Life five times weekly on MBS to a spot announcement campaign covering the same markets, effective Jan. 1.

Company's contract for sponsorship of the network show in eight major market cities was scheduled to terminate on Jan. 1 and the firm, through its agency, Dancer-Fitzgerald-Sample, New York, decided to experiment with the same budget in spot advertising.

It was also reported that Real Stories From Real Life, which is produced by Air Features, will continue on Mutual sustaining.
FCC Again Operating at Full Strength
Willoughby Named Acting Chief Engineer

FCC WAS OPERATING at full strength again last week, after Wayne Coy assumed office as the Commission’s first broadcast chairman and Chief Engineer George E. Sterling took over the commissionship vacated by the resignation of E. K. Jett [BROADCASTING, Dec. 29].

John A. Willoughby, senior assistant chief engineer, who has concentrated on broadcast work since he joined the old Federal Radio Commission in 1930, was designated acting chief engineer pending selection of a permanent successor to Mr. Sterling, and appeared to be in a strong position for unqualified appointment to the post.

While rumblings of Republican opposition were heard from Capitol Hill, Mr. Coy, Indiana Democrat, former radio director of the Washington Post’s WINX and WINX-FM and previously experienced in Federal administrative service, took the oath of office Monday morning and stepped immediately into his new duties, winning high staff commendation for his handling of his initial sessions.

Mr. Sterling, Maine Republican, was sworn in Friday, following the Dec. 31 effective date of the resignation of Mr. Jett, who departed after 37 years of governmental service to become vice president and director of radio of the Baltimore Sunpapers.

Both Chairman Coy, who takes over the post vacated when Charles R. Denny resigned Oct. 31 to become vice president and general counsel of NBC, and Mr. Sterling assumed office as recess appointees, subject to confirmation by the Senate. President Truman is expected to send up his nominations early in the Congressional session which reconvenes tomorrow (Tuesday).

Messrs. Coy and Sterling conferred briefly with the President on Wednesday. The new chairman introduced Mr. Sterling. It was understood the discussion centered around the desirability of having career men in key government posts.

The choice of Mr. Coy for chairman was the subject of advance criticism by GOP National Chairman Carroll Reece, who objected to selection of “a graduate of the notorious Indiana Democratic machine in the days of the notorious ‘Two Percent Club’” [BROADCASTING, Nov. 3]. Sen. Robert A. Taft (R-Ohio) greeted the appointment with the statement that he was “not favorably impressed” and said the matter would be considered in early January by the GOP Policy Committee, of which he is chairman.

Speculation arose that the Republican majority may, in hopes of gaining patronage for itself in event of GOP success in the Presidential elections next fall, decide to withhold confirmation from any Democratic appointments, including the many nominations for Post commissions. That event, recess appointments would die with the adjournment of Congress, but (Continued on page 78)

Durr Scores Truman Loyalty Program

Says Anti-Red Tactics Are Communist In Themselves

FCC CMR. Clifford J. Durr, who once before questioned the President’s loyalty program, charged last week that it employs Communist methods.

In a speech Tuesday at the annual meeting of the American Political Science Assn., held in Washington, he declared that although the U.S. had come out of the war victorious, now “a strange and unaccountable fear seems to have crept over us.”

Fresh from his controversy with the FBI over the Bureau’s submission of reports to FCC—which led the Commission to repudiate his criticisms of FBI [BROADCASTING, Dec. 8]—Mr. Durr said with scarcely veiled sarcasm that, through the loyalty program, “we are going to safeguard our liberties by giving our secret police the power of surveillance over the speech, writings, affiliations, and even the social life of our citizens.”

In the same vein, he asserted:

“We seem to have lost our faith in the strength of our democratic institutions, notwithstanding the repeated demonstrations of that strength in the immediate, as well as the distant, past ..."

Durr Scored Truman Loyalty Program

Mr. Durr cited the experience of two million government employees who have their loyalty checked, assuring that the overwhelming majorities are completely loyal, but we can afford to take no chances. Even a few might breathe the breath which will blow our institutions down.

We are going to implement in the immediate, and trial of these employees by streamlined methods which will be fair, without recourse to the safeguards which we had previously thought essential to fairness. We are going to inquire into the political philosophies of these employees, without in any way impairing their freedom of conscience or beliefs.

We are going to determine the truth of any charges that may be made against them without inquiry into the basis of the accusation or the responsibility or even the identity of the accusers. We are going to elevate to a new level of dignity informers, stool-pigeons, and gossips, a class which since the days of Levison we have been taught to regard with suspicion and scorn.

We are going to promote human dignity by shielding these informers, stool-pigeons and gossips from public scorn and tearing other individuals with the brand of disloyalty on the basis of their allegations.

We are going to make our country strong by erasing all vestiges of distrust between man and his fellowman. ... We are going to fight Communism by employing the methods upon which we profess to base our abhorrence of Communism.

Mr. Durr said loyalty programs have been tried “in other times and in other places ... with tragic consequences,” and declared that “I see no wisdom in repeating experiments which have failed, particularly when the consequences of failure may be disastrous.”

Mr. Durr conceded that “certainly disloyal employees should be removed from the government, if we can surely identify them. But what is the test of disloyalty?” he asked. “Can it be ascertained by men’s beliefs and sympathies, independently of their actions; can we avoid confusing loyalty to particular economic, social, or even religious institutions, or political parties or factions, with loyalty to country?”

Speaking to a church press group in New York last spring, he had raised similar questions, also asking: “If our freedoms are in fact endangered, do we endanger them even more by the methods employed to defend them?” [BROADCASTING, April 31]. Much of last week’s speech was in the same vein as the New York discussion.

Comr. Durr also developed some of the ideas he originally advanced, with respect to the duties of administrative agencies, in his (Continued on page 78)
Network Business Topped by Local Sales in '47

By J. FRANK BEATTY

A NEW ERA in broadcasting's 27-year history—the Community Era—has begun this year.

Vast sources of commercial life-blood are opening to hundreds of new stations. Authority for the historical evaluation is Frank E. Pellegrin, NAB director of broadcast advertising.

Signifying the arrival of the new Community Era, he said, are four important developments:

- Local time sales in 1947 exceeded network business for the first time since records were begun a score of years ago.
- Commercially, the industry successfully broke into the half-billion dollar retail field, opening the way for new business that can surpass the entire 1947 broadcast income.
- New outlets, fighting for survival, have speeded the successful battle to turn the tide of retail advertising dollars into radio.
- Their battle for larger incomes and revenue is giving radio a much stronger community aspect than ever before.

The results of these developments will be an economically-sound station structure and widespread listener loyalty that will insure continued freedom of radio, in Mr. Pellegrin's opinion.

Local Time Increase

Preliminary estimates of 1947 broadcast income, he said, show that local time sales increased some 17% last year, carrying them well over the total network business. A substantial increase in national spot, another revenue source capable of further development, occurred last year (see story page 69). This increase was a little under 10%.

The estimates indicate network sales were off about 0.7%, with regional sales down 3.4%. Overall industry gain was estimated at 8.2%.

Transition of broadcasting to its strong community position signifies a milestone, Mr. Pellegrin believes. In the past broadcasting has been identified by most listeners as an enterprise comprising Bob Hope, Fred Allen, news commentators, quoasters and assorted artists. These personalities, says Mr. Pellegrin, dominated the public conception of broadcasting.

The high standard of network programming, however, is the inspired radio's rapid growth and its popularity with the public, he observes. Able to provide the best in programs, networks at the same time were staffed by high-calibre administrative, sales and promotional executives. Thus they maintained a high level of sales, service and performance in developing accounts and pleasing listeners.

Similar progress occurred in national spot, where many of the top salesmen in the business are found. Combined, they carried broadcasting well ahead of newspapers and even with magazines as a national medium, according to Mr. Pellegrin.

In a continuous growth, unprecedented in advertising history, national radio sales outstripped local, the tendency for business. This trend continued through the war period, when licensing of new stations was suspended.

-Came the peace—a rush of new stations—more stations, in fact, than even daring prognosticators had foreseen, despite FCC invitations to eager applicants. The rush became a flood, and only last November FCC issued its famed Lemon Book, with dire warnings about the pitfalls facing new radio entrepreneurs.

Hundreds of these new stations, lacking network-affiliation opportunities for the most part, performed as "community" stations, programmed almost entirely with a strong local flavor in news, coverage of local events, and entertainment, to create an appealing appeal to the community's own taste.

Many stations had been doing this same type of community job for years past and with conspicuous success. The new stations followed their lead. The preponderance of numbers, when the new were added to the old, began to have a significant effect on the public's basic conception of radio.

Community Service

The network programs featuring the world-famous stars have lost none of their glitter, but alongside them in the public's appraisal of radio has come the added concept of a community service of the medium.

Helping radio's development of new local business—and simultaneously new stations, including television and FM—is the desire of the community newspaper, says Mr. Pellegrin. Broadcasters are moving in to fill the void, developing day by day a greater community identity.

Mr. Pellegrin

Will Become $6 Billion Industry, Says NBC Video Director

FRANK E. MULLEN, NBC's executive vice president who is directing the network's television effort, has predicted that video will become a $6 billion dollar industry when NBC active's part in what he called "television's first big year."

With 19 video stations on the air and the number of receivers in operation increasing from 12,000 to 176,000, Mr. Mullen said that television might well prove a "shock absorber" for the entire American economy, and that coast-to-coast television might become a reality by 1950.

In 1948, Mr. Mullen declared, NBC's East Coast video network will include Washington, D. C., Baltimore, Philadelphia, New York, Schenectady and Boston. Income from video is expected to reach $1,000,000 in 1948, he said.

Other highlights of 1947 were reviewed in NBC's year-end report, which showed record high time sales, the inauguration of a new administrative reorganization, and an expansion of broadcast facilities all along the coast.

Urgent Need

As a leader in battle for an industry code, NBC will continue its urge the adoption of a code in 1948 in the words of President, Niles Trammell. He declared such a code "is the best means of improving our radio service to the public...it may be that NBC will find it expedient to establish its own set of standards, so urgently we do feel the need of one."

Due in part to additional business, but principally because of expanded use of the network by many advertisers, NBC's time sales revenue was at the highest level in the company's history, the report showed. While the average daytime commercial network in 1946 was 150, this figure jumped to 119 in 1947. In the evening, the average was 127 outlets in 1946 and reached 134 in 1947.

Ninety-three per cent of NBC's advertisers had been with the network for their 1946 contracts for 1947.

NBC's service was expanded to eight new outlets, bringing it to a total of 167. Sixty-six stations now operate their own FM stations, and another 60 plan FM for 1948. NBC Thesaurus, the musical program service, boasts a list of more than 400 stations throughout the U. S., Canada and foreign countries.

Executive Staff Changes

In mid-summer, NBC realigned its executive staff, placing Harry C. Kopf as administrative vice president in charge of network sales, national spot sales, owned and operated stations and station relations. Ken R. Dyke was named administrative vice president in charge of programs, containing all artistic affairs and education. John H. MacDonald was made administrative vice president in charge of treasurers, controllers, production and several other guest relations. Former FCC Chairman Charles R. Denny Jr. became NBC vice president and general counsel.

Community Era Is Here, Says Pellegrin

Mr. Pellegrin

Newspapers now get over a half-billion dollars in revenue from retailers, NAB's advertising specialist notes. Even with the surprising 17% gain in radio's 1947 local business, the revenue amounted to only 136 million dollars.

"The local business in 1948 should go higher—much higher. It can go almost as much as broadcasters want it to go. If stations make as big strides in 1948 as they made in 1947 the possibilities are unlimited. There is room, plenty of room," Mr. Pellegrin believes, "for improvement in the methods stations use in selling and servicing retail accounts.

"Some stations still are backward, but many, the progress that has been made by broadcasters in selling goods for stores, and by stores in learning how to use the newest and most effective sales weapon.

"New stations can use such developments as the 'beam-program technique' by which specific items are advertised to specific audiences."

With newspapers leading radio 5-to-1 in retail advertising, new (Continued on page 69)
Links Are Extended
South and West
Under Plans

A $76,130,000 American Telephone & Telegraph Co. 1948 expansion program which would extend coaxial cable circuits as far south as Charlotte, N.C., and as far west as Chicago and St. Louis was approved by FCC last week.

The Commission also approved a $17,943,000 construction project of the Pacific Telephone & Telegraph Co. and the Bell Telephone Co. of Nevada which included a coaxial cable link between Los Angeles and San Jose, Calif., which also could be used for intercity video relay purposes.

Additional program channels for other broadcast service also would be provided.

AT&T officials said their major 1948 program given FCC approval would:

- Provide two additional circuits to the present two-circuit New York-to-Washington cable;
- Provide two circuits between Washington and Charlotte;
- Provide two between New York and Albany;
- Provide two between Philadelphia and Chicago;
- Provide two between Chicago and St. Louis;
- Permit origination or reception of television programs at Baltimore, Richmond, Pittsburgh, Cleveland, and New York.

In addition, Boston may be tied in by means of the existing microwave relay circuits between Boston and New York.

It was pointed out that the construction program does not call for installation of terminal facilities, vital to television, at Charlotte and Albany, though they may be added when sufficient demand arises.

Officials of the telephone company did not attempt to break down the estimated cost of coaxial cables in the overall 1948 construction program, nor would they estimate the possible dates when the cables might be available for television.

It appeared certain that laying of the cables would be undertaken in 1948, though it was considered unlikely that the project would be completed before the end of the new year.

AT&T officials pointed out that the demand for service would play a large part in determining the extent to which work on various sections would be rushed, and that need and demand applied to both television and telephone since the coaxial cable could be used for both services.

Some sections of the cable, authorities felt, might be completed during 1948 if sufficient demand developed.

The cable is laid, appropriate equipment must be installed before it can be used to relay TV. There are now two circuits between New York and Washington, capable of carrying programs in either direction. With appropriate equipment, the two projected new circuits would permit the transmission of two additional programs simultaneously from New York or Washington, or simultaneous transmission each way.

Of the cities which could be linked for television under the FCC-approved program, 10 already have television stations or grants for stations—New York, Washington, Philadelphia, Chicago, St. Louis, Boston, Baltimore, Pittsburgh, Cleveland, and Richmond.

In line with its plans to provide television network facilities according to need, AT&T said that video circuits are most likely to be needed first along the routes covered in the FCC authorization, and that "until such time as the circuits are required for commercial use they will be available for gaining experience in operating long-distance television circuits and for training personnel along the routes involved."

Combined TV Console, Record Cabinet, Radio Phonograph in 3 Units Introduced

MATCHING television consoles, radio-phonograph combinations, and record cabinets, which may be bought separately and assembled at any time, were introduced last week by Admiral Corp., Chicago.

The television console section is quoted at $299.95. This is $140 under the lowest-priced console set now on the market, according to Ross D. Siragusa, president of Admiral. A complete ensemble, including Admiral's radio-phonograph (with FM), also listed at $299.95, costs less than $600.

Admiral points to these advantages, among others, in buying its "matched" sets:

1. (The family with moderate income can plan on both a radio-phonograph and a television set by buying them one at a time to distribute the over-all cost and still have matched units.

2. Families that have hesitated about buying a television set for fear that future developments in television might make that part of the set obsolete, can now protect their investment by buying the radio-phonograph and television units separately.

3. The radio-phonograph and television receiver may be used together, separately, or even in different rooms.

4. The television receiver will be easily portable so that it can be moved to the most suitable spot.

Widespread 'Co-ax' Expansion Approved

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INS-INP, Telenews
Plan News Service
Daily Packages to Be Given
Starting Feb. 1
INTERNATIONAL News Service, International News Photos, and Telenews Productions, Inc., last week jointly announced what they described as the first complete television news service.

Starting early in February, according to Seymour Berkson, INS-INP general manager, the three organizations will produce respectively a daily service of television, still news photos, and newsreels, "specifically tailored for television."

INP is the picture subsidiary of INS, the Hearst news service; Telenews, an independent firm, operates a large chain of newreel theatres and produces a weekly international newswheel.

The three-in-one package will be offered to video stations, networks, and sponsors, Mr. Berkson said. Sales will be handled by the INS-INP television department in New York. Telenews will offer the first daily American and worldwide newreel coverage ever-attempted, according to the announcement. This will be supplemented by spot news photos transmitted over INP's transcontinental leased wire system.

The video news packages will be made up "with the utmost flexibility," Mr. Berkson said, to simplify programming by the television station, network, or advertiser.

Herbert Scheftel, president of Telenews productions, and Mr. Berkson said in a joint statement accompanying the announcement:

"We believe that by this significant alliance of know-how and experience in our respective fields, we will be able to furnish television with the finest and most interesting pictorial news programs ever conceived. This undertaking has been carefully planned and projected not merely for the present status of television but also to anticipate the future growth and requirements of the television public, the networks, individual stations, and advertisers."

January 5, 1948 • Page 19
ABC Cuts Clients' Protection Period
New Policy Effective Feb. 1; Follows Others' Example

ABC last week followed the examples of NBC and CBS in reducing its protection period on rate increases from one year to six months. The policy is effective Feb. 1.

In a letter sent to advertisers and agencies, the network said it hoped that economic conditions will permit us to maintain our network rates at their current low levels, but it pointed out that "due to the increased difficulty of long-range planning, it has become necessary to reduce our period of rate change notification from one year to six months."

Contract Protections
Advertisers who sign new facilities contracts beginning on or after Feb. 1 will be protected against changes in rate or discounts for six months; those on the air prior to Feb. 1 will receive rate protection on existing contracts and renewals to Feb. 1, 1949, against any increase announced between Feb. 1 and Aug. 1, 1948. Six months protection to all advertisers will be allowed on any increase announced after Aug. 1, 1948.

The network said no general rate increase was contemplated at this time.

RCA to Spend $1 Million To Speed TV Tube Output

EXPENDITURE of more than a million dollars in stepping up television picture tube production at its Lancaster, Pa., plant is contemplated by Radio Corp. of America, L. W. Teegarden, vice president in charge of the RCA Tube Dept., announced last week.

The expansion program, calling for construction of a new building to provide an additional 40,000 square feet of space, will include installation of a large number of automatic machines for mass-production of the television tubes similar to equipment now in use at the plant, Mr. Teegarden said. Installation of the new machinery will begin as soon as possible in existing plant space and will continue through the year, and the plan is to let the contract for the additional building at an early date so that construction can begin about April 1, Mr. Teegarden added.

About 1,600 people are employed at the Lancaster plant turning out tubes for both the transmission and reception of television, as well as power and other special types of tubes for communications and industrial use, D. Y. Smith, plant manager, disclosed. Production of television tubes is now running on a two- and three-shift basis for most operations, he said.

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**Well Done**

KENNETH D. FRY, who is stepping down Jan. 15 as head of the "Voice of America," received high praise last week for the job he has done. William T. Stone, director of the OIE, under which the "Voice" operates, told Mr. Fry in a letter, "You have shown great patience and understanding in dealing with the complex problems of maintaining the 'Voice of America' broadcasts with the limited facilities available to the Department. I appreciate above all your fine spirit of cooperation, which has won the respect and confidence of all of us who have worked with you."

**THAYER NAMED CHIEF OF 'VOICE' DIVISION**

NEW HEAD of the "Voice of America" broadcasts is Charles W. Thayer, a career Foreign Service officer, who was named last week as chief of the International Broadcasting Div. of the State Dept.'s OIE. He replaces Kenneth D. Fry who announced his resignation a fortnight ago (BROADCASTING, Dec. 29) to return to commercial radio work.

In another top level change, Land Barrows, currently assistant commissioner in charge of administration of the Public Housing Administration, was appointed deputy director of the OIE, succeeding C. Stewart Brown, who announced his resignation last week effective Jan. 9.

Chief reason for both resignations is said to be the inadequate salaries possible under Government limits as compared to those in private enterprise. In addition, Mr. Fry and his department had experienced difficulty with appropriations, which economy-minded Congressmen were bent on slashing.

Mr. Brown will become chief of public relations for Standard Oil Co. of California. Mr. Fry has not yet announced his plans, but it is believed that he will join a network in an executive capacity.

**Five P&G and One GM Shows Renewed on CBS**

SIX full network program renewals were announced last week by William C. Gittinger, CBS vice president in charge of sales. Five of the renewals were for Procter & Gamble Co. daytime serials, including Big Sister, Young Dr. Malone, and The Guiding Light, through Compton Advertising; Rosemary and Ma Perkins, through Dancer-Fitzgerald-Sample.

The General Motors Corp. (Frigidaire Division) has renewed The Man Called X on CBS, through Foote, Cone & Belding.
Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more-listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is a big town . . . and the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President   Represented Nationally by Headley-Reed

January 5, 1948   Page 21
FM in Autos
FIRST FM auto radio in Ohio is the claim made by Robert F. Wolfe, owner and manager of WFRG-FM Fremont, Ohio, for a new setup on dash of his car. Pilotuner was hitched onto the car radio by G. W. Swartzlander, chief engineer. Ed Wheeler, manager of WEAU Evans- ton, Ill., also has rigged up an FM tuning for his auto. Both declare reception is fine.

Two New Alaska Outlets About Ready to Take Air
TWO NEW Alaskan stations, KFRB Fairbanks and KIFW Seward, are virtually completed, according to word received from William J. Wagner, owner and operator of the Alaskan Broadcasting System, by his New York representative, Pan American Broadcasting Co.

KFRB will go on the air shortly, KIFW soon after, joining ABS which now comprises KFQD Anchorage, KINY Juneau and KTKN Ketchikan. Stations are also CBS affiliates. Marty Nier- man, formerly handling press releases for Gen. Eisenhower's head- quarters in the ETO, is now in charge of Alaskan sales for Pan American.

MOSS LEAVES FCC POST TO JOIN E. C. PAGE FIRM
ROBERT WILLIAM MOSS, of the FCC Engineering Dept.'s Hearing Section, has resigned to become associated with the firm of E. C. Page, consulting radio engineers, Bond Bldg., Washington, D. C. He joined the firm Dec. 26.

Mr. Moss, on active duty with the Navy from April 1943 to August 1946, joined FCC in September 1946, assigned to engineer- ing work in the FCC's Processing Lines One and Two until last May, when he was transferred to the Hearing Section.

He was born at Providence, R. I., spent most of his early life at Bridgewater, Mass., and graduated from Northeastern U., Bos- ton, in 1943 with a BS degree in electrical engineering. In college he was associated with the Boston Edison Co. as student radio and electrical engineer.

In the Navy he rose to the rank of full lieutenant, serving with the Electronics Office at the New York Naval Shipyard and later at the Pearl Harbor Naval Shipyard.

AGENCY STUDY POINTS TO BRIGHT TV FUTURE
"EACH WEEK sees some new development and progress in television," according to Geyer, Newell & Ganger, New York advertising agency, which has just about com- pleted a comprehensive analysis of the current and potential use of television as an advertising me- dium. The agency predicts that "this increased momentum may well catapult television into the field of truly national advertising far ahead of the time that any such development was expected."

The study covers video set makers, video stations now on the air or under construction, and television networks, programs and commercials. It points out that video commercials must be cor- rectly spotted "so the whole show moves along without jarring." Unlike sound broadcasting, which involves only program and time costs, television involves program, transmitting time and studio re- hearsal and talent costs.

"The major problem plaguing the advertisers in television is what to do about programs," the agency states. "In many program categories costs run very high; in others, union restrictions hamper production."

FOOTE, CONE & BELLING, New York and Los Angeles, has appointed United Productions of America, commercial manufacturer of films, to produce four television shorts, in one to three minute commercials, on film for Union Oil Co. to be used during Pasadena Tournament of Roses on New Year's Day. Union Oil Co. will sponsor the telecast of the football game.

Worcester Bank Debits
One sure sign of Central New England's current prosperity and buying activity is the 9.7% rise in Worcester's Bank Debts for the first six months of 1947 over the same period in 1946.

Compare this with the national increase of 5.4% and the New England gain of 7.7%, and you will recognize the extra value of your advertising dollar spent

in this industrial bee hive. From one end of Central New England to the other, where retail sales are 21.9% above the nation's per family average, WTAG holds the listening audience intact — morning, afternoon and evening, with high Hoopers year after year. Keep your appropriation in gear with this pace-setting market.

WTAG WORCESTER
580 KC 5000 Watts

PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.
ANOTHER
ZIV
HIT YEAR!
The GUY LOMBARDO SHOW

The greatest name in popular music brings you radio's greatest half-hour musical show starring the Royal Canadians in "The Sweetest Music This Side of Heaven"—David Ross, narrator.

"BOSTON BLACKIE"

The top half-hour mystery show of radio, starring Richard Kollmar. Higher ratings everywhere...Louisville, 214...Montreal, 169...Denver, 169...Cincinnati, 169...Minn. 169...Nashville, 169...Memphis, 169...Denver, 214...Kansas City, 214...St. Louis, 214...Chicago, 214...Cleveland, 214...Boston, 214...San Francisco, 214...Denver 169...St. Louis 169...Minneapolis 169...Minneapolis 214...Denver 214...Kansas City 214...Chicago 214...Cleveland 214...San Francisco 214...ADDITIONAL CURRENT ZIV HIT SHOWS: SONGS OF GOOD CHEER • PLEASURE PARADE • MANHUNT • SINGERELY, KENNY BAKER • CALLING ALL GIRLS • LIGHTNING JIM • OLD CORRAL • PHILO VANCE
MAKE A DATE FOR '48
WITH THESE GREATEST OF TRANSCRIBED SHOWS!

Year after year, "Transcribed by ZIV" has meant "the greatest in radio shows". Now, ZIV offers you the top-rated shows for 1948. Here are the proven network-type programs, offered at a fraction of their production cost... that sponsors prefer when seeking to dominate highly competitive local markets. Greater listener-interest is spelling the difference between mediocre and outstanding results. Consistently higher Hooper ratings indicate that ZIV programs are today's greatest dollar-for-dollar buy.

WRITE FOR AVAILABILITIES

FREDERICK W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD
LISTENERS APPRECIATE ACCURATE, ROUND-THE-CLOCK REPORTING DURING MAINE'S GREAT DISASTER*

From Tuesday, October 21, through Sunday, October 26, the entire staff of the Guy Gannett Broadcasting Services, WGAN in Portland and WGUY in Bangor, and the Guy Gannett newspapers of Portland, were on the job as a team—and on the air 24 hours a day—reporting the worst fire disaster in Maine's history. Broadcasts from Gannett planes and from mobile units at fire fronts kept Maine listeners informed of every development and warned of new outbreaks.

"THANK YOU" from the people of MAINE
FROM A FEW OF THE HUNDREDS OF LETTERS WE RECEIVED...

"I don't know what I would have done without your announcements."

"I have near relatives and friends in many of the areas burned over, and my only source of information was through you."

"From my heart I thank you for your hard day and night."

FRANK STANTON, President of CBS, to WGAN,

"Not only is CBS grateful for the fine cooperation it has received from you in its news coverage of the fire, but reports of your contribution to the welfare of the devastated communities reaffirm the traditional role of the broadcaster in the face of disaster."

*It should be noted that although the fire disaster was extremely serious, it affected only a small segment of the State.

GUY GANNETT BROADCASTING SERVICES

WGAN
PORTLAND, CBS AFFILIATE, 5,000 WATTS, 560 KC

WGUY
BANGOR, ABC AFFILIATE, 250 WATTS, 1450 KC

WGAN - FM       WGUY - FM
NATIONAL REPRESENTATIVES: PAUL H. RAYMER CO.

Top Rating in Radio Acceptance Poll
Goes to Fibber McGee and Molly Show

CUMULATIVE RATINGS in the Radio Acceptance Poll, blanketing the first eight-week period of its operation, has ranked the Fibber McGee and Molly Show first with 77.5, Henry Morgan second with 70.5 and Burns and Allen third with 60.0, qualifying their comedy programs as the most "acceptable" thus far.

Of the top three, only the McGee and Molly program fell into the "highly acceptable" category. Next seven ranking shows in the list of 13 include, in the order listed—JimmieDurante, Jack Benny, Baby Snooks, Charlie McCarthy, Red Skelton, Fred Allen and Duggie's Tavern. Least "acceptable"—but still in the "acceptable" category—were the Bob Hope and Jim Backus shows.

In the individual programmer classification of the cumulative ratings, the character of Molly topped all others with 97.0, while Vera Vague, Jerry Colonna and Bob Hope fell into the "barely acceptable" grouping with ratings of 9.0, 9.0 and 15.5 respectively.

James V. Malone, public relations director of the Chicago office of St. Joseph's of Indiana, explained that trophies will be awarded to both the most and least "acceptable" programs and/or radio comedians at the end of the spring radio season.

One of the trophies will be initialed "R. A. P." and will be presented to the program and/or personality "who most consistently violates good entertainment standards."

Chicago club of the school also announced last week that it conducted a "listening demonstration" of the RAP in action Sunday, Dec. 28 at the Morrison Hotel in connection with its holiday dance. Chicago newspaper, radio and trade press editors and representatives of the four networks were invited to attend the demonstration as guests of the school. Demonstration showed actual polling of the Fred Allen program that evening.

SLIGHT ERROR on the part of a baker resulted in some unsolicited publicity for WRFD Worthington, Ohio, when a 150-pound cake—a replica of a modern farm—was displayed at the National Assn. of Radio Farm Directors' recent convention in Chicago. A&P Bakeries, which presented the cake to the rural radio men, sent one of its cake-making specialists by plane from New York to Chicago to bake the cake, and he decided to add an authentic radio touch by making the initials on the cake's candy radio tower WRFD (inlay picture). Offending "W" was hastily removed, but not before WRFD cashed in on the episode. Serving the cake is Nina Herzer (center), Miss Pennsylvania Agriculture, and receiving their pieces are Layne Beatty (l), WBAP Fort Worth, and Charles (Chuck) Worcester, WMT Cedar Rapids, Iowa.

Super-'Hush'

PROCTOR & GAMBLE CO., Cincinnati, has started a new contest on its Saturday evening NBC program, Truth or Consequences, with intimations that the prizes may even exceed those given on the program's recent "Miss Hush" contest. Contestants will be required to identify "The Walking Man," said to be too famous to permit the use of his voice in giving clues to listeners. Series advertisized Duz, is placed by Compton Adv. Inc., New York.
Resolved!

that I will be ever-vigilant in the
 guardianship of my priceless heritage
 . . . the American Way of Life—

WJR

50,000 WATTS

THE GOODWILL STATION FISHER BLDG. DETROIT

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.
Top Radio News Stories During Past Year

JANUARY

CBS announces financial report, showing gross billings of $60,063,905 for 1946, a drop of 8.7% for year. Young & Rubicam leads agencies; Procter & Gamble tops sponsors. Jan. 6, Page 2.

ABC gross billings announced, totaling $40,617,130, up 1.4% from previous year. Warner-Fitzgerald-Sample is top agency; General Mills heads sponsors. Jan. 6, Page 70.

NAB opens first meeting of new "area" plan, designed to bring key NAB officials to district meetings. Jan. 6, Page 19.

First general meeting of FM Assn. elects Roy Hofheinz president; J. N. (Bill) Bailey executive director. Mr. Hofheinz is operator of KTHT-KOPY (FM) Houston; Mr. Bailey is former associate editor, BROADCASTING. Jan. 6, Page 17.

Mutual 1946 billings announced, with total time sales of $25,933,651, up 25.7% for year. Coca Cola is top client; Erwin, Wasey & Co. heads agency list. Jan. 15, Page 18-5.

Texas Quality Network upheld by FCC in "Rainey Case." Dr. Homer P. Rainey had charged that the four TQN stations—three of them affiliated with newspapers which had opposed him editorially—limited their political broadcast time in order to defeat his candidacy for Democratic nomination for Governor of Texas last July. Jan. 27, Page 17.

RMA announces production of radio receivers for 1946 exceeded 15,000,000 units. Jan. 27, Page 55.

FEBRUARY

AFRA and four major networks sign two-year contract providing 20% to 30% salary increases for actors, singers, announcers and sound effects men. Feb. 8, Page 17.

NBA and CBS decide to become NAB associate members instead of participating on an active basis. Feb. 10, Page 18.


FCC three-month freeze of AM applications for new or changed facilities goes into effect. Action taken to clear away backlog of applications on hand. Feb. 17, Page 20.

Report on Stratovision tests completed showing experiment is feasible, according to Westinghouse Electric Corp. Feb. 24, Page 15.

FCC asks Congress for $7,500,000 budget, its largest in peacetime. March 10, Page 18.

Commodore Edward M. Webster nominated to FCC. Mar. 10, Page 16.

Fifth Annual duPont Awards go to WGO Des Moines, WKY Oklahoma City and Elmer Davis, ABC commentator. Mar. 10, Page 15.

NBC and DuMont begin experiments with Zoonar Television lens, an optical device to keep images in focus while the viewer gets effect of camera approaching or drawing away from object. Mar. 17, Page 41.

International Broadcasting Foundation plan sent to Congress, proposing that the government enter the international broadcasting field on a permanent basis, while at the same time broadening the base of private participation. Plan was developed by Assistant Secretary of State William Benton. Mar. 31, Page 15.

Llewellyn White’s book, The American Radio, published. It was written under grant from Publisher Henry Luce and the U. of Chicago to the Commission on Freedom of the Press. Mar. 31, Page 16.

Net time sales figure totals $325,800,000 in 1945, a rise of 7.2% over 1945. Mar. 31, Page 18.


APRIL

Radio ownership in U. S. homes hits 35,800,000 and radio listening reaches 150,800,000 hours a day, both all-time records. Figures reported by CBS as result of surveys made for the network by Market Research Co. of America and by A. C. Nielsen Co. April 7, Page 88.

Carl Haverlin, president in charge of station relations of Mutual, appointed first paid president of BMI. April 7, Page 12.

FCC issues new FM allocation plan, employing four-channel minimum separation for assignments in same area. April 14, Page 15.

FCC sends Comm. Rosel Hyde and K. Neal McNaughten, chief of FCC Standard Allocation Section to Havana and Mexico City to work out new uniform standards of potential interference for AM stations. April 14, Page 94.

Major Peabody Awards winners are William L. Shiner, WOW Omaha, WELL Battle Creek, Mich. April 21, Page 15.

FCC hands down proposed decisions in hotly-contested New York area FM-TV grants. TV proposed grants go to: WOR WJZ WAAT and News Syndicate Co. FM proposed grants go to: WMCA WPAT ABC and Unity Broadcasting Corp. April 21, Page 18.

In intimation of raising its radio fees, April 28, Page 14.

FCC tells U. S. District Court the Blue Book is not an order and non-reviewable by any court. Declaration was made in connection with WBAL Baltimore case. April 28, Page 16.

President Truman writes letter to Advertising Council lauding organized use of advertising in helping to solve national problems. April 28, Page 17.

FCC denies renewal of WORL Boston on grounds of concealment of ownership. Decision expected to be appealed. April 28, Page 18.

MAY


FCC grants record-breaking total of over 200 AM cases by May deadline, heralding end of its three-month "temporary expediting procedure." May 5, Page 13.

AFM negotiates agreement for one-year contracts with four major networks covering musicians employed in New York key stations, with contracts providing wage increases averaging 20%. May 12, Page 15.

Senate votes 48-40 to ban all union-controlled "slash funds" in an amendment to the Labor Bill intended to prevent development of "rackets." May 15, Page 17.


FCC grants WGAR Cleveland’s application and renames that of WADC Akron for 1220 kc, a few (directionalized). Observers felt it was a step toward court test of FCC’s right to decide applications of new plans. May 26, Page 18.


NAB appoints John Miller releases 14-point reply to FCC Blue Book, in which charges the Blue Book is illegal, punitive and improper. May 26, Page 15.

NEW

New Hearing Division is formed by FCC to be composed of examiners responsible only to Commission. June 2, Page 1.

AT&T files proposed rate schedule on use of coaxial cable for commercial television networks. June 9, Page 18.

Canadian Assn. of Broadcasters (Continued on page 29)
...WHERE
99 MILLION
PEOPLE
GATHER
EVERY
WEEK

For the special significance of
this audience to advertisers today,
see back page of this insert...
**SUNDAY**

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**EXPLANATORY NOTES**

**BROADCASTING**

5:30-8:00 PM: **The National Review** (CBS) 6:00-8:30 PM: **The Royal Show** (NBC) 7:30-8:00 PM: **The Voice of America** (ABC) 8:00-9:30 PM: **The War of the Worlds** (NBC) 9:30-10:00 PM: **The Andy Williams Show** (CBS) 10:00-11:00 PM: **The Jack Benny Show** (CBS)
Major advertisers know there are more customers today in all parts of the country than ever before. They must reach as many of them as they can—or competition will sell the mark as they miss.

But with today's rising cost of doing business, they must reach those customers at a competitively economical "cost-per-thousand."—they can't afford to let competition buy customers for less than they do.

The facts show that the two top U.S. networks:

a) not only deliver largest audiences in all parts of the country;
b) but also deliver them at a "cost-per-thousand" consistently lower than the other two networks.

And the cold arithmetic demonstrates that in this working relationship between size and cost of audiences actually delivered to advertisers...

CBS is the most effective of ALL the networks.
Top Stories of '47
(Continued from page 28)

recommends complete overhaul of Canadian radio legislation, establishment of an independent regulatory body responsible directly to Parliament, and correction of "subsidized competition." June 8, Page 48.

Daytime Skywave hearings begin before FCC, with CBBS asking more protection for the "clears." June 9, Page 19.

Annual meeting of Canadian Assn. of Broadcasters begins at Jasper Park, Alta. June 9, Page 51.

FCC announces channel assignment rule allowing assignment of AM stations only to ke apart in adjacent cities within certain engineering limitations—but not permitting it in the same cities. June 16, Page 108.

House Appropriations Committee proposes to give FCC $6,640,000, a $1,520,000 reduction of its request. June 16, Page 12.


FCC assigns new frequencies for all FM licenses, permits and intercostal operators, and abandons reservation of PM channels as of July 1. June 23, Page 37.

C. E. Hart, Hearst stations chief, submits program rating plan to BMB, whereby BMB will supply audience measurements for individual programs as well as station audience data, by taking over publication of the "continuous" Hooper reports. June 23, Page 20.


FCC reshuffles departments, with two newly-chosen hearing examiners given new duties and three members of Law Dept. promoted. June 25, Page 18.

Hearings on White Bill begin. June 30, Page 73.

Within an hour of each other, Taft-Hartley Act is enacted, and Supreme Court of Georgia declares it unconstitutional. June 30, Page 15.

ASCAP is accused of conspiring to corner world's music market in suit filed in U. S. District Court, New York, by Justice Dept. Anti-Trust Division. June 30, Page 19.

Brig. Gen. Frank E. Stoner, chief UN telecommunications engineer, announces plans for $8,- 000,000 UN network. June 30, Page 14.

FCC Employee & Compensation Report shows radio's weekly pay roll up 25% since 1945; employment increased 18%. June 30, Page 98.

"Voice of America" given $6,387,250 by Senate Appropriations Committee, with programming put in hands of private agencies. June 30, Page 82.

BMB rejects Hooper offer of new program rating plan. Hooper announces he intends to enter station coverage measurement field. June 30, Page 22.

President Truman, at invitation of NAB President Justin Miller, meets with representatives of radio, newspapers, magazines, books and motion picture fields. He declares freedom of broadcasting and other media of expression is basic in the democratic system. June 30, Page 30.

JULY

NAB votes 629-28 in favor of amendment to its by-laws changing networks from active to passive status. July 7, Page 17.


Federal ban on new construction abolished, allowing radio stations and other industry to go ahead with building plans. July 7, Page 18.

In first decision of its kind, FCC proposes to approve sale of a station to a competitive bidder under Avero Rule's "auction provisions," rather than to original "purchaser." KMED Medford, Ore. is station involved. July 7, Page 30.


Robert F. Jones confirmed for FCC membership by unanimous consent of Senate. July 14, Page 15.


CBS executive realignments return Edward E. Morrow, vice president and director of public affairs, to airwaves. His executive post is taken by Davidson Taylor, former vice president and director of programs. Hubbell Robinson, onetime ABC vice president, steps into Mr. Taylor's post. July 21, Page 20.


Both Houses of Congress approve appropriation of $6,240,000 to FCC, record peacetime figure. July 28, Page 18.

A 15-point plan for permanent continuous operation of BMB is approved with NAB, ANA and AAAA support. July 28, Page 18.


August


FCC reclassifies broadcast operators into three categories, a change long sought by NAB. Aug. 4, Page 4.

NBC reorganizes in top levels with three vice presidents—Harry Kopf, Ken Dyke and John McDonald—going to newly-created posts of vice presidents. August 4, Page 7.

First postwar request for FCC to cancel a license because a city is not able to support present number of stations comes from WBIX Rome, Ga. Aug. 16, Page 14.

Justice Dept. begins investigation to determine if Petrillos is violating LIA Act or Taft-Hartley Act in refusing to permit duplication of network programs on FM. Aug. 25, Page 10.

SEPTEMBER

Mutual introduces a new way to measure coverage, using engineering analyses. Sept. 8, Page 7.

FMA convention, meeting in New York, elects Everett Dillard, Continental (FM) Network head, as president, for inaugural years for the year. Sept. 15, Page 63.

NAB's 25th annual convention opens at Atlantic City, with freedom of the air as the battle cry. Sept. 15, Page 87.


William Benton resigns as Assistant Secretary of State, is succeeded by President Truman for (Continued on page 40)

WGST Cited

GEORGIA Society of Historical Research has selected WGST Atlanta as "the station in Georgia during the past fiscal year that has contributed most to the promotion of history in Georgia." Citation was made in a letter to the station from Mrs. Robert Harrison Jones Jr., president of the society, in which she praised WGST for its presentation of historical facts about Georgia and its history. Honorable mention also was extended to WTCG Savannah, WSF Atlanta and WMCW Covington.

TELEVISION COVERAGE of the Republican and Democratic national political conventions for the Midwest was discussed by this group of telecasters meeting in Philadelphia Dec. 19. L to r around outside of table: Melvyn Foeller, AT&T; L. W. Herzog, WTMJ-TV Milwaukee; Andrew Ring, Ring & Associates; George F. Buch, Republic TV St. Louis; J. R. Duncan, WLWT Cincinnati; J. Z. Millar, Western Union; James T. Quirk, WFIL Philadelphia; Alice W. Faust, WFIL; Roger W. Clipp, WFIL (presiding); Worthington C. Lent, Lent & Font; Alice E. Littlejohn, WFIL; William Eddy, WKBW Chicago; Carl Warren, WPXM (formerly WLTW) New York; Allen Lawrence, WPXM; Herbert De Ryder, WAYS Newark; Frank V. Bremer, WATV; E. Y. Flanagan, WTVT Toledo; Edward Codel, The Katz Agency. L to r around inside of table: Robert Seigler, AT&T; F. R. MacFarland, AT&T; C. Denton, WPXM; Carl Meyers, WGN Chicago; Kenneth W. Stownam, WFIL; B. O. Sullivan, WPXM; James Hanrahan, WEWS Cleveland; Jack Howard, Scripps-Howard Newspapers; Harry Bannister, WXYZ-TV Detroit; John E. Surrick, WFIL.

BROADCASTING • Telecasting

January 5, 1948 • Page 29
Top Stories of '47
(Continued from page 29)
job he did as head of Information and Cultural Affairs, including "Voice of America" broadcasts. Sept. 29, Page 82.

OCTOBER

National Assn. of Radio Station Representatives formed in New York in meeting called by Paul Raymer and Edward Petry. Oct. 6, Page 17.

Representatives of 78 nations sign two basic agreements in field of international communications: Treaty of the International Telecommunications Convention, and an agreement covering technical and operating aspects of international radio communications, the International Radio Regulations. Both signed at Atlantic City. Oct. 6, Page 15.


Government files amended bill of criminal information against Petrillo in U. S. District Court in Chicago, mentioning specifically action taken by AFM head against WAAF in calling a strike in May 1946. Oct. 20, Page 75.

Federal Trade Commission refuses to rule on complaint of WWDC Washington against WRL Arlington, Va. and WGAY Silver Spring, Md., holding that the matter comes under FCC jurisdiction. WWDC charged that the two stations are engaged in unfair competition by broadcasting horse-racing results and "lotty broad- casts." Oct. 20, Page 20.

Clear Channel hearings resume for final sessions after lapse of over a year. Oct. 20, Page 15.


SEC Thomsenolor Probe ends after five weeks of hearing. In- quiry was into the proposed $10,- 000,000 public stock sale by Thom- sarcolor Inc. Oct. 20, Page 20.


NOVEMBER
Democratic National Committee follows Republicans in choosing Philadelphia for convention, with television the deciding factor. Nov. 3, Page 15.

Radio Writers Guild ratifies six and a half year contract with four major networks, dating from Nov. 15. Pact covers: Authors' rights, air credits, abandonment of "re- lease form," establishment of joint adjustment board, and minimum fees. Nov. 3, Page 20.

FCC releases Economic Report, estimating that there will be 2,260 AM stations in 1948, with almost half of them located in hard-time belts. Nov. 10, Page 15.


Mutual Network subscribes to BMB, automatically bringing into BMB NBC. ABC and CBS, whose contracts are provisional upon network unanimity. Nov. 10, Page 18.

FCC issues Report on Broadcast
(Continued on page 34)

One Solution
WBKB, Chicago TV station, will introduce live music on a telecast which will not violate the ban laid down by James C. Petrillo, the station announced this week. Effective Jan. 12, WBKB will schedule a full-half-hour barn dance sponsored by New Era Potato Chips, through Tom Schroeder Advertising, Detroit, and Squirt, through Ruthrauff & Ryan Chicago. Program will feature the following non-union musical instruments: Washboard, automobile horn, musical comb, jewsharp and ukulele.

WSIX gives you all three:
MARKET . . .
COVERAGE . . .
ECONOMY!

Represented Nationally by
THE KATZ AGENCY, INC.

DAILY COVERAGE

 waived for first teletcast

December's First Full Week

Complete BMB County and City Data available on request.

(Continued from page 34)
There's a lot more to it than this...

The man behind the pen is signing a contract for Spot Radio — one of the most profitable of all forms of advertising. But the signing of the contract means more than that — a lot more. It means that plenty of hard work has been done — somewhere, by someone.

Yes — there's a lot more to it than fountain pens — or contract forms, or sales charts, coverage maps and station lists.

There's training and experience, timing, associations, persistence — maybe even a little luck. But primarily ... it's a simple matter of knowledge and hard work ... the two factors that produce most of the results most of the time ... the two factors that make Weed & Company service so valuable to any advertiser.
The outside Pacific Coast market is the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. It contains over 43.5 million people, who have a yearly buying income of over 53.2 billion dollars. A C. E. Hooper 276,019 coincidental telephone-call survey proves only Don Lee completely covers this outside market. (Thousands of high mountains)


The Nation's Greatest Regional Network
make long-range broadcasting on the Pacific Coast unreliable or impossible, but Don Lee has a local station in every one of the 44 important Pacific Coast markets . . . two and three times as many stations as any of the other networks.

Don Lee delivers the inside market plus the exclusive Don Lee outside market at a lower cost per thousand radio families. Get the better buy in Pacific Coast radio . . . Don Lee.

- 3315 MELROSE AVE., HOLLYWOOD 38, CAL. - Represented Nationally by John Blair & Co.
There are no "Bums" in BROOKLYN (IOWA)

but most of its population (1406, including the new schoolteacher) teams up to play ball with WMT for good radio listening! Like a thousand other communities, Brooklyn listens to WMT more than any other Eastern Iowa Station.

WMTland's twin markets—rural and urban—deliver the highest per capita income audience in the U.S.A. Last year Iowans garnered close to $2 billion from farming—and nearly as much from manufacturing.

Reach both these potent markets on WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

Top News of '47
(Continued from page 80)

Revenues and Income for 1946, showing 7.6% total time sales increase over 1945, but income drops 8.2% below 1945. Nov. 17, Page 20.


NAB completes industry wage study showing broadcast staff and freelance personnel receive the highest average weekly and annual income per employe of any American industry. Nov. 17, Page 19.

Boston-Washington coaxial cable opened by AT&T. Nov. 17, Page 100.

CBS President Frank Stanton announces Instantaneous Audience Measurement Service (IAMS), whereby radio audiences are measured by radar. Nov. 24, Page 18.

DECEMBER

Trouble starts after FBI Chief J. Edgar Hoover takes exception to a speech made by FCC Commissioner Clifford J. Durr, in which he took FBI to task for submitting "unsolicited reports on individuals connected with radio." FBI head notifies Commission he will withdraw all reports. Dec. 1, Page 15.

New York Daily News charges FCC Chairman Denny's participation in FM decision against station is "unlawful," and thus invalidates decision. Charges are based on the fact that Mr. Denny at the time had already become NBC vice president. Dec. 1, Page 13.

James Petrillo, AFM head, re-elected president—with no opponents listed on ballot. Dec. 8, Page 15.

Sen. Homer Capehart (R-Ind.) calls for congressional investigation of Commissioner Durr, based on his FBI dispute. Dec. 8, Page 15.


Subcommittee of Senate Interstate and Foreign Commerce Committee approves redraft of controversial White Bill (S-1333). Dec. 15, Page 13.

Networks and stations prepare to fight Kentucky's suit for back franchise, gross receipts and income taxes. Dec. 15, Page 14.

Five-point legislative program to stop "abuses" and "monopolistic practices" of AFM drawn by up House Committee on Education (Continued on page 74)

CLEAR-CHANNEL BRIEFS
DEADLINE IS EXTENDED

DEADLINE for briefs preliminary to oral argument in the clear-channel and daytime-skywave cases was extended by FCC last week from Jan. 5 to Jan. 12.

The action was taken on petitions filed independently by Clear Channel Broadcasting Service and NAB. The Jan. 19 starting date for oral argument itself, which will be held before the Commission en banc, was not affected by the order.

The two cases—one to decide the fate of clear channels and determine whether power above 50 kw should be permitted, and the other relating to formulation of rules concerning daytime skywave transmissions—were consolidated early last month [BROADCASTING, Dec. 8].

Officials said no briefs had been received late last week and that they expected most participants to wait until the date due.

N. Y. Case Jan. 12

FCC REFUSED last week to postpone the scheduled Jan. 12 rehearing of the New York FM cases, but agreed to delay the deadline for filing briefs from Jan. 6 to Jan. 9. The New York Daily News, one of the losing applicants whose protests were instrumental in having the decision set aside [BROADCASTING, Dec. 1, 15, 22] had asked for postponement of oral argument. The case involves some 17 applicants for five channels in the area.
Leading drug and grocery firms (names sent on request) in growing numbers are turning to the rich Ark-La-Tex to test their new products. Here in North Louisiana, East Texas and South Arkansas are nearly 2,000,000 people with more than $1,000,000,000 effective buying income. Shreveport is the distribution center for, and KWKH is the only station that influences all the industrial, agricultural and petroleum wealth of this great tri-state area. Big, 50,000-watt KWKH is the Number One station in a Number One market.

* 11 counties in Arkansas, 12 counties in Texas and 26 parishes in Louisiana (1946 BMB—50%, 100%), served exclusively by Shreveport and KWKH.
NRDGA 1947 Promotion Award Judges Named

A FIVE-MEMBER judges' panel for the 1947 radio promotion awards of the National Retail Dry Goods Assn. was announced last week by Howard Abrahams for the association.

The committee is headed by Arthur Steltzer, president of McCrery's, New York department store, who will serve as non-voting chairman. Other members are Prof. Isabelle Wingate, of the New York U. School of Retailing; Thomas Connolly, CBS promotion manager; Allan T. Freyer, Advertising Federation of America chairman, and Bruce Robertson, senior associate editor of Broadcasting.

The final judging will be held at the WOR New York studios on Jan. 7, following a meeting of the NRDGA screening committee today (Jan. 9), according to Mr. Abrahams. The winners are to be notified before Jan. 14, at which time they are scheduled to appear at the NRDGA convention to be held Jan. 12-17 at Hotel Pennsylvania, New York, to explain how their prize-winning radio promotion material was planned.

New 'Suspense' Series

ROBERT MONTGOMERY is starred in a new Suspense series which began on CBS Jan. 3, 8-8:55 p.m. and is to be heard weekly thereafter. The dramatic series replaces the Bill Goodwin Show formerly heard at that time. CBS said a new program is being prepared for Mr. Goodwin, who is still under contract to the network.

Radio Shows Are Feature Of Chicago Science Meet

SCIENTISTS from the Midwest and other parts of the country were featured guests on many Chicago-originated network and local programs during the recent International Science Exhibition which closed in Chicago Dec. 31.

Programs which devoted broadcast to topics of scientific interest and included guest scientists were: Mutual's Northwestern University Reviewing Stand of the Air and Meet the Press, NBC's University of Chicago Roundtable and Quiz Kids, ABC's Headline Edition, Welcome Travelers, and Breakfast Club, and CBS-WBBM's daily broadcasts conducted by Quincy Howe, news analyst. WIND Chicago presented guest scientists on its Midwest Forum while WLS transcribed daily highlights of the convention for airing at 6:15 p.m. CST. In addition, WBKB carried a television show during the week.

FIVE-DAY DEER hunting trip in northern Michigan netted one deer for (1 to 7) Richard Moreenus, New writer, who made the kill. I. E. Showman, manager of NBC Central Division, and George D. Lindenthal, manager of WDBC Escanaba, Mich.

New York Stations Lauded by O'Dwyer

THE 22 stations which serve Metropolitan New York got a hearty, "Well done!" last week from New York's Mayor William O'Dwyer, for their tireless public service activities during and after the Dec. 26 snowstorm, worst in the city's history.

WNYC New York, the city's municipal station, served as a clearing house for the other network and independent outlets in New York during the snow emergency, which continued for several days after the record snow stopped falling. Seymour Seigal, WNYC director, sat in on conferences of the mayor's committee on planning and control as the snow removal campaign was mapped, and shared his information with other broadcasters.

Extra Time

WNYC obtained from FCC permission to remain on the air after its normal 10 p.m. sign-off time the night of the storm to broadcast emergency messages and weather bulletins. WHLI and WHNY (FM) Hempstead, Long Island, got similar permission.

An 11-minute message from Mayor O'Dwyer to the people of New York was taken live by WNYC and several other New York independents, and recorded for later rebroadcast by other outlets.

Each New York station, like everyone else in the snowbound city, had its saga of the storm to tell. Saul Osias, WNEW engineer, walked for seven hours through the snowdrifts of Kearney, N. J. to relieve the men on duty at the station's transmitter. WNYC was credited with recruiting within an hour 550 volunteer "Fire Buffs" to help clear the city's streets. Another WNYC emergency announcement brought relief to the automats, which reported that food was spoiling because they had run out of nickels, ordinarily delivered by armored car. The armored cars were not operating because of a city edict that only "essential traffic" would be permitted on the streets. WNYC broadcast the news that armored cars had been reclassified as essential and the nickels went through.

'Mirror' Sponsors News On WGYN; Swap Basis

ONE-YEAR contract has been signed by the New York Daily Mirror with WGYN (FM) New York for the sponsorship of 15 five-minute newscasts daily and Sundays which started Jan. 1, according to an announcement last week by Ralph Brent, WGYN manager.

The news itself is fed to the station from the Mirror by telephone, Mr. Brent said. This coverage will be augmented by the Mirror's transmitter-equipped station wagons for remote pickups of spot news stories.

Arrangement with WGYN is on a reciprocal basis, according to a Mirror official, with the station swapping time for news and additional advertising space in the Mirror. A facsimile arrangement may be worked out later, a spokesman for the newspaper said.

The contract was signed by Palmer Lieberman, WGYN president, and Charles B. McCabe, Mirror publisher. The newscast series constitutes the Mirror's only regularly scheduled radio presentation.

BUREAU of BROADCAST MEASUREMENT, Toronto, announces 12 new applications for membership in December, bringing total to 80 members among Canadian broadcasting stations, two-thirds of all Canadian stations.

Good Neighbors

RADIOS and the press in Mobile, Ala. certainly don't lack any Christmas spirit and they proved it by coming to the aid of a competitor in distress. WSMB engineers encountered a little difficulty in repositioning the transmitter to a new site and were forced to remain off the air all day Dec. 20. So that morning Manager W. H. Long called WALA, WKRG, and WKAB, to arrange for the purchase of time to explain WMBB's silence. The stations all refused to sell time—instead they carried the spots free of charge. And the Mobile Press Register, likewise helped notify the radio audience.
For REAL pulling-power in the $Billion$ Dallas-Ft. Worth market, get TWO 5,000-watt stations for a SINGLE price—with simultaneous or separate schedules! WRR—Dallas and KFJZ—Ft. Worth.

WRR - KFJZ AREA
(100 Mile Radii)
*Population . . . 1,898,300
*Buying Income . $1,890,148,000.00
Bank Deposits . $1,904,769,000.00
*Retail Sales . . $1,239,913,000.00
*Wholesale Sales $1,662,055,000.00
Auto Regis. . . 498,255
†Radio Families . 410,033

*Sales Management, 1947
†B.M.B. Area Survey, 1946

TEXAS’ BEST RADIO BUY
WRR - KFJZ
DALLAS - FT. WORTH
TWO STATIONS FOR ONE PRICE

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

BROADCASTING • Telecasting
January 5, 1948 • Page 37
FCC Issues Temporary Extension of Licenses

WRDW, Augusta, Ga., has been granted further extension of authority by FCC to operate for two months subject to condition that station make required adjustment to its directional array within 30 days. Wartime-installed facilities had been found out of order and are being replaced. WRDW license renewal request is pending.

Licenses for the following stations also were extended on temporary basis until March 1, 1948, pending determination on their renewal application, for reasons shown:

GE's FM Radio Workshop is Attended by 10,607

General Electric's traveling FM radio workshop has been attended by 10,607 people, according to B. D. Payne, who was in charge of the tour. The workshop has just concluded a trip over 10,000 miles, lasting almost three months. There were 850 who saw and heard the demonstration in Minneapolis, 725 in New York City, 690 in Cleveland, 600 in San Francisco, and 570 in Boston, in addition to those who visited it in many other places.

The workshop consisted of alignment procedures in regard to FM

Koop to Join CBS

Washington Staff

Sevareid to Drop News Director Duties, Become Correspondent

Theodore F. Koop, presently on the executive staff of the National Geographic Society, becomes director of CBS News, Washington, on Jan. 15, 1948, replacing Eric Sevareid, who becomes chief correspondent of CBS News in Washington on that date, Davidson Taylor, CBS vice president and director of public affairs, announced last week.

Mr. Sevareid, who has had writing, broadcasting, and executive responsibilities, found his heavy broadcasting schedule left him little time for executive duties, so he elected to devote full time to his air work. Mr. Sevareid has a 15 minute news show, 6-15 p.m. EST, Mon.-Fri., sponsored by Metropolitan Life Insurance Co.

Mr. Koop. Mr. Sevareid

Comics on WMAQ

The Herald-American, Chicago, which last April received a protest from the NAB for attempting to offer a transcribed series of comic strips from Puck, the comic weekly, has now signed with WMAQ Chicago for Sundays, 8:30-9 a.m. CST. The 13-week series will be paid for at the card rate, a WMAQ spokesman said. The NAB protest (Broadcasting, April 14) came as a result of offers made by the Hearst newspaper to radio stations.

Mr. Koop. Mr. Sevareid

Wm. Markward, WCAM, Dies at His N. J. Home

William H. Markward, 39, general manager of WCAM Camden, died December 22 at his home in Berlin, N. J., after a heart attack.

Mr. Markward had been in ill health for some time, but was able to pursue limited duties. In addition to serving as general manager of Camden's municipally-owned station, Mr. Markward continued to be a working newspaperman and as such he was known throughout the South Jersey and Philadelphia areas. He covered Camden for the Philadelphia Daily News.

He became station manager of WCAM three years ago after having been with the outlet 15 years. He is survived by his widow, Rebecca; two sons, Robert, 10, Frank, 8, and a daughter, Patricia, 2.

W. Markward, WCAM, Dies at His N. J. Home

Mr. Koop. Mr. Sevareid

Hayes Succeeds Coy as WINX Executive

John S. Hayes, former station manager of WQXR and WQXQ, New York, last Monday became executive vice president, secretary and director of the Washington Post's WINX and WINX-FM, succeeding Wayne Coy, new FCC chairman.

His appointment coincided with Mr. Coy's review of the FCC's Chairman and announcement that what has been the effective date of his own appointment. He became station manager of WINX and WINX-FM under Mr. Coy (Broadcasting, Dec. 15). However, in view of the imminence of the selection of Mr. Coy for the FCC post, it had been thought that Mr. Hayes was being groomed to take over the directorship of the Post radio properties.

Mr. Hayes, 47, is associated with WIP Philadelphia and WOR New York for several years before entering the Army in 1941. He became affiliated with the then-new American Forces Network two years later and was made AFN chief in early 1944 with rank of lieutenant colonel. For his work with AFN and Trop Broadcasting Services, of which he was assistant director under Gen. Eisenhower for five months, he received the Legion of Merit, Bronze Star, French Croix de Guerre, and Order of the British Empire. He joined WQXR upon completion of his Army service.

The Brannham Company

representing

CHICAGO
NEW YORK
DETROIT

A. B. KRANS, manager of WIZE, Springfield, Ohio, also has been appointed manager of WIZE, Dayton, Ohio. He succeeds FLORENCE G. BARTSCH, who has been WING station manager for past two years. Miss Dykstra is now in charge of national sales for both WING and WIZE. In addition, she manages WING and WIZE. Mr. Krans is executive vice president of Transcription Sales Co., New York.

Management

Mr. Krans

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HARRY G. BRIGHT, for six years general manager of WIZE, Goldsboro, N. C., until he resigned last year because of ill health, is now a patient at U. of Virginia Hospital, Charlottesville.

ED B. CRANEY, president and general manager of WIZE, Springfield, Ohio, is now a patient at U. of Virginia Hospital, Charlottesville.
For REAL pulling-power in the $Billion$ Dallas-Ft. Worth market, get TWO 5,000-watt stations for a SINGLE price—with simultaneous or separate schedules! WRR—Dallas and KFJZ—Ft. Worth.

**WRR - KFJZ AREA**
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TEXAS' BEST RADIO BUY
WRR & KFJZ
DALLAS & FT. WORTH
TWO STATIONS FOR ONE PRICE

BROADCASTING • Telecasting
January 3, 1948 • Page 37
STORY OF A MYSTERY THEATRE ★ When the Mystery Theatre curtain first went up on NBC in September, 1943, it was on a radio version of Edgar Allan Poe's "The Tell-Tale Heart." It had been decided that the Mystery Theatre would feature classic midnight thrillers along with especially written chillers and adaptations of current short stories, novels and Broadway plays of the macabre.

There were endless archives of dark literature from which to choose. Conan Doyle, Mary Roberts Rinehart, S. S. Van Dine and countless other top-notch writers have been at work for years skillfully tangling skeins of intrigue into fascinating tales that have held readers' interests long past many a witching hour.

An expert in eeriness was needed to select material and guide the series. That pointed the bony and taloned finger straight at Geoffrey Barnes. Sherlock Holmes himself scarcely possessed more varied knowledge than Barnes who had been an experimental chemist, occultist, psychologist, opera singer, criminal investigator, author...
of a book on voice culture, poet and radio actor. Hidden away in his eyrie, somewhere at the stroke of midnight, Barnes finds time to select stories for the Mystery Theatre. On this Friday night program Barnes is portrayed in the role of host and narrator by Bernard Lenrow, outstanding young actor.

How to stage a mystery? Ransack the great literature of past and present for the most baffling chillers ever written. Dramatize them in the most outre fashion on the powerful facilities of the NBC Network—(at an hour when the children have been tucked into bed). Let them stalk the airways in the company of other great shows heard on NBC. Let the vast NBC audience shiver in pleasurable concert. Letter the curtain of the Mystery Theatre with the message of the sponsor, Sterling Drug, telling listeners how to shave—without horror. The result: Friday night becomes the eeriest night in the week on NBC with a show that holds the breath of America for thirty minutes while suspense and spine-tingling thrills drift hauntingly from loud-speakers from coast to coast.

... the National Broadcasting Company
WREND Wm. A. Grant, has been granted further extension of authority by FCC to operate for two months subject to condition that station make required adjustment to its directional array within 30 days. WREND license renewal request is pending.

Licenses for the following stations also were extended on temporary basis until March 1, 1948, pending determination on their renewal applications, for reasons shown:

KGBR Long Beach, Calif. (pending receipt of information requested under Sec. 308[b]); KILO Grand Forks, N. D. (pending consideration and action on application for assignment of license); KNEW Spokane, Wash. (pending consideration and action on application for transfer of control); KPMO Pomona, Calif. (pending consideration of information received under Sec. 308[b] and action on application for assignment of license); WALB Albany, Ga. (pending consideration and action on application for assignment of license)

KNEW Spokane, Wash. (pending determination on their renewal applications, for reasons shown:)

KGBR Long Beach, Calif. (pending receipt of information requested under Sec. 308[b]); KILO Grand Forks, N. D. (pending consideration and action on application for assignment of license); KNEW Spokane, Wash. (pending consideration and action on application for transfer of control); KPMO Pomona, Calif. (pending consideration of information received under Sec. 308[b] and action on application for assignment of license); WALB Albany, Ga. (pending consideration and action on application for assignment of license)

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The workshop consisted of alignment procedures in regard to FM receivers, various FM circuits, and blackboard instruction. It was of special interest to radio servicemen and distributors. It is expected that similar non-commercial tours like the FM workshop will be projected by GE in the future.

WARREN, PA., GETS FM CONDITIONAL GRANT

ONE NEW FM conditional grant and eight FM construction permits were issued by FCC last Tuesday, while eight permittees received new construction permits "in lieu of previous conditions.

The conditional grant, subject to further review and approval of engineering details, went to WNAE Warren, Pa., for Class A station with tentative assignment of Channel 221 (92.1 mc.). The station is licensed to Northern Allegheny Broadcasting Co.

Agricultural & Mechanical College of Texas, licensee of WTAW College Station, received a conditional grant for a Class A station to replace its existing Class B authorization. The new proposed assignment is Channel 252 (98.3 mc.)

Construction permits were issued to the following (power is effective radiated power; antenna height is height above average terrain):

Batastia Boatg. Corp., Batastia, N. Y. (pending consideration and action on application for assignment of license)

KGBR Long Beach, Calif. (pending receipt of information requested under Sec. 308[b]); KILO Grand Forks, N. D. (pending consideration and action on application for assignment of license); KNEW Spokane, Wash. (pending consideration and action on application for transfer of control); KPMO Pomona, Calif. (pending consideration of information received under Sec. 308[b] and action on application for assignment of license); WALB Albany, Ga. (pending consideration and action on application for assignment of license)

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Goodyear Renews

Goodyear TIRE & RUBBER Co., Akron, Ohio, has renewed Greatest Story Ever Told, award-winning religious drama on ABC Sundays, for an additional 62 weeks, effective Jan. 25. Goodyear has sponsored the broadcast on ABC since January 1947. Agency is Kudner Agency Inc., New York.

Ziv Sales

SALES by the Frederic W. Ziv Co., Cincinnati, for 1947 were estimated at $10,000,000, it was announced last week. Ziv owns and distributes 24 programs which are sponsored by 876 local and regional advertisers on about 1,000 stations.

WNEB WELCOMES THE

Esso

NEWS

REPORTER

in

NEW ENGLAND'S 3rd LARGEST CITY

WORCESTER, MASS.

Represented By:

ADAM J. YOUNG JR., INC.

and

KETTELL-CARTER

Page 40 • January 5, 1948

BROADCASTING • Telecasting
100,000 VISITORS EYE LIVE SHOWS! NEW ATTENDANCE RECORD AT WFBR!

Loyalty Factor means WFBR is Baltimore's "PLUS" Station!

Here's a statistic: Every year, ten per cent of the population of Baltimore visits the studios of WFBR! They see one or more live broadcasts, visit modern studios in action, view product displays (yours can be one!) and take home "Let's Listen"—house organ of WFBR. These visitors are a real loyalty factor—WFBR is radio to them!

Next time you're looking over your Baltimore radio budget, make a thorough check on

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Metropolitan Life

Mr. Koop

Mr. Sevareid

Mr. Koop was graduated from the U. of Iowa as a Phi Beta Kappa student in 1928. He held various positions with Associated Press from 1928 to 1941, when he became special assistant to Byron Price, director of the Office of Censorship. He continued to serve as assistant director in charge of the Radio and Press divisions and deputy director, rejoining National Geographic on his departure from the government agency.

Wm. Markward, WCAM, Dies at His N. J. Home

WILLIAM H. MARKWARD, 79, general manager of WCAM Camden, died December 22 at his home in Berlin, N. J., after a heart attack.

Mr. Markward had been in ill health for some time, but was able to pursue limited duties.

In addition to serving as general manager of Camden's municipally-owned station, Mr. Markward continued to be a working newspaperman and as such he was known throughout the South Jersey and Philadelphia areas. He covered Camden for the Philadelphia Daily News.

He became station manager of WCM 3 years ago after having been with the outlet 15 years. He is survived by his widow, Rebecca; two sons, Robert, 10, Frank, 3, and a daughter, Patricia, 2.

THEODORE

Sevareid

Theodore Sevareid

WASHINGTON

Mr. Sevareid

Theodore Sevareid, CBS Washington correspondent, has been named director of the National Geographic Society, effective January 15.

He replaces Byron Price, who becomes full-time director of the society's educational division.

Price, who is one of the nation's foremost authorities on censorship, has been a Washington correspondent for the society's quarterly, National Geographic, for the past 13 years.

He became special assistant to Byron Price, director of the Office of Censorship. He continued to serve as assistant director in charge of the Radio and Press divisions and deputy director, rejoining National Geographic on his departure from the government agency.

HAYES SUCCcedes COY AS WINX EXECUTIVE

JOHN S. HAYES, former station manager of WQXR and WQXQ (FM) New York, last Monday became executive vice president, secretary and a director of the Washington Post's WINX and WINX-FM, succeeding Wayne Coy, new FCC chairman.

His appointment coincided with Mr. Coy's assumption of the FCC chairmanship and was announced in what was to have been the effect date of his own appointment as station manager of WINX and WINX-FM under Mr. Coy. (BROADCASTING, Dec. 15.) However, in view of the immensity of the selection of Mr. Coy for the FCC post, it had been thought that Mr. Hayes was being groomed to take over the directorship of the Post radio properties.

Mr. Hayes, 37, was associated with WIP Philadelphia and WOR New York for several years before entering the Army in 1941. He became affiliated with the then-new American Forces Network two years later and was made AFN chief in early 1944 with rank of lieutenant colonel. For his work with AFN and Troop Broadcasting Services, of which he was assistant director under Gen. Eisenhower for five months, he received the Legion of Merit, Bronze Star, French Croix de Guerre, and Order of the British Empire. He joined WQXR upon completion of his Army service.

MANAGEMENT

ADNA H. KARNS, manager of WIZE, Springfield, Ohio, also has been appointed manager of WING Dayton. He succeeds FLORENCE G. DYKSTRA, who has been WING station manager for past two years. Miss Dystraka is now in charge of national sales for both WING and WIZE. In addition to managing WING and WIZE, Mr. Karns is executive vice president of Transcription Sales Co., New York.

HARRY G. BRIGHT, for six years general manager of WOBN Goldsboro, N. C., until he resigned last year because of ill health, is now a patient at U. of Virginia Hospital, Charlottesville.


EARL H. HUTH, general manager of WIBY Appleton, Wis., has been awarded first place in recent advertising and merchandising competition sponsored Nationally by Coca-Cola. He was presented with a wrist watch.

EDWARD C. O'BRIEN, general manager at WPEN Philadelphia, has been elected vice president of Fourth Estate Square Clubs organization composed of news men who are members of Masonic Order.

WORLD-FAMOUS Mummer's Parade of Philadelphia, annual New Year's Day epicenter, was scheduled for telecasts by WPTL-Television Philadelphia, WMAR-TV Baltimore, and WMAL-TV Washington, with WPTL-TV remote crews making the pickup.

THE BRANHAM COMPANY

representing

THE BRANHAM COMPANY

Page 42 • January 5, 1948

BROADCASTING • Telecasting
DON MITCHELL, BILL HICKOK, LOCKWOOD DOTY, AND BEN GUNN IS SHO' MAKING A BIG NOISE IN OUR NECK OF DE WOODS

YASSUH! AND ALL DESE ATLANTA BUSINESS MENS IS SHO' BUYIN' DE TIME!

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

THE ATLANTA CONSTITUTION STATION
5000 WATTS 550 KC
National Representatives HEADLEY-REED COMPANY
Dear Time Buyer:

The first Pulse report for Cincinnati has been released. If interested, call collect Ralph E. McKinnie at WCKY’s New York office, Eldorado 5-1127, or Charles H. Topmiller, Cincinnati, Cherry 6565.

High ratings and low cost give the Time Buyer the lowest cost per thousand listeners, when he buys WCKY for the great Cincinnati market.

Besides ratings in Cincinnati, WCKY today receives more mail than any other station in the U.S.A.—so our mailpull time buyers say.

INVEST YOUR AD DOLLAR WCKY’S-LY
Here are the latest Hooper ratings September thru November 1947  
8 AM to 8 PM Monday thru Friday:

<table>
<thead>
<tr>
<th>Sets in Use</th>
<th>WCKY</th>
<th>NETWORK STA A</th>
<th>NETWORK STA B</th>
<th>NETWORK STA C</th>
<th>NETWORK STA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.00 AM to 6.00 PM</td>
<td>3.3</td>
<td>3.3</td>
<td>3.4</td>
<td>5.9</td>
<td>2.5</td>
</tr>
<tr>
<td>Rating</td>
<td>17.7</td>
<td>17.5</td>
<td>18.3</td>
<td>31.7</td>
<td>13.5</td>
</tr>
<tr>
<td>Share of Audience</td>
<td>18.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.00 PM to 8.00 PM</td>
<td>6.4</td>
<td>4.4</td>
<td>5.7</td>
<td>8.5</td>
<td>3.8</td>
</tr>
<tr>
<td>Rating</td>
<td>22.0</td>
<td>15.1</td>
<td>19.8</td>
<td>29.5</td>
<td>13.0</td>
</tr>
<tr>
<td>Share of Audience</td>
<td>28.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.00 AM to 8.00 PM</td>
<td>3.8</td>
<td>3.5</td>
<td>3.8</td>
<td>6.3</td>
<td>2.7</td>
</tr>
<tr>
<td>Rating</td>
<td>18.7</td>
<td>17.0</td>
<td>18.7</td>
<td>31.1</td>
<td>13.4</td>
</tr>
<tr>
<td>Share of Audience</td>
<td>20.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For this same period, here are the Hooper ratings on WCKY's Daily Hit Parade—just one of WCKY's topnotch block programs:

<table>
<thead>
<tr>
<th>Time</th>
<th>WCKY</th>
<th>NETWORK STA A</th>
<th>NETWORK STA B</th>
<th>NETWORK STA C</th>
<th>NETWORK STA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.15 PM</td>
<td>7.4</td>
<td>4.8</td>
<td>3.8</td>
<td>5.7</td>
<td>2.3</td>
</tr>
<tr>
<td>6.30</td>
<td>7.0</td>
<td>5.5</td>
<td>5.0</td>
<td>7.9</td>
<td>3.2</td>
</tr>
<tr>
<td>6.45</td>
<td>7.0</td>
<td>4.2</td>
<td>6.6</td>
<td>8.0</td>
<td>2.9</td>
</tr>
</tbody>
</table>

J.B. Wilson  
WCKY  
CINCINNATI  
FIFTY THOUSAND WATTS OF SELLING POWER
A. C. NIELSEN CO. has reversed its long standing policy against publication of program audiences as measured by Nielsen Audimeters, and now is releasing its own ratings on top programs. The fact that there were now two published ratings instead of one and the further fact that the Nielsen and Hooper ratings were somewhat different seemed very disturbing to the country's radio critics, most of whom rushed into print dolorous pieces of the "what are we to believe now" variety. Those radio commentators be herding the broadcasters' business affairs predicted a new "battle of the ratings" reminiscent of that of a few years ago when the Cooperative Analysis of Broadcasting stopped its so-called "Crossley" ratings, leaving the field to Hooper.

Actually, there is nothing too upsetting in the differences between the Hooper and Nielsen ratings. What would be alarming would be an exact duplication of the two. They are both measures of audience in relation to various radio programs. The similarity stops there.

Hooper ratings are based on information about radio listening collected by Hooper interviewers in the homes of all four nation-wide networks can be readily heard. These interviewers make telephone calls to a random sample of homes asking whoever answers if the radio is on and if so what program is being heard, as has been done first in the first week in November, Fibber McGee and Molly ranked first in the Hooper list, with a rating of 16, it meant that of the homes called between 9:30 and 10 p.m. (EST) on Tuesday, 26% said they were listening to Fibber McGee and Molly, a higher percentage than the interviewers found listening to any other program during the week.

The Nielsen report for the same week agrees very closely with the rating for Fibber McGee and Molly, giving it a 26.2, but Nielsen puts it third in rank, topped by both Lux Theater, 29.8, Amos 'n' Andy, 26.3. These ratings, however, are not made from coincidental telephone calls but from Audimeter tapes, on which is recorded the dial turnings of sets in a number of homes with telephones and without, on farners and in cities, of varying family size and income. The Nielsen records, in short, are based on the set operating behavior of a fixed sample of families set up to represent the entire population.

Hooper measures national audiences, Nielsen measures national listening. Nielsen figures can be projected to the national level, Hooper figures are not projectable.

Whether the Hooper or the Nielsen ratings should be accepted as the standard depends largely on what one wants to measure. Both are standards for what they purport to do. Neither is infallible. Gallup and Roper aren't either, in their fields.

More widespread use of Nielsen, we believe, will clear up the seeming confusion. And, with this double check, results should tighten up.

Now that Edwin W. Craig, chairman of the board of WSM Nashville, which is owned by the National Life & Accident Insurance Co., heads the Institute of Life, he should be easier selling radio to insurance companies. Mr. Craig, who has fought many a radio legislative and business battle, knows both sides from the inside. Radio is proud to have one of its leading lights head America's highly developed insurance profession.

B. ACK in 1924 Walter Haase had just gotten out of New Haven's public schools. He began looking around for something to do, found it, and has been at it ever since. His job was building and servicing radios and selling radio parts in the store Franklin M. Doolittle ran in connection with WDRC which he had founded in 1922.

In the latter 20's Mr. Haase moved over into the broadcasting side of the radio business. And he moved steadily up to his present position as station manager of the same WDRC. Today he knows just about every angle of a radio station.

Though not an engineer, he is thoroughly trained in that side of the business, too, through his association with Mr. Doolittle. WDRC President Doolittle has cooperated with Professor Armstrong on several FM experiments. Through the years Mr. Haase has sat in on many a conference between Mr. Doolittle and Chief Engineer T. A. Martin, and has come away knowing more about FM than many an FCC ticket holder.

Walter Haase has been an announcer, too. He has arranged programs, worked in the control room and at the transmitter—in the old days—and has written commercials and promotion spots. He has long been the "idea man" at WDRC, and in his present capacity, spends a great deal of his working and leisure time in thinking up new program and promotion twists for the "brains trust" at the station.

For ten years Mr. Haase was an announcer, and for a long time he got up at 5 a.m. daily to open the station. He was announcer for several years on the Shopper's Special program, which is still one of WDRC's top morning features.

WDRC and Walter Haase can claim quite a few firsts by virtue of their long history of broadcasting. Mr. Haase laughingly claims that he was probably the first to broadcast a performance on the radio by Rudy Valle, since Walter Haase announced at football games in the Yale Bowl when Rudy Valle was the leader of the Yale Band. He was also the announcer at settings remote of the radio stations when Rudy Valle played the saxophone in a New Haven orchestra—in the days when no one would ever let him sing.

Other personalities who went on the air for the first time while Mr. Haase was announcing include Charles Kullman, now of

(Continued on page 48)
TAKE THE GUESS OUT OF BUYING

WITH WOV'S 5 Audited Audiences

WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO.
Not from a crystal ball, but from sound, basic facts—known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV’S 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to “TAKE THE GUESS OUT OF BUYING.”

WOV’s Pantry Survey...new, accurate, informative...shows you where you and your competitors stand in the New York Market.

★ WAKE UP NEW YORK with Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.

WOV
NEW YORK

Ralph N. Weil, General Manager
John E. Pearson Co., National Representative
Respects
(Continued from page 46)
the Metropolitan, and Tony Pastor, who used to have a small orchestra in Hartford which broadcast over WDT.
Walter Haase hired Ted Steele of Novachord fame for one of his first radio jobs at 50c an hour.
An amusing incident occurred in a broadcast 20 years ago when the station had a coloratura soprano broadcasting. At that time the transmitter was located right in the studio. Mr. Haase was announcing and was running gain. On an extremely high note, which was held for some time, the transmitter began to smoke, there was a sharp cracking discharge, a great burst of smoke exploded from an overloaded condenser. Of course the program went off the air. Equipment and lights were turned off and everybody went home. It was just another incident that couldn’t be helped and couldn’t be remedied, so such things were accepted calmly.
In 1930 WDRC moved to Hartford and became basic CBS for Connecticut. Of course, Mr. Haase moved with it. He became program director, and then, during the war, station manager. All the promotion, publicity, program, public service and all operations other than engineering are under Mr. Haase’s supervision.
WDRC had one of the first FM stations on the air. Now Mr. Haase’s main effort is channeled into television. WDRC has applied for a local channel and the Hartford hearing is scheduled for this month.
Among his extra-station hobbies, the just-turned 40 Walter Haase includes woodworking, photography, and fooling around with home improvements—but on his suburban Wethersfield home and on the summer one in Branford.
Married to the former Marguerite Reichel, Mr. Haase’s pride and joy is a seven year old son, Richard.
Mr. Haase’s clubs are Hartford Club, Advertising Club of Hartford and the U. S. Power Squadron.

NEW TYPE CROSLEY TV RECEIVER ANNOUNCED
QUANTITY production of a new type of television receiver featuring a “Swing-a-View” picture tube which can be turned from side to side over a 60-degree angle is under way in the Cincinnati plant of the Crosley Division of Avo Manufacturing Corp., Stanley Glaser, Crosley manager of radio and television, has announced.
The new receiver, which was placed on the Cincinnati market the day before Christmas, is scheduled for early distribution in all areas.
The “Swing-a-View” picture tube mounting enables viewers to swivel the screen so that they may watch the picture directly from any point in a room within a 60-degree arc in front of the receiver, thus eliminating necessity for jockeying of furniture into position or moving of the receiver itself to meet varied conditions. Mr. Glaser explained.
The receiver is an all-purpose instrument with FM, shortwave and automatic phonograph with an album storage compartment, in addition to television. Retail price is $795.00.

Something to Crow
WHAT WAS supposed to be only a 1 1/4-minute newscast for Pathe News turned out to be an additional ten-minute spot for the movie industry through the efforts of KVOO Tulsa and Sam Schneider, the station’s farm director. The event was the Oklahoma Poultry Show held in Oklahoma City last month and Mr. Schneider was publicity chairman. On hand to select a new rooster for the introduction of Pathe newscasts was Norman H. Moray, president of Warner Bros. Distribution Corp.

CARLETON E. COVENY, with John Blair & Co., station representative since 1927, has been appointed vice president of that firm. In radio for 20 years, Mr. Covery since joining the Blair organization has been manager of the Los Angeles office which he established for the firm. Prior to joining Blair he was associated in sales management capacities with KGW and KBOO in Portland.

BOB LAWRENCE, announcer at KTPS Texarkana, Tex., has been transferred to station’s local sales department.

KETTELL-CARTER, Boston, has been appointed regional representative for WTKI Montpelier-Barre, Vt. Appointment was effective Jan. 1.

ROBERT L. FIDLER, commercial manager of WIOD Miami, Fla., has been named second vice president of Exchange Club of Miami.

DONALD COOKE Inc., New York and Chicago, and GENE GRANT & Co., Los Angeles and San Francisco, have been appointed exclusive national representatives for KEBK Alice, Tex.

JOHN J. CAROL, CBS network sales manager, is scheduled to address New England meeting of Public Utilities Advertising Assn. in Boston on Feb. 4.

JAMES TUGGENDE has joined radio recording sales of NBC Central Division.

TRACY MOORE & ASS., Los Angeles, has been appointed Pacific Coast representative for KSTO Yakima, Calif.

KEITH PAXTER, sales manager of FPCH North Bay, Ont., was reelected to Pitts Township council for Haast and GORDON BURNETT, FPCH salesman, was elected to North Bay council for 1948, in annual municipal elections.

WILLIAM G. RIMBAUDE Co. has been appointed national representative for WMCP (FM) Baltimore, new station scheduled to begin operations Feb. 1.
On November 8th—all Chicago sat on the 50-yard line at South Bend! Two micro-wave relay towers, the first at New Carlisle and the second at Michigan City, Indiana, picked up the Army-Notre Dame game from cameras in the stadium, and relayed it electronically across Lake Michigan to television station WBKB. The station then broadcast the line bucks and end runs to football fans in Chicago and the suburbs beyond.

General Electric designed and built the electronic equipment for this micro-wave relay. It is the most economical intercity television connection yet developed.

A similar relay—also by G.E.—is in operation between New York City and the upstate Troy—Albany—Schenectady area. Here, in 3 split-second jumps, television programs are sent over mountains, valleys, rivers and towns to an audience 150 miles from New York.

Are you in step with the great new medium of television? Insure a successful start in the industry. General Electric has everything you need to go on the air—whether you plan to rebroadcast network programs or originate your own. Pioneer in television, G.E. for years has operated a full-scale television station—WRGB, Schenectady—where every equipment has been tested and proved in actual station performance before it is offered to you.

Start right in Television
PLAN, then BUILD
—with General Electric

A G-E representative is ready to help you. Call him or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, N.Y.
1948 will be a Happy New Year for Washington Television Set Owners.

BEGINNING JANUARY 1st
THE EVENING STAR TELEVISION STATION
WMAL-TV
Washington's most powerful television station
CHANNEL 7 becomes Washington's FIRST and ONLY
7 DAY-A-WEEK STATION telecasting
TOP TELEVISION ATTRACTIONS EVERY NIGHT in 1948

Charles P. Tyler, former executive on Ford and Lincoln-Mercury accounts and acting manager of Detroit office of J. Walter Thompson Co., has joined B. R. Co., New York, as senior account executive on Philip Morris accounts. Formerly with Kudner Agency, New York, has been named junior account executive on Philip Morris account.

F. J. McArdle, account executive with Kelly, Nason Inc., New York, has been named vice president of that agency, He has been with the firm for four years.

THADDEUS (Ted) KELLY, timebuyer for BBDO New York, effective Jan. 12, joins Ceci & Pershrey, New York, in same capacity. Mr. Kelly's position at BBDO will be filled from within that organization.

SI MESSE, vice president and partner, Peck Adv., New York, with agency since 1945, resigned effective Dec. 31. Mr. Hess formerly was vice president and director of advertising and merchandising for Schenley Distillers Corp., New York.

GRETCHEN SHARP, formerly with Sweeney, Braze & Co., Chicago, has joined LeVally Inc., Chicago as media director succeeding PAULINE WATROS, resigned.

PAUL RADIN, vice president of Bu- chanan & Co., New York, left for Hollywood last Dec. 23, where he will be in charge of the agency's West Coast motion picture activities, under supervision of Fred Richardson, executive vice president of the agency.

RALPH H. WHITMORE, for past two years account executive of The Tuills Co., Hollywood, has resigned to join Allied Adv. Agencies, Los Angeles, in similar capacity.

RALPH WERSIN and DON HOUSE, account executives with Russell & Gray Inc., Chicago, have been elected vice presidents of that agency. Mr. White resigned RTG in 1944 and Mr. House in 1936.

JEWEL Adv., Oakland, has moved to Boulder.

EDWARD L. Koenig, former account executive of Horn Cooper Co., Los Angeles, and PAT O'ROURKE, former publicist in charge of art production, have joined West-Marque Inc., Los Angeles, as account executive and as merchandiser and publicity director, respectively.

LOYD R. MYERS, former head of Kudner Agency, San Francisco, has been appointed vice president in charge of new branch of Holst & Cummings Ltd., New York, effective Jan. 7.

JOHN LOVELL, former public information officer in Marine Corps, has joined Lee Ruttman & Co., San Francisco.

KENNETH A. WESTERVELT, who has been with Ogilvy & Mather since April 1946, has been named account executive at agency's Detroit office. He will serve on Kellogg account.

ALAN NIXON, former assistant to JIMMY PILLS, Hollywood columnist, commentator, and CHARLES GENTRY, former manager of Detroit News, have joined writing staff of Robert McCallum Inc., Hollywood.

VELMA CLYDE, Portland advertising and publicity firm, has moved to offices in New Fielder Bldg.

KATHERINE B. GORDON, former advertising manager of G & H Furniture Co., Kansas City, has joined copy staff of Mac Watkins, Cole & Weber, Portland, Ore.

Sarnoff at REC Lunch
BRIG. GEN. DAVID SARNOFF, president of NBC and RCA, will be among those at the head table when David Lilienthal, chairman of the Atomic Energy Commission, addresses the Radio Executives Club of New York Jan. 8 at the Hotel Roosevelt. Others at the table, according to William Hedges, REC president and NBC vice president, will be Frank Stanton, CBS president; Edward J. Noble, ABC board chairman; Niles Trammell, NBC president; Brig. Gen. Julius Ochs Adler, New York Times vice president and general manager; Monsignor James H. Griffith, representing Cardinal Spellman; Roy Howard, Scripps-Howard; Mr. Sarnoff; and Seymour Berken, INS general manager; Edward R. Murrow, CBS commentator. Mr. Murrow will introduce Mr. Lilienthal, whose speech will be heard on WNBC New York 1:30-2 p.m.

EXPERTS PREDICT BIG YEAR IN ADVERTISING
CURRENT ANALYSIS of advertising prospects by Standard & Poor, New York, indicates further advertising budget boosts in 1948. Mounting competition for the consumer's dollar is the stated reason for the continued bright outlook for advertising in all media.

The New York financial analysis organization states in its Dec. 24, 1947 issue of Industry Surveys, that advertising budgets for the year 1947, when fully computed, will surpass the 1946 figure of $3,116,600,000, by a substantial margin. A business recession would have little effect on advertising budgets at the outset, according to the report, because advertisers would try to maintain their advertising appropriations to hold sales levels high.

Radio's profit margin is expected to continue narrow, according to the analysis, largely because of increased costs of talent, operating expenses and general labor costs. Ordinary and extraordinary expenses and higher materials and labor costs, will be able to maintain profit margins through increased advertising rates, and by jumping the sale price of magazines.

Former La Guardia Radio Manager Invited on Tour
THE ONE WORLD Award Committee has decided to send a commission of four persons to the 20 countries the late Fiorello La Guardia was invited to tour as winner of the One World Award.

Those invited by the committee to take the trip were Morris Novik, radio consultant, who was closely associated with the late New York mayor as his radio manager, Mrs. La Guardia, Miss Emily Green Balch, Nobel prize winner of 1946, and Iris Gabriel, founder of the Silent Guest Committee.

Some representatives of the commission named are to start on the trip late in January. Mr. Novik was originally scheduled to tour the world with Mr. La Guardia.

UNDER SPONSORSHIP of Shotwell Manufacturing Co., Chicago candy firm, the full MBS network will carry True or False beginning Feb. 7 on behalf of Hi Mac and Big Yank candy bars. Byron S. Carter (seated), company president, is shown completing arrangements with MBS executives. L to r, standing: C. Wendell Muench, president of Chicago agency bearing his name; DeWitt Mower, Mutual's Midwest sales manager; Ben Hovington, network account executive; A. N. (Ado) Hult, MBS vice president in charge of Midwest operations. Contract marks first use of network radio by Shotwell.
because from the appearance of the Board of Directors in the above picture, you might think we're a bunch of "Fuddy Duddys" at WVJS, Owensboro, Kentucky. But hearing is believing!

When you hear these fine voices...

Lee Meredith
News

Cecil H. Dodd

Jack McLean

Sports

Leroy Woodward

Tony Cummings

Pete Dooley

Platters

John T. Rutledge

Special Events

Beth Lee

Women's Programs

and the other grand folk who go to make up this truly great station!

You'll know it's modern in every respect.

Serving the heart of the rich Ohio Valley...

WVJS 1,000 watts A.M.
45,000 watts F.M.

Represented by Rambeau
NEW VIDEO MAGNIFIER IS DEVELOPED BY RCA

RCA TUBE Dept. is now marketing a new television picture magnifier that enlarges the images received on seven or ten-inch television picture tubes. To the approximate equivalent in size and brilliance of those produced by a 15-inch picture tube. The tube is a very recent RCA development.

The magnifier is a transparent Plexiglas lens filled with a clear oil that has the same optical properties as the plastic, thus transforming it into a true optical lens. The unit is placed in front of the viewing screen of the receiver, producing a picture nearly three times the area of one directly viewed on a seven-inch tube.

It weighs approximately 24 pounds when filled. List price is $69.50, and deliveries are now being made to RCA tube distributors.

Swanson is Relinquishing WMAR Active Direction

WITH ASSUMPTION of the directorship of the radio division of the Baltimore Sun Newspapers by former FCC Commissioner E. K. Jett on Jan. 15, Neil H. Swanson, vice president and executive editor, will relinquish his active direction of WMAR, the television outlet, but will continue to be responsible for program policy and coordination of radio television operations with those of the newspapers.

Mr. Jett, who becomes vice president of the A. S. Abell Co. and director of the radio division of the newspapers, will have under his immediate charge not only WMAR but new AM and FM outlets now under construction [Broadcasting, Dec. 29].

Less Blab, Please

THE RADIO broadcast of a basketball game is more important than a longwinded city council meeting, at least to Alderman Albert P. Conner of Peoria, Ill., who sponsored a resolution asking the aldermen to speed up their meeting so that those who were interested could listen to the Bradley-Harvard game over WBBD Peoria. The resolution, in part, asked that "every means be used to shorten the council meeting . . . by eliminating all blab, gibberish, etc." It further directed the clerk to have the office radio all set so that none of the game would be missed by the aldermen.

WMAL-TV OPERATING SEVEN-DAY SCHEDULE

ON NEW YEAR'S Day WMAL-TV became the first Washington television station to be on the air with a seven-day schedule. The station is now presenting 25½ hours of telecasts weekly, plus test patterns, according to Burke Crotty, WMAL television director.

In addition to several local programs, WMAL-TV is also picking up video shows from CBS New York and WFIL-TV Philadelphia. Among programs scheduled are sports events from Madison Square Garden, several feature and Western movies, a magic show, a mentalist act, children's programs, local boxing and wrestling events, a chalk talk, sports commentaries, and a serial, "Law of the Wild."

On weekdays the programming starts at 7 p.m.; Saturdays 7:45 p.m.; Sundays 2:30-4 p.m. and 7:45 on.

WMAL-TV is licensed to Evening Star Broadcasting Co. It broadcasts on channel 7, with a power of 2.6 kw aural, 5 kw antenna gain, 25 kw ERP. The station began broadcasting Oct. 3.

Want More Coverage?

You get it with WMC.

Located in the hub of a TWO BILLION DOLLAR MARKET, the leading station in Memphis and the Mid-South has coverage in 137 counties.

FIRST IN MEMPHIS year after year ACCORDING TO HOOPER

MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT

WMC-FM

the first FM broadcasting station in Memphis and the Mid-South
OWNED AND OPERATED BY THE COMMERCIAL APPEAL

National Representatives:
THE BRANHAM CO.

WIBW The Voice of Kansas

Agriculture

We've been programmed for the former for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

Allied Arts

ALVIN E. UNGER, who has been with Frederic W. Ziv Co. since 1929, has been named vice president in charge of sales for the firm. He will make his headquarters in Cincinnati, home office of the transcribed radio programs company.

H. WARD ZIMMER, former vice president in charge of radio tube division of Sylvanian Products Inc., has been appointed vice president in charge of all manufacturing for that firm and its divisions. Mr. Zimmer joined the company in 1939 as purchasing agent, and served as general manager of radio tube division during recent war.

Andrew W. Johnston has been appointed vice president of Brunwick Radio Corp., wholly-owned manufacturing subsidiary of Decca Records Inc. Mr. Johnston formerly was general production manager for Decca, and has been with the firm since 1939.

Henry V. Erben, assistant general manager of Chicago Dept., General Electric Co., has been elected a vice president, and manager of that department. He succeeds Roy C. Muir, who has retired after more than 42 years service. John D. Lockton, vice president, has been elected treasurer, succeeding Jesse W. Lemon, who retired after 37 years service.

INDUSTRIAL TELEVISION Inc., Nutley, N. J., has announced signing a long-term lease for two-story building at No Lexington Ave., from which firm's facilities for manufacture of large-screen, direct-view "Teleteers" has been moved.

RONALD DAWSON Assoo, New York, has contracted with Bob Dixon, m.d., of CBS "Cinderella Inc.," to produce and market "Amphitheater" quiz show, "Who's Speaking?"

CHET L. SWITTL AFFILIATES, Los Angeles, has announced formation of a public relations office, in addition to other services of the firm.

ENTERTAINMENT ENTERPRISES Inc., radio producer and artists representative, has announced the occupancy of new offices at 38 Central Park South, New York, George O. Hertz and Denes Agay head the company.

SAUL KRIEG, director of Saul Krieg Associates, New York, relations firm, is the father of a boy, Andrew, born Dec. 19.

WIRE RECORD Corp. of America, maker of "Wireway" combination electronic recorder and phonograph, has appointed Doriand Inc., New York, as subsidiary firm.

Shep CHARTOC, partner in Chartoc-Coleman Productions, Chicago and New York packaging firm, is the father of a girl, Leslie Ann.
The Sun never sets on Presto Recording Equipment

There is hardly a spot on the globe that isn’t within hearing distance of transcriptions recorded and reproduced on Presto equipment and discs. Presto’s leadership as manufacturers of fine products for stations and studios is the logical result of dependability, progressive engineering, and world-wide distribution.

The record of Presto firsts in the recording field is long and imposing. Presto creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Engineers prefer Presto for performance.
OPENING THE WAY for individuals as well as businesses to use radio as a means of advertising, WHMH Memphis has introduced Want Ads on the Air as a special department. Shelby T. Springer, with 18 years experience handling classified advertising for local newspapers, was hired to manage the program.

Rates for individual radio want ads are five cents a word, with a minimum of a dollar for an ad. There is a 50-word limit on each ad. The program is aired morning noon and night for fifteen minutes, with alternating voices reading the want ads. Similar advertisements are kept as far apart on the program as possible.

In newspaper fashion, ads are accepted by phone, mail or in person. Each ad is broadcast once—and the important information is stressed to the listener by repeating the box number, telephone or address of the person placing the ad.

The station reports that the lost and found department is one of the most popular—people being what they are. The quickest response to an advertisement was that received by a dog breeder, who, ten minutes before broadcast, had lost two trained bird dogs stolen. During the broadcast, immediately after his want ad had been read, he was notified by telephone of the whereabouts of his dogs.

Want Ads of the Air is publicized by direct mail, through newspapers, billboards, and WHMH broadcasts, and gains repeat business from successful advertisers. Ads for the WHMH program are also solicited by the station's regular sales staff. Mr. Springer reports that the want ad idea is a good way to "break the ice" with advertisers who have never used radio. Many smaller businesses in the Memphis area started with want ad advertising and graduated to exclusive spot and program advertisers.

RADIO WANT ADS
WHMH Show Is Successful
Advertising Medium

WRFF-WRRZ
5000 WATTS, 930 KC
1000 WATTS, 880 KC
WASHINGTON, N. C.
CLINTON, N. C.

To sell the 922,353 folks living in the rich 31-county area of Eastern North Carolina's fertile agricultural belt, you have to reach them with regional Tar Heel stations. These counties are the primary daytime listening area of WRFF, Washington, N. C., and WRRZ, Clinton, N. C. There are 135,510 radio families in this "as good as gold" market and their favorite stations are WRFF and WRRZ. In addition to the listeners in the primary area, there is a large "bonus" audience in the secondary area. WRFF, known as "Goldy" and WRRZ, nicknamed "Speedy," sell this prosperous market where last year's bright leaf tobacco crop alone sold for $245,459,000. They sell it with outstanding local radio features, ABC programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the "as good as gold" market of Eastern North Carolina, use WRFF and WRRZ. For further details write the Tar Heel Broadcasting System, or see your Forjoe & Co. representative.

Mr. Springer handling a want ad call.

PRODUCTION

RA-1107 Replacement

THE ELECTRICAL Research Products Division of the Western Electric Co., New York, has announced a new product for the measurement of distortion caused by inter-modulation. Although designed to determine optimum processing conditions in variable density sound-on-fIlm recording, the system is expected by Western Electric to prove valuable in many fields of high audio frequencies are used. It replaces the earlier RA-1107 system.
Want one of these famous AM transmitters?

You can get it... pronto!...from stock

We're all caught up on back orders for these popular AM transmitters. So you can order yours today with assurance that you'll get it as soon as you want it!

The 1 KW, 5 KW and 50 KW all have the famous Doherty High Efficiency Amplifier Circuit that has saved untold thousands of operating dollars for broadcasters.

For details about the quality, dependability and economy that have made these Western Electric AM transmitters so popular in so many stations—and for information on the complete line of audio facilities and accessory antenna equipment—call your Graybar Broadcast Representative. Or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

Western Electric

— QUALITY COUNTS —
Republican Policy Show Planned for MBS Today

THE REPUBLICAN Congressional leadership will review the record of the 80th Congress and present the Republican viewpoint for 1948 in a half-hour coast-to-coast Mutual broadcast today, (Jan. 5) 10:30-11 p.m. (EST).

The Republican show follows by three days the Democratic presentation planned in the form of a radio rally [BROADCASTING, Dec. 22]. Coming as it does on the eve of the next Congressional session and featuring some of the top party leaders, the program is expected to contain some major policy pronouncements.


Christmas Day commercial appeasers will be Breakfast in Hollywood, Betty Crocker, Ted Malone, Welcome Travelers, Nancy Craig, Paul Whiteman Club, Terry and the Pirates, and the Willie Piper Show.

Text of Report

(Continued from page 15)

standard broadcast station grants and applications in the past. However, the number of new small local outlets. In consequence, a large percentage of the new stations in towns with populations under 5,000.

Daytime Stations Increase

The Commission's rules have always provided for the operation of daytime stations, and, from an engineering point of view, a large number of assignments are still available. Applicants in the past, however, had found the unlimited time operation was more economical and acceptable to the public and had been particularly interested in daytime stations. Radio broadcasting has been the acceptable. This is not surprising since interference problems involved in nighttime operation are so much more crucial, which includes indicating on the nighttime operation is a much more difficult task. In the case of the new stations have been for operation only.

Temporary Expanding Procedures

During the 6-month period from July 1946 until December 1946 applications for new stations in existing facilities were being received at an average rate of about 150 per month and grants were being made at an average rate of about 50 per month.

In January 1947 the Commission announced the adoption of a temporary expending procedure for processing an increasing number of applications. It had become almost impossible for the Commission to keep up with the volume of this group because of the continuous operation and marketing of the stations. It was finally decided that the only method by which these applications could be processed for the so-called "freeze" period was to freeze stations by period ending May 1, during which no new applications could be filed. The stations included in the list would be given consideration and time would be allowed for any new assign- four of the Commission's engineers to continue to examine in detail the applications on the same and adjacent channels involved in the proceeding. The Commission provided a means whereby existing facilities could be changed, and it was possible for the Commission's engineers to evaluate these radio stations for future operation. An application for these channels was expected to contain the clear channel hearing, affected clear channel allocations, changes which will have to be provided for in the new policy.

General Interference Consideration

In granting applications, particularly for nighttime operation, the Commission will have to take into account clear channel stations, where there is no interference or if interference is not occasioned to already existing stations even though the proposed station is subject to interference with the clear channel allocations. The view is taken that as long as an applicant is unaware of the interference that will be placed on his operation, less interference with existing stations and interfer- to other stations, that such service should be permitted if the applicant feels that it is feasible from an economic viewpoint.

Skywave Interference

A large percentage of daytime stations have been authorized to operate on clear channels. Heretofore the matter of daytime stations was not so the Commission has been of no particular significance in that there were so few daytime stations and they were generally so far from the dominant clear channel stations that no interference was involved. As a result of the large number of daytime stations now in operation, however, interference to the clear channel stations, which may be the so-called "transition" period from nighttime to daytime has become a problem necessitating the re-examination of the clear channel hearing.

For the purpose of obtaining data on the subject, the Commission in June 1947 conducted a hearing in the mat- ter of re-examining the clear channel hearing. The subject of "further amendments to the Commission's rules and regulations which would be necessary to accommodate the incorporation of daytime stations into the skywave transmission of standard broadcast stations," was always an of paramount importance. The present procedure for making skywave transmissions of standard broadcast stations has been modified in some cases to take care of interference of this nature. A decision with respect to the recommended amendments had not been made as of the time of the fiscal year.

Economic Study of Standard Broadcast Stations

The unprecedented increase in the number of broadcast stations during the past 10 years. They provide a more accurate statistical determination of the areas and interference. Other changes include the adoption of less stringent standards with respect to interference between stations on adjacent channels.

North American Regional Broadcasting Agreement

The North American Regional Broadcasting Agreement, which expired in March 1947, was superseded by a temporary arrangement among the signatory countries to take the place of the expired Agreement and to maintain the communications between the signatories.

The Agreement is to last until the parties have decided whether to continue, or make changes to the operations of the Agreement. If the parties desire to continue, they will make changes to the Agreement to the form as proposed for the Commission's proposal for revision of the treaty.

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number of standard broadcast stations caused the Commission in March 1948 to reduce the frequency of assignments to that field, which was still in progress at the time of that action. The Commission's purpose was to provide the industry, licensees and applicants with information on postwar conditions. To this end, it requested licensees and applicants to consider changing of conditions; the financial experience of all stations since 1939 as well as the financial experience of the postwar period, the "problem areas"; construction costs and the possible future stations; the location of broadcast advertising to the inside territory; and, finally, industry trends which may affect the future position of broadcast and other media.

Standard Broadcast Financial Data

The following tabulation is a summary of the new postwar financial statement showing the effects of the new postwar financial statement.

<table>
<thead>
<tr>
<th>Year</th>
<th>Network</th>
<th>Revenues</th>
<th>Cost</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>Network</td>
<td>$175,000,000</td>
<td>$150,000,000</td>
<td>$25,000,000</td>
</tr>
<tr>
<td>1949</td>
<td>Network</td>
<td>$170,000,000</td>
<td>$145,000,000</td>
<td>$25,000,000</td>
</tr>
<tr>
<td>1950</td>
<td>Network</td>
<td>$165,000,000</td>
<td>$140,000,000</td>
<td>$25,000,000</td>
</tr>
</tbody>
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5. Frequency Modulation (FM)

Broadcast Service

Growth of FM Broadcasting

The fiscal year witnessed a tremendous spurt of activity in FM broadcasting, furnishing the important role this new and superior form of broadcast service is assuming in the postwar era.

The number of FM stations on the air rose from 55 on July 1, 1946, to 238 a year later. Total FM station expenses approximately doubled—from $45,000 to $98,000, indicating that a third of FM stations may soon be in operation. These already authorized, licensees, appear likely to be well placed to provide FM service to more than 500 communities and rural areas, including every State except Montana.

The workload in this field has increased proportionately, the Commission is required to process applications as promptly as possible and other FM stations service established throughout the Nation. One evidence of the operational policy, FM stations can go on the air as quickly as they can get their transmitters up.

FM Applicants

As of March 1, 1947, four-fifths of all FM applications were supported by broadcast interests, and one-third were from newspapers, 23 percent of which were in the standard broadcast field. These groups are in a position to support the new industry until it reaches a level where FM broadcasters can present FM service in an advantage in being permitted, thus far it has been necessary for the more prominent stations to bear the bulk of the cost of FM facilities. Since FM channels can accommodate more stations than AM, stations are available in the AM 50 to 100 percent more than AM. There is a little danger of AM interference monopling FM stations. Clear channel frequencies have been adopted to encourage new entries in the FM band.

FM Construction

Production of FM transmitting equipment increased rapidly during the year, but most FM stations on the air have not completed full construction and are employing low-powered equipment on a temporary basis. FM transmitters are generally portable and can be expanded as desired or as equipment becomes available. The Commission has encouraged interim operation of such equipment in order that FM service may be provided in as many communities as possible.

Because of the difficulty in getting equipment and due to other construction delays, several hundred requests for extensions of time were granted. Many of these were in connection with modifications. Under Commission regulations, permits for all types of broadcast stations call for completion starting within 2 months and completion within 8 months. The Commission's regulations contemplate a period of time during which a station may be in construction. The purpose is to provide the industry, licensees and applicants with information on postwar conditions. To this end, the Commission requests licensees and applicants to consider the effects of the new postwar financial statement, including the "problem areas"; construction costs and the possible future stations; the location of broadcast advertising to the inside territory; and, finally, industry trends which may affect the future position of broadcast and other media.

Sponsors

HOPE A. FOX, former vice president of the J. J. Fox Inc., New York (formerly known as the J. J. Fox Inc.), has been named president of the Fifth Ave. Store, succeeding his father, who died two weeks ago. The chairman of the board, which was also held by J. J. Fox prior to his sudden death, will be held by R. B. LILLEN- MANN, president of the J. J. Fox Boston Store, who will continue in that capacity.

CHARLES B. GUILD, vice president in charge of sales for Goldstone Razor Blade Co., Newark, N. J., has been elected president of that firm. He will continue to direct company's sales and advertising.

BABY BOUDOIR FURNITURE Co., Des Moines, has appointed Meenough, Martin & Seymour, Des Moines, to handle all advertising. Radio is contemplated.

AMERICAN HOME FOODS Inc., New York (Chef-Boy-Ar-Dee), will launch a one-week national spot campaign in 48 cities for stations starting Feb. 2, 1948, and will continue the advertising.

JEROME S. HARDY, has been placed in advertising and publicity department of Doan's Pharmaceuticals for past year, has been appointed advertising manager. He succeeds RUSSELL HAMILTON, who is the publishers two years ago, who has joined Franklin Spier & Ad New York.

STANDARD OIL Co., of New York 1948 network has been sponsored by the American Red Cross. The network announcement last January for $50,000,000 for promotion in the first half of 1948; $80,000 will be used for broadcast and radio. Agency: J. Walter Thompson Co., Seattle.

BELLINGHAM GAS Co., Bellingham, Wash., and WATENEGO GAS Co., Watenseh, Wash., have appointed West- Marque Inc., Seattle, to handle advertising. Radio is being contemplated.

The BORDEN program, with Mark Kinsey and his orchestra, switched its broadcast day on CBS from Friday to Monday (Jan. 7), but the time remains the same—9:30 p.m.—the network announced last week.
December 29 Decisions

By the COMMISSION

Petition Granted

WMVI E. St. Louis, Ill. — Granted petition to change broadcast frequency from 1310 to 1320 AM.

WMAM Chicago, Ill. — Granted petition to change broadcast frequency from 570 to 550 AM.

WGN-TV Chicago, Ill. — Granted petition to change broadcast frequency from 720 to 770 AM.

WMAQ-TV Chicago, Ill. — Granted petition to change broadcast frequency from 720 to 770 AM.

WBBM Chicago, Ill. — Granted petition to change broadcast frequency from 720 to 770 AM.

WBBM-AM Chicago, Ill. — Granted petition to change broadcast frequency from 1230 to 1230 AM.

WBBM-FM Chicago, Ill. — Granted petition to change broadcast frequency from 93.5 to 93.5 AM.

WBBN Chicago, Ill. — Granted petition to change broadcast frequency from 1300 to 1300 AM.

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WBBN-FM Chicago, Ill. — Granted petition to change broadcast frequency from 93.5 to 93.5 AM.
DOUBLE WRIST LOCK demonstrated by two wrestlers is explained for W8XCT Cincinnati viewers by Red Thornburg, director of operations for the station, owned by Crosley Broadcasting Corp. W8XCT is the experimental transmitter of WLWT, Crosley's commercial station in Cincinnati which will begin operations next month. Prior to televising sports events when WLWT takes the air, Mr. Thornburg has been giving instruction in rules, plays and penalties in basketball, football, bowling, boxing and wrestling.

ACCURATE, RELIABLE
STOP WATCHES
by CLEBAR

No. 654 CLEBAR TIMER
1/2 second, 30 minute register, football timer. Start, stop, reset. Operates on one 50 cent piece. Made by one of the finest watch makers. Accuracy and workmanship is guaranteed.

A Timer for every purpose electronically set and tested.

No. 658 CLEBAR TIMER
1/2 second, long hand registers fifths of seconds; small hand minutes up to 30. Start, stop. Operates on 25 cent piece. Made by one of the finest watch makers. Accuracy and workmanship is guaranteed.

Send for illustrated Catalogue

CLEBAR WATCH CO., Inc.
551 FIFTH AVE., NEW YORK 17, N. Y.

January 5, 1948

Page 59
**Text of Report**

(Continued from page 57)

class B stations are now interspersed, and the former in March 1947 in the same manner as class B stations by interference concern rather than by mileage separation.

This restriction was adopted after it was found that operation on alternate channels of the same station with interference in receivers then being produced. It was accomplished by splitting terminal areas within one area for those in other items. No city center franchise, and some evincing need actually gained. Transmitters in use required to change except judgment and returning.

Special FM stations thus far have been for the higher-frequency class B stations which are designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to a rural area removed from large centers of population. At the end of May 1947, applications for class B stations numbered those for class A by almost 6 to 1 (886 class B to 154 class A).

While linking of FM stations through rebroadcasts is not new, the first large scale regional operation was launched by the Continental Network on March 26, 1947. Its operation subsequently embraced 27 stations in the northeastern part of the country.

Following a hearing, the Commission in July 1945 reserved until June 30, 1946, every eighth channel in cities of areas which had been allocated five or more channels, provided the policy was extended to include 4 out of 8 channels in communities and adjacent areas. This reservation was to permit listeners to receive consideration of rebroadcast in channels in areas where the demand exceeded the supply.

**FM Receivers**

FM receiver production in 1946 was limited, due principally to the large production of model standard sets. As a result, FM receivers were manufactured during that calendar year, or 14 percent of the total of all sets made. During the first half of 1947, however, FM set production was intensified, and the industry estimated that approximately 2,000,000 would be manufactured in 1947. Indications were that FM would be in widespread use in nationwide future console models, as well as in an increasing proportion of smaller models. It is important to the full development of FM broadcasting that receiving sets be available at the lowest possible cost. The appearance of reasonably priced combination AM-FM sets gives promise that the benefits of FM reception will soon be available in varied price bracket. Meanwhile, converters have appeared which make it possible for AM sets to receive FM programs.

Since FM service under the station assignment and assignment system depends on a large extent, on the selection of FM receivers, the Commission is sampling the latter as they are manufactured in order to have information on this subject.

**6. Television Broadcast Service**

**Television Stations**

Six television stations held licenses at the close of the fiscal year, with 60 construction permits outstanding and 9 applications pending. In addition to the six licenses, six newly constructed stations were also furnished program service. Thirty-six large metropolitan areas and three smaller cities either had or will have service from television stations licensed or building. The cited stations include sampling the latter as they are manufactured in order to have information on this subject.

**Television Developments**

Of interest to the industry was the expansion of the coaxial cable system, the development of microwave equipment for relay pick-up and studio-to-transmitter links, and the increasing number of technicians trained in television and related work. Television demonstrations during the year were used as an instructional aids in schools and hospitals, television pictures in art galleries, on-the-spot news shots, and large screen theater television.

**Television Receivers**

During the fiscal year there were only about 15,000 television receivers on the market in the north country, but about 50,000 on the East Coast of the New York area. At the close of the fiscal year, 1945, the commission estimated 250,000 will be in the hands of the public, with the completion of the rebroadcast television service.

The television audience as anticipated will vary sharply from the $500 to $5,000,000, the large floor models. Their viewing areas ranged from 6 to 120 square feet.

This proceeding arose from a petition of the Columbia Broadcasting System, Inc., which in part, asks the commission to extend operation of its Columbia's television station in New York City to low frequencies in the high frequencies of 460 to 520 megacycles, to permit rebroadcast television service.

In the fall of 1946, the California Commission awarded to Harry W. Edwards the question on his Truth or Consequences show over NBC Dec. 13 and Dec. 20, Serials using the theme of Whistler, Young Dr. Malone, and the Guidance Light over CBS, and Life Can Be Beautiful are The Young's Family and Right to Happiness on NBC. Proc- ter & Gamble Co., Cin- nati, sponsors the serials.

**SURPRISE**

DULUTH, MINN.—“Gosh what a surprise,” says Otto Mattick, “I whiz back to Duluth on my fadoc tabulator set to give a startling report on the terrific listening audience KDAL has in the north country, but do I get a chance? No, everyone is talking about the latest Hooper.”

And no wonder, according to the Hooper report for October-November, KDAL has 40% more morning and afternoon listeners in Duluth and Superior than any other station.

Don't wait to hear Avery-Knodel knocking on your door with the KDAL story, contact them and hear it in facts and figures.

**Christmas Theme**

ANSWERS to the question, “If you had the power, what would you do for Christmas?” from the Children’s Hour resulted in a list of brightly colored letters and phrases which unified their formats on Christmas Day over WABC.

A. "What do you want to happen?"
B. "In the north country, but"
C. "the north country, but"
D. "in the north country, but"
E. "in the north country, but"
F. "in the north country, but"
G. "in the north country, but"
H. "in the north country, but"
I. "in the north country, but"
J. "in the north country, but"
K. "in the north country, but"
L. "in the north country, but"
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office: National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington, D. C. Adams 2414

COMMERCIAL RADIO EQUIP. CO.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8021
KANSAS CITY, MO.

RING & CLARK
58 Years Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 3347
WASHINGTON, D. C.

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Consulting Radio Engineers
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WASHINGTON, D. C.

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Kellogg Bldg.
Washington, D. C. Republic 2994

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
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HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

PREISMAN & BISER
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Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
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Washington 10, D. C. Adams 7299

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Consulting Radio Engineer
P. O. Box 2407
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Bessemer 3690

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ARLINGTON, TEXAS

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CONSULTING RADIO ENGINEERS
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TOLEDO 4, OHIO

ANDERSON & MERRYMAN
New York City
New Orleans
33 W. 42nd St.
American Bldg.
Longacre 3-6029
Lake Charles, La.
6-1400

GILLES BROS.
1100 LILIAN WAY
GLADSTONE 6170
HOLLYWOOD, CALIFORNIA

PAUL GODLEY CO.
LAB. GREAT NOTCH, N. J.
LITTLE FALLS 6-1000

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JOHN CREUTZ
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WASHINGTON, D. C.

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CONSULTING ENGINEERS
WASHINGTON, D. C.
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DISTRICT 4127

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Washington, D. C. Adams 3711

G. B. WELDON
1605 Connecticut Ave. MI. 4151
Washington, D. C.

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American Bldg.
Longacre 3-6029
Lake Charles, La.
6-1400

G. B. WELDON
1605 Connecticut Ave. MI. 4151
Washington, D. C.

Robert M. Silliman
Consulting Radio Engineer
Specializing in Antenna Problems
1011 New Hampshire Ave. SE 6646
Washington, D. C.

January 5, 1948 • Page 61
When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.
The new Collins FM Ring Antenna scores on five points

Simple Construction—By virtue of its simplicity, the new Collins FM ring antenna offers a new and heretofore unavailable ease of installation and adjustment. Light enough to mount on most existing towers, this antenna consists of only three parts—1. supporting mast, 2. center conductor, 3. radiating rings. There are no complicated structures, no matching sections, no critical adjustment, and no troublesome end seals. Full wavelength spacing is used between rings to provide economical construction, low coupling between rings, and low angle radiation.

High Gain—Proper Impedance Match—The power gain of this antenna is slightly more than one per ring—eight rings increase the effective radiated power by a factor of 8.5. Each ring is tuned to resonance at the desired frequency. The load resistance can be chosen between 50 ohms and 600 ohms; thus a proper impedance match between a multiple ring antenna and the transmission line is accomplished without the use of tuning stubs.

Wide Range—It is possible to tune a range of 10 mc to 15 mc with any one antenna. A safety factor of about 200 kc each side of resonance is provided for variation in tuning and to allow for temperature effects on the rings and supporting pole.

* * *

This new antenna has been proved by extensive field tests. It is in actual operation at several FM stations. Plan now to use it in your installation. Write for complete information. You will be pleased with the excellent performance and low price.

FOR THE BEST IN FM, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California
Win Client and Customer Goodwill...this Xmas Give CALIFONE

New Low-Cost Professional Portable Transcription Playback

Gives You Excellent Philatropy and 10 Pound Portability.

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

• Excellent professional fidelity.
• Less than 10 lbs. weight—easy to carry.
• Plays up to 1½" transcriptions and standard records.
• Phonos 78 RPM and 78 RPM.
• Finest quality transcription crystal pickup—Astuto "400 Motter."
• 5½ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pickup arm.
• Wide range amplifier.
• Variable Tone Control.
• Wow-free turntable—completely silent.
• Sturdy, handy, construction.
• Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.

More than 250 Radio Stations now use Califone. Order yours today!

The Califone Corporation
4335 West 147th Street • Lawndale, California

Page 64 • January 5, 1948
These are beam power tubes built for reliable broadcast station operation. Like all RCA beam power tubes, they have high-power sensitivity, high-cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section AP36, Harrison, New Jersey.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA BEAM POWER TUBES FOR BROADCASTING

<table>
<thead>
<tr>
<th>Type No.</th>
<th>Heater (or Fill) volts</th>
<th>Max. Plate Diss. watts*</th>
<th>Max. Plate volts*</th>
<th>Max. Freq. at Max. ratings (Mc)</th>
<th>User's Price</th>
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<td>10.0</td>
<td>1000</td>
<td>30</td>
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<td>350</td>
<td>125</td>
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<td>10</td>
<td>600</td>
<td>200</td>
<td>$16.60</td>
</tr>
</tbody>
</table>

*Rates Class I (CCS)
Wanted—Experienced program-production director wanted to work on station in eastern coast sres. Send background, qualifications and picture. Box 107, BROADCASTING.

Wanted—Announcer-operators by 250 watt station, Boston. Excellent prospects. Also wanted, operators. Send resumes and complete qualifications. Box 266, BROADCASTING.

Wanted—Will pay top salary to experienced continuity writer to take over continuity department on regional daytime station 200,000 population. Want permanent man only. Box 212, BROADCASTING.

Chief engineer—Regional midwest network station in need of chief engineer to continue expansion. Applicant must have construction and operating experience. Salary $450 to $600 per month. Permanency in answer. Send complete qualifications, experience and references and photo. Box 263, BROADCASTING.

Wanted Immediately—Qualified young woman to work in office department, new regional midwest station. Ides of March personnel. Inquire for pay. Detail qualifications, and photo if possible. Box 256, BROADCASTING.

General manager, Established station, competitive market in south. Ready to engage the best possible women talent. No experience required. Salary $500 to $600. Available for interview the first week of April. Send complete qualifications, experience and references and photo. Box 202, BROADCASTING.

Sales manager wanted by Washington, D. C. area 1000 watt station. Unusual opportunity for experienced radio salesman. Salary and commision. Write Box 262, BROADCASTING.

Young executive can prove himself wanted by National Broadcasting, 250, 5th Avenue, New York. City. Write Box 261, BROADCASTING.

Program director, 15 years experience, to take over late-network show. Seeks position in coast cities. Willing to travel. Box 257, BROADCASTING.

Engineer—Experienced, technical writer, capable of handling broadcast writing. Will work fulltime on station. Continuous on following installation. Born again man preferred. Box 254, BROADCASTING.

Combination engineer-announcers, No. 1 positions on 100,000 and 50,000 watt stations. Excellent opportunity, $500 to $600. Box 273, BROADCASTING.

Continuity chief—Capable of turning out snappy, well-planned on-air copy and turning out complete responsibility considered in New York area. Box 304, BROADCASTING.

Announcer—1000 watt network regional account needs experienced announcer. Salary $500 to $600. Box 255, BROADCASTING.

Announcer and continuity writer, permanent positions. Send business references and complete qualifications. First letter. Write or call KXSW, NBC affiliate, Hutchinson, Kansas.

Suburban Bosten fulltime 5000 watt station to go March or April seeks commercial manager, salesmen, technicians, announcers, continuity writer, sports writer, radio play, and all related. Complete qualifications, experience and details in first letter. Audition discs required. Box 102, Mutual Broadcasting, Springfield, Missouri.

Announcer—500 watt station in south for experienced, young woman to take over continuity department. Start at $250. Box 316, BROADCASTING.

Florida network affiliate station has opening for experienced announcer with good vocal quality and voice qualifications. Must have car. Send full particulars, photo and address to WSB, Sarasota, Florida.

Top jobs for top announcers-engineers available. Reply to well-known network affiliates. Start at $750 for 40 days work. Excellent opportunity for a man who can produce top copy. KFLW, Klamath Falls, Oregon.

Announcer-Commercial announces, sales and commentaries, complete position. Box 208, BROADCASTING.

Wanted—Chief engineer, experienced chief engineer capable of handling broadcast engineering. Willing to work fulltime on station in the south. Engineer must have degree, know radio. Box 152, BROADCASTING.

Wanted—Engineer, first phone, beginning single, CBB student. Available now, desires position in east coast climate. Box 235, BROADCASTING.

New station manager. Establish complete station in southern state. Will travel. Box 252, BROADCASTING.

Vet. Radio repairman, graduate radio telephony school. Desires experience, broadcast or service. Will work on east coast. Box 253, BROADCASTING.

Manager. Available soon. Ten years' broadcasting. Experienced every department. Worked with Naval officer. Soon successfull manager. Box 254, BROADCASTING.

Program director, 12 years' experience network, local. Announcer background. Prefer eastern coast. Regional manager. Interested station having definite potential. Salary $1500 to $2000. Box 255, BROADCASTING.

Situations Wanted (Cont'd)

Wanted—Chief engineer, technical supervisor, opened new station. Excellent opportunity. Box 139, BROADCASTING.

Wanted—Chief engineer, experienced announcer, excellent opportunity. Box 226, BROADCASTING.


Wanted—Experienced general manager available, 15 years experience all phases. Sober, responsible; no heavy drinking. South only. Box 228, BROADCASTING.

Wanted Immediately—Experienced commercial copy—announcer Excellent opportunity Send disc, photo and details to Radio Station WXX, RHIO, State(s) where expected.

Engineer, Chief or operator, 27 years experience broadcast, production and military, point-to-point, sales engineering and mechanical design procedures. Capable handling complete installation or operation of large stations. 41 and married. Box 256, BROADCASTING.

Chief announcer independent station wanted. Frustration built up while singing with records. Prefer morning show. Standing position to build following. Available early February. Write Box 258, BROADCASTING.

Ability for hire. Ten years managerial experience in broadcast background. Toplight in all program phases with over 1000 stations. Willing to work any hours, will fly anywhere. Will work in permanent spot with progressive organization. Box 241, BROADCASTING.

Engineer—Experienced from operating to consulting. Wants to stop traveling. Has experience in radio and television. Also change for engineering services or position. Box 266, BROADCASTING.

Sportscaster desires station connection with play-by-play work. 10 years in sportscasting. Has worked in all phases of live and studio sports; experienced over 200 games. Married 3rd time. Married vet, no floater. Box 247, BROADCASTING.

Experienced announcer, 3½ years commercial and sports experience. Will prefer east on request. Box 269, BROADCASTING.


Experienced announcer, specializing in play-by-play sports and record shows. Desires opening in east—prefer position only available immediately; prefers east. Box 268, BROADCASTING.

Chief engineer—32, married, responsible. Experienced vertically, horizontally in supervision of new stations. Announces and does play-by-play as chief with progressive station. Box 267, BROADCASTING.

Young announcer, experienced, Mutual affiliate. Married, good ad-lib disc shows, can operate board. Good commercial and news man. Permanent position preferred. Box 250, BROADCASTING.

Engineer, veteran, single, three years experience, first class license, desires position in progressive station, seeking finished experience._weak's week, $455 minimum. Box 254, BROADCASTING.

Announcer, experienced control board, news, record shows, continuity writing. All topclass work, experience. Has recent experience in talent work, planning, off-air production in point to point stations. Box 272, BROADCASTING.

Engineer, writer, Emphasis on production techniques. Now copy chief, net affiliate, top net man. Stable family man. W.S.T. Box 273, BROADCASTING.


Announcer-engineer, all-round small station engineer, experienced station, writing, sales, production. Can be utilized in new or old station with small staff. Minimum $500. Box 267, BROADCASTING.

Desires change but better future. Exacting salary, 3½ years experience, half-year background. Capable of doing any existing network shows, both on the air and in construction of shows. Young, single and willing. Please state all facts in first letter. Box 269, BROADCASTING.

Announcer-engineer, all-round small station engineering, sales, production, writing, play. Can be utilized in new or old station with small staff. Minimum $500. Box 267, BROADCASTING.

Traffic manager. Excellent references and background. Box 305, BROAD- CASTING.

Announcer—experienced commercials, news, sport, play, write and record. Desires special opportunity, captions and production possibilities. Have car, go anywhere. Box 302, BROADCASTING.

Traffic manager. Smooth hands. 12 years. Box 291, BROADCASTING.

Announcer—experienced commercials, news, sports, play, write, record. Just graduated. Desires special position or opportunity. Married, 25, travel. Box 303, BROADCASTING.

Traffic manager, excellent references. Continuity. Box 305, BROAD- CASTING.

Continuity writer, experienced in production and commercials. Available excellent references and background. Box 306, BROADCASTING.


Manager with Record!

15 years—all phases. References from top men in industry. Posi- tively produce sales—results. Record of proof. Can give owners know-how show-manage- ment. Veteran—married—family. Interview can be arranged.

Box 252, BROADCASTING.
Situations Wanted (Cont'd)


Chief engineer—Presently employed, good experience, willing for change, position. All and FM operations, construction experience. New southern station preferred. 141 Stabins Blvd, Nashville, Tenne-

nesssee.

Answer more listeners, more big advertisers. Features Kansas City Ramblers. No experience. Salary $29.00.

Technician. KACT 1280, radio. Phil. Edwinds, 1133 North Blvd., Dade City, Fla.

For qualified technicians, write or phone: Employment Department, Wel- lington Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0540.

Hal Styles may solve your problem with a young, ambitious, capable man, vet-

eran or non-veteran, who has been thoroughly grounded for eight or more months by working up the ranks. Ad-

nuancing, newscasting, control operation and complete transmitter wiring. Hal Styles, Hal's Style's School of Radio, 8600 Winshire Blvd., Beverly Hills, Calif.

Commercial-continuity writer. Basic net-

work experience. Experienced an-

nouncer. College grad. Prefer eastern seaboard. Norman Greene, 10 Hillside Ave, New York 34, N. Y.

Technician. KMOA 1290, phone. Ver-

norr, Edward Petraske, 318 Berge, Newark 2, New Jersey.

Presidential program director wants job with progressive station. Not afraid of hard work. Army vet. Box 209, BROAD-

CASTING.

Announcer—Commercial and news a specialty. College grad. 3 years all-round experience. Box 310, BROAD-

CASTING.

Continuity, traffic. Three years experi-

ence in college, university station, oper-

ating. Available immediately. Prefer semi-

urban station. Box 311, BROAD-

CASTING.

Announcer—One year commercial experience. Looking for comparatively new progressive station. East or south-

east. Art Kellar, 393 Stanhope Blvd., St. Louis, Mo.

Manager—Sales manager. Now employed seeks change. Ten years successful radio sales experience in both large and small stations. Will arrange personal interview at own expense. References from industry top executives. Long range opportunity more important than immediate compensation. Box 307, BROAD-

CASTING.

Announcer-copwriter. Experienced, one year Florida station, two years college, single, 23, amateur, good voice. Will travel. Available one week notice. Box 330, BROAD-

CASTING.

FOR SALE

TEXAS

250 WATT STATION $35,000

Located in a desirable Texas market that has attractive liv-

ing conditions and constantly good business. This is a fulltime station, has a good receiver, but profits can be de-

finitely increased.

Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C. SAN FRANCISCO

James W. Blackburn Ray V. Brammer

1011 New P. 235 Montgomery

shire Ave. National 7405 Exbrak 2-5672

BROADCASTING • Telecasting

Canada Fees

RATES for Canadian music copyright fees to be paid Composers, Authors' Publishers and Society of Can-

ada (CAPAC) and BMI Canada Ltd., will be set for 1948 by the Canadian Copyright Appeal Board. Each of which meets at Ottawa Sept. 22.

The Canadian Assn. of Broadcasters has a five-year agreement with CAPAC and BMI Canada, and Can-

adian Broadcasting Corp. is ex-

pected to make a similar arrange-

ment as it did in 1947 on findings of the Copyright Appeal Board [BROADCASTING, Sept. 22]. Rates will be set according to radio receiv-

ing licenses issued at the end of the fiscal year March 31, 1947.

For Sale (Cont'd)

Armour Research wire recorder. Three reels wire. $150. Box 206, BROADCAST-

ING.

For sale—Two towers. One 300 foot Mill-

iken self-sustoring tower. Will sup-

port 4-section RCA primary. One lightweight Winchmaster 300 foot girded tower complete with lighting equipment and charging system. Write, wire or phone Carolina Electric Co., 2701 Market, 9724 W. North Carolina, telephone number 3403, Miami, Fl., and further details.

For sale—one RCA limiting amplifier type 96-A, good condition, $200 P.O. Box 154, Brandon, Wis., $500.- One RCA Type 732-A distortion and noise meter, $150. P.O. Box 919, Rural Radio, 9500 1st N.E., Cleveland, Ohio.

For sale—One RCA limiting amplifier type 96-A, good condition, $200 P.O. Box 21, Detroit, Mich.


Modulation monitor latest Gates M-Q 2252. $50. Never unpacked. Catalogue price $320. Available immedi-

ately. WABD, Canton, Ohio.

For sale—Blow-Knox tower, lighting equipment complete. 154 feet tall. Pricing $200.00, P.O. Box 1154, San Francisco, Calif.

For sale—one 350 foot heavy Win-

chmaster tower complete. Will support an FM array. Can make immediate de-

signment. Low cost. Hamil-

ton, 1029 South 50th Ke-

stota, Salt Lake City, Utah.

1900 watt Western Electric Type 3525W transmitter. In good operating condition. $750,000, down payment. Box 251, BROAD-

CASTING.

Kilowatt network station large southern city. Operating profitably. Owner unable to devote time. Will be available for reference with inquiry. Box 281, BROAD-

CASTING.

FOR SALE

TEXAS

250 WATT STATION $35,000

SITUATIONS WANTED (Cont’d)

Second consecutive course in ad-

vertising will begin Jan. 8 in Se-

attle, under the direction of The

Advertising and Sales Club. Planned

as a three-semester series of two hour sessions conducted by leading advertising and media men in the Pacific Northwest, courses are being transcribed by wire-writer. The material will then be used as a guide for next year’s courses, as well as the basis for a project-

ed textbook for the public schools.

Several of the classes during the second semester will meet “on loca-

tion.” The radio session, for ex-

ample, under the leadership of

Ray Baker of KOMO, will be held in the new KOMO studios.

The objective of the course is outlined in a prospectus prepared by the Ad-

cution that advertising may attain a greater share of the regards of business.”

charge of industry relations.

Bibliography of the school are Herbert L. Petley, executive director WHN New York; William B. Dolph, executive vice president of American Broadcasting Stations, Washing-

go, O. N. Halse, vice president, KPRC Houston; Hamilton Hoge, president, U. S. Television Mfg. Corp.; John Shepard III, Yankee Network chairman, Harry C. Wider, president, Central New York Broadcasting Corp.; Harold Hogencamp, chairman, Television Projects Inc.; Pacific M. O’Neill, president, WJW- Cleveland; Ralph Brunton, president, KGW San Francisco; John De Witt, president, WSN, Wash-

ington, serves as vice president in

FOR SALE

TEXAS

250 WATT STATION $35,000

Absolutely new Wincherger type 300, 360’ tower including: A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6-bay FM antenna. Also, new General Electric type BY-6-A, 6-Bay FM antenna complete for installation atop Wincherger type 300 tower.

Tow, FM antenna stored and ready for immediate delivery at cost price of $11,413.50.

BOX 282, BROADCASTING

January 5, 1948 • Page 67
KCRG, CEDAR RAPIDS AM OUTLET, LAUNCHED

LAUNCHING of the Cedar Rapids (lowa) Gazette's new AM station, KCRG, on Dec. 20 followed by approximately one month the start of operations of the Gazette Co.'s FM station, KCRK. The AM outlet, on 1600 kw with 5 kw, is operating from 5:30 a.m. to midnight, while its sister FM station, which took the air Nov. 16, operates seven and a half hours daily with 18 kw radiated power on 96.9 mc (Channel 245).

Dedication programs on KCRG were broadcast 9-10 p.m. on Dec. 20 and 3:30-10 p.m. on Dec. 21. They featured, in addition to orchestral and vocal numbers, greetings from executives of MBS, with which KCRG is affiliated, from personalities heard on Mutual and from national, state and local political figures. Cedar Rapids' mayor, Frank K. Hahn, and numerous local civic, religious and educational leaders appeared personally on KCRG during the dedication. Several Middle West stations sent verbal and musical salutes, the station reports. Programs on KCRG's first day of operation also included an interview with Henry Ford II.

General manager of KCRG-KCRK is George C. Biggar. Other personnel includes: Neil C. Conklin, commercial manager; Wayne L. Babcock, chief engineer; Wade Patterson, program and news director; Edna A. Herbst, promotion-publicity director; Jack Paulsen, continuity editor; Wally Pearson, chief announcer; Emmett Hassett, sports director; Mrs. Margaret Ramnon, traffic manager; Phyllis Raferty, music librarian; and Roger Sherman, office manager. Rural programs are in charge of Rex Conn, Gazette farm editor, assisted by Dan Jackson, farm announcer.

The KCRG-KCRK transmitter and towers are eight miles east of Cedar Rapids and studios and offices in downtown Cedar Rapids. Col-lins Radio Co. a Cedar Rapids concern, built and installed practically all of the technical equipment.

New KURV-FM Edinburg, Operates Sunrise-9 p.m.

KURV-FM Edinburg, Texas, took the air Christmas Day, operating on 104.9 mc. (channel 285) with effective radiated power of 1000 w. Program schedule of the AM daytime station, KURV, is duplicated on the new FM affiliate from sunrise to sunset, after which time KURV-FM programs local talent until 9 p.m.

Louis Aiken, general manager of both stations, has announced that until further notice, present AM sponsors will get FM as a "free bonus."

Mr. Aiken also announced the following changes in the station's staff: Jane Trimmer, formerly with WARL Arlington, Va., promoted to manager of station operations; Mary Louise Graymount, formerly with WINX Washington, director of women's activities; and Dorothy Qualls, previously with KNOW Austin and WBBO Fort Worth, continuity editor.

Forjoe & Co. represents both KURV and KURV-FM nationally.

FINANCIAL WRITER HITS KALTBORN'S STAND

H. V. KALTBORN, NBC news commentator, has again been taken to task for his criticism of the Chicago Board of Trade.

Phil Hanna, financial editor of the Chicago Daily News, in his Dec. 22 column, chided Mr. Kaltboren for remarks the commentator made in his December speech.

"One would think from Mr. Kaltboren's remarks that all any man had to do to make money in the grain exchange was to have money with which to speculate. But implication every trader on the exchange was raising the price of wheat against the user of bread," Mr. Hanna wrote.

In defense of grain speculators, the financial writer said it was the "short seller" who exercised a depressing influence on prices. He called on Mr. Kaltboren's sponsor, the Pure Oil Co., to give a spokesman from the Chicago Board of Trade in time to defend its business practices.

Leo Burnett Co., Inc., Chicago agency representing the oil company had indicated Dec. 22 it would ask the commentator to answer Mr. Hanna's comments but said Mr. Kaltboren's remarks on stock market speculation were not directed "specifically" against the Chicago Board of Trade.

KWAD Towers Up

WITH ERECTION of two towers completed, KWAD expects to be on the air within two months at Wadena, Minn., H. G. Alexander, general manager of Associated Broadcasters Inc., the KWAD operating board, said in a statement announcing completion of two towers that were distributed at Christmas time to needy children. Daily announcements urging radio listeners to contribute the toys were aired over WWRL during December.

TOYS For Tots! a drive which will become an annual promotion by WWRL, was launched in the collection of hundreds of toys that were distributed at Christmas time to needy children. Daily announcements urging radio listeners to contribute the toys were aired over WWRL during December.

KENNETH SICKINGER (11), advertising manager of the radio division, and Samuel Inaull Jr., vice president and radio division director, arranging a display for the Stewart-Warner Corp. open house held in Chicago last month. Event, celebrating firm's 38th anniversary, drew 15,000 people comprising employees, their families and friends.

TORRINGTON STATION OPERATING ON 1 kw

WLCR Torrington, Conn., new daytime on 990 kc, 1 kw, began operations Jan. 1, it was announced by Frederick E. Bieber, general manager.

WLCR is owned by The Litchfield County Radio Corp., of which J. Richard Dobbs is president. General Manager Bieber, formerly assistant manager of WHTF Hartford, supervised all phases of the construction of the new station.

Program department personnel of WLCR includes Bob Shields, formerly with WDRC Hartford, and Hal Kose, previously with WLIR New York.

Two New FM Stations Go on Air In Alabama

TWIN DEBUT of WSGN-FM Birmingham and WHBS-FM Huntsville, Ala. took place Dec. 21. The former, owned and operated by the Birmingham News Co., operates with 30 kw e. effective radiated power on 95.7 mc. (channel 229), and the latter, owned by the Huntsville Times, broadcasts on 91.1 mc. (channel 236).

Outstanding features of FM were explained in WSGN-FM's initial broadcast, also carried over WSGN. Taking part were Henry F. Johnston, executive vice president of The Birmingham News and managing director of the two stations; Gene Plunstead, program director of WSGN and WSGN-FM; Jimmie Willson, program manager of WAPM (FM) Birmingham; Craig Lowde, WSGN announcer, and Mrs. Johnston, formerly featured on WSGN.

Mr. Biggar

New Jury-Listeners

FROM PROSECUTOR to broadcaster overnight is the story of Bernard G. Peter, who has resigned as Asst. State's Attorney for Baltimore City to become general manager of WMCP, new FM outlet in Baltimore. Mr. Peter had held the government position for the past nine years and before that was engaged in the newspaper and publishing business in Baltimore. WMCP expects to take the air about Feb. 1, 1948 with 20 kw on channel 234, 94.7 mc.

Baseball's immortal Pie Traynor has been a glittering KKQV sports star for over two years. Pie's greatness goes right on, in his nightly sport chats and through Pie's numerous and inspiring speeches. KKQV stars are continually building this same sort of good will, which passes right along to KKQV advertisers as a big bonus in listener preference and response!

PIE'S A STAR IN ANY LEAGUE!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network - Natl. Reps. WEDD & CO.

Page 68 • January 5, 1948

Broadcasting • Telecasting
Car Radio Increase

EIGHT out of every 10 new passenger cars will be equipped with a radio, according to Sylvania Electric Products Inc., New York. Only slightly fewer passenger cars will be produced in 1948 as compared to 1941 production, the firm said, and 84% will be equipped with radios. That means a total of about 2,860,000 units and a gain of approximately 260,000 over the 1941 record.

Community

(Continued from page 18)

stations must get their main revenue from stores. Therefore they must learn how to service retail advertisers.

"Fortunately, research and development work have brought amazing advances in radio-retail techniques. Allied Stores' Goods Assn. has stimulated thousands of stores radiowise by its annual broadcasting contests. Retailers are learning from each other that retail advertising consists of more than merely filling white space with drawings and prices. They are discovering the powerful impact of the spoken message.

"NAB opened the way originally for retail development [its 1945] contest which led to the 1946 Joske clinic in San Antonio, and intensive follow-up ever since. The association maintains a special division to advise stores and stations in use of the medium. It is directed by Miss Lee Hart, who was radio director of Joske's during the 1945 clinic.

Allied Stores' Research

"Radio development by retail organizations kept pace. For example, Allied Stores Corp., nationwide organization operating department stores, maintains an operating and experimental unit for the development of radio techniques. Joske's of Texas is an Allied store. The research includes special studies in use of television, a promising medium for retail selling.

"Successful radio selling by stores can have an important influence on further growth of network and spot advertising, as stores suppliers will closely examine this new wrinkle in advertising and retailing. During the Joske clinic, to cite one example, sales of a cosmetic line jumped amazingly through use of remote program technique. The president of the cosmetic company flew to San Antonio to find out what was going on, and soon became a radio convert on a national basis. Manufacturers understand that language of sales increases.

"Food, along with drugs and toiletries, comprise the chief sources of broadcast income. They are things people need every day.

"Least progress has been made in the soft lines—clothing, textiles and accessories. Radio is short in these categories, with black-and-white getting the bulk of the business. Network and spot have never made important progress in cracking these lines. Shoes seldom use radio nationally.

"Now look at the two other radio stations use radio on a local basis effectively to sell such products, the natural development will be for those same retailers to ask for national advertising support on the radio. National manufacturers who have been putting their appropriations into space media because that's white space the advertisers demanded, can shift appropriations as the retailers swing to radio.

Other Types

"Many other types of products and services are open to the enterprising broadcaster. Effects of the long-range industry campaign to develop broadcast advertising are just being felt. The snowball is starting to roll. If stations sell and service retail advertising intelligently, more advertising money will be available than they can possibly use.

"There's room for many hundreds of new stations—AM, FM and television. They will take nothing away from network and national spot, but build the special types of business suited to their special performance.

"The new era—the Community Era—has arrived in radio at last. Its progress should amaze the optimists and confound the pessimists."

Preston New Commercial Program Director of WGN

APPPOINTMENT of Walter J. Preston as commercial program director of WGN Chicago effective Jan. 5 (today) was announced last week by Frank P. Schreiber, station manager.

Mr. Preston, who has been active in an executive radio capacity since 1925, will have charge of program development for WGN, devoting his time to building new programs and strengthening shows currently on the air. Buckingham Gunn continues as program director.

Mr. Preston entered radio in 1925 when he was appointed manager of WIBO Chicago. Since then he has held executive positions with WBBM Chicago, WINS New York and Gowles Iowa Network. In 1937 he returned to WBBM as program director, and was placed in charge of Wrigley Productions and later, in 1941, program operations, a position which he resigned a few months ago [Broadcasting, Sept. 22].

NAB Estimates 1947 Gross

Is $357,296,000, Up 8.2%

GROSS broadcast time sales in 1947 (actual sales minus frequency and promotional discounts) were estimated last week at $357,296,000 by Dr. Kenneth H. Baker, NAB Director of Research. This represents an increase of 8.2% over 1946.

Using a sample which Dr. Baker says is projectable to the entire broadcasting industry, the estimates show an increase of $20,200,000 in local advertising, bringing the total above network advertising for the first time since records have been kept.

A report by Dr. Baker [Broadcasting, Dec. 1] showed station sales up about 8% in 1947, with operating expenses up 9%. [It is understood the latest survey covered 50 stations.]

In compiling the latest estimates, NAB said the arrival of new stations was taken into account, with 1,062 licensed stations (1,524 including CPs) as of Jan. 1, 1947, and 1,500 licensed stations (about 2,500 including CPs) as of Jan. 1, 1948. All estimates of 1946 local advertising "were seriously under the actual figures," says NAB, "especially those for local retail advertising, as revealed by the FCC recently."

Local revenue rose 17% in 1947 over 1946, NAB found; national spot rose 9.7%; national network was off 0.7%; regional was off 3.4%.

NAB did not touch FM time sales in its survey.

Correcting for underestimating of 1946 revenue, and adding the expected increase for 1947, NAB showed these increases and decreases:

<table>
<thead>
<tr>
<th>GROSS REVENUE</th>
<th>1947</th>
<th>1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>National net.</td>
<td>$315,796,000</td>
<td>$298,729,000</td>
</tr>
<tr>
<td>Regional net.</td>
<td>$5,000,000</td>
<td>$5,728,000</td>
</tr>
<tr>
<td>National spot.</td>
<td>$90,000,000</td>
<td>$82,917,000</td>
</tr>
<tr>
<td>Local retail.</td>
<td>$126,000,000</td>
<td>$116,300,000</td>
</tr>
<tr>
<td>Total.</td>
<td>$377,296,000</td>
<td>$331,764,000</td>
</tr>
</tbody>
</table>

NAB estimated gross billings (based on one-time rate for comparison with other media using the gross billing formula) at $500,900,000. This compares to $481,000,000 in 1946, as computed in NAB's annual "Charts and Tables" for the broadcast industry.

Stations participating in the NAB computation were asked their percentage change in the four categories of time sales. All were on the air Jan. 1, 1946. New stations were estimated to have developed $14,000,000 in local business during the year, with spot sales of $1,500,000 to $2,000,000.

Broadcasting • Telecasting
FCC Actions (Continued from page 59)

Applications Cont.: Assignment of License
KFSA Neodoches, Tex.—Consent to assignment of license to Neodoches Bosig Co. Inc.
AM—1350 kc
Radio Delano, Delano, Calif.—CP new standard station 1250 kc 1 kw D.
December 30 Decisions . . . . BY COMMISSION EN BANC
FM Grants
Authorized two conditional Class A FM grants, one in lieu of previous Class A CPs three Class A and five Class B stations and seven conditional Class B CPs in lieu of previous conditions.
Hearing Designated
Whittier Bestg., Co., Whittier, Calif.—Designated for hearing application for Class B FM station, in consolidated proceeding (Dockets 8321 et al) upon issues 1 and 8 inclusive set forth in FCC order of April 23, scheduled to be heard in Los Angeles Jan. 31.
TV—74-82 MC
Liberty Bestg. Corp., Atlanta, Ga.—Granted CP new TV station, Channel 5, 8 kw un. D. in lieu of approval of 8.97 kw air, ant. 355 ft.
Waiver Extended
Adopted order extending from Dec. 31, 1947 to March 31, 1948, waiver of requirement of filing of 2-F rules which requires TV licensees to broadcast programs in any given broadcast day and not less than 28 hours per week.
Request Denied
Action Withheld
KILO Grand Forks, N. D.—Heard in abeyance on KFBM's application for renewal of license, pending securing of further information, and present license was extended on temporary basis only to March 31, 1948.
KJFM Grand Forks, N. D.—Heard in abeyance on KJFM's application for renewal of license, pending securing of further information, and present license was extended on temporary basis only to March 1, 1948.
Assignment of License
KPBO Colorado Springs, Col.—Granted assignment of license from Pikes Peak Bosig Co., to Pikes Peak Bosig Co., corporation.
Relinquishment of Control
KFBR Owensboro, Ky.—Granted consent to the relinquishment of control over KFBR Bosig Co., by Sidles Co. to Star Printing Co.
Transfer of Control
WSGC Elberta, Ga.—Granted voluntary transfer of license from Eberly Bosig Co. from John L. Ramesy to Harry O. Thompson and Granville C. Frank M. each of whom now owns 33 1/3% stock interest in license.
Hearing Designated
Marion Bestg. Co., Marion, Ill.—Designated for hearing application for new station 1150 kc 250 w D.
KPLF G. Smith, Bishop, Calif.—Designated for hearing application for new station 550 kc 250 w D.
AM—1350 kc
Tri-County Bosig Co., Rock Hill, S. C.—Granted CP new station 1150 kc 1 kw D., engineering cond.
Modification of CP
KBWU Wallis, Calif.—Granted CP for approval of system and to specify studio location: Sec. 3300 ware. KBSW Corpus Christi, Tex.—Granted CP for new FM station changes in DA and change type trans.; engineering cond.
WJYH San Jose, Cal.—Granted CP to change main studio location of WJYH from Stern to Puerto Rico, Rio Piedras, to Stop 20, Ponce de Leon Ave., San Juan.
Petition Granted
Turlock Bestg. Group, Turlock, Calif.—Granted petition for permission to file for application for new station 1150 kc 1 kw D. and be designated for hearing in consolidated proceeding with Frank M. Helm et al Dockets 7589 et al, scheduled Jan. 13, 1948.
Petition Denied
Columbia Bestg. Service Inc.—Adopted memorandum opinion and order denying petition requesting reconsideration of Commission action of Oct. 10, 1947, denying extension of Class Channel Bosig, Service requesting certain information concerning FM.
Extension Granted
Clear Channel Bestg. Service and National Bestg. Co.—Grant requests for extension of time to file briefs in Docket 741 and ZF2, extended time from Jan. 5 to Jan. 12, 1948.

Licensing Term
Adopted order directing that license term for every international broadcasting station presently licensed shall end at earl of following dates: (a) March 31, 1948, or (b) first day on which its operations is controlled, by amendment or otherwise, by Department of State, Office of International Information and Cultural Affairs, or other government agency supervising operation of international broadcasting; provided, that this order shall not prejudice the consideration of appropriate application filed by the standard station for authority to operate otherwise.

December 30 Applications . . . . ACCEPTED FOR FILING
AM—1330 kc
Turlock Bestg. Group, Turlock, Calif.—CP new standard station 1350 kc 50 kw D. in lieu of approval of 5 kw, ant. 1 mile.
FM—985 mc
Boston Radio Co. Inc., Boston—CP new FM station (Class B) on Channel 120, 100 kw D. in lieu of approval of 50 kw, ant. height above average terrain 352 ft.
Modification of CP
WCOL FM Cincinnati, Ohio—CP, as modified, which authorized new FM station for extension of license period, granted.
FM—87.7 mc
The County of Los Angeles, Calif.; Mt. Wilson, Calif.—CP new FM station for extension of license period.
FM—88.5 mc
The County of Los Angeles, Calif.; Mt. Wilson, Calif.—CP new FM station on non-commercial on 88.5 mc, Channel 203, power of 1 kw. AMENDMENT correction resolution.

TENDERED FOR FILING
AM—1310 kc
Arvo Haapanen, Ardena, Calif.—CP new standard station 1460 kc 250 w D.
FM—87 mc
KCOJ Fort Collins, Colo.—Acquisition of stock owned by Wilbur E. Koehne to licensee by J. Herbert Hollarite, (38 sh. common stock).
Modification of CP
WKRR FM Cincinnati, Ohio—Mod. CP to make changes in DA.
Assignment of License
WKRC WCTC FM Cincinnati, Ohio—Assignment of license to new standard station WCTC and FM station WCTS to Radio Cincinnati Inc.

MUSIC MOVES MERCHANTISE

KFSO 660

Top-name advertisers are cashing-in on KFSO’s planned music because it pays off. . . moves merchandise. Ask your Bolling Company representative.
submitting additional engineering data; reconsideration of Commission's action of April 30, 1947 in designating said application for consideration, severance and grant of said applications. Commission accepted said amendment, removed application from hearing docket and granted CP to change frequency from 1250 to 1250 kHz. From Dec. 2 to until, install DA and change trans. location, subject to approval of proposed trans. site and any. system by CAA, and subject to acceptance of whatever interference might be received from proposed operation of WATX Springfield, Va.

Order to Show Cause

KTYW Emporia, Kan.—Adopted order to show cause at hearing on Feb. 7, 1948, in Washington, (1) whether transfer of control of Emporia Bestg. Co. to R. J. Laubengayer, Sidney F. Harris and John F. Harris, acting jointly and by agreement, written or oral, was consummated on or before July 15, 1946; (2) whether Emporia Bestg. Co., and J. J. Laubengayer, Sidney F. Harris and John F. Harris, have failed to file DA, and Act and Sec. 1.221 of Commission's rules by failing to file the application for transfer of control of Emporia Bestg. Co. to R. J. Laubengayer, Sidney F. Harris and John F. Harris, and by failing to comply with provisions of Sec. 1.221 of rules, and (3) whether in event Commission should find that such violation occurred, Commission should institute proceedings looking to revocation of license of Emporia Bestg. Co., for KTYW, or require compliance with provisions of Sec. 310 (b) of Act and rules.

BY THE COMMISSION

Motion Denied

The Four Sake Broadcasting Co. Inc., Hagerstown, Md.—Denied without prejudice to filing of motion at later date requesting dismissal of said inter-sue to Sec. 3.19 of rules on prehearing conference petition of Pennsylvania Electric Co., requesting advancement of hearing date scheduled Feb. 23, 1948, to as early as possible; and further requesting def. of issue of contention as soon as possible, for hearing in Commission's order of Aug. 30, 1947.

Hearings Before FCC . . .

JANUARY 5

AM—Further Hearing

WDZ Bestg. Co., Detroit, Ill.—CP 1030 kc 1 kw D.

AM—Further Hearing


Same.


Same.


Same.

Intervenor: WLOK Detroit, Mich.

AM—Further Hearing


Kosciusko Bestg. Corp., Warsaw, Ind.—CP 1250 kc 250 w. D.

Party respondent: WJOB Hammond, Ind.

JANUARY 5-6

AM—Hearing


Springville Radio Co., Springville, Utah—Same.

To be held Jan. 5 in City Hall, Springville, and Jan. 6 in City Hall, American Fork.

KFXJ

Passes Another Milestone

22 YEARS

1926-1948

Western Colorado's

PIONEER

Radio Voice

GRAND JUNCTION

BROADCASTING • Teletcasting

AM—Hearing


WYAX Springfield, Ill.—Same.

Party respondents: WBCF Chicago; WDEC Chicago; WJWE Chicago; WAVA Des Moines, Iowa; KWGN Des Moines, Iowa; KDKC Dubuque, Iowa; KEBN Payette, Wis.; WHIP Rock Island, Ill.; WJBC Bloomington, Ill.; WPJR Cape Girardeau, Mo.; WREX Harrisburg, Ill.; KWOS Jefferson City, Mo.

To be held Jan. 5 in City Court Room, Sterling, Ill.; in Room 314 Federal Bldg., Springfield, Ill.

JANUARY 6

AM—Further Hearing


WSIR Winter Haven, Fla.—Same.

Intervenor: WDAE Tampa, Fla.

JANUARY 7

AM—Hearing


Harold H. Tripp, Spartanburg, S. C.

—CP 1460 kc 1 kw. DA.

—CP 1460 kc 5 kw. C.

—CP 1460 kc 5 kw. UN-DN.

—CP 1460 kc 5 kw. E.


JANUARY 8

AM—Hearing

KOS Coxe Bay, Ore.—CP 630 kc 1 kw. un.

Petition to intervene pending by KOH Sacramento, Cal.

AM—Hearing

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

AM—Hearing

Capitol Bestg. Co., Trenton, N. J.

—CP 1260 kc 1 kw. D.

—CP 1260 kc 5 kw. E.

—CP 1260 kc 5 kw. UN.


JANUARY 9-10

AM—Hearing

Oral J. Wilkinson, Murray, Utah—CP 1230 kc 250 w. un.

Weber County Service Co., Ogden, Utah—CP 1240 kc 250 w. un.

To be held Jan. 8 in County Court House, Murray, and Jan. 9 in Federal Court Room 210 at Ogden.

Party respondents: KOVO Provo and KTVU Logan, Utah.

JANUARY 9

AM—Hearing

Metropolitan Houston Bestg. Co., Houston, Texas—CP 1060 kc 1 kw N-5 5 kw D.

AM—Hearing

Rockefeller Bestg. Co., Rochester, Minn.

—CP 795 kc 1 kw. DA un.

—CP 835 kc 1 kw. UN.

—CP 835 kc 1 kw. D.

Party respondent: WDAY Fargo, N. D., and WHA Madison, Wis.

Feature

(Continued from page 10)
WFIL-FM Begins Regular Fax Service With 2 Editions Daily

RACE TO BE THE FIRST station to start a regular and permanent facsimile service apparently was won last Monday (Dec. 29) by the Philadelphia Inquirer station, WFIL-FM, which has begun sending two editions daily.

First broadcasts were received at 12:15 p.m. at the start of the annual conventions of the American Assn. of Teachers of Journalism and the American Assn. of Schools and Department of Journalism, both held at the Warwick Hotel.

Next day the station started sending two facsimile editions of The Inquirer daily, an eight-pager at 2:15 and a four-pager at 5 p.m. This schedule will be maintained daily, Mondays through Fridays.

Formal announcement of the inauguration of the service was made by Roger W. Clipp, general manager of The Inquirer stations. He also announced that only a limited number of recorders were in operation, but others will be installed at various points in the city this month as they are received from the manufacturer.

The first recorders were installed in the Widener Bldg., where WFIL has its station, and in the Bellevue-Stratford Hotel in downtown Philadelphia. Other demonstration sites will be announced, and demonstrations also are being scheduled before large groups by the station.

WFIL has indicated that it expects to have 30 recorders in the near future. The models now being put into use were constructed by the General Electric Co. in accordance with specifications set by Radio Inventions Inc., the firm conducting facsimile research and development for the Broadcasters' Facsimile Analysis group.

Pages of the facsimile edition sent by The Inquirer measure 8” x 11” and contain many of the regular features of a daily newspaper — news, features, pictures, cartoons, women's pages and crossword puzzles. The edition is written and edited in The Inquirer's facsimile news room. The pages are placed on a scanner and carried over an equalized telephone line to the WFIL-FM transmitter in the Widener Bldg. four blocks away.

The FM station broadcasts on 102.1 mc and is on the air daily from 3:10-05 p.m. but regular FM transmission is interrupted only from 5-5:15 for the late facsimile edition.

The Inquirer has been experimenting with facsimile broadcasting since 1939, when the front page of the newspaper was transmitted from RCA laboratories in Camden to the studios of WCAU Philadelphia. The war interrupted such experiments but in 1945 The Inquirer joined with other newspapers and radio interests in forming the Broadcasters' Facsimile Analysis group to forward research and development in the field.

In May 1947 The Inquirer and WFIL-FM gave Philadelphians a preview of their facsimile newspaper, broadcasting daily editions for one week with demonstration recorders set up in large department stores and other public gathering places. In September they set up a facsimile news room in Atlantic City and broadcast daily editions during the NAB convention.

FCC AGAIN EXTENDS VIDEO 28-HOUR RULE

ANOTHER three-month extension of the waiver of television's "28-hour rule" was ordered by FCC last week, the waiver to extend to March 31, 1948.

The rule would require television stations to operate a minimum of two hours daily and not less than 28 hours a week, but has been consistently waived. Had it not been extended, the last waiver would have expired Dec. 31.

The Commission's order explained that "the continued existence of construction difficulties and operating problems," and the pendency of the proposal to reallocate Television Channel 1 to other services and eliminate the sharing of other video frequencies made it desirable to continue the waiver.
Promoters' Use of Rose Bowl
TV Prompts Some Uneasiness

VIDEO was a sure ticket to the Rose Bowl game on New Year's Day for a Los Angeles television audience estimated variously between 60,000 and 100,000 persons. And it was a solid boost for the medium, most observers agreed. In addition to some 8,000 sets in homes and bars, several promoters had it via large screen showings at their disposal. Although no direct comment was available there is an uneasiness among radio station licensees over the appropriation of their programs in this matter. In any case, an owner of one of these utilizing the telecast as is, industry observers believe there is no basis for legal action particularly in the case of a one-time shot.

The most ambitious large screening was at the Los Angeles Shrine Auditorium where something more than 5,000 non-ticket holders saw the game at the following prices: $2.40, $1.80, and $1.20.

RCA Viewers Used

Utilizing an RCA-Victor screen measuring a reported 12 x 16 feet, the event was promoted by Bert D'Orazy who earmarked profits for purchase of theatre size television screens and sets at veterans hospitals. Similar showings utilizing smaller seating capacities and smaller screens were available at the Hollywood Athletic Club ($3.50). Each of these showings attracted approximately 500 viewers. Taking the longest view possible, industry observers feel that the appropriation of programs for being telecast by an individual station will not remain a wide-spread attraction for promoters in the immediate future.

Regarding the interim preceding set saturation, none of the Los Angeles licensees cared to go on record. One observer pointed out it would seem unfair that a producer should avail himself of an event without any expense in the production; yet he felt there was no legal basis for restraining this form of program appropriation.

Another point to possible precedent in standard broadcasting between Mutual and MBS in 1941. In this case Mutual was intending to air an MBS broadcast of the World Series and the network sought an injunction. The court issued a temporary restraining order on grounds that Mutual was seeking to appropriate MBS programming for commercial gain to itself (Mutual). Yet the preliminary ruling was never taken as far as the New York Appellate Court and its precedent value is considered flimsy.

'48 PRODUCTION TOPIC
OF RMA-FMA MEETING

PROSPECTS for increased production of radio sets with AM-FM circuits, along with a report on 1947 production will be discussed at a joint meeting of the liaison committees of the Radio Manufacturers Assn. and FM Assn., to be held Jan. 9 at the Statler Hotel, Washington.

Substantial boost in FM output is expected by RMA in 1948. Preliminary estimates for 1947 indicate the year's production will exceed 1,000,000 units.

Attending the luncheon meeting will be RMA President Max F. Balcom, Sylvania Electric Products, and FMA President Everett L. Dillard, WASH, WASHINGTON.

RMA liaison members are:


FMA members include:


Sports TV Favorite

SPORTS events are the favorite type of program of New Yorkers who buy television receivers, according to a result of a survey announced last week by the Allan B. DuMont Laboratories. The survey was made for DuMont by the market research service of New York. Of 1200 persons queried about their favorite video shows, 69% preferred sports, 43% dramatic shows, and 40% movies, according to DuMont. Special events, news, and other types of programs trailed.

THE LONG ISLAND STORY

It's just human nature for people to be interested most in persons, places and events that are closest to them.

Every hour, on the half hour, WHLI broadcasts the news gathered by its own News Bureau of things that are going on right in the Long Island listeners' own home town. That's another kind of program Long Island merchants find pays off at their cash registers.

WHLI, 1100 KC, BETWEEN WHN AND WNEW

WHNY (FM) 98.3 MC, IN THE MIDDLE OF THE DIAL

WEMPSTEAD, LONG ISLAND

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale before the end of last week's broadcast at 10:30. A week or two later, she scurred off to buy some of the chambray she had just described. Wasn't there enough to make all of whom's dresses?
Kaltenborn Plans 'Pioneer Network'

Would Start Subscription Program Project In 10 Cities

NEW subscription network project, Pioneer Network, under which the public would foot the bill for program service, was proposed last week by Dr. Rolf Kaltenborn, writer, lecturer and son of NBC Commentator H. V. Kaltenborn.

Dr. Kaltenborn told Broadcasting Thursday he has at his disposal funds to "write initial developmental costs" and that he hopes to launch the project with ten stations in key cities. "All I can say now," he added, "is that my lawyers currently are working out legal aspects for the network. No date has been set for actual operation nor will I comment on this." However, Kaltenborn sent a form letter to stations all over the country in which he endeavored to arouse their interest in "converting their facilities to subscription radio." He first announced the subscription idea in November [Broadcasting, Dec. 1, 8]. At that time he said that if FCC approved he would launch the plan over a Chicago AM station to be bought for him by a financial backer, but thus far he has not announced acceptance of the idea in that city.

Among first station replies to

Top News of '47
(Continued from page 34)


Program to broaden recording standards begun by NAB units. Dec. 15, Page 15.

Midwest to get television coverage of Republican and Democratic Conventions in Philadelphia by film next summer as plans for direct TV service are abandoned. Dec. 22, Page 4.


Stations should have editorial rights according to 83% of Broadcasting Trends respondents. Dec. 28, Page 15.


ABC gross billings up 72.9% for year. Dec. 28, Page 20.


Softened White Bill is released. Dec. 29, Page 17.

Dr. Kaltenborn was that of Walter J. Damm, vice president and general manager of radio, the Journal Co., Milwaukee (WTMJ and affiliates). Mr. Damm wrote that FCC rules "do not provide for any standard broadcast station being converted to a subscription radio service with its income derived from subscription service. Licenses for such service are not in any way provided for under the Commission's rules and regulations and until such time as we have hereinafter defined information as to the Commission's proposals for this type of service we are not in a position to make a decision."

Anticipates No Objections Dr. Kaltenborn said he had contacted the FCC, "anticipating no objections." He recalled that in the past the Commission had given temporary license for subscription experiments to William Benton, former Assistant Secretary of State, and James Lawrence Flye, ex-C FCC Chairman.

Dr. Kaltenborn was contacted by Broadcasting at 349 Seaview Ave., Palm Beach, Fla., from which address he sent his letter to stations. Discussing his project he said:

"Absence of necessary capital and nothing else has kept subscription service from getting under way. The recent FCC economic report indicates the Commission is aware of financial difficulties ahead for radio dependent on advertising. It is unlikely the Commissioners would discourage subscription radio which would provide more secure and stable financing for radio.

"We are now planning to use wire lines similar to those in operation. Scrambling will be done by individual stations. As to subscription plans, subscription stations will completely break from traditional type programs. Today under the advertising system every program is designed to appeal to a mass audience. Subscription stations will provide service which will appeal to the masses by offering programs catering to individual and different tastes."

"Subscription radio will free broadcasters from bondage to advertisers. As Goethe said, 'Who offers much brings something unto many.' Through subscription service a greater variety will be made available to the public than is possible or ever will be under advertiser domination."

In his letter to stations, he described the Pioneer Network in some detail. He wrote:

"As you doubtless know, under this system the broadcast station is sublic- led (i.e. a whistle blankets the program) and only those set owners who rent an \"unscrambler\" (i.e. a device the listeners can hear the subscription station clearly. The rental fee which set owners pay for use of the \"unscrambler\" pays the cost of programs. In this way, radio stations are relieved from total de-
WCBS-TV New York Issues Rate Card Replacing Facilities Charge System

WCBS-TV New York, CBS television station, last week issued a new schedule of rates, effective Jan. 1, in which air time charges are included for the first time.

CBS has made no change for air time since 1945, charging only for the use of facilities, George L. Moskovics, WCBS-TV commercial manager said. Under the new plan $400 per hour will be charged for air time, in addition to other service charges.

The new rate schedule, which will remain firm until June 1948, is based on realistic calculations of current television values evidenced in a steadily-mounting circulation and proved impact of the medium as an advertising force,” according to Mr. Moskovics.

Under the new setup air time charges are divided into the following eight units: One hour, $400; 40 minutes, $320; 30 minutes, $240; 30 to 59 minutes, $200; 15 minutes, $150; 10 minutes, $125; five minutes, $75, and one minute (including use of film facilities), $100.

Use of film facilities, other than during actual air time, follows this schedule: One hour, $125; 40 minutes, $105; 30 minutes, $85; 20 minutes, $75; 15 minutes, $65; 10 minutes, $55; five minutes, $45.

These rates are for sound film and include the cost of the pre-determined run-throughs in normal procedure.

In addition to the rates already mentioned, WCBS-TV levies a facilities charge of $100 an hour for remote pickups, requiring additional rehearsal and equipment and crew, including minimum rehearsal time at remote locations, listed at a standard $700. Rates for remote requiring additional rehearsal time or equipment are available from the station on request, Mr. Moskovics said, as are charges on other services such as package shows and sporting events.

Time signals, averaging 28 seconds on sound film, including use of film facilities, are listed at $50 each. All charges for air time and use of facilities are subject to 15% commission to recognized advertising agencies.

WGN Bars Wallace Talk; Schreiber Tells Reasons

ALTHOUGH Mutual carried the Henry A. Wallace third party speech last Monday night, Chicago listeners had no opportunity to hear it until Tuesday morning when WJJD carried a transcription. WGN, Chicago Mutual outlet, did not air the speech because its “political nature was in conflict with the station’s policy governing broadcasting of political speeches.”

Frank P. Schreiber, WGN manager, said the station has a well-established policy of granting equal time to both sides of controversial questions. “If we were to broadcast Mr. Wallace’s political talk, we would be obligated to grant time to persons desiring to answer Mr. Wallace,” he said. “This would be further violation of our policy on political broadcasts.”

WORD PLANS $50,000 IMPROVEMENT IN ‘48

WALTER J. BROWN, president and majority owner of WORD Spartanburg, S. C., last week announced expansion plans and addition of new personnel. More than $50,000 is to be invested during 1948 in FM and technical improvements.

James G. Thomason, who for the past year has handled radar and television installation for Philco Corp., has been named WORD transmitter supervisor. He will assist in the FM and video development program of The Spartan Radiocasting Co., WORD licensee, Mr. Brown said. Station has been assigned Class B FM facilities of Channel 287, 105.3 mc, and 14 kw effective radiated power.

Frank Lokey, formerly with WCBS Greenwood, S. C., has joined WORD’s announcing staff and Mrs. Jerome McAbee, who was Mr. Brown’s secretary at WSPA Spartanburg, is now in charge of secretarial work at WORD.

Mr. Brown also announced WORD ownership has been broadened to include J. W. Kirkpatrick, station manager; John Carrington, commercial manager, and Sterling Wright, director of programs and promotion.

Vast Television Growth Foreseen by Ballantyne

PHILCO Co. for the 17th consecutive year produced more radio sets than any other manufacturer. John Ballantyne, president, declared Friday. He predicted 1948 will be another outstanding year for radio, with greatest expansion to be expected in television.

“As one of the leaders in television development,” Mr. Ballantyne said, “Philco has invested many millions of dollars in research and in plant facilities to help launch this great new industry. Over the next several years the spread of television promises to become one of the outstanding accomplishments of the United States.”
Since they cannot pass the wide band of channels available in television. Consequently, the Commission tentatively allocated 1455 to 1425, 6875 to 7125, and 12700 to 13200 megacycles for FM broadcast. Subsequently, the aviation interests requested that the first-named band be assigned for air navigation aids.

Transmitters have been produced for television, but not on a wide scale. The Eyrat principle and are now used in a few cases. The proposed fiscal year’s total was for 18 stations, but the experimental operation of the service from New York to London has been increasing. Since the allocation of these frequencies is based on specific allocations, and not standards, they have yet been adopted. The experimental nature of their use is at such time as a regular service of this nature may be warranted.

Television Network Operation

One problem facing television is the lack of intercity relay facilities for network operation. In television, even more than in standard FM broadcast, there is urgent need for such a service. In the case of intercity telephone lines, since the procedure is now standardized, the problem is solved.

Many broadcasters wanted to know when they could expect cable links to improve their service. The 1937 World’s Fair in New York and Hollywood. Other experimentalists on disinclination to use standard coaxial cable rates. Consequently, the Commission, at its meeting on June 4, 1947, took the action of allowing the transmission of television programs over standard telephone lines already transcribed, limiting the transmission to the New York-Radio City link. This forced the Department of Commerce to request the release of the microwave system. The American Telephone & Telegraph Co. has a coaxial cable link operating experimentally between New York and Washington as part of a proposed national network.

Some broadcasters expressed a desire to build their own networks because of the unavailability of relay service or the high costs of using telephone lines. They pointed to the unavailability of capital equipment and the high costs of using telephone lines.

7. International Broadcast Service

The 37 international broadcast stations continued to be programmed and operated by the Office of International Information and Cultural Affairs of the Department of State. The control was limited by the Seventy-ninth Congress, but the agreement reached in Paris in the fall of 1946, this company, the Canadian Broadcasting Committee obtained authorization to operate other international links between New York and foreign countries. The American Telephone & Telegraph Co. to provide service to New York and Schenectady. They propose to use interscheduled frequency transmitters, directional antennas, and several other factors.

8. Recommendation for Peabody Awards

OUTSTANDING New York broadcast and independent stations, were recommended last week by the New York Listen ing Post for George Foster Peabody Awards.

Seven classifications were made according to the type of program. They were as follows:

- The American Family, a WNYC program, won recognition for its "outstanding concept of a program." Controversial subjects dealing with family life and current social problems. Also recognized were the tolerance jingles on WOR, a nightly feature service, the " chút" on WNYC, and Lisa Sere on WOR for "golden voice and pleasant manner of rendition."

For its "unparalleled coverage of proceedings of all morning and afternoon United Nations sessions direct from Lake Success and Flushing Meadows while in progress," the committee recommended WNYC, the New York municipal station. Special commendation also was given to that station for its "transit broadcast of UN meetings."

Newscasters Cited

Larry Leeser, CBS newscaster for As Others See Us, was cited for "outstanding reporting and interpretation of the news."

Other commentators cited were Edward Murrow, CBS, and Caesar Searchinger and Morgan Beatty on NBC.

The Studio One series on CBS was commended for two of its presentations--The Shining Hour and Let Me Do The Talking. The print the "showing excellent choice of vehicles and a fresh approach unusual in dramatic show programming for radio."

The Greatest Story Ever Told on ABC also was recognized for its "excellent characterization and production throughout.

For its "outstanding entertainment in music," the NBC Symphony's presentation of "Othello," under the direction of Arturo Toscanini, won first place, and the Boston Symphony, which received an ABC award, also was cited, as was the Fred Waring Show on NBC. The "outstanding educational program" citation was given to America's Town Meeting of the Air, an ABC series. A single broad cast, Name Your Poison, carried over WOR, was given special recognition for "the on-the-spot recording, effectively blended with dramatic scenes and statements by authorities."

The final recommendation for Law of the Lost, ABC, as the outstanding children's program and special recommendation was made for the network's Children's World, and Youth Forum heard on WQR.

New Classification

The New York Listening Post committee recommended the creation in 1949 of a new classification in recognition of programs originated in the U.S. and intended to be heard by listeners abroad, and of foreign programs rebroadcast over American stations. The "main criterion should be their contribution to better understanding of peace."
10. Remote Pick-Up Broadcast Service

Broadcast stations in this service are usually low-powered mobile units, used to provide a program circuit between various points of temporary program origination and the main broadcast transmitter. For example, remote pick-up transmitters are often employed for reporting golf tournaments, auto and boat races, street broadcasts, and similar events. During the fiscal year 46 applications for new stations were granted, bringing the total number authorized to 365. Frequencies are allocated for these stations in several parts of the spectrum. These assignments are currently under revision as a part of the over-all allocation.

11. ST (Studio-Transmitter) Broadcast Service

ST broadcast stations are required in instances to provide program circuits between the studio and the transmitter of an FM broadcast station, since FM transmitters are generally located at points where telephone wires are not available or cannot be used for the program transmission. ST stations are also authorized for use with experimental program transmission. The band of 94 to 95 megacycles is allocated for this purpose and equipment is now under development. In some instances equipment is available, a number of FM stations have been authorized to test equipment in connection with the experimental operation had been held by the stations previously authorized in the 530-megacycle range. The addition of an ST station to an FM station will result in the establishment of a new type of service.

12. Developmental Broadcast Service

Developmental broadcast stations are authorized when experimental work with broadcast equipment requires radio transmission. These stations are used in connection with the testing of antennas and the conduct of program propagation measurements and studies. Activity in connection with these services is limited. There were 24 such stations at the close of the fiscal year.

13. Statistics

The following tabulation shows authorized stations (licensed or holding construction permits) by classes of service in the broadcast service for the last 2 fiscal years:

<table>
<thead>
<tr>
<th>Class</th>
<th>Authorized Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1,215</td>
</tr>
<tr>
<td>II</td>
<td>1,795</td>
</tr>
<tr>
<td>III</td>
<td>350</td>
</tr>
<tr>
<td>IV</td>
<td>160</td>
</tr>
<tr>
<td>V</td>
<td>50</td>
</tr>
<tr>
<td>VI</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>3,551</td>
</tr>
</tbody>
</table>

*Includes 260 conditional grants.

USNAR Offering Discs For New 26-Week Series

Mr. Ameche (standing) and Amidl Emen confer.

U. S. NAVAL AIR RESERVE is currently presenting a new 26-week public service series of quarter-hour transcriptions starring Jim Ameche, other entertainers and guest talent. The program, titled Naval Air Reserve Show, is produced by Lieut. Comdr. Walt Kimmell, USNR. radio director for Naval Air Reserve Command in Chicago, under the supervision of Rear Adm. Edward C. Ewus, USN, Command chief.

As "Skipper" of the show, Jim Ameche is presenting as guest talent, The Harmonicats, Carley Bradley, Ellen White, Ray Armstrong, Jack Smith, Patti Page, Mel Torme and others.

Naval Air Reserve copy is institutional, presented in narrative form, and is limited to one spot per show. The series is built around a musical fill for local ties. First release date was Dec. 28. Stations interested in receiving the Naval Air Reserve Show series may write to Naval Air Reserve Command, U. S. Naval Air Station, Glenview, Ill.

Club to Re-Transmit TV Shows in Lancaster, Pa.

ARRANGEMENTS have been completed between WFIL-TV and the Conestoga Television Assn. in Lancaster, Pa., for the latter to pick up and re-transmit all of WFIL-TV's television programs. The Lancaster organization, an amateur, non-profit club composed largely of RCA engineers, was granted permission to re-transmit WFIL-TV programs by Roger W. Clipp, general manager of the WFIL stations, following a request a year ago.

Since September, when WFIL-TV began operations, the Lancaster club has been receiving station's signals at the club's Welsh Mountain pickup point approximately 20 miles from Lancaster. Under the terms of the agreement, the Conestoga Assn. will be permitted to furnish all WFIL-TV programs to its members.
Democratic leaders tended to discount the reports that the GOP might decide to bottle up appointments, contending that Republicans had called upon the White House to make specific nominations. It was also pointed out that repeated recess appointments of the same person have been made in a case where confirmation was withheld. Though most members of the Senate Commerce Committee were unavailable for comment, there appeared to be no organized opposition to Mr. Coy. Sen. Edwin C. Johnson (D-Colo.) was openly for confirmation, and it was known that Sen. Homer E. Capehart (R-Ind.), another influential member of the committee which must pass initially on FCC appointments, does not intend to oppose his fellow Indiana. Other committee members contacted said they were "undecided."

**Appointments Balance**

Since Sen. Wallace H. White Jr. (R-Me.), Senate Majority leader and chairman of the Commerce Committee, and Conr. Sterling are both Maine Republicans, and since the Coy and Sterling nominations presumably will be sent up together, many observers felt the appointments would serve to balance out each other—Republican vs. Democrat—so far as Sen. White's own important reaction is concerned.

Top-level FCC staff members present at Mr. Coy's first session as chairman reported unqualified praise for his grasp of the problems involved and his conduct of the meetings. Instead of merely observing while others directed operations, as other new chairmen have frequently done, Mr. Coy took over from the start and, according to observers, handled the entire agenda with efficiency and dispatch.

When the discussions turned to non-subjects, such as policy matters and report forms which broadcasters are required to submit annually, observers said that by virtue of his broadcast experience and his service as chairman of the Commerce Committee, Mr. Coy was able to maintain his leadership although still giving other members full opportunity to present their views.

The Commission meanwhile adopted a statement (text on this page) praising retiring Comr. Jett's 37 years of Government work in radio and declaring that he "has shown executive ability and a widespread knowledge of the field, born of long and intimate association with it."

**Sworn In**

Mr. Coy was sworn in by Miss Pansy Wiltshire, FCC placement officer and assistant to the personnel officer. It was the eighth oath of office she had administered, having previously sworn in Comrs. Norman S. Case (for second term), T. A. M. Craven, James Lawrence Pfy, Frank R. McNinch, Frederick J. Thompson, Paul A. Walker (for second term), and E. M. Webster. On Friday Mr. Sterling became the ninth she has sworn in.

With Messrs. Coy and Sterling's assumption of office, the Commission became one of the youngest in several years in point of service. Of the seven members, all but Viole, Chairman Walker and Comrs. Clifford J. Durr and Rosel H. Hyde have taken office since the start of 1947.

It does not appear likely that any permanent appointment to the chief engineer and to succeed Mr. Sterling would be made until after Mr. Sterling had been confirmed by the Senate. Mr. Willoughby emerged as a leading contender for that post, though other assistant chief engineers and executives now on a lower level were not ruled out of the running (BROADCASTING, Dec. 29).

Mr. Willoughby, named acting chief engineer, is 54 and a native of Florence, S. C. He has been associated with FCC and its predecessor Federal Radio Commission since August 1930, when he joined FRC's Broadcast Division as senior radio engineer. His experience in radio dates to 1916, when he began a six-year period of service with the National Bureau of Standards.

He has several inventions to his credit, including a submarine loop antenna for transmission and reception of signals on surface or submerged, which was installed on all U.S. submarines during World War I. In 1923-24 he was with the Army Air Corps at McCook Field, Dayton, where he developed the television loop and the loop system which was the predecessor of the present high-frequency system employed by government airwaves and commercial lines. His work on high-frequency and high-power transmissions with the Naval Research Labs from 1924-28, and also received several patents relating to anti-fading systems.

After joining FRC he became assistant chief of the Broadcast Division in December 1941 and held this post until August 1944, from which date until October 1944 he was acting chief of the division. Last July he was promoted to senior assistant chief engineer responsible for engineering service to commercial broadcasting stations and applications, and, particularly, engineering liaison with the Civil Aeronautics Administration in clearance and marking of radio towers for all radio services.

**Text of Jett Resignation Statement**

TEXT of FCC's statement on the resignation of Comr. E. K. Jett (see story page 17), as presented by Vice Chairman Paul A. Walker on Dec. 30 and adopted unanimously by the Commission:

I think the record of this meeting should not be without expressions of appreciation on behalf of the Commission to Comr. E. K. Jett. Commissioneer Jett has been a member in good standing of this body and prior to that time had been associated with the engineering activities of the predecessor, the Federal Radio Commission, since the days when the Commission was in the field of radio dates back to the time when he joined the Commission, the eighth of the United States. Thus, his entire career in the service of this Nation has been devoted to work in the radio field. And as a pioneer in the field and a tireless worker, he has contributed to its development, and to the Commission's activities in keeping abreast of a rapidly expanding field. During the period when he was with us he made substantial contribution, as Chairman of the Civilian Interlocking Board of the Board of War Communications in organizing the wartime efforts of the communications field.

In the performance of his duties on the Commission, as a member of the Commission, Mr. Jett has always shown executive ability and a widespread knowledge of the radio field, born of long and intimate association with it. And those who have been closely associated with him know and appreciate the warm personal qualities working with him. Viole, Mr. Jett is a person to whom we wish the best wishes in his new activity.

I move that these remarks be incorporated into the minutes of the meeting, together with our expression of appreciation for his service to the Commission and our best wishes for the future.

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**FCC CHAIRMAN**

Wayne Coy takes the Commissioner's oath from Miss Pansy Wiltshire, FCC placement officer. He was the eighth Commissioner from whom she had administered the oath, and George E. Sterling on Friday became the ninth sworn in by her.

**5 TV Applications Received by FCC**

**Estimated Investments Total $1,200,000 Commission Says**

APPLICATIONS for five new commercial television stations, representing estimated investments totaling $1,210,874.46, were reported filed by FCC last week.

*WOW* Omaha has requested Channel 6, 28-88 m., with a tentative radiated power of 16.16 kw visual and 8.54 kw audio. Cost is approximated at $204,675.

*Donroy* Broadcasting Co., San Diego, Calif., has applied for Channel 8, 180-186 mc, and ERP of 3 kw visual and 1.5 kw audio. Cost is estimated at $68,625. Donroy is a co-partnership of Don K. Hanken and LeRoy Hillman, who together equally own California Rent Car, auto rental agency. The application indicated the auto firm is a radio advertiser.

Clark Assoc. Inc., licensee of WNBF and WNB-FM Binghamton, N. Y., has filed for Channel 12, 204-210 mc, ERP 18 kw visual and 8.5 kw audio. Investment is given as $207,500.

**Vindicator Seeks**

Channel 13, 210-216 mc, is sought by Vindicator Printing Co., Youngstown, Ohio, publisher daily Youngstown Vindicator. ERP of 23.6 kw visual and 26.2 kw audio is sought. Estimated cost is $335,074.46 and $100,000 additional is expected to be spent for land. Chief stockholder among 22 persons is William F. Maag Jr., vice president, general manager and 26.1%, who also is vice president, general manager and majority stockholder of WFMJ that city.

WCPO Cincinnati licensee, Scripps-Howard Radio Inc., has filed for Channel 7, 174-180 mc, in the city. ERP asked: 29.8 kw visual and 10.4 kw audio. Scripps-Howard has WEWS (TV) Cleveland under construction and is TV permittee in Memphis, Tenn., where it owns WMCT through Memphis Pub. Co.

Cost for the proposed Cincinnati video outlet is given as $299,000.
Lee-Smith, Citizens Grants Final; Abilene, KFNF Denied

FINAL DECISIONS, supporting previous proposed findings, were adopted by FCC last Wednesday to grant application of Lee-Smith Broadcasting Co., Fairbault, Minn., for 1 kw fulltime on 920 kc, directional, and request of Citizens Broadcasting Co. Inc., Abilene, Tex., for 250 w unlimited on 1340 kc.

The Commission denied the request of KFNF, Shobal, Idaho, to switch from 1 kw to 5 kw daytime on 920 kc (500 w night) and the application of Abilene Broadcasting Co. for the same assignment awarded Citizens Broadcasting.

Chairman Wayne Coy and Comrs. E. K. Jett and Robert F. Jones did not participate in the rulings.

FCC last July granted both Lee-Smith and KFNF requests, as well as that of Associated Broadcasters Inc. for 1 kw fulltime, directional night, and 5 kw daytime at Wadena, Minn. However, following petition by Lee-Smith objecting to the KFNF grant and seeking issuance instead a grant to KFNF with condition of modification which would afford daytime protection to petitioner, the Commission vacated its July decision and severed the Wadena request from the proceeding. Subsequently a proposed decision was issued to grant Lee-Smith and deny KFNF.

The final ruling provides that the denial to KFNF was without prejudice to the immediate filing of an application specifying operation which will provide Lee-Smith and other proposed and existing stations with coordination with FCC standards. Lee-Smith was preferred over KFNF since Fairbault receives no primary nighttime service.

In the Abilene case FCC considered the未成一案's application in Abilene Broadcasting by Gene Cagle, Texas State Network president, general manager and 10% owner, would not effect full competition in the public interest of the BRC system, and favor the proposal of Am. Ya'san as affiliate. Mr. Cagle up to June 1946, time of the original hearing, was advisor and consultant to KRC, FCC's report stated. He now holds similar post in Abilene as secretary-treasurer.

This was the first instance that a network connection was held to be unfair. The Commission's word in a previous hearing, FCC said in its proposed decision in the case, issued last March. The proposed findings further favored Citizens Broadcasting because of local residence and civic identification. A subsequent petition by Abilene for amendment by severance of Mr. Cagle from ownership participation was denied by the FCC.

Ownership of the grantees:

Lee-Smith Broadcasting Co.—Co-partners: Herbert H. Lee, general manager; Palmer Dragsten, business manager and John E. Hyde, Jr., proposed engineer.

KFNF Broadcasting Co.—Principals: W. P. Wright, 10% owner, KFNF Odessa, was 50% owner, Wight-O-Doon Pontiac Co., Abilene distributor for Gulf Oil Co., president and 20%; O. B. Dillingham, owner, Banner Cremaries and Ice Co., 20%; Mr. Dillingham, owner, Butler-Denham lumber Co., vice president and 20%; N. P. Head, head Moos' Bakery Inc. of Texas, Oklahoma and New Mexico, 15%; John R. Young, auto agency owner, director and 20%; E. E. Thornton, Thornton's Dept. Store and 20%, his son, Eugene Thornton, director and 10%.

KCOL and WMLK Transfers Sought; Shifts Also Asked

APPLICATIONS have been tendered for filing at FCC for acquisition of control of KCOL Fort Collins, Col., by J. Herbert Hollister for $25,800, and for assignment of WMLK Norwalk, Conn., to Norwalk Broadcasting Co. Inc. for a consideration of $28,005 plus.

At the same time the Commission has received applications for transfers of nine other AM stations and five FM outlets, all of which involve no monetary considerations.

Mr. Hollister, owner of KBOL Boulder, Col., is 20% stockholder in KCOL and purchases the 38% interest of Wilbur E. Roebich, remaining 32% is equally shared by Douglas D. Kahle and John L. Hitchcock. KCOL is assigned 250 w on 1400 kc.

The Norwalk transfer, co-partners Samuel S. Sallck, Lillian K. Johnpoll, Melvin Dresher and Dr. Benjamin Ginsburg sell to a new corporation composed of Dr. Ginsburg, new corporation's president; his sister, Dr. Mary Lipset, retired dentist, secretary and 20%; Dr. Solomon N. Petchers, treasurer 20%, and Dr. Samuel Gaines, bookkeeper in Dr. Ginsburg's office. All are naturalized U.S. citizens.

The consideration involves $120.

STANTON ISSUED FM CP IN PHILADELPHIA

IN VIEW of new evidence affirming financial support in behalf of Patrick Joseph Stanton, Philadelphia Class B FM applicant, for last Wednesday and Friday order granting FM facilities of Channel 295, 106.9 mc, and 20 kw effective radiated power to Mr. Stanton, he is permitted of AM station WJMJ that city.

The Stanton application has been held in hearing because of refusal by James T. Duffy Jr. to commit a loan in view of any uncertainty concerning the construction of the AM station. Mr. Duffy has reconsidered and will make $70,000 available, according to FCC's order which granted petition for extension of Stanton's request to reopen the record and introduce the new evidence.

Mr. Stanton's request was heard in consolidated proceeding in September 1946 with the Class B requests of what WADAS Philadelphia and Unity Broadcasting Corp. last Wednesday and Friday, to operate a station by Stanton application and WADAS and to continue Mr. Stanton's request in hearing. Subsequently the proposed grants were severed and granted and WADAS on its own amending its application and removed from hearing.

KILO, KFJM Renewals Await New Information

ACTION on two license renewal applications, those of KILO and KFJM Grand Forks, N. D., was held in abeyance last week by FCC pending receipt of further information. Present licenses of the stations have been extended on temporary basis until March 1, 1948.

KFJM, a noncommercial educational station, is licensed to the U. S. Department of Agriculture, North Dakota, and KILO, licensed to Dalton LeMasieur, share hours and are assigned 1000 w daytime and 500 w nighttime on 1440 kc. The Commission did not indicate the nature of the additional information which it seeks.

Joplin, Rock Hill Receive AM Grants

WLAN Gets New Assignment

On 1390 kc, 1 kw

TWO NEW standard stations were authorized last week by FCC, one for daytime only operation and the other fulltime. WLAN Lancaster, Pa., was granted switch from 1 kw daytime on 1320 kc to 1 kw fulltime on 1390 kc, directional. The three grants were made Wednesday.

Four States Broadcasters Inc., Joplin, Mo., was assigned fulltime operation on 1310 kc with 5 kw day and 1 kw night. Different directional patterns will be used for day and night operations. The grant also is subject to the condition that the applicant take proper corrective action with respect to all interference complaints arising out of blanketing and cross-modulation effects.

Tri-County Broadcasting Co., Rock Hill, S. C., received the daytime only assignment of 1 kw on 1160 kc. Engineering conditions are involved.

Petition of WLAN was granted to amend its application and submit additional engineering information, remove the request from hearing and grant. The change of assignment is subject to acceptance of whatever interference might be received from the proposed fulltime operation of WEAM Arlington, Va.

Ownership of grantees:

Peterson Broadcasters Inc.—Principals: Harry Basley, vice president and treasurer of Horse Land and Loan Co., Webb City, president; George A. Spiva, majority owner, Spiva Investment Co. and president Joplin Chamber of Commerce, vice president; M. A. Johns, assistant treasurer; Wm. G. Pelter, attorney, Kansas City, secretary; William M. Robertson, former part owner WMLK Joplin, director, attorney, counsel, minority owner Tex-Metallic Casting Co., Webb City, director; J. W. Snyder, director. Estimated construction cost is $65,305.

Tri-County Broadcasting Co.—Co-partnership: O. Frank Thornton, attorney at law, president; O. Frank Thornton, attorney at law, in retail farm machinery business.

From Dec. 10, WMLK is assigned 250 w on 1480 kc.

The non-monetary transfers for which approval is sought include the following:

- WMIT (FM) Winston-Salem, N. C.—Assignment of license from Gordon (Continued on page 52).
Race Data Shows Fill Public Service Need, WGAY Asserts

RESPONDING to an FCC request for information on its programs offering horse-race information, WGAY (Sportser County), has reiterated its contention that the broadcasts fill a definite public-service requirement.

The request was made Dec. 1 after WILT, NBC Washington, had asked the Commission for a declaratory ruling on whether or not its own AM and FM licenses would be in jeopardy if WWDC also carried race results [BROADCASTING, Oct. 20]. FCC sent a similar request to WOL Washington, also named by WWDC as one of the Washington area stations carrying racing data. WOL has pending a motion for dismissal of the petition for declaratory ruling [BROADCASTING, Dec. 15].

Presents Analysis
Joseph L. Brehmer, WGAY manager and part owner, told FCC that an analysis of the stations' programs on which the racing information is presented, showed 16 minutes 9 seconds of horse-racing data during the four-hour program Dec. 8, the day FCC's request was received, and that there also was news regarding golf, basketball, football and other current sports.

The analysis and another showed spot announcements from 22 advertisers and public service announcements for six organizations or campaigns during the Dec. 3 program. The show, a participating program which has been on the air since April, is built around recorded music and is carried from 1 to 5 p.m. daily except Sunday. Mr. Brehmer pointed out that no record is ever interrupted or faded for sports results or other announcements, and, with respect to horse-race information, said the results were broadcast (according to the Dec. 3 analysis) about 10 minutes after the race was completed and the prices whenever available thereafter.

Race information used on the program, Mr. Brehmer said, comes from Statewide News, Hyattsville, Md., and is transmitted to the station by Western Union wire lines.

WGAY's statements were presented to the Commission by Mr. Brehmer, in a letter prepared by himself and Leonard H. Marks, station attorney. The letter pointed out that WILT, NBC Washington, had requested from the Federal Trade Commission a complaint charging WGAY with unfair competition because of its use of racing data, and referred to the Silver Spring station's reply memorandum outlining the origin of its use of these programs.

It was pointed out that WGAY officials checked with the county police chief and the State Attorney's Office "and found that [the programs] were neither illegal nor contrary to the public interest."

Mr. Brehmer said that after the programs were carried for a month a check was made again to determine whether gambling elements were using the information. He said the police and FCC officials were advised "that no such complaints had been received by the authorities nor had any criticism been directed against the program." Mr. Brehmer asserted.

Cites Newspaper Poll
He said that a poll taken by the Maryland News on July 18 in Montgomery County, where WGAY is located, "indicated that a majority of the residents were in favor of establishing horse-racing facilities in the town."

He pointed out that racing and pari-mutuel betting are permitted in Maryland at duly-licensed tracks, and submitted newspaper clippings indicating that there are nine of these tracks in the state. Quoting from the station's memos, Mr. Brehmer said, "subsequently disclaimed jurisdiction over WWDC's contents [BROADCASTING, Oct. 13]."

Mr. Brehmer said:

Station WGAY is advised that residents of the Silver Spring area frequent these tracks and place bets on the races. When these tracks are not open it is believed that these and many other people follow horse racing in several ways, and will continue to do so. The station may be apprised of the record of performance of the horses. The broadcasting of these events is thus a matter of continuing interest to listeners who constitute a substantial part of the community, and who are not unlike the interest which baseball, football, hockey, and other sports followers have, not only in the activities of their home teams, but also in other communities.

Asserting that WGAY "has had a substantial number of other sports programs," Mr. Brehmer argued that the omission of the results, "would be contrary to the omission of the final baseball score, the number of hits and errors," and that WGAY therefore contends that the broadcasting of racing results is an integral part of the broadcasting of the horse-racing event.

AMC Hears Likert Appraise Research
Says Faulty Samples May Cause Inaccurate Measurements

USE OF POOR SAMPLE designs in every kind of measurement on advertising effectiveness is laying open the tests to inaccurate computations, Reniss Likert, director of the Research Center, Michigan U., told the members of the American Marketing Assn. at its winter conference in Chicago last week.

Appearing on a panel discussion on "Advertising and the Statistical Method," held at De Paul U.'s downtown school Dec. 29-30, Mr. Likert cited an illustration recalling two nation-wide studies in the past two years which used the quota method in the sampling of the proportion of farm families owning radios in working order.

"These studies obtained data showing almost 65% of these families owned radios in working order," he said. "Both of these studies employed samples which numbered in the thousands. Almost the same time...other studies using carefully designed area samples (seeking the same information) indicated that 66% of farm families had radios in working order."

1940 Census Base
Using the 1940 census data as a basis, Mr. Likert contended that the differences in results resulted in a variance of more than "the usual 3% allowed for such samples."

Maintaining that the comparative studies occurred soon after the war when no new substantial number of radios was available, he concluded—"It is clear from the comparison with the census data that the results from the surveys using these samples are much more likely to be correct than the data from the quota samples."

The two-day sessions were devoted to discussions of areas of development, Appraising efficiency in distribution, the use of research in sales and management, and marketing research techniques.

Attending the conference were representatives of Lever Bros., Pillsbury Mills Inc., General Mills, McKesson and Robbins Inc., Standard Oil Co., U. S. Department of Agriculture, American Meat Institute, Quaker Oats, Armour and Co. and various agencies and universities. Ross M. Cunningham, its president, presided.

Applies for TV
WILT GUNZENDORFER, general manager of KROW Oakland, Calif., announced Dec. 26 that his station has applied to the FCC for construction permit for a television station. Site of the new station will be on the top of Vollmer Peak, in the Berkeley Hills. The peak is 2280 feet above sea level.
LOYAL KANSANS

WREN Tells Fans Why It Could Not Air Orange Bowl Game

WREN Topeka, Kan., placed advertisements in all Dec. 31 editions of Topeka's daily papers, the Capital and the State-Journal, and in the Lawrence (Kan.) Journal-World to explain why the station would be unable to broadcast the New Year's Day Kansas-Georgia Tech football game in the Orange Bowl.

Advertisement stated that "exclusive rights for broadcast privileges in all Bowl games are granted many months before New Year's Day, and Orange Bowl rights are held by the Gillette Safety Razor Co." WREN, an ABC affiliate, explained that Gillette was sponsoring the Orange Bowl game over CBS, "just as Gillette sponsors the annual Sugar Bowl contest over ABC and WREN on New Year's Day.

Realizing that there would be more local interest in participation of the Kansas U. team in the Orange Bowl game than there would be in the Texas-Alabama Sugar Bowl game, WREN invited K. U. football fans to tune to WIBW, CBS outlet in Topeka, to hear the Kansas game.

"When the K. U. game is over," the advertisement said, "we invite you to tune in WREN for the remainder of the Sugar Bowl game. WREN sports caster Max Falkenstein will attend the Orange Bowl game; he'll have plenty of interesting sidelights for you K. U. fans when he returns to his night 10:16: sports round-up on Monday, Jan. 5." There was a postscript which read: "We'll be listening to the Orange Bowl game ourselves!"

Radio-Electronics School Enrollment Now Past 800

MORE THAN 800 students are enrolled in the Radio-Electronics School of New York, recently formed by a group of radio and television executives. The school, which offers four courses in AM, FM and TV, including an advanced course in FM-TV, is expected to supply much of the demand for trained men in radio manufacturing concerns throughout the country.

R. L. Duncan, former president of RCA Institute, and William Campbell, until recently European manager of Press Wireless, are directing the training program.


TEACHERS’ INTERNSHIP ENDORSED BY COUNCIL

INTERNSHIP for radio teachers in stations has been a successful plan of the Council on Radio Journalism and that body on Monday recommended its continuation at its semi-annual meeting held at the 31st convention of the American Assn. of Teachers of Journalism in Philadelphia.

Under the plan, teachers of radio in schools and colleges work in radio stations during summer vacations to learn the current station practices. Since the plan was first put into effect in 1944, more than 20 instructors have served as interns, acquiring a greater knowledge for the classroom.

Also recommended by the council was an effort to reach agreement among teachers and schools on terminology used in courses and actual course content. Returns from a questionnaire sent out by the council to 200 radio teachers revealed a great divergence in use of terms and course content.

Mitchell Charnley, U. of Minnesota, was named chairman to submit Wilbur Schramm, assistant to the president of Illinois U.

The council, made up of industry men and radio teachers, also attended by Jack Harris, KPRC Houston; Art Stringer, WAB; Bill Brooks, NBC; E. E. Wadebomeur, WBTY Syracuse; Fred St. John of Illinois; Ken Bartlett, Syracuse U. and Floyd K. Basket, Emory U.

FM Station of Oswego's 'Paladium-Times' Starts

WOPT, new FM station at Oswego, N. Y., wholly owned by Paladium-Times Inc., publisher of Oswego's daily Paladium-Times, held its inaugural broadcast New Year's Eve. Among those participating were Harvey M. Rice, president of Oswego State College, and Commodore John M. Gill, U.S.N. (retired).

New station is operating on 104.7 mc (Channel 284) with 5 kw. A new building houses the transmitter, studios and offices. Station's 342-ft. tower is located on the highest ridge between Lake Ontario and Oneida Lake.

Robert E. Russell, formerly of KMBC Kansas City, is WOPT station manager, and E. M. Waterbury, treasurer of Paladium-Times Inc., is general manager. Other staff members include: Ralph Renaud, of Syracuse, chief engineer; Cyril Edmunds, formerly of WNDR Syracuse, assistant engineer; Roger Stebbins, previously with WENY Elmira, N. Y., announcer, and Paul Abbott, formerly of WMFF Plattsburg, N. Y., news editor.

Ernest A. Barbeau of Schenectady, who has had experience with the General Electric Co., is consulting engineer.

Yes, '48 will be prosperous at WSWN too

BELLE GLADE, FLORIDA

"THE LITTLE STATION WITH THE LONG REACH"

BROADCASTING didn't quote us in last week's look into the new year's business, but with a 1000-watt minimum cost coverage of 165 thousand radio families in 18 South Florida counties, we're looking for more and more business from dollar-wise national advertisers. So add this forecast to last week's selection:

TOM WATSON, JR.
Manager WSWN, Belle Glade, Fla.

WE ARE PROVIDING South Florida with one of those mystifying signals which reach out far beyond the anticipated coverage and sell hundreds of thousands at rates designed for tens of thousands. The local advertisers have sold themselves on WSWN. Now starts the rush of National Accounts to this station that hands out the most for the least. Yes, 1948 will be prosperous at WSWN too. We'll welcome your inquiry for rates that are rock-bottom; for availabilities that are top-notch.

Mr. Watson

GET IN ON the ground floor at the station that's delivering munificent South Florida at only a fraction of what you pay for advertising elsewhere . . .

WSWN

Dial 900, Belle Glade, Fla.

January 5, 1948 • Page 81
PUBLIC SERVICE

PUBLIC SERVICE

PUBLIC SERVICE

PUBLIC SERVICE

PUBLIC SERVICE

PUBLIC SERVICE

PUBLIC SERVICE
GE Price Cuts from 3-10% Will Save Consumers an Estimated $50,000,000

PRICE REDUCTIONS ranging from 3 to 10% in home radios and television receivers as well as other appliances were announced last week by Charles E. Wilson, president of the General Electric Co.

The reductions, according to Mr. Wilson, will save consumers approximately $50,000,000 in 1948. No lowering of prices for broadcasting transmitters or studio equipment was reported.

Mr. Wilson said GE hoped to be able to "extend such action to other product lines, as similar action is taken by our suppliers and material manufacturers."

In addition to home appliances, the company reduced prices on component parts, including fractional horsepower motors, timers and ballasts for fluorescent lighting, which GE supplies to other manufacturers.

In a statement explaining GE's new price policy, Mr. Wilson said it was the company's conviction that "voluntary action and self-restraint by individual citizens and companies do most to reverse the tide of inflation."

The GE apparatus department which produces most of the company's capital goods, including turbines and generators, earlier had announced a price protection policy providing for variations of 20% up or down.

Congratulations on the company's action were dispatched to President Truman and Secretary of Commerce W. Averell Harriman, the President called the step "extremely heartening in the nation's fight against inflation."

"Should other industries follow your example," he added, "a real bulwark will be built against rising prices." Mr. Harriman also hailed the reduction, saying, "The step is in the public interest at this time and it is hoped it will encourage other far-seeing businessmen to follow a similar course."

WCAU-TV WILL BEGIN TESTING ON JAN. 15

WCAU-TV Philadelphia is slated to go on air with its first test patterns about Jan. 15, according to Dr. Leon Levy, president and general manager. Owned by Telecasting Bulletin, the station is on Channel 10.

Tower will be the highest structure in Philadelphia when it is completed. It will be 737 feet above the street, a 256-foot tower stop the 481-foot Philadelphia Savings Fund Building. Most of the girders and the transmission have been installed, and the track to the roof by ingenious use of freight elevators, although some of the large girders have been moved to a landing house and will be raised as a step "extremely ticklish jobs foreseen by the riggers is the raising of the two one-ton pylons used for FM to the top of the tower."

The project is planned and is supervised by Robert D. Compton, who participated in the planning and construction of NBC television and FM facilities in the Emery State Building in cooperation with Maj. Edwin H. Armstrong. Mr. Compton has been with The Bulletin since May 1945.

When WCAU begins operating its TV station, it will be the third Philadelphia video outlet. Already functioning in that city are WPTZ and WFLN-TV.

Assignment of license from Donald A. Bryant, president, to Mr. Wilson is president and vice president; Charles B. Howard, treasurer; Frank W. Gal lard, secretary; and Philip G. Lasky, vice president and general manager of station.

TALKS ARE RENEWED IN N. Y. RDG FIGHT

Strong possibility of peaceful settlement of dispute between Radio Directors Guild New York local and NBC, ABC and WOR New York arose Friday when negotiations were resumed through the intercession of the State Mediation Board. Negotiations will be resumed today (Monday). "We are in the area of agreement... There still remains the possibility of a settlement... without calling a strike," RDG said.

Hope of peaceful settlement the dispute situation when Tuesday's zero-hour negotiation meeting arranged by the State Mediation Board broke up in disagreement. The RDG's contract with the broadcasting companies expired with the old year.

Reports of disunion within the union on the strike issue were nulled by an announcement that "a committee of the whole of agency and freelance directors" had approved a resolution of confidence in the local's leadership and any strike action it might take.

January 5, 1948 • Page 83
Conviction Asked
(Continued from page 18)

ment, charged Mr. Petrillo with violating the Lea Act by attempting to force and coerce station WAAF Chicago to employ three additional AFM members as librarians by ordering three regularly employed librarians to walk out of the station.

This act, which took place May 26, 1946, resulted in the station management calling on the U. S. Attorney General's office to prosecute Mr. Petrillo on charges of willfully violating the Lea Act. He described the station's history, dating from 1922 when it went on the air, broadcasting stock market reports up to the date of the union conflict. (The station is owned by Drovers Journal Publishing Co., a farm publication.)

Mr. Carmell admitted all portions of the Government's bill of information pertaining to telegrams sent to various employees of the station, but denied all charges made by the prosecution. He took even less time to summarize the defense. Every act by Mr. Petrillo in negotiations with WAAF, he declared, was legitimate and involved no violation of either the Lea Act or the Constitution.

Claims Union Right

Mr. Carmell charged that after negotiations between a union and a contracting party fail, the union has a right to strike and that such rights are guaranteed by the U. S. Constitution.

First witness for the government was an FBI agent, Peter P. Schneider, who identified 12 government exhibits as pictures taken by himself of WAAF's record library on the 24th floor of the Palmer House.

The government's next witness was William E. Hutchinson, Drovers Journal Broadcasting manager, who testified that in that capacity he had supervised the operation of WAAF since it was licensed. The government's cross-examination was conducted by Mr. Carmell. He admitted that a letter sent May 18, 1946, by Bradley Eidmann, station manager, to Mr. Petrillo stating that the demand made by Mr. Petrillo for three additional librarians would be made known to Mr. Hutchinson later in the week. Actually, Mr. Hutchinson testified, he had instructed Mr. Eidmann to refuse to accept the additional AFM librarians prior to the date the letter was mailed. Any objection to this by Mr. Kerner was overruled.

Mr. Hutchinson also admitted under cross-examination that the three AFM librarians were employed in that capacity although in the station's renewal for a license before the FCC, their employment had been set forth as "operators of mechanical musical devices." Mr. Hutchinson said the description of the librarians' duties was not intentional. The questioning of Mr. Hutchinson was halted at 12:45 when court recessed until 2 p.m.

Judge LaBuy is not expected to hand down a decision for at least two weeks following end of the trial.

Mr. Petrillo paused during his court appearance to lay at rest rumors concerning effect of his Dec. 31 ban on all recordings and transcriptions.

"It means just what it says," he growled. "Anything they used to get paid for is out."

Repeats Permitted

Mr. Petrillo said transcriptions could be made of local or network shows for the purpose of repeat performances or playbacks in time zones or on stations which were unable to carry the original live broadcast.

"Like the Jack Benny show. They can't carry it in Hollywood at 3 p.m. when the program is aired to New York. So they play the transcription of the show for the West Coast only at 6 p.m., Pacific Coast time. That's OK. The boys don't get no pay for that. Everything else is out."

Asked to confirm a rumor that he would permit musicians to continue to play for the networks after Feb. 1, should the pending negotiations between himself and the four network heads fail to renew contracts, Mr. Petrillo said, "How do I know what we'll do on Feb. 1. It's a long way off. Do you know what the networks will do if I refuse to accept their terms. Maybe we'll refuse to work and maybe we won't. I ain't sayin'!"

Mr. Petrillo said he would concern himself with industry problems "when the time comes."

"Right now I gotta make a speech," he said, nodding toward Judge LaBuy's courtroom.

A "HIXUATION" developed in Tulsa when C. A. Donovan, executive of KVNO, chanced upon a Salvation Army band doing its Christmas cheering on a street corner with the Tulsa representative of AFM hovering in the background. Remembering the chuckles at the BROADCASTING Dec. 15 cartoon of Sid Hix (at left), arrangements were quickly made with the station's promotion department for pictorial record of the coincidence.

The government's case against Petrillo swiftly evolved itself as District Attorney Kerner interrogated other government witnesses. These included Mr. Eidmann; the station's legal counsel, William J. Freedman and Harry Schulman, and the three discharged WAAF librarians. From the attorneys Mr. Kerner sought to establish that despite many attempts to obtain a personal interview with the AFM president, Petrillo stubbornly refused to negotiate and when they refused his demands that WAAF employ three additional musicians, which the station contended were not needed, had ordered a walkout.

In questioning the former librarians, Mrs. A. B. Egan, of Kansas City, Mo. (formerly Miss Helen Coen); Arthur John Reay and Miss Marguerite L. Frye, Mr. Kerner drove home that all three employees worked only 30 hours per week, that they did not consider themselves overworked and that they had no complaints to the station management regarding hours or working conditions. Petrillo's lawyers made no objection to these questions but on cross-examination asked each to identify photostats of contracts signed by the discharged musicians and the station management which identified their employment as "operators of mechanical devices."

Mr. Carmell, by this line of questioning, made plain the defense's campaign—that all three AFM members were required to do duties other than those stipulated by contract and that Petrillo is asking for additional employees in order to prevent duplication of employment.

Others Testify

All the discharged musicians admitted that they had not been ordered to return to WAAF by Petrillo following receipt of telegrams from him authorizing the walkout, or that they had received any notice that Petrillo had made any special effort to obtain employment for them. The district attorney's point was that Petrillo by contending that their means of livelihood, actually exercised greater control over his own members than the station and that his act had worked to their disadvantage.

After Jack Gould, radio editor of the New York Times, and tww St. Petersburg, Fla., newspaper correspondents of the Evening Independent and George Bartlett of the Times—had testified they heard Petrillo say he intentionally violated the Lea Act, the government rested its case.

Defense Attorney Carmell promptly moved that the court enter a not guilty verdict on the grounds that there was not "sufficient evidence to warrant Petrillo's conviction and that a conviction upon the evidence adduced by the government constitutes an unconstitutional application of the Communications Act of 1934."

"The government has failed to prove facts sufficient to constitute a prima facie case or the crime alleged in the information, or any crime at all," he said.

"The government has failed to prove that the defendant wilfully did attempt to coerce, compel, or constrain WAAF to employ or agree to employ any persons in excess of those numbers needed to perform actual services."

He added that a conviction upon the evidence would be "repugnant" to the Thirteenth Amendment of the Constitution in that it would impose involuntary servitude, to the First Amendment as abridgment of freedom of speech, press and assembly, and to the due process clause of the Fifth Amendment as a "deprivation of liberty and property without due process of law."

U. S. Attorney Carmell moved that the motion be denied, but Judge LaBuy withheld a decision pending "further study."

Chief defense witness was Mr. Gilbert, former Harvard eco-

In the Dog House

PETRILLO entered 'Judge LaBuy's chambers flanked by his attorneys, Dan D. Carmell, Henry Kaiser and Milton Diamond. Before entering the courtroom he obliged photographers and posed with Mr. Petrillo until the flashing photobulbs forced him to protest that he was going blind.

"That's all right, Mr. Petrillo, a photographer replied, 'well get you a seeing-eye dog."

"We'll need one to get around the Lea Act," Mr. Carmell wise-cracked.
Admittingly leaning on FCC's Blue Book and a transcript of the congressional hearings which preceded enactment of the Lea Act, Mr. Gilbert declared FCC expects stations to provide "more live than anned—and more local than network- minded." 

He observed that opportunities or musicians started decreasing in the late twenties when technological developments, notably the motion picture sound track, came to be fore.

"Within a relatively short period, a half dozen stations with 50 musicians may satisfy music demands of the whole world if the trend continues," he said.

Asked by Mr. Kerner if it were true that a general depression started in the late twenties, susing widespread unemployment, he witness replied in the affirmative.

Mr. Gilbert also admitted under "examination record runners are not "live musicians". He asserted that application of the Blue Book to practical broadcasting in a strict sense "would hit the industry out of business."

The witness also divulged he would receive a "fee from Mr. Carmell" for appearing in defense of Mr. Pettilo and that he has always been a champion of AFM.

Closing Argument

Mr. Kerner, in his closing argument Friday morning, contended for rejection of Mr. Carmell's motion that the court enter a non-litigant verdict and asked for conviction. Judge LaBuy indicated he did not intend to rule on it, preferring as he had said earlier last week, to withhold a decision pending "further study."

When he does render a decision, we will either reject Mr. Carmell's motion or accept it, the latter tantamount to acquittal.

The U. S. District Attorney cited evidences of "wilfulness" on the part of Mr. Petillo and the station by and that six musicians be employed in all, as contained in his July 11, 1946, letter to WA;

1) Four telephone calls are made station officials reiterating his demands; (3) refusal to sit down amicably settle the dispute, though WAAP officials offered 15% of his wages.

2) On several occasions he has refused to accept station offers to cut additional musician on WMAQ; Mr. Pettilo had reportedly "spilled, "It will be six or bug west and public statement by Mr. Pettilo at AFM convention in the Pennsylvania, Fla., in June 1946, that "I have intentionally deserted the U. S. Marshal and am waiting for the U. S. Marshal to pick me up now."

Mr. Kerner contended the AFM had instilled fear in the musicians employed at WMAQ, minding them of the union by-laws which state that "anyone who disobeys the orders of the president will be punished."

He recalled that Illinois and Wisconsin courts both have held that "coercion is as easily accomplished without violence as with violence through fear of loss of business, which is as acute a fear of bodily harm." Contending that WAAF was employing 12 times the number of musicians required at the time the FCC Blue Book study (regarding musicians) was made, Mr. Kerner took vigorous exception to previous con- tention of Richard Gilbert, defense witness, that more musicians should be hired "just because the station is making large profits."

Defense Attorney Carmell, who promised a lengthy closing talk, later subject to rebuttal by Mr. Kerner, prefaced his Friday morning appearance by reading a paragraph from the Supreme Court majority opinion handed down in the Pettilo case, to the effect that "an employer's statement is not sufficient to determine how many employees are needed." He emphasized his belief that the station was in no way inconvenience as evidenced by testimony of its own personnel.

"You can't shoot a dead corpse," he wince-warked.

He discounted the U. S. District Attorney's claims that Mr. Petillo had refused to talk things over with the station officials and alluded to Mr. Kerner's reference to union methods on making its demands known. He remarked, "phone calls, letters and telegrams are accepted methods of communication in union matters."

KTSW Hearing on Ownership Changes Scheduled for Feb. 2 by Commission

A SHOW-CAUSE HEARING to determine whether control of KTSW Emporia, Kans., changed hands without FCC approval in violation of the Communications Acts, was ordered by the Commission last week to be held Feb. 2.

FCC's order grew out of a pending application for transfer of the combined 74% interests of R. J. Laubengayer, Sidney F. and John F. Harris to Gervais F. and Robert B. Reed for $40,942 [BROADCASTING, July 21]. Commission authorities said that in processing the application they found prior reports relating to transfer of control to Messrs. Laubengayer and Harris.

The Commission said the hearing would center on three questions:

1. Whether a transfer of control of Emporia Broadcasting Co., KTSW (to Laubengayer, Sidney F. Harris and John F. Harris, having jointly filed applications for the same, was consummated on or before July 15, 1946.

2. Whether the Emporia Broadcasting Co. and R. J. Laubengayer, Sidney F. Harris and John F. Harris, have viola- tion of the Communications Acts and Sec. 3.211 of the Commission's rules by fail- ing to file an application for change of control of Emporia Broadcasting Co. to Laubengayer and Harris, and by failing to comply with the provisions of Sec. 1.321 of the rules.

3. Whether in the event the Commission should find that such violation occurred, the Commission shall institute proceedings looking to a revoca- tion of a license to Emporia Broadcasting Co. for KTSW, or require com- pliance with the provisions of Sec. 3.310 (b) of the Act and the rules.

Sec. 3.310 (b) of the Act requires advance FCC approval of transfers of control, and Sec. 1.321 of the rules requires the FCC to delay on public bidding on station sales.

Mr. Laubengayer owns 34% of KTSW and the Harrises have 20% each, according to the application for FCC approval of the sale of these interests to the Reeds, who control the Garden City (Kans.) Telegram.

Messrs. Laubengayer and Harris also are associated in ownership of KSAL Salina, Kans., and with other associates have an application pending for acquisition of KKFB Wichita for $350,000 [BROADCASTING, Sept. 29]. Evart Mills, attorney, John R. Griffith, drug chain operator, and a group of KFB employees have filed a competitive application in the KFB transfer case, under the Avco Rules [BROAD- CASTING, Dec. 15].

KTSW is on 1400 kc with 250 w. FCC said the hearing would be held in Washington.

Transcription Backlogs

(Continued from page 18)

stockpile on hand. Mr. Crosby is transcribed through March 17, it was said. An ABC executive said that if the ban persisted beyond that time, Mr. Crosby would begin live broadcasts.

Smaller recording and transcription companies who's finances were insufficient to stand the enormous investment of storing heavy backlogs would unquestionably suffer if the musicians' work stoppage were prolonged, observers agreed.

Two major transcription companies, Louis G. Cowan Inc. and Frederick, Carmell, had a year's supply of their shows that were musical or had musical backgrounds.

As deadline neared, Chicago recording studios were booked around the clock and until midnight Wednesdays as advertising agencies ordered more and more platters for their backlogs against the recording schedules. Ruthrauff and Ryan Inc. reported a two-year supply had been stored away for clients in several states. Officials at the Columbia studio, recorders, predicted that the average day's single recording of a single commercial is used will be increased from 90 days to "six months and longer."

Typical of many companies, Sonora Records announced it had "a good backlog of (popular tunes) which we shall issue slowly in order to remain in the pop field." Sonora reported it had built a greater backlog of numbers and would concentrate on album production during the musicians ban.

Special Releases

Decca Records Inc, like most other recording firms, has been given special releases on tunes by composers and theatrical producers so that the albums could be recorded in advance of the AFM ban.

RCA-Victor reported that the last popular music it recorded before the ban was played by Vaughn Monroe whose orchestra was the first to record after the end of the previous AFM recording ban in November 1944. RCA-Victor's last recording session ended minutes before midnight, Dec. 31, when the New Year's Eve show ran.

Other recordings made at RCA Victor: New York studios were by James Melton, Metropolitan Opera star, and Beatrice Lillie, British singer and actress. They recorded tunes from the forthcoming Broadway musical, "Inside USA," which will star Lillie. RCA-Victor Red Seal master recordings. Mr. Melton recorded from 6 to 9 p.m., Miss Lillie from 7 to 10 p.m.

Radio Aids

(Continued from page 15)

WMAQ, with power lines and transmitter in Bloomington, Ill., was silenced 40 minutes ago noon but back to normal late Thursday afternoon.

WJJD's tower at Mt. Prospect, Ill., one of two, topped, knocking the station out for a brief period. CBS-owned and operated WBBM twice experienced brief mechanical difficulties in the afternoon but recovered. WAAF went dead for 20 minutes, its transmission lines at the Avenue Bigd is in stockyards broken by ice. WGES, which has no emergency generator, and WAIT, off since 11 a.m. New Year's

Outside Judge LaBuy's court, James C. Petrillo (l) conferred with his attorney, Dan D. Carmell.

WMAQ, with power lines and transmitter in Bloomington, Ill., was silenced 40 minutes ago noon but back to normal late Thursday afternoon. WJJD's tower at Mt. Prospect, Ill., one of two, toppled, knocking the station out for a brief period. CBS-owned and operated WBBM twice experienced brief mechanical difficulties in the afternoon but recovered. WAAF went dead for 20 minutes, its transmission lines at the Avenue Bigd is in stockyards broken by ice. WGES, which has no emergency generator, and WAIT, off since 11 a.m. New Year's...
CBS STAFF REALIGNMENT DUE WITH WHITE SHIFT

PROMOTION of Frank White, CBS vice president and treasurer, to presidency of Columbia Records [BROADCASTING, Dec. 28] last week opened way for realignment of several executive positions in network.

S. R. Dean, assistant treasurer, will probably become treasurer, although not vice president, it was reported. James M. Seward, assistant secretary, will assume expanded duties in network operations.

Howard S. Meighan, CBS vice president in charge of station administration, will be given additional duties in network policy matters, it was believed. Howard Hausman, director of personnel relations, who in past has assisted Mr. White in labor relations, will probably be given greater duties in this field.

NAB COMMITTEE TO STUDY REVWRITTEN WHITE BILL

PROVISIONS of new version of White Bill to amend Communications Act (S-1393) will be studied today (Friday) by NAB Legislative Committee, meeting at NAB headquarters in Washington. Committee chairman is J. Harold Ryan, WSPD Toledo.

Other members are Joseph C. Burwell, WMBS Uniontown, Pa.; William B. Dolph, WMT Cedar Rapids; Don S. Elias, WLNW Ashevile; Will Gundenzoder, KROW Oakland; E. K. Hartenbower, KCMO Kansas City; Paul Miller, Gannett Newspapers; Glenn Snyder, WLS Chicago. Board liaison members, Clair R. McColough, WAGL Lancaster, and C. Bruce McConnell, WISH Indianapolis.

RAY FADEL, office manager of KLO Ogden, Utah, before discharge from Army after five years' service, named assistant general manager of KUTA Salt Lake City.

MBS, CBS Criticize White Bill Redraft

ADVANTAGES of redrafted White Bill to amend radio law (S-1393), "such as they are, are far outweighed by its defects," particularly sections giving program powers to FCC, Mutual said Friday in statement sent to Senate Commerce Committee's radio subcommittee, which has bill under study.

CBS meanwhile filed comments suggesting several "minor" changes but it was understood, centering main objection on provision giving FCC right to consider programs when passing on renewals. CBS statement reportedly urged that present law on censorship be allowed to stand.

Proposed section giving FCC right to review programming at renewal time "is by far the most alarming feature" MBS declared in analysis prepared by Louis G. Caldwell, Washington counsel, in response to request for comments when redraft was released [BROADCASTING, Dec. 29]. Other program portions termed objectionable: (1) proposed prohibition against false accusations or charges knowingly made (on grounds it would put excessive liability on broadcasters); (2) expansion of "equal opportunities" provision, particularly inclusion of "controversial" questions ("no substantial evil" exists for giving FCC this "regulatory weapon of formidable possibilities"); (3) identification of editorial and interpretative community comments as noncommercial.

As "practical" matter, statement contended, "to the extent that members of the Commission attempt to study and regulate broadcast programs, they fail in their duties in technical and economic fields which desperately need their constant attention both in broadcasting and in the many other communications services.

Mutual considered redraft "improvement" over original bill and said "to some extent" it offered "meritorious amendments" to existing law. But "most of these changes...are to the advantage of the larger interests," statement asserted, citing protection against "double jeopardy" under anti-trust laws, omission of limitation on number of stations one person may own, and abandonment of original plan to write FCC's network regulations into law. Network suggested changes in number of sections relating to FCC organization and procedure, opposed several new features (including division of Commission into panels, and new restrictions on employment of Commissioners and staff members after leaving FCC), found other provisions "commendable" (including pay raises for FCC members).

PETRILLO TRIAL ADJOURNED BY COURT TO JAN. 14

TRIAL of James C. Petrillo, AFM president, on charge of Lea ACT violation adjourned Friday afternoon in U. S. District Court, Chicago, Jan. 14, when decision is expected by Judge Walter J. LaBuy. Court heard closing arguments by Otto Kerner Jr., U. S. District Attorney, and Daniel Carmell, defense attorney (early story, page 13).

Mr. Petrillo purposefully caused trouble to set stage for hot argument at AFM convention last year.

NAB CONVENTION PLANS CRYSTALLIZE ON COAST

ARRANGEMENTS for NAB convention week of May 16 in Los Angeles discussed last week by C. E. Arney Jr., NAB secretary-treasurer, with California Broadcasters Assn. Mr. Arney due back at NAB headquarters this week.

Convention to be confined to top-level management and engineering problems, he said, local sales, programs and other topics going to district and area meetings in late summer and early fall. Understood change is possible in original Monday-Tuesday engineering meeting, open Wednesday, and Thursday Friday management convention, with exhibits open all week.

SAM HENRY Jr., formerly of World Broadcasting System and pre-war NAB broadcast advertising director, named U. S. advertising manager for Trans-World Airline, headquartered in Kansas City.

FCC Extends (Continued from page 4)

izng by radio stations will rob the people of their last fair source of information."

Elias I. Godofsky, president and general manager of WHLI and WHNY (FM) Hempstead, N. Y., in a memorandum for field, said of personal appearance that: Radio is recognized and accepted as a primary new medium; principles of free speech and press apply to radio; presently practices et cetera can be done through freedom of communications; frequency limitation is longer sound basis for control, and editorializing is requisite in serving public interest.

Those who propose to appear include: M. S. Novik, New York public service radio consultant; S. A. Steiger, chairman, Dept. of Communications in Education, New York U.; Monges, Minneapolis; Robert W. Koontz, Des Moines, Iowa; D. Stephen S. Wise, president, American Jewish Congress; George H. W. Seward, New York: Ray Sawyer, national legislative director, AMVETS of World War II; C. F. Estes Tyler, director, Institute for Education by Radiol Ohio State U.; A. W. Kays, committee chairman; Girard, Chester, assistant professor of speech, Cornell U.; Iowa Assn. of Radio News Editors; Russell Bitt, legislative secretary, Farmers Educational and Cooperative Union of America; Cooperative League of the U. S. A.; AFL-WoWCh, Nathan Straus; WMCA New York.

NAB: KOB Albuquerque: WANN Annapolis, Md; WQPA Bethlehem, Pa.; WVDW Washington, D. C; WIBT Billings, Mont.; WIPD Dutchtal, Ky.; WWF Wheeling, W. Va.; WENY Elmira, N. Y.; WING Dayton, Ohio; WLOL Minneapolis; WIND Chicago; KI Denver; WTAQ Quincy, Ill.; KUTA Salt Lake City; KCOS Mason, Iowa; WKBW Colorado Springs; WKMA Springfield, Ohio; WJNA Charlestown, W. Va; WDFB Chattanooga; WKPX Peoria, Ill.; WJW Cleveland, Ohio; WOR, New York.

Robert K. Leaugh, chairman, Public Library Information Service, New York; John, 3d, Yankee Network; Mark Woods, ABC; CBS America, New York; Pictorial Advertising, Edmundovics, Chicago;president Corneli U., licensee WJCU and WJCC-F Pittsba; Michael R. Raino, WJCU-WJCC-P Pittsba, director; Communications Workers of America; Stanley Faulkner, Voice of Freedom Committee.

Cranton Williams, general manager, American Newspaper Publishers Assn., stated i reply to FCC's invitation to appear that "that content of a newspaper and the content of the program radio are two entirely different things, one of which is to be decided later that any association cares to say anything you will be advised."

Eric Johnston, president, Motion Pictui Assn., stated he expects to be in Europe by sister will file statement. George N. Shuster, Hunt College president, cannot appear but compro- mised FCC's stand is "wholly proper.

WBAL HEARING TO RESUME

LONG-DRAWN hearing WBAL Baltimore license-renewal application and competitin bid of Drew Pearson and Robert Allen for WBAL's clear-channel facilities (1090 kc, 5 kw) to be resumed at 10 a.m. today (Mor day). Last session was Dec. 16.

BROADCASTING • Telecast
In four weeks WLW reaches 81.2% of the 3 1/4 million radio homes within this area...

With 175 stations heard within the area, WLW receives 19.3% of all listening to all stations.

Look at the figures in that headline again.

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3 1/4 million radio homes within the area, between 6 AM and midnight. That's coverage!

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of all listening to all stations. That's dominance!

How much did these homes listen? Taking all 3 1/4 million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. That's penetration!

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.
Today's Most Perfect Picture of Product Behavior

What every Advertiser wants to know!

The Oklahoma City Consumer Panel has been set up on a continuing basis and financed by WKY and the Oklahoma Publishing Company to give advertisers and manufacturers the most perfect picture of product behavior modern research methods can devise.

The method, the products covered and the sampling were adopted after consultation with the country's leading agencies, advertisers and research men.

Four hundred families, selected for perfect representativeness of the Metropolitan Oklahoma City area, maintain a day-by-day purchase record for some 40 commodity classifications, recording brand, size, number of units, price paid and place of purchase.

Tabulations are issued quarterly, but special reports for longer or shorter periods are available at cost covering any phase of activity possible to obtain from correlation of the detailed purchase records and biographical information available.

Nowhere in the U. S. today is there available to advertisers a more sensitive thermometer and more accurate recording of product behavior. Write today, letting us know how the Oklahoma City Consumer Panel may assist in solving your particular problem.

What You Can Find Out About Your Product:

1. The number and percentage of families buying your product in Metropolitan Oklahoma City.
2. The comparative standing of your product with competitive brands.
3. The number of units, price and weight of all brands purchased.
4. The time and place of purchase; grocery or drug store, independent or chain; department store; house-to-house distributor; or other.

This information on products in 40 odd classifications is available quarterly. In addition special reports are available at cost. Write today for the reports covering the specific products in which you are interested.